



Historic District Commission

Sign Advisory Council

Commissioners: Chris Young (Chair), Kevin Kuester, Paul Wolf, Mark Cutone, Ben Normand

Planning and Land Use Services

2 Fairgrounds Road

Nantucket, Massachusetts 02554

APPROVED MINUTES (*approved on 03/18/25*)

Tuesday March 04, 2025

I. Procedural Business

Call to order at 9:02 am.

Attending members: Chris Young (Chair), Paul Wolf, Kevin Kuester, Mark Cutone

Staff in attendance: Nicky Sheriff, Land Use Specialist/ HDC Enforcement Officer

Absent members: Ben Normand

Late arrivals: None

Early Departures: None

Audio Recorded Announcement

Motion to Adopt Agenda made by Paul Wolf Seconded by Mark Cutone

Vote: carried unanimously

Motion to approve the minutes from **07/23/24 & 02/18/25** made by Paul Wolf Seconded by Mark Cutone.

Vote: carried unanimously

II. **Public Comment** N/A

III. **Commissioners Comments** N/A

IV. New Business

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NIR RETAIL, LLC	18 FEDERAL ST	PROJECTING SIGN	42.3.1/72	SIGN HERE

Sign Name: ASHA

Comments

Mark Cutone- No Concerns

Kevin Kuester- doesn't mind the sign or the graphics but feels that the background color is too light and will be too bright doesn't think the color fits well with the surrounding architecture. He also added that while it's mentioned the lighting is existing on the bracket, he believes the lighting for the building was never actually approved. He expressed that he doesn't like the idea of keeping or moving lighting just because it already exists.

Paul Wolf- No concerns.

Chris Young- doesn't mind the blue color. Regarding the lighting, he pointed out that the application only mentions it as "existing" and suggested that if approved, they should be reminded for minimal wattage.

Recommendations

Mark Cutone recommended approval as submitted and it was duly seconded by Paul Wolf.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NIR RETAIL, LLC	32 MAIN ST	PROJECTING SIGN	42.3.1/217	SIGN HERE

Sign Name: DOEN

Comments

Kevin Kuester- indicated that he doesn't have any major concerns with either of the signs. However, he believes it would look more attractive, particularly on Main Street, if the signs were fully carved. Despite this, he finds the current designs to be acceptable.

Paul Wolf- No concerns.

Mark Cutone- No Concerns.

Recommendations

Mark Cutone recommended approval as submitted and it was duly seconded by Kevin Kuester.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NIR RETAIL, LLC	32 MAIN ST	WALL SIGN	42.3.1/217	SIGN HERE

Sign Name: DOEN

Comments

No concerns

Recommendations

Kevin Kuester recommended approval as submitted and it was duly seconded by Mark Cutone.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
VTT MANAGEMENT	53 MAIN ST	PROJECTING SIGN	42.3.1/223	SIGN HERE

Sign Name: HOT HAUS INFARED HEATED PILATES AND YOGA

Comments

Paul Wolf- Concerned about the amount of wording on the sign, suggesting that a simpler description like "Pilates and Yoga" might be sufficient. He also raised a question about whether the sign meets the guidelines for the building it's on, as he's unsure where one building ends and the other begins.

Mark Cutone- Mentioned that on Center Street, there's a preference for brackets to be aligned rather than staggered, and he would prefer this sign to align with the Congdon & Coleman bracket. While he acknowledges the visibility concern, he believes it would still be visible from various angles, particularly heading downhill and uphill, and that it might even help screen Congdon and Coleman's existing sign. However, he values architectural consistency in the armatures on the facade. Also expressed reservations about the color and overall design of the sign, mentioning that the dark blue and white combination doesn't feel very "Main Street." He feels it lacks a traditional look, which has been encouraged for signs along Main Street. While he recognizes that block lettering is permissible, he points out that the "A" in the design isn't a standard one that is typically encouraged. He also feels the sign is a bit too "crisp and clean" and suggests it could be more traditional in nature, with the bracket lowered. He further suggested considering a black-and-white color scheme, even though the blue is technically an approvable color.

Kevin Kuester- Agreed with Mark and expressed a strong objection to the addition of this sign on Main Street. He pointed out that there are already two signs at the entrance to the building, which aligns with regulations, as businesses on second floors typically have directory or smaller application signs. He has rarely seen approval for a third sign at an entrance and is strongly opposed to this part of the proposal. He also echoed Mark's comments about the design being too contemporary for Main Street, suggesting a simpler and more restrained option, like black and gold. Kevin feels the current design resembles a product label rather than a historic sign. Ultimately, he is against adding another sign to Main Street and suggests they consider other solutions rather than forcing another sign in this location. He also agrees that the sign should not be staggered.

Chris Young- Agreed with Mark's point about maintaining consistency with signage on both sides of a doorway, as seen on Center Street and near the Black Dog on Main Street. He emphasized the importance of consistency and recalls how Congdon & Coleman, as separate businesses (a real estate office and an insurance agency), have utilized the guidelines in different ways, with the real estate office having two signs. He also mentioned that, for second-floor locations like this one, signage should be in line with the guidelines.

He also acknowledged Kevin's concerns but is also unsure if this proposal might be the best option for the building, considering the need for signage. He suggested that if the blue color is an issue, perhaps changing the color scheme to match the cream-colored trim of the building's doors and windows could help tie the sign in with the building and make it feel more integrated with the architecture, potentially addressing concerns from other council members.

Finally, he noted that the situation is unique due to Congdon & Coleman occupying the second floor of different sections of the building, making it hard to delineate between the two. Ultimately, Chris expressed that he wouldn't object to a projecting sign, but it needs to feel more appropriate in terms of design and location.

Recommendations

Kevin Kuester recommended the application be ***held for revisions*** and it was duly seconded by Paul Wolf.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
ARTIST ASSOCIATION OF NANTUCKET INC	8 FEDERAL ST	WALL SIGN MOVE	42.3.1/172	FRANCINE BALLING

Sign Name: ARTIST ASSOCIATION OF NANTUCKET

Comments

Mark Cutone- suggested that he agreed with Kevin's concern about the awkward positioning of the sign on the trim. He wondered if, once the bracketed wall sign comes down, the sign might be better placed below the windows on the shingle face between them. Mark pointed out that the current design doesn't seem to attach gracefully to the broken freeze above the window, as there isn't enough vertical surface space, and it would likely hang off the top portion of the freeze. He also observed that there may have once been window boxes in that area, with light shingles that could provide a better location for the sign to sit. Ultimately, Mark felt the sign doesn't seem to integrate well with the architecture as it's currently proposed.

He also suggested that the nature of the business and the amount of glass in the space clearly indicates it's a gallery. He believes the greatest advertisement will come from the paintings and art pieces displayed behind the windows, which will enhance visibility once the real estate signage is removed. He also added that the menu boxes should be removed.

Paul Wolf- agreed that the sign wouldn't fit on the board above the windows, as it would overlap the top of the pilasters. He supported Mark's suggestion of placing the sign on the shingles instead.

Chris Young- shared the same concerns and agreed with the suggested location for the sign on the

shingles, as placing it above the windows would have obstructed architectural details. He felt that hanging it suspended below the top fascia would not have been appropriate. Chris also raised a concern about the gallery on Washington Street, which had previously been on the violations list for improperly displayed signage, such as temporary banners for events. He emphasized the importance of following the guidelines to avoid additional signage issues, stressing that he wouldn't have wanted this sign to be approved only for it to lead to further unapproved signs, like banners or signs in the windows.

He acknowledged that businesses are allowed signage but pointed out that the gallery had already exceeded the limits with two menu boxes, which might not have been approved as they were currently located. If visibility had become a concern, there might have been an opportunity to apply for a second sign that met the guidelines. Overall, Chris agreed that the location on the shingles was the best option, as suggested by other board members.

Recommendations

Mark Cutone recommended approval to relocate the sign subject to it being placed on the shingled area below the windows and removal of the 2 menu boxes and any window signage and it was duly seconded by Paul Wolf.

Vote: carried unanimously

V. Enforcement

Nicky Sheriff mentioned that she had no updates since the last meeting.

VI. Adjournment

Motion to Adjourn made by Mark Cutone seconded by Paul Wolf.

Vote: Carried Unanimously.

Link to Meeting Recording: [HDC Sign Advisory Committee - 3/4/2025](#)

Submitted by: Nicky Sheriff