



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 (adopted on 07/15/25)

Tuesday July 01, 2025

I. Procedural Business

Call to order at 9:01 am.

Attending members: Paul Wolf, Kevin Kuester, Mark Cutone

Staff in attendance: Nicky Sheriff, Land Use Specialist

Absent members: Chris Young (Chair), Ben Normand,

Late arrivals: None

Early Departures: None

Audio Recorded Announcement

Motion to approve the agenda was made by Paul Wolf and it was duly seconded by Kevin Kuester

Vote: carried unanimously

Motion to approve the minutes from **06/17/25** made by Kevin Kuester and duly seconded by Paul Wolf.

Vote: carried unanimously

II. Public Comment N/A

III. Commissioner Comments

IV. New Business

Property Owner	Address	Scope of Work	Map/Parcel	Agent
29 CENTER ST LLC	29 CENTER ST	TEMPORARY SIGN	42.3.1/122.2	THE SIGN LADY LLC

Sign Name: (SCANLAN THEODORE)

Comments

Kevin expressed concern that the proposed sign is not located at the main entrance, stating a preference for signage to be placed at the front rather than at a back entrance.

Paul noted that the application indicates the sign is made of steel, which does not comply with guidelines requiring wooden signs. He confirmed the sign has not been fabricated yet and emphasized that the material must be wood.

Mark recalled that signage has been permitted in this location in the past, particularly for temporary retail events, and those signs were typically anchored in planters. He felt the current proposal lacks the precedent's quality and suggested improvements.

Recommendations

Kevin Kuester recommended approval provided the design is on wood, uses a wooden barrel with vegetation as a planter, and does not exceed 30 inches in height, and it was duly seconded by Paul Wolf.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
CONGDON & COLEMAN INSURANCE	57 MAIN ST	PAINTED WALL SIGN (PETTICOAT ROW)	42.3.1/221	SHELLY LOCKWOOD

Sign Name: PETTICOAT ROW

Comments

Paul expressed support for the idea, stating he thinks it's a good one. However, he noted that the original sign appeared to have been created by someone with limited painting or sign-making

skills, resulting in an unprofessional appearance. He asked about the intended style or design of the letters for the new sign.

Kevin acknowledged the applicant's intentions but raised concerns about setting a difficult-to-control precedent. He referenced past cases where painting on buildings was problematic, including one on the back of the Dreamland. He also noted precedent for preserving "ghost signs" as they are, particularly near the NHA and the gift shop entrance. Kevin emphasized that the proposed sign neither clearly reflects a business nor marks an entrance. Given that only 3 out of 5 members were present, he recommended holding the decision for review by the full board.

Mark aligned himself somewhat with Paul's perspective, agreeing with his support for the idea. He also acknowledged Kevin's concerns regarding the historical significance of ghost signs. Mark noted that any restoration would likely result in the sign eventually fading again over time, essentially becoming a ghost sign once more. He raised the question of how much restoration is appropriate before allowing the sign to age naturally again. He shared that despite frequently passing the corner, he had never noticed the ghost sign before. He expressed appreciation for its rustic, handmade quality. He asked about the intended final design or appearance of the sign.

Recommendations

Mark Cutone recommended the application be held for additional information, specific paint colors and for the full board and it was duly seconded by Paul Wolf.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
ALLAN BELL	45 MAIN ST	PROJECTING SIGN (NANTUCKET PHARMACY)	42.3.1/207	KELLY EMERY

Sign Name: NANTUCKET PHARMACY

Comments

Kevin noted that this location is sensitive, with iconic buildings like Pacific National and the Club Car nearby, and that signs at the base of these buildings are part of their character. He expressed concern about the craftsmanship of the proposed sign, emphasizing that it should be made in a historic, hand-carved style, typically thicker to withstand weather over time. Kevin observed that the current sign looks new and freshly routed rather than aged or historic. He also opposed any lighting on the sign, citing the age of the building and consistency with past decisions, like the one for Mitchell's bookstore. He also mentioned that the cluster of projecting signs on this side of Main Street is becoming excessive and does not serve much purpose. Kevin later stated he is not opposed to the design itself but remains concerned about a broader issue that has been discussed. He explained that this concern isn't specific to this particular sign but relates to a recurring trend he's observed. He feels that this trend does not reflect the historic character of the area.

Paul acknowledged Kevin's concerns but stated he personally has no issues with the sign. He finds the sign attractive and notes that since it is new, it will naturally look fresh until it weathers over time. Regarding the many projecting signs along the block, Paul accepts that as the current state of the area and does not see it as a problem.

Mark questioned the practicality of carving a sign only $\frac{3}{4}$ inch thick, especially if carved on both sides, suggesting that the thickness may be insufficient. He agreed with Kevin that the sign should be made from genuine hardwood, such as mahogany, to ensure durability. Mark noted that creating such a sign would likely require gluing pieces together, resulting in a thicker final product than currently specified. He recommended revising the application to clarify the materials and construction details.

Recommendations

Kevin Kuester recommended that 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
NANTUCKET PERFORMING ARTS CENTER	5 N WATER ST	WALL SIGN 1 REVISION (NPAC)	42.4.2/88	NPAC

Sign Name: NPAC

No Concerns.

Recommendations

Kevin Kuester recommended approval as submitted and it was duly seconded by Paul Wolf.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NANTUCKET PERFORMING ARTS CENTER	5 N WATER ST	WALL SIGN 1 REVISION (NPAC)	42.4.2/88	NPAC

Sign Name: NPAC

No Concerns.

Recommendations

Kevin Kuester recommended approval as submitted and it was duly seconded by Paul Wolf.

Vote: carried unanimously

V. Enforcement

Nicky Sheriff reported issuing a citation to Jack and Charlie's regarding multiple door signage. She confirmed that the neon nail sign at Melissa and David's was removed after her call. Enforcement efforts continue for signage at Gaslight and several downtown sandwich board signs, with notices being sent as needed. Regarding the Olivea clothing store, the manager acknowledged the rules on window sticker signage and plans to submit applications for temporary signs tied to upcoming collaborations. Paul raised concern about an oversized sandwich board at the gas station across from Stop and Shop; Nicky confirmed a notice was sent on June 16, 2025, and expects a response or removal soon.

The group discussed the overall quality and scale of signs, noting some approved signs are undersized relative to their facades, and some lack traditional craftsmanship, with more machine-made signs appearing. It was suggested future applications include clearer details on materials and methods (hand-carved vs. machine-carved).

Lastly, Nicky mentioned she is reviewing an enforcement case involving the J McLaughlin building, where a fence sign remains despite prior agreements to remove it when other signs were approved. The group agreed compliance requires removal of either the fence sign or one of the other building signs to avoid having three signs.

Motion to Adjourn made by Kevin Kuester seconded by Paul Wolf.

Vote: Carried Unanimously.

Link to Meeting Recording: [HDC Sign Advisory Council - 7/1/2025](#)

Submitted by: Nicky Sheriff