



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 07/01/25)

Tuesday June 17, 2025

I. Procedural Business

Call to order at 9:03 am.

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

Staff in attendance: Nicky Sheriff, Land Use Specialist

Absent members:

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 Ben Normand

Vote: carried unanimously

Motion to approve the minutes from **06/03/25** 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
16 FEDERAL LLC	16 FEDERAL ST	PROJECTING SIGN (COMMONWEALTH/MOR WINE)	42.3.1/71	EDWIN CLAFLIN

Sign Name: COMMONWEALTH/MOR WINE

Comments

Paul: Concerned about having two separate businesses on one sign and unsure if this meets guidelines. No issues with the design but questioned the appropriateness of dual-business signage.

Kevin: Suggested that the sign needs a border/frame and should better relate to the building's architecture. Unsure about the number of descriptors on the sign but open to discussion. Disagreed with Mark's view on where their advice should fall, emphasizing that it is ultimately the HDC's responsibility to determine recommendations. He believes the council should confidently suggest whether signage should reflect a certain character or color, leaving it to the full board to accept or reject those suggestions.

Mark: Agreed with the need for a frame and recommended painting the beveled edges black for contrast. Comfortable with two businesses on one sign, citing precedents, and had no major concerns about how services are presented. Also noted that while the proposed color palette isn't necessarily wrong or outside guidelines, the Historic District Commission (HDC) approach often suggests preferred color palettes. The current proposal complies but may not be the most harmonious choice. Therefore, the council can suggest alternative color palettes, but the existing one is acceptable.

Ben: Highlighted a rule limiting the listing of services on signs, citing a previous case with a bagel shop. Concerned that the phrase "wine spirits mor" might violate this precedent. Also concerned that the black and white color scheme does not match the building or previously approved signs, which used gold and black. Suggested revising the color scheme and reminded the applicant to avoid illegal signage previously used.

Chris: Emphasized the importance of a border/frame to prevent the sign from looking unfinished. Supported painting the beveled edges as a practical framing solution. Agreed that having two businesses on one sign can be acceptable to avoid "hanging ladder" signage, noting precedents. While he was not keen on the black and white color scheme, he felt the council did not have the purview to suggest another color palette.

Recommendations

Mark Cutone recommended approval, subject to the addition of a black border to provide contrast, and the

removal of the wording ‘Wine, Spirits and Mor’ and it was duly seconded by Paul Wolf.

Vote: 3-2 Chris-Aye, Paul-Aye, Mark-Aye, Kevin-Opposed, Ben-Opposed

Property Owner	Address	Scope of Work	Map/Parcel	Agent
CHARLES & CYNTHIA LENHART	137A ORANGE ST	TEMPORARY WALL SIGN (THE BALDWIN GROUP)	55/665	PLYMOUTH SIGN CO

Sign Name: THE BALDWIN GROUP

Comments

Ben expressed strong concerns that allowing a vinyl sign to remain up all summer, especially during the highest traffic period, does not align with the intent of the temporary sign guidelines, which are meant for short-term, date-specific events rather than as a workaround for commercial businesses experiencing delays. He opposed making a motion to permit this extended use, emphasizing that even a temporary plywood sign should only be allowed briefly and that approving this now could set a poor precedent during the busiest season.

Paul and Chris agreed with Ben’s stance on the duration, highlighting that the sign guidelines specify a maximum 30-day period for temporary signs, with extensions only through follow-up applications. They reiterated that temporary signs are intended strictly for short-term event notification, and the current extended use falls outside that scope.

Chris added that their responsibility is to ensure compliance with guidelines rather than advocate for the applicant. While banners have some historical precedent, their overuse has been discouraged to prevent proliferation. He noted that the council’s cautious approach to approving banners is consistent, and that the applicant could bring the matter to the full HDC board for further consideration.

Kevin positioned himself as somewhat of an outlier, acknowledging the applicant’s cooperation and multiple adjustments to the sign design, including the change to wood material, which he views as an improvement. He considers the temporary sign, essentially matching the previously approved permanent design, as a minor issue and believes the concerns may be overstated.

Ben responded by recognizing that a temporary plywood sign might be acceptable briefly but given the previous permanent sign approval and the timing during peak season, he remains hesitant to support the temporary sign proposal due to quality and precedent concerns.

Recommendations

Paul Wolf recommended approval, subject to the sign being constructed of wood and permitted for a duration not exceeding 30 days. and it was duly seconded by Kevin Kuester.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
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Recommendations

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Vote: carried unanimously

V. Enforcement

Nicky mentioned that she has sent out multiple enforcement letters since the last meeting, resolving the Running Center issue and following up with several other sign concerns. For Cape Cod 5, the Chair and Nicky met with the sign representatives, confirming the sign is wood but noting it doesn't meet the smooth background requirement; revisions are expected at upcoming meetings. Nicky reported prompt compliance from businesses like Easy Street restaurant and A&M Painting after phone calls, while others such as Gaslight have yet to respond. Nicky also mentioned that Chief Kasper reached out regarding whether Aunt Leah's fudge sandwich board has grandfathered status, prompting discussion about compiling a list of grandfathered freestanding signs for police reference. The Chair noted that, from what he recalls, only two signs are officially grandfathered: Young's Bike Shop's spinning wheel sign and Provisions' sandwich board. The council emphasized that even grandfathered signs must comply with current material guidelines and original design restrictions. Ongoing issues with sandwich boards, unapproved banners, and repeat offenders like Jack and Charlie's were also highlighted, with citations potentially forthcoming. The council agreed documenting the history and status of grandfathered signs would improve enforcement clarity and compliance moving forward.

Motion to Adjourn made by Kevin Kuester seconded by Ben Normand.

Vote: Carried Unanimously.

Link to Meeting Recording: [HDC Sign Advisory Council - 6/17/2025](#)

Submitted by: Nicky Sheriff