



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

Tuesday June 03, 2025

I. Procedural Business

Call to order at 9:02 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 Mark Cutone

Vote: carried unanimously

Motion to approve the minutes from **05/06/25** and **05/20/25** made by Kevin Kuester and duly seconded by Paul Wolf.

Vote: carried unanimously

II. Public Comment N/A

III. Commissioner Comments

IV. Old /New Business

Property Owner	Address	Scope of Work	Map/Parcel	Agent
KLAUDIUS & LEIPA LLC	5 CHESTNUT ST	PROJECTING SIGN (THE VAULT NANTUCKET)	42.3.1/5	CARA MARQUIS

Sign Name: **THE VAULT NANTUCKET**

Recommendations

Ben pointed out that sticker signage in the window is not permitted and must be removed, expressing concern about allowing "Nantucket" on the sign as it could set a slippery slope, despite it being part of the company's name. Kevin agreed with Ben and voiced additional concerns about ongoing violations, including possible unauthorized neon signs inside the store; he noted that while he has sent notices about similar issues elsewhere, he has not yet received documentation for this case. Mark had nothing new to add, while Paul questioned the signs on the door, identifying a decal that resembles a sign and agreeing that "Nantucket" should not appear on the primary sign since the location is well-known.

Recommendations

Ben Normand recommended the application be held for revisions and it was duly seconded by Mark Cutone.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
ZERO INDIA STREET LLC	1 CAMBRIDGE ST	PROJECTING SIGN	42.3.1/130.2	LINK02554

Sign Name: **MARISSA COLLECTIONS**

Comments

There was some confusion about the exact placement of the signs: a projecting bracket sign near the door on Cambridge Street and a wall sign on the gable end facing North Union Street. Members agreed that the application needs clearer, more complete documentation, including marked elevations showing sign locations and accurate measurements.

Chris expressed concern about the proposed pink color on the red brick building, suggesting it might be too light and not well suited, recommending a color sample for better evaluation. Mark also cautioned about ensuring the projecting sign clears the sidewalk. Ben emphasized concerns about sign scale, noting that signs just under the maximum allowable size have appeared too large in the past, and stressed the importance of appropriate scale relative to the building size rather than just the maximum allowed. Kevin echoed the sentiment, advising against placing a sign on the gable end as it would clutter a small building in a low-signage area and recommended sticking to two signs near the entrance. Paul had no additional comments.

Overall, the council agreed to hold the application until revisions are submitted with clearly marked sign locations, properly scaled designs, and reconsidered color choices, especially regarding the pink on red brick. Overall, the board wants a cleaner, more thorough application to ensure appropriate scale, placement, and aesthetics.

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
ZERO INDIA STREET LLC	1 CAMBRIDGE ST	WALL SIGN	42.3.1/130.2	LINK02554

Sign Name: MARISSA COLLECTIONS

Recommendations

Mark Cutone recommended the application be held to track the projecting sign and it was duly seconded by Paul Wolf. *Vote: carried unanimously*

Property Owner	Address	Scope of Work	Map/Parcel	Agent
COMM FOUND FOR NANTUCKET INC	9B BAYBERRY CT	WALL SIGN (COMMUNITY FOUNDATION FOR NANTUCKET W/LOGO)	55/709.2	LINK02554

Sign Name: COMMUNITY FOUNDATION FOR NANTUCKET

Comments

A proposal was presented to add one or more additional signs to a building that already had a primary entrance sign approved at a previous meeting. The applicant suggested two possible new sign locations: one on the Pleasant Street side of the building (west elevation, overlooking the bus stop), and one on the gable end facing Marine Home Center's parking area. There was some initial confusion about the exact proposed locations and whether either facade included a functional entrance.

Chris provided background, noting this was not the first time such signage had been proposed, and that past applications, possibly from the same applicant, were denied because the signs appeared intended more for visibility than functional entryway identification.

- Mark: Opposed to both additional signs, noting they don't meet guidelines. Expressed skepticism about the necessity for more signage given the clearly marked primary entrance. Found no justification for either location, especially in absence of a second active entrance.
- Paul: Agreed with Mark and emphasized that the signage hasn't been reviewed by the condo association and saw no need for additional signage beyond the main entrance sign.
- Ben: Echoed opposition but allowed for a small, modest sign if a legitimate secondary entrance were added to the gable end. Strongly opposed any large or billboard-like signage. Reinforced that signage must be proportional and clearly serve entry identification, not just visibility.
- Kevin: Pointed out that simply adding a door doesn't automatically justify signage; the guidelines require signs to be placed *at or near a true entrance*. Criticized the recent trend of submitting incomplete or unclear applications, which cause confusion and waste time. He also suggested that, to avoid ongoing confusion and repeated applications, the council should request a master sign plan for the building. This plan should be developed in coordination with the condominium or homeowners' association to ensure a unified, comprehensive approach to signage. Stated opposition to both proposed sign locations.

The council collectively opposed the addition of signage on both the Pleasant Street side and the gable end in the absence of a functional entrance and clear necessity. Any future consideration of signage on these elevations would require significant changes (e.g. the addition of an actual door) and even then, only minimal, scaled-down signage might be entertained. The applicant was advised to refine and

complete any future applications for proper evaluation.

Recommendations

Applicant requested to withdraw the application without prejudice.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
CLACK LLC	33 MAIN ST	PROJECTING SIGN	42.3.1/211	LINK02554

Sign Name: BEACHKREW

Comments

The council generally supports relocating the approved sign to identify a newly activated entrance using the set of existing doors, which were previously underutilized. Members expressed appreciation for the doors finally being used meaningfully but emphasized that the current application lacks sufficient detail.

- Ben was supportive of the new location but wanted to see clearer information about the sign's placement in elevation and its relationship to the doors. He also noted that the original rendering lacked a visible border, but was satisfied to learn it does have a white border.
- Kevin had no issue with the new location but also stressed the need for specific details about exact placement.
- Mark agreed with previous comments, supporting the new location conditionally, based on added clarity.

During further discussion, Ben recommended the bracket sign be placed closer to the door, ideally centered between the column and the door jamb, rather than directly on the column, which he felt was too far from the actual entrance. Other members agreed, also raising concerns about the height, especially given a potential slope in the grade at the site. They emphasized that final placement must comply with signage guidelines, particularly that the bottom of the sign be at least 7 feet 6 inches above the sidewalk for clearance. Overall, they were generally in favor of the sign being moved to mark the new entrance but will require a revised submission showing:

- Precise location and elevation details
- Placement closer to the door
- Compliance with minimum height clearance

- Confirmation of the sign's border design

Recommendations

Kevin Kuester recommended that the application be held for revisions, and it was duly seconded by Mark Cutone.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NIR RETAIL LLC	34 MAIN ST	WALL SIGN	42.3.1/218	LINK02554

Sign Name: ELLSWORTH + IVEY

Comments

Kevin reiterated his previous concerns, stating that the sign lacks sufficient detail, he can't tell how thick it is or clearly see the border, and doubts that a simple beveled edge will create enough visual depth. He feels the sign looks like "a piece of tape" on the building and doesn't work well, especially on a prominent street like Main Street.

Mark agreed with Kevin's assessment and chose not to add more.

Paul requested to see a photo of the entire building to compare the proposed sign to the neighboring store's signage. Upon review, he noted that the neighboring "Southern Tide" sign is similar in size and location to the proposed sign, so he had no objections.

Ben also agreed with Paul, feeling the sign would likely fit well but emphasized the lack of detailed scaled drawings or images to truly judge the size and impact relative to the building. He encouraged future applicants to provide better, more precise presentations to help the board evaluate signage more effectively. He confirmed that the proposed sign dimensions (6 1/4" x 48") are intended to match the Southern Tide sign for balance and that the area behind the sign will be cleaned up.

Recommendations

Ben Normand recommended for approval through staff provided that the sign dimensions match the Southern Tide sign, and it was duly seconded by Paul Wolf.

Vote: 4-1 Chris-Aye, Ben-Aye, Paul-Aye, Kevin-Aye, Mark-Opposed

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NIR RETAIL LLC	STRAIGHT WHARF	WALL SIGN (BAGEL BAR)	42.2.4/15	LINK02554

Sign Name: BAGEL BAR

The sign is planned to go under a rectangular window, but there's some hesitation about the shape choice, a round sign under the rectangular window feels visually odd to some. Mark prefers the current rectangular sign design, feeling it fits better, though he acknowledges he might be the only one with that opinion.

The guidelines were reviewed, noting that horizontal signs can't exceed two feet in height and vertical signs can't exceed six square feet. The proposed sign is about 16 square feet and falls somewhere between vertical and horizontal, which raises concerns about scale and visibility. It was suggested the applicant might consider changing the sign's shape for better visibility and adherence to guidelines.

Paul raised a question about the sign content listing multiple products (smoothies, schmears, beers) because the guidelines typically recommend limiting signs to no more than one specific product or service.

Ben agreed with the previous comments and shared concern about the current sign location near a public bathroom, which could confuse customers. He suggested better signage closer to the building's actual entrance would be more effective.

Kevin also agreed, feeling the circle shape is too bold for a wall sign and agreed there are too many product descriptors on the sign. He echoed the suggestion to move signage closer to the entrance.

The applicant was also reminded that the guidelines recommend including no more than one specific product or service on signage and was encouraged to discuss this with the client.

Recommendations

1. Ben Normand recommended that the application be held for revisions, and it was duly seconded by Kevin Kuester.

Vote: carried unanimously

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

Sign Name: THE BALDWIN GROUP

Recommendations

Ben Normand recommended for approval as submitted, and it was duly seconded by Mark Cutone.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
CHARLES & CYNTHIA LENHART	137A ORANGE ST	PROJECTING SIGN	55/665	PLYMOUTH SIGN CO

Sign Name: THE BALDWIN GROUP

Recommendations

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

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NHA PROPERTIES INC	31 FAIRGROUNDS RD	ROCK SIGN (WIGGLES WAY)	67/149	MARIA PARKO

Sign Name: WIGGLE'S WAY

PAUL WOLF- RECUSED

Comments

Ben mentioned that the sign is already in place, and the council was reviewing the as-built condition. He expressed some uncertainty about the current policy on rock signs, which are generally more appropriate for rural areas. He hopes the fairgrounds can still be considered rural, even if it's becoming less so. They recall a similar prior case at Anchor Village, which went through a thorough approval process. Overall, there's no strong objection to this sign, as rock signs tend to be quaint and unobtrusive. Kevin, Chris and Mark both express no concerns.

Recommendations

Ben Normand recommended approval as submitted, and it was duly seconded by Mark Cutone.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
HODGE EDWIN N TR	MULTIPLE LOCATIONS	TEMPORARY SIGN (NANTUCKET FILM FESTIVAL)	MULTIPLE	NANTUCKET FILM FESTIVAL

Sign Name: NANTUCKET FILM FESTIVAL

Comments

Recommendations

Paul Wolf recommended approval as submitted, and it was duly seconded by Ben Normand.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
4ACK LLC	12 OAK ST	TEMPORARY SIGN (NANTUCKET FILM FESTIVAL)	12.4.2/27	NANTUCKET FILM FESTIVAL

Sign Name: NANTUCKET FILM FESTIVAL

Recommendations

Ben Normand recommended approval as submitted, and it was duly seconded by Mark Cutone.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NANTUCKET DREAMLAND FOUNDATION	17 S WATER ST	TEMPORARY SIGN (NANTUCKET FILM FESTIVAL)	42.3.1/11.1	NANTUCKET FILM FESTIVAL

Sign Name: NANTUCKET FILM FESTIVAL

Recommendations

Ben Normand recommended approval as submitted, and it was duly seconded by Mark Cutone.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NANTUCKET THEATRE PROJECT LLC	5 N WATER ST	TEMPORARY SIGN (NANTUCKET FILM FESTIVAL)	42.4/2.88	NANTUCKET FILM FESTIVAL

Sign Name: NANTUCKET FILM FESTIVAL

Recommendations

Paul Wolf recommended approval as submitted, and it was duly seconded by Ben Normand.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
TOWN OF NANTUCKET	10 SURFSIDE RD	TEMPORARY SIGN (NANTUCKET FILM FESTIVAL)	55/137	NANTUCKET FILM FESTIVAL

Sign Name: NANTUCKET FILM FESTIVAL

Recommendations

Mark Cutone recommended approval as submitted provided that only one signage is installed, and it was duly seconded by Paul Wolf.

Vote: carried unanimously

Property Owner	Address	Scope of Work	Map/Parcel	Agent
NANTUCKET THEATRE PROJECT LLC	5 N WATER ST	WALL SIGN (NANTUCKET PERFORMING ARTS CENTER)	42.4.2/88	SELF

Sign Name: NANTUCKET PERFORMING ARTS CENTER

Comments

The council reviewed a proposed replacement sign for the NPAC space and was generally supportive of its location and size, provided it fits within the recessed panel above the doors where the previous sign was mounted. However, members expressed concerns about the design. Mark and Ben noted that the sign appeared plain and under designed, suggesting the addition of a border for historical character and improved aesthetics. Kevin and Paul raised concerns about the sans-serif font used in the logo, which does not comply with local historic district guidelines that require traditional serif fonts. The applicant

explained the font is part of their brand identity, but the board clarified that while logos may be preserved, they must either be adapted with serifs or limited to 15% of the sign area. They encouraged refinement of the design to align with the guidelines, emphasizing the importance of thoughtful detailing and historical appropriateness.

Recommendations

Ben Normand recommended that the application be held for revisions, and it was duly seconded by Kevin Kuester

Vote: carried unanimously

V. Enforcement

The council conducted a comprehensive update and discussion regarding sign enforcement throughout town, addressing both resolved and outstanding violations. A number of signs such as a construction sign on North Mill Street, unauthorized signage at Nantucket Stone, and violations by various VTT Management properties have been or are in the process of being removed following outreach. The council acknowledged lingering issues, including neon and freestanding "open" signs at gas stations, a large "for rent" sign on Center Street, and the federally required sewer signage, the last of which is being investigated for possible relocation or resizing.

Concerns were raised about the Cape Cod 5 signage, with board members disputing whether the current signs conform to the guidelines requiring wood with a smooth finish. Although Cape Cod 5 claims their signage is cedar, members noted inconsistencies in appearance and finish. The council will meet with representatives to verify material compliance.

The council also discussed recurring issues such as backlit and plastic signs (e.g., at Gaslight), chalkboard signage enforcement, and new FDC signage popping up across town. To ease enforcement, a suggestion was made by Kevin to engage the police department in monitoring unpermitted chalkboard signs, especially during the busy summer season. Overall, the discussion emphasized the need for consistent application of sign guidelines and coordination with other town departments.

VI. Adjournment

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

Vote: Carried Unanimously.

Link to Meeting Recording: [HDC Sign Advisory Council - 6/3/2025](#)

Submitted by: Nicky Sheriff