



Historic District Commission

Sign Advisory Council

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

MINUTES

Tuesday July 28, 2026

Remote participation via Zoom.

I. Procedural Business

Call to order at 9:03 am.

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

Absent members: none

Late arrivals: Chris Young at 9:15 am

Early Departures: none.

Motion to adopt agenda made by Wolf; seconded by Cutone.

Vote: Carried unanimously.

Approval of Minutes: none

II. Public Comment - none

III. Commissioner Comments- none

Signs

1. CLACK, LLC 14965 33 Main St Rev. 6236; The Hill House 42.3.1/211 Self

Applicants: Ally Frey

Discussion- No concerns

Motion to approve made by Cutone; seconded by Wolf.

Carries unanimously.

2. Nant. Dreamland Found 17 S. Water St Temporary sign 42.3.1/11.1 Alicia Carney

Applicants: Jordana Fleischut

Requested to withdraw the application.

Motion: No action taken.

3. ACK Easy ST LLC 14997 10 Easy St Temporary sign- Marky's Caviar 42.3.1/78 Marky's Caviar Boston

Applicant: Evgeniya Kvitman

Discussion: There was general consensus to recommend approval with the condition that no additional sign applications be reviewed until violations have been addressed.

Kuester- location across the street, tied with this owner, is also a concern.

Motion to approve made by Cutone; seconded by Wolf.

Carries unanimously.

Enforcement

The discussion shifted to enforcement policy. A question arose about whether landlords should be fined retroactively across multiple tenant violations. Staff explained the current process: each tenant violation is treated separately, with escalating fines (\$10, \$50, \$300 per day). She noted improved compliance when fine structures are clearly communicated, though courtesy notices are still used initially. Debate occurred on eliminating courtesy notices in favor of immediate violation letters. Staff reported better results with current educational approaches.

Members expressed concern over rampant sandwich board signs and pop-up violations, which set problematic precedents. Ongoing sign violations and enforcement challenges were discussed, particularly regarding repeat offenses and landlord accountability.

Adjournment

Motion to adjourn at 9:28 am made by Cutone; seconded by Wolf.

Carries unanimously.