



Historic District Commission Sign Advisory Council

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

MINUTES

Tuesday August 18, 2026

Remote participation via Zoom.

I. Procedural Business

Call to order at 9:00 am.

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

Absent members: Ben Normand

Late arrivals: none.

Early Departures: none.

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

Vote: Carried unanimously.

Approval of Minutes: August 04, 2026, made by Kuester; seconded by Wolf.

Vote: Carried unanimously.

II. Public Comment - none

III. Commissioner Comments- none

Signs

1.	NCH 15090	57 Prospect St	Rev to sign- Laura's Law 1	55/3	Paul Beaulieu
2.	NCH 15091	57 Prospect St	Rev to sign- Laura's Law 2	55/3	Paul Beaulieu
3.	NCH 15092	57 Prospect St	Rev to sign- Laura's Law 3	55/3	Paul Beaulieu
4.	NCH 15093	57 Prospect St	Rev to sign- Laura's Law 4	55/3	Paul Beaulieu
5.	NCH 15094	57 Prospect St	Rev to sign- Laura's Law 5	55/3	Paul Beaulieu

Applicant(s): Bill O'Brien, Senior Vice President Construction & Development, New England Development

Sign revisions are an upgrade to emergency signage to comply with Lara's Law — a statewide emergency wayfinding law requiring red "EMERGENCY" lettering to help locate emergency room entrances.

Discussion-

Kuster- noted the law does not mandate reflective materials (currently proposed), questioned lettering sizes not specified in the law, and observed that far fewer signs exist at comparable hospitals like MGH in Boston. He requested a simplified version with minimum necessary signage, no reflective material, and better placement documentation.

Cutone- requested side-by-side comparisons of existing versus proposed signs and noted the non-serif fonts used did not appear to have specific requirements in the law.

Wolf- agreed additional review was needed, questioning when existing signs had been approved as "temporary."

Young- would like to see what is proposed. Reflective lettering is not appropriate.

Motion to hold for revisions and further information made by Kuester; seconded by Cutone.

Carries unanimously.

Discussion with Nantucket Island Resorts:

Bill O'Brien, Senior Vice President Construction & Development, New England Development.

Katya Vasileva, Operations Manager, New England Development

Formal communication channel established with New England Development's property manager Katya for direct.

NIR is committed to internal policing of tenant signage compliance.

The discussion outlined the enforcement problem: landlords bear legal responsibility for tenant sign violations, but tenants typically install non-compliant signage without landlord knowledge, creating enforcement lag and accumulating fines.

Direct email notification from HDC to Katya of observed violations. NRI to self-enforce with tenants through lease violation notices

Katya Vasileva confirmed she would be the direct contact and described current actions: email to all tenants about compliance requirements, follow-up emails specifically to violating tenants, and default letters for lease violations. She noted GS Hill, a 40-year tenant with no prior approved signage record, is starting fresh with a new application.

Kuster noted the following: no freestanding signs permitted, maximum two signs per business, window displays count as signage. Guidelines broadly define "signs" to include decorative elements, fake flowers, exterior lighting, rope lighting, and banners that attract attention or distract from architecture.

Enforcement

Staff provided citation process details. Updated the Council members on the citations noted on the spreadsheet.

Adjournment

Motion to adjourn at 9:38 am made by Cutone; seconded by Kuester.

Carries unanimously.