



Town of Brookline

Massachusetts

Planning Board

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Linda K. Hamlin, Chairman
Steven A. Heikin, Clerk
Robert Cook
Blair Hines
Sergio Modigliani
Matthew Oudens
Mark J. Zarrillo

BROOKLINE PLANNING BOARD MEETING MINUTES

Town Hall, Selectmen's Hearing Room

January 27, 2016 – 8:15 a.m.

Board Present: Linda Hamlin, Robert Cook, Blair Hines, Sergio Modigliani, Matthew Oudens, and Mark Zarrillo

Staff Present: Andy Martineau

Linda Hamlin called the meeting to order.

SIGN & FAÇADE REVIEW

1038 Beacon Street – Install new façade sign for TBar (formerly Temptations Café). Pct. 1

Andy Martineau described the proposal to install a new internally illuminated channel letter sign.

Andy noted that the sign is slightly smaller than the previous sign of a similar style and that it will be mounted to an existing raceway.

The Board stated that they like the minimalist design and color scheme.

Linda Hamlin motioned to approve.

Bob Cook seconded the motion.

After discussion, the Board (6-0) unanimously.

VOTED: the Planning Board approves the plans by AZ Signs, last submitted 1/12/16, subject to the following conditions:

1. Prior to the issuance of a building permit, the applicant shall submit three copies of the final plans, subject to the review and approval of the Assistant Director of Regulatory Planning or designee.
2. The sign shall be installed with a rheostat switch so that it can be dimmed during off hours.
3. Any future window signage is subject to the review and approval of the Assistant Director of Regulatory Planning or designee.

930 Commonwealth Ave – Legalize and replace free standing sign. Pct. 2

Andy Martineau described the proposal to legalize and replace a free standing monument sign that was damaged and removed during the previous winter.

Linda Hamlin asked about the materials being used.

The Applicant, David Schwarzman, stated that the sign is wood wrapped in composite materials and that the signs are individual slats that are interchangeable as tenants come and go. There is also a heavy stone footing.

Bob Cook asked if the uniform look for each individual sign was intentional.

David Schwarzman stated that all of their tenants have agreed to the proposed design which includes each businesses logo and font.

Linda Hamlin asked if the color is brown or bronze.

David Schwarzman stated that the color is brown and was chosen by their sign designers.

Mark Zarrillo stated that he does not support the location of the sign as it interferes with the intersection site lines. Mark stated that this particular intersection with Pleasant St. and Comm. Ave is already challenging due to the high pedestrian volume, parked cars and signal timing. Mark suggested moving the sign further down Comm. Ave so that the sign's location does not exacerbate the site line problems in accordance with section 5.45 of the zoning by-law.

The Board made several suggestions for locating the sign further down Comm. Ave in addition to changing the sign dimensions to reduce site line interference. The Board asked the applicant to return with a revised plan and a site plan showing a different location for the sign.

CASE CONTINUED

25 Harvard Street – Install vinyl window text and graphics for Divine Play Yoga. Pct. 4

Andy Martineau described the proposal to install new vinyl window graphics and window frosting. Andy stated that the applicant is working within the 30% window coverage allowance. Andy also stated that the applicant is proposing to keep the existing Baptiste Power Yoga channel letters as that is the type of yoga being offered by the studio.

The Board asked several questions clarifying the color and style of window graphics being proposed.

Studio Representative, Jason Koh, stated that a strip of frosting will be applied across a portion of the glass as shown in the pencil sketch. The installers will then carve out a small area for the Divine Play name in white text and the logo in blue and red. The top and bottom portions of the windows will be see through.

Linda Hamlin motioned to approve.
Sergio Modigliani seconded the motion.

After discussion, the Board (6-0) unanimously.

VOTED: the Planning Board approves the plans and materials shown by Precision Glass Co., subject to the following condition:

1. Prior to the issuance of a building permit, the applicant shall submit three copies of the final plans showing all letter and logo heights and dimensions, subject to the review and approval of the Assistant Director of Regulatory Planning or designee.
2. Any future window or door signage is subject to the review and approval of the Assistant Director of Regulatory Planning or designee.

1234 Boylston Street – Install new signs for Sleepy's and Bank of America.

Andy Martineau described the proposal to install several signs on a newly constructed building for Sleepy's and Bank of America (BOA).

Project Attorney Bailey Gaffney, stated that the Board asked her client to make several changes to the proposed signage.

Bailey stated that the revised plans show reduced letter heights for the Sleepy's sign along Boylston Street and the BOA sign centered over the windows on the rear elevation, and that the Sleepy's and Tolous place holder signs have been lowered.

Bailey stated that BOA is not able to reduce the size of their logo on any of their signs and that they were not able to make the signs at the rear of the building uniform in size.

Sign maker Jason Parrillo stated that all of the signs are face-lit, internally illuminated.

Linda Hamlin and Sergio Modigliani stated that they prefer the larger Sleepy's sign as it is more proportional to the sign band and because Sleepy's occupies the entire second floor.

Bob Cook and Blair Hines stated that the smaller 24" Sleepy's sign is more appropriate.

The Board asked for clarification on the height of the upper sign band.

Sleepy's representative, Jeff Bloss, stated that the band is approximately 7' tall.

The Board stated that the correct dimensions for all sign bands and parapets should be included on the plans.

The Board asked the applicant if they would be willing to compromise and move forward with 28" letters for the Sleepy's sign.

Jeff Bloss stated that would be acceptable.

Andy Martineau noted that the directional sign for Sleepy's on the east elevation needs to be reduced to 18 s.f. to comply with the by-law and that the Tolous sign needs to be removed unless the applicant can demonstrate that the door will be used as the primary entrance.

Property owner, Bob Muscaro stated that they will either remove the sign on the east elevation or rear elevation depending on what the future tenant decides.

Matthew Oudens asked if the future tenant would have to appear before the Board for design review.

Andy Martineau stated yes and that the Board is only approving signage for Sleepy's and Bank of America today. The building owner included placeholder signs for content so that they can provide some guidance on what might be acceptable to a future tenant.

The Board asked if the BOA sign on the rear elevation is supposed to be centered above the windows as there is a discrepancy between the plan and rendering.

Bailey Gaffney stated that the sign is centered above the windows and will be aligned with the top portion of the canopy.

Bailey Gaffney asked the Board for general feedback concerning a small sign for BOA on the canopy on the east elevation that would require a variance.

The Board stated that the sign is a modest request, but that a formal proposal is needed to provide any specific feedback or guidance.

The Board reviewed the proposed window signs for BOA and had no opposition.

Linda Hamlin motioned to approve.

Bob Cook seconded the motion.

After discussion, the Board (6-0) unanimously.

VOTED: the Planning Board approves the plans for Sleepy's and Bank of America signs only, by Stantec, dated 1/14/16, subject to the following conditions.

1. Prior to the issuance of a building permit, the applicant shall submit three copies of the final plans showing only the approved signs with the modified sign heights and sign band dimensions as requested, subject to the review and approval of the Assistant Director of Regulatory Planning or designee.
2. All internally illuminated signs shall be installed with a rheostat switch so that they may be dimmed during off hours.
3. All future tenants shall appear before the Board for design review of their proposed signage.
4. Any future window or door signage is subject to the review and approval of the Assistant Director of Regulatory Planning or designee.

The meeting minutes from January 6, 2016 approved as amended.

The Board discussed a draft letter of support for the pending Complete Streets Policy. The Board suggested a few changes and asked that staff incorporate them as best as possible.

MEETING ADJOURNED.

Materials Reviewed During Meeting:

Staff Reports, Plans, Designs, Material Samples and Mockups