

Economic Development Advisory Board Agenda

February 3, 2020

7 – 9 PM

Town Hall, Room 103

All times approximate; items may be taken out of order.

Revised: Item "Housing Affordability Stakeholders Group" added to Updates.

7:00 pm Approval of the December 2, 2019 meeting minutes

7:05 pm Photo for Annual Report

UPDATES:

7:10 pm March 2nd Joint Board Meeting regarding Development (Ken Lewis)

7:20 pm Business Improvement District Grant & Storefront Survey (Meredith Mooney)

7:30 pm [Boylston St. Corridor Study Cmte](#) & CTPS Priority Corridor Study (Kara Brewton)

7:40 pm 2018 Liquor Licenses Granted by Special State Legislation (Meredith Mooney)

7:50 pm [Small Business Development Committee](#) (Meredith Mooney)

8:00 pm Other staff & Board member updates: [Brookline Fiscal Advisory Committee](#), [Welltower \(formerly Newbury College\) site](#), [Inclusionary Zoning](#), Housing Affordability Stakeholders Group, and potential citizen–petitioned Spring Town Meeting Warrant Articles

8:30 pm VOTE: Annual Election of Co-Chairs

8:45 pm Other business, if any

Note: The online .pdf version of this agenda includes additional pages of meeting materials as well as links to other information.

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Building a Better Brookline

Robert Sperber, Founder Emeritus

Anne R. Meyers, Co-Chair
Paul Saner, Co-Chair
Cliff Brown
Derrick Choi
Alan Christ
Susan Houston
Kenneth Lewis
Carol Levin
Thomas Nally
Marilyn Newman
Alden Raine
Donald A. Warner

Meeting Minutes December 2, 2019

EDAB Members Present: Anne Meyers (Co-Chair), Paul Saner (Co-Chair), Cliff Brown, Derrick Choi, Alan Christ, Ken Lewis, Tom Nally, Marilyn Newman

EDAB Members Not Present: Susan Houston, Carol Levin, Al Raine, Donald Warner

Staff: Kara Brewton

Guests: Jeff Wachter, Jennifer Gilbert

Materials Presented: November 4th draft EDAB minutes; draft letter from EDAB responding to NAIOP letter on WA 21 (12-2-2019, K. Lewis); NAIOP letter to Planning Board on WA 21 (11-18-2019); draft EDAB 2020 meeting dates; draft 2019 Storefront Survey; powerpoint by Balfour & Welltower presented to Newbury College Acquisition Advisory Committee – 11/14/2019

Note: Agenda items were taken out of order.

- 1) EDAB Meeting Calendar for 2020** – Anne Meyers noted that the September date should be the 14th. Later in the meeting, Ken Lewis suggested that the scheduled March 2nd EDAB meeting could be the joint Board development meeting (see more below). At the end of the meeting, there was additional conversation about the April meeting but no decision to move the date from April 6th.
- 2) Staff Update: Draft 2019 Storefront Survey** – this item was skipped, but Kara Brewton invited EDAB members to give any individual feedback to Meredith Mooney directly.
- 3) Committee Member Update: Joint Board Meeting regarding real estate development in Brookline** – Ken Lewis summarized some examples of why he and the Chair of the Planning Board and the Housing Advisory Board thought a joint meeting would make sense: to get a common understanding of different policies being drafted (e.g., design guidelines for Beacon Street), upcoming project completion dates, an update on where the Town is related to the Subsidized Housing Inventory (SHI), upcoming interest for new development sites moving forward, etc.

Cliff Brown suggested that any joint Board/Commission meetings needed to be at least quarterly in order to be useful. After further discussion, EDAB members generally agreed. This topic will be further discussed at an upcoming planning meeting amongst Ken Lewis and the Chairs of each of the development-related Boards: Preservation, Planning, Housing Advisory Board, Climate Action Committee, and EDAB. Once the joint meeting is further developed, other Boards & Commissions

would also be invited, such as the Conservation Commission, Transportation Board, Zoning Bylaw Committee.

4) Update on Welltower Development of the former Newbury College Campus

- a. Paul Saner (on Newbury Committee), Derrick Choi (on Newbury Committee), and Jennifer Gilbert (representing Welltower) gave EDAB a brief update on the work by the Newbury College Acquisition Advisory Committee:
 - i. Committee waiting for the Town's financial consultant, Pam McKinney, to complete her work
 - ii. Preservation Commission found 8 of the 10 structures on the site to be significant, and an 18-month demolition delay was recently issued for these structures; Welltower plans on only keeping the Mitten House.
 - iii. Neighbors have expressed concern about preserving the building on the west side of the site (currently not part of the Welltower plans, but potentially could be used by the Town).
 - iv. Housing Advisory Board talked about other upcoming affordable housing projects that will all be making funding requests. Welltower is proposing a \$1.6M cash-in-lieu of on-site affordable housing or providing 5 affordable units on-site.
- b. Derrick Choi (DC) and Jennifer Gilbert (JG) then reviewed the massing models presented to date:
 - i. DC noted that he submitted a potential conflict of interest form, as he realized after the Committee started that his firm had done some conceptual work early on for Welltower, but is no longer involved with this site.
 - ii. DC noted the architects on the Committee were frustrated, feeling that Welltower had not yet responded in a meaningful way to the concern that the massing was trying to look like a group of residential buildings, centered on using a gambrel roof form as the key way to disguise mass. JG noted that now that additional geotechnical work has been done, Welltower will be presenting a new plan that lowers the massing of a portion of the southern massing, visually reducing the height (but not overall program) by 8-10' height.
 - iii. JG: 10 of the surface parking spaces will now be transitioned to covered parking, and the landscaped buffer on the southernmost edge will increase from 10' to 20'.
 - iv. JG: most of the mature trees will remain, except for one large tree at the southern driveway curb cut.
 - v. DC noted that the overall program (and massing) still needed to be seriously considered. For example, 10 penthouses are being proposed at 2,000 square feet per unit. Others asked whether Balfour-Welltower has any other projects or knowledge of projects by others that were of similar site size, neighborhood setting, and proposed square footage – none have yet been identified.
 - vi. Ken Lewis noted that the Town uses on the west lot would affect, and be affected by, vehicle circulation on the east lot.

- 5) **Staff Updates: November 2019 Special Town Meeting – WA21 Fossil Fuel Free Buildings** – Ken Lewis presented a draft letter that clarified statements that were made by NAIOP and a subsequent Boston Globe article. EDAB members thought the letter was very thoughtfully constructed, correcting some misstatements due to NAIOP having outdated information. Following further discussion, EDAB agreed that the targeted audience for the letter should be the development community generally. Marilyn Newman will add a couple sentences at the beginning of the letter, and EDAB agreed that the Co-Chairs would polish the letter, sign it on behalf of EDAB,

and send it out to various media and social media outlets including the Globe, the Tab, Patch, and BuildUp Boston.

- 6) Staff Updates: Special Liquor Licenses** – Kara Brewton noted that the additional liquor licenses were rapidly being sought after; there is only one geographic-restricted license left in JFK and three in Washington Square. Town staff continues to have conversations with existing restaurants in these areas as well as commercial brokers and local attorneys to inform existing and potential business owners of this opportunity. These licenses expire October 2020. Town Meeting in May could request the state legislature amend the language for additional time and/or geographic location. Given two of the four staff in the Division recently left the Town, Kara Brewton voiced concern that there were not staff resources in place to adequately support a thoughtful public process or direct sponsorship (even through a Board/Commission) of such an article between now and mid-March, when the warrant closes. EDAB members noted that the Welltower project was looking for a license as part of their proposed facility. Additionally, Cliff Brown asked about the feasibility of asking existing holders of general licenses to surrender their license and then apply for one of the available geographic-restricted licenses; Kara Brewton will find out more information on this idea. EDAB will continue discussing this topic at their next meeting, including potentially identifying warrant article sponsors, if needed.
- 7) Other Business** – Paul Saner introduced Jeff Wachter to talk about Brookline For Everyone (brooklineforeveryone.com). They advocate for housing policies that promote economic diversity, racial inclusion, and environmental sustainability. They are currently working on a 3-pronged approach: (i) advocating to, and watching votes of, existing Town Meeting Members; (ii) informing Brookline citizens that are already engaged with similar issues at a national level of how they can be more involved at a local level (including voting Town Meeting Members and other opportunities as they arise); and (iii) education throughout Town about development patterns to date, and what caused those patterns to exist.

Jeff is also interested in joining EDAB in the future. He believes there could be broader approaches for mixed use development, especially along the green line. He also thought advocacy processes could be inclusive of more types of groups, like has happened with Warrant Article 31. As a renter with a young family, he believes he has an interesting perspective to add to the EDAB membership. Additionally, he has operations and finance experience through his job at Cushman & Wakefield.

- 8) Approval of November 4th minutes** – approved, as amended by Marilyn Newman

Meeting Adjourned.



Town of Brookline

Massachusetts

**Department of Planning and
Community Development**

Town Hall, 3rd Floor
333 Washington Street
Brookline, MA 02445-6899
(617) 730-2130 Fax (617) 730-2442
TTY (617) 730-2327

Alison Steinfeld
Director

To: Select Board
From: Meredith L. Mooney, Economic Development and Long-Term Planner
Cc: Alison Steinfeld, Director, Planning and Community Development
Kara Brewton, Director, Economic Development and Long-Term Planning
Date: January 23, 2020
Re: Cover Memo: 2019 Storefront Survey Update & Coolidge Corner Business Improvement District Steering Committee Update

Overview: In addition to providing an update on the 2019 Storefront Survey, Economic Development staff will request that the Select Board consider a vote to direct Town staff to support the Coolidge Corner Business Improvement District (BID) Steering Committee's efforts to develop a comprehensive BID proposal for Coolidge Corner.

Coolidge Corner Business Improvement District (BID) Steering Committee Update:

What is a BID?

A Business Improvement District (BID) is a special assessment district in which property owners vote to initiate, manage, and finance supplemental services or enhancements above and beyond the baseline of services already provided by the municipality. A two-page info sheet on Business Improvement Districts from the Massachusetts Department of Housing and Community Development is attached for your reference.

Why a BID?

BIDs were created in the 1970s, when regional shopping malls, which provided an entertainment-based shopping experience, were on the rise and urban centers were on the decline. Property owners formed BIDs in response to an ever increasing customer demand for services and programs that exceeded what municipalities could provide. BIDs have since evolved into dynamic partnerships between the community, private property owners, institutions and non-profits with the goal of generating greater profitability and commercial

area vibrancy through cooperation than any property owner could accomplish alone. In close coordination with municipal government, BIDs provide a wide range of supplemental services and assist in the continued economic development of the commercial district.

Background on the Coolidge Corner BID Steering Committee

For the past year, the Economic Development Division has been working with the Coolidge Corner BID Steering Committee, a group of Coolidge Corner business owners interested in forming a Business Improvement District in Coolidge Corner. A map of the proposed Coolidge Corner BID boundaries is attached. Similar efforts were undertaken several years ago, but that initiative waned before any outreach was done to engage Coolidge Corner property owners in the BID formation process.

The current BID Steering Committee has made some significant progress. The committee has developed the attached Coolidge Corner BID pitch deck (titled 'Coolidge Corner BID Proposal'), which outlines the BID Steering Committee's vision for a Coolidge Corner, as well as, successfully reached out to and engaged some Coolidge Corner property owners in the BID formation process. Attached for your review are letters from two Coolidge Corner property owners expressing their initial support for the Coolidge Corner BID concept and interest in assessing the feasibility of the proposed BID.

Small Business Development Committee Recommendation

The Coolidge Corner BID Steering Committee has reached the point where additional Town staff support is required in order to advance a Coolidge Corner BID proposal. In recognition of this, on December 10, 2019, the Small Business Development Committee (SBDC) approved the following recommendation to the Select Board:

The Small Business Development Committee recommends that the Select Board direct Town staff to support the Coolidge Corner Business Improvement District (BID) Steering Committee's efforts to develop a comprehensive BID proposal for Coolidge Corner. If supported by the majority of Coolidge Corner property owners, the SBDC believes that a well-managed BID could be a highly effective means of enhancing the long-term vibrancy and competitive standing of Coolidge Corner, Brookline's largest commercial area. Town departments should provide the appropriate resources and assistance to the Coolidge Corner BID Steering Committee to facilitate the development of a BID proposal.

Implications of a Vote

Accepting the Small Business Development Committee's recommendation and voting to direct Town staff to support the Coolidge Corner BID Steering Committee's efforts would do the following:

- 1) Affirm that Economic Development staff should continue to invest time in the Coolidge Corner BID formation efforts;
- 2) Facilitate access to and coordination with other Town departments for Economic Development staff and the Coolidge Corner BID Steering Committee; and

- 3) Strengthen the Town's MassDevelopment Real Estate Technical Services Grant application, which is due to open in late February. If awarded the grant, the Town and Coolidge Corner BID Steering Committee would have access to a BID consultant to assist with developing a comprehensive BID proposal. MassDevelopment's Real Estate Technical Services Grant process is very competitive. The Select Board's support for the Coolidge Corner BID Steering Committee's efforts would strengthen Brookline's application.

Suggested Select Board Vote Language

The Select Board directs Town staff to provide the appropriate resources and assistance to the Coolidge Corner Business Improvement District (BID) Steering Committee's efforts to develop a comprehensive BID proposal for Coolidge Corner, and authorizes the Town Administrator to apply for the MassDevelopment Real Estate Technical Services Grant on behalf of the Town of Brookline.



Business Improvement Districts (BID)

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Business Improvement Districts (BID) are special assessment districts in which property owners vote to initiate, manage and finance supplemental services or enhancements above and beyond the baseline of services already provided by their local city or town governments. A special assessment, or common area fee, is levied only on property within the district. The assessments are collected and expended within the district for a range of services and/or programs, including:

- Marketing and public relations
- Improving the downtown marketplace or city/town center
- Capital improvements
- Public safety enhancements
- Special events

A BID creates a stable local management structure that provides a sustainable funding source for the revitalization and long-term maintenance of downtowns and city/town centers. The goal of a BID is to improve a specific commercial area by attracting customers, clients, shoppers and other businesses.

Establishing A BID

Communities are authorized to establish BIDs under M.G.L. Chapter 400. A BID must be a contiguous geographic area in which at least 75% of the land is zoned or used for commercial, retail, industrial or mixed uses. A BID is established through a local petition and public hearing process. The petition must be signed by the owners of at least 60% of the real property and at least 51% of the assessed valuation of the real property within the proposed BID. The petition must also include delineation of the BID boundaries, a proposed improvement plan, budget and assessment/fee structure.

Eligible Activities

A BID is authorized to perform a wide variety of management, administrative, marketing and economic development activities, including:

District Management - management entity with staff

Maintenance - street cleaning, snow removal, litter & graffiti removal, washing sidewalks, tourist guides

Promotion and Marketing - identification of market niche, special events, brochures, advertising, newsletters

Business Services - business recruitment and retention, sign & façade programs

Capital/Physical Improvements - streetscape improvements, management of parking garage, maintaining parking shelters, historic preservation

Additional Program Information

DHCD will provide technical assistance to communities considering the establishment of a BID in order to support their downtown revitalization activities and to ensure compliance with statutory requirements.

The BID petition must be forwarded by the municipality to DHCD.

CONTACT

DHCD Contact

Address

Main Office

100 Cambridge St, Suite 300, Boston, MA 02114

directions (<https://maps.google.com/?q=100+Cambridge+St%2C+Suite+300%2C+Boston%2C+MA+02114>)

Phone

Main Office (617) 573-1100 (tel:6175731100)

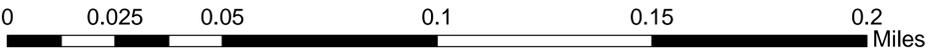
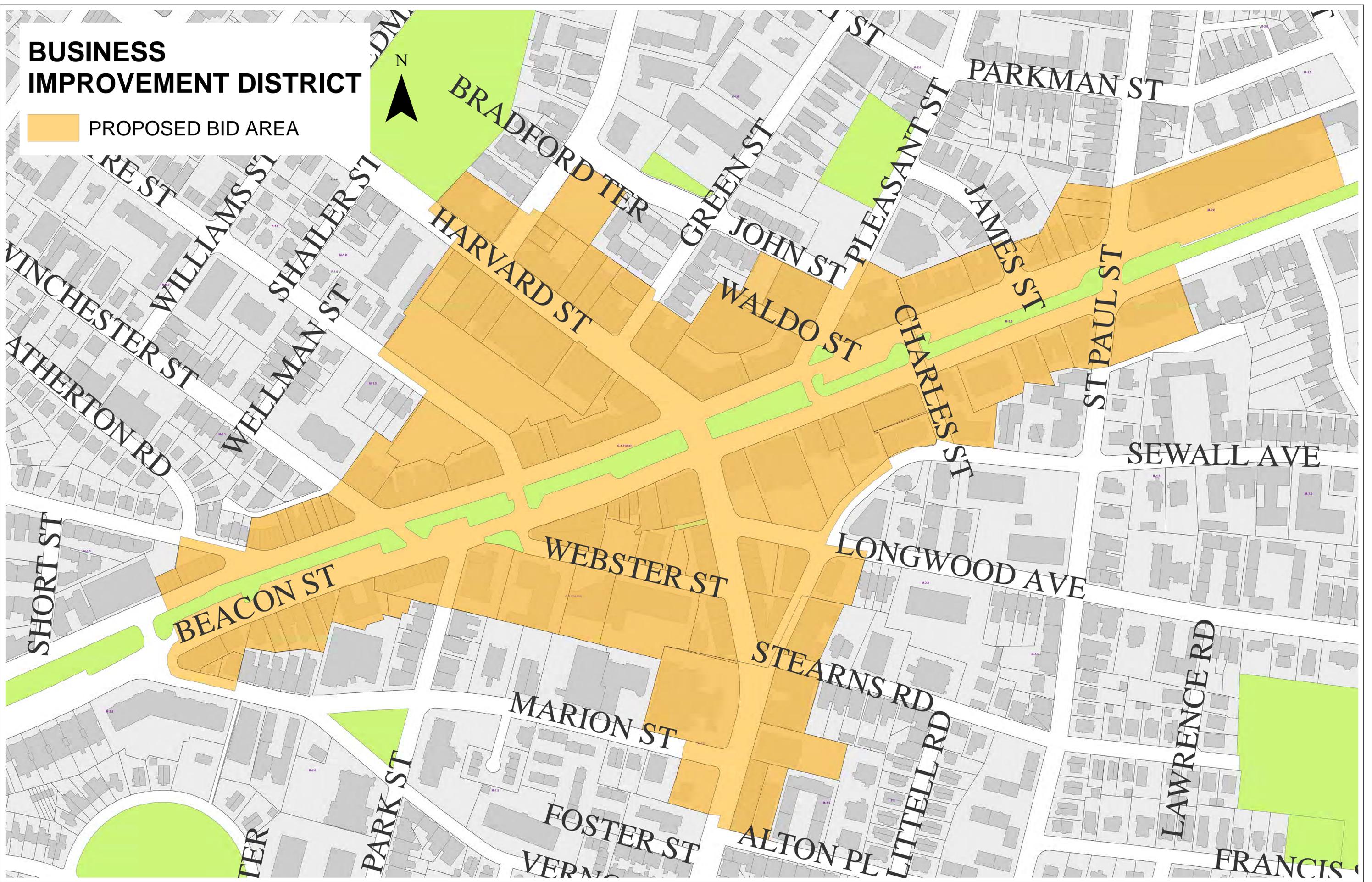
Please listen for phone menu options for DHCD divisions

TTY (617) 573-1140 (tel:6175731140)



BUSINESS IMPROVEMENT DISTRICT

 PROPOSED BID AREA



COOLIDGE CORNER

▶ BID PROPOSAL



A Business Improvement District

- ▶ A BID is a special assessment district in which property owners vote to initiate, manage and finance supplemental services or enhancements above and beyond those municipal services already provided.

Can be used for:

- ▶ Physical improvements
- ▶ Programming and events
- ▶ Supplemental public services
- ▶ Marketing and public relations
- ▶ Job creation and addressing social needs
- ▶ Improving access, mobility, and navigation
- ▶ Advocacy and cooperation for and among district stakeholders

*Creating clean, safe, attractive and well programmed
commercial areas*

BIDs have been in
existence for over 30
years.



Downtown
Boulder, CO



Union Sq.
San Francisco, CA

- Multiple BIDs are commonplace in most major cities.
- About 60 BIDS exist in New York City and Toronto



Downtown Brooklyn, NY



BIDs in Massachusetts

- ▶ Springfield - established 1998
- ▶ Hyannis Main Street - established 1999
- ▶ Downtown Boston - established 2010
- ▶ Taunton - established 2010
- ▶ Amherst - established 2011
- ▶ Hudson Downtown - established 2017
- ▶ Greenway Boston - established 2018
- ▶ Worcester - established 2018
- ▶ Central Square Cambridge - established 2019



Hyannis

Worcester



Who approves the BID?

- ▶ Property owners vote to establish a Business Improvement District in Coolidge Corner.
- ▶ The BID assessment is levied only on commercial real property within the district.

A BID is created when 60% of real property owners in a district, representing 51% of the total assessed valuation in the district, vote to adopt a BID improvement plan.

What are we seeing?

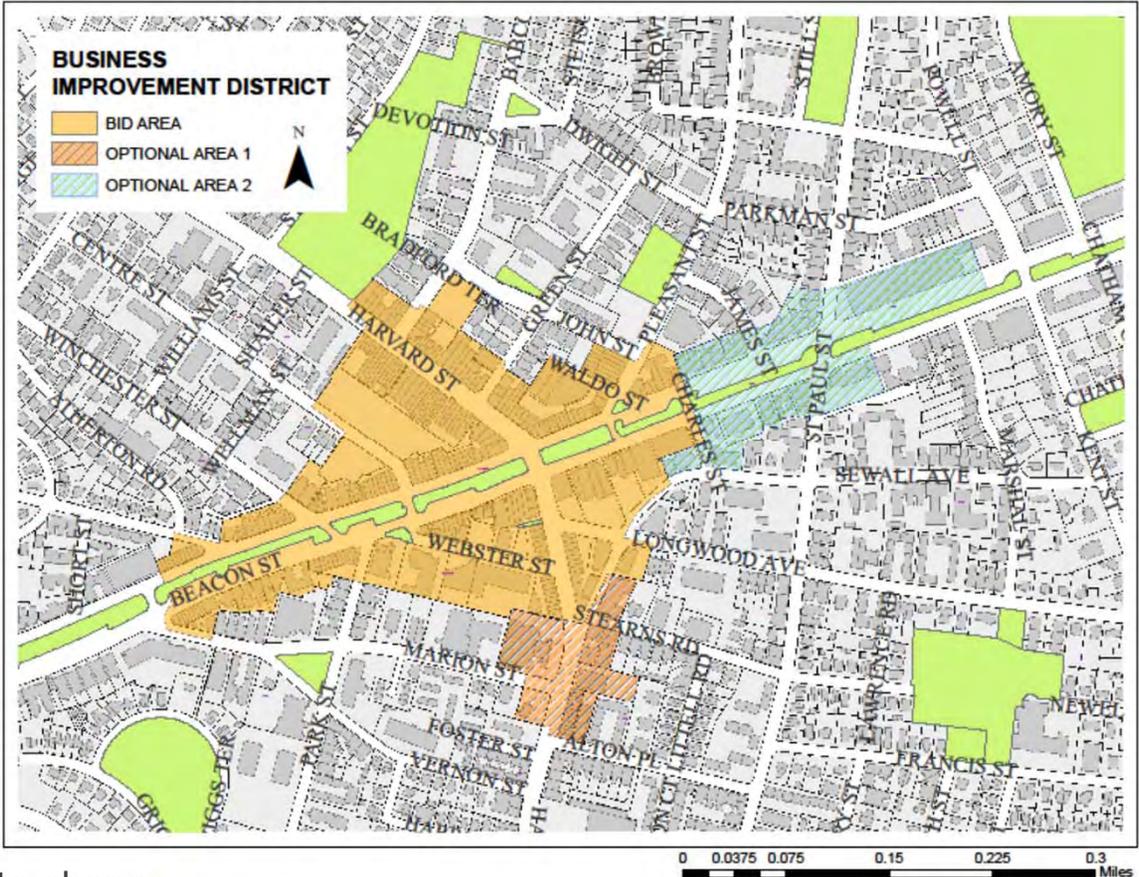
- ▶ A shift towards online retail
- ▶ Empty store fronts
- ▶ Over-saturation of certain types of businesses
- ▶ Increase in new, interesting local destination areas
- ▶ Decrease in customers
- ▶ Multiple entities responsible for maintaining the area
- ▶ Lack of funds, coordination, focus, and advocacy for Coolidge Corner

A BID for Coolidge Corner Could:

- ▶ Turn Coolidge Corner back into a destination -
- The Experience You Can't Download!
- ▶ Expand the diversity of businesses & help fill empty storefronts.
- ▶ Bring in more customers, during more times of day, and create more reasons for them to stay longer.
- ▶ Increase the aesthetic appeal of Coolidge Corner.
- ▶ Keep Coolidge Corner competitive with other commercial districts.

Put the **COOL** back in Coolidge Corner!

Possible BID District Boundaries*



* Subject to change

Benefits to Property Owners

- ▶ Coolidge Corner will become a more desirable location for retail, business, and residents.
- ▶ Increased occupancy rates.
- ▶ Increased property values.
- ▶ Greater integration of town and local area services.
- ▶ Costs may be passed on to tenants.
- ▶ Involvement in the BID management.

How might BID funds be spent

Marketing Initiatives to drive customer traffic

- ▶ Online Marketing, Traditional Marketing, Special Events, Seasonal Decorations, etc.

Coolidge Corner Beautification Initiatives

- ▶ Landscaping, Green Walls, Expanding Café Culture, Redesigning Public Spaces with Town of Brookline

Expanding Business Diversity

- ▶ Seeking out exciting prospects that fit our vision of driving in customers
- ▶ Creating a 'popup exchange' where landlords can rent out empty spaces to short-term popups

Community Initiatives

- ▶ Commercial recycling, cleaning crew, charity events and contributions, parking solutions, etc.

How will the funds be raised?

- ▶ The BID's annual budget will be raised in the BID district based on an assessment plan that will be developed as part of the BID implementation plan.
- ▶ Factors used to determine the distribution of costs may include the size, value, and/or usage of the parcels within the BID district to ensure as fair a contribution as possible from each property owner.

What's involved in establishing a BID?

4 Phase Process:

- ▶ Phase 1 - Feasibility
 - ▶ Determine case for BID, build concept, Steering Committee, initial plan and scope
 - ▶ Underway
- ▶ Phase 2 - Create BID Plan
 - ▶ Needs assessment, community outreach, establish budget & fee structure, write BID Plan
- ▶ Phase 3 - Petition & Approval Process
 - ▶ Petition all BID district property owners for signatures
 - ▶ Town Approval
- ▶ Phase 4 - Initiate BID Operations
 - ▶ Form organization, recruit staff and committee members, launch services

QUESTIONS?



12/10/19

Select Board
Brookline Town Hall, 6th Floor
333 Washington Street
Brookline, MA 02445

Re: The creation of a Business Improvement District in Coolidge Corner

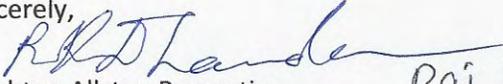
Honorable Members of the Select Board,

I am writing to convey my initial support for the formation of a Business Improvement District (BID) in Coolidge Corner, and my commitment to participate on the BID Steering Committee, which will assess the feasibility of a Coolidge Corner BID. As a Coolidge Corner property owner and as a key stakeholder in Coolidge Corner's continued success, I believe that a BID has the potential to greatly enhance the health and vibrancy of Brookline's largest commercial area.

The Coolidge Corner BID formation process is still in the early stages. It's my understanding that the current BID Steering Committee will need additional support from Town staff in order to develop a comprehensive proposal for my review and consideration. In light of this, I respectfully urge the Select Board to direct Town staff to support the Coolidge Corner BID Steering Committee's efforts to develop a comprehensive BID proposal.

Thank you for your consideration.

Sincerely,


Brighton Allston Properties
1299 Beacon Street
Brookline, MA 02446

Raj K. Dhonda.



November 25, 2019

Select Board
Brookline Town Hall, 6th Floor
333 Washington Street
Brookline, MA 02445

RE: The creation of a Business Improvement District in Coolidge Corner

Honorable Members of the Select Board:

I am writing to convey my initial support for the formation of a Business Improvement District (BID) in Coolidge Corner, and my commitment to participate on the BID Steering Committee, which will assess the feasibility of a Coolidge Corner BID. As a Coolidge Corner property owner and a key stakeholder in Coolidge Corner's continued success, I believe that a BID has the potential to greatly enhance the health and vibrancy of Brookline's largest commercial area.

The Coolidge Corner BID formation process is still in the early stages. It is my understanding the current BID Steering Committee will need additional support from Town staff in order to develop a comprehensive proposal for my review and consideration. In light of this, I respectfully urge the Select Board to direct Town staff to support the Coolidge Corner BID Steering Committee's effort to develop a comprehensive bid proposal.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Ronald Brown'.

Ronald Brown, Director
The Hamilton Company

Celebrating Six Decades in Business



Town of Brookline

Massachusetts

**Department of Planning and
Community Development**

Town Hall, 3rd Floor
333 Washington Street
Brookline, MA 02445-6899
(617) 730-2130 Fax (617) 730-2442
TTY (617) 730-2327

Alison Steinfeld
Director

To: Select Board, Economic Development Advisory Board, Small Business Development Committee, and Mel Kleckner
From: Meredith L. Mooney, Economic Development and Long-Term Planner
CC: Alison Steinfeld, Kara Brewton, David Leschinsky, Debbie Miller, Melissa Tapper Goldman, Roxie Myhrum, Anne Meyers, and Paul Saner
Date: January 28, 2020
Re: 2019 Storefront Survey

Overview:

Brookline's current vacancy rate stands at 10%, marking a 0.4 percentage point increase from 2018. Although the town-wide vacancy rate is slightly above Eastern Massachusetts' 9.4% rate, it matches the Inner Suburbs Submarket¹ vacancy rate, which increased significantly from 8.4% in 2018. Although Brookline's vacancy rate may seem unremarkable at first glance in comparison to regional rates, closer analysis of the vacancies included in the 2019 Storefront Survey reveals some encouraging trends across the majority of Brookline's commercial areas.

Analysis:

Vacancy rates in Brookline Village and Coolidge Corner, Brookline's largest commercial areas, which account for over half of the town's storefronts, hovered at or just below the town-wide average.

Brookline Village

Although Brookline Village's vacancy rate did increase from 7.4% in 2018, its current 10% vacancy rate remains below the commercial area's 10-year Average Vacancy Rate of approximately 11%. Additionally, as of November 2019, about a third of Brookline Village's vacant storefronts are either occupied or have incoming tenants. Per the Storefront Survey's conservative methodology, however, storefronts that appear vacant are recorded as such, even if a storefront is leased and engaged in the permitting process when the annual Storefront Survey is conducted.

Coolidge Corner

Coolidge Corner's 9.9% vacancy rate, which decreased 1.6 percentage points from 2018, includes vacant storefronts slated for redevelopment as part of Waldo-Durgin. If those storefronts, located along Pleasant and Waldo Street, are removed from the survey, Coolidge Corner's vacancy rate falls to 6.5%. Additionally, over half

of the remaining Coolidge Corner vacancies currently have tenants and are expected to open within the first or second quarters of 2020.

Chestnut Hill

Chestnut Hill, one of Brookline's smaller commercial areas, saw a dramatic vacancy rate increase of 8 percentage points. Chestnut Hill's 20.5% vacancy rate can largely be attributed to four vacant storefronts slated for a redevelopment project on the corner of Boylston and Hammond Street.

Commonwealth Avenue

Commonwealth Avenue's vacancy rate spiked 16.5 percentage points last year due to the on-going renovation of several storefronts owned by Boston University (BU), as well as a residential development project above three existing retail storefronts at 1026-1028 Commonwealth Avenue. Commonwealth Avenue's current vacancy rate has mellowed somewhat, decreasing to 18.5%. However, 1026-1028 Commonwealth Avenue, as well as a few BU-owned storefronts remain under construction, and continue to inflate the Commonwealth Avenue vacancy rate.

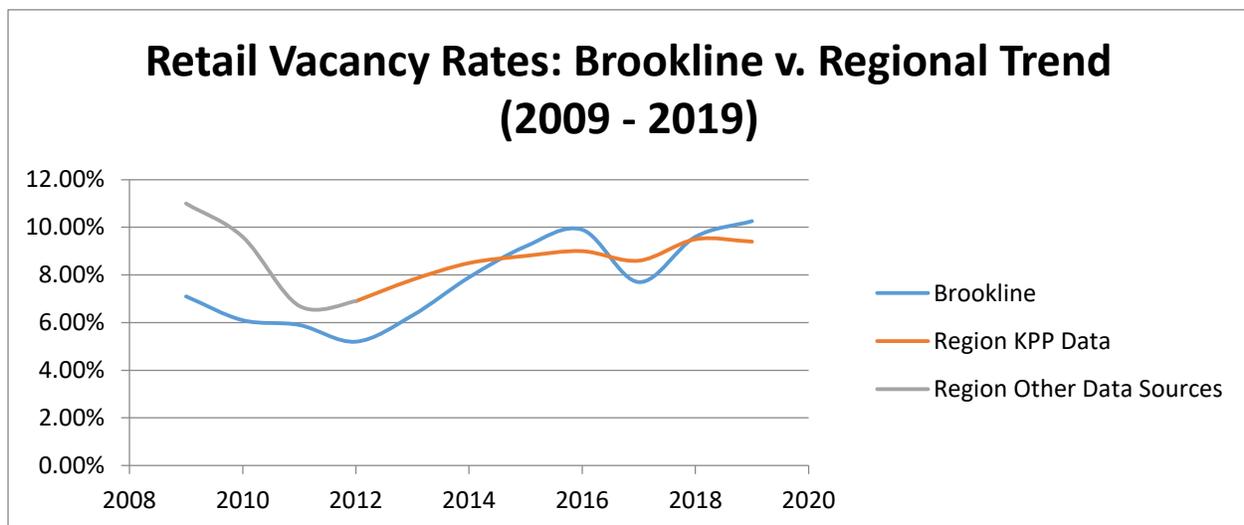
Summary data for each commercial area are attached to this memo.

Conclusion:

Even though the town-wide vacancy rate increased slightly, Brookline's alignment with regional and submarket vacancy rates, as well as the redevelopment activity underlying vacancy rates in several commercial areas, indicate that Brookline's commercial areas remain relatively healthy.

Next Steps:

Economic Development and Long-Term Planning (ED-LT) will continue to monitor the town-wide vacancy rate closely to identify any emerging trends that could pose long-term challenges to the vitality of Brookline's commercial areas. ED-LT staff will continue to work with the Economic Development Advisory Board (EDAB) and the Small Business Development Committee (SBDC) to implement initiatives to support Brookline's commercial areas and business community.



Data: Regional data source since 2012 is from Inner Suburbs Retail Analysis, Key Point Partners. Key Point Partners' 2019 report: *Retail Real Estate Trends & Analysis 2019 Eastern MA/Greater Boston*. Prior to 2012, data taken from National Association of Realtors/CBRE – Econometric Advisors. Note: *Retail Real Estate Trends & Analysis 2019 Eastern MA/Greater Boston*'s vacancy rates are based on square footage, whereas Brookline's vacancy rate methodology is based on storefront count.

Summary Data:

All Commercial Areas		2019 Survey	% of Total Storefronts	2018 Survey	% Change '18-'19
Vacancy Analysis	Total Storefronts	692	-	698	-1%
	Total Active Storefronts	623	90.03%	631	-1%
	Total Vacant Storefronts	69	9.97%	67	3%
	Total Vacancy Rate	9.97%	-	9.60%	0.37%
Use Analysis	Restaurant Use	146	23.43%	148	-1%
	Service Use	360	57.78%	360	0%
	Retail Use	110	17.66%	117	-6%
	Institutional Use	6	0.96%	6	n/a
Chain v. Independent Business Analysis	National Chains	111	17.82%	114	-3%
	Regional/Local Chains	86	13.80%	80	8%
	Independent Businesses	417	66.93%	431	-3%

Commercial Area	Total Storefronts	Total Active	Total Vacant	2019 Vacancy Rate	2018 Vacancy Rate	% Change
Brookline Village	201	181	20	9.95%	7.39%	2.56%
Chestnut Hill	39	31	8	20.51%	12.50%	8.01%
Commonwealth Avenue	54	44	10	18.52%	21.67%	-3.15%
Coolidge Corner	225	203	22	9.78%	11.71%	-1.93%
JFK Crossing	55	54	1	1.82%	3.57%	-1.75%
Putterham	16	16	0	0.00%	0.00%	0.00%
St. Mary's Station	33	31	2	6.06%	3.03%	3.03%
Washington Square	69	63	6	8.70%	7.35%	1.35%
TOTAL	692	623	69	9.97%	9.60%	0.37%

By Commercial Area:

Brookline Village		2019 Survey	% of Total Storefronts	2018 Survey	% Change '18-'19
Occupancy Analysis	Total Storefronts	201		203	-1%
	Total Active Storefronts	181	90.05%	188	-4%
	Total Vacant Storefronts	20	9.95%	15	33%
	Total Vacancy Rate	9.95%		7.39%	2.56%

Use Analysis	Restaurant Use	35	19.34%	35	0%
	Service Use	118	65.19%	122	-3%
	Retail Use	27	14.92%	31	-13%

Chain v. Independent Business Analysis	National Chains	20	11.05%	21	-5%
	Regional/Local Chains	16	8.84%	16	0%
	Independent Businesses	144	79.56%	151	-5%

Change Analysis	New Vacancies	9
	Continued Vacancies	11
	Filled Vacancies	6
	Changes in Storefront Occupant	3
	Changes in Use	0

Chestnut Hill		2019 Survey	% of Total Storefronts	2018 Survey	% Change '18-'19
Occupancy Analysis	Total Storefronts	39		40	-3%
	Total Active Storefronts	31	79.49%	35	-11%
	Total Vacant Storefronts	8	20.51%	5	60%
	Total Vacancy Rate	20.51%		12.50%	8.01%

Use Analysis	Restaurant Use	1	3.23%	1	0%
	Service Use	22	70.97%	24	-8%
	Retail Use	8	25.81%	10	-20%

Chain v. Independent Business Analysis	National Chains	8	25.81%	8	0%
	Regional/Local Chains	6	19.35%	6	0%
	Independent Businesses	17	54.84%	21	-19%

Change Analysis	New Vacancies	4
	Continued Vacancies	4
	Filled Vacancies	0
	Changes in Storefront Occupant	1
	Changes in Use	0

Chestnut Hill		2019 Survey	% of Total Storefronts	2018 Survey	% Change '18- '19
Occupancy Analysis	Total Storefronts	39		40	-3%
	Total Active Storefronts	31	79.49%	35	-11%
	Total Vacant Storefronts	8	20.51%	5	60%
	Total Vacancy Rate	20.51%		12.50%	8.01%

Use Analysis	Restaurant Use	1	3.23%	1	0%
	Service Use	22	70.97%	24	-8%
	Retail Use	8	25.81%	10	-20%

Chain v. Independent Business Analysis	National Chains	8	25.81%	8	0%
	Regional/Local Chains	6	19.35%	6	0%
	Independent Businesses	17	54.84%	21	-19%

Change Analysis	New Vacancies	4
	Continued Vacancies	4
	Filled Vacancies	0
	Changes in Storefront Occupant	1
	Changes in Use	0

Commonwealth Avenue		2019 Survey	% of Total Storefronts	2018 Survey	% Change '18- '19
Occupancy Analysis	Total Storefronts	54		60	-10%
	Total Active Storefronts	44	81.48%	47	-6%
	Total Vacant Storefronts	10	18.52%	13	-23%
	Total Vacancy Rate	18.52%		21.67%	-3.15%

Use Analysis	Restaurant Use	14	31.82%	15	-7%
	Service Use	16	36.36%	19	-16%
	Retail Use	8	18.18%	7	14%
	Institutional Use	6	13.64%	6	

Chain v. Independent Business Analysis	National Chains	12	27.27%	14	-14%
	Regional/Local Chains	12	27.27%	10	20%
	Independent Businesses	14	31.82%	17	-18%

Change Analysis	New Vacancies	1
	Continued Vacancies	9
	Filled Vacancies	5
	Changes in Storefront Occupant	3
	Changes in Use	1

Coolidge Corner

		2019 Survey	% of Total Storefronts	2018 Survey	% Change '18- '19
Occupancy Analysis	Total Storefronts	223		222	0%
	Total Active Storefronts	201	90.13%	196	3%
	Total Vacant Storefronts	22	9.87%	26	-15%
	Total Vacancy Rate	9.87%		11.71%	-1.85%

Use Analysis	Restaurant Use	46	22.89%	45	2%
	Service Use	108	53.73%	102	6%
	Retail Use	47	23.38%	49	-4%

Chain v. Independent Business Analysis	National Chains	46	22.89%	45	2%
	Regional/Local Chains	34	16.92%	32	6%
	Independent Businesses	121	60.20%	119	2%

Change Analysis	New Vacancies	11
	Continued Vacancies	11
	Filled Vacancies	12
	Changes in Storefront Occupant	6
	Changes in Use	1

JFK Crossing

		2019	% of Total Storefronts	2018 Survey	% Change '18- '19
Occupancy Analysis	Total Storefronts	55		56	-2%
	Total Active Storefronts	54	98.18%	54	0%
	Total Vacant Storefronts	1	1.82%	2	-50%
	Total Vacancy Rate	1.82%		3.57%	-1.75%

Use Analysis	Restaurant Use	16	29.63%	17	-6%
	Service Use	31	57.41%	30	3%
	Retail Use	7	12.96%	7	0%

Chain v. Independent Business Analysis	National Chains	8	14.81%	8	0%
	Regional/Local Chains	3	5.56%	3	0%
	Independent Businesses	41	75.93%	43	-5%

Change Analysis	New Vacancies	1
	Continued Vacancies	0
	Filled Vacancies	1
	Changes in Storefront Occupant	4
	Changes in Use	0

Putterham

		2018 Survey	% of Total Storefronts	2017 Survey	% Change '17-'18
Occupancy Analysis	Total Storefronts	16		16	0%
	Total Active Storefronts	16	100.00%	16	0%
	Total Vacant Storefronts	0	0.00%	0	#DIV/0!
	Total Vacancy Rate	0.00%		0.00%	0.00%

Use Analysis	Restaurant Use	4	25.00%	4	0%
	Service Use	8	50.00%	8	0%
	Retail Use	4	25.00%	4	0%

Chain v. Independent Business Analysis	National Chains	1	6.25%	1	0%
	Regional/Local Chains	2	12.50%	2	0%
	Independent Businesses	13	81.25%	13	0%

Change Analysis	New Vacancies	0
	Continued Vacancies	0
	Filled Vacancies	0
	Changes in Storefront Occupant	1
	Changes in Use	0

St. Mary's Station

		2019 Survey	% of Total Storefronts	2018 Survey	% Change '18-'19
Occupancy Analysis	Total Storefronts	33		33	0%
	Total Active Storefronts	31	93.94%	32	-3%
	Total Vacant Storefronts	2	6.06%	1	100%
	Total Vacancy Rate	6.06%		3.03%	3.03%

Use Analysis	Restaurant Use	11	35.48%	11	0%
	Service Use	17	54.84%	18	-6%
	Retail Use	3	9.68%	3	0%

Chain v. Independent Business Analysis	National Chains	6	19.35%	6	0%
	Regional/Local Chains	6	19.35%	3	100%
	Independent Businesses	19	61.29%	21	-10%

Change Analysis	New Vacancies	1
	Continued Vacancies	1
	Filled Vacancies	0
	Changes in Storefront Occupant	0
	Changes in Use	0

Washington Square

		2019 Survey	% of Total Storefronts	2018 Survey	% Change '18- '19
Occupancy Analysis	Total Storefronts	69		68	1%
	Total Active Storefronts	63	91.30%	63	0%
	Total Vacant Storefronts	6	8.70%	5	20%
	Total Vacancy Rate	8.70%		7.35%	1.34%

Use Analysis	Restaurant Use	19	30.16%	20	-5%
	Service Use	38	60.32%	37	3%
	Retail Use	6	9.52%	6	0%

Chain v. Independent Business Analysis	National Chains	10	15.87%	11	-9%
	Regional/Local Chains	6	9.52%	5	20%
	Independent Businesses	47	74.60%	47	0%

Change Analysis	New Vacancies	2
	Continued Vacancies	4
	Filled Vacancies	2
	Changes in Storefront Occupant	0
	Changes in Use	0

¹ Key Point Partners' 2019 report: *Retail Real Estate Trends & Analysis 2019 Eastern MA/Greater Boston* Inner Suburbs Submarket includes: Arlington, Belmont, Brookline, Cambridge, Chelsea, Everett, Malden, Medford, Milton, Quincy, Revere, Somerville, Watertown, and Winthrop

OFFICE OF THE TOWN ADMINISTRATOR



TO: Select Board

FROM: Mel Kleckner, Town Administrator

SUBJECT: Enactment of Home Rule Bill

DATE: October 12, 2018

I am pleased to inform you that the Governor has signed into law the home rule bill initiated by the Town of Brookline to increase its quota of restaurant liquor licenses. This bill has been enacted as Chapter 268 of the Acts of 2018 (see attached).

As you know, we inserted an article in the Special Town Meeting Warrant of November 2018 to re-file a bill in the event this one did not pass in the current legislative session. With the Governor's approval, Article 5 of the upcoming town meeting will no longer be required.

cc: Sean Lynn-Jones, Chair, Advisory Committee
Patty Correa, Legal Department
Kara Brewton, Economic Development Director

Chapter 268
of the Acts of 2018

THE COMMONWEALTH OF MASSACHUSETTS

In the One Hundred and Ninetieth General Court

AN ACT AUTHORIZING THE TOWN OF BROOKLINE TO GRANT 12 ADDITIONAL LICENSES FOR THE SALE OF ALL ALCOHOLIC BEVERAGES TO BE DRUNK ON THE PREMISES IN CERTAIN TARGET COMMERCIAL AREAS.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

SECTION 1. (a) Notwithstanding section 17 of chapter 138 of the General Laws, the licensing authority of the town of Brookline may grant 12 additional licenses for the sale of all alcoholic beverages to be drunk on the premises pursuant to section 12 of said chapter 138 to establishments located within the town's 4 Target Commercial Areas, as those areas are defined by the town's zoning map, as it existed as of January 31, 2018, upon approval of and under conditions set by the licensing authority of the town of Brookline. A license granted pursuant to this act shall be clearly marked on its face "Target Commercial Area, Brookline Village", "Target Commercial Area, Coolidge Corner", "Target Commercial Area, JFK Crossing" or "Target Commercial Area, Washington Square" and shall be subject to all of said chapter 138 except said section 17.

(b) The licensing authority shall restrict the 12 licenses authorized in this section to 4 Target Commercial Areas as follows:

(1) Three licenses for the sale of all alcoholic beverages to be drunk on the premises shall be issued to the entities within the Brookline Village Target Commercial Area, which shall include parcels on and immediately bordering River road, Brookline avenue, Pearl street, White place, Station street, Washington street, Holden street, Linden street and intersecting Harvard street, as the borders and encompassing all property therein, as those areas are shown on the map; provided, however, that for the purposes of this paragraph, map shall mean the parcel specific corridor areas designated as "Brookline Village", dated January 31, 2018, a copy of which is on file in the office of the Brookline town clerk;

(2) Five licenses for the sale of all alcoholic beverages to be drunk on the premises shall be issued to the entities within the Coolidge Corner Target Commercial Area, which shall include parcels on and immediately bordering Waldo street, Harvard street, Centre street, Webster street, and intersecting Beacon street, as the borders and encompassing all property therein, as those areas are shown on the map; provided, however, that for the purposes of this paragraph, map shall mean the parcel specific corridor areas designated as

"Coolidge Corner", dated January 31, 2018, a copy of which is on file in the office of the Brookline town clerk;

(3) One license for the sale of all alcoholic beverages to be drunk on the premises shall be issued to the entities within the JFK Crossing Target Commercial Area, which shall include parcels on and immediately bordering Columbia street, Thorndike street, Coolidge street, Fuller street, Clarence street, Centre street and intersecting Harvard street, as the borders and encompassing all property therein, as those areas are shown on the map; provided, however, that for the purposes of this paragraph, map shall mean the parcel specific corridor areas designated as "JFK Crossing", dated January 31, 2018, a copy of which is on file in the office of the Brookline town clerk; and

(4) Three licenses for the sale of all alcoholic beverages to be drunk on the premises shall be issued to the entities within the Washington Square Target Commercial Area, which shall include parcels on and immediately bordering Salisbury road, Westbourne terrace, Washington street, Winthrop road, Tappan street and intersecting Beacon street, as the borders and encompassing all property therein, as those areas are shown on the map; provided, however, that for the purposes of this paragraph, map shall mean the parcel specific corridor areas designated as "Washington Square", dated January 31, 2018, a copy of which is on file in the office of the Brookline town clerk.

(c) A license granted under this section shall only be exercised in the dining room of a common victualler and in such other public rooms or areas as may be deemed reasonable and appropriate by the licensing authority as certified in writing.

(d) The licensing authority of the town of Brookline shall not approve the transfer of a license granted pursuant to this section to a location outside of the town's 4 Target Commercial Areas, but it may grant a license to a new applicant within the 4 Target Commercial Areas if the applicant files with the licensing authority a letter from the department of revenue and a letter from the department of unemployment assistance indicating that the license is in good standing with those departments and that all applicable taxes, fees and contributions have been paid.

(e) If a licensee terminates or fails to renew a license granted under this section or if any such license is cancelled, revoked or no longer in use, it shall be returned physically, with all of the legal rights, privileges and restrictions pertaining thereto, to the licensing authority and the licensing authority may then grant the license to a new applicant in the town's 4 Target Commercial Areas under the same conditions as specified in this section.

(f) All licenses granted pursuant to this act shall be issued within 2 years after the effective date of this act; provided, however, that a license

originally granted within that time period may be granted to a new applicant pursuant to subsection (d) or (e) thereafter.

SECTION 2. This act shall take effect upon its passage.

House of Representatives, October 1, 2018.

Passed to be enacted,

Scott Adams, Speaker.

In Senate, October 1, 2018.

Passed to be enacted,

John F...., President.

October 11, 2018.

Approved,

at 9 o'clock and 35 minutes, P. M.

Charles D. Burt

Governor.

Brookline Liquor License Request Block and Parcel ID

BLOCK	LOT	SUB	Commercial Area	
	92	2	0 Washington Square	2018 Liquor Licenses Granted by Special State Leg - 5
	92	1	0 Washington Square	
	101	29	0 Washington Square	
	101	1	28 Washington Square	
	101	9	0 Washington Square	
	216	16	0 Washington Square	
	101	14	0 Washington Square	
	224	31	0 Washington Square	
	101	3	0 Washington Square	
	92	4	0 Washington Square	
	92	6	0 Washington Square	
	101	2	0 Washington Square	
	101	7	0 Washington Square	
	215	13	0.9 Washington Square	
	101	13	0 Washington Square	
	216	17	0 Washington Square	
	92	5	0 Washington Square	
	101	4	5 Washington Square	
	101	10	0 Washington Square	
	215	12	0 Washington Square	
	101	11	0 Washington Square	
	101	12	0 Washington Square	
	216	17	1 Washington Square	
	217	24	25 Washington Square	
	92	3	0 Washington Square	
	101	6	0 Washington Square	
	217	21	22 Washington Square	
	101	8	0 Washington Square	
	216	18	0 Washington Square	
	216	15	0 Washington Square	
	217	23	0 Washington Square	
	165	20	22 Coolidge Corner	
	82	9	0 Coolidge Corner	
	44	4	0 Coolidge Corner	
	45	1	0 Coolidge Corner	
	45	3	0 Coolidge Corner	
	165	21	0 Coolidge Corner	
	163	1	0 Coolidge Corner	
	84	4	0.9 Coolidge Corner	
	162	3	0 Coolidge Corner	
	90	2	0 Coolidge Corner	
	165	14	0 Coolidge Corner	
	047A	2	1 Coolidge Corner	
	165	13	0 Coolidge Corner	

161	1	0 Coolidge Corner
047A	3	0 Coolidge Corner
161	3	0 Coolidge Corner
45	2	1 Coolidge Corner
82	5	0 Coolidge Corner
82	7	8 Coolidge Corner
45	2	0 Coolidge Corner
83	14	15 Coolidge Corner
161	2	1 Coolidge Corner
161	2	0 Coolidge Corner
83	10	13 Coolidge Corner
84	2	0.9 Coolidge Corner
163	8	0 Coolidge Corner
84	1	0 Coolidge Corner
163	5	0 Coolidge Corner
163	4	0 Coolidge Corner
162	1	0.9 Coolidge Corner
90	1	0 Coolidge Corner
165	22	1 Coolidge Corner
165	16	17 Coolidge Corner
165	15	0 Coolidge Corner
165	12	0 Coolidge Corner
165	10	0 Coolidge Corner
165	11	0 Coolidge Corner
82	13	0 Coolidge Corner
48	12	0 Coolidge Corner
047A	5	0.9 Coolidge Corner
84	7	0.9 Coolidge Corner
84	8	0 Coolidge Corner
047A	15	1 Coolidge Corner
82	6	0 Coolidge Corner
047A	1	0 Coolidge Corner
161	3	1 Coolidge Corner
163	10	0 Coolidge Corner
163	9	0 Coolidge Corner
84	5	0 Coolidge Corner
163	6	0 Coolidge Corner
163	2	0 Coolidge Corner
162	2	0 Coolidge Corner
164	5	0 Coolidge Corner
047A	6	0 Coolidge Corner
047A	2	0 Coolidge Corner
45	4	5 Coolidge Corner
82	10	11 Coolidge Corner
82	12	0 Coolidge Corner
158	11	0 Coolidge Corner
84	3	0.9 Coolidge Corner

2018 Liquor Licenses Granted
by Special State Leg - 6

163	7	0 Coolidge Corner
165	18	0.9 Coolidge Corner
82	4	0.9 Coolidge Corner
83	9	0.9 Coolidge Corner
161	4	0 Coolidge Corner
64	10	11 JFK Crossing
69	22	0 JFK Crossing
67	9	0 JFK Crossing
66	11	0 JFK Crossing
76	13	0 JFK Crossing
66	10	0 JFK Crossing
77	11	12 JFK Crossing
64	9	0 JFK Crossing
78	1	0 JFK Crossing
78	3	0 JFK Crossing
69	23	24 JFK Crossing
76	12	0 JFK Crossing
78	4	0 JFK Crossing
67	8	0 JFK Crossing
77	10	0 JFK Crossing
78	2	0 JFK Crossing
141	6	1.9 Brookline Village
140	6	0 Brookline Village
141	4	0 Brookline Village
140	18	0.9 Brookline Village
140	17	0.9 Brookline Village
176	32	0 Brookline Village
140	10	2 Brookline Village
140	10	0 Brookline Village
183	16	0 Brookline Village
183	17	0 Brookline Village
174	3	6 Brookline Village
140	13	0 Brookline Village
140	3	0.9 Brookline Village
176	29	0 Brookline Village
140	3	1 Brookline Village
141	6	2 Brookline Village
141	6	0 Brookline Village
141	3	0 Brookline Village
176	26	0 Brookline Village
140	8	1 Brookline Village
140A	4	0 Brookline Village
174	7	1 Brookline Village
140	11	0.9 Brookline Village
140	10	1 Brookline Village
176	34	0 Brookline Village
176	1	0 Brookline Village

2018 Liquor Licenses Granted
by Special State Leg - 7

138	3	0 Brookline Village
140	8	0 Brookline Village
174	7	0 Brookline Village
176	33	0 Brookline Village
135	17	18 Brookline Village
141	8	0 Brookline Village
141	7	1 Brookline Village
183	11	0 Brookline Village
141	1	0 Brookline Village
140	4	0.9 Brookline Village
176	2	0.9 Brookline Village
140	7	0 Brookline Village
138	1	0 Brookline Village
183	12	0 Brookline Village
135	10	11 Brookline Village
174	8	1.9 Brookline Village
141	2	0 Brookline Village
141	7	0 Brookline Village
141	5	0 Brookline Village
174	2	0 Brookline Village
140A	5	0 Brookline Village
140	12	0 Brookline Village
176	30	0 Brookline Village
139	27	44 Brookline Village
183	18	0 Brookline Village
174	8	0 Brookline Village
140	1	0.9 Brookline Village
140	2	19 Brookline Village
135	19	22 Brookline Village
140	18	1 Brookline Village
176	25	0 Brookline Village
140	15	0.9 Brookline Village
176	27	28 Brookline Village
140	14	1 Brookline Village
138	2	0 Brookline Village
135	15	0 Brookline Village
140	8	2.9 Brookline Village
135	14	0 Brookline Village
135	12	13 Brookline Village
183	14	0 Brookline Village
135	1	0 Brookline Village
139	45	0 Brookline Village
183	15	0.9 Brookline Village

2018 Liquor Licenses Granted
by Special State Leg - 8

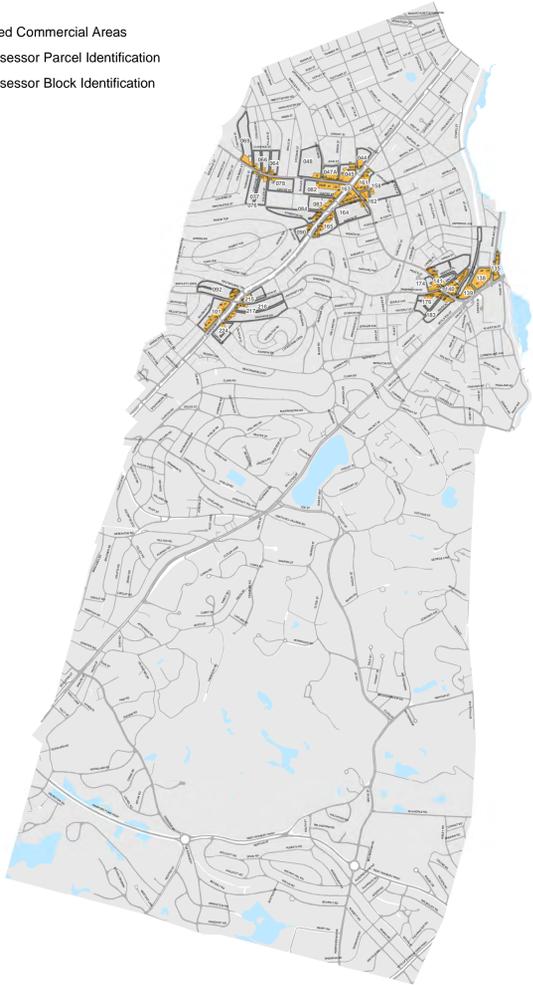
Town of Brookline

Target Commercial Areas

January 31, 2018

2018 Liquor Licenses Granted
by Special State Leg - 9

- Targeted Commercial Areas
- 56 Tax Assessor Parcel Identification
- 090 Tax Assessor Block Identification

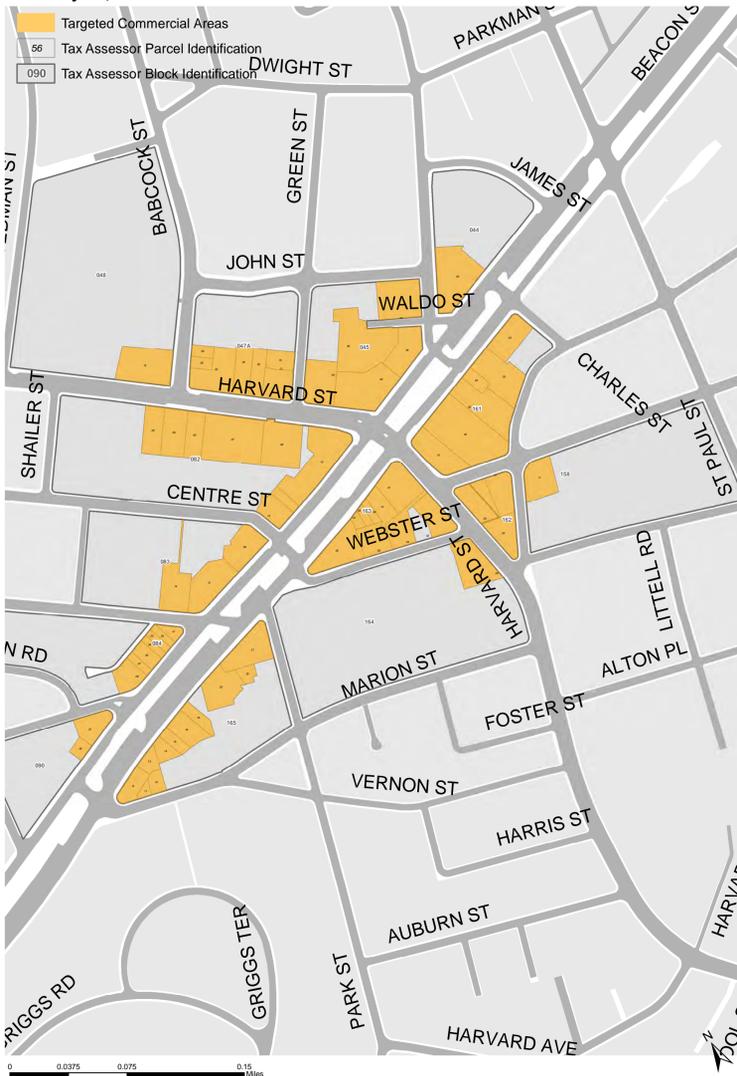


Town of Brookline

Coolidge Corner

January 31, 2018

- Targeted Commercial Areas
- 56 Tax Assessor Parcel Identification
- 090 Tax Assessor Block Identification

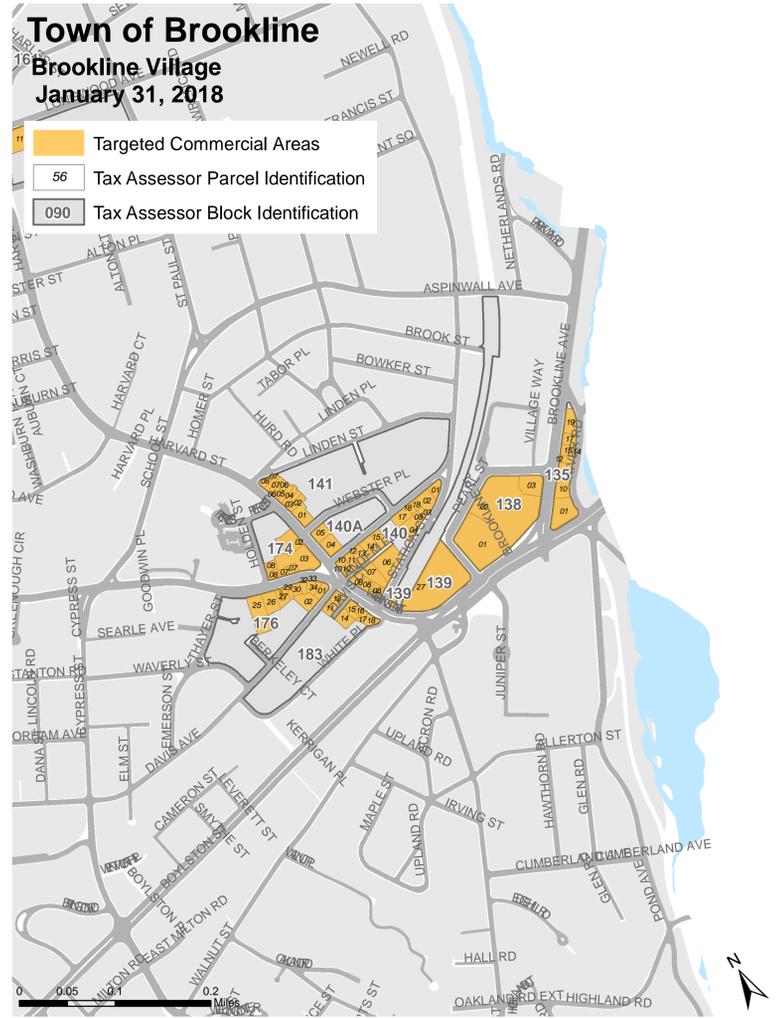


Town of Brookline

Brookline Village

January 31, 2018

- Targeted Commercial Areas
- 56 Tax Assessor Parcel Identification
- 090 Tax Assessor Block Identification



Town of Brookline

JFK Crossing

January 31, 2018

- Targeted Commercial Areas
- 56 Tax Assessor Parcel Identification
- 090 Tax Assessor Block Identification



Town of Brookline

Washington Square

January 31, 2018

- Targeted Commercial Areas
- 56 Tax Assessor Parcel Identification
- 090 Tax Assessor Block Identification

