



# *Town of Brookline*

## *Massachusetts*

### **Planning Board**

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Steven A Heikin, Chairman  
Robert Cook, Clerk  
James Carr  
Linda Hamlin  
Blair Hines  
Matthew Oudens  
Mark J. Zarrillo

## **BROOKLINE PLANNING BOARD MEETING MINUTES**

**Town Hall, Room 103**

**February 20, 2019 – 8:15 a.m.**

**Board Present:** Steve Heikin, Bob Cook, Matt Oudens, Mark Zarrillo, Blair Hines, James Carr

**Staff Present:** Trevor Johnson and Meredith Mooney

Steve Heikin called the meeting to order.

**21 Longwood Avenue** – Install new illuminated sign for Brookline Dental Specialists

Trevor read and reviewed the proposal for 21 Longwood Avenue.

The applicant provided additional background on the project and scope of work.

Steve Heikin asked if the leaf logo depicted on the signage would have any coloration. The applicant confirmed it will not.

Bob Cook asked why the applicant had chosen a leaf as their logo. The applicant responded that they had worked with a designer to come up with the logo and branding.

**After discussion, the Board voted (6-0-0) to approve the plans**

**VOTED: the Planning Board recommends approval of the plans by ViewPoint Sign and Awning last revised on 01/25/19, subject to the following conditions:**

1. Prior to the issuance of a building permit, the applicant shall submit final plans, subject to the review and approval of the Assistant Director for Regulatory Planning or designee.

2. All illuminated signs shall be installed with a rheostat switch so that they may be dimmed during non-business hours.
3. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee.

**1353 Beacon Street** – Install new illuminated façade sign and make façade renovations for Six Po Hot Pot

Trevor read and reviewed the proposal for 1353 Beacon Street.

The applicant's representative was present to provide a detailed description of the proposed signage and façade plans. They also provided samples of some of the materials that will be used in the project.

Steve noted that, based on the samples, the color of the raceway appears to be more blue than grey as it appears in the renderings.

Steve asked if the entryway floor will be painted. The applicant confirmed it would be retiled. Steve commented that he was not in favor of repainting the façade white and preferred the buff brick appearance of the existing conditions.

James Carr agreed with Steve, noting that the white brick is not needed to update the façade. He suggested the existing brick façade be cleaned as part of the project scope.

Matthew Oudens questioned if the raceway color would still be appropriate if the façade is not painted white. He noted that he too prefers the buff brick color.

James asked if the existing gooseneck lamps will be removed and the applicant confirmed that they will be. The applicant also confirmed that the raceway will not cover the column capitals and will be the same as the existing sign raceway with respect to the capitals.

Steve asked about the lettering located in the entryway. The applicant stated they will be 3D cutouts from the wood paneling.

Matthew asked about the material proposed for the entryway. The applicant confirmed it would be a synthetic wood material.

Steve commented that the plans should be updated to reflect the accurate dimensions of the proposed raceway. Further, the repainting of the façade bricks to white is not approved.

**After discussion, the Board voted (6-0-0) to approve the plans**

**VOTED: the Planning Board recommends approval of the plans by Excel Signs dated 2/6/2019, subject to the following conditions:**

1. Prior to the issuance of a building permit, the applicant shall submit final plans including all requested changes, subject to the review and approval of the Assistant Director for Regulatory Planning or designee.
2. All illuminated signs shall be installed with a rheostat switch so that they may be dimmed during non-business hours.
3. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee.

**320 Washington Street** – Install new illuminated façade signage for Wow Barbeque

Trevor read and reviewed the proposal for 320 Washington Street.

The applicant's representative was present to provide a detailed description of the proposed signage plan.

Steve asked if the signage is for a new business or if the signage is part of a rebrand for the existing business. The applicant stated this is the same business; they would like to reuse an already-built sign that was previously on a location in Malden, Massachusetts.

Steve noted that he doesn't mind the sign and finds it is more noticeable than the previous signage. Bob agreed.

Steve requested that the existing up-lighting be removed as the new signage is installed. Matthew agreed that removing the up-lighting is a positive contribution to the project.

James asked if there might be a way to install the signage without the sign backer. The applicant explained that installing the lettering without the backer would require that multiple holes be drilled through the brick wall for electrical connections. The sign backer enables the drilling of only one hole.

**After discussion, the Board voted (6-0-0) to approve the plans**

**VOTED: the Planning Board approves the plans by Excel Signs, dated 02/27/2019, subject to the following conditions:**

1. Prior to the issuance of a building permit, the applicant shall submit final plans, subject to the review and approval of the Assistant Director for Regulatory Planning or designee.
2. All illuminated signs shall be installed with a rheostat switch so that they may be dimmed during non-business hours.

3. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee.

**1322 Beacon Street** – Install new blade signs and replace existing façade signage and awnings for CVS Pharmacy

Trevor read and reviewed the proposal for 1322 Beacon Street. He explained that the applicant could not attend the meeting and would be in attendance during the March Planning Board meeting. He noted the Board could discuss the plans and that any preliminary feedback could be relayed to the applicant.

Steve and Mark asked about the rationale for the addition of new signage. They noted the new blade signs do not appear to be justified.

Matthew suggested that the blade signs be removed and the intended signage instead be added to the ends of the awnings.

Steve noted that the blade signs made the façade appear cluttered.

The Board requested that the applicant be prepared to justify the use of blade signs at a future meeting if they decide to proceed with them.

No vote was taken.

**1620 Beacon Street** – Install new façade signage for Marianne Fashion Ladies Shop

Meredith Mooney read and reviewed the proposal for 1620 Beacon Street.

The applicant was present to help answer questions regarding the proposal.

Steve asked about the staff suggestion to alter the lettering from gold on black to white on black and whether others, including the applicant, agreed.

Bob noted that he did not mind gold on black and felt it was visible enough. Other members agreed.

Steve stated that the decision of gold or white lettering should be left to the business owner.

**After discussion, the Board voted (6-0-0) to approve the plans**

**VOTED: the Planning Board approves the plans by AZ Signs and Storefront, dated 1/31/2019, subject to the following conditions:**

1. Prior to the issuance of a building permit, the applicant shall send staff a PDF of the final plans including all requested dimensions, subject to the review and approval of the Assistant Director for Regulatory Planning or designee.
2. All illuminated signs shall be installed with a rheostat switch so that they may be dimmed

during non-business hours.

3. Any future window and door signage is subject to the review and approval of the Assistant Director for Regulatory Planning or designee.

**477 Harvard Street** – Install new illuminated façade signage for Mojo Ramen

Trevor read and reviewed the proposal for 477 Harvard Street.

The applicant was present and provided additional details on the proposed signage plans.

Steve asked for clarity on whether the diameter of the proposed façade sign is 36” or 42”. The applicant clarified that the dimension will be 42”.

Blair notes that the location of the sign on the building’s sign band should be slightly above the centerline of the band.

Bob suggested that the sign be reduced in size to just smaller than 42” to provide a little more space between the edge of the sign and the window frames and parapet wall. Blair agreed.

Steve stated that at a minimum the applicant should provide accurate dimensions for the height of the sign band, as well as the dimensions for all window signage. The applicant stated estimated dimensions for the sign band and signage elements and agreed to provide updated plans with accurate measurements.

Mark asked if the “Open” sign shown on the plans is part of the proposal. The applicant confirmed it is not part of the proposal.

**After discussion, the Board voted (6-0-0) to approve the plans**

**VOTED: the Planning Board recommends approval of the plans by Ardon Visual Communication, submitted 02/21/19, subject to the following conditions:**

1. Prior to the issuance of a building permit, the applicant shall submit final plans with all requested modifications, subject to the review and approval of the Assistant Director for Regulatory Planning or designee.
2. All illuminated signs shall be installed with a rheostat switch so that they may be dimmed during non-business hours.
3. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee.
4. The awnings shall be maintained in a state of good repair.

**1329 Beacon Street** – Renovate and update façade

Trevor read and reviewed the proposal for 1329 Beacon Street.

The applicant was present and provided additional details on the proposed façade changes. They explained the building is experiencing water infiltration issues and they want to take this opportunity to rectify this and make some additional improvements to the building's appearance.

Steve and Mark asked about the brackets that exist under the canopy and what the plan for them was. The applicant responded that they want to remove most of them except a couple that serve as coverings for drainage pipes.

Steve noted that removing all brackets may be preferable since the drainage pipes would likely blend in with the architecture of the building.

Steve noted that the overall scope of work and proposed changes looks good but effort should be made to ensure the whole design appears seamless. He expressed some concern regarding the proposed change to the thickness of the canopy from 14" to 2'.

James stated that he is not in favor of the mix of different metals used for the building. He noted it would be nice to see a bit more cohesiveness in the materials.

The applicant suggested they could develop a plan for more standardized storefront treatments in an effort to begin pulling the materials together.

Steve said it would be helpful to see a sample of the material used for the fascia.

Mark suggested the applicant more carefully study the canopy thickness and develop a strategy for making it appear thin even if the thickness remains 2'. The applicant stated they would look at it more carefully and noted that the stepped design is intended to maintain the appearance of thinness. The applicant stated they would provide a few different options.

Steve suggested stepping that begins closer to the point where the canopy attaches to the building which could help make the canopy appear thinner.

Matt commented that the line stretching under the canopy along its outer edge should trace that edge across the entire canopy.

The applicant agreed to take the suggestions of the Board and develop revised plans for further review.

**No vote was taken and the case was continued to a future Planning Board meeting.**

**MEETING ADJOURNED.**

**Materials reviewed during meeting include:**  
Staff Reports, Plans, and Designs.