



Town of Brookline Massachusetts

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PLANNING BOARD

Steve Heikin, Chair
James Carr
Linda K. Hamlin
Blair Hines
Matthew Oudens
Mark J. Zarrillo

BROOKLINE PLANNING BOARD MINUTES Virtual Meeting held via Webex March 18, 2020 – 8:15 a.m.

Board Present: Steve Heikin, Linda Hamlin, James Carr, Mark Zarrillo, Blair Hines.
Staff Present: Polly Selkoe, Victor Panak

Steve Heikin called the meeting to order at 8:27 am.

SIGN AND FAÇADE CASES

1309 Beacon Street – Signage for Dumpling Daughter consisting of anew façade sign and a few window signs.

Kyle Spellman (applicant) presented details of the proposal and offered some history on the location and previous businesses.

The Board briefly discussed the proposed signage and wanted to ensure that the façade has sufficient space for the sign as designed.

Mr. Heikin moved to approve the proposed signage with the conditions suggested in the Planning Department report and the following additional condition:

- *Final sign plans with dimensions shall be submitted to the Assistant Director of Regulatory Planning or designee to ensure the sign's fit in the façade.*

Mark Zarrillo seconded the motion. The Board voted 5-0 to approve the motion.

1011 Beacon Street – Signage for Gaia Naturals consisting of a new façade sign and several window signs.

Harry Hatz (applicant) presented the proposed signage.

The Board briefly discussed the signage and while the Board was supportive of the design, questions were raised about the size of the signage. The Board requested that more professional

drawings be produced and reviewed by the Planning Department staff to ensure the signage's proper fit on the façade.

Mr. Heikin moved to approve the proposed signage with the conditions suggested in the Planning Department report and the following additional condition:

- ***Prior to the issuance of a building permit, the applicant shall submit an electronic copy of the final plans showing an accurate rendering of the signs on the façade and windows along with accurate dimensions, subject to the review and approval of the Assistant Director of Regulatory Planning or designee.***

Linda Hamlin seconded the motion. The Board voted 5-0 to approve the motion.

299 Harvard Street – Signage for Maruichi Gen Sou En consisting of a new façade sign.

Mark Conserva (applicant) presented the proposed signage, noting that it would blend into the existing context.

The Board briefly discussed the signage and surrounding context. It was confirmed that the proposed sign would be installed at the same height as surrounding façade signs.

Mr. Heikin moved to approve the proposed signage with the conditions suggested in the Planning Department report. Mr. Zarrillo seconded the motion. The Board voted 5-0 to approve the motion.

220 Washington Street – Signage for Zhu Vegan Kitchen (replacing Oriental Pearl) consisting of a new façade sign.

Grant Gao (applicant) presented the proposed signage.

Mr. Heikin raised a concern that a portion of the existing signage serves to screen an air condenser unit and its removal will expose the unit. Mr. Heikin suggested that the applicant add a waffle board or similar screening material to hide the unit. The applicant agreed to install something similar.

The Board also briefly discussed the word positioning on the sign and ultimately found the proposed design to be preferable.

Mr. Heikin moved to approve the proposed signage with the conditions suggested in the Planning Department report and the following additional condition:

- ***The applicant shall install a screening element in place of the existing subsidiary sign to screen the AC unit. Such screening element shall require final approval from the Assistant Director for Regulatory Planning or designee.***

Mr. Zarrillo seconded the motion. The Board voted 5-0 to approve the motion.

1044 Beacon Street – Signage for The Eye Store consisting of a replacement façade sign.

John Bejakian (applicant) presented the proposed signage and an alternative option with a black background and white letters. Brian Brinkers (sign contractor) said that their intention is to install the signage with the same dimensions as the existing signage.

The Board discussed the sign color. The Board's consensus was a preference for a charcoal grey background, white letters, font size and style from the alternative sign plans, and the eye chart (logo) from the original sign plans.

Mr. Heikin moved to approve the proposed signage with the conditions suggested in the Planning Department report and the following additional condition:

- ***The sign shall feature a dark grey background and the lettering for "The Eye Store" shall be a serif font with 11" letters except for "EYE" which shall be 19" letters. The logo on the left side of the sign shall be designed so that the font size is at its largest on the top line of text and progressively decreases for each subsequent line.***

Mr. Zarrillo seconded the motion. The Board voted 4-0 to approve the motion.

1423-1425 Beacon Street – Signage for Kingston Real Estate/Management and Smile Brookline Dentistry consisting of two new façade signs.

Adam Mundt (applicant) presented the proposed signage.

The Board discussed the signage and agreed that the letter size for both Kingston Real Estate/Management and Smile Brookline should be the same size and that letter dimensions should be provided on the plans to ensure compliance.

Mr. Heikin moved to approve the proposed signage with the conditions suggested in the Planning Department report and the following additional condition:

- ***The lettering size for the Kingston Real Estate and Management sign and the lettering for the Smile Brookline Dentistry sign shall be revised to be more consistent with one another.***

Ms. Hamlin seconded the motion. The Board voted 4-0 to approve the motion.

The meeting was adjourned.