



Town of Brookline Massachusetts

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PLANNING BOARD

Steve Heikin, Chair
Andrea Brue
Shelly Chipimo
Linda K. Hamlin
Abigail Hiller
Blair Hines
Mark J. Zarrillo

BROOKLINE PLANNING BOARD MINUTES By Zoom Event April 27, 2022 – 8:30 a.m.

Board Present: Steve Heikin, Linda Hamlin, Mark Zarrillo, Andrea Brue, Blair Hines, Shelly Chipimo

Staff Present: Victor Panak

Materials related to each agenda item can be found at:
<https://meetings.brooklinema.gov/OnBaseAgendaOnline/>

Steve Heikin opened the meeting.

1) PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

There were no public comments on matters not on the agenda.

2) SIGN/FACADE REVIEW CASES

1298 Beacon Street – Install one new façade sign and an awning for Esmail's Café

Victor Panak introduced the proposal and indicated that the Planning Department is supportive.

The applicant asked whether the Board would accept a sign that is taller than the building's sign band but the same length of the sign band. Mr. Heikin said he would prefer that the sign fit the sign band, especially in terms of height. Other Board members agreed; Ms. Hamlin suggested the flower itself could exceed the sign band.

Ms. Hamlin said she is opposed to the stripes on the awning and feels that the awning has too many words.

The Board agreed that the sign panel should fit within the sign band, but that the flower and the "E" can exceed the edges of the sign band. The word café can be relocated to be on the same line as "Esmail's".

The Board discussed the awning. Ms. Hamlin suggested that the words on the awning be relocated to be window signs.

Public Comments

There were no public comments.

The Board agreed that with the discussed changes, the proposed signage and awning could be approved administratively by staff.

68 Harvard Street – Install three new banner signs for S&L Therapy.

Victor Panak introduced the proposal and indicated that the Planning Department is supportive.

Anna Haluch briefly presented the proposed signage and the reason why it was desired on the second floor as banner signs.

Mr. Zarrillo asked whether all three banners on the neighboring site are for the same business. Two of the banners are.

The Board discussed the signage and generally agreed that it is acceptable.

Public Comments

There were no public comments.

Mr. Heikin moved to approve the plans by Express Sign and Graphics, submitted 3/23/2022, 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 of Regulatory Planning or designee.**

Ms. Brue seconded the motion. The Board voted 6-0 to approve the motion.

1020 Commonwealth Avenue – Install one new façade sign, an awning sign, and a blade sign for Fuel America.

Victor Panak introduced the proposal and indicated that the Planning Department is supportive.

Richard Batten briefly discussed the proposal and noted that the awning is a recover of the previous awning for Dunkin Donuts.

Mr. Heikin said he feels that the blade sign may be too large or unnecessary and also said that the awning material should not be vinyl. Mr. Heikin asked a few more clarifying questions.

Sean Donovan (Viewpoint Signs) provided additional details on the materials of the proposed

awning. The Board continued to discuss details of the awning. Board members generally felt that the awning has too much signage/lettering. The Board also felt that the blade sign extends to far into the sidewalk.

Board suggested that the “New American Coffeehouse” lettering could be left on the awning while the logos be moved to the windows. The blade sign should be removed and the logo of the blade sign relocated to the edge of the awning.

Public Comments

There were no public comments.

The Board agreed that with the discussed changes, the proposed signage and awning could be approved administratively by staff.

1680 Beacon Street – Install one new façade sign and a blade sign for Tinailery

Victor Panak introduced the proposal and indicated that the Planning Department is supportive.

The Board and applicant discussed the size of the proposed sign and how it would fit into the masonry of the building. Details of the sign and lettering was also discussed at length.

Mr. Heikin felt that the signage could be approved. Other Board members agreed.

Public Comments

There were no public comments.

Mr. Heikin moved to approve the plans by New CC Sign, dated 3/29/2022, 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 of Regulatory Planning.**
- 2. A rheostat shall be installed and sign illumination shall be limited to operating hours.**

Ms. Hamlin seconded the motion. The Board voted 6-0 to approve the motion.

The meeting was adjourned.