



Town of Brookline Massachusetts

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PLANNING BOARD
Steve Heikin, Chair
Mark J. Zarrillo, Clerk
Andrea Brue
Linda K. Hamlin
Blair Hines

BROOKLINE PLANNING BOARD MINUTES By Zoom Event May 17, 2023 – 8:30 a.m.

Board Present: Steve Heikin, Mark Zarrillo, Andrea Brue, Linda Hamlin, Blair Hines
Staff Present: Polly Selkoe, Beccah Mapure

Materials related to each agenda item can be found at:
<https://brooklinema.gov/DocumentCenter/Index/4154>

Recording of this meeting is available at: <https://www.brooklinema.gov/2422/Recordings>

Steve Heikin opened the meeting.

1) PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

No comments were made.

2) SIGN/FACADE REVIEW CASES

20 Boylston Street - Install four new façade signs for DOCA Kitchens. Pct. 4

Beccah Mapure introduced the sign proposal.

Sign designer David Spatara presented the proposal on behalf of DOCA Kitchens.

Mark Zarrillo thought it was unnecessary to move the address sign.

Steve Heikin said the address sign did not fit above the window opening and preferred a swap between the main and the address sign locations. Heikin preferred that the letter “D” facing west of Boylston Street be aligned with the opening. The same should be done for the sign facing Walnut Street.

Linda Hamlin thought the sign was elegant and agreed it should be aligned with building openings. It would be preferable to have the same font for the address sign.

David Spatara clarified the client intends to reuse the existing lettering for the address sign.

Blair Hines asked why a sign was needed on Walnut Street since it was a residential edge.

David Spatara replied that the sign would be visible to people going west.

Linda Hamlin suggested placing the sign on High Street instead of Walnut Street.

Steve Heikin said he was okay with three signs but the applicant had to reconsider the location of the Walnut Street sign.

Steve Heikin made a motion to approve the proposed signage with an additional condition. Mark Zarrillo seconded. The motion was approved unanimously.

The Planning Board approves the sign plans by Signarama, dated 3/9/23, subject to the following conditions:

Final plans shall be submitted to the Assistant Director for Regulatory Planning or designee for review and approval. The plans shall show the building address in its current location and the other signs relocated to reflect an appropriate position related to the building elements. The sign facing Walnut Street shall be replicated on the High Street façade.

All illuminated signs shall be installed with a rheostat switch so that they may be dimmed during non-business hours.

1634 Beacon Street - Revision to design of storefront window for Bar Taco Pct.13

Polly Selkoe introduced the sign proposal.

Attorney Jennifer Dopazo explained that the storefront design could not be executed as approved due to restrictions on the manufacturer's side.

Architect Rocco DiLeo presented the changes to the proposal.

Steve Heikin asked if there was any other change besides the garage-style doors and if outdoor seating would be provided.

Rocco DiLeo said an insect screening would be added but no indoor seating.

Andrea Brue said the awnings looked great.

Steve Heikin made a motion to approve the changes to the operable garage storefront. Linda Hamlin seconded. The motion was approved unanimously.

1297 Beacon Street - 1297 Beacon Street - Install wall sign for Teehee. Pct. 17

Beccah Mapure introduced the case.

Sign designer Mary Duong presented the proposal.

Linda Hamlin said the letters were too tall and an 18-inch letter would be more appropriate.

Andrea Brue asked why light the sign if there are gooseneck lighting fixtures.

Mary Doung said the client wanted to have as much visibility as possible.

Steve Heikin said the applicant could either reduce the lettering or remove the goosenecks but he would not recommend removing goosenecks.

Mark Zarrillo said gooseneck lights could be switched off.

Steve Heikin made a motion to approve the proposed signage with an additional condition. Linda Hamlin seconded. The motion was approved unanimously.

The Planning Board approves the sign plans by Sign & Neon, dated (date to be provided by applicant) subject to the following conditions:

Final plans shall be submitted to the Assistant Director for Regulatory Planning or designee for review and approval. The signage height shall be reduced to 18 inches.

All illuminated signs shall be installed with a rheostat switch so that they may be dimmed during non-business hours.

1028 Beacon Street - Replace wall and free-standing signs with new signs for HMart (former Whole Foods)

Beccah Mapure introduced the sign proposal.

No one from the applicant's team was present.

Andrea Brue did not like the size of the freestanding sign.

It was noted that the sign panel is existing.

Polly Selkoe said the background color could be changed.

Steve Heikin said the wall sign was too large and had no regard for the building features.

Linda Hamlin said an elevation would be important for a proportion analysis.

Mark Zarrillo noted that the old signage worked better with the site.

Steve Heikin wondered if the sign could be reduced in size and fit below the corbeling of the brick.

Public Comment

Sean Lynn-Jones agreed the sign could be better but hoped that the fact that the applicant had no representative in the meeting would not delay approval since Brookline residents were looking forward to the HMART opening.

Board Decision:

Steve Heikin suggested lowering the wall sign and reducing its size. All Board members agreed.

The Board agreed with mimicking the store brick color for the background of the freestanding sign to soften the visual impact of the red lettering.

Steve Heikin wondered if the whole pylon sign would be face lit or just the lettering. Heikin suggested having only the lettering be translucent.

Steve Heikin made a motion to approve the proposed signage with an additional condition. Linda Hamlin seconded. The motion was approved unanimously.

The Planning Board approves the sign plans by Space Sign, dated 3/6/23, subject to the following conditions:

Final plans shall be submitted to the Assistant Director for Regulatory Planning or designee for review and approval. The plans shall show a reduction in the height of the letter "H" to 34 inches with a proportional reduction in the other dimensions of the sign. The word "MART" shall not extend above the brick corbelling on the facade. The background on the freestanding sign shall be changed to a beige color matching the beige brick on the building facade. Only the lettering on the freestanding sign should be translucent and illuminated.

The meeting was adjourned.