



# 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 June 28, 2023 – 8:30 a.m.**

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

**Materials related to each agenda item can be found at:**  
<https://brooklinema.gov/DocumentCenter/Index/4308>

**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**

**1428 Beacon Street** – Replace wall sign and install blade sign for Oasis's Sweet. Pct. 11

Beccah Mapure introduced the sign proposal.

Sign designer Ricky Zeng presented the proposal on behalf of Oasis's Sweet.

Steve Heikin suggested that all letters on the façade sign should be the same size.

Blair Hines said the logo was too large and proposed downsizing it to 30 inches tall.

Board members agreed the blade sign was unnecessary and it could potentially damage the pilasters.

Linda Hamlin recommended that the size and location of the signage should be consistent with adjacent storefronts.

**Steve Heikin made a motion to approve the signage with additional conditions. Mark Zarrillo seconded. The motion was approved unanimously.**

**The Planning Board approves the sign plans by New CC Sign, dated 5/22/23, subject to the following conditions:**

- 1. Final signage shall be submitted to the Assistant Director for Regulatory Planning or designee for review and approval. The logo shall be reduced to an overall height of 30 inches, and the blade sign is not approved.**
- 2. A rheostat shall be installed to control the lighting of the sign letters.**
- 3. Any future window signage shall be subject to the review and approval of the Assistant Director of Regulatory Planning.**

**400 Heath Street** – Install two new freestanding signs for Boston College. Pct. 15

Beccah Mapure introduced the sign proposal.

Sign designer Cathy Brown presented the signage proposal.

Jeanne Levesque, Director of Government Relations for Boston College, was present.

Blair Hines was concerned about the misrepresentation of the wall radius in the photograph and suggested setting the sign further away from the wall to address the issue.

Mark Zarrillo agreed and proposed placing the sign at a distance of 12 to 18 inches to minimize irregularities in the wall radius. Zarrillo also suggested keeping only one sign on the left side, as he felt two signs were unnecessary.

The Board debated the visibility and necessity of two signs, with Jeanne Levesque arguing for two signs to accommodate different directions of approach.

Steve Heikin suggested considering a second sign in the future to represent the campus.

Linda Hamlin supported having two signs, emphasizing the importance of on-site visibility.

Andrea Brue preferred one sign initially, with the option of adding a second later if needed.

Steve Heikin said that if a brand sign for the campus is needed later, one of the signs should be replaced rather than adding a third sign.

**Steve Heikin made a motion to approve the sign plans with additional conditions. Blair Hines seconded. The motion was approved 4-1. Mark Zarrillo voted no.**

**The Planning Board approves the sign plans by The Sign Center, dated 5/16/23, subject to the following conditions:**

- 1. Final signage shall be submitted to the Assistant Director for Regulatory Planning or designee for review and approval. Final plans shall carefully delineate the curvature of each wall and the location of each sign relative to that wall.**
- 2. Should additional branding be considered for this campus, Boston College shall consider replacing one of the two signs approved with a similar sign with that further identity.**

**1030 Commonwealth Avenue** – Replace wall board for Comm Ave Canna. Pct. 2

Beccah Mapure introduced the sign proposal.

Business owners Francie and John Hauck presented the signage proposal.

Steve Heikin asked if the sign could be inserted in the empty box below.

John Hauck clarified that the empty sign box belonged to Kayuga Restaurant which used it for a QR code menu.

The Board found the empty sign box with only a small QR code strange and questioned the need for it if it remains empty. It was suggested that the applicant should inquire the restaurant owners about their empty sign box. The Board also discussed approving the sign with conditions to remove the box and relocate the Common Ave Canna sign to an appropriate height at eye level.

Beccah Mapure suggested discussing the issue with the restaurant and its landlord separately.

The Board also discussed its jurisdiction to enforce and regulate signage in similar situations. Polly Selkoe explained the limitations of approaching the restaurant without an application but would assist in resolving the matter.

**Steve Heikin made a motion to approve the signage with additional conditions. Blair Hines seconded. The motion was approved unanimously.**

**The Planning Board approves the sign plans by SpeedPro as submitted on 6/28/2023 subject to the following conditions:**

- 1. Final plans shall be submitted to the Assistant Director for Regulatory Planning or designee for review and approval.**
- 2. The applicant shall remove the empty sign box and relocate the Comm Ave Canna sign to a more appropriate position on the building.**
- 3. Any future window signage shall be subject to review and approval of the Assistant Director for Regulatory Planning.**

**477 Harvard Street** – Replace wall and window signs for Mirchi Nation. Pct. 9

Beccah Mapure introduced the sign proposal.

Sign designer Michael Lake presented the plans.

It was suggested to align the bottom line of the sign with the adjacent *Outback* sign.

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

**The Planning Board approves the sign plans by Signarama dated 5/30/2023, subject to the following conditions:**

- 1. Final plans shall be subject to the review and approval of the Assistant Director for Regulatory Planning or designee. The alignment of the bottom of the sign shall be reviewed in relationship to existing nearby signs.**
- 2. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee.**

**1368 Beacon Street** – Install second-story window sign for Brookline Psychic. Pct. 9

Beccah Mapure introduced the sign proposal.

Business owner Samantha Miller presented the plans.

The Board members suggested replacing the redundant phone number with “Enter at 1368 Beacon”. Additionally, they advised simplifying the rainbow-colored website background on the window and using a single color for better visibility. They also recommended adding the business name and address on the directory board at the entrance.

**Steve Heikin made a motion to approve the sign plans with the abovementioned modifications. Andrea Brue seconded. The motion was approved unanimously.**

**The Planning Board approves the sign plans by Zodiac Signs, LLC, dated as submitted on 6/28/2023, subject to the following conditions:**

- 1. Final plans shall be submitted to the Assistant Director for Regulatory Planning or designee for review and approval. The Board recommends replacing the phone number on the left-hand window with the words “Enter at 1368 Beacon”, and modifying the color band to a single color with the website once.**
- 2. Any future window signage shall be subject to review and approval of the Assistant Director for Regulatory Planning.**

**The meeting was adjourned.**