



# 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 July 26, 2023 – 8:30 a.m.**

**Board Present:** Steve Heikin, Matt Hyatt, Andrea Brue, Linda Hamlin  
**Staff Present:** Polly Selkoe, Beccah Mapure, Nicole Pare

**Materials related to each agenda item can be found at:**

<https://www.brooklinema.gov/DocumentCenter/Index/4425>

**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**

#### **17 High Street** – Install façade sign for Hair by Emily. Pct. 4

Beccah Mapure introduced the sign proposal and noted that the Preservation Commission retroactively issued a Certificate of Hardship for a mini-split condenser installed at the subject location.

The Applicant Emily Oliveira described the proposed sign.

Steve Heikin asked if the sign was already installed.

Polly Selkoe clarified that the electrical box was approved retroactively by the Preservation Commission and installed; however, the sign had not yet been installed.

Steve Heikin described the sign proposal as a very handsome and good solution.

Linda Hamlin concurred with Steve's description.

Matt Hyatt asked if carved wood sign material is a requirement of the Preservation Regulations and noted that carved wood material may be difficult to maintain long term.

Emily Oliveira, Applicant, responded stating the designer recommended carved wood instead of vinyl in keeping with the historic elements of the building storefront.

Matt complimented the applicant on the juxtaposition between the carved wood sign and the modern logo design.

Steve Heikin mentioned that although vinyl signs are allowed pursuant to the Zoning By-Laws, the Planning Board has received concerns from the community related to allowing vinyl signs.

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

**The Planning Board approves the sign plans by Sign Design dated 3/24/2023, 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.**
- 2. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee**

**375 Bolyston Street** – Replace existing sign with new sign for VCA Brookline animal hospital (formerly Brigham and Women’s Physicians Organization Administrative Offices) Pct. 6

Beccah Mapure introduced the sign proposal and pointed out the subject proposal had been continued for the applicant to address Planning Board concerns related to letter sizing and a suggested two-line layout for the proposed sign.

Sign designer Ed Batton presented the signage proposal and explained the changes including that the overall size of the sign had been increased, the lettering had been reduced to six and a half inches, and the vinyl window signage had been combined onto one window panel from the previously proposed two-panel layout.

Steve Heikin asked to see a side by side comparison of the previous design proposal and the current design proposal.

Matt Hyatt asked what the background panel consisted of.

Sign designer Ed Batton clarified the background panel was aluminum with raised aluminum lettering.

Steve Heikin suggested trimming the sign background.

Andrea Brue also suggested decreasing the height of the background panel to provide some relief between the sign and the black decorative molding on the building façade.

Matt Hyatt added that the distance between the black decorative molding on the building facade and the space between the bottom of the sign should be equally proportionate.

The Planning Board concurred.

**Steve Heikin made a motion to approve the sign plans with additional conditions. Matt Hyatt seconded. The motion was approved unanimously.**

**Therefore, the Planning Board approves the sign plans by Superior Electrical Advertising, revised on 6/6/23, subject to the following conditions and with a modification to reduce the wall sign area and/or height to evenly space the sign between the left and right black trim detail and the bottom black trim detail of the building façade:**

- 1. Final plans shall be subject to the review and approval of the Assistant Director for Regulatory Planning or designee.**
- 2. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee.**

**1648 Beacon Street** – Replace façade sign with new sign for Petalouda Salon (former Beacon Cleaners). Pct. 13

Beccah Mapure introduced the sign proposal.

Steve Heikin asked if the logo and lettering are all laser cut.

Beccah Mapure responded that staff was unsure if all elements of the sign where laser cut or if the tag line was painted.

Steve Heikin provided some history about the meaning of the sign text.

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

**Therefore, the Planning Board approves the sign plans by FAST SHAPES dated 3/30/2023, 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.**
- 2. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee.**

**The meeting was adjourned at 9:03 a.m.**