



# Town of Brookline

## Massachusetts

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### PLANNING BOARD

Steven A. Heikin, Chair  
Mark J. Zarrillo, Clerk  
Andrea Brue  
Linda K. Hamlin  
Blair Hines  
Matt Hyatt

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

**Board Present:** Steve Heikin, Mark Zarrillo, Linda Hamlin  
**Staff Present:** Polly Selkoe, Nicole Paré

**Materials related to each agenda item can be found at:**  
<https://www.brooklinema.gov/DocumentCenter/Index/4425>

**A recording of the Zoom meeting can be found at:**  
<https://www.brooklinema.gov/2422/Recordings>

Steve Heikin opened the meeting.

Polly Selkoe provided an update on the Zoning Bylaw amendments for Town Meeting.

### 1) SIGN/FACADE REVIEW CASES

**1310 Beacon Street** – Install new illuminated wall sign for Bare Blends. Pct. 17

Nicole Pare introduced the sign proposal.

Ed Batten, Batten Bros Signs & Awnings, presented the sign plan.

Steve and Mark asked for clarification on the material finish of the existing storefront and pointed out the appearance of damage from a previously installed sign.

Ed Batten explained that the existing storefront material was unfinished concrete and that any changes to the finish/color was not part of their scope of work.

Steve asked board members if they thought the cabinet box to the right should be adjusted to match the height of the channel letters.

Steve stated that he would be willing to approve the sign as is, if the existing sign area was refinished to be a consistent color.

Steve explained that since a quorum was not present, the Planning Board would ratify any votes at a future meeting.

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

**Therefore, the Planning Board approves the sign plans by NORTHEAST COLOR dated 6/23/2023, 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. The sign area of the storefront shall be refinished to be a consistent color prior to installation of the wall sign.**
- 3. All future window and door signs are subject to the review and approval of the Assistant Director for Regulatory Planning or designee.**

**77 Harvard Street** –Replace existing wall and blade signs with new signs for Bambat Advanced Thai Massage. Pct. 6

Nicole Pare introduced the sign proposal and shared the plans.

Mark noted that the adjacent establishment, Brookline Spa, has an old wall sign that was not approved under present standards. He noted that the proposed sign is similar to the Brookline Spa sign in size and location, but that it was unacceptable per present guidelines, because the proposed wall sign blocks a prominent architectural feature of the building. He suggested placing the sign in the entry area, underneath the architrave running above the windows and entry areas, and gave the example of the adjacent sign at 87 Harvard Street for Benefitness.

Steve agreed with Mark’s suggestion on the placement of the wall sign.

Steve stated that he disagrees with the notion that blade signs detract from the pedestrian experience.

Polly Selkoe clarified that in the past, the Planning Board has not approved illuminated blade signs.

Mark stated that he does not have an issue with illuminated blade signs.

The sign case was continued to allow time for the applicant to incorporate the board’s design suggestions.

**367 Harvard Street** – Replace existing freestanding sign with new one for Coolidge Corner Dental. Pct. 8

Polly Selkoe introduced the sign proposal and shared the plans.

Polly made a clarification that the brick base of the ground sign does not count as sign area and therefore the sign is compliant with the maximum sign area allowance of under 20 feet.

Mark stated that he has an issue with the way the brick base is shown on the plans. He said the plans show an 8-inch wide sign cabinet on top of a 3-inch wide brick base, grounded by a 2-inch wide aluminum rod, which seems infeasible.

Steve commented on the height of the sign. He noted that the plans show the overall height as 6 feet in one location and 7 feet elsewhere. He acknowledged, however, that the 30 inch height of the base was appropriate because the hedges around the premises are approximately 30-inches tall.

Linda said the Planning Board needs construction drawings.

The sign case was continued to allow the applicant to provide construction details for the sign base and verify the accuracy of the drawings.

**135 Cypress Street** – Install wall, blade, and window signs. Pct. 6

Polly introduced the sign proposal and shared the plans. She explained that the previous application for En Salon was withdrawn and that the current application includes two storefronts.

Mark noted that the wave design of the window signs was interesting and attractive.

Steve said he was unclear on what the film area in the windows was made of, including its actual color and level of transparency.

Mark agreed that the Planning Board needed more information on the window sign material, opacity, and color. He also commented that the two wall signs, two blade signs, and vinyl window signs may be too many signs for one establishment.

Steve, Mark, and Linda agreed that one blade sign and the secondary entrance wall sign should be removed, and that the Planning Board needed more detailed information on the opacity and color of the window signs.

The sign case was continued to allow the applicant to address the Planning Board's comments.

**The meeting was adjourned.**