

StretchMed Cambridge Planning Board Process 2024

Timeline for Special Permit for a Formula Business

- Central Square Advisory Council Meeting: August 7th at 6:00 pm
- Community Meeting: In between the CSAC meeting and the Planning Board
- Cambridge Planning Board meeting: September 4th at 6:00 pm

Responses to CDD questions for CSAC meeting

1. A site plan indicating the general location and boundaries of the lot and the location of your specific retail bay. If any, please also indicate off street parking and loading/service facilities to be used by the business.
2. Generalized floor plans for the business and any other diagram(s) indicating the interior uses.
3. Architectural elevations or sketches indicating anticipated facade treatment along public ways including the proposed entrances, fenestration, and signage.
4. Example images of other locations of this Formula Business, showing the typical design and signage for this franchise.
5. A summary indicating compliance with applicable zoning requirements.

IMPORTANT: This brief summary should address each of the below issues. In issuing a Special Permit, the Planning Board will need to consider whether these criteria are met:

- a. The extent to which the design of the proposal reflects, amplifies, and strengthens the established historical character of existing buildings and store fronts in Central Square.
 - i. The proposed use will complement the character of the existing (new) building. Its minimal horizontal signage will not adversely affect the character of Central Square.
- b. The extent to which the particulars of the building or storefront design is varied from the formula or standard design of the chain in order to reflect the unique character and conditions of Central Square generally or the specific location in particular.
 - i. The proposed StretchMed will not diminish the unique character and conditions of Central Square. It is a minimalistic exterior, with a sticker in the window and will fit within the exterior footprint of the existing building. The horizontal signage will be simple, understated, and will fit in with the unique character of the neighborhood.

- ii. In addition to the signage, we believe strongly that the proposed StretchMed will also actively contribute to the goals and priorities of the Central Square Action Plan by strengthening the retail base and the market capture of the neighborhood, create an active and people-oriented space, cater to the people who live in the surrounding neighborhood, and promote compatible retail to the adjacent residential neighborhood.
 - c. The extent to which the standard elements of the enterprise as they define it as a Formula Business are modified to respect and provide unique expressions of Central Square history and traditions as well as innovation in physical design and marketing that will distinguish the Central Square location from other locations of the Formula Business.
 - i. We are thrilled to be moving into Central Square and are excited to learn more about the history and traditions of the neighborhood. Three of our co-owners live in the area (two in Somerville, one in_____, all with long histories of working and playing in Cambridge). While our exterior marketing is very limited on the building, we would be interested in hearing more from the community about how we might highlight the unique expressions of Central Square on our interior, such as through art work, historical photographs, or other interpretations.
- 6. Have you already finalized a lease and is there a start date? Did you already have a timeline in mind for an opening?
 - a. Lease was finalized on June 1,2024
 - b. We are planning on opening before the end of September.
- 7. Other than new signage, will you be making any physical alterations to the exterior of the building?
 - a. Other than signage, there will be no alterations to the exterior of the building.
- 8. Will this project mostly consist of an interior fit out of the retail space and the installation of business signage?
 - a. We will do an interior fit out of the retail space, which is quite minimal. The installation of the horizontal business signage is the only alteration to the exterior of the building.
- 9. Have you already considered the signage design or started looking into a contractor for signage?
 - a. We have already created a design of the signage and started looking into a contractor. We can show the design at both the CSAC meeting and the

community meeting (are these two separate meetings or the same one?)
to gather feedback.

Resources

- [Central Square Action Plan](#)
- [Vitality Bowls permit to see an approved plan in the same building](#)
- [Central Square Special Permit requirements](#)

Letter to Planning Board draft

August 8, 2024

Planning Board

City of Cambridge

344 Broadway Cambridge, MA 02139

RE: Formula Business Special Permit

Property Address: 425 Massachusetts Avenue, Cambridge, MA

Applicant: StretchMed Cambridge

Dear Honorable Members of the Planning Board:

Please find enclosed the following documents pursuant to a special permit for a formula business in the City of Cambridge for ***StretchMed Cambridge*** at 425 Massachusetts Avenue:

- Filing fee check
- Formula business special permit application package
- Ten (10) copies of the application package

Sincerely,

Lucio Paolini

StretchMed Belmont, Arlington, Medford, Cambridge

Special Permit Application

VOLUME I:

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Project Narrative

The applicant, StretchMed Cambridge proposes to open a stretch studio at the new Market Central development located at 425 Massachusetts Avenue, Cambridge, Massachusetts 02139. The proposed stretch studio specializing in decreasing chronic pain, muscle tightness, muscle imbalances, and tension through trainer-led stretching sessions, shall occupy approximately **923 square feet on the street level of the complex**. As part of the build-out, the applicant intends to utilize its standard color scheme and logo for the interior of the premises, which will include 5-6 stretching tables, a front desk, a locker area, and minimal other furniture. Based on feedback from CDD and various community organizations, the applicant intends to develop unique and understated exterior signage on the exterior of the building. We intend to utilize a small horizontal blade sign on the exterior of the building with our StretchMed logo on a sticker in the window of the building, to ensure that we do not take away from the unique character of our neighborhood in Central Square.

A copy of the proposed floor plans and sign plans have been submitted, accompanied by examples of standard StretchMed storefronts to highlight the limited signage of most locations, and the uniqueness of the Cambridge location.

Cambridge Zoning Ordinance

The applicant is filing for a Special Permit to obtain authorization to operate a Formula Business in Cambridge's Business B Zoning District and Central Square Overlay District. Section 2.0 of the Cambridge Zoning Ordinance contains the following definition of a "Formula Business": Formula Business. An Individual Retail or Consumer Service establishment that is required by virtue of a contract, franchise agreement, ownership or other similar legal obligation to conform or substantially conform to a set of common design and operating features that served to identify the establishment as one of a group of establishments for business, marketing and public relations purposes. Specifically, an establishment shall be considered a Formula Business if it shares at least two (2) of the following three (3) characteristics with ten (10) or more other establishments in Massachusetts or within twenty (20) or more other establishments.

1. Trademark, service mark or logo, defined as a work, phrase, symbol, or design or combination thereof that identifies and distinguishes the source of the goods or services from others;
2. Standardized building architecture including but not limited to façade design and signage;
3. Standardized color scheme used throughout the exterior of the establishment, including color associated with signs and logos.

As a result of sharing a trademark, logo, and standardized color scheme with ten (10) or more other establishments in Massachusetts, StretchMed is seeking a Special Permit to operate a Formula Business in Cambridge's Business B Zoning District and Central Square Overlay District. While the applicant intends to utilize certain standardized color schemes and logos in the location's interior, they are developing exterior signage that is minimal and fits in with the unique character of our Central Square neighborhood.

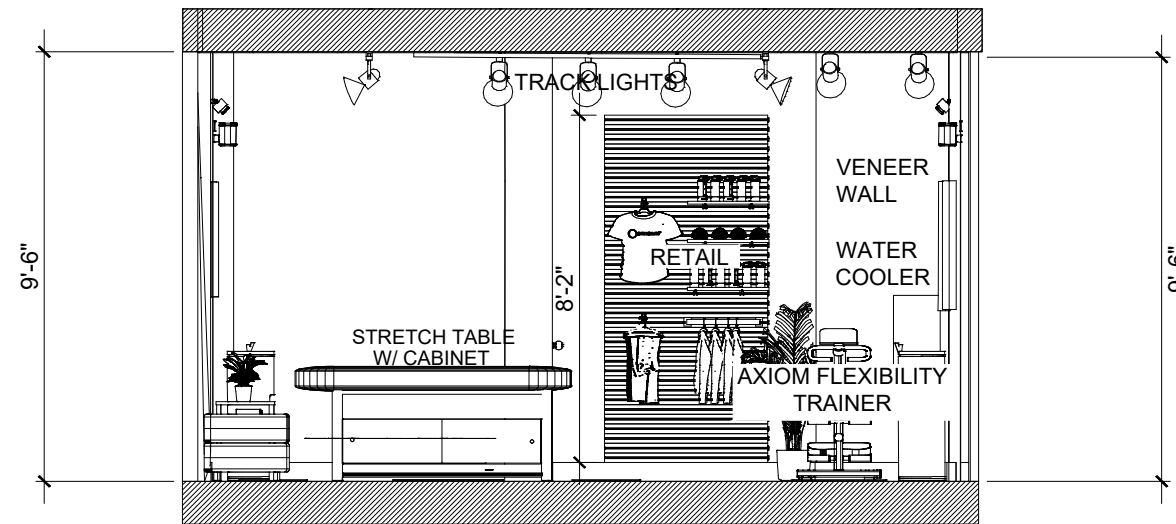
COMPLIANCE WITH SPECIAL PERMIT CRITERIA

Section 20.304.5.4 As defined in Section 20.304.5.4 of the Ordinance, a Formula Business may be established in the Central Square Overlay District after the issuance of a special permit from the Planning Board. In deciding whether to issue a special permit, the Planning Board takes the following into account:

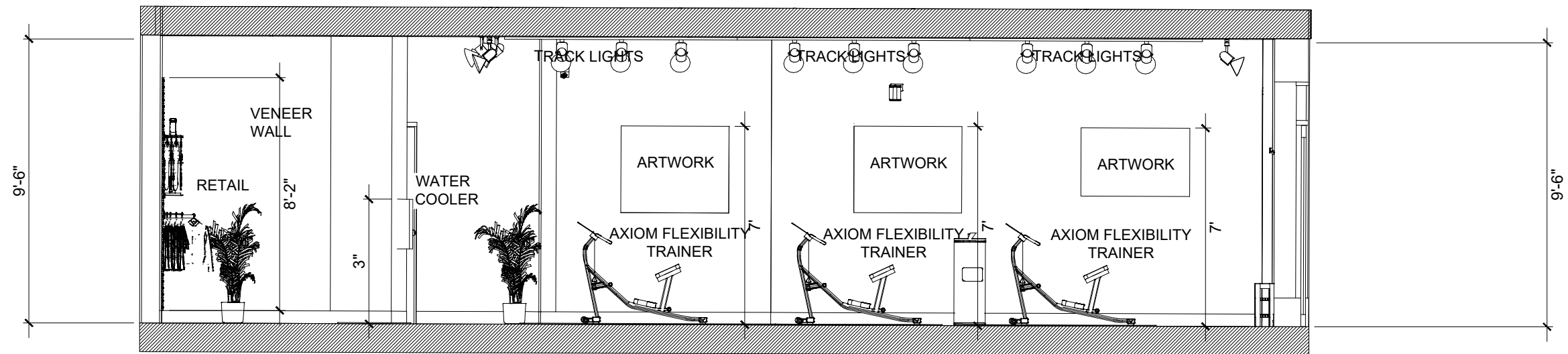
- The extent to which the design of the proposal reflects, amplifies, and strengthens the established historical character of existing buildings and store fronts in Central Square
 - The proposed use will complement the character of the existing (new) building. Further, the proposed minimal and horizontal signage, shown to the Central Square community at our community meeting, will not adversely affect the character of Central Square.
- The extent to which the particulars of the building or storefront design is varied from the formula or standard design of the chain in order to reflect the unique character and conditions of Central Square generally or the specific location in particular.
 - We met with the community to gather advice and guidance and to ensure the proposed StretchMed will not diminish the unique character and conditions of Central Square. As shown on the plans submitted, the signage will be simple, understated, and will fit in with the unique character of the neighborhood.
- The extent to which the standard elements of the enterprise as they define it as a Formula Business are modified to respect and provide unique expressions of Central Square history and traditions as well as innovation in physical design and marketing that will distinguish the Central Square location from other locations of the Formula Business.
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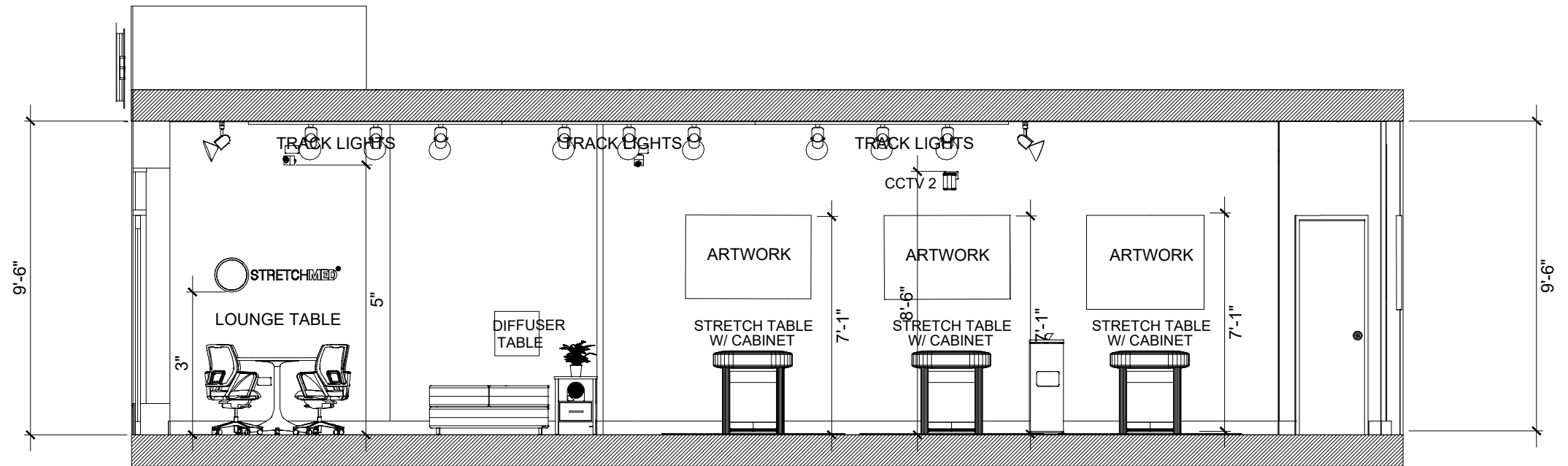
SITE LOCATION MAP



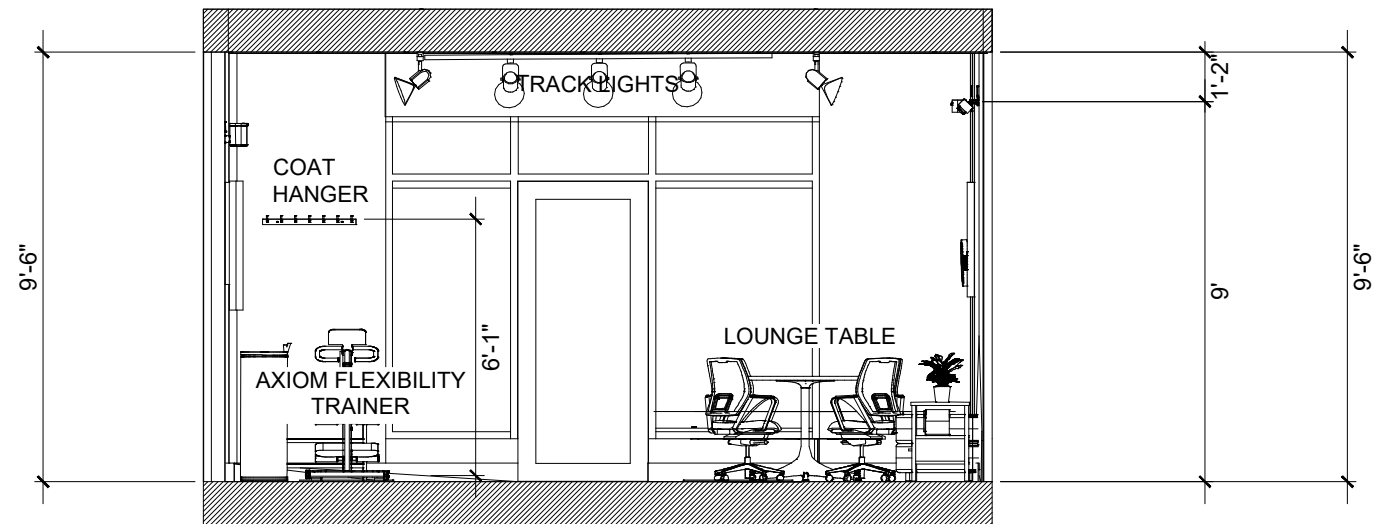
FRONT ELEVATION
 1
 A-100 SCALE 1 : 50



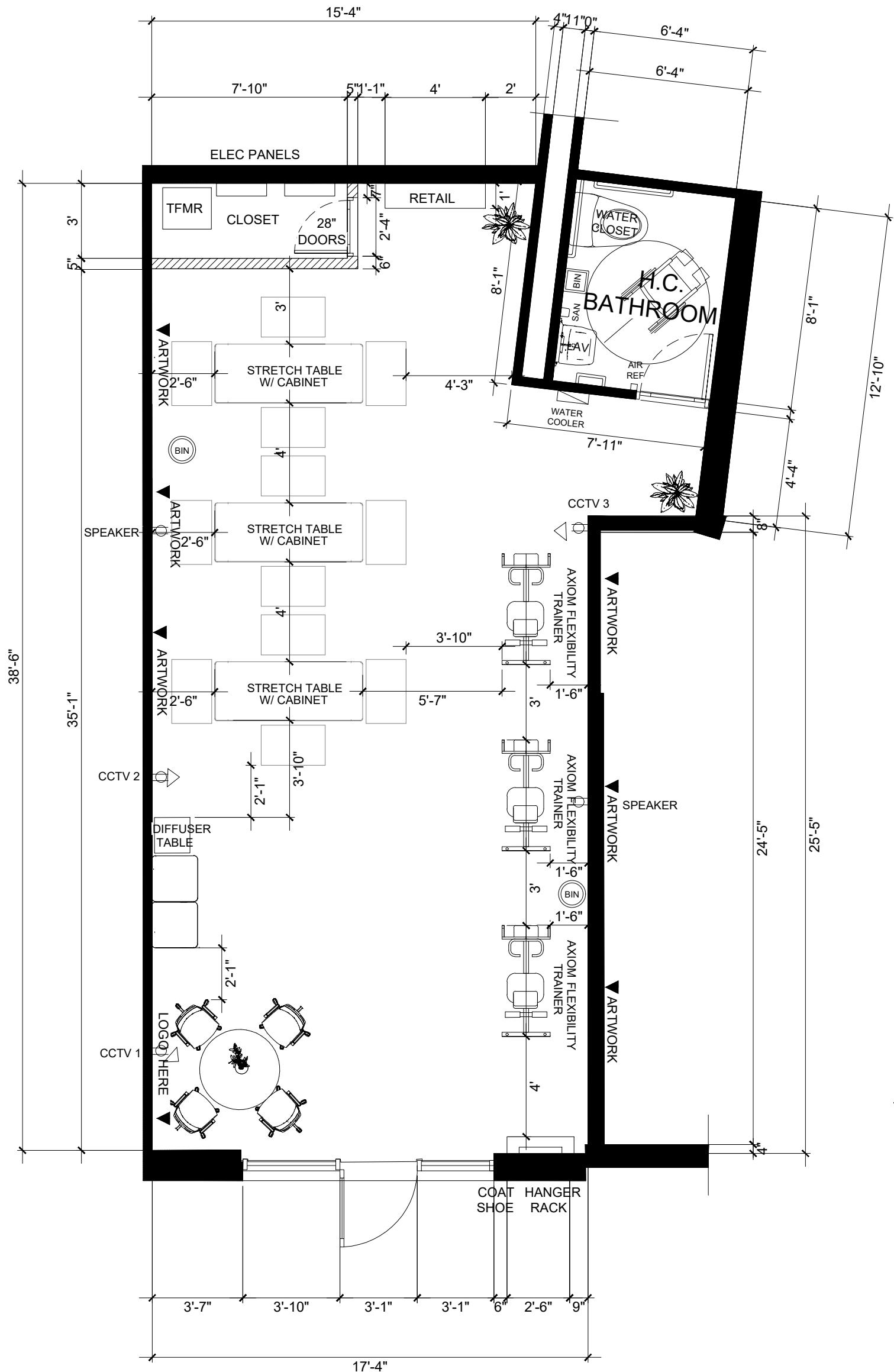
LEFT-SIDE ELEVATION
 1
 A-100 SCALE 1 : 50



1
A-100 **RIGHT SIDE ELEVATION**
SCALE 1 : 50



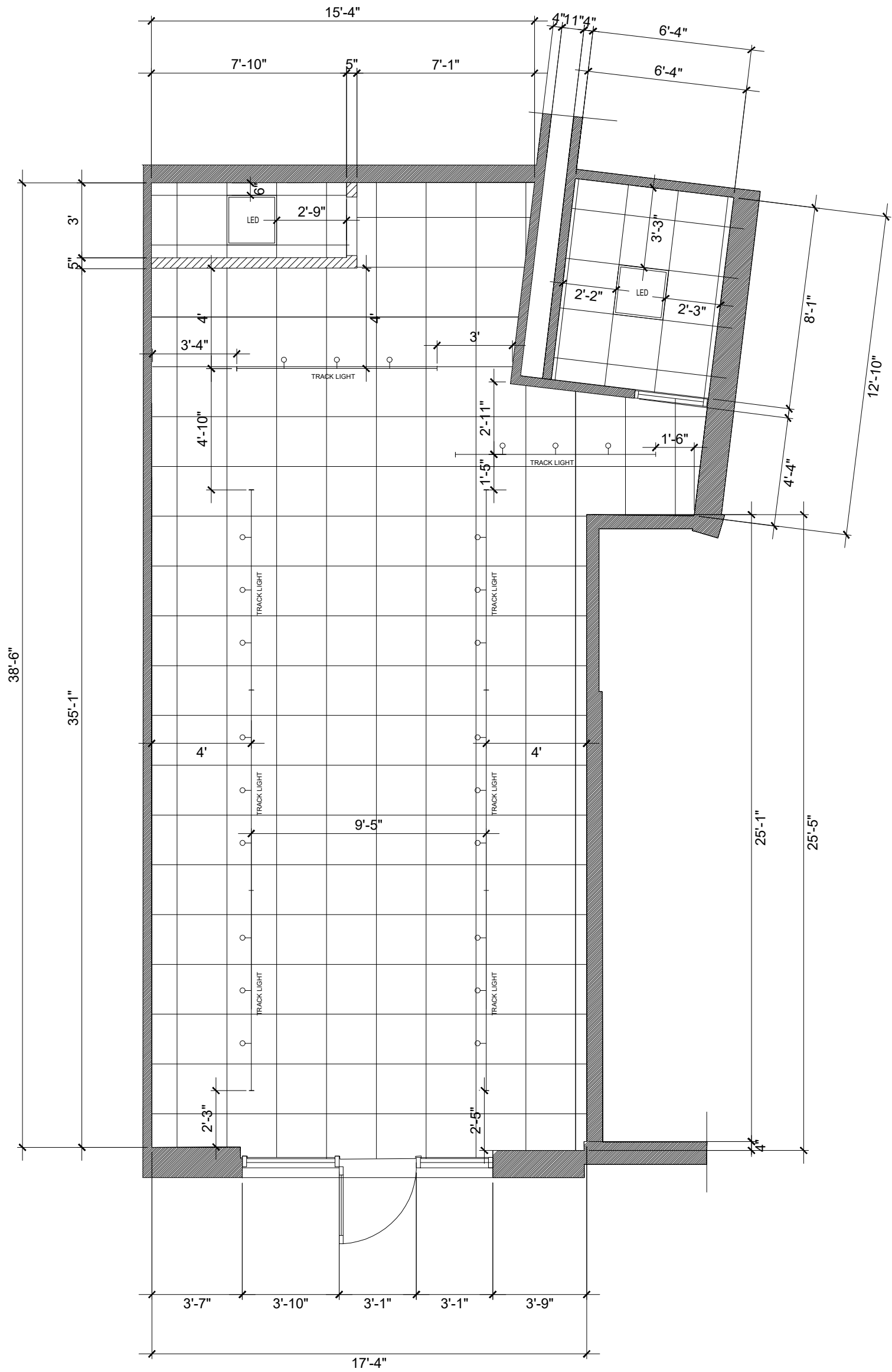
1
A-100 **REAR ELEVATION**
SCALE 1 : 50



LEGENDS

- EXISTING WALL
- NEW DRY WALL INSTALLATION

1 **FURNITURE LAYOUT**
A-100 SCALE 1 : 50

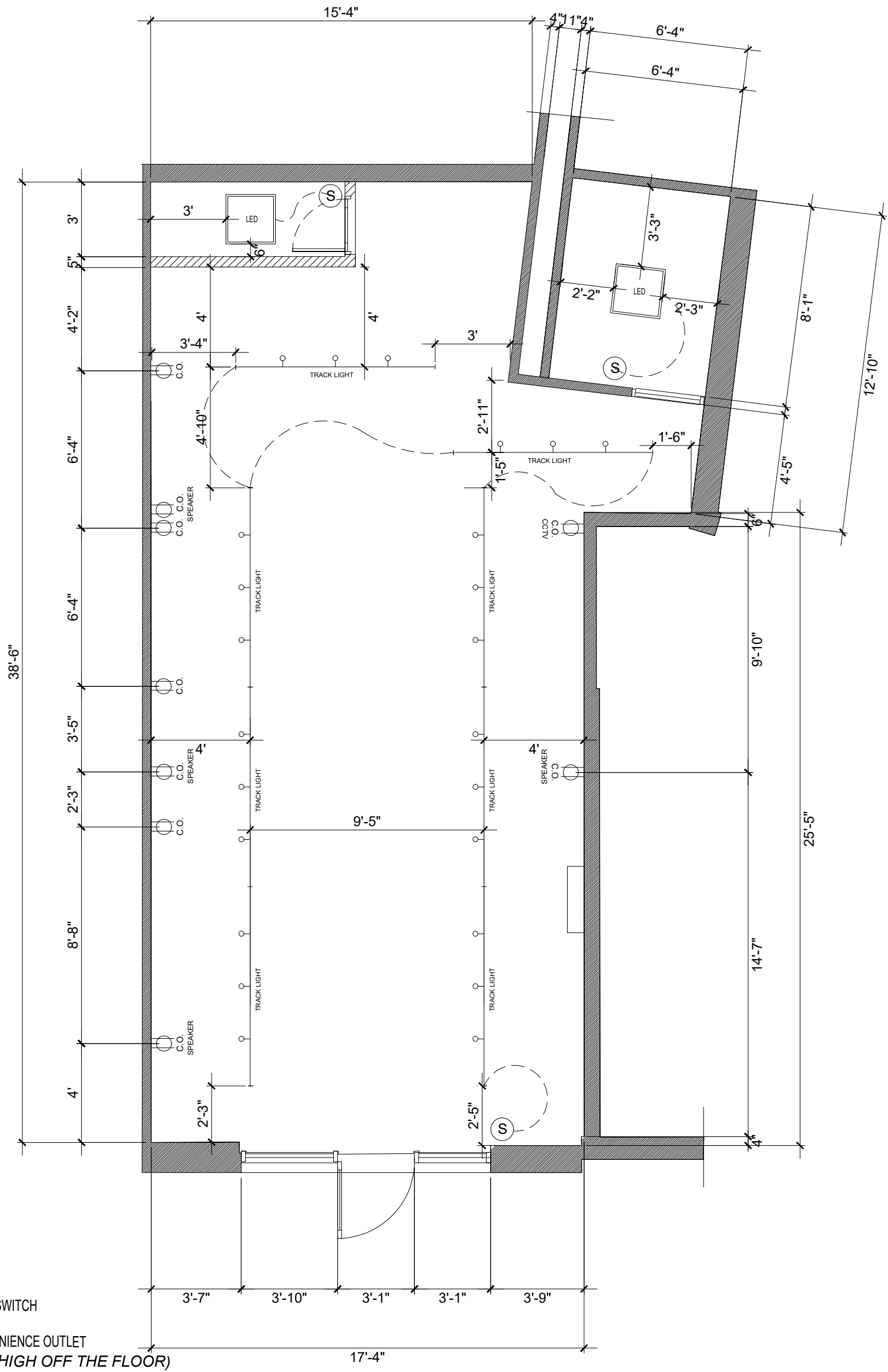


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A-100







REFLECTED CEILING PLAN

SCALE

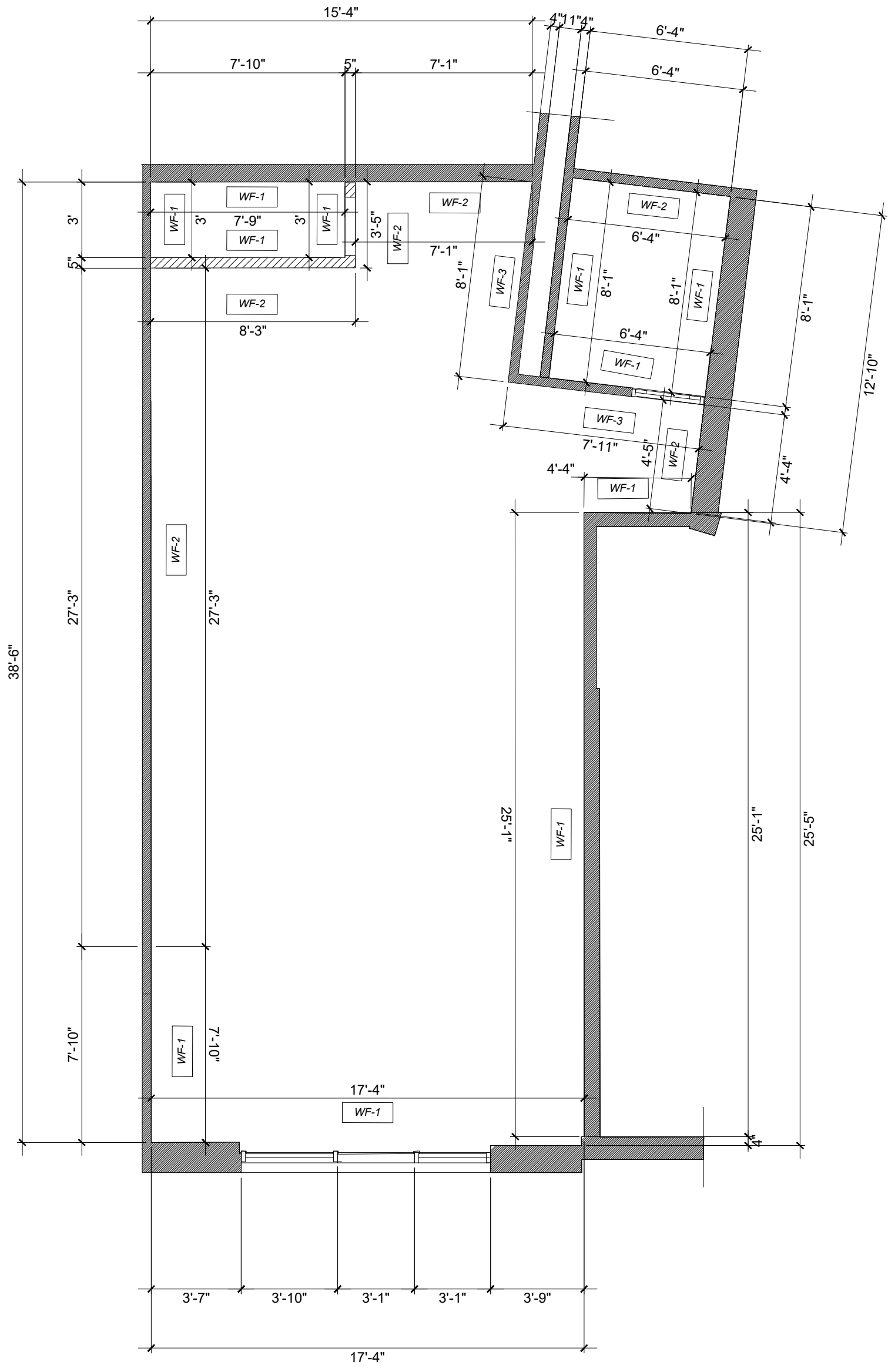
1 : 50



LEGENDS

-  - LIGHT SWITCH
-  - CONVENIENCE OUTLET
(1'-6" HIGH OFF THE FLOOR)
-  - CCTV/ SPEAKER CONVENIENCE OUTLET
(HIDDEN BEHIND CCTV/ SPEAKER UNIT)
-  - CCTV/ SPEAKER CONVENIENCE OUTLET
(HIDDEN BEHIND SPEAKER UNIT)
-  - SQUARE LED LAMP
-  - SWITCH / WIRE CONNECTION

1
A-100 **SWITCHING LAYOUT**
SCALE 1 : 50



- WF-1 – STRETCHED CALM PAINTED WALL
- WF-2 – WATCHING HOUR PAINTED WALL
- WF-3 – STONE VENEER COVERED WALL

1
A-100

WALL PARTITION PLAN

SCALE 1 : 50













