

PROJECT NARRATIVE AND ZONING ANALYSIS

The applicant, Resurgence Investment LLC d/b/a Jersey Mike's ("Jersey Mike's"), proposes to open a new franchise location of the fast-casual restaurant "Jersey Mike's" at 675 Massachusetts Avenue, Cambridge, Massachusetts 02139 (the "Proposed Restaurant"). The premises is located within Cambridge's Business B Zoning District and the Central Square Overlay District. The Proposed Restaurant shall occupy approximately 1,224 square feet on the first floor of the premises, and will replace a T-Mobile which previously occupied this retail unit. As part of the build-out, the applicant shall redesign the existing interior of the premises and plans to utilize its standard color scheme, signage and logo (generally in keeping with Jersey Mike's other locations across the county) on the exterior of the premises. There are no changes proposed to the building envelope and/or footprint, nor will there be any front-facing window treatments aside from minimal signage. A copy of the applicant's proposed floor plans and signage plans have been submitted herewith.

In order to accomplish the above, the applicant is filing for a Special Permit to authorize the operation of a Formula Business in Cambridge's Business B Zoning District and Central Square Overlay District.

Section 2.0 of the Cambridge Zoning Ordinance defines "Formula Business" as follows:

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 the applicant (Jersey Mike's) shares a trademark and logo, and standardized color scheme, with ten (10) or more other establishments in Massachusetts, the applicant is seeking a Special Permit to install and use its trademark and logo, and its standardized color scheme (red, white and blue), on the exterior of the building and certain areas on the

interior of the premises. Elevations and plans depicting the placement of said trademarks, logos and color schemes have been submitted herewith.

COMPLIANCE WITH SPECIAL PERMIT CRITERIA

Section 10.43

Granting the Special Permits requested would not be a detriment to the public interest, in accordance with Section 10.43 of the Cambridge Zoning Ordinance, because:

- (a) It appears that requirements of this Ordinance cannot or will not be met:
 - i. The relief requested is of such a nature that the applicant, a franchisee of a national company which operates many locations in both the Commonwealth of Massachusetts and elsewhere in the United States, qualifies as a Formula Business, and therefore cannot comply with the requirements of the Ordinance.
- (b) Traffic generated or patterns of access or egress would cause congestion, hazard, or substantial change in established neighborhood character:
 - i. There will be no change to the traffic patterns generated or patterns of access of egress as a result of the relief requested.
- (c) The continued operation of or the development of adjacent uses as permitted in the Zoning Ordinance would be adversely affected by the nature of the proposed use:
 - i. The proposed use is entirely consistent with the surrounding retail environment and will not adversely affect the surrounding businesses.
- (d) Nuisance or hazard would be created to the detriment of the health, safety and/or welfare of the occupant of the proposed use or the citizens of the City:
 - i. No nuisance or hazard will be created to the detriment of the health, safety and/or welfare of the occupant of the proposed use or the citizens of the City by way of the relief requested.
- (e) For other reasons, the proposed use would impair the integrity of the district or adjoining district, or otherwise derogate from the intent and purpose of this Ordinance:
 - i. The proposed use will not impair the integrity of the district or adjoining district, or otherwise derogate from the intent and purpose of this Ordinance.
- (f) The new use or building construction is inconsistent with the Urban Design Objectives set forth in Section 19.30:
 - i. The proposed use is not inconsistent with the Urban Design Objectives set forth in Section 19.30.

Section 20.304.5.4

A Formula Business as defined in Section 20.304.5.4 of the Ordinance may be established in the Central Square Overlay District only after the issuance of a special permit from the Planning Board. In reviewing an application the Planning Board has taken the following into consideration for the relief requested herein:

- 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. As shown on the plans submitted herewith, the proposed use will not derogate from the character of the façade of the existing building itself, and the proposed 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. As shown on the plans submitted herewith, the proposed use will not derogate from the character of the façade of the existing building itself, and the proposed signage will not adversely affect the character of Central Square. The existing building is not historical in nature, and will not be adversely affected by the proposed signage and/or usage.
- 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. The applicant will respect the history of Central Square and the proposed use will not alter the character of the façade of the existing building itself. The applicant's proposed exterior seating, and its brightly colorized scheme outside, will distinguish the applicant's Central Square location from its other locations. Additionally, the applicant's "Jersey Mike's" signage varies slightly from many of the standard oval-shaped signs which are typically utilized at many other locations for this formula business.

Section 20.305

In addition to the general standards for the issuance of a special permit found in Section 10.40 of the Zoning Ordinance, the special permit granting authority shall in addition make the following findings as relative to the relief requested herein:

1. The proposed development is consistent with the goals and objectives of the Central Square Action Plan:
 - i. The proposed use will encourage responsible and orderly development; strengthen the retail base to more completely serve the needs of the neighborhoods; preserve the Square's cultural diversity; create active people oriented spaces; improve the physical, and visual environment; provide retail establishments that serve people of diverse economic and social groups who live in the surrounding neighborhoods; and promote compatible retail adjacent to residential uses.
2. The building and site designs are consistent with "Urban Design Plan for Central Square" as outlined in the "*Central Square Action Plan*" and the "*Central Square Development Guidelines*."
3. The building and site designs adequately screen the parking provided and are sensitive to the contributing buildings in the vicinity.
4. No National Register or contributing building is demolished or so altered as to terminate or preclude its designation as a National Register or contributing building; and
5. No National Register or contributing building has been demolished or altered so as to terminate or preclude its designation within the five (5) years preceding the application.

COMMUNITY OUTREACH

Prior to filing the instant application, Jersey Mike's has been in contact with and coordinated community outreach efforts with the Community Development Department for the City of Cambridge concerning the relief requested herein.

On _____, Jersey Mike's met with the Central Square Advisory Committee to give a presentation and discuss the relief requested herein and the Proposed Restaurant. The Central Square Advisory Committee has not opposed the Proposed Restaurant, the proposed signage, and/or the relief requested herein.

Moreover, on _____, in coordination with the Community Development Department, Jersey Mike's held a Pre-Application Community Meeting. A copy of the flyer mailed by the applicant providing notice of said meeting to all applicable abutters and parties is attached hereto as Exhibit 1; and attached hereto as Exhibit 2 is a copy of all of the addresses to which said flyer was mailed by the applicant more than ten (10) days prior to said meeting. Jersey Mike's did not receive any opposition to the proposed Restaurant, the proposed signage, and/or the relief requested herein at the Pre-Application Community Meeting.

In addition to the foregoing, after filing the applicant shall timely comply with all other request(s) of the Community Development Department including but not limited to posting and maintaining panels on-site, and doing all other things which may reasonably be requested of the applicant by the Community Development Department and/or the Planning Board prior to the public hearing on the instant application.



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

SPECIAL PERMIT APPLICATION • COVER SHEET

In accordance with the requirements of the City of Cambridge Zoning Ordinance, the undersigned hereby petitions the Planning Board for one or more Special Permits for the premises indicated below.

Location of Premises: 675 Massachusetts Avenue, Cambridge, MA 02319

Zoning District: Business B Zoning District; Central Square Overlay District

Applicant Name: Resurgence Investment LLC d/b/a Jersey Mike's

Applicant Address: c/o McDermott, Quilty & Miller LLP, 28 State Street, Suite 802, Boston, MA 02109

Contact Information: 617-946-4600 dquilty@mqmhlaw.com 617-946-4624

Telephone # Email Address Fax #

List all requested special permit(s) (with reference to zoning section numbers) below. *Note that the Applicant is responsible for seeking all necessary special permits for the project. A special permit cannot be granted if it is not specifically requested in the Application.*

Special Permit (Formula Business) - Section 20.304.5.4 Cambridge Zoning Ordinance

List all submitted materials (include document titles and volume numbers where applicable) below.

Proposed Floor Plan, Colorized Sign Plan, Existing Conditions Survey, Project Narrative & Zoning Analysis

Signature of Applicant: _____

For the Planning Board, this application has been received by the Community Development Department (CDD) on the date specified below:

_____ Date

_____ Signature of CDD Staff

OWNERSHIP CERTIFICATE

Project Address: 675 Massachusetts Avenue, Cambridge,
MA 02319

Application Date:

This form is to be completed by the property owner, signed, and submitted with the Special Permit Application:

I hereby authorize the following Applicant: Resurgence Investments LLC d/b/a Jersey Mike's
at the following address: 321 East Grove Street, Unit 3, Westfield, NJ 07090
to apply for a special permit for: Formula Business
on premises located at: 675 Massachusetts Avenue, Cambridge, MA 02319
for which the record title stands in the name of: U.S. REIF Central Plaza Massachusetts LLC
whose address is: c/o Intercontinental Real Estate Corporation, 1270 Soldiers Field Road, Boston, MA 02135

by a deed duly recorded in the:

Registry of Deeds of County: Middlesex South Book: 51851 Page: 264
OR Registry District of the Land Court,
Certificate No.: Book: Page:

Signature of Land Owner (If authorized Trustee, Officer or Agent, so identify) Text

To be completed by Notary Public:

Commonwealth of Massachusetts, County of _____

The above named _____ personally appeared before me,
on the month, day and year _____ and made oath that the above statement is true.

Notary: _____

My Commission expires: _____

FEE SCHEDULE

Project Address: 675 Massachusetts Avenue, Cambridge,
MA 02319

Application Date:

The Applicant must provide the full fee (by check or money order) with the Special Permit Application. Depending on the nature of the proposed project and the types of Special Permit being sought, the required fee is the larger of the following amounts:

- If the proposed project includes the creation of new or substantially rehabilitated floor area, or a change of use subject to Section 19.20, the fee is ten cents (\$0.10) per square foot of total proposed Gross Floor Area.
- If a Flood Plain Special Permit is being sought as part of the Application, the fee is one thousand dollars (\$1,000.00), unless the amount determined above is greater.
- In any case, the minimum fee is one hundred fifty dollars (\$150.00).

Fee Calculation

New or Substantially Rehabilitated Gross Floor Area (SF): 1,224 × \$0.10 = \$122.40

Flood Plain Special Permit Enter \$1,000.00 if applicable: N/A

Other Special Permit Enter \$150.00 if no other fee is applicable: \$150.00

TOTAL SPECIAL PERMIT FEE **Enter Larger of the Above Amounts: \$150.00**

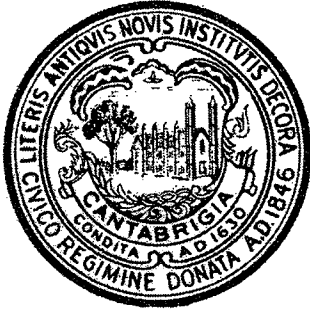
DIMENSIONAL FORM

Project Address: 675 Massachusetts Avenue, Cambridge,
MA 02319

Application Date:

	Existing	Allowed or Required (max/min)	Proposed	Permitted
Lot Area (sq ft)				
Lot Width (ft)	23'		23'	
Total Gross Floor Area (sq ft)	1,224sf (Gross)		1,224sf (Gross)	
Residential Base	N/A			
Non-Residential Base	N/A			
Inclusionary Housing Bonus	N/A			
Total Floor Area Ratio	N/A			
Residential Base	N/A			
Non-Residential Base	N/A			
Inclusionary Housing Bonus	N/A			
Total Dwelling Units	N/A			
Base Units	N/A			
Inclusionary Bonus Units	N/A			
Base Lot Area / Unit (sq ft)	N/A			
Total Lot Area / Unit (sq ft)	N/A			
Building Height(s) (ft)	N/A			
Front Yard Setback (ft)	N/A			
Side Yard Setback (ft)	N/A			
Side Yard Setback (ft)	N/A			
Rear Yard Setback (ft)	N/A			
Open Space (% of Lot Area)	N/A			
Private Open Space	N/A			
Permeable Open Space	N/A			
Other Open Space (Specify)	N/A			
Off-Street Parking Spaces	N/A			
Long-Term Bicycle Parking	N/A			
Short-Term Bicycle Parking	N/A			
Loading Bays	N/A			

Use space below and/or attached pages for additional notes:



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

CERTIFICATION OF RECEIPT OF PLANS BY CITY OF CAMBRIDGE TRAFFIC, PARKING & TRANSPORTATION

City Department/Office:

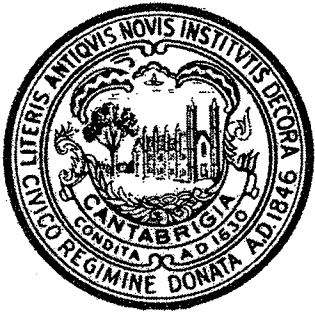
Project Address: 675 Massachusetts Avenue, Cambridge, MA 02319

Applicant Name: Resurgence Investment LLC d/b/a Jersey Mike's

For the purpose of fulfilling the requirements of Section 19.20 and/or 6.35.1 and/or 5.28.2 of the Cambridge Zoning Ordinance, this is to certify that this Department is in receipt of the application documents submitted to the Planning Board for approval of a Project Review Special Permit for the above referenced development project: (a) an application narrative, (b) small format application plans at 11" x 17" or the equivalent and (c) Certified Traffic Study. The Department understands that the receipt of these documents does not obligate it to take any action related thereto.

Signature of City Department/Office Representative

Date



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

CERTIFICATION OF RECEIPT OF PLANS BY CITY OF CAMBRIDGE DEPARTMENT OF PUBLIC WORKS

City Department/Office:

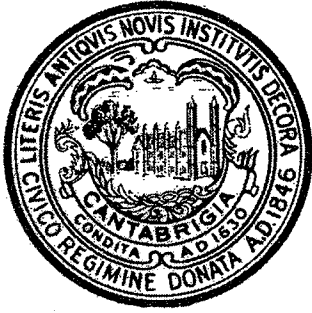
Project Address: 675 Massachusetts Avenue, Cambridge, MA 02319

Applicant Name: Resurgence Investment LLC d/b/a Jersey Mike's

For the purpose of fulfilling the requirements of Section 19.20 of the Cambridge Zoning Ordinance, this is to certify that this Department is in receipt of the application documents submitted to the Planning Board for approval of a Project Review Special Permit for the above referenced development project: (a) an application narrative and (b) small format application plans at 11" x 17" or the equivalent. The Department understands that the receipt of these documents does not obligate it to take any action related thereto.

Signature of City Department/Office Representative

Date



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

CERTIFICATION OF RECEIPT OF PLANS BY CITY OF CAMBRIDGE TREE ARBORIST

City Department/Office:

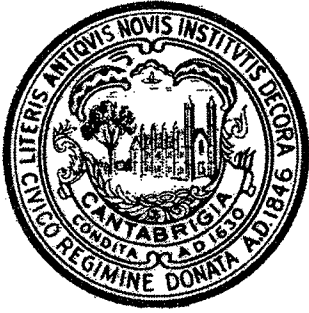
Project Address: 675 Massachusetts Avenue, Cambridge, MA 02319

Applicant Name: Resurgence Investment LLC d/b/a Jersey Mike's

For the purpose of fulfilling the requirements of Section 4.26, 19.20 or 11.10 of the Cambridge Zoning Ordinance, this is to certify that this Department is in receipt of the application documents submitted to the Planning Board for approval of a MultiFamily, Project Review or Townhouse Special Permit for the above referenced development project: a Tree Study which shall include (a) Tree Survey, (b) Tree Protection Plan and if applicable, (c) Mitigation Plan, twenty one days before the Special Permit application to Community Development.

Signature of City Department/Office Representative

Date



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

CERTIFICATION OF RECEIPT OF PLANS BY CITY OF CAMBRIDGE WATER DEPARTMENT

City Department/Office:

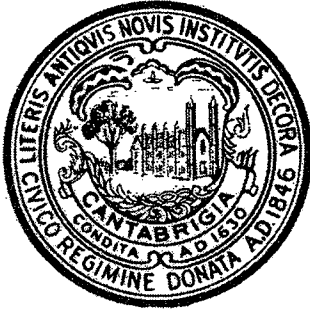
Project Address: 675 Massachusetts Avenue, Cambridge, MA 02319

Applicant Name: Resurgence Investment LLC d/b/a Jersey Mike's

For the purpose of fulfilling the requirements of Section 19.20 of the Cambridge Zoning Ordinance, this is to certify that this Department is in receipt of the application documents submitted to the Planning Board for approval of a Project Review Special Permit for the above referenced development project: (a) an application narrative and (b) small format application plans at 11" x 17" or the equivalent. The Department understands that the receipt of these documents does not obligate it to take any action related thereto.

Signature of City Department/Office Representative

Date



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

CERTIFICATION OF RECEIPT OF PLANS BY CITY OF CAMBRIDGE LEED SPECIALIST

City Department/Office:

Project Address: 675 Massachusetts Avenue, Cambridge, MA 02319

Applicant Name: Resurgence Investment LLC d/b/a Jersey Mike's

For the purpose of fulfilling the requirements of Section 22.20 of the Cambridge Zoning Ordinance, this is to certify that this Department is in receipt of the application documents submitted to the Planning Board for approval of a Special Permit for the above referenced development project: (a) an application narrative, (b) small format application plans at 11" x 17" or the equivalent and (c) completed LEED Project Checklist for the appropriate LEED building standard, accompanying narrative and affidavit. The Department understands that the receipt of these documents does not obligate it to take any action related thereto.

Signature of City Department/Office Representative

Date

PRELIMINARY FLOOR PLAN, NOT FOR CONSTRUCTION.

THESE PLANS ARE FOR ILLUSTRATIVE PURPOSES ONLY. MODIFICATIONS NEED TO BE MADE BASED ON SPECIFIC CODES SET FORTH BY YOUR LOCAL, COUNTY AND STATE ENFORCEMENT AGENCIES.

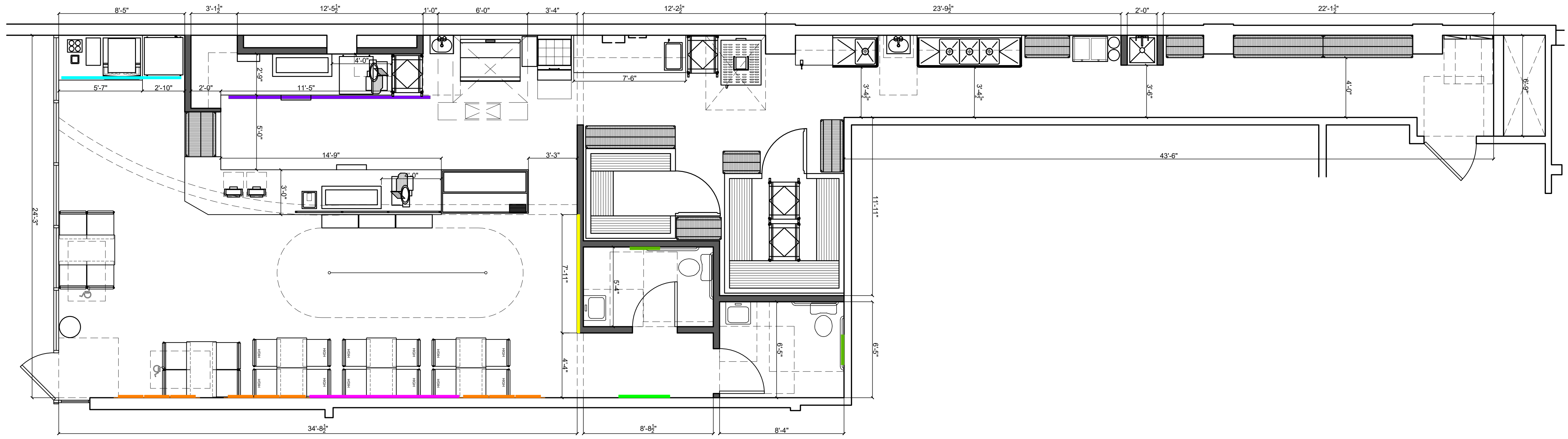
NO.	REVISION/ISSUE	DATE



JERSEY MIKE'S FRANCHISE SYSTEMS, INC. 2251 LANDMARK PLACE MANASQUAN, NJ 08736

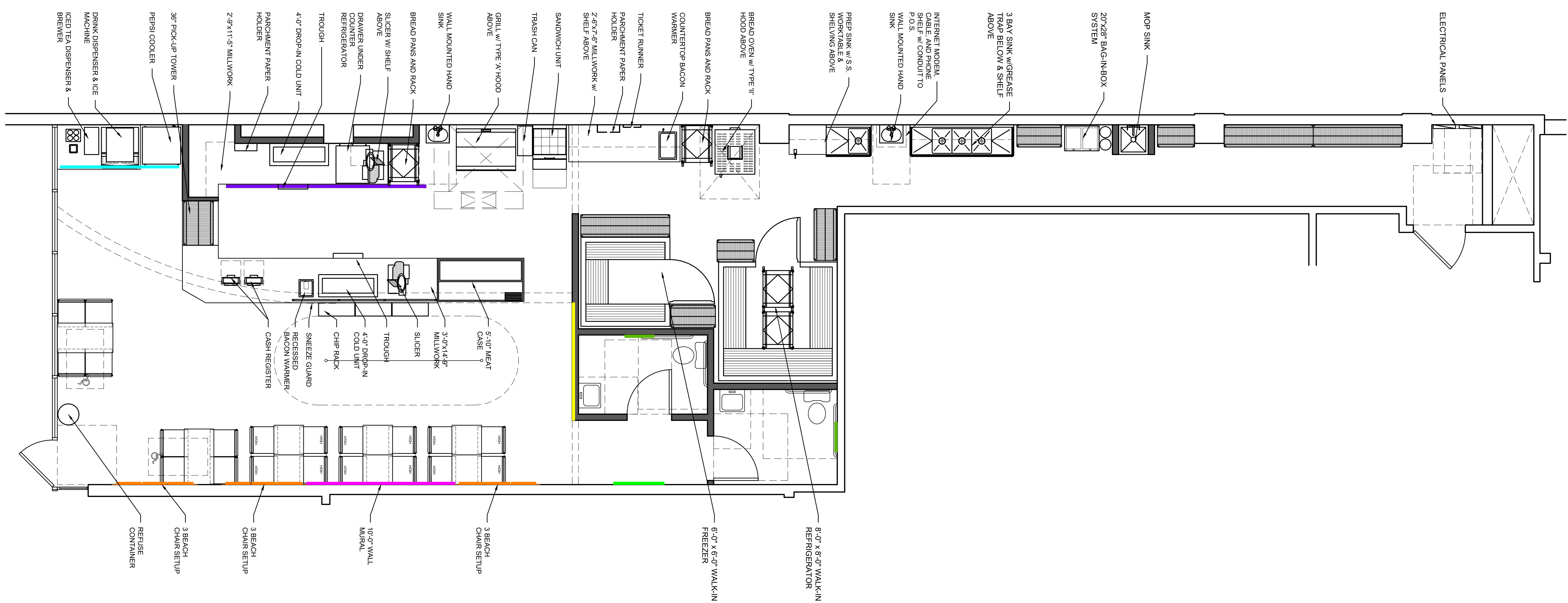
David Martin
Cambridge, MA

DRAWN BY: EK/JSL	CHECKED BY: RT
INTERIOR AREA: 1,511 S.F.	SEATING: 24
PROJECT: 675 MASS AVE	SHEET
DATE: 10/18/2024	JM 1.0
SCALE: AS NOTED	



LEGEND

	EXISTING WALL
	NEW WALL
	NEW 1/2 WALL
	4 PANEL MENU BOARD
	JUICE WALL (WOOD PLANK ACCENT WALL)
	BEACH CHAIRS GRAPHICS
	"REFRESH" BANNER ABOVE
	"PICK UP HERE" BANNER ABOVE TOWER
	GRILL GRAPHIC
	VESTIBULE ART
	RESTROOM ART
	SURFBOARD
	WALL MURAL (CUSTOM SIZE BEHIND BANQUETTE OR 10'-0" WIDTH)
	BANQUETTE SEATING
	2 SEAT TABLE
	2 SEAT HIGH TOP TABLE
	COMMUNITY TABLE
	4 SEAT ADA TABLE



SINCE 1956
Jersey Mike's
SUBS

554

OPEN


ACCESSIBLE
PARKING
PERMIT
REQUIRED

GLUTEN
FREE
SUBS



EPS



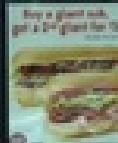




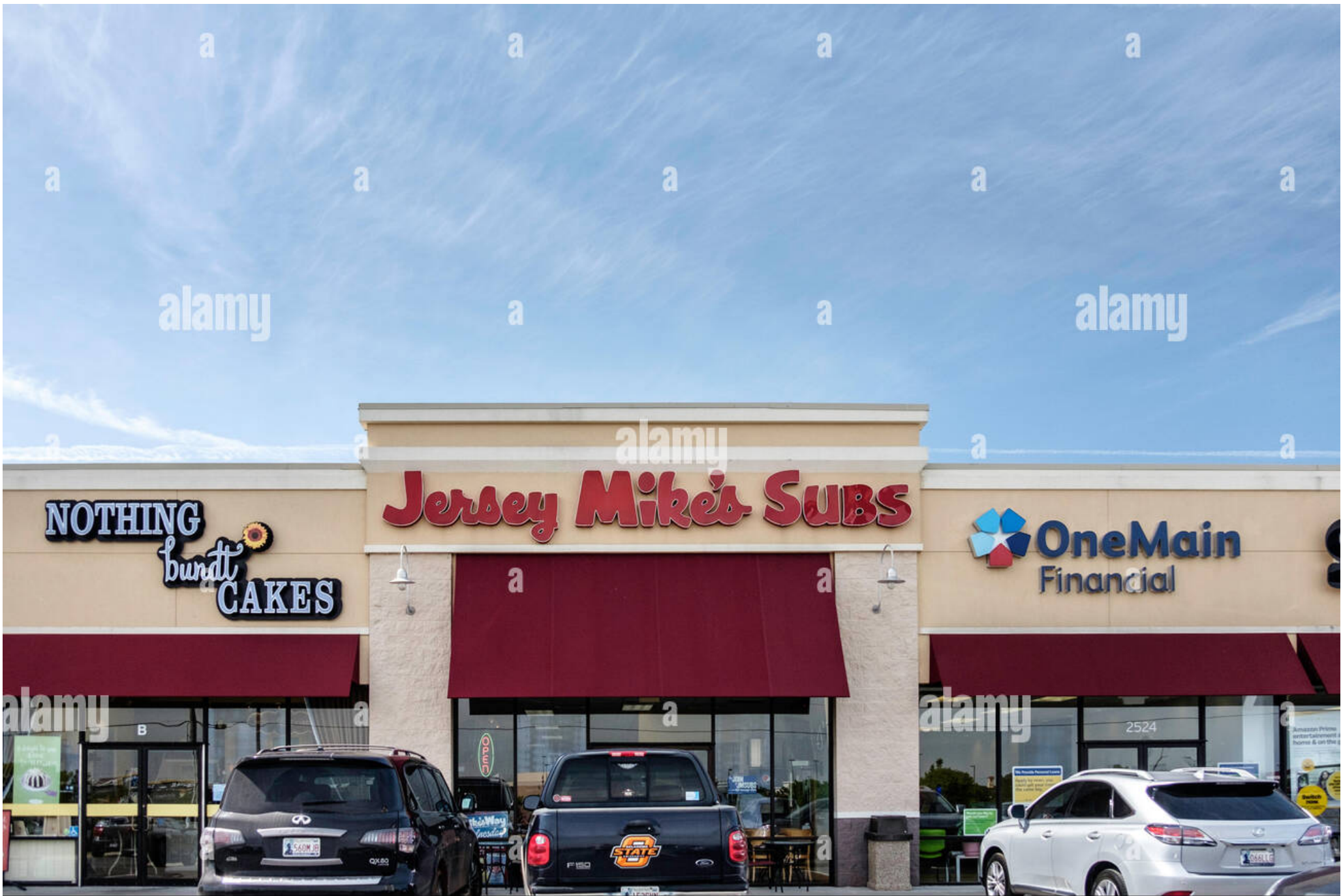


OPEN

\$5 after 5



PARKING



NOTHING
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CAKES

alamy
Jersey Mike's SUBS

 OneMain
Financial

alamy

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www.alamy.com

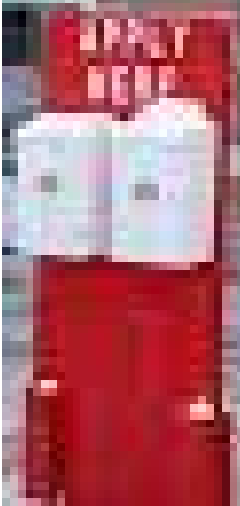


Jersey Mike's SUBS

SINCE 1956
Jersey Mike's
SUBS

Jersey Mike's Subs





WINGS

Jersey Mike's SUBS

H&R B



♿
PARKING
\$250 FINE
MINIMUM
VAN
ACCESSIBLE

**Block has
your back
year-round.**

- IRS LETTERS
- SECOND LOOK REVIEW
- AUDIT ASSISTANCE
- TAX & ITIN SERVICES

Jersey Mike's SUBS

OPEN

1/256

JOIN
JIMSUBS

START HERE

10% OFF + SALLES
GRANTED

Jersey
Mike's
SUBS

SINCE 1954
Jersey
Mike's
SUBS



Jersey Mike's SUBS

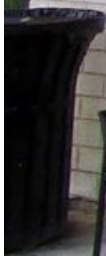
ES
DAY

OPEN

JOIN A
WINNING
TEAM!

Jersey
Mike's
SUBS

SINCE 1936
Jersey
Mike's
SUBS





675 Massachusetts Ave
CAMBRIDGE, MA

Project 02138
Revision 00B
Rev Date 10/18/2024

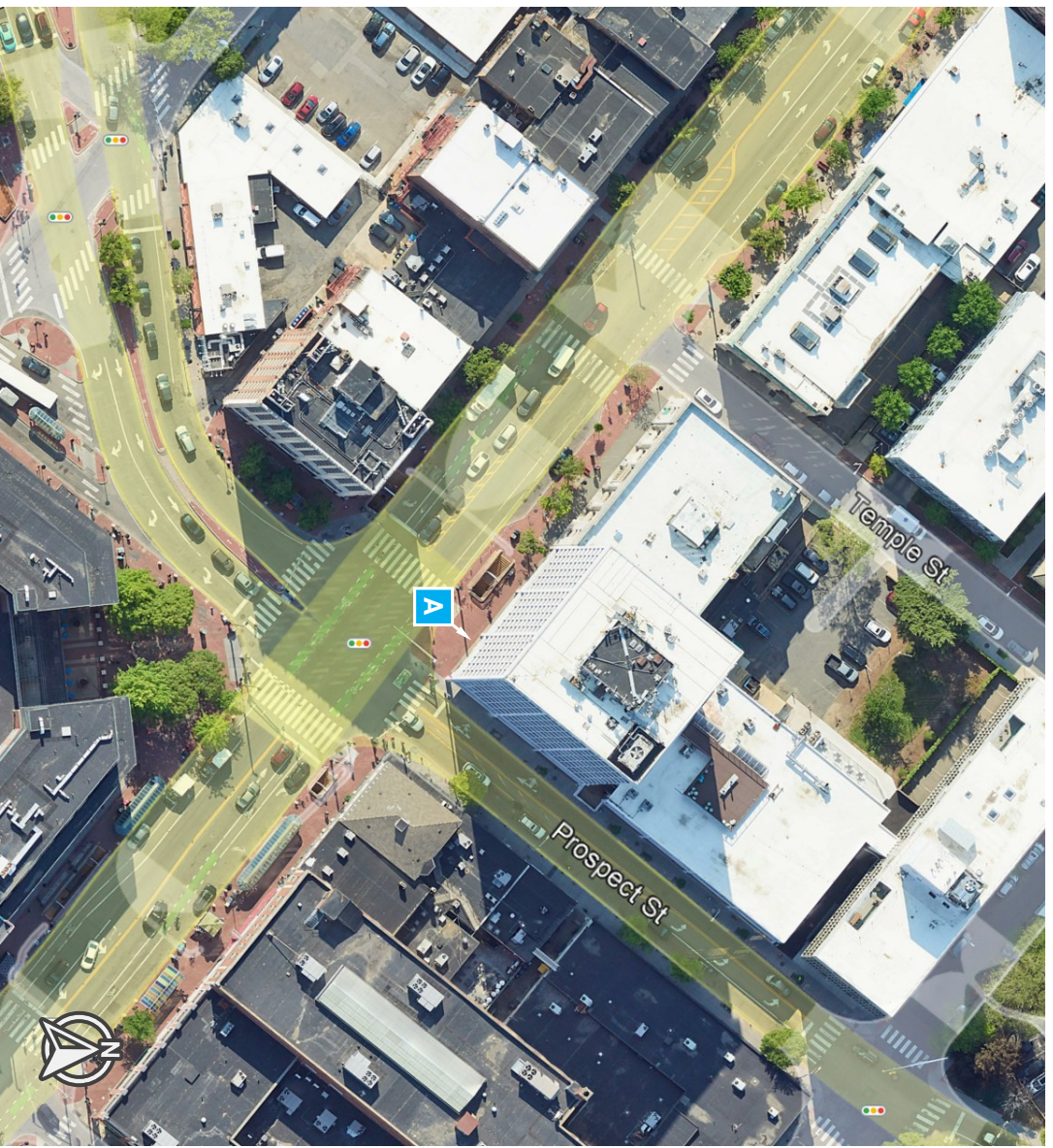
Project Manager
Lisa Simpson
lsimpson@urbansigngroup.com

Sign Package Developed by:



UrbanSignGroup.com
(610) 522-5555
info@UrbanSignGroup.com

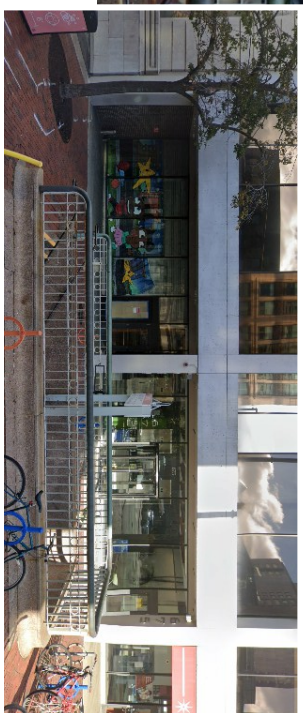
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FRONT ELEVATION - RENDERING
Scale: 1/4" = 1'

EXISTING CONDITIONS
Scale: Not to scale.



610-522-5555
UrbanSignGroup.com
500 Pine St., Suite 3A
Holmes, PA 19043

Customer Approval	Signature	Date
Landlord Approval	Signature	Date

Above signatures authorize Urban Sign Group to manufacture as specified including: all sizes, spelling, punctuation, and colors.
© 2024 Urban Sign Group
All rights reserved.

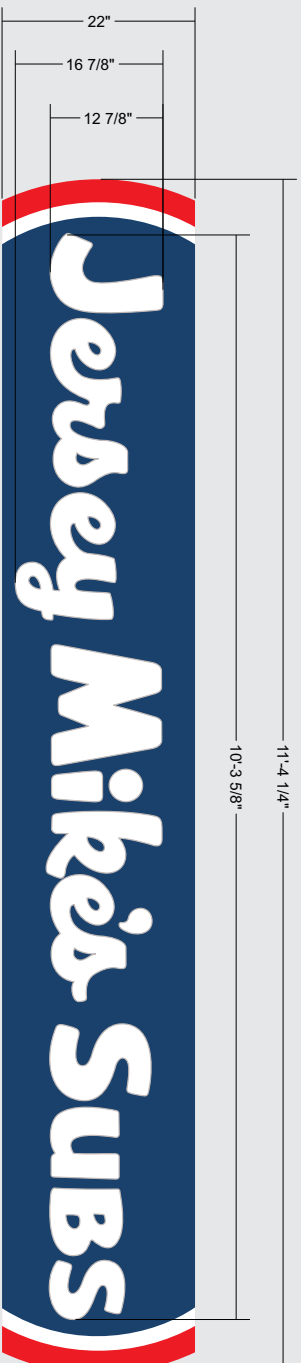
Jersey Mike's Subs

675 Massachusetts Ave
Cambridge, MA

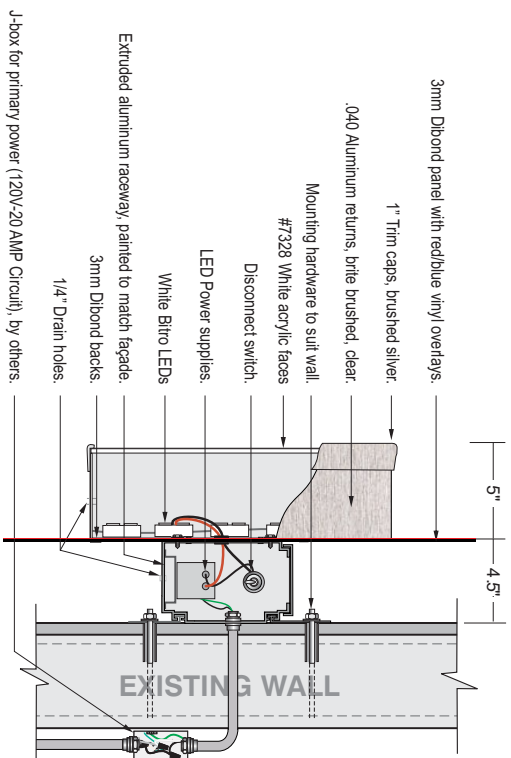
Project: 02138
Revision: 00B
Rev Date: 10/18/2024

Project Manager
Lisa Simpson
lsimpson@urbansigngroup.com

Salesperson
Jim Malin







A ILLUMINATED CHANNEL LETTERS ON RACEWAY - FRONT VIEW
 Quantity: 1 (20.82 SQFT OF 24.25 SQFT PERMITTED)
 Scale: 1:16



SECTION @ FACE LIT LETTER ON RACEWAY
 "Installation & assembly required, see installation instructions."



 Match Pantone 485C	 Match Pantone 539C
 White	 Bite Brushed Clear Anodized Aluminum

Customer Approval

Signature _____
 Date _____

Landlord Approval

Signature _____
 Date _____

Above signatures authorize Urban Sign Group to manufacture as specified including: all sizes, spelling, punctuation, and colors.
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 All rights reserved.

Jersey Mike's Subs

675 Massachusetts Ave
 Cambridge, MA

Project: 02138
 Revision: 00B
 Rev Date: 10/18/2024

Project Manager:
Lisa Simpson
 lsimpson@urbansigngroup.com

Selection:
Jim Main

Drawn by: **MS** Page: **3**



ARCHITECT
 GREGORY RALPH
 ARCHITECT
 LICENSE: 952626-AR-R
 1924 RT. 22 EAST
 BOUND BROOK, NJ 08805
 TEL: 908 731 1 626
 E: GREG@GRLPHARCHITECT.COM



Jersey Mike's Subs
 JERSEY MIKE'S FRANCHISE SYSTEMS, INC. 2021
 MANASSAS, VA 20108

DATE	TITLE	NO.

CLIENT:
 DAVID MARTIN

PROJECT:
 JMI - CAMBRIDGE, MA
 (675 MASS. AVE.)

LOCATION:
 675 MASS. AVE.
 CAMBRIDGE, MA 02139

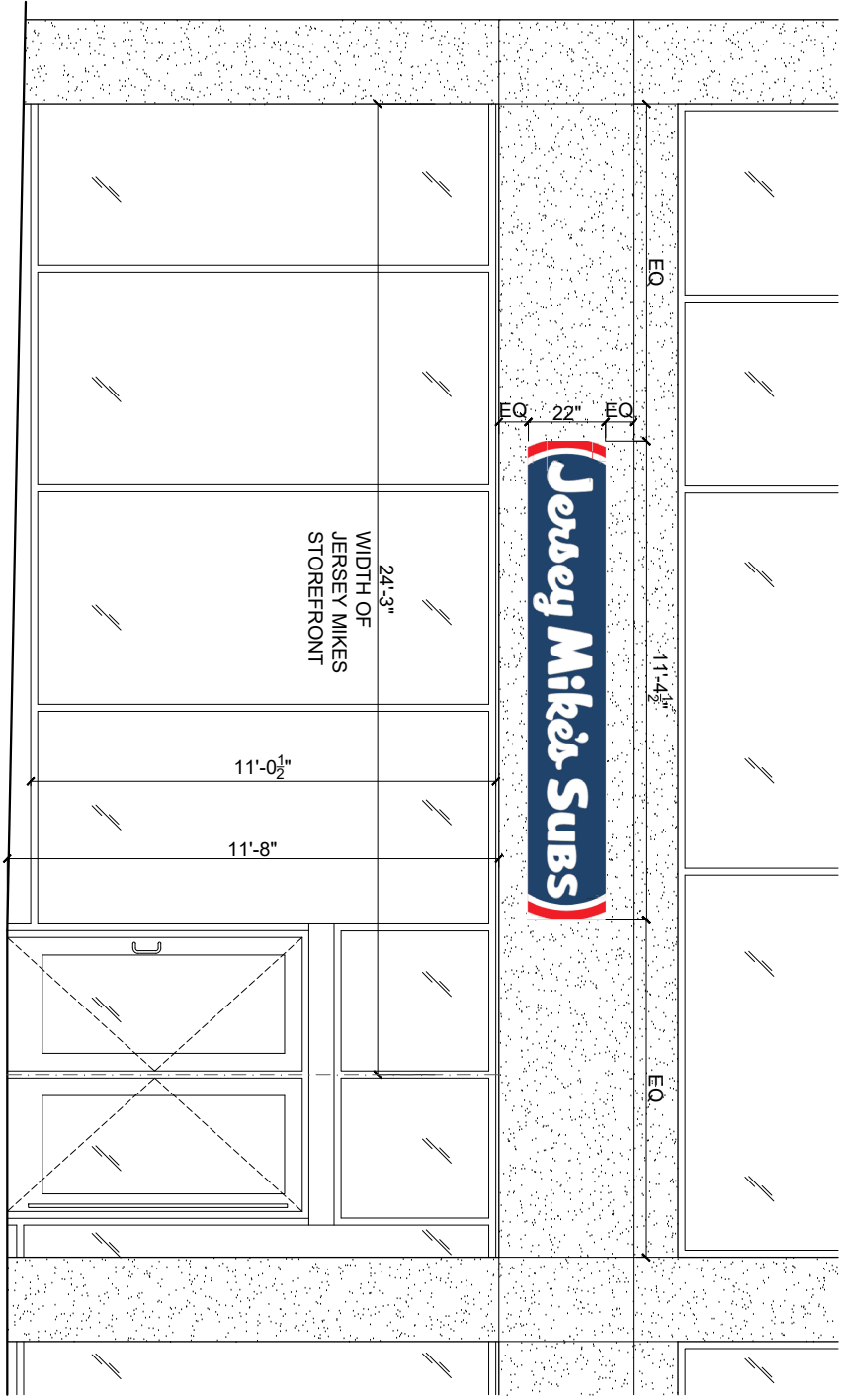
TITLE:
 STOREFRONT ELEVATION

DATE: 11/01/2024

SCALE: AS INDICATED

JOB NO: STG-0547-0424

SHEET:
 9 K - 1



1 SOUTH EXTERIOR STOREFRONT ELEVATION
 SCALE: 3/4" = 1'-0"



Width of Jersey Mike's Store Front: 24'-3"

Jersey Mike's Store Front Sign: 22"x11'-4 1/4"

Outdoor Seating Area Square Footage: 192 SF

Outdoor Seating:

Total 3 (Yellow, Red, Blue)
 Powder-Coated Aluminum Standard Height Outdoor
 Table with Umbrella Hole and 4 Side Chairs

Table Dimensions:	Chair Dimensions:
Length: 36"	Length: 17"
Width: 36"	Width: 16"
Height: 30"	Height: 32 1/2"
	Seat Height: 19"
	Capacity: 300 lb.

Window Decals:

- Front Door Logo with Hours of Operation: 11"x14.5"
- Window Promotional Poster: 24"x36"
- Window Open Sign: 24"x12"
- Window Logo: 24"x 36"

