

Special Permit Application

VOLUME I:

Special Permit Application Cover Sheet	Page 2
Dimensional Form	3
Owner's Certificate	4
Fee Schedule	5
Project Narrative	6
Zoning Analysis	6
Community Meeting	9

VOLUME II:

Graphic Volume	10
Site Locus Map	10
Existing Conditions, Context, and Site Plan	11
Proposed Floor Plans	12
Proposed Elevation Plans	16
Proposed Perspective Renderings	19
Current Logo & Color Palette	21
Proposed Logo & Color Palette	22



CITY OF CAMBRIDGE, MASSACHUSETTS
PLANNING BOARD
 CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

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.

Parcel Address(s): 425 Massachusetts Ave unit 7

Base Zoning District(s): Business B

Overlay Zoning District(s): Central square overlay district

Applicant Name: Cambridge Stretch LLC

Applicant Address: 201 main st #25 woburn ma 01801

Contact Information: lucio paolini 617-293-4709

Name Telephone #

luciopaolini@stretchmedstudios.com

Email Address

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.

List all requested special permit(s) (with reference to zoning section numbers):


Zoning Section	Requested Special Permit
20.304.5.4	Special permit formula business

Denote other City of Cambridge Board/Commission Review Needed:

- Board of Zoning Appeal (Variances) Conservation Commission Historical Commission

Denote applicable Committee Review and Public Outreach:

- Central Square Advisory Committee Harvard Square Advisory Committee Community Meeting(s)

 9/15/24

Signature of Applicant Date

CITY OF CAMBRIDGE, MA • PLANNING BOARD • SPECIAL PERMIT APPLICATION

DIMENSIONAL FORM

Project Address: 425 massachusetts ave

Date: 8/14/24

	Existing	Allowed or Required (max/min)	Proposed	Permitted
Lot Area (sq ft)	38,773	none	no change	
Lot Width (ft)	multiple lots	none	no change	
Total Gross Floor Area (sq ft)	252,025	252,025	no change	
Residential Base	249,275	252,025	no change	
Non-Residential Base	2800	252,025	no change	
Inclusionary Housing Bonus	0	0	no change	
Total Floor Area Ratio	6.5	6.5	no change	
Residential Base	6.4	6.4	no change	
Non-Residential Base	0.1	0.1	no change	
Inclusionary Housing Bonus	0	0	no change	
Total Dwelling Units	285	N/A	no change	
Base Units	N/A	N/A	no change	
Inclusionary Bonus Units	N/A	N/A	no change	
Base Lot Area / Unit (sq ft)	136	N/A	no change	
Total Lot Area / Unit (sq ft)	136	N/A	no change	
Building Height(s) (ft)	197 & 70	197 & 70	no change	
Front Yard Setback (ft)	0	none	no change	
Side Yard Setback (ft)	10	none	no change	
Side Yard Setback (ft)	10	none	no change	
Rear Yard Setback (ft)	0	none	no change	
Open Space (% of Lot Area)	12	10	no change	
Private Open Space	12	10	no change	
Permeable Open Space		N/A		
Other Open Space (Specify)				
Off-Street Parking Spaces	134	143 min/214max	no change	
Long-term Bicycle Parking Spaces	302	301	no change	
Short-term Bicycle Parking Spaces	40	40	no change	
Loading Bays	1	1	no change	

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

There are no changes to the existing building with regard to dimension requirements. the approved formula business shall occupy the existing space of apx 754ft.

OWNERSHIP CERTIFICATE

Project Address: 425 Massachusetts ave unit 7 Cambridge ma **Date:** 8/12/24

To be completed by the Property Owner:

I hereby authorize the following Applicant: Cambridge Stretch LLC
at the following address: 201 Main st #25 Woburn Ma 01801
to apply for a special permit for: Formula business in central square overlay district
on premises located at: 425 Massachusetts ave unit 7 Cambridge ma 02139
for which the record title stands in the name of: Watermark Central LLC
whose address is: 425 Massachusetts Ave Cambridge ma 02139

by a deed duly recorded in the:

Registry of Deeds of County: Middlesex So Book: 68928 Page: 399
OR Registry District of the Land Court,
Certificate No.: _____ Book: _____ Page: _____

Jacqueline Bernap as agent
Signature of Property Owner (if authorized Trustee, Officer or Agent, so identify)

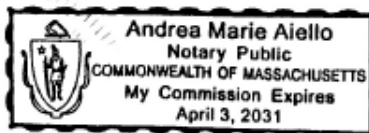
To be completed by Notary Public:

Commonwealth of Massachusetts, County of Middlesex

The above named Jacqueline Bernap personally appeared before me,
on the month, day and year August 14, 2024 and made oath that the above statement is true

Notary: Andrea Marie Aiello

My Commission expires: April 3, 2031



CITY OF CAMBRIDGE, MA • PLANNING BOARD • SPECIAL PERMIT APPLICATION

FEE SCHEDULE

Project Address: 425 massachusetts ave unit 7

Date: 8/14/24

The Applicant must provide the full fee (by check made to City of Cambridge) with the Special Permit Application. The required fee is the larger of the following amounts:

- (a) The fee is ten cents (\$0.10) per square foot of total proposed Gross Floor Area noted in the Dimensional Form.
- (b) The fee is one thousand dollars (\$1,000.00) if Flood Plain Special Permit is sought as part of the Application and the amount determined above is less than \$1000.
- (c) The fee is one hundred fifty dollars (\$150.00) if the above amounts are less than \$150.

Fee Calculation

(a) Proposed Gross Floor Area (SF) in Dimensional Form:	754sf	× \$0.10 =	
(b) Flood Plain Special Permit fee		:	1000.00
(c) Minimum Special Permit fee		:	150.00
SPECIAL PERMIT FEE	150	Enter Largest of (a), (b), and (c):	\$150

Project Narrative

The applicant, **Cambridge Stretch, LLC** 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 754 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 will develop signage on the exterior of the building that does not utilize the standard StretchMed color palette and instead will be a black and white version of the text only, not including the rest of the logo. We intend to utilize a small horizontal blade sign on the exterior of the building with the 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, to highlight the uniqueness of the Cambridge location.

Cambridge Zoning Conformance

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 serve 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, *Cambridge Stretch, LLC* 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.

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 storefronts in Central Square
 - The proposed use will complement the character of the existing (new) building.
- 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.
 - The proposed *Cambridge Stretch, LLC* 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 signage varies from the standard design is proposed to be monochromatic, simplified, and will conform to community standards.
- 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.
 - 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.

COMPLIANCE WITH SPECIAL PERMIT CRITERIA

10.43 Criteria. Special permits will normally be granted where specific provisions of this Ordinance are met, except when particulars of the location or use, not generally true of the district or of the uses permitted in it, would cause granting of such permit to be to the detriment of the public interest because:

(a) It appears that requirements of this Ordinance cannot or will not be met,

The proposed use of the premises, the applicant, a franchisee of a national franchise with more than 10 locations already within the Commonwealth, that also shares a trademark, brand, and logo, qualifies as a formula business, and as such, will not comply with the ordinance and seeks approval to operate (relief).

(b) Traffic generated or patterns of access or egress would cause congestion, hazard, or substantial change in established neighborhood character, or

We expect that most clients will walk, bike, or take transit to the establishment, as we aim to be a community-focused business that fills a need of the neighborhood. That said, there is metered parking along Massachusetts Avenue, additional parking along Bishop Allen Drive, and a lot behind the building. We do not feel that there will be significant traffic congestion added to Central Square due to our business operations.

(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, or

Notwithstanding the applicant being a formula business, the business use as a retail operation would otherwise be allowed in Business B Zoning District.

(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, or

No 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.

(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, and

The proposed use as a retail business does 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](#).

We will be operating a service retail business, which will not require significant loading and delivery. There will not be dust, fumes, odors, smoke, vapors, noise, vibration, flashing, light trespass, or glare, and thus there will not be impacts to be mitigated in the residential neighborhood. The proposed Cambridge Stretch, LLC will not diminish the unique character and conditions of the neighborhood. It has a minimalistic exterior, with a sticker in the window that will fit within the exterior footprint of the existing building. The horizontal signage will be simple, and understated. While we will move our business into an existing building, we will do an interior fit out of the retail space. The installation of the horizontal

business signage is the only alteration to the exterior of the building. In addition to the signage, we believe strongly that the proposed Cambridge Stretch, LLC 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, creating an active and people-oriented space, catering to the people who live in the surrounding neighborhood, and promoting compatible retail to the adjacent residential neighborhood.

Summary of Community Engagement

Cambridge Stretch, LLC partnered with the Central Square Advisory Council to host a community engagement process around our exterior signage. We attended the CSAC meeting on August 6 and were happy to hear feedback and engage with them. We hosted a community meeting on August 29, both virtually and in-person at the site. We did not have any attendees at this meeting. Upon confirmation of the date of the Planning Board meeting, the public notification panel will be displayed at 425 Massachusetts Avenue (at least 14 days prior to the meeting).

NOTICE OF PUBLIC MEETING

Notice of Central Square Public Meeting

Site Address: 545 Massachusetts Avenue, Suite 7
Cambridge, MA 02139

Petitioner: StretchMed, % Lucio Paolini (owner)

Petition: StretchMed - Formula Business
Planning Board Special Permit
In the Central Square Overlay District
(Section 20.304.5.4)

Members of the public can view the meeting remotely
using the Zoom Webinar link:

In-person Meeting

Date & Time: August 29, 2024 @ 6:00 PM

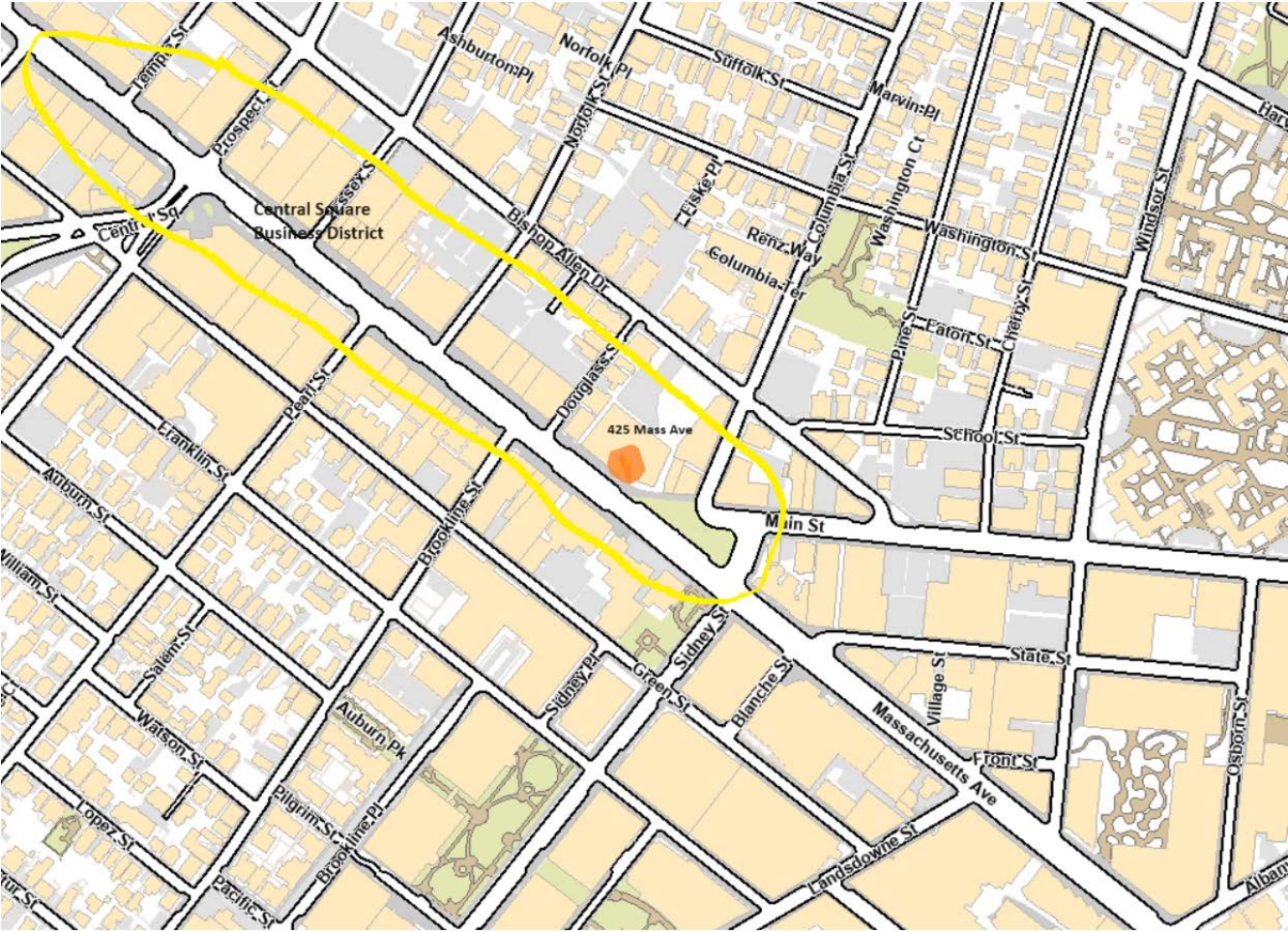
Location: 545 Massachusetts Avenue, Suite 7
Cambridge, MA 02143

Virtual Meeting

Date and Time: August 29, 2024 @ 6:00 PM (Eastern Time)
<https://us06web.zoom.us/j/8131266611?pwd=L1hEeWdGQkFmaENsWTFoekpjMkJMUT09>
Meeting ID: 813 126 6611
Passcode: Workout1

Graphic Volume

Site Locus Map

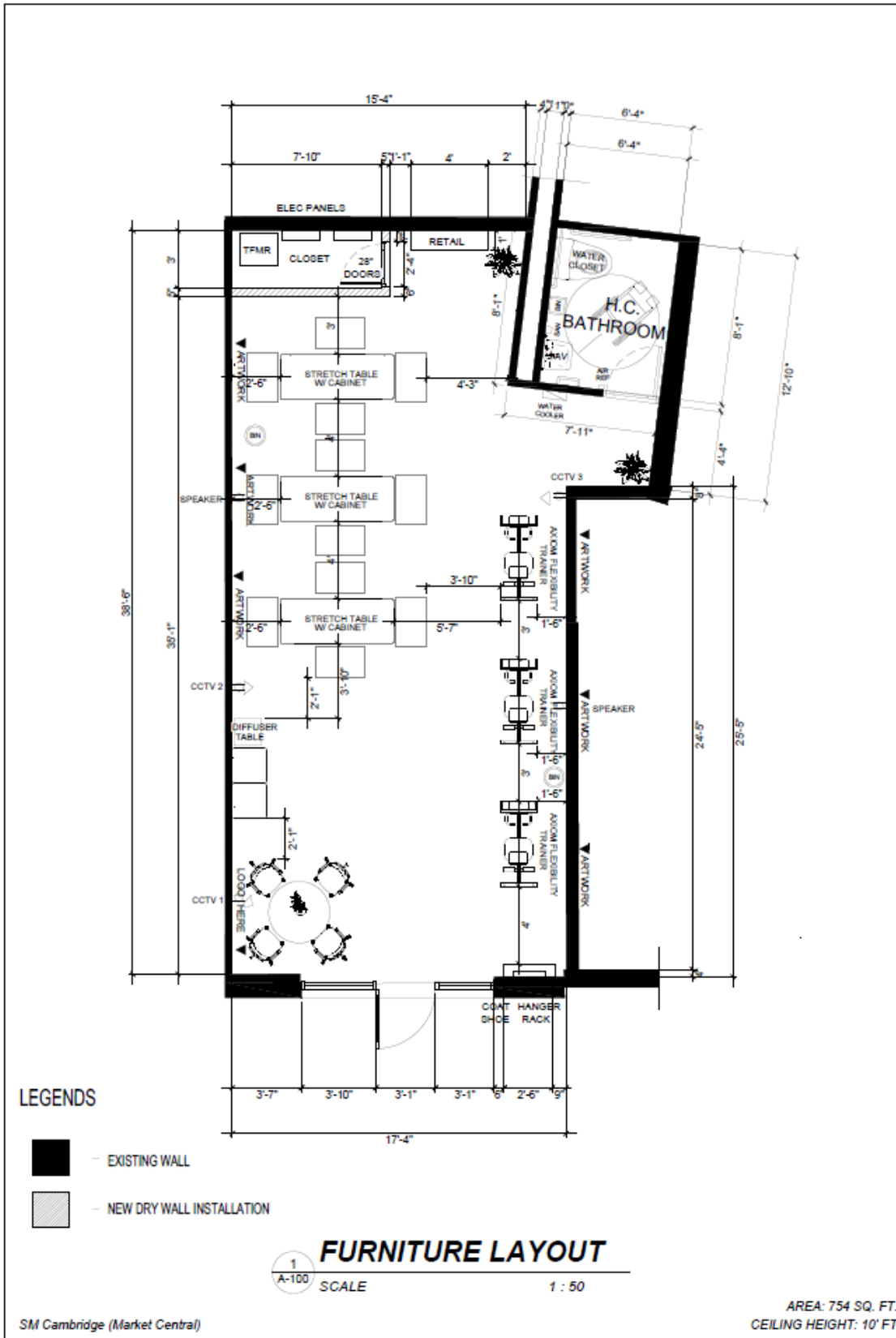


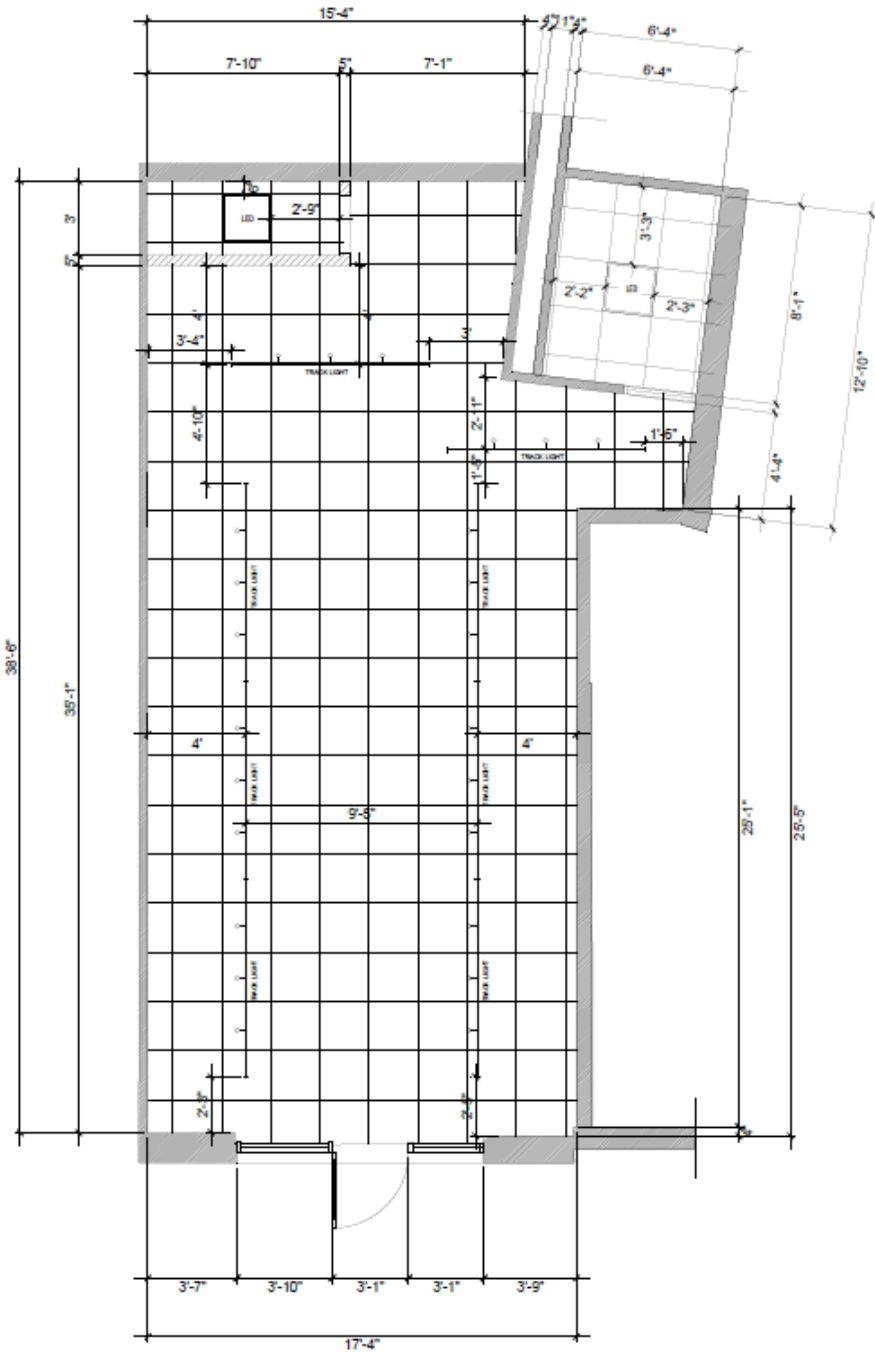
Existing Conditions, Context, and Site Plan



SITE LOCATION MAP

Proposed Floor Plans



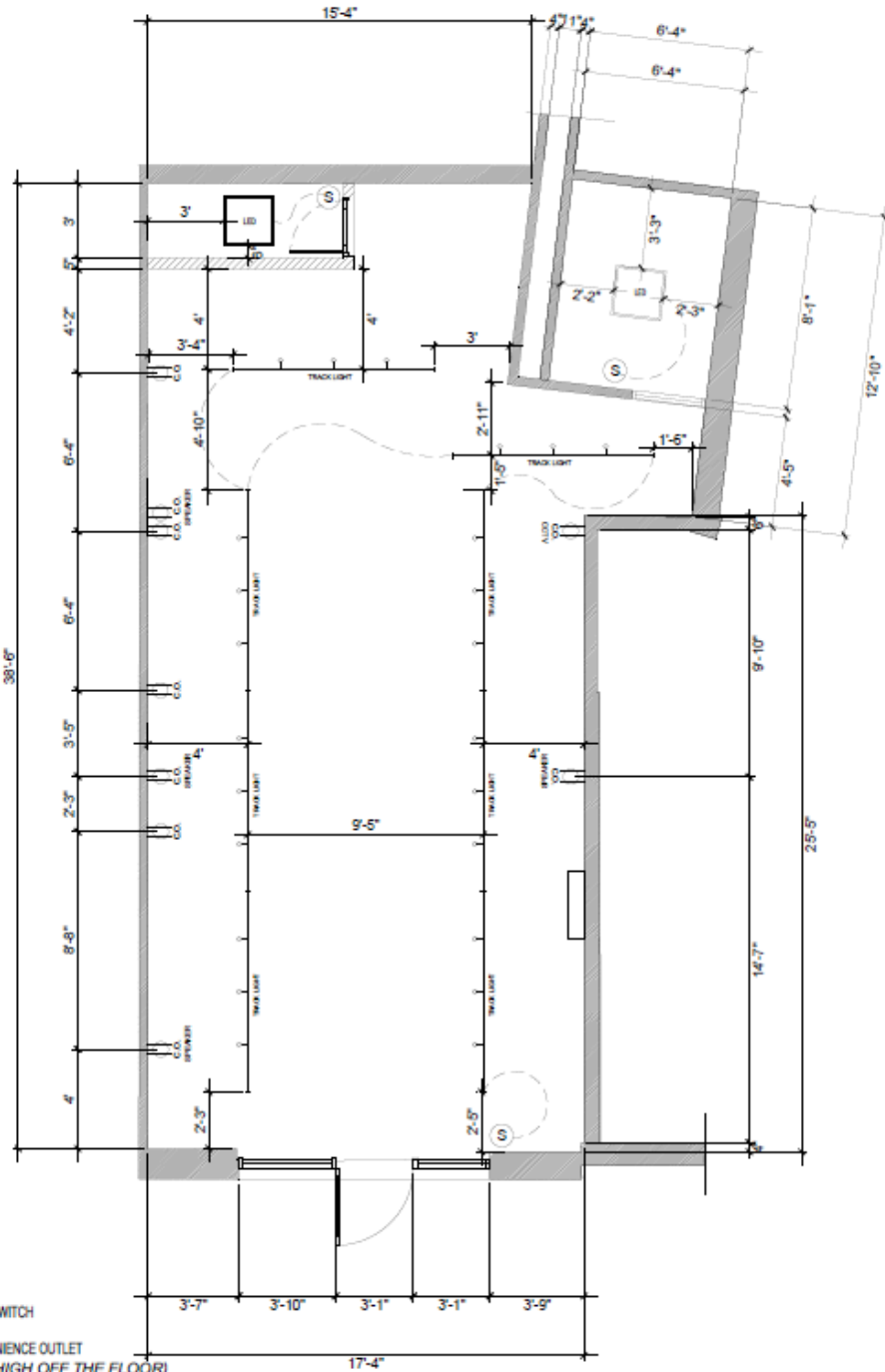


REFLECTED CEILING PLAN

1
A-100

SCALE

1 : 50



LEGENDS

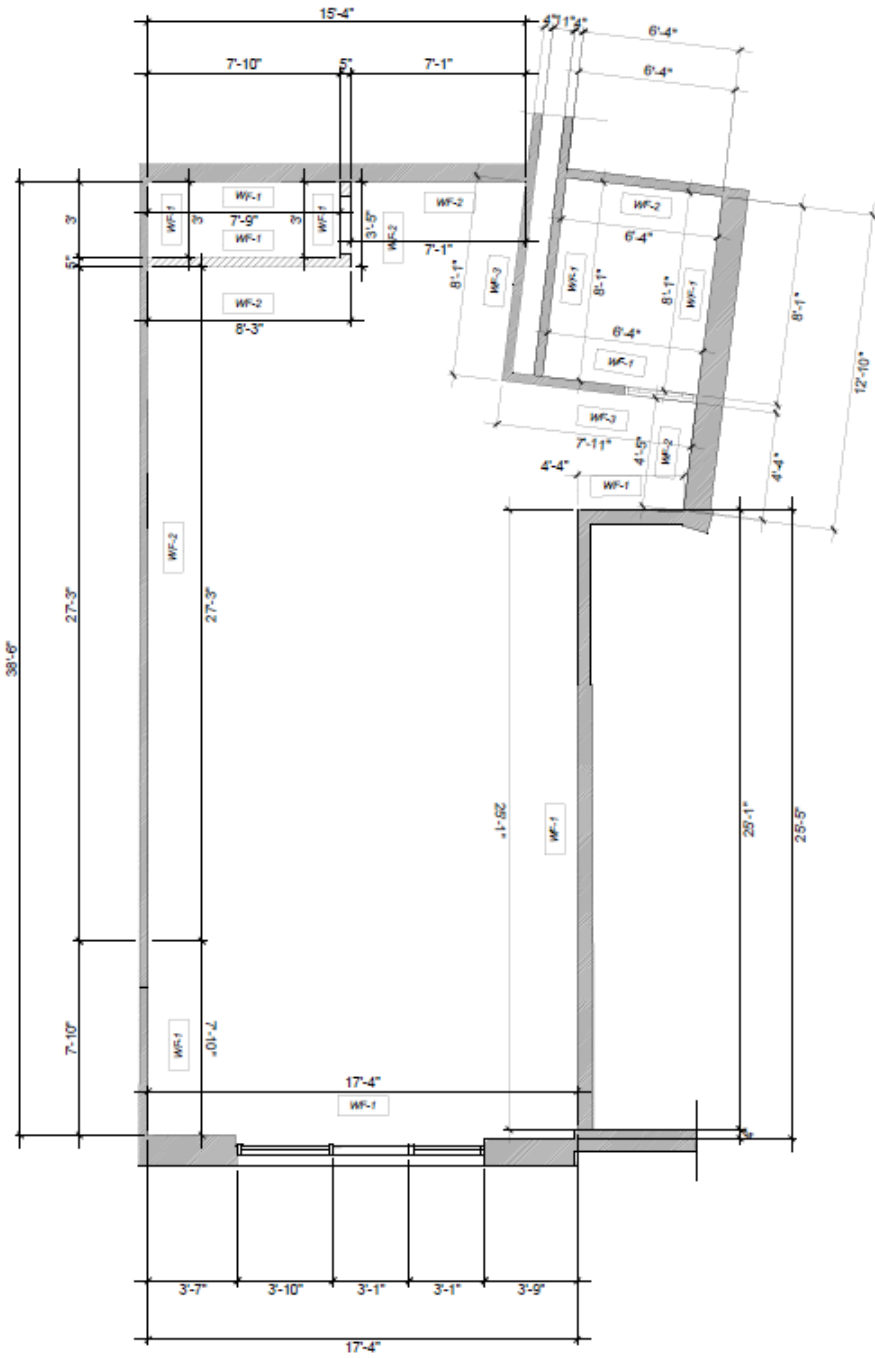
- (S) - LIGHT SWITCH
- CO - CONVENIENCE OUTLET
(1'-6" HIGH OFF THE FLOOR)
- ALSO CCTVI CO - CCTVI SPEAKER CONVENIENCE OUTLET
(HIDDEN BEHIND CCTVI SPEAKER UNIT)
- BEHIND CCTVI CO - CCTVI SPEAKER CONVENIENCE OUTLET
(HIDDEN BEHIND SPEAKER UNIT)
- LB - SQUARE LED LAMP
- (---) - SWITCH / WIRE CONNECTION

1
A-100

SWITCHING LAYOUT

SCALE

1 : 50



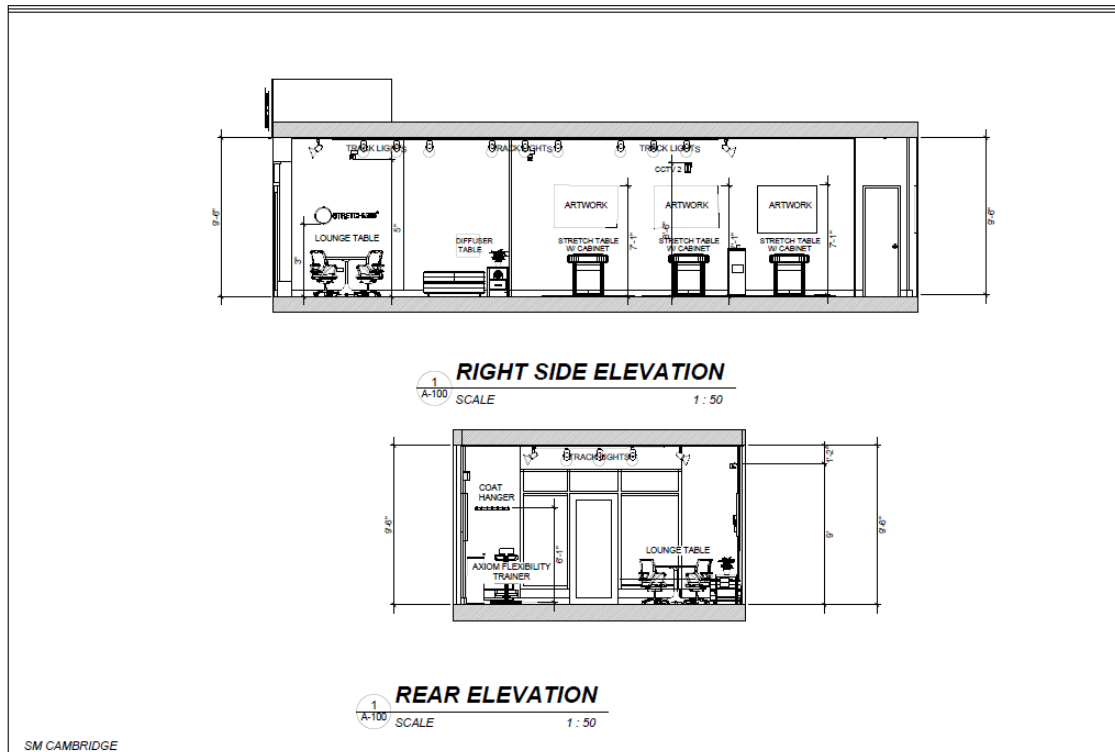
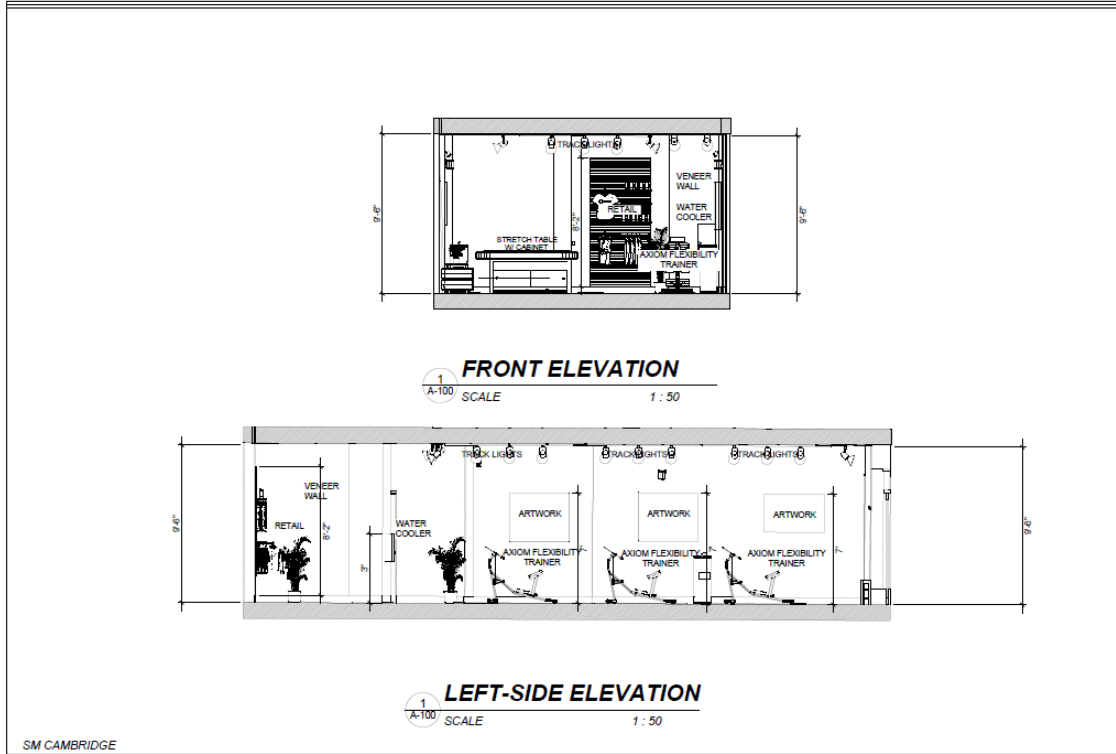
- WF-1 - STRETCHED CALM PAINTED WALL
- WF-2 - WITCHING HOUR PAINTED WALL
- WF-3 - STONE VENEER COVERED WALL

WALL PARTITION PLAN

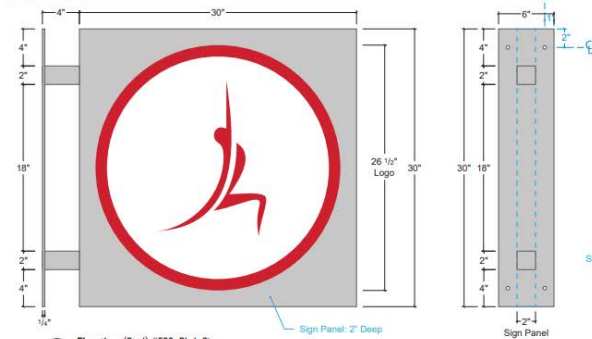
1
A-100
SCALE

1 : 50

Proposed Elevation Plan



Blade Sign



E1 Elevation: (Qty-1) #598 Blade Sign
Scale: 1/12" = 1'

Description:

- (Qty-1) Blade Sign, double-sided
- Sign panel is fabricated aluminum.
- Graphics are surface applied vinyl.
- Crossarms are 2" square aluminum tube.
- Mounting plate is 1/4" aluminum.
- Mounted to exterior of building with hardware as required.

Logo:
Supplied by Customer

Colors:

- Sign Panel: Painted to match PMS Cool Grey 3c
- Graphics: Dracal 75I-03I Red opaque vinyl (close match to PMS 186c)
- Dracal 75I-010 White opaque vinyl
- Crossarms & Mounting Plate: Painted to match PMS Cool Grey 3c

Installation:
By ViewPoint



Existing

See dimensional letter drawing for details.



Proposed
Scale: 1/4" = 1'



508-393-8200
VIEWPOINTSIGN.COM

JOB: StretchMed
LOCATION: 425 Mass Ave - Cambridge, MA (Dist 7)

ACCOUNT MANAGER: Jeff Kwass
FILE NAME: StretchMed_CamMA_BladeSign_1a.ai

DESIGNER: Matthew Heard
DATE: 08/13/24

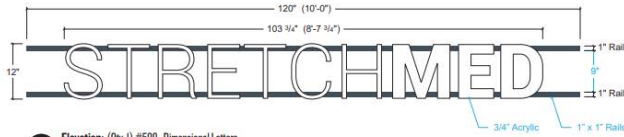
CUSTOMER APPROVAL:
DATE:

ACCOUNT MANAGER:
DATE:

PRODUCTION APPROVAL:
DATE:

This design/drawing is copyrighted © 2024 ViewPoint Sign & Awning. No Part of this drawing may be reproduced, copied or exhibited in any fashion without written consent from 2024 ViewPoint Sign & Awning.

Dimensional Letters



E1 Elevation: (Qty-1) #599 Dimensional Letters
Scale: 3/4" = 1'

Description:

- (Qty-1) Dimensional Letters
- Letters are 3/4" painted acrylic.
- Rails are 1" aluminum tube.
- Letters are attached flush to rails.
- Rail are mounted to exterior of building with hardware as required.

Logo:
Supplied by Customer

Colors:

- Letters: Painted White
- Rails: Painted to match building color (TBD)

Installation:
By ViewPoint



Existing



Proposed
Scale: 1/4" = 1'

See blade sign drawing for details.



508-393-8200
VIEWPOINTSIGN.COM

JOB: StretchMed
LOCATION: 425 Mass Ave - Cambridge, MA (Dist 7)

ACCOUNT MANAGER: Jeff Kwass
FILE NAME: StretchMed_CamMA_DimLetters_1a.ai

DESIGNER: Matthew Heard
DATE: 08/13/24

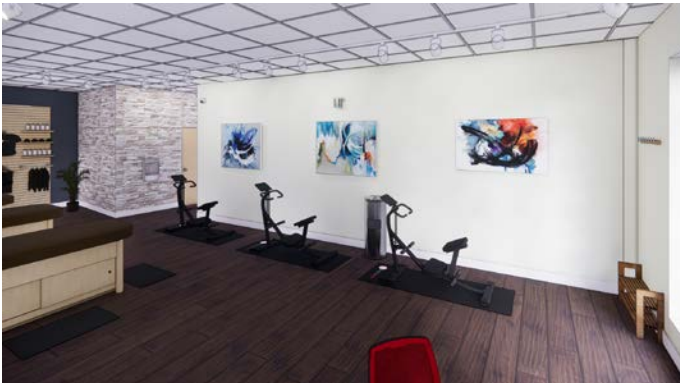
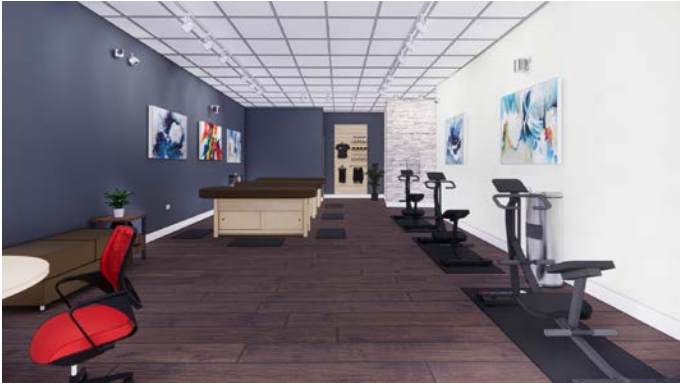
CUSTOMER APPROVAL:
DATE:

ACCOUNT MANAGER:
DATE:

PRODUCTION APPROVAL:
DATE:

This design/drawing is copyrighted © 2024 ViewPoint Sign & Awning. No Part of this drawing may be reproduced, copied or exhibited in any fashion without written consent from 2024 ViewPoint Sign & Awning.

Proposed Perspective Renderings



Current Logo and Color Palette



Existing locations



Proposed Logo and Color Palette



Painted rails to match PMS Cool Grey 3C & Oracal 751-010

