



# CITY OF CAMBRIDGE

BOARD OF ZONING APPEAL

831 Massachusetts Avenue, Cambridge MA 02139

617-349-6100

2022 MAY -4 PM 2:36  
OFFICE OF THE CITY CLERK  
CAMBRIDGE, MASSACHUSETTS

## BZA Application Form

**BZA Number: 172691**

### General Information

The undersigned hereby petitions the Board of Zoning Appeal for the following:

Special Permit: \_\_\_\_\_ Variance:   X   Appeal: \_\_\_\_\_

**PETITIONER:** MDHCT Holding LLC C/O HRI

**PETITIONER'S ADDRESS:** 280 Franklin Street, Cambridge, MA 02139

**LOCATION OF PROPERTY:** 808-812 Memorial Drive, Cambridge, MA

**TYPE OF OCCUPANCY:** Mixed-Use (Residential and Commercial)      **ZONING DISTRICT:** Office-2 Zone

**REASON FOR PETITION:**

/Sign/

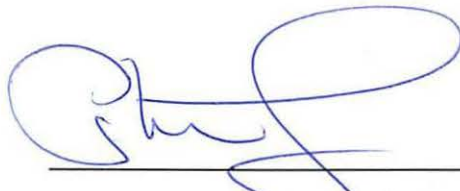
**DESCRIPTION OF PETITIONER'S PROPOSAL:**

We are requesting relief for an illuminated wall sign for the height and setback.

**SECTIONS OF ZONING ORDINANCE CITED:**

Article: 7.000      Section: 7.16.22.C (Wall Sign).  
Article: 10.000      Section: 10.30 (Variance).

Original  
Signature(s):

  
\_\_\_\_\_  
(Petitioner (s) / Owner)

PETUL DAY  
\_\_\_\_\_  
(Print Name)

Address: 280 Franklin St. Cambridge MA 02139  
Tel. No. 617-868-4858 x209  
E-Mail Address: emacrakis@homeownersrehab.org

Date: 5/3/2022

**BZA APPLICATION FORM - OWNERSHIP INFORMATION**

To be completed by OWNER, signed before a notary and returned to The Secretary of the Board of Zoning Appeals.

I/We MDHCT Holding LLC  
(OWNER)

Address: 280 Franklin Street, Cambridge MA 02139

State that I/We own the property located at 808-812 Memorial Drive Cambridge MA 02139,  
which is the subject of this zoning application.

The record title of this property is in the name of MDHCT Holding LLC

\*Pursuant to a deed of duly recorded in the date 6/4/2020, Middlesex South  
County Registry of Deeds at Book 74827, Page 297; or  
Middlesex Registry District of Land Court, Certificate No. \_\_\_\_\_  
Book \_\_\_\_\_ Page \_\_\_\_\_.



**SIGNATURE BY LAND OWNER OR  
AUTHORIZED TRUSTEE, OFFICER OR AGENT\***

\*Written evidence of Agent's standing to represent petitioner may be requested.

Commonwealth of Massachusetts, County of Middlesex

The above-name Peter Daly personally appeared before me,  
this 28 of 04, 2022, and made oath that the above statement is true.

Mariana Zapata

My commission expires 08/14/2026 (Notary Seal)



Notary  
Mariana Zapata  
NOTARY PUBLIC  
Commonwealth of  
Massachusetts  
My Commission Expires  
8/14/2026

- If ownership is not shown in recorded deed, e.g. if by court order, recent deed, or inheritance, please include documentation.

DECLARATION OF INTEREST

I, the undersigned, do hereby declare that I am not a member of any political party, nor do I have any financial interest in any business, organization, or institution, which is or may be affected by the proposed action of the Board of Directors of the [Organization Name].

I further declare that I have no financial interest in any business, organization, or institution, which is or may be affected by the proposed action of the Board of Directors of the [Organization Name].

I have no financial interest in any business, organization, or institution, which is or may be affected by the proposed action of the Board of Directors of the [Organization Name].

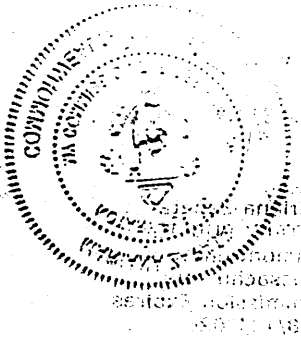
I have no financial interest in any business, organization, or institution, which is or may be affected by the proposed action of the Board of Directors of the [Organization Name].

I have no financial interest in any business, organization, or institution, which is or may be affected by the proposed action of the Board of Directors of the [Organization Name].

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I have no financial interest in any business, organization, or institution, which is or may be affected by the proposed action of the Board of Directors of the [Organization Name].



*[Handwritten signatures and dates]*  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **BZA Application Form**

### **SUPPORTING STATEMENT FOR A VARIANCE**

**EACH OF THE FOLLOWING REQUIREMENTS FOR A VARIANCE MUST BE ESTABLISHED AND SET FORTH IN COMPLETE DETAIL BY THE APPLICANT IN ACCORDANCE WITH MGL 40A, SECTION 10.**

- A)** A literal enforcement of the provisions of this Ordinance would involve a substantial hardship, financial or otherwise, to the petitioner or appellant for the following reasons:

This sign is important to our property as the most visible corner of the property is dominated by a Mobil Station and a street tree. By placing the sign higher than the Ordinance allows and a bit larger than the internal lighting dimensions currently allow, our potential residential tenants, commercial customers, and office visitors will be able to properly identify the property before driving too far down Memorial Drive or River Street. In order to be a successful property, we need folks unfamiliar with the property to see the sign easily. If visitors can't easily identify the property, we will have a harder time leasing up the residential, commercial, and office spaces which can negatively affect the property's financial health and our organization's affordable housing mission.

- B)** The hardship is owing to the following circumstances relating to the soil conditions, shape or topography of such land or structures and especially affecting such land or structures by not affecting generally the zoning district in which it is located for the following reasons:

The shape of the 812 building is such that the ground floor is dominated by a Mobil Station and the part of the building that is built above the station is blocked by a street tree. As we don't intend to change the shape and size of the building and are hoping that the street tree stays on Memorial Drive as part of the streetscape, a sign that conforms to the Ordinance would be blocked and not visible for its intended purpose.

- C)** **DESIRABLE RELIEF MAY BE GRANTED WITHOUT EITHER:**

- 1)** Desirable relief may be granted without substantial detriment to the public good for the following reasons:

The proposed sign will not be seen by residents in their homes in the adjacent neighborhood as the sign will face Memorial Drive and not the residential neighborhood behind the property. The slightly higher height will not be detrimental to the public good, in fact it will allow for easier identification of the property which will help those visiting the property find it more easily. In addition, this sign is consistent with other large buildings on both sides of the Charles River near this property as most nearby buildings have large building signs that are much higher than the height of the sign we are proposing.

- 2)** Desirable relief may be granted without nullifying or substantially derogating from the intent or purpose of this Ordinance for the following reasons:

Our sign location height request is site-specific as this property is located at a major intersection where people driving would not be able to see a sign below the second story sill (or 20' from ground). The same logic applies for the slightly higher sign than allowed under the internal lighting of the Ordinance - the higher proposed location will make this the sign appear smaller from ground level. We believe that both requests for relief are within the spirit of the Ordinance and simply reflect the unique nature and location of this property.

**\*If you have any questions as to whether you can establish all of the applicable legal requirements, you should consult with an attorney.**

**BZA Application Form****DIMENSIONAL INFORMATION****Applicant:** MDHCT Holding LLC**Present Use/Occupancy:** Mixed-Use (Residential and Commercial)**Location:** 808-812 Memorial Drive., Cambridge, MA**Zone:** Office-2 Zone**Phone:** 617-868-4858 x209**Requested Use/Occupancy:** Mixed-Use (Residential and Commercial)

		<b>Existing Conditions</b>	<b>Requested Conditions</b>	<b>Ordinance Requirements</b>	
<b>TOTAL GROSS FLOOR AREA:</b>		407,073	407,073	384,923	(max.)
<b>LOT AREA:</b>		120,647	120,647	5000	(min.)
<b>RATIO OF GROSS FLOOR AREA TO LOT AREA: <sup>2</sup></b>		3.19	3.37	3.19	
<b>LOT AREA OF EACH DWELLING UNIT</b>		402	402	600	
<b>SIZE OF LOT:</b>	WIDTH	N/A	N/A	N/A	
	DEPTH	N/A	N/A	N/A	
<b>SETBACKS IN FEET:</b>	FRONT	55	54	55	
	REAR	N/A	N/A	N/A	
	LEFT SIDE	0	0	0	
	RIGHT SIDE	22	21	22	
<b>SIZE OF BUILDING:</b>	HEIGHT	209	209	209	
	WIDTH	N/A	N/A	N/A	
<b>RATIO OF USABLE OPEN SPACE TO LOT AREA:</b>		29	29	15	
<b>NO. OF DWELLING UNITS:</b>		300	300	201	
<b>NO. OF PARKING SPACES:</b>		257	257	300	
<b>NO. OF LOADING AREAS:</b>		0	0	6	
<b>DISTANCE TO NEAREST BLDG. ON SAME LOT</b>		N/A	N/A	N/A	

Describe where applicable, other occupancies on the same lot, the size of adjacent buildings on same lot, and type of construction proposed, e.g; wood frame, concrete, brick, steel, etc.:

N/A

1. SEE CAMBRIDGE ZONING ORDINANCE ARTICLE 5.000, SECTION 5.30 (DISTRICT OF DIMENSIONAL REGULATIONS).
2. TOTAL GROSS FLOOR AREA (INCLUDING BASEMENT 7'-0" IN HEIGHT AND ATTIC AREAS GREATER THAN 5') DIVIDED BY LOT AREA.
3. OPEN SPACE SHALL NOT INCLUDE PARKING AREAS, WALKWAYS OR DRIVEWAYS AND SHALL HAVE A MINIMUM DIMENSION OF 15'.



**CITY OF CAMBRIDGE**  
Community Development Department

**IRAM FAROOQ**  
Assistant City Manager for  
Community Development

**SIGN CERTIFICATION FORM  
COVER SHEET**

**SANDRA CLARKE**  
Deputy Director  
Chief of Administration

Sign Text: Rivermark

**KHALIL MOGASSABI**  
Deputy Director  
Chief of Planning

Location of Sign: Building Facade above Mobil Station

Applicant: MDHCT Holding LLC

Zoning District: O-2 Overlay District: Memorial Drive

Area of Special Planning Concern: (Sec. 19.46 & 19.42.1) \_\_\_\_\_

Application Date: 4/5/2022

Sketch of sign enclosed: Yes  No \_\_\_\_\_

(B1)

PLEASE NOTE: All signs must receive a permit from the Inspectional Services Department (ISD) before installation. Community Development Department Certification action does NOT constitute issuance of a permit or certification that all other code requirements have been met. Do not contract for the fabrication of a sign until all permits have been issued including City Council approval, if necessary for signs in the public way\*.

\* Any sign or portion of a sign extending more than six (6) inches into the public way/sidewalk, must receive approval from the Cambridge City Council; a bond must be posted with the City Clerk.

The Sign Ordinance is available online under Article 7.000 at <https://www.cambridgema.gov/CDD/zoninganddevelopment/Zoning/Ordinance>

Contact Liza Paden at 617 349 4647 or [lpaden@cambridgema.gov](mailto:lpaden@cambridgema.gov) for further information.

344 Broadway  
Cambridge, MA 02139  
Voice: 617 349-4600  
Fax: 617 349-4669  
TTY: 617 349-4621  
[www.cambridgema.gov](http://www.cambridgema.gov)



B1

**Proposed WALL Sign**

Area in Square feet: 56.94' Dimensions: 205" x 40"

Illumination: Natural  Internal  External

Height (from ground to the top of the sign): 47'4"

**1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE**

Length in feet of store front facing street: (a)                     . Area of signs allowed accessory to store: outside (1 x a)                     , behind windows (0.5 x a)                     . Area of all existing signs on the store front to remain (including any freestanding sign):                     . Area of additional signs permitted:                     .

**2. COMPLETE FOR ANY OTHER SIGN**

Length in feet of building facade facing street: (a) 452'. Area of signs allowed accessory to the building facade: outside (1 x a)                     , behind windows (0.5 x a)                     . Area of all existing signs on the building facade to remain (including any freestanding sign): 0'. Area of additional signs permitted:                     .

**SUMMARY OF LIMITATIONS FOR WALL SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)**

**AREA: 60 square feet maximum. HEIGHT ABOVE THE GROUND: 20 feet but below the sills of second floor windows. ILLUMINATION: Natural or external, or internal illumination with significant limitations. NUMBER: No limit.**

**COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION**

Sign conforms to requirements of Article 7.000: YES  NO

Sign requires a variance from the Board of Zoning Appeal: YES  X

Relevant sections: 7.16.22(C)

COMMENTS: Internally illuminated wall signs must have a vertical or horizontal dimension not exceeding 30"; proposed sign is 205"Wx40"H. Wall signs must be located no higher than 20' and below sill line of second floor windows; proposed sign is 47'4" on wall face.

Date: 04/08/22 CDD Representative Daniel Messplay

Digitally signed by Daniel Messplay  
DN: cn=Daniel Messplay, o, ou,  
email=dmessplay@cambridgema.gov, c=US  
Date: 2022.04.08 11:50:14 -0400

# Building sign on Memorial Drive





## Building sign on Memorial Drive



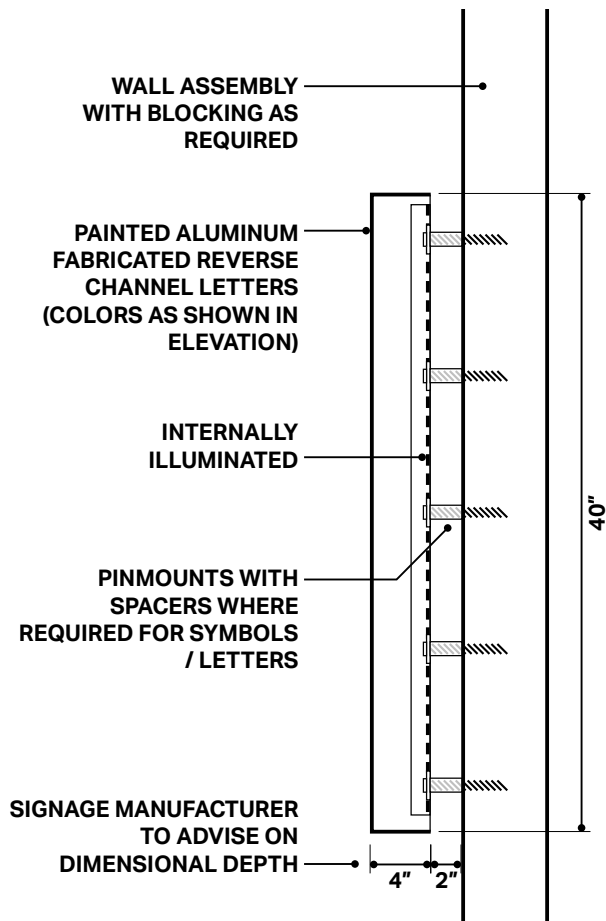
# Building sign on Memorial Drive

## Notes

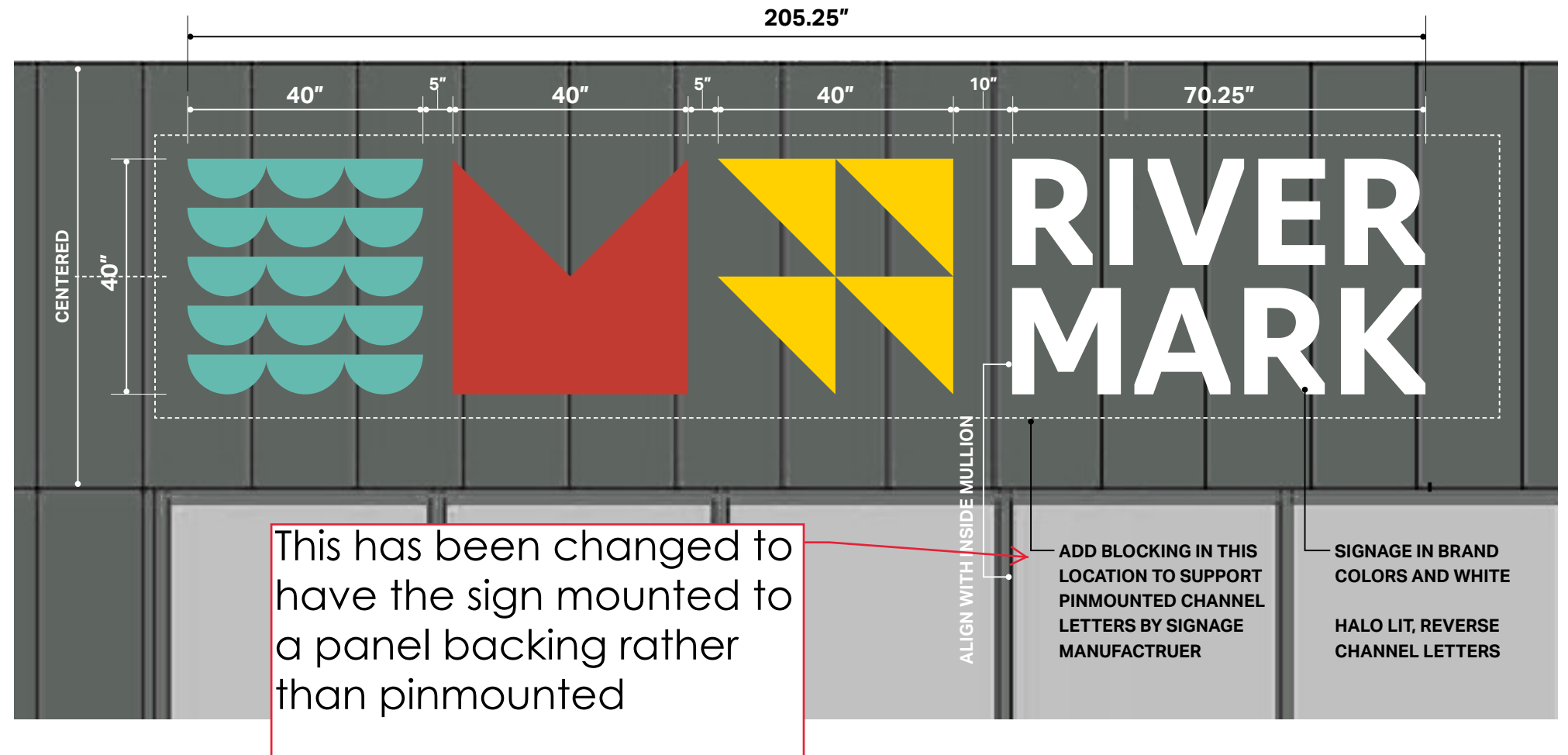
- Fabricated, reverse channel letters with internal illuminated
- Pinmounted on metal panel building system (blocking to be provided by general contractor)



**B1** Key Elevation & Plan



**B1** Section Detail



**B1** Enlarged Elevation