



IDEAS TO BUILD

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VIA EMAIL

March 14, 2023

City of Cambridge Planning Board
344 Broadway
Cambridge, Massachusetts 02139

RE: Use Determination at 295 Third Street for PRB | Boulangerie

Dear City of Cambridge Planning Board,

I am writing this letter on behalf of the applicant, Loic Le Garrec, and the project team to request review and issue of Use Determination regarding the tenant improvement project in the existing 2,502 square feet Leased Premises to serve pastry and coffee in the above-mentioned location.

The previous tenant of the space prior to the Pandemic was Barismo who serves coffee, pastry, and take-out food which is similar to what the applicant propose to use this time. During the Pandemic, the Barismo was relocated and the space was utilized to provide Covid-19 test, and vaccine. Both Bakery, Retail under City of Cambridge Zoning Ordinance 4.35.r, and Restaurant under 4.35 f-1 are allowed use in Business zone while we understand you still have to review our project regarding Quick Service Food Establishment under 4.35.o which is allowed only in Business B, and C zones.

In order to provide the background of the PRB | Boulangerie, I have to begin by introducing the applicant who grew up, and finished his degrees in culinary schools in France and dedicated his carrier in food service industry in the US. He has successfully owned and run multiple restaurants in Boston, Cambridge, and Somerville since 2004 not just in terms of operating business but also contributing to creating lively and friendly streets and neighborhood. Petit Robert Bistro in South End is a good example and it has been one of the popular destinations with a great reputation that provides pleasant and authentic dining experiences with French sensation. Most recently, last spring, he opened a new restaurant, Batifol in Cambridge, and it also quickly added its name to the competitive list of favored restaurants in the vibrant Kendall Square neighborhood. Directly located next to Bati-
fol, this 2,502 square feet Leased Premise soon be available awaiting new tenants and it intrigued the applicant and made him wish to start a new venture - PRB | Boulangerie - to serve more customers and reach out to broader audiences by expanding Batifol's service with pastry and drinks as proposed (Figure 6). Freshly baked goods and bakery are planned to be delivered once a day in the morning from the commissary kitchen in Somerville - 10 minute drive from the project site - which is also owned and run by the applicant. This is the first location of PRB | Boulangerie. Its menu is also enclosed for your reference.(Exhibit A)



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The proposed business hours is 6:30am to 5pm with its indoor and outdoor seatings available to its customers. After 5pm, those seating areas will be made available for the Batifol customers. 36 seats are proposed for the indoor and outdoor seating respectively - total 72 seats. The enclosed floor plan shows both Batifol, and Boulangerie for your reference. (Figure 6) The applicant will repeat the outdoor seating with the same chairs and tables, lighting, planter layout of Batifol to this Leased Premise so that the two locations appear coherent and consistent. (Figure 4) Also enclosed is the photo of the display shelving of Batifol as requested, that is proposed be displayed along the storefront in the Boulangerie. (Figure 5) While keeping open kitchen and the display of food nice and tidy requires great amount of care, the applicant believes and hopes it will contribute to adding interesting and rich experience for the pedestrian while it helps the business by displaying what can be served.

The existing two fabric awnings for the previous tenant were replaced with the new logo of PRB | Boulangerie, but the same frame and dimensions were kept. The photos (Figure 1, & 2) and details (Exhibit B) are enclosed. No further work has been proposed on the storefront. The recently replaced awnings with a new logo not only matches the existing but also are compliant with the Article 7.16.22 of the City of Cambridge Zoning Ordinance requirements for the Sign and Illumination. They are self-illuminating awnings with the existing light fixtures concealed in the awnings. The partial storefront and the outdoor seating photo of Batifol is also enclosed for your reference as the outdoor seats, storefront, lighting will be repeated the same way on the PRB | Boulangerie side. (Figure 4)

We hope this project become a good precedent that fully utilizes the potential of the existing spaces with multiple uses keeping the street safe and enjoyable day and night.

Lastly, I'd like to thank you again for spending time with us via Teams Meeting to clarify the requirements which we found very helpful. We look forward to working with you and your staff at City of Cambridge Planning Board. Should any questions arise, please feel free to contact me by e-mail or by phone. We are happy to provide any additional documentation or information that may help the Planning Board.

Respectfully,

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Attachment: Exhibit A - PRB | Boulangerie Brochure
Exhibit B - Awning Signage



FIGURE. 1 EXTENT OF STOREFRONT. SHOWN AS OF MARCH 8, 2023. NO FURTHER WORK IS PROPOSED ON STOREFRONT.



FIGURE. 2 DETAIL OF SIGNAGE ON FABRIC CANOPY. NO FURTHER WORK IS PROPOSED ON STOREFRONT.

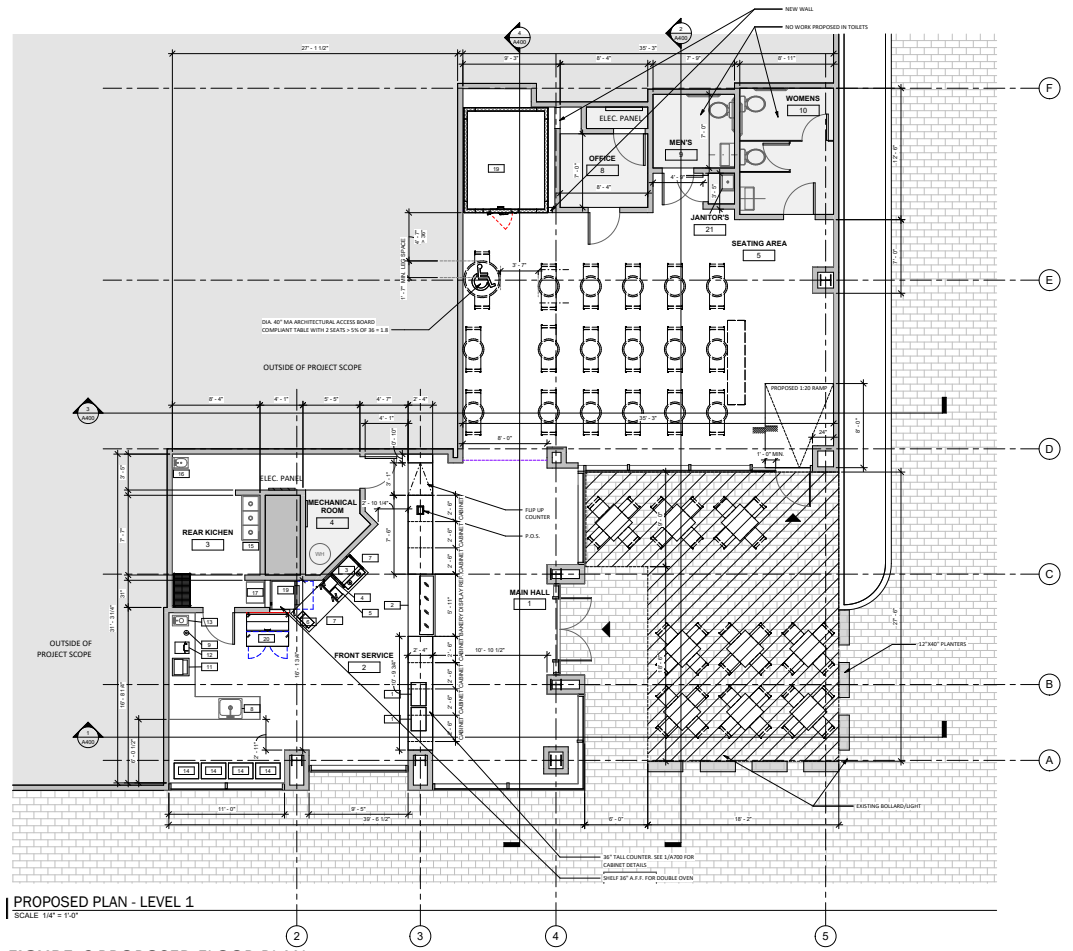


FIGURE. 3 PROPOSED FLOOR PLAN



FIGURE. 4 PLANTER, LIGHTING, OUTDOOR SEATING ON BATIFOL SIDE



FIGURE. 5 PROPOSED DISPLAY TRAY

PRB | BOULANGERIE (THE PROJECT)

BATIFOL (EXISTING OWNED BY THE APPLICANT)

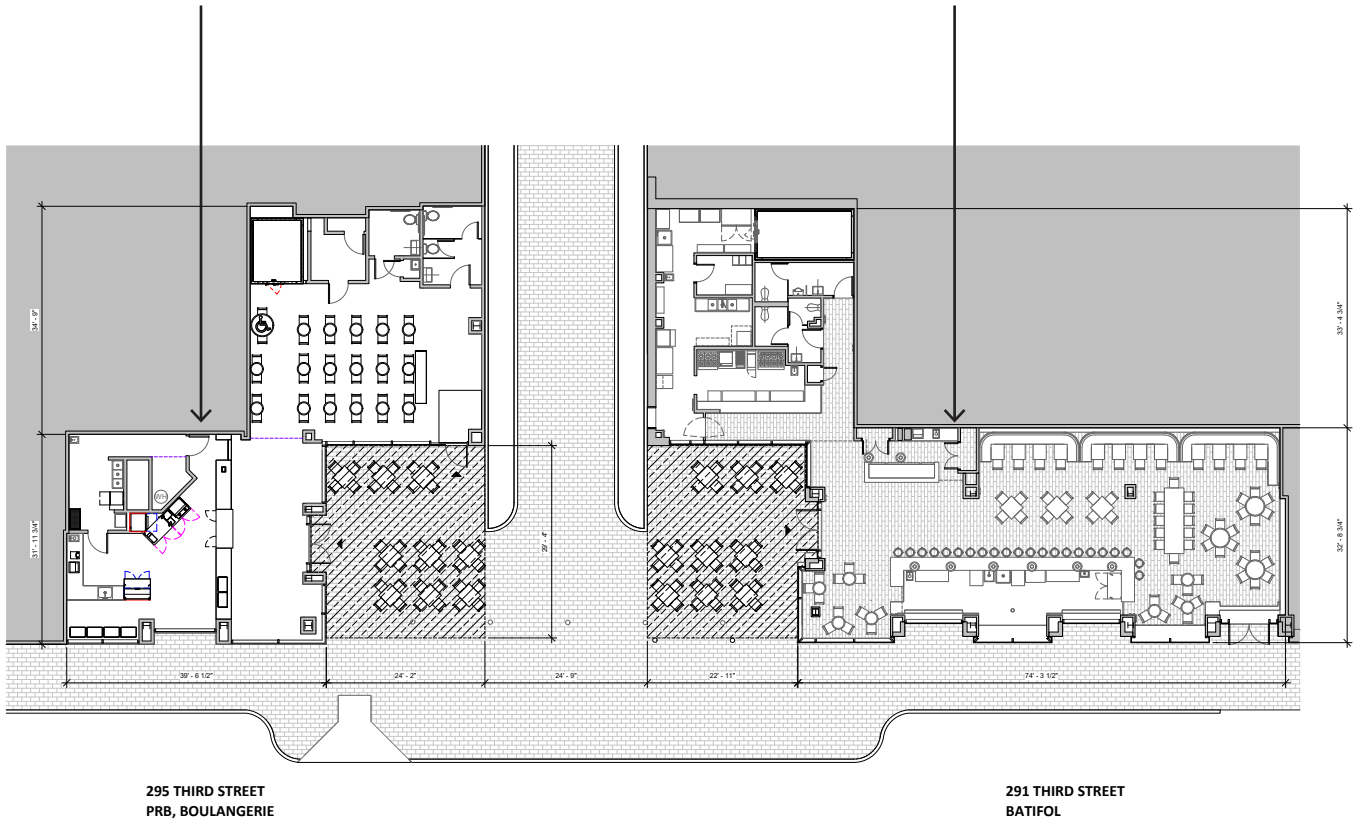


FIGURE. 6 PRB | BOULANGERIE AND BATIFOL LAYOUT