PRINCE LOBEL

March 29, 2021

Via Hand Delivery and Electronic Mail

Planning Board City of Cambridge 344 Broadway Cambridge, MA 02139

Re:	Special Permit Application
Property Address:	1290 Massachusetts Avenue, Cambridge, MA
Applicant:	Santander Bank, N.A.

Dear Honorable Members of the Planning Board:

This firm represents Santander Bank, N.A. in connection with its application for a special permit from the City of Cambridge Planning Board to permit the operation of its proposed bank branch at 1290 Massachusetts Avenue, Cambridge, MA. Enclosed please find the following:

- Filing fee check
- The Application package with Original cover page and Owner Certification form
- Ten (10) copies of the application package

Please contact me should have you any questions or concern relating to this matter.

Sincerely

Adam Braillard Direct: 617-456-8149 Email: abraillard@princelobel.com

SERVER .	PRINCE LOBEL TYE LLP GENERAL OPERATING ACCOUNT ONE INTERNATIONAL PLACE, SUITE 3700 BOSTON, MA 02110	CEAStern Bank	[71210]
ION PROPERTIES	(617) 456-8000	March 29, 2021 DATE	AMOUNT
E STREET	Two hundred seventeen and 90/100**********************************	******	\$ ***217.90***
IN SULAR CONTRIBUTION	PAY TO THE City of Cambridge ORDER OF		MP
Lines			GE HISAPPEARS WITH HEAT
	PRINCE LOBEL TYE LLP GENERAL OPERATING ACCOUNTPayee:City of CambridgeVendor ID:20595	Check Date:	71210 Mar 29/21
	Invoice Num Invoice Date Reference 050025871198 Mar 26/21 050025871198	Invoice Amount \$217.90	<u>Payment Amt</u> \$217.90

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM

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MP

\$217.90

\$217.90

Totals:

APPLICATION FOR SPECIAL PERMIT For RELIEF FROM FRONTAGE RESTRICTIONS FOR BANKS/FINANCIAL INSTITUTIONS IN THE HARVARD SQUARE OVERLAY DISTRICT

SANTANDER BANK N.A. 75 State Street Boston, MA 02109

c/o Adam Braillard, Esq. Prince Lobel Tye LLP One International Place, Suite 3700 Boston, MA 02110

Applicant

Property Location:

1290 Massachusetts Avenue Cambridge, MA 02138

Prepared by: Adam Braillard, Esq. Prince Lobel Tye LLP One International Place, Suite 3700 Boston, MA 02110 Telephone: (617) 456-8000 Facsimile: (617) 456-8100

March 29, 2021

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1290 Massachusetts Avenue Cambridge, MA

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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:	1290 Massachusetts Avenue		
Zoning District: Business B District; Harvard Square Overlay District			
Applicant Name:	Applicant Name: Santander Bank N.A.		
Applicant Address: 75 State Street, Boston, MA 02109; c/o Prince Lobel Ty			bel Tye, LLP
Contact Information:	617-456-8153	abraillard@princelobel.	
	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 for Relief from Frontage Restrictions for Banks and Financial Institutions in the Harvard Square Overlay District (Section 20.54.9 of the Cambridge Zoning Ordinance).

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

Dimensional Form, Owners Certification, Fee Schedule, Project Narrative, Narrative in Response to the CDD Comments, Community Outreach materials, Sign Renderings with Floor Plan, Elevation Plans, Prior Site Plan Survey, Certification of Receipts of Plans (to be provided).

Signature of Applicant:

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

Project Address: 1290 Massachusetts Avenue

Application Date:

		Existing	Allowed or Required (max/min)	Proposed	Permitted
Building	Lot Area (sq ft)	12,351 sf	none	No Change	
	Lot Width (ft)	approx 122 ft	none	No Change	
Building	Total Gross Floor Area (sq ft)	49,216 sf	33,965 sf (max)	No Change	
	Residential Base	0 sf	37,053 sf (max)	No Change	
	Non-Residential Base	49,216 sf	33,965 sf (max)	No Change	
	Inclusionary Housing Bonus	N/A	N/A	No Change	
Building	Total Floor Area Ratio	3.98	2.75/3.0 (max)	No Change	
	Residential Base	0	3 (max)	No Change	
	Non-Residential Base	3.98	2.75 (max)	No Change	
	Inclusionary Housing Bonus	N/A	N/A	No Change	
Building	Total Dwelling Units	0	41 (max)	No Change	
	Base Units	0	41 (max)	No Change	
	Inclusionary Bonus Units	0	N/A	No Change	
	Base Lot Area / Unit (sq ft)	0	300 sf/unit	No Change	
	Total Lot Area / Unit (sq ft)	0	300 sf/unit	No Change	
Building	Building Height(s) (ft)	55.8 ft	80 ft	No Change	
	Front Yard Setback (ft)	None	none	No Change	
	Side Yard Setback (ft)	None	none	No Change	
	Side Yard Setback (ft)	None	none	No Change	
	Rear Yard Setback (ft)	None	none	No Change	
Building	Open Space (% of Lot Area)	none	none	No Change	
	Private Open Space	none	none	No Change	
	Permeable Open Space	none	none	No Change	
	Other Open Space (Specify)	none	none	No Change	
Use	Off-Street Parking Spaces	0	0 required	No Change	
	Long-Term Bicycle Parking	0	0 required	No Change	
	Short-Term Bicycle Parking	0	0 required	No Change	
	Loading Bays	0	0 required	No Change	

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

*Please note there are no proposed changes to the existing building envelope or footprint. See Project Narrative for additional details.

OWNERSHIP CERTIFICATE

Project Address: 1290 Massachusetts Avenue

Application Date: March 29, 2021

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

I hereby authorize the following Applicant:	Santander Bar	nk N.A.	
at the following address:	at the following address: 75 State Street, Boston, MA 02109		9
to apply for a special permit for:	Relief from Frontage Requirements for Banks		ts for Banks
on premises located at:	1290 Massacl	husetts Avenue, Car	nbridge, MA
for which the record title stands in the name of:	1280 Massach	nusetts Avenue Own	er MA, LLC
whose address is:	1270 Soldiers	Field Road, Boston,	MA 02135
by a deed duly recorded in the:			
Registry of Deeds of County:	Middlesex	Book: 70346	Page: 485
OR Registry District of the Land Court, Certificate No.:		Book:	Page:
The undersigned is the signature of Thomas R. Taranto, Jr., as Delaware corporation, the Manager of Boy State REIT, LLC, a I Massachusetts Avenue Owner MA, LLC	Vice President of U Delaware limited lia	I.S. Real Estate Investmen bility company, the Mana	nt Fund REIT, Inc., a ager of 1280
To be completed by Notary Public: Commonwealth of Massachusetts, County of	SUFFOLL	2	
on the month, day and year March 26, 20	o, Jr. personal		- A-
Notary: MuchM(My Commission expires: 5/27/2022	1	PO M. C	ARA Exception

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



FEE SCHEDULE

Project Address: 1290 Massachusetts Avenue 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

TOTAL SPECIAL PERMIT FEE	Enter Larger of the Ab	ove Amounts: \$217.90	
Other Special Permit	Enter \$150.00 if no other fee is applicable:		
Flood Plain Special Permit	Enter \$1,000.00 if applicable:		
New or Substantially Rehabilitated	Gross Floor Area (SF): 2,179	× \$0.10 = \$217.90	

March 26, 2021

Via Electronic Mail

Planning Board City of Cambridge 344 Broadway Cambridge, MA 02139

Re:	Special Permit Application Supporting Statement
Property Address:	1290 Massachusetts Avenue, Cambridge, MA
Applicant:	Santander Bank, N.A.

Dear Honorable Members of the Planning Board:

This firm represents Santander Bank, N.A. ("Santander" or the "Applicant") in connection with its application for a special permit (the "Special Permit") from the City of Cambridge Planning Board (the "City" or the "Board") to permit the operation of its proposed bank (the "Bank") at 1290 Massachusetts Avenue, Cambridge, MA (the "Premises"). The Premises is located in the Business B (the "BB") zoning district and the Harvard Square Overlay District. Pursuant to Section 4.34.e. of the City of Cambridge zoning ordinance (the "Ordinance"), the use of the Premises for a bank is allowed by right. Nevertheless, Section 20.54.9 of the Ordinance stated that the frontage for the use of the Premises for banks, trusts companies or similar financial institutions in the Harvard Square Overlay District (the "District") shall occupy no more than 25 feet of ground floor frontage of a building facing a street, unless permitted via a special permit by the Board. Therefore, please accept this project narrative and the accompanying attachments as the Applicant's Special Permit Application.

I. Background and Project Description

The Applicant proposes to relocate an existing Harvard Square bank branch located at 1420 Massachusetts Avenue, Cambridge, MA 02139 to this newly proposed location at 1290 Massachusetts Avenue, Cambridge, MA. The new location of the Bank shall be a downsizing of the Applicant's current branch at 1420 Massachusetts Avenue, Cambridge, MA. The Applicant has identified the ground level, vacant retail space located at 1290 Massachusetts Avenue, Cambridge, MA as an ideal location in which to establish its Bank.

The Premises is currently not being occupied and has been vacant since the prior tenant, Qdoba, vacated the premises. The Premises, an approximate 2,179 square foot retail space, is located at the intersection of Massachusetts Avenue and Linden Street, in the Harvard Square Overlay District. The Applicant, a bank association headquartered in Boston, Massachusetts, proposes to lease the Premises for its use of as a Bank and continue providing essential services in Harvard Square. For a more detailed Please also see the floor plans and signage plans attached hereto and incorporated herein (the "**Plans**") for additional project details.

The Applicant will make necessary improvements to the Premises, and the Applicant will work with the Harvard Square Advisory Committee and seek the Cambridge Historical Commission's approval for all signage and exterior alterations needed for the Bank. The Applicant had its pre-application meeting with the Cambridge Community Development Department and representatives of the Cambridge Historical Commission, the urban design team, zoning and development team, traffic engineer, Department of Public Works on November 4, 2020. The Applicant also held a pre-application community outreach meeting on February 10, 2021, and has included information from that meeting in the Special Permit Application package. Furthermore, the Applicant plans to meet with the Harvard Square Advisory Committee and to seek additional relief from the Cambridge Historic Commission.

II. Special Permit for Zoning Relief- Relief Requested

As stated above, the Premises is located within the Business B zoning district, and pursuant to Section 4.34.e. of the Ordinance, banks are allowed as of right. Notwithstanding, Section 20.54.9 of the Ordinance states that banks, trust companies, and financial institutions may not occupy more than twenty five (25) feet of ground level frontage of a building facing a street in the Harvard Square Overlay District. Further, banks may not occupy more than thirty percent (30%) of a building's total horizontal ground floor building frontage aggregated over one or more streets. However, the Planning Board may grant a special permit allowing an increase in the permitted frontage upon finding that the increase would allow for a result that is more compatible with the unique conditions of the building or site and that the criteria set forth in Section 20.53.2 and the Harvard Square Development Guidelines, are met.

The Premises, and the building thereon, is uniquely situated at the corner of Massachusetts Avenue and Linden Street, and therefore has frontage on both streets. The Bank's proposed frontage on Massachusetts Avenue is approximately 36 feet, which is consistent with the current layout of the Premises, and therefore, the Applicant is not proposes to increase the Premises' frontage along Massachusetts Avenue. Further, even though the frontage of the Bank on Massachusetts Avenue is greater than the 25 feet allowed, it is significantly less than the frontage of other ground floor tenants in the vicinity, which range in frontages of approximately 50-60 feet, and therefore will not be overbearing to the buildings on the other tenants on the block. The Premises, as exists, also has approximately 70 feet of frontage on Linden Street. Similarly, the Applicant is not proposing to increase this frontage. Moreover, it is important to note that although the frontage on Linden Street exceeds the frontage allowed under Section 20.54.9, Linden Street is a narrow 10-foot wide street that is used primarily as a service street with very little commercial activity and foot traffic. Therefore, the frontage on Linden Street will not be visibly apparent to pedestrians and vehicles traveling on Massachusetts Avenue.

Similarly, due to the corner location of the Premises, the Bank would have approximately 50% of the building's total horizontal ground floor frontage aggregated one or more streets, which is greater than the 30% allowed , pursuant to the Ordinance. However, as explained above, due to the unique conditions of the Premises and the unique conditions of Linden Street, the 50% of overall frontage of the building, all of which is existing and the majority of which is on Linden Street, will not seem apparent from the main corridor.

Overall, the proposed Bank will bring back vibrancy to this area of Harvard Square, by developing an existing vacant ground floor space without overburdening or negatively impacting the existing character of Harvard Square, which is the intent of Section 20.54.9 in the Ordinance. The proposed Bank will benefit the neighborhood by reoccupying the empty corner storefront, provide essential services, and update the storefront design in a tasteful manner in compliance with zoning and historic district requirements. For these above reasons, we believe that the Board may grant a Special Permit for this relief because such relief allows for a development result that is more compatible with the unique conditions of the Premises, the building and the location.

III. Special Permit Criteria

The Applicant respectfully submits that it has satisfied the criteria for obtaining a Special Permit as set forth in Section 10.43 of the Ordinance.

Section 10.43- General Special Permit Criteria

Special Permits will generally be granted except when granting of the special permit would be detrimental to public interest due to the following:

a. It appears that the requirements of this Ordinance cannot or will not be met; or

Pursuant to Section 4.34.e. of the Ordinance, banks, trust companies, and the like are allowed as of right in the Business B District in which the Premises lie. Due to the frontage restrictions imposed on banks and trust companies in the Harvard Square Overlay District, the Applicant's proposed Bank will not meet the requirements of this Ordinance. However, as we have detailed above and will further explain, the lack of compliance will not be a detriment to public interest.

b. Traffic generated or patterns of access or egress would cause congestion, hazard, or substantial change in the established neighborhood character; or

The Bank mainly serves tourists, students, and local residents and businesses living and operating nearby, who do not travel by car. Moreover, the Bank's employees mostly live nearby and commute to work by foot, public transportation, or drive, and have not had issues with creating additional traffic.¹ The Applicant's existing use at 1420 Massachusetts Avenue has not caused congestion or hazard in Harvard Square and the Bank does not expect the change in location to cause any more traffic. Specifically, the Applicant's proposed use of the Premises typically would require a minimum of 1 parking spaces per 800 square feet, pursuant to Section 6.36 of the Ordinance, for a total of 2.73 parking spaces. However, the Ordinance provides relief for small businesses requiring 4 or

¹ In the event employees require new or additional vehicular or bicycle parking, the Applicant has the option of renting parking from the Landlord to ensure that employees do not add to the traffic or congestion in the neighborhood.

fewer parking spaces in a building or row of attached buildings containing more than 10,000 square feet of non-residential use by waiving parking requirements entirely. The Premises is located in such a building and the Bank would require fewer than 4 parking spaces, and therefore is relieved from the need to provide any parking spaces.

The Bank further does not need to provide any new long term or short term bicycle parking under Section 6.103.1 of the Ordinance since the bicycle parking requirements only apply to new construction, new open air uses, situations where there is an increase in 15% of non-residential gross floor area or where the change in use results in an increase of 15% in the total number of bicycle parking as required for the entire building.

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

The Applicant and its predecessor in interest have been operating a bank branch in Harvard Square since approximately 2005 and the bank branch has not adversely affected the neighborhood since its inception. The bank branch's relocation therefore will not adversely affect the neighborhood. Conversely, by securing and beautifying the vacant Premises and providing an essential service, the Applicant believes that its occupancy in this Premises will be benefit to the vicinity and will positively impact adjacent uses, which are a restaurant and a commercial retail store.

d. Nuisance or hazard would be created to the detriment of health, safety and/or welfare of the occupant of the proposed use or the citizens of the City; or

The Bank will not create any nuisance or hazard to the health, safety and/or welfare of the occupant of the proposed use or the citizens of the City. As mentioned above, the Bank will instead positively impact the occupants of the building and the citizens of the City by securing, maintaining, and occupying the currently vacant ground floor premises in Harvard Square.

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 Bank will not impair the integrity of the district or adjoining district or otherwise derogate from the intent and purpose of this Ordinance. As previously mentioned, the Applicant is downsizing its current bank branch in Harvard Square, which aligns with the intent of the Ordinance. Further, the Applicant is not proposing to increase the current footprint and frontages of the Premises. The Applicant's proposed floor plan will further allow the Applicant to host seminars and other events that will benefit the community. The adjoining districts, which are residential, business and office districts, will also benefit by the presence of a small bank providing essential services. Due to the Premises being located in the Harvard Square Historic District, the Applicant will also work with the Cambridge Historical Commission to ensure its signage upholds the integrity of the district and adjoining districts.

f. The new use or building construction is inconsistent with the Urban Design Objectives set forth in Section 19.30.

The new use will be consistent with the Urban Design Objectives set forth in Section 19.30, which include creating a pedestrian and bicycle friendly surrounding and not overburdening the City's infrastructure systems. The Bank will bring back occupancy in a vacant commercial, ground floor space, propose signage consistent with the Historical Commission's guidelines, and will not increase the burden on the City's infrastructure systems.

Section 20.53.2-Special Permit Review Criteria in Harvard Square

Pursuant to Section 20.53.2, the Planning Board or the Harvard Square Advisory Committee shall be guided by the objectives and criteria contained in the publication "Harvard Square Development Guidelines" [a document compiled from the Guidelines for Development and Historic Preservation as contained in the Final Report of the Harvard Square Neighborhood Conservation District Study Committee, dated November 29, 2000 and the Harvard Square Development Guidelines, 1986] in its review of special permits in the Harvard Square Overlay District. As noted above, the Applicant met with staff of the Cambridge Community Development Department on November 4, 2020 and held a pre-application community meeting on February 11, 2021. Moreover, the Applicant plans to meet with the Harvard Square Development Guidelines. The CDD's report, and responses thereto are included with this application.

Harvard Square Development Guidelines

The Applicant's proposed development complies with the <u>primary goals</u> set forth in the Harvard Square Development Guidelines, as follows:

a. To guide change and encourage diversity in order to protect the distinctive characteristics of the District's buildings and public spaces, and to enhance the livability and vitality of the District for its residents and all Cambridge residents, students, visitors, and business people.

The Applicant's proposed development and the new use of the ground floor of the building will enhance the livability and vitality of the District by redeveloping a currently vacant facility, and by providing a location for residents, students, businesses and travelers to perform their banking needs, while also enhancing the characteristics of the building.

b. The District seeks to preserve and enhance the unique functional environment and visual form of the District; preserve its architecturally and historically significant structures and their settings, and encourage design compatible therewith; mitigate any adverse impact of new development on adjacent properties and areas; and discourage homogeneity by maintaining the present diversity of development and open space patterns and building scales and ages.

The Applicant's proposed development of the existing vacant location enhances the livability and vitality of the District while preserving the unique functional environment and visual form of the District any historical significance of the building by proposing to use the existing building's design features and by proposing to redevelop the existing vacant space within the building. There will be no adverse impact on adjacent properties and areas. On the contrary, the Applicant's proposal will revitalize the area by developing an existing vacant location.

c. The District must remain a pedestrian-friendly, accessible, human-scaled, mixed-use environment that complements nearby neighborhoods and maintains the history and traditions of its location.

The Applicant's proposal enhances the District's pedestrian-friendly, accessible, human-scaled, mixed-use environment by providing for a location for residents, students, businesses and travelers to perform their banking needs. By using an existing vacated area within the building, the Applicant's proposed development complements nearby neighborhoods and maintains the history and traditions of the area and District.

The Applicant's proposed development complies with the <u>secondary goals</u> set forth in the Harvard Square Development Guidelines, as follows:

a. Preserve historically or architecturally significant buildings and structures as well as those that contribute to the distinctive visual character or historical significance of the District.

The Applicant proposes to develop the Bank by using the existing building's design features and by proposing to redevelop the existing vacant space within the building, without eliminating any of the distinctive visual character or historical significance of the building or the District.

b. Sustain the vitality of the commercial environment by preserving architecturally significant or original building fabric where it currently exists. When this is not possible, support creative, contemporary design for storefront alterations and additions.

As noted above, the Applicant proposes to develop the Bank by using the existing building's design features and by proposing to redevelop the existing vacant space within the building, without eliminating any of the distinctive visual character or historical significance of the building or the District. The proposed alterations of the building eliminates the current vacant esthetics of the building.

c. Support creative, contemporary design for new construction that complements and contributes to its immediate neighbors and the character of the District. Recognize and respect creativity of design and mitigate the functional impacts of development on adjacent areas.

Not applicable. The Applicant proposes no new construction of structures as part of its proposal.

d. Build on and sustain the diversity of existing building form, scale and material. Preserve and encourage flowers, green yards and courtyards and small, free-freestanding and wood-frame buildings where that character prevails. Encourage streetwall buildings where that character has been set. Encourage ground-ground level, small-scale storefronts to preserve the vitality and character of the streets.

The Applicant proposes no changes to the scale and material of the building. Moreover, the Applicant's proposal includes the revitalization of the existing vacant storefront including the existing empty flower pots located in front of the building.

e. Expand the high quality public environment established in the heart of the District with attractive and compatible materials, lighting, and street furniture.

As noted above, the Applicant's proposal includes the revitalization of the existing vacant storefront including the existing empty flower pots located in front of the building, which will enhance the appearance and attractiveness of the building and area in the District.

f. Expand the network of pedestrian walkways and paths wherever they can conveniently provide alternate routes through the District. Increase public access to alleys and interior spaces where appropriate, and upgrade paving and landscaping of such pathways and spaces. Enhance accessibility and safety for pedestrians throughout the District.

Not applicable. The Applicant proposes no new walkways or paths. However, the proposal will comply with a local, state and federal accessibility requirements.

g. Encourage new residential projects in the District, especially in mixed-use buildings, and support existing residential uses.

The Applicant proposes to develop the Bank within a mixed use building. The Bank will provide a location for residents, students, businesses and travelers to perform their banking needs, while also enhancing the characteristics of the building, area, and District.

h. Encourage projects that will maintain a wide diversity of uses serving the needs of surrounding neighborhoods, students, and visitors from around the world.

As noted above, the proposed development of the Bank will provide a location for residents, students, businesses and travelers to perform their banking needs.

i. Encourage creative solutions to the District's parking and transportation issues, including the problem of on-street deliveries. Discourage loading docks, which do not generally contribute to the historic character of the street.

As noted previously, the Bank will mainly serves tourists, students, and local residents and businesses living and operating nearby, who do not travel by car. Moreover, the Bank's employees mostly will commute to work by foot, public transportation, or drive. The Applicant's proposed use of the Premises typically would require a minimum of 1 parking spaces per 800 square feet,

pursuant to Section 6.36 of the Ordinance, for a total of 2.73 parking spaces. However, the Ordinance provides relief for small businesses requiring 4 or fewer parking spaces in a building or row of attached buildings containing more than 10,000 square feet of non-residential use by waiving parking requirements entirely. The Premises is located in such a building and the Bank would require fewer than 4 parking spaces, and therefore is relieved from the need to provide any parking spaces. Moreover, the Applicant is not proposing any loading docks that would not contribute to the historic character of the Premises and street.

The Applicant's proposed development complies with the <u>Harvard Square/Massachusetts Avenue Sub-</u><u>district general goal</u> set forth in the Harvard Square Development Guidelines that efforts in this subdistrict should focus on the retention of the small retail storefronts that add vitality to the streetscape, as follows:

The Applicant is proposing to redevelop a location in the District and the Massachusetts Avenue Sub-district by developing the Bank in an existing vacant location in the building. The Applicant proposes to use the existing footprint of the vacant area, and therefore will not increase the existing storefront and frontage. Moreover, buy redeveloping this vacant location, the Applicant will revitalize this area of the District.

The Applicant's proposal complies with the <u>Alterations to Existing Buildings guidance</u> set forth in the Harvard Square Development Guidelines, as follows:

As part of its development of the Bank within the vacated location in the building, the Applicant proposes to retail and revitalize all of the existing exterior building elements. Therefore the Applicant will not replace any of the existing exterior elements of the building.

IV. Compliance of Proposed Signage and Storefront Design

Although not directly related to the zoning relief requested by this special permit application, we have been asked by the Community Development Department to provide a summary of the compliance of the proposed signage and storefront design.

Pursuant to Section 20.55.1.1 of the Ordinance, the sign regulations in Article 7.16.22 of the Ordinance shall not apply to signs in the Harvard Square Historic District to "allow greater flexibility in the size, location and illumination of signs in order to encourage more thoughtful design of individual signs", and instead Section 2.78.220 of the Cambridge City Ordinance gives the local historical commission the authority to determine the conformity of signs proposed in the historic district. However, it is our understanding that the local historic commission, in this case, the Harvard Square Historical Commission, may consult and adhere to the Zoning Ordinance in connection with its review of the

proposed signage. Section 20.55.1.1 further requires that no sign on the outside of a build extend higher than 20-feet above grade. Our analysis of the signs is as follows.

Section 7.16.22 of the Zoning Ordinance allows 1 square foot of signage per 1 linear foot of sign frontage. Section 7.16.3 (B) of the Zoning Ordinance calculates the signage requirements of each wall with street frontage separately, with walls having no signs being able to share the sign area permitted on any other wall having sign frontage. On the Massachusetts Avenue side of the Premises, the maximum sign area allowed is 36.25 SF, or one times the sign frontage of 36.25 feet. The wall sign on Massachusetts Avenue is approximately 31.64 SF, the blade sign is approximately 4.66 SF, the sign above the ATM is approximately 4.81 SF, and the door vinyl is approximately 2 SF, adding up to approximately 43.11 SF, which is slightly greater than the 36.25 SF allowed. However, given 7.16.3 (B) of the Ordinance, the exceeding sign area can be shifted and calculated as part of Linden Street or the rear service street's sign area instead of the sign area allowed on Massachusetts Avenue, or simply allowed by the local historic district commission. On Linden Street, the maximum sign area allowed is approximately 70 SF, based on the 70 linear feet of sign frontage. Santander is only proposing one wall sign of approximately 31.64 SF, and is therefore proposing significantly less signage on Linden Street than is allowed.

We further note that, as shown on the site plan, the proposed ATM and canopy protecting the ATM shall be within the property line and not extending onto the public sidewalk and will not inhibit foot traffic on Massachusetts Avenue. We note this is the ideal location for an ATM as the sidewalk on Linden Street is significantly narrower. Additionally, the Applicant will obtain a bond from City Council for the blade sign extending over the public sidewalk.

Finally, in connection with Section 20.55.1.1 of the Zoning Ordinance as it relates to sign height, as shown on the plans, none of the signs proposed to be located on the outside of a build will extend higher than 20-feet above grade.

V. Conclusion

The Applicant hereby requests that the Board determine that Bank will not be a detriment to the City of Cambridge as a whole, and specifically to the Business B zoning district and the Harvard Square overlay district, and the neighborhoods therein. The findings are made in view of the particular characteristics of the property and the building, and the Premises thereon.

For the foregoing reasons the Applicant respectfully requests that the Board grant the foregoing relief in the form of a Special Permit and such other relief as the Board deems necessary to allow for the Applicant's relocation to the proposed Premises.

Sincerely,

Adam Braillard Direct: 617-456-8149 Email: abraillard@princelobel.com

March 29, 2021

Via Electronic Mail

Planning Board City of Cambridge 344 Broadway Cambridge, MA 02139

Re:	Supporting Statement in Response to the City of Cambridge Community
	Development Department (the " CDD ")
Property Address:	1290 Massachusetts Avenue, Cambridge, MA
Applicant:	Santander Bank, N.A.

Dear Honorable Members of the Planning Board:

This firm represents Santander Bank, N.A. ("Santander" or the "Applicant") in connection with its application for a special permit (the "Special Permit") from the City of Cambridge Planning Board (the "City" or the "Board") to permit the operation of its proposed bank branch (the "Bank") at 1290 Massachusetts Avenue, Cambridge, MA (the "Premises"). The Premises is located in the Business B (the "BB") zoning district and the Harvard Square Overlay District. Pursuant to Section 4.34.e. of the City of Cambridge zoning ordinance (the "Ordinance"), the use of the Premises for a bank is allowed by right. Nevertheless, Section 20.54.9 of the Ordinance stated that the frontage for the use of the Premises for banks, trusts companies or similar financial institutions in the Harvard Square Overlay District (the "District") shall occupy no more than 25 feet of ground floor frontage of a building facing a street, unless permitted via a special permit by the Board, and the Applicant's proposal exceeds that amount.

As part of the special permit application process, the Applicant submitted its preliminary draft application to the CDD, and the CDD has provided its review of the preliminary application, attached herewith. The Applicant appreciates these comments and suggestions from the CDD both in its written responses, and during the pre-application meeting with the CDD on November 4th, 2020, and offers the following narrative and responses to the CDD's comments (Note: the CDD comments are in bold below).

Application Forms

- Dimensional Form
 - The "Allowed or Required" column should reflect the applicable requirements of the Zoning Ordinance, whether or not there's a proposed change.
 - Only use "N/A" if a standard does not apply to the project (e.g. "Residential Base").

The Applicant has revised the Dimensional Form accordingly.

- Fee Schedule
 - Remove \$150 from fee subtotal.

The Applicant has revised the Fee Schedule Form accordingly.

Narrative

- Section 2
 - Missing information on how the application meets the criteria identified in the Harvard Square Development Guidelines: <u>https://www.cambridgema.gov/-</u>/<u>/media/Files/CDD/ZoningDevel/DesignGuidelines/guidelines_harvardsq_2002.pdf</u>. Sp ecifically, the Applicant should address how the proposal meets each of the goals of the district and the general goals of Subdistrict A. The Applicant should also reference how the building design meets the Guidance in Altering Existing Buildings, with a particular focus on Storefronts.
 - According to 20.55 Sign Regulations in the Harvard Square Historic Overlay District, no sign on the outside of a building may extend higher than 20 feet above grade. While the graphic materials indicate that the height of the proposed signage is 11'7", the Applicant does not address in the narrative whether this standard is being met.
 - The Applicant states that the Cambridge Historical Commission will follow the Zoning Ordinance as part of its review of signage. This is incorrect since the Historical Commission's jurisdiction exists outside of zoning.

The Applicant has revised its draft of the project narrative by incorporating and responding to the Harvard Square Development Guideline's general goals as well as the Massachusetts Avenue Sub-district specific goals, and the Guidelines for Altering Existing buildings. Moreover, the Applicant has added language specifically referencing the height restrictions set forth in Section 20.55 of the Ordinance, as well as revised the provision relating to the Cambridge Historical Commission authority.

Graphic Materials

Comments

• It would be helpful to have a rendering of how the proposed "privacy film" will look from the street when the store is occupied.

The Application has revised its renderings to show the privacy film from the street.

• Will there be "privacy film" on any of the windows along the Mass Ave elevation? The graphic materials are unclear.

Yes, there will be privacy film along the lower areas of the windows along Massachusetts Avenue, as well as along Linden Street. The Applicant has amended the sign rendering plans accordingly.

• Is the existing metal panel (14'-7 X 2'-2") part of the original building storefront or added later for mounting signage for individual tenants?

The metal panels above the windows are existing and the Applicant proposes to use those as part of its redevelopment of the Premises.

• It would be helpful to know more about what is behind the existing metal panel? It is not clear why Tatte and SEE store signage next doors appear to have different configuration and not the same panel.

As referenced above, the metal panels above the windows are existing and the Applicant proposes to use those as part of its redevelopment of the Premises to minimize changes to the existing character of the building.

• Provide the detail sections on the building storefront referenced on the Gensler drawings, including 1,2,4,5 on A07.03A and 01/A07.04A.

The Application has revised its sign rendering plans accordingly.

• Need to have a clear section of the construction behind the existing panel.

As noted above, the metal panels above the windows are existing and the Applicant proposes to use those to redevelopment the vacant area of the Premises.

• Has the mural image been approved or discussed w/the community/HSNA?

The Applicant held a pre-application community meeting prior to submitting its pre-application with the CDD, and during that meeting members of the HSNA were in attendance. The proposed mural image was a question from a member of the HSNA and the Applicant does not believe that that member had any further concerns. Further, the Applicant proposes to meet with the Harvard Square Advisory board as soon as practicable.

• The red sign band counts as a corporate logo and exceeds the amount allowed.

It is the applicants understanding, after reviewing the zoning regulations, and consulting with Liza Paden of the CDD, that a the coloring of a sign is included when calculating the sign's area only when the coloring is associated with a logo, lettering or other graphic element. Section 7.13.1 of the Ordinance stated that a "Sign shall mean and include any permanent or temporary structure, device, letter, words, model, banner, pennant, insignia, trade flag, or representation used as, or which is in the nature of, an advertisement, announcement, or direction and which is designed to be seen from the outside of a building". Section 7.14.b of the Ordinance states, "For a sign painted upon or applied to a building, the area of the sign shall be considered to include all lettering, wording, and accompanying designs or symbols, together with any background of a color different from that of the building. Moreover, Section 7.14.c of the Ordinance states, "For all signs, where a color or graphic pattern constitutes a Corporate or Brand Identification (by custom, contract or practice) as illustrated in advertising or in sign or building designs employed at multiple locations, the full extent of that background color or graphic pattern shall be calculated as part of the sign area when it is associated with any logo, lettering, or other graphic element constituting a sign".

Here, the sign square footage has been calculated based on the above definitions in conjunction with Section 7.16 of the Ordinance allows 1 square foot of signage per 1 linear foot of sign frontage. As noted

in the Project Narrative, as amended, on the Massachusetts Avenue side of the Premises, the total sign square footage is calculated to be approximately 43.11 SF. The proposed painted areas without letterings or symbols are not considering in the sign square footage calculation because there are no proposed logos, letterings or other graphic elements in those areas. Using the same analysis, we calculate the total sign square footage on the Linden Street side of the Premise to be approximately 31.64 SF.

Suggestions:

- Consider replacing the glass and aluminum storefront.
- The new storefront would allow for working out mullion placement so interior partitions work seamlessly with alum and glass or close to it.
- In glass areas to be screened like the Nook, consider using ceramic fritted glass pattern, translucent, etched or frosted look where needed.
- The existing metal sign band looks pretty worn from the previous signage. Consider using a new high quality metal panel such as Alucobond panel and with a different size that would fit within the storefront frames. Maybe allow for the granite surrounds to show around the sign band.
- Consider using high quality cut-out metal letters that are stud-mounted (i.e., stainless steel pin mounted similar to the ones used in the interior) in lieu of channel letters.
- Consider using halo lighting with cut-out metal letters instead of channel letters?
- Staff do not recommend applying vinyl film on existing glass.

As part of its development of the Bank in the existing vacant location on the Premises, the Applicant is utilizing all of the existing building's exterior features and keeping with the existing character of the building, while revitalizing the street front and this area of Harvard Square. Therefore, the Applicant is not proposing to replace any of the glass or aluminum. Moreover, the Applicant had designed its interior space to be consistent with the exterior characteristics of the Building. Further, the Applicant proposes to paint the existing worn sign bands above the windows to bring the vitality back to the building. Finally, the Applicant believes that the lettering on its signs is consistent with the existing sign schemes in the vicinity of the Premises and building, and in this area of Harvard Square.

The Applicant appreciates the CDD's comments and suggestions, and the opportunity to respond thereto. Should you have any further questions, comments or suggestions, please reach out to me directly.

Sincerely,

Adam Braillard Direct: 617-456-8149 Email: <u>abraillard@princelobel.com</u>

<u>COMMUNITY OUTREACH</u> 1290 Massachusetts Avenue

Prior to filing this application, Santander Bank, N.A. ("Santander") has been in contact with and coordinated community outreach efforts with the Community Development Department ("CDD") for the City of Cambridge concerning the relief requested herein.

On November 4, 2020, Santander met with the CDD and other relevant City departments to give a presentation and discuss the relief requested herein and the proposed bank. Santander will meet with the Harvard Square Advisory Committee to further discuss the proposed bank.

On February 10, 2021, Santander, in coordination with the CDD, held a pre-application community meeting virtually via Zoom from 5:00 PM to 6:00 PM. A copy of the flyer mailed by Santander providing notice of said meeting to all applicable abutters, electronically mailed to the Harvard Square Neighborhood Association, and posted at the site of the proposed bank branch at 1290 Massachusetts Avenue, Cambridge, MA (the "Premises"), more than 14 days prior to the meeting, is attached hereto.

Two members of the public, both members of the Harvard Square Neighborhood Association, attended the community meeting. The following are notes from the community meeting:

Presentation:

Adam Braillard, attorney for Santander, presented on the following:

- 1) Introduction of the project team on the call;
- 2) Summary of the proposed location of the bank branch;
- 3) Summary of changes to the Premises, including proposed signage;
- 4) Summary of approvals needed for the proposed bank branch; and
- 5) Summary of the neighborhood and context.

In addition, attendees were entitled to ask questions and voice comments or concerns. The following is a summary of questions and/or comments asked by members of the public.

Community Comments/Questions and Responses:

- 1) Why are red sign bands chosen?
 - a. This is the Santander Bank Brand color
- 2) Can some of the red bands with no signage be removed? What is the purpose of the red bands with no signage?
 - a. To provide the public with the location of the Bank establishment, and to provide a uniform and consistent frontage along Massachusetts Ave and Linden Street.
- 3) Will the planters be kept?

a. No

- 4) Where is the location of the proposed window vinyl?
 - a. The rear section along Linden Street.
- 5) Are any changes to the windows, muntins, etc. proposed?
 - a. Not at this time.

NOTICE OF A COMMUNITY MEETING REGARDING THE RELOCATION OF AN EXISTING BANK BRANCH TO 1290 MASSACHUSETTS AVENUE, CAMBRIDGE, MA PROPOSED BY SANTANDER BANK, N.A.

Notice is hereby given that a virtual community meeting for Santander Bank, N.A. ("Santander")'s proposed relocation of an existing bank branch to a new location at 1290 Massachusetts Avenue, Cambridge, MA 02138 (the "Property") is scheduled for February 10, 2021, at 5:00 p.m, online via Zoom at:

Direct Link: https://princelobel.zoom.us/j/93486998788?pwd=STk5WEd6b2dJQjdKaW9BVTdvM1 Zxdz09

Or Zoom Meeting ID: 934 8699 8788 Passcode: Santander

Or by Telephone by calling +1 646 558 8656, Meeting ID: 934 8699 8788, Passcode: 895437512.

Community members and members of the public are encouraged to ask questions and receive answers from representatives of Santander at the meeting.

Questions and/or comments may be submitted in advance to atan@princelobel.com.

A copy of this notice is on file with the City Clerk, at Cambridge City Hall, 795 Massachusetts Avenue, Cambridge, MA 02139. A copy of this notice was mailed at least fourteen (14) calendar days prior to the virtual community outreach meeting to abutters of the Property, owners of land directly opposite the Property on any public or private street or way, and abutters to the abutters within three hundred (300) feet of the property line of the Property as they appear on the most recent applicable tax list, notwithstanding that the land of any such owner is located in another city or town.

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1290 Massachusetts Avenue, Cambridge, MA Pre-Application Community Meeting February 10, 2021

Santander

Proposed Location





Neighborhood Context- Existing Condition







Existing Conditions and Proposed Design





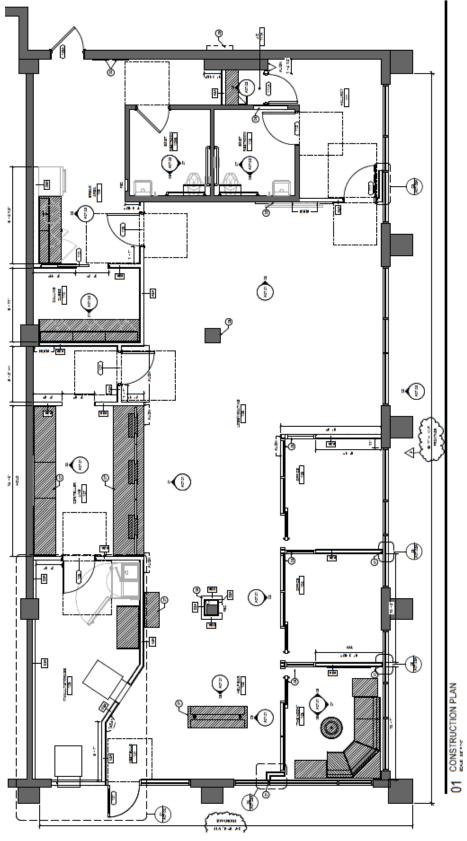






Existing conditions photo taken prior to Qdoba signs being taken down.





Neighboring Businesses- Same Block







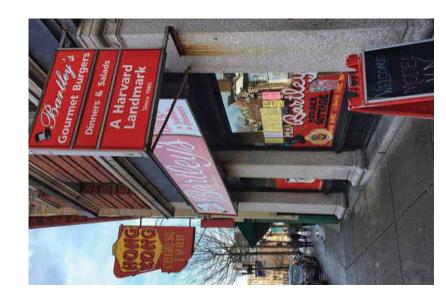
1270 Mass Ave



1288 Mass Ave



1276 Mass Ave



Neighboring Businesses

JPLICKS

gnomon copy

63



1300 Mass Ave

1308-1312 Mass Ave



1336 Mass Ave

1256 Mass Ave







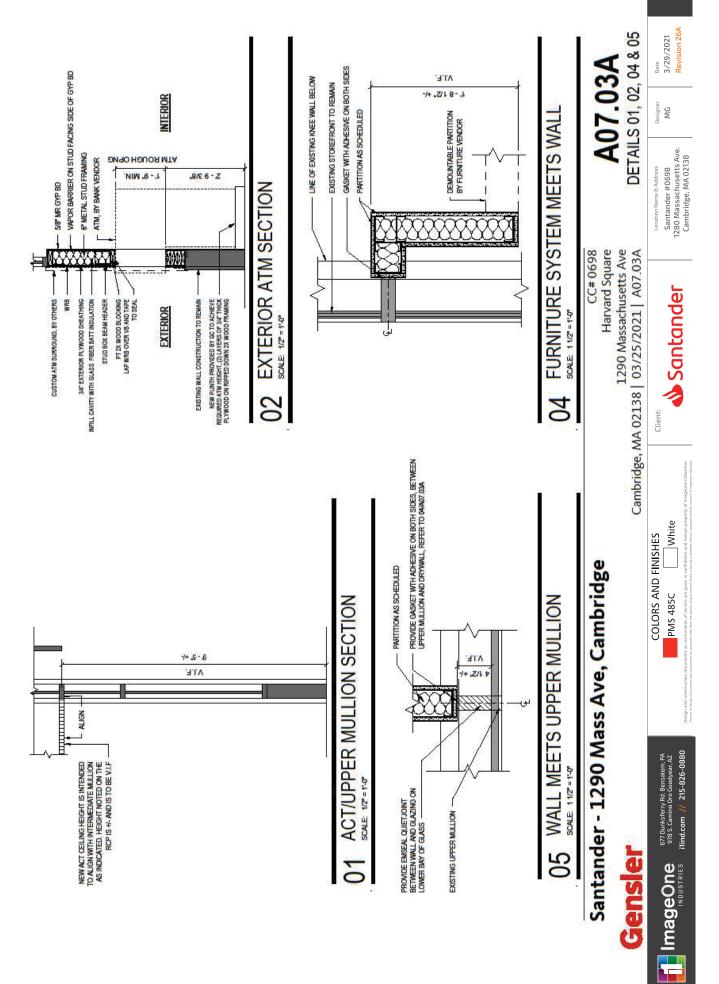


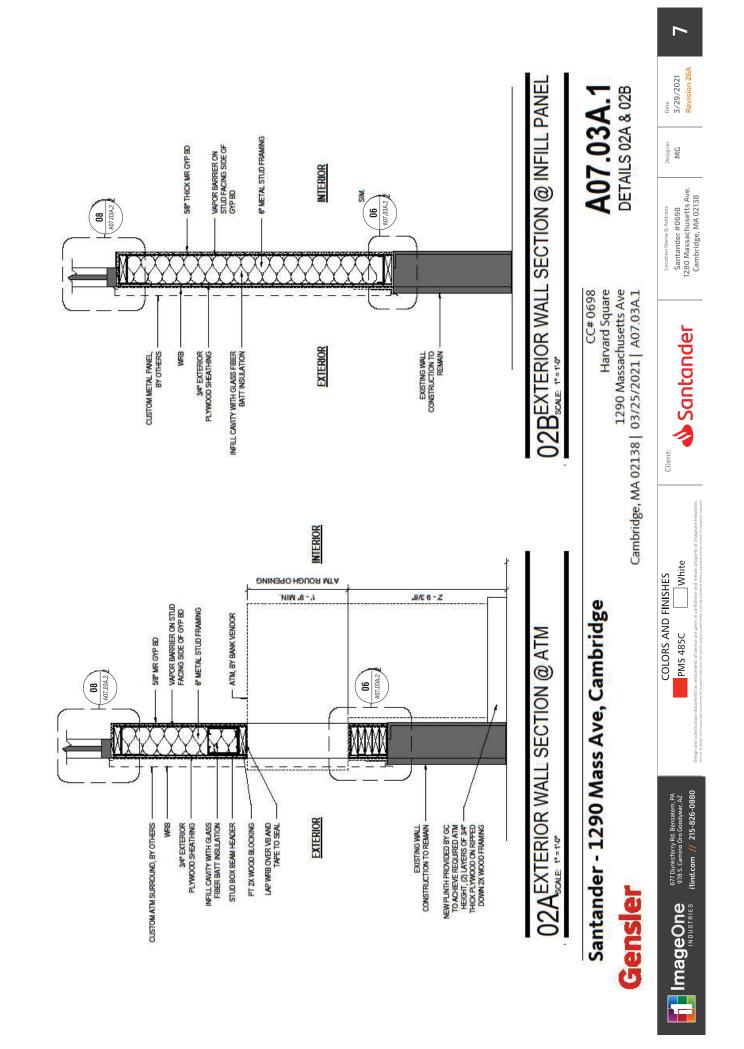
i1ind.com // 215-826-0880 677 Dunksferry Rd. Bensalem, PA 978 S. Camino Oro Goodyear, AZ

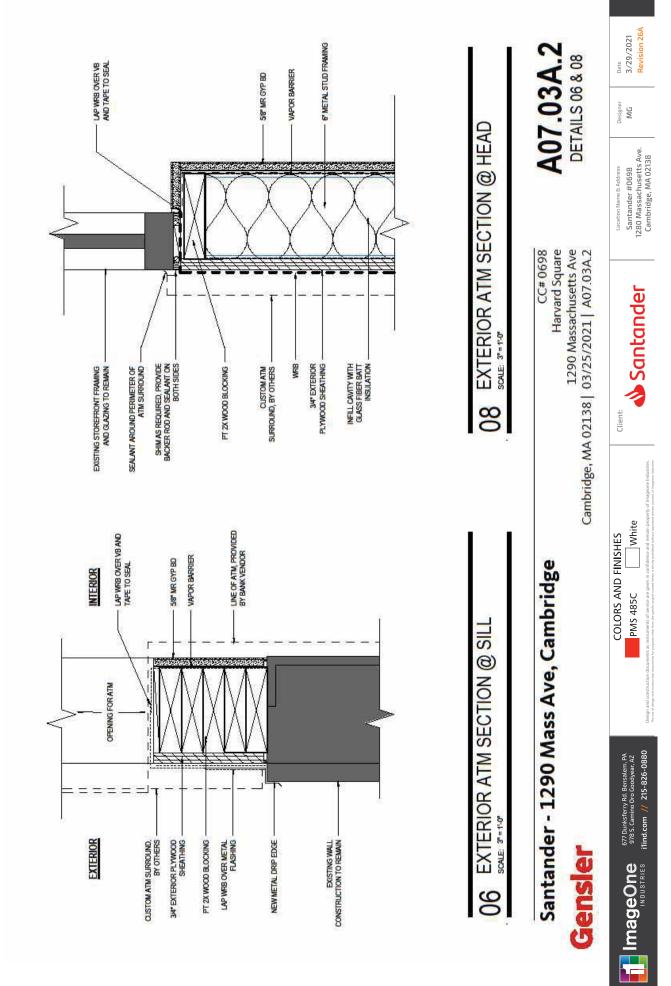








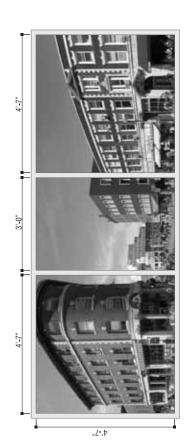








EXISTING CONDITION





Graphic Shown For Representation Only, Final Graphic /Copy To Be Determined

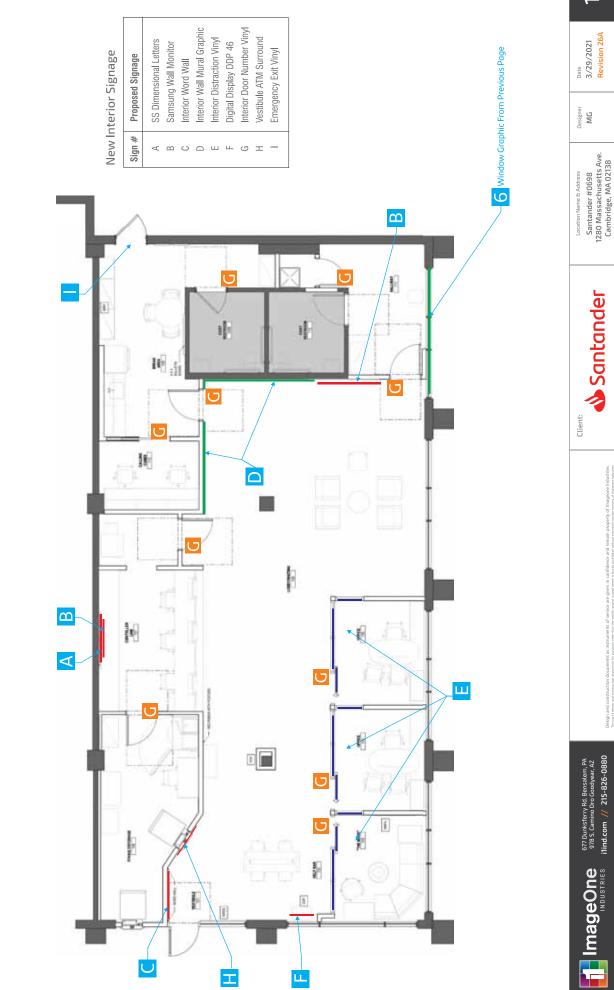


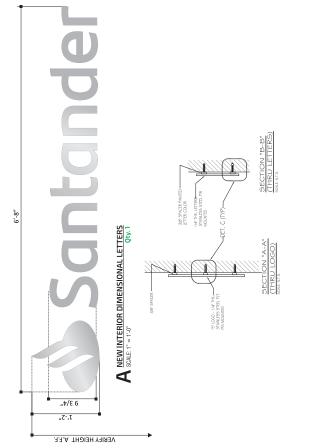
PROPOSED RENDERING

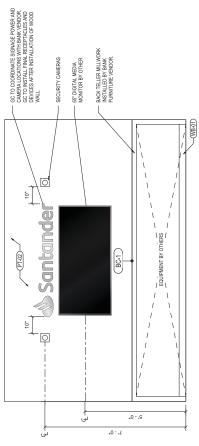


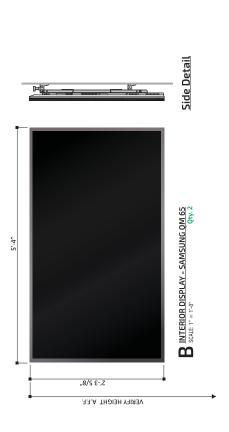
Date 3/29/2021 Revision 26A

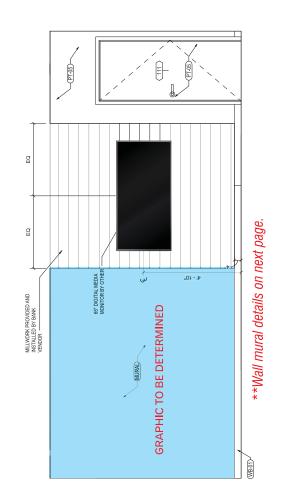
Designer MG











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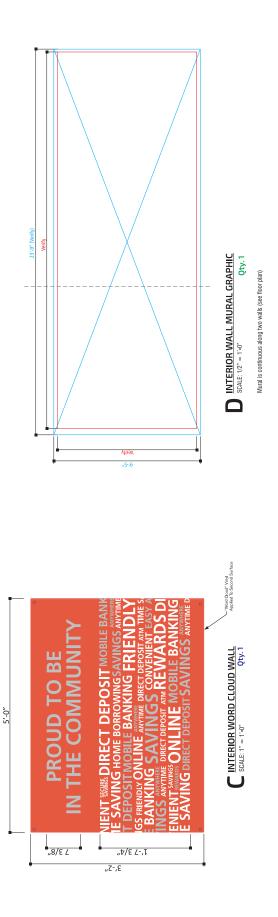
Revision 26A

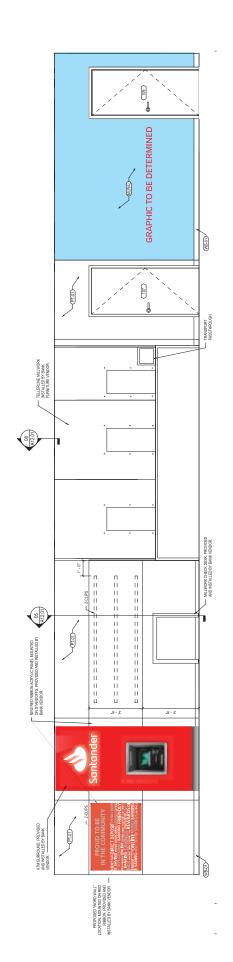
Location Name & Address Santander #0698 1280 Massachusetts Ave. Cambridge, MA 02138

Client:

Date 3/29/2021

Designer MG



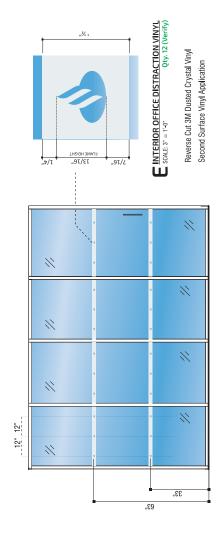




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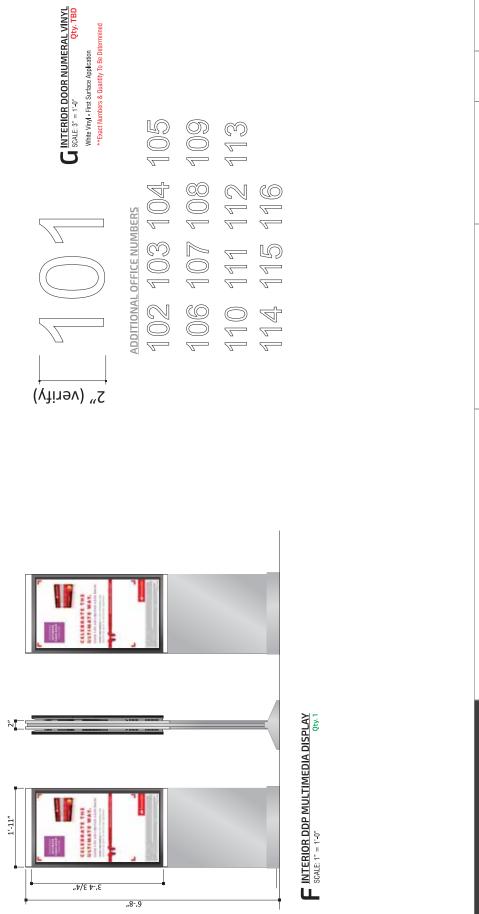




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Design

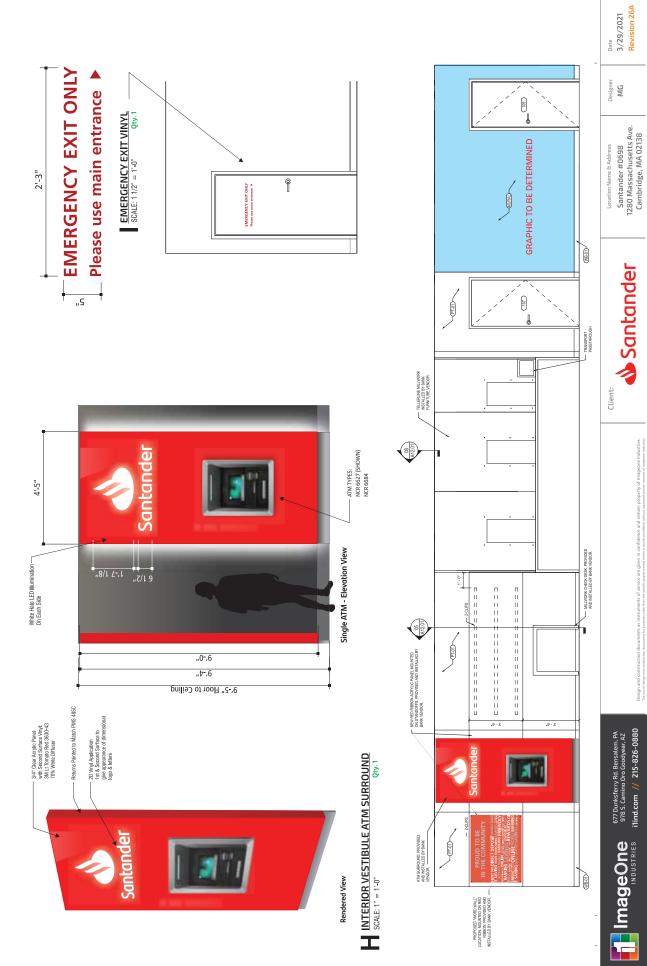
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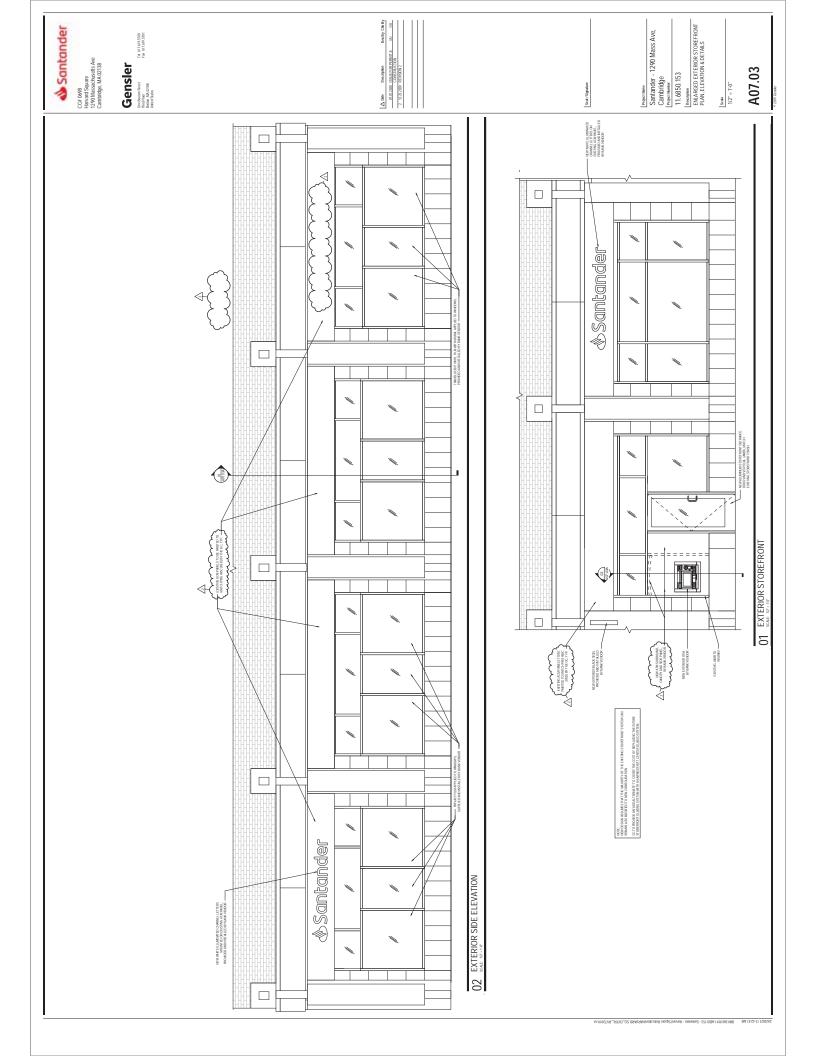


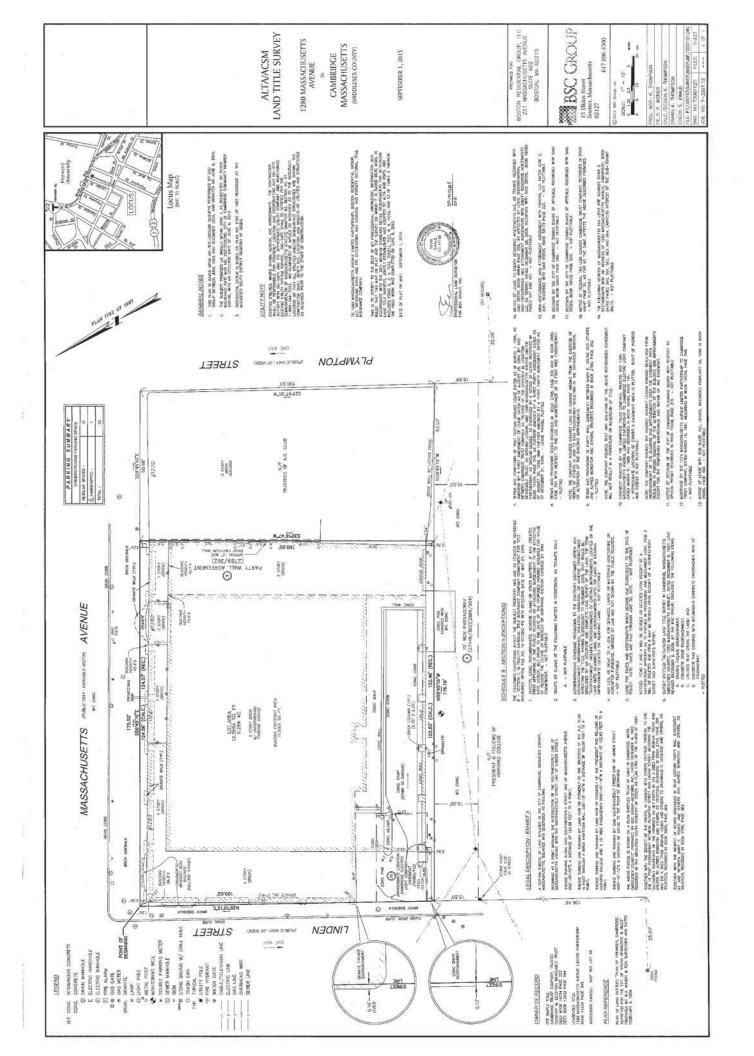


Design

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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:	1290 Massachusetts Avenue, Cambridge, MA	
Applicant Name:	Santander Bank N.A.	

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 $11'' \times 17''$ 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, MA • PLANNING BOARD • SPECIAL PERMIT APPLICATION



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:	1290 Massachusetts Avenue, Cambridge, MA
Applicant Name:	Santander Bank N.A.

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 HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

CERTIFICATION OF RECEIPT OF PLANS BY CITY OF CAMBRIDGE TREE ARBORIST

City Department/Office:

Project Address:	1290 Massachusetts Avenue, Cambridge, MA
Applicant Name:	Santander Bank N.A.

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, MA • PLANNING BOARD • SPECIAL PERMIT APPLICATION



CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

CERTIFICATION OF RECEIPT OF PLANS BY CITY OF CAMBRIDGE WATER DEPARTMENT

City Department/Office:

Project Address:	1290 Massachusetts Avenue, Cambridge, MA
Applicant Name:	Santander Bank N.A.

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 HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

CERTIFICATION OF RECEIPT OF PLANS BY CITY OF CAMBRIDGE LEED SPECIALIST

City Department/Office:

Project Address:	1290 Massachusetts Avenue, Cambridge, MA
Applicant Name:	Santander Bank N.A.

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