



**BLUE RIVER**

**ADVESA MA, INC**

D/B/A BLUE RIVER TERPS  
SOMERVILLE PLANNING BOARD PRESENTATION

690-694 BROADWAY  
SOMERVILLE, MA 02144  
[SHOPBBLUE RIVER.COM](http://SHOPBBLUE RIVER.COM)

# ECONOMIC EMPOWERMENT PRIORITY

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Advesa MA, Inc.'s team has been certified as **Economic Empowerment Priority Applicants (EE202234, EE202340)** by the Cannabis Control Commission for having demonstrated experience in, or business practices that promote economic empowerment in communities harmed by cannabis prohibition.

ADVESA MA is small business, as well as a women-owned and led, multi-cultural enterprise. The Cannabis Control Commission also mandates diverse hiring requirements for Economic Empowerment Priority Applicants like Advesa MA that are required in regulations.

# THE ADVESA TEAM

---

**ADVESA**  
SOMERVILLE



SHANEL LINDSAY- EXECUTIVE DIRECTOR



JESSICA VERZURA- PRESIDENT



TATIYANA BENJAMIN- CMO & ACCOUNT  
MANAGER



ISIAH BENJAMIN- CFO



TONY VERZURA- COO



MICHAEL LATULIPPE- DIRECTOR OF  
BUSINESS DEVELOPMENT

PROPOSED  
LOCATION OF  
MARIJUANA  
RETAILER

690-694 BROADWAY  
SOMERVILLE



**ADVESA**  
SOMERVILLE



ADVESA

690-694 BROADWAY,  
SOMERVILLE, MA 02144

ALL DRAWINGS, SPECIFICATIONS AND ARCHITECTURAL DESIGNS ARE THE PROPERTY OF SOUSA DESIGN ARCHITECTS AND SHALL NOT BE REPRODUCED OR USED ON THIS OR ANY OTHER PROJECT WITHOUT THE WRITTEN CONSENT FROM THE ARCHITECT.

THE CONTRACTOR SHALL CHECK AND VERIFY ALL DIMENSIONS AND EXISTING CONDITIONS ON SITE PRIOR TO BEGINNING ANY WORK. REPORT ALL DISCREPANCIES IN WRITING TO SOUSA DESIGN ARCHITECTS BEFORE PROCEEDING WITH THE WORK AND SHALL EXCEPT FULL RESPONSIBILITY FOR SAME. DRAWINGS SHALL NOT BE SCALED. ALL WORK SHALL BE CARRIED OUT IN ACCORDANCE WITH THE DRAWINGS AND SPECIFICATIONS, AND TO THE SATISFACTION OF THE OWNER AND THE ARCHITECT.

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**ISSUED FOR:**  
ZONING REVIEW (NOT FOR CONSTRUCTION)  
08.19.2021

**SOUSA design**  
Architects

81 Neponset Street, 2nd Floor  
Roslindale, MA 02126  
617 676 9900  
www.sousadesign.com



Job # 202118

Drawn by Ckd by

Date 05.06.21

Revisions		
01	REVISED LAYOUT	08/19/2021

**EXISTING CONDITIONS  
& SITE CONTEXT**

**SP-000**



FOR REFERENCE ONLY (SEE TRAFFIC CONSULTANT DRAWINGS FOR DETAILS)

1 SITE AERIAL VIEW  
Scale: 1/4" = 1'-0"



2 EXTERIOR ELEVATION (BROADWAY ST)  
Scale: 1/4" = 1'-0"



3 FRONT EXTERIOR ELEVATION (BROADWAY ST)  
Scale: 1/4" = 1'-0"



4 SIDE EXTERIOR ELEVATION (JOSEPHINE AVE)  
Scale: 1/4" = 1'-0"



5 BACK EXTERIOR ELEVATION (JOSEPHINE AVE)  
Scale: 1/4" = 1'-0"

Contractor to verify all information and dimensions in the field prior to start of construction and is to notify SOUSA Design Architects of any discrepancies



ADVESA

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SOMERVILLE, MA 02144

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Architects

81 Beighton Street, 2nd Floor  
Somerville, MA 02144  
617-879-8900  
www.sousadesign.com



Job # 202118

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Date 05.06.21

Revisions

Revisions	Date
01 REVISED LAYOUT	08/19/2021

EXISTING SITE PLAN

SP-100

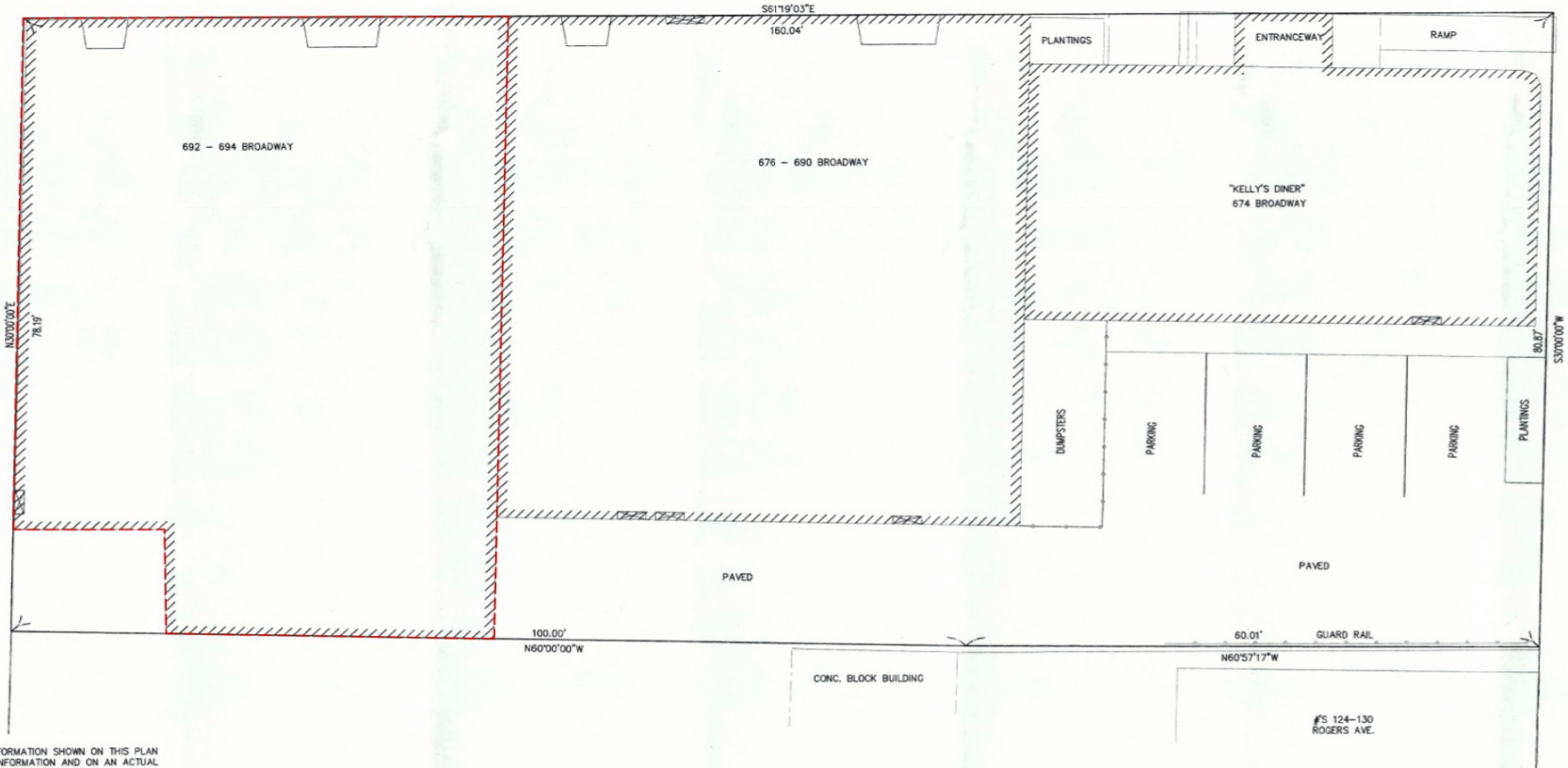
DEED REFERENCE: BOOK 13585, PAGE 158

PLAN REFERENCES:  
• BOOK 5586, PAGE 159  
• REGISTERED LAND PLAN 14807A

ZONE: NB  
LOT AREA:  
12,775 S.F.

BROADWAY

JOSEPHINE AVE.



I CERTIFY THAT THE INFORMATION SHOWN ON THIS PLAN IS BASED ON RECORD INFORMATION AND ON AN ACTUAL FIELD SURVEY AND IS CORRECT TO THE BEST OF MY KNOWLEDGE.

JOHN W. McEACHERN



9-21-2010

Scale in Feet  
0 10

54 Mystic St.  
Arlington, Ma. 02474

1-781-641-9600  
1-781-641-9601 (fax)

PLOT PLAN  
BROADWAY  
SOMERVILLE, MA.

FIELD SURVEY: 9-9-2010



# RETAILER LOCATION – 690-694 BROADWAY

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**ADVESA**  
SOMERVILLE





ADVESA MA

690-694 BROADWAY,  
SOMERVILLE, MA 02144

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ISSUED FOR:  
ZONING REVIEW (NOT FOR CONSTRUCTION)  
12.09.2021

**SOUSA design**  
Architects

41 Regulator Street, 2nd Floor  
Somerville, MA 02145  
417.875.2200  
www.sousadesign.com



Job # 202118

Drawn by Ckd by

Date 12.09.21

Revisions  
01 REVISED LAYOUT 08/19/2021  
02 REVISED LAYOUT 12/09/2021

EGRESS PLAN

AE-100

SECTION 1009.1: ACCESSIBLE MEANS OF EGRESS REQUIRED

International Building Code 2015 (9th Edition)  
EXCEPTION #1: ACCESSIBLE MEANS OF EGRESS ARE NOT REQUIRED TO BE PROVIDED IN EXISTING BUILDINGS.

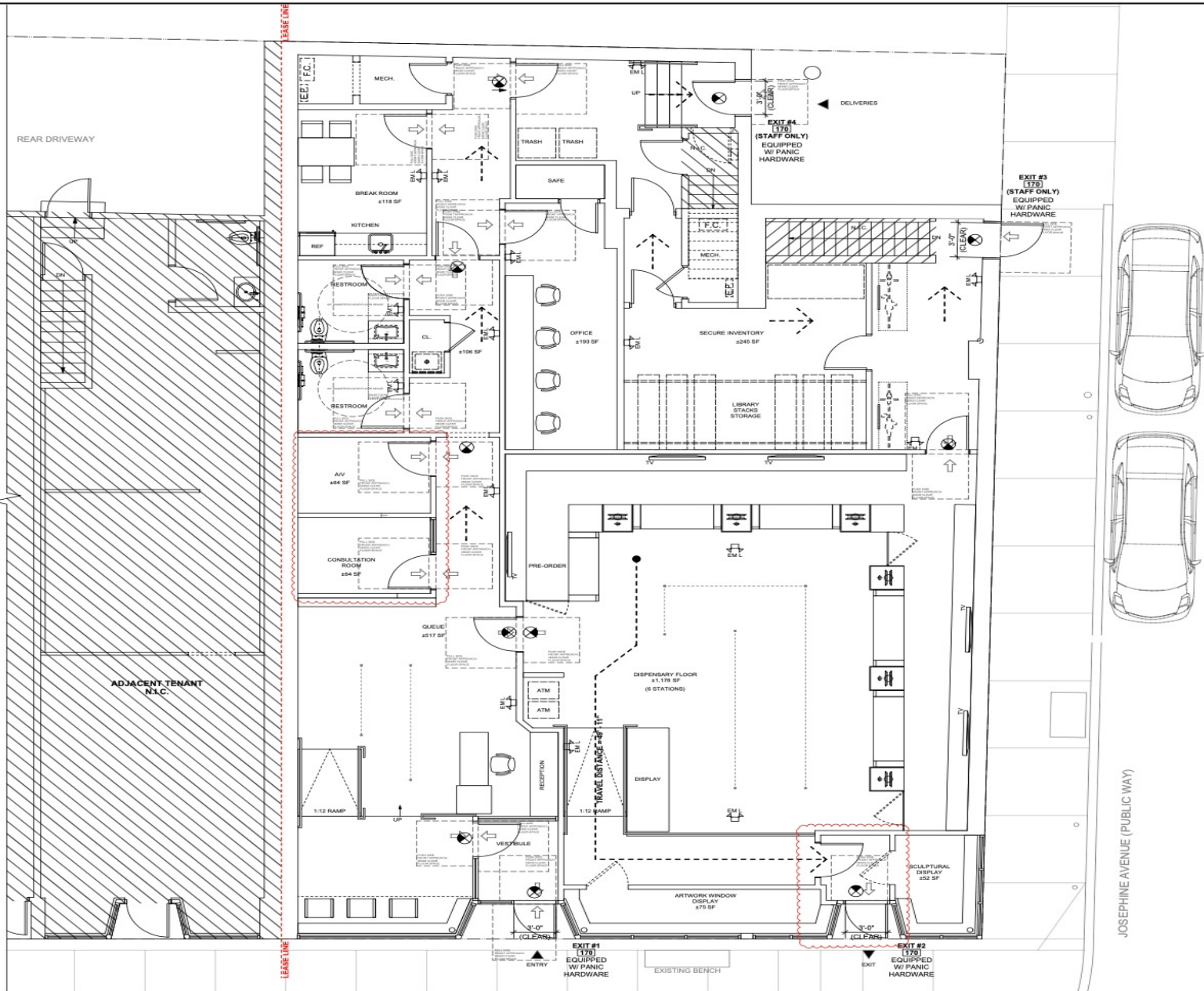
LIFE SAFETY LEGEND

- CEILING MOUNTED ILLUMINATED EXIT SIGN, SHADED REGION INDICATES FACE
- WALL MOUNTED EMERGENCY BATTERY UNIT

ZONING SUMMARY

MR4 DISTRICT (ARTICLE 4)

BIKE PARKING:  
1/2,500 SF = 2 SHORT TERM REQUIRED  
1/10,000 SF = 1 LONG TERM (2 PROVIDED)



ADVESA MA

690-694 BROADWAY,  
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11.10.2021

**SOUSA design**  
Architects

21 Seaport Street, 2nd Floor  
Somerville, MA 02144  
617-877-4300  
www.sousadesign.com



Job # 202118

Drawn by Ckd by

Date 05.06.21

Revisions  
01 REVISED LAYOUT 08/18/2021  
02 REVISED LAYOUT 12/08/2021

PROPOSED EXTERIOR  
ELEVATIONS -  
FENESTRATION ONLY

**A-300.1**



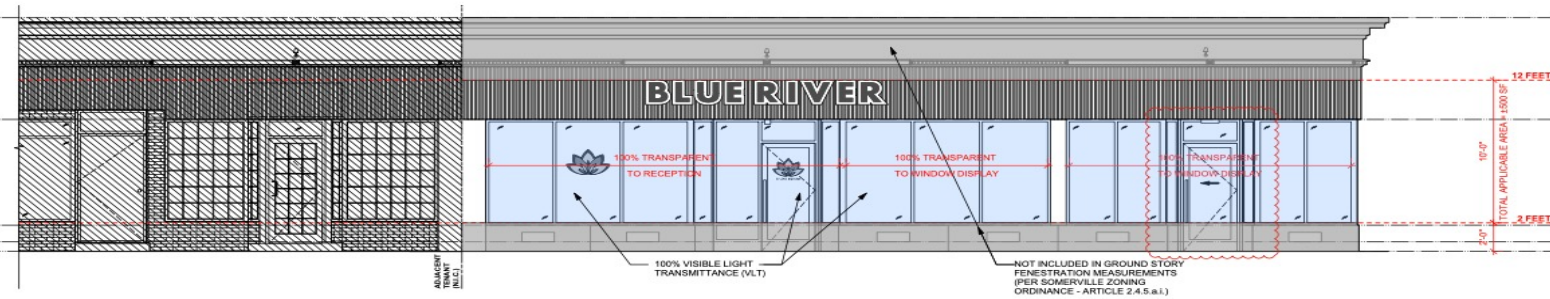
FOR REFERENCE ONLY

LEGEND

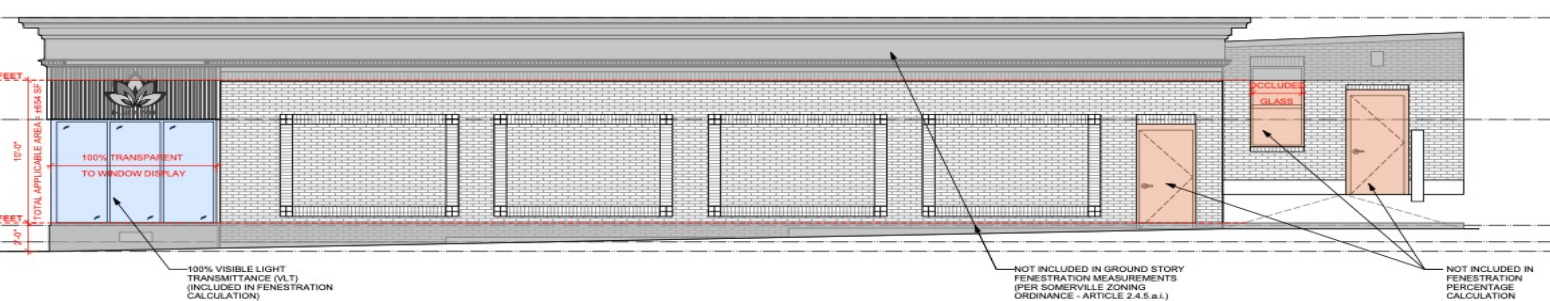
- INDICATES ADJACENT TENANT (N.I.C.)
- NOT WITHIN EXTENTS OF FENESTRATION MEASUREMENTS
- INDICATES GROUND STORY FENESTRATION PERCENTAGE
- NOT INCLUDED IN FENESTRATION PERCENTAGE CALCULATION
- INDICATES EXTENTS OF FENESTRATION MEASUREMENTS

FACADE COMPOSITION		REQUIRED	EXISTING	PROPOSED
FRONT ELEVATION (BROADWAY)	GROUND STORY FENESTRATION (MIN)	70% (±350 SF)	25% (±125 SF)	70% (±352 SF)
	UPPER STORY FENESTRATION (MIN/MAX)	15% 50%	NA	NA
SIDE ELEVATION (JOSEPHINE AVE)	GROUND STORY FENESTRATION (MIN)	70% (±458 SF)	9% (±58 SF)	9% (±58 SF)
	UPPER STORY FENESTRATION (MIN/MAX)	15% 50%	NA	NA

A PROPOSED FRONT EXTERIOR ELEVATION (BROADWAY)  
Scale: 1/4" = 1'-0"



1B PROPOSED FRONT EXTERIOR ELEVATION (BROADWAY) - FENESTRATION ONLY  
Scale: 1/4" = 1'-0"



2B PROPOSED SIDE EXTERIOR ELEVATION (JOSEPHINE AVE) - FENESTRATION ONLY  
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ADVESA MA

690-694 BROADWAY,  
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Architects

61 Reptown Street, 2nd Floor  
Somerville, MA 02144  
617-875-7550  
www.sousadesign.com



Job # 202118

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Date 05.06.21

Revisions  
01 REVISED LAYOUT 08/19/2021  
02 REVISED LAYOUT 12/08/2021

EXISTING EXTERIOR  
ELEVATIONS -  
FENESTRATION ONLY

**A-300.2**



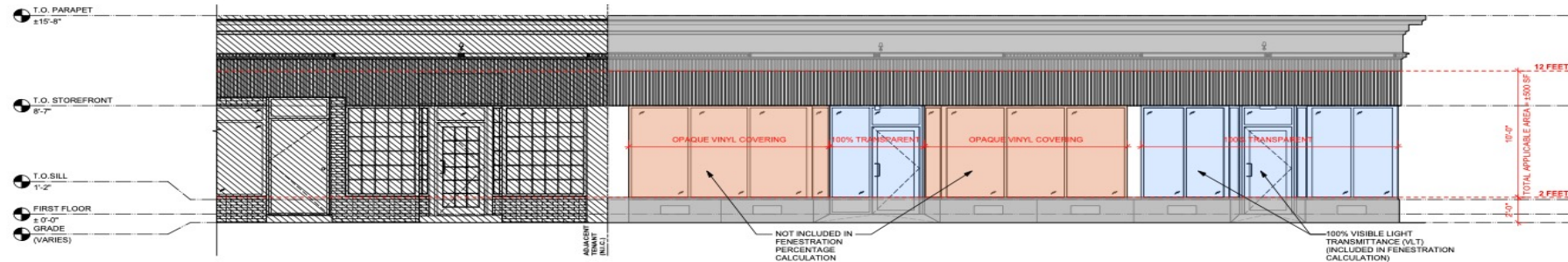
FOR REFERENCE ONLY

LEGEND

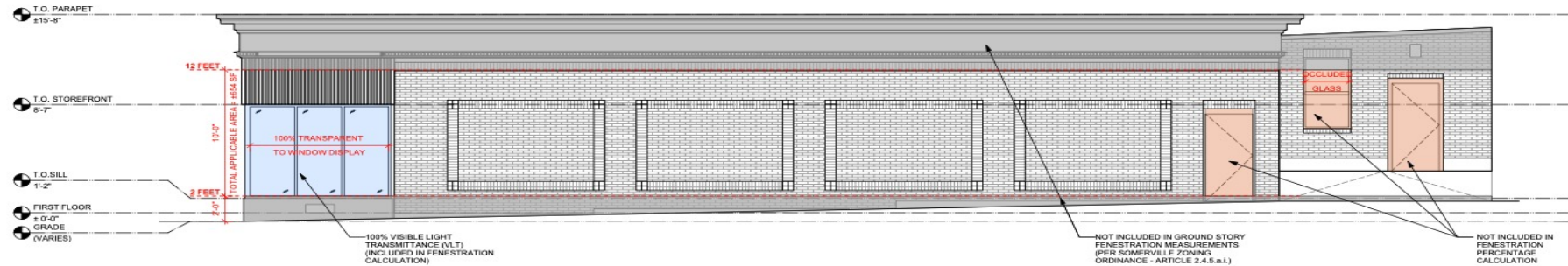
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A EXISTING FRONT EXTERIOR ELEVATION (BROADWAY)  
Scale: 1/4" = 1'-0"



1A EXISTING FRONT EXTERIOR ELEVATION (BROADWAY) - FENESTRATION ONLY  
Scale: 1/4" = 1'-0"



2A EXISTING SIDE EXTERIOR ELEVATION (JOSEPHINE AVE) - FENESTRATION ONLY  
Scale: 1/4" = 1'-0"



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81 Replikon Street, 2nd Floor  
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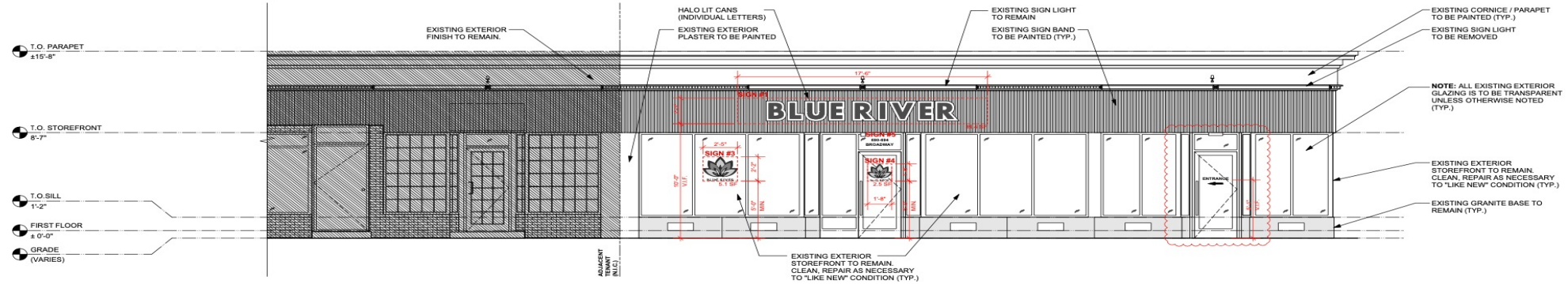
Job # 202118

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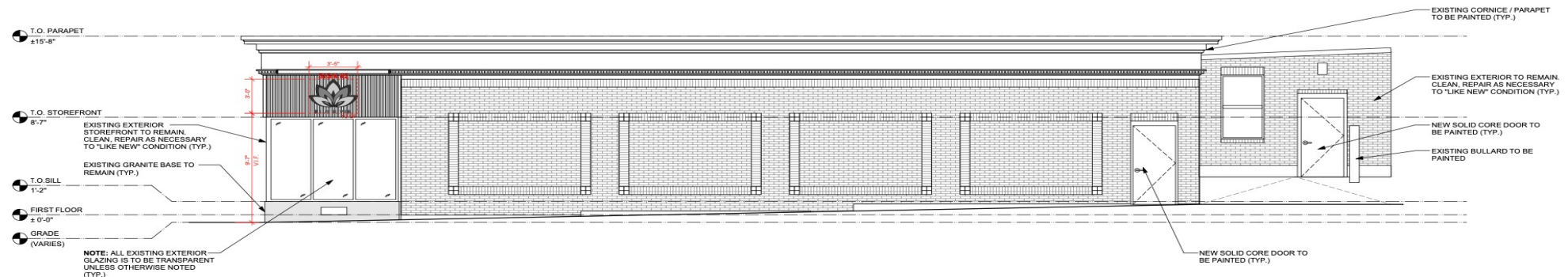
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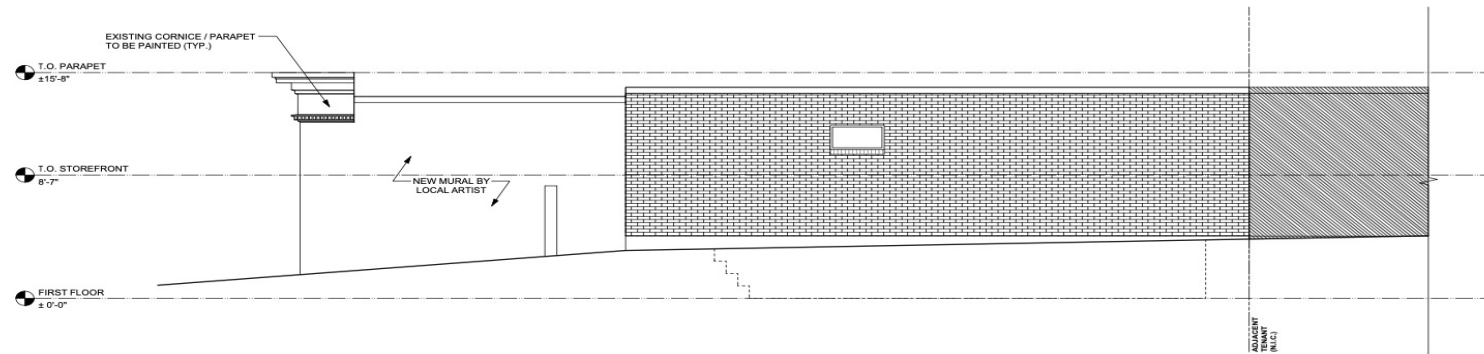
EXTERIOR ELEVATIONS



1 FRONT EXTERIOR ELEVATION  
Scale: 1/4" = 1'-0"



2 SIDE EXTERIOR ELEVATION  
Scale: 1/4" = 1'-0"



3 BACK EXTERIOR ELEVATION  
Scale: 1/4" = 1'-0"



ADVESA

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Drawn by Ckd by

Date 05.06.21

Revisions

01	REVISED LAYOUT	08/19/2021

**PROPOSED EXTERIOR  
RENDERING**

**A-301**



1 PROPOSED FRONT RENDERING  
Scale: 1/4" = 1'-0"

# PARKING & TRAFFIC

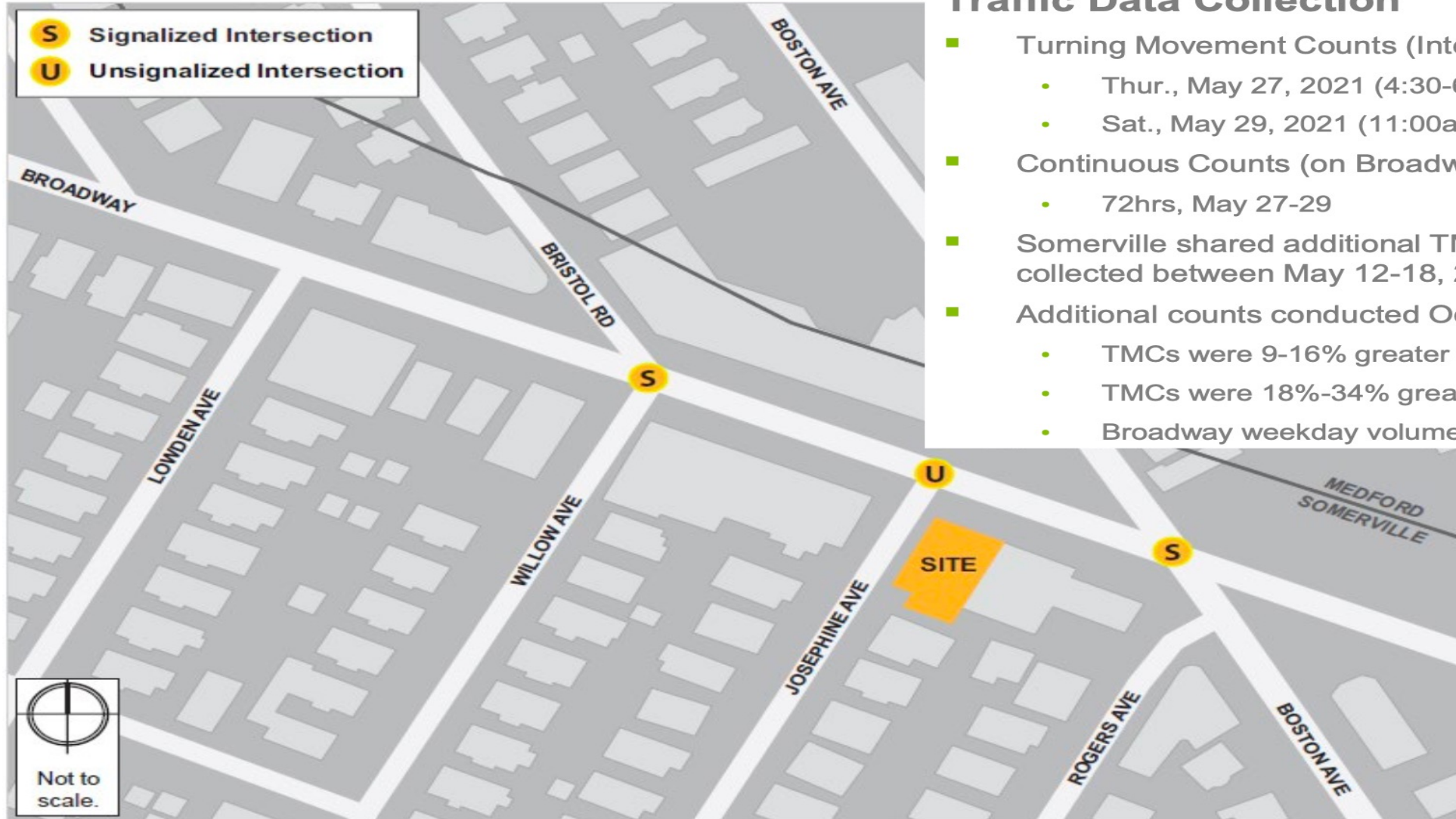


**ADVESA**  
SOMERVILLE



# Study Area

Engineers + Planners



## Traffic Data Collection

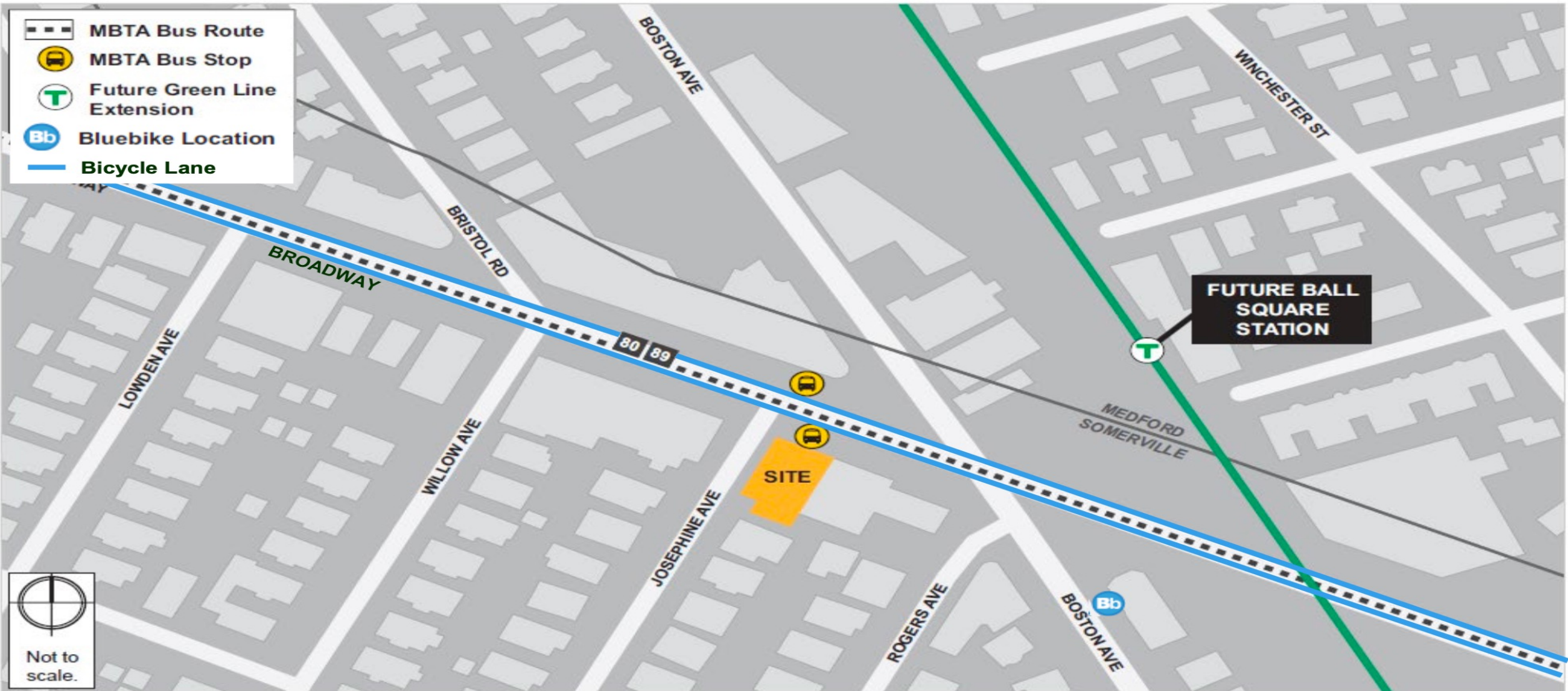
- Turning Movement Counts (Intersections)
  - Thur., May 27, 2021 (4:30-6:30 p.m.)
  - Sat., May 29, 2021 (11:00a.m. – 1:00p.m.)
- Continuous Counts (on Broadway)
  - 72hrs, May 27-29
- Somerville shared additional TMC and ATR counts collected between May 12-18, 2021
- Additional counts conducted October 2021 per City request
  - TMCs were 9-16% greater during afternoon
  - TMCs were 18%-34% greater during Saturday peak
  - Broadway weekday volumes were 8% greater



HOWARD STEIN HUDSON

# Transportation Context

Engineers + Planners



HOWARD STEIN HUDSON

# Existing Traffic Volumes

Engineers + Planners



HOWARD STEIN HUDSON

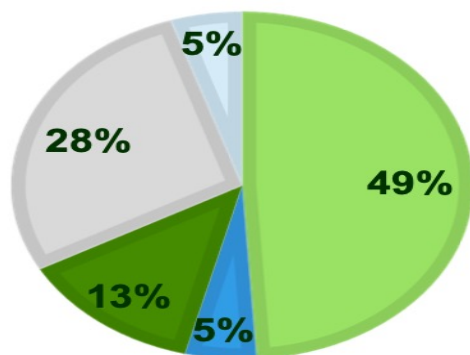


# Trip Generation

Engineers + Planners

## MODE SHARE

- Transit
- Biking
- Carpool/Taxi
- Walking
- Personal Car



Time Period	Direction	Person Trips			Vehicle Trips
		Transit	Walk	Bike	Car/Taxi
Daily	In	263	27	50	154
	Out	<u>263</u>	<u>27</u>	<u>50</u>	<u>154</u>
	Total	526	54	100	308
p.m. Peak Hour	In	27	3	7	16
	Out	<u>27</u>	<u>3</u>	<u>7</u>	<u>16</u>
	Total	54	6	14	32
Sat. Peak Hour	In	35	4	9	21
	Out	<u>35</u>	<u>4</u>	<u>9</u>	<u>21</u>
	Total	70	8	18	42

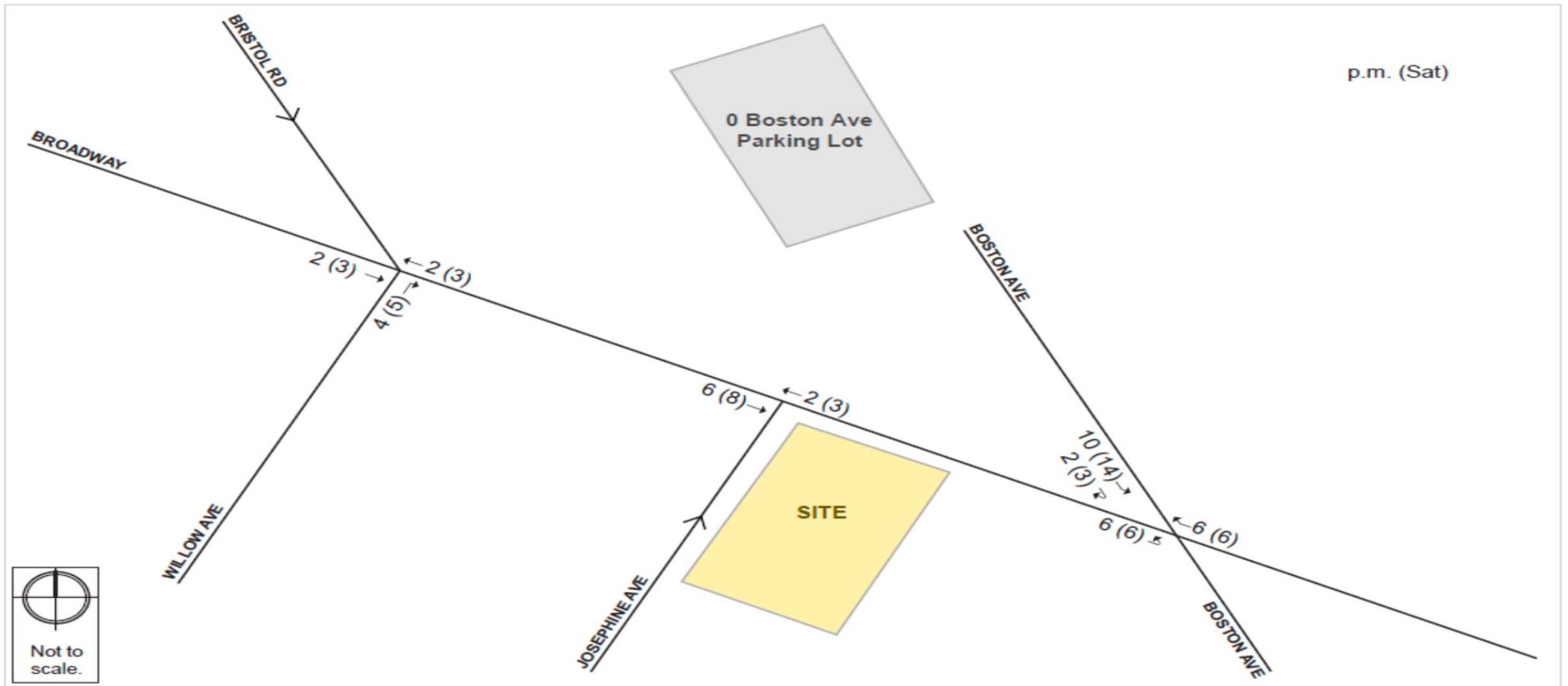
## Project Trips

- Conservatively estimated on 6 POS positions
- P.M. peak hour:  $\approx 4\%$  of Broadway Activity
- Sat. peak hour:  $\approx 5-7\%$  of Broadway Activity
- Daily:  $\approx 2-3\%$  of Broadway Activity



# Project-Generated Volumes

Engineers + Planners



HOWARD STEIN HUDSON

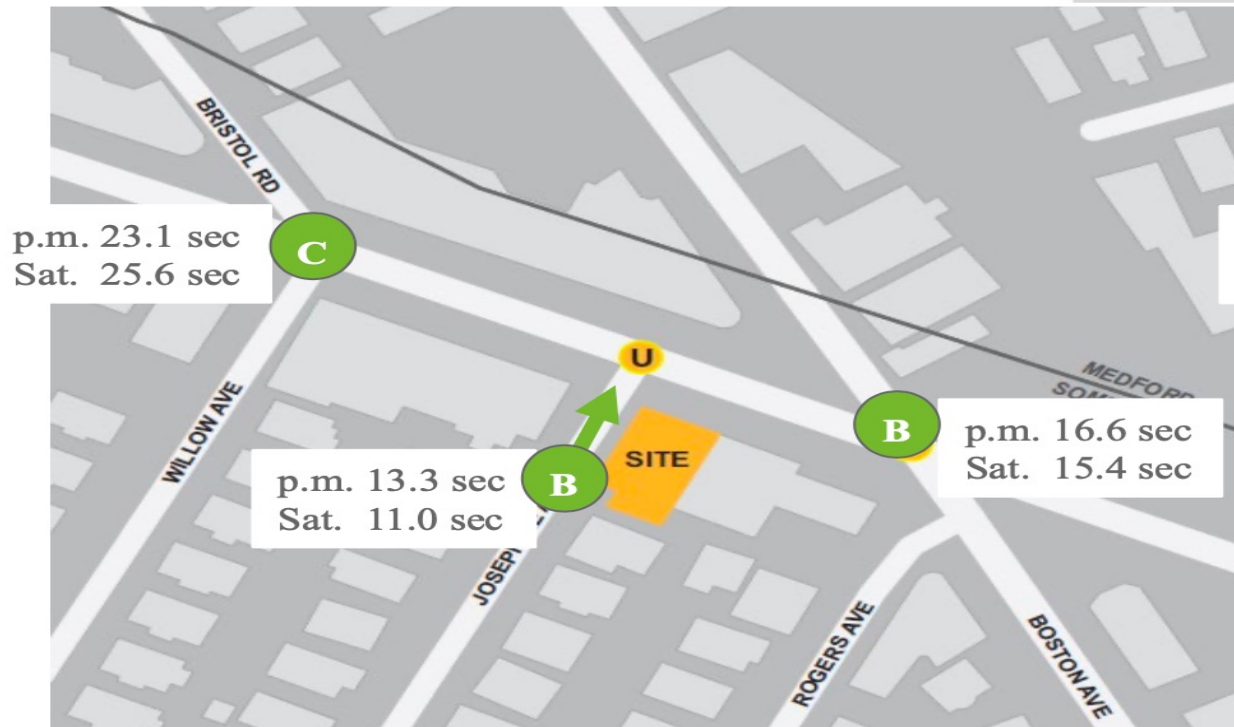
# Vehicle Operations

Engineers + Planners

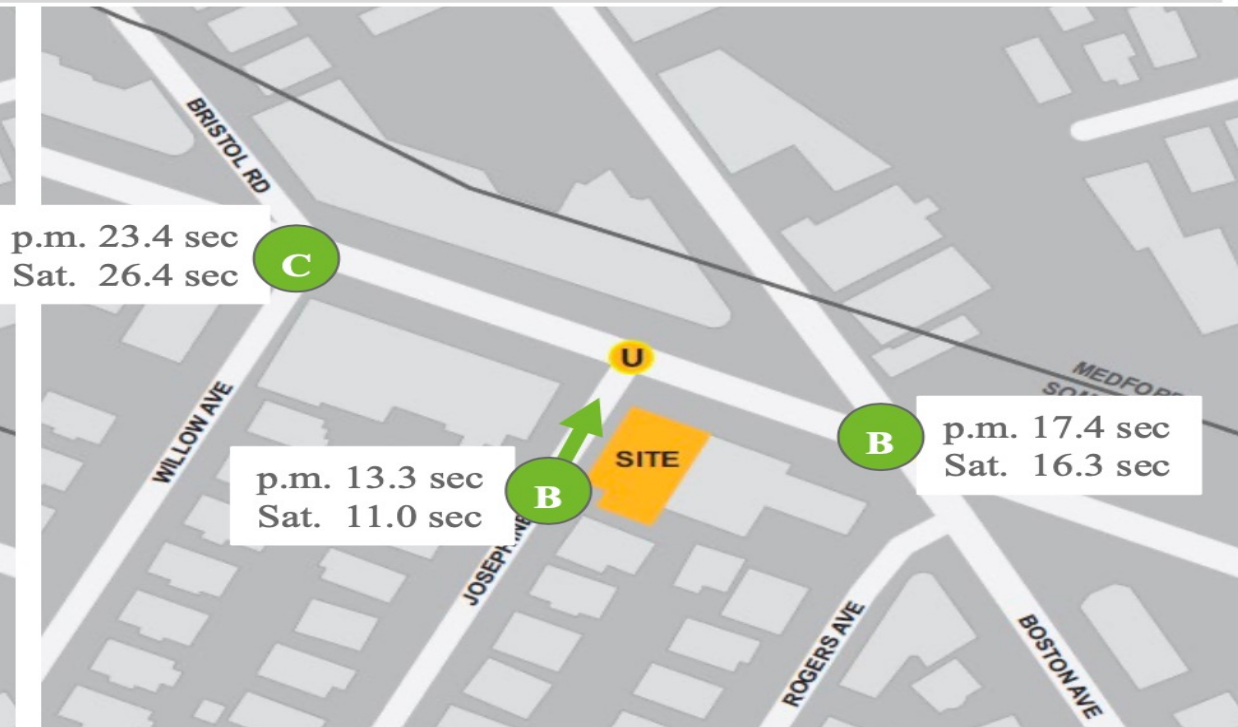
- Level of Service (LOS)
- Delay (sec)

\*Common in Urban Environments

Level of Service	Average Stopped Delay (sec/veh)	
	Unsignalized Intersection	Signalized Intersection
A	≤10	≤10
B	>10 and ≤15	>10 and ≤20
C	>15 and ≤25	>20 and ≤35
D*	>25 and ≤35	>35 and ≤55
E*	>35 and ≤50	>55 and ≤80
F	>50	>80



Existing



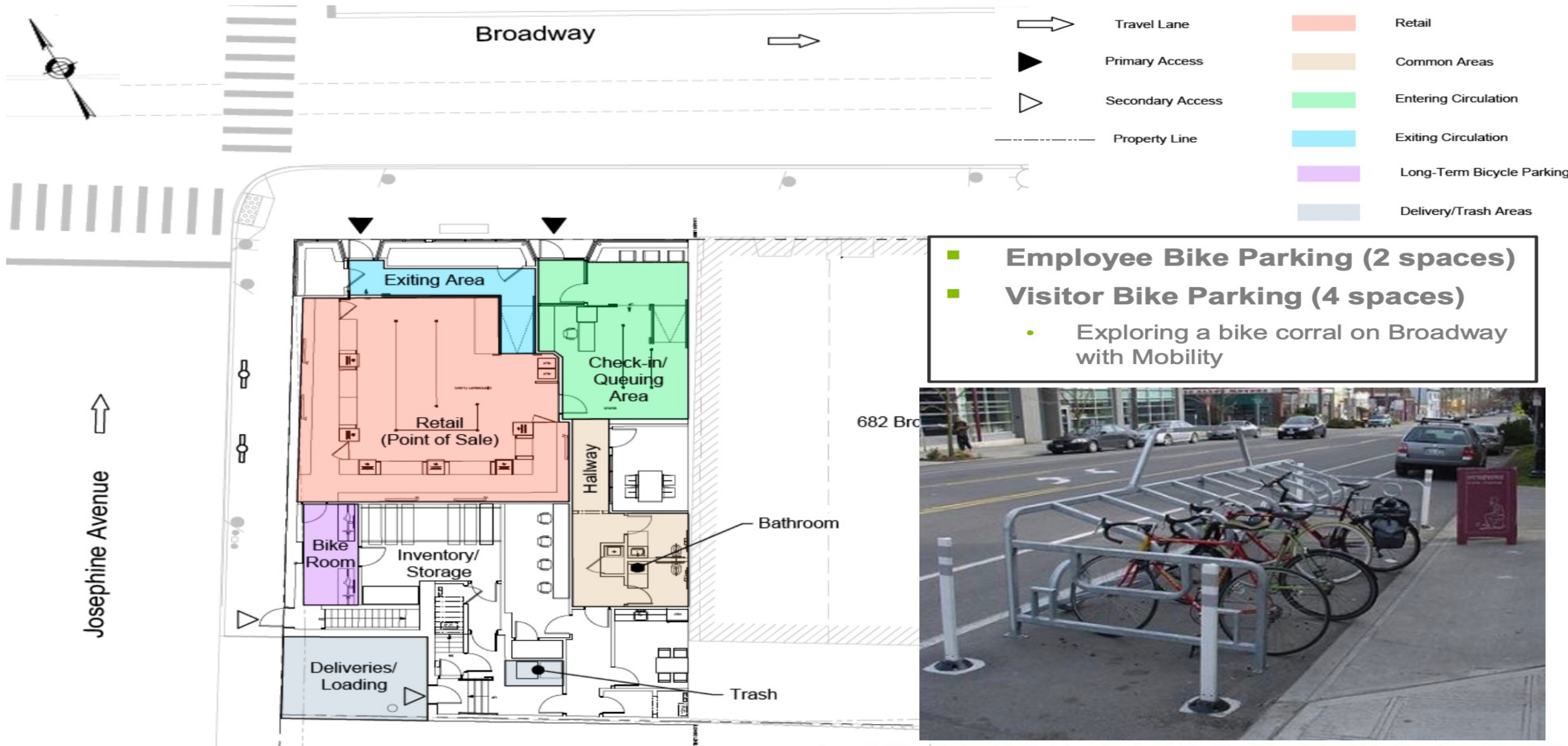
Build (w/ Project)



HOWARD STEIN HUDSON

# Proposed Site Plan

Engineers + Planners

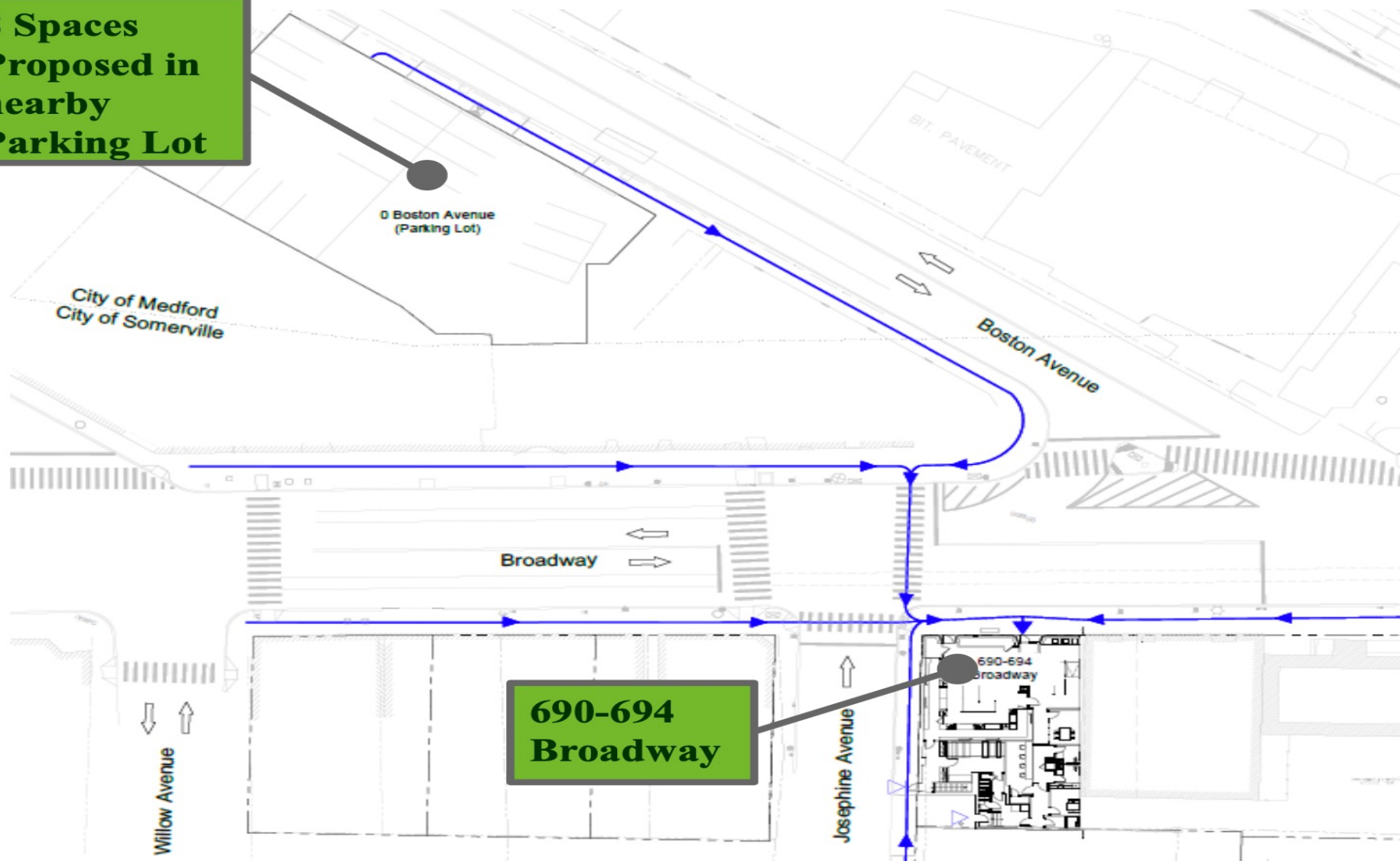




# Parking

Engineers + Planners

**8 Spaces  
Proposed in  
nearby  
Parking Lot**



HOWARD STEIN HUDSON

# LOADING AND DELIVERY VEHICLE

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Our proposed delivery vehicle, a 2019 Nissan NV200 Cargo Van will not obstruct the sidewalk and will adhere to Somerville Zoning Requirements:

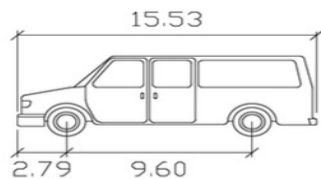
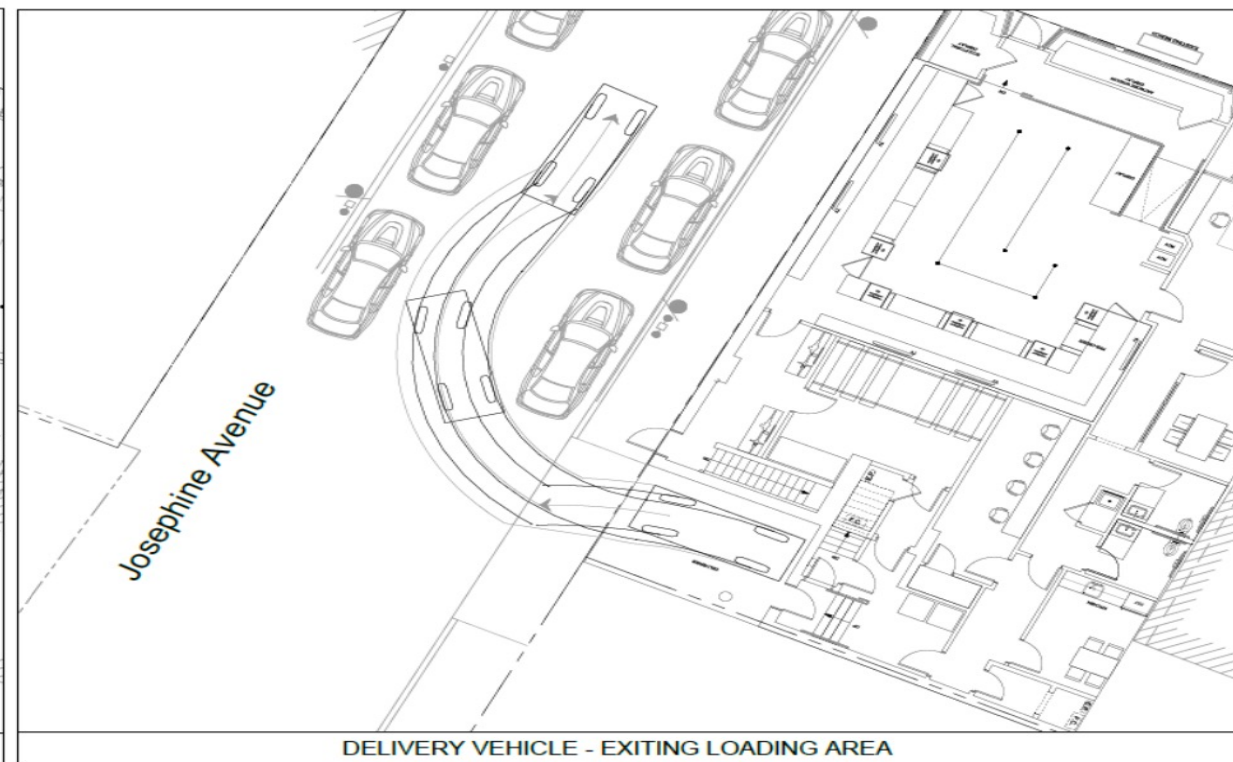
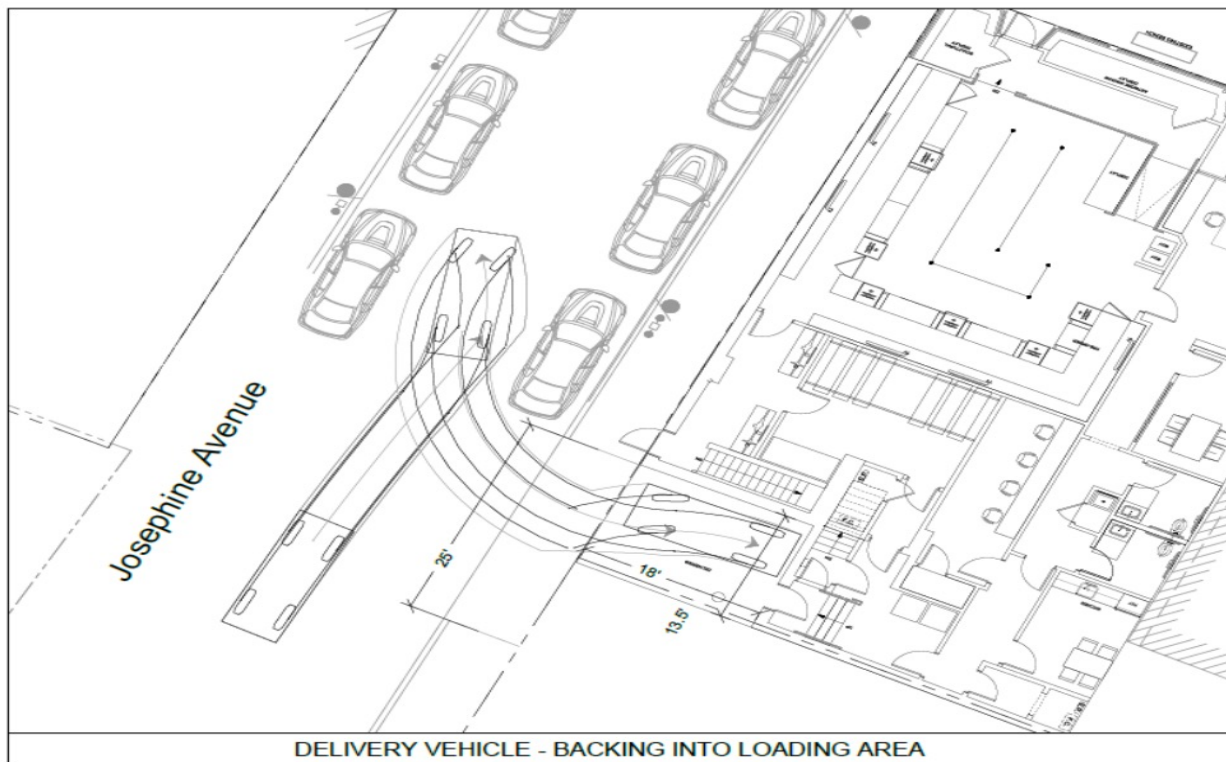
- Overall vehicle length: 186.3
- Vehicle Width: 68.1 in
- Vehicle Height: 73.7 in
- Front Track: 60 inches
- Rear Track: 59.8 inches
- Front overhang: 33.5 in
- Wheelbase: 115.2
- Rear overhang: 33.5 in
- Box dimension of storage area: 81.5 inches
- Steering Ratio: 18.3
- Steering lock angle: 24.8 degrees
- Minimum turning radius: 18.4 feet (inner) 36.7 feet (outer)





# Loading Maneuverability

Engineers + Planners



Nissan NV200 Cargo Van

feet

Width : 5.67  
Track : 5.00  
Lock to Lock Time: 6.0  
Steering Angle : 24.8

## Loading Area Dimensions

- 18-feet deep, 13.5-feet wide



HOWARD STEIN HUDSON

# Logistics and Transportation Demand Management

Engineers + Planners

- **Appointment only for opening six-months**
  - Follow up traffic study required for full retail operation
- **Electronic queueing and pre-order system**
- **Employees will receive free MBTA passes/Bluebikes memberships**
- **TransitScreen in dispensary with real time bus and train information.**
- **On-site transportation coordinator**
- **We will be charging for parking to deter individuals from driving and encourage the use of public transit.**
- **Post/Distribute information on alternative modes of transportation**
  - Pamphlet Handouts
  - Website with directions to parking and alternate modes



HOWARD STEIN HUDSON

# SECURITY & OPERATIONS



**ADVESA**  
SOMERVILLE

- 
- Security Concepts will design and administer ADVESA's security plan and operations.
  - Nationwide Security Consulting Firm, and an industry leader in cannabis security since 2006. Currently serving over 60 cannabis clients with consulting, design, and systems installation.
  - Extensive knowledge of the Massachusetts CCC regulations governing electronic security systems, with a proven track record of compliance with 935 CMR as it relates to electronic security systems.
  - Security Concepts has worked in conjunction with ADVESA to assess, analyze, and develop powerful solutions that minimize exposure to security risks.
  - ADVESA has drafted and submitted to the MAC an Opening Day Plan to ensure safe and smooth operations.
  - Engagement has already begun with ADVESA's architects, ensuring that security is an integral component of the facility's design.
  - ADVESA MA will continue to participate in efforts made by Somerville business leaders and community stakeholders to continue to build a safer, cleaner and more engaged community.

# INTRUSION DETECTION SYSTEMS

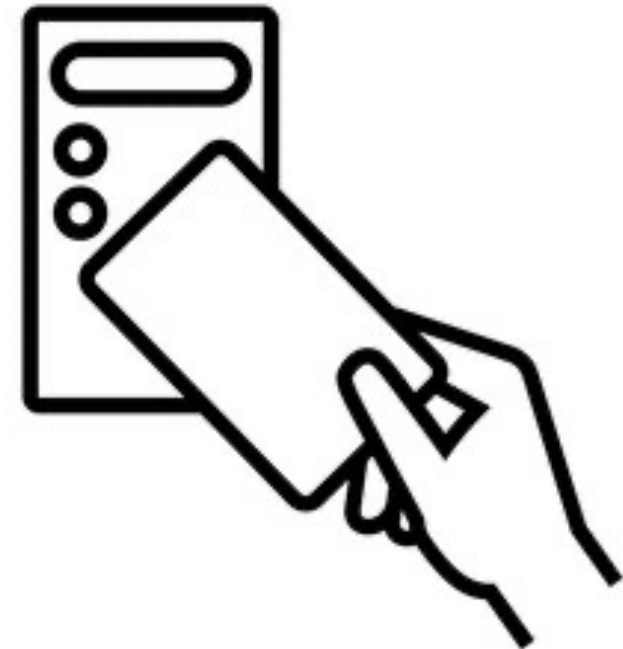
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- ADVESA must abide by all security requirements set forth in State regulations.
- Perimeter and interior protection must meet CCC requirements.
- Alarm monitoring by UL listed central station for police dispatch.
- Redundant forms of communication, per CCC regulation.
- Panic and Duress alarms as required by 935 CMR.
- ADVESA must share the Marijuana Establishment's security plan and procedures with local Somerville law enforcement authorities and fire services as well as periodically update law enforcement authorities and fire services if the plans or procedures are modified in a material way.

# ACCESS CONTROL SYSTEMS

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- ADVESA must establish limited access areas, which shall be accessible only to specifically authorized personnel limited to include only the minimum number of employees essential for efficient operation.
- Set unique schedules for each individual credential holder.
- Track occupancy in the building with audit trail.
- Eliminate or reduce the number of mechanical keys as the primary entry method, decreasing the likelihood of unauthorized personnel obtaining access.





# VIDEO SURVEILLANCE SYSTEMS

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**ADVESA**  
SOMERVILLE

- High resolution video recording to help easily identify a person.
- Onsite server with robust hard drive to support at least 90 days of video retention, per CCC regulation.
- 100% video coverage of entire building including doors, perimeter, and exterior, per CCC regulation.
- Failure notification per regulations
- Power back-up system to retain operation, per the regulations



# ADDRESSING COMMUNITY CONCERNS



**ADVESA**  
SOMERVILLE

# CASH MANAGEMENT

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- Insight based on customer and industry trends in Massachusetts suggests that well over 50% or above of all transactions will occur with debit payment.
- We intend to utilize CanPay and other means to encourage our customers to pay through debit transactions instead of cash.
- Cash handling, reporting, and recording will happen according to both Cannabis Control Commission and Massachusetts Department of Revenue regulations and guidelines
- Employees will receive ongoing training regarding safe cash handling practices
- Video cameras will be directed to provide images of areas where cash is kept, handled and packaged for transport and those cameras will be able to produce a clear, still image whether live or recorded
- Confidential cash management policies, compliant with 935 CMR 500 will be reviewed by Law Enforcement and the financial institution.





# APPOINTMENT ONLY & CAPACITY

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**ADVESA**  
SOMERVILLE

HOURS OF OPERATION: 10am-8pm Mon.-Sat. & 11am-8pm Sun.

- We anticipate each customer spending about 10-15 minutes per transaction. With 6 Points of Sale, this equates to about 24-36 customers per hour.
- We will utilize software to limit the number of appointments per hour to 30.
- This limit of 30 appointments per hour is based on the number of point-of-sale systems and the estimated time of 10-15 minutes per customer.
- Anyone walking up to the store without an appointment will quickly be directed to a virtual queue system via QR Code, which will issue them a return time for the next available appointment.
- Appointment -only Individuals will not be allowed to que outside the store and will instead be encouraged to explore the local shops and restaurants if they arrive early to their appointment.

# ADVESA'S SIZE IN COMPARISON

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**ADVESA**  
SOMERVILLE

Advesa, at 3,065 square feet, is not the largest cannabis retail store in size, or number of Point of Sale systems in Somerville:

- Sira Naturals- 4,785 square feet, 8 Points of Sale
- North East Select Harvest- 3,066 Square feet, 11 Points of Sale
- Union Leaf- 3,262 square feet, no information on # of Point of Sales filed with Planning Board.
- Liberty Cannabis, 3,910 Square Feet, 7 Points of Sale
- Rev Clinics, 6,842 square feet, 6 Points of Sale



# ADVESA'S SIZE IN COMPARISON

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**Advesa, at 49 linear Feet and 3,065 square feet, is not the largest business in Ball Square:**

1. 645 Broadway: occupancy one, frontage: 58 feet, total square footage: 32,008, total living area: 16,004;
2. 692 Broadway (Building 1): occupancy four, frontage: 105 feet, total square footage: 14,534, total living area: 7,267
3. 692 Broadway Building 2): occupancy one, frontage: 54 feet, total square footage: 1,859, total living area: 1,782;
4. 698 Broadway: occupancy five, frontage: 30 feet, total square footage: 7,086, living area: 4,551;
5. 701 Broadway: occupancy five, frontage: 240 feet, total square footage: 22,992, living area: 14,240;
6. 704 Broadway: occupancy one, frontage: 39 feet, total square footage: 4,558, living area: 2,257;
7. 707 Broadway: occupancy one, frontage: frontage 21, total square footage: 2,180, living area: 1,060;
8. 710 Broadway: occupancy two, frontage; 40 feet, total square footage: 5,747, living area: 2,880;
9. 714 Broadway: occupancy 5, frontage; 40 feet, total square footage: 9,026, living area: 6,516;
10. 720 Broadway; occupancy one, frontage: 41 feet, total square footage: 7,550, living area: 4,352;
11. 725 Broadway: occupancy twelve, frontage: 149 feet, total square feet: 27,068, living area: 16972;
12. 730 Broadway: occupancy 2, frontage 79 feet; total square footage: 10,816, living area: 5,394;
13. 731 Broadway: occupancy three, frontage: 134 feet, total square feet: 9,677, living area: 4,804;
14. 736 Broadway: occupancy one, frontage: 68 feet, total square feet: 5,111, living area: 2,540.



ADVESA

690-694 BROADWAY,  
SOMERVILLE, MA 02144

ALL DRAWINGS, SPECIFICATIONS AND ARCHITECTURAL DESIGNS ARE THE PROPERTY OF SOUSA DESIGN ARCHITECTS AND SHALL NOT BE REPRODUCED OR USED ON THIS OR ANY OTHER PROJECT WITHOUT WRITTEN CONSENT FROM THE ARCHITECT.

THE CONTRACTOR SHALL CHECK AND VERIFY ALL DIMENSIONS AND EXISTING CONDITIONS ON SITE PRIOR TO BEGINNING ANY WORK. REPORT ALL DISCREPANCIES IN WRITING TO SOUSA DESIGN ARCHITECTS BEFORE PROCEEDING WITH THE WORK AND SHALL EXCEPT FULL RESPONSIBILITY FOR SAME. DRAWINGS SHALL NOT BE SCALED. ALL WORK SHALL BE CARRIED OUT IN ACCORDANCE WITH THE DRAWINGS AND SPECIFICATIONS, AND TO THE SATISFACTION OF THE OWNER AND THE ARCHITECT.

EACH CONTRACTOR SHALL SUBMIT TO SOUSA DESIGN ARCHITECTS FOR APPROVAL: SHOP DRAWINGS, SAMPLES, CUTS OF ALL THE ITEMS OF WORK PRIOR TO THEIR INCLUSION IN THE CONSTRUCTION. ALL ITEMS TO BE INCLUDED SHALL BE APPROVED FOR USE IN THE CITY OF SOMERVILLE AND SHALL HAVE AN ASTM AND UL NUMBER WHEN SUCH ITEMS REQUIRE THIS DESIGNATION. EACH CONTRACTOR SHALL CO-ORDINATE HIS WORK WITH ALL OTHER CONTRACTORS.

THE QUALITY OF WORKMANSHIP AND MATERIALS USED SHALL COMPLY WITH ALL CITY OF SOMERVILLE AND MA STATE BUILDING CODES. DRAWINGS SUBJECT TO APPROVAL BY ALL GOVERNMENTAL AGENCIES HAVING JURISDICTION ALL NEW CONSTRUCTION TO COMPLY WITH APPLICABLE HANDICAPPED ACCESSIBILITY LAWS.

**ISSUED FOR:**  
ZONING REVIEW (NOT FOR CONSTRUCTION)  
08.19.2021

**SOUSA design**  
Architects

81 Beethoven Street, 2nd Floor  
Somerville, MA 02144  
617-879-8980  
www.sousadesign.com



Job # 202118

Drawn by Ckd by

Date 05.06.21

Revisions

Rev	Description	Date
01	REVISED LAYOUT	08/19/2021

**PROPOSED EXTERIOR  
RENDERING**

**A-301**



1 PROPOSED FRONT RENDERING  
Scale: 1/4" = 1'-0"