



Harvard Square Advisory Committee City of Cambridge, Massachusetts

Meeting Agenda

February 18, 2026 at 6:00-7:00 p.m.

@ City Hall Annex

344 Broadway

2nd Floor Conference Room

Cambridge, MA 02139

Or via Zoom Webinar

<https://cambridgema.zoom.us/j/87628198789>

Application materials and general information about the Harvard Square Advisory Committee can be found on the following webpage:

<https://www.cambridgema.gov/CDD/zoninganddevelopment/advcomms/harvardadvcomm>.

For more information, please contact Mason Wells, Associate Zoning Planner for Zoning and Development within the Cambridge Community Development Department, at 617-349-9794 or mwells@cambridgema.gov.

Project Review and Discussion

- **BZA Quick-Service Food Establishment Special Permit Application – 95 Mount Auburn Street (Pura Vida)**

The Applicant is proposing a formula business quick-service food establishment in an approximately 4,151 square foot retail space on the ground floor of 95 Mount Auburn Street in Harvard Square. Pura Vida Miami is health and wellness focused café chain operating with approximately 49 locations nationwide. Menu items include bowls, wraps, smoothies, and coffee. Fast Order/Quick-Service Food Establishments in the Harvard Square Overlay District require a special permit from the Board of Zoning Appeal (BZA) if they are considered a Formula Business. Pura Vida is a franchise chain that qualifies as a Formula Business. In considering applications for Special Permits for Fast Order or Quick-Service Food Establishments, the BZA shall find that in addition to other criteria specified in Zoning Section 10.40, that the requirements of Section 11.31(a)-(g) are also met. HSAC will review the application and prepare a recommendation to be submitted to the BZA.

General Business

- Staff Updates
City staff will provide updates on potential topics for future discussion. Revisit plans for a committee field trip and a draft guidance document for applicants.
- Committee Member Updates
Hold for members of HSAC to share updates about what is happening in Harvard Square.

Adjourn



PLEASE NOTE: Meetings will be in person with the option of virtual attendance through Zoom webinar. Members of the public can also provide comments in writing or via email before the meeting.

To join the Zoom webinar, click the following link: <https://cambridgema.zoom.us/j/87628198789>. Check your e-mail (including spam/junk folder) for confirmation. If you do not have a computer or e-mail address, you may attend via phone by dialing +1 646 931 3860

The webinar ID is: 876 2819 8789

The City of Cambridge will provide reasonable accommodations to people with disabilities upon request. Please make requests for alternative formats as soon as possible by contacting the staff listed above.