

CITY OF CAMBRIDGE

BOARD OF ZONING APPEAL

831 Massachusetts Avenue, Cambridge MA 02139

617-349-6100

BZA Application Form

BZA Number: 1197365

General Information

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

Special Permit: X Variance: Appeal:

PETITIONER: Pura Vida C/O James J. Rafferty

PETITIONER'S ADDRESS: 907 Massachusetts Avenue, Cambridge, MA 02139

LOCATION OF PROPERTY: 95 Mt Auburn St., Cambridge, MA

TYPE OF OCCUPANCY: retail

ZONING DISTRICT: Business B/Harvard Square
Overlay

REASON FOR PETITION:

/Change in Use/Occupancy/

DESCRIPTION OF PETITIONER'S PROPOSAL:

Petitioner seeks to operate a quick service food establishment.

SECTIONS OF ZONING ORDINANCE CITED:

Article: 4.000	Section: 4.35 (Quick-Service Food Establishment).
Article: 11.000	Section: 11.30 (Quick-Service Food Establishment).
Article: 20.000	Section: 20.54.10 (Quick Service Food Formula Business).
Article: 10.000	Section: 10.40 (Special Permit).

Original
Signature(s):

(Petitioner (s) / Owner)

(Print Name)

Address:

Tel. No.

E-Mail Address:

617.492.4100

jrafferty@adamsrafferty.com

Date: _____

BZA Application Form

DIMENSIONAL INFORMATION

Applicant: Pura Vida

Present Use/Occupancy: retail

Location: 95 Mt Auburn St., Cambridge, MA

Zone: Business B/Harvard Square Overlay

Phone: 617.492.4100

Requested Use/Occupancy: 4.35 (Formula Business Quick Service Food Establishment)

		<u>Existing Conditions</u>		<u>Requested Conditions</u>		<u>Ordinance Requirements</u>	
<u>TOTAL GROSS FLOOR AREA:</u>		N/A		4,151 sf		N/A	(max.)
<u>LOT AREA:</u>		N/A		N/A		N/A	(min.)
<u>RATIO OF GROSS FLOOR AREA TO LOT AREA: ²</u>		N/A		N/A		N/A	
<u>LOT AREA OF EACH DWELLING UNIT</u>		N/A		N/A		N/A	
<u>SIZE OF LOT:</u>	WIDTH	N/A		N/A		N/A	
	DEPTH	N/A		N/A		N/A	
<u>SETBACKS IN FEET:</u>	FRONT	N/A		N/A		N/A	
	REAR	N/A		N/A		N/A	
	LEFT SIDE	N/A		N/A		N/A	
	RIGHT SIDE	N/A		N/A		N/A	
<u>SIZE OF BUILDING:</u>	HEIGHT	N/A		N/A		N/A	
	WIDTH	N/A		N/A		N/A	
	LENGTH	N/A		N/A		N/A	
<u>RATIO OF USABLE OPEN SPACE TO LOT AREA:</u>		N/A		N/A		N/A	
<u>NO. OF DWELLING UNITS:</u>		N/A		N/A		N/A	
<u>NO. OF PARKING SPACES:</u>		N/A		N/A		N/A	
<u>NO. OF LOADING AREAS:</u>		N/A		N/A		N/A	
<u>DISTANCE TO NEAREST BLDG. ON SAME LOT</u>		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'.

BZA Application Form

SUPPORTING STATEMENT FOR A SPECIAL PERMIT

Please describe in complete detail how you meet each of the following criteria referring to the property and proposed changes or uses which are requested in your application. Attach sheets with additional information for special permits which have additional criteria, e.g.; fast food permits, comprehensive permits, etc., which must be met.

Granting the Special Permit requested for 95 Mt Auburn St , Cambridge, MA (location) would not be a detriment to the public interest because:

A) Requirements of the Ordinance can or will be met for the following reasons:

Section 20.54.10 permits the operation of a Quick Service Food use in the Harvard Square Overlay District by right, provided that the Establishment is not a Formula Business. In cases such as this, where the Establishment is a Formula Business, a Quick Service Food Special Permit is required per sec. 11.30.

B) Traffic generated or patterns of access or egress would not cause congestion hazard, or substantial change in established neighborhood character for the following reasons:

Traffic volumes and patterns of access and egress will be unchanged by operation of a Quick Service Food use at this location as the use will primarily serve walk-in customers living and working nearby.

C) The continued operation of or the development of adjacent uses as permitted in the Zoning Ordinance would not be adversely affected by the nature of the proposed use for the following reasons:

The continued operation of, or the development of adjacent uses will not be adversely affected by the operation of a quick service food restaurant at this location. To the contrary, the proposed restaurant will be an amenity that will benefit the office and institutional uses located nearby.

D) Nuisance or hazard would not be created to the detriment of the health, safety, and/or welfare of the occupant of the proposed use or the citizens of the City for the following reasons:

The operator will adhere to all health, sanitary and safety requirements.

E) For other reasons, the proposed use would not impair the integrity of the district or adjoining district or otherwise derogate from the intent or purpose of this ordinance for the following reasons:

The proposed Establishment will attract primarily walk-in trade due to its heavy focus on convenient, nutritionally-balanced dining options.

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



pura vida
MIAMI

Harvard Square, Boston
3D Renderings

January, 2026

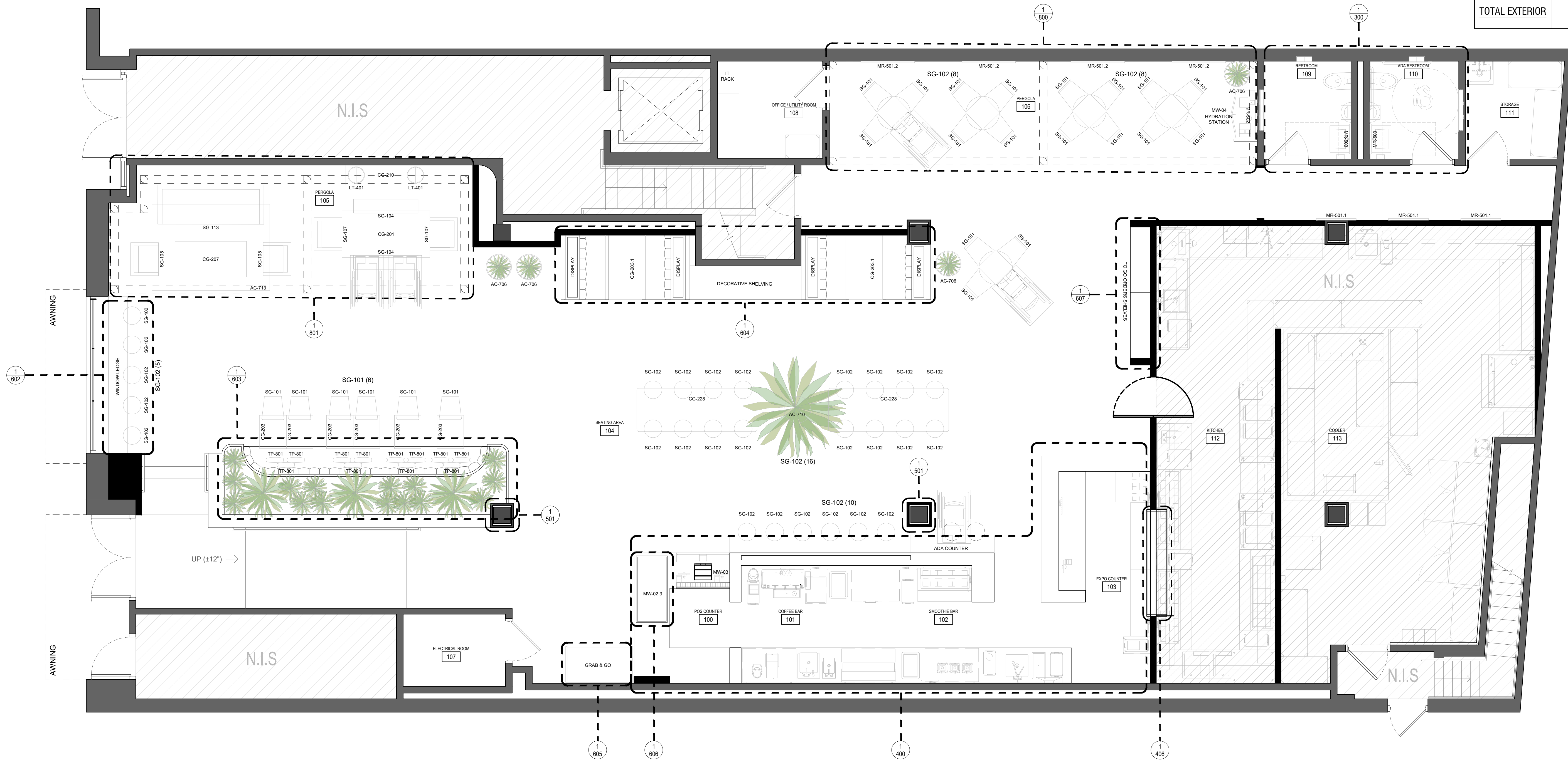




Exterior View 1



Pura Vida HQ
Design Department
1924 Alton Road,
Miami Beach, FL 33139



SEATING CAPACITY	
INTERIOR	88
EXTERIOR	N/A
TOTAL	88
SQUARE FOOTAGE	
FRONT OF HOUSE	2708 SQ. FT.
BACK OF HOUSE	1443 SQ. FT.
TOTAL INTERIOR	4151 SQ. FT.
TOTAL EXTERIOR	N/A



PURA VIDA MIAMI
1924 Alton Rd,
Miami Beach, FL 33139

pura vida
MIAMI
HARVARD SQUARE
95 MOUNT AUBURN STREET,
CAMBRIDGE, MA 02138

date:	02/04/2025
revision:	
drawn by:	MICAELA MOLLO
sheet title:	

FURNITURE PLAN

scale:	AS NOTED
sheet number:	

ID-101



HARVARD SQUARE, BOSTON SIGNAGE PACKAGE

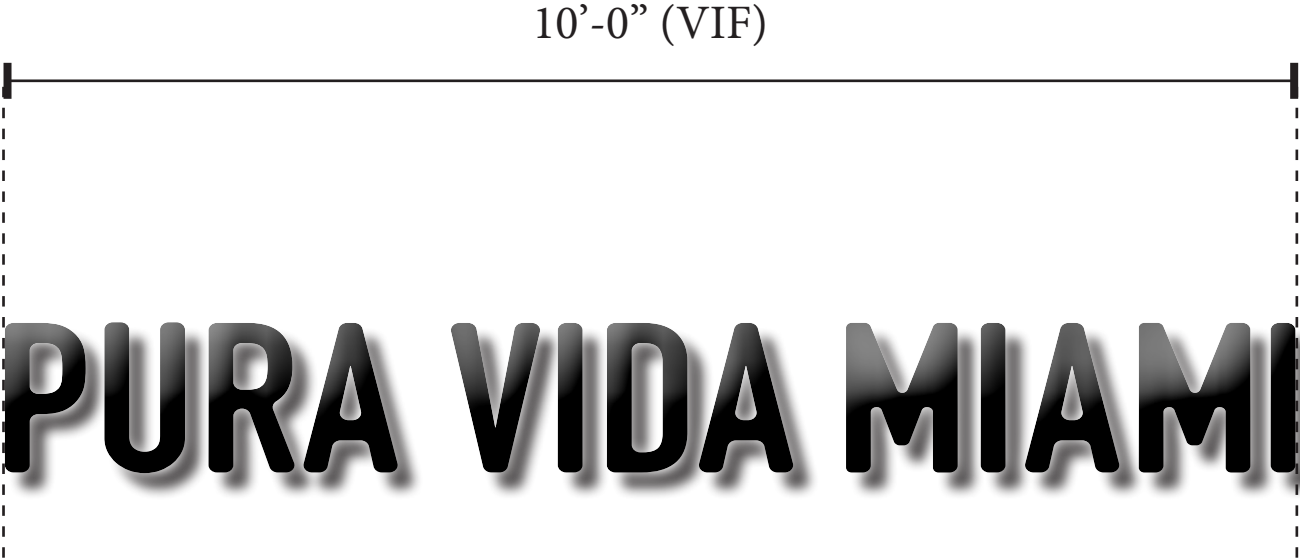
JANUARY, 2026



Exterior Signs

SIGN # 1

REVERSE CHANNEL LETTERS BACKLIT



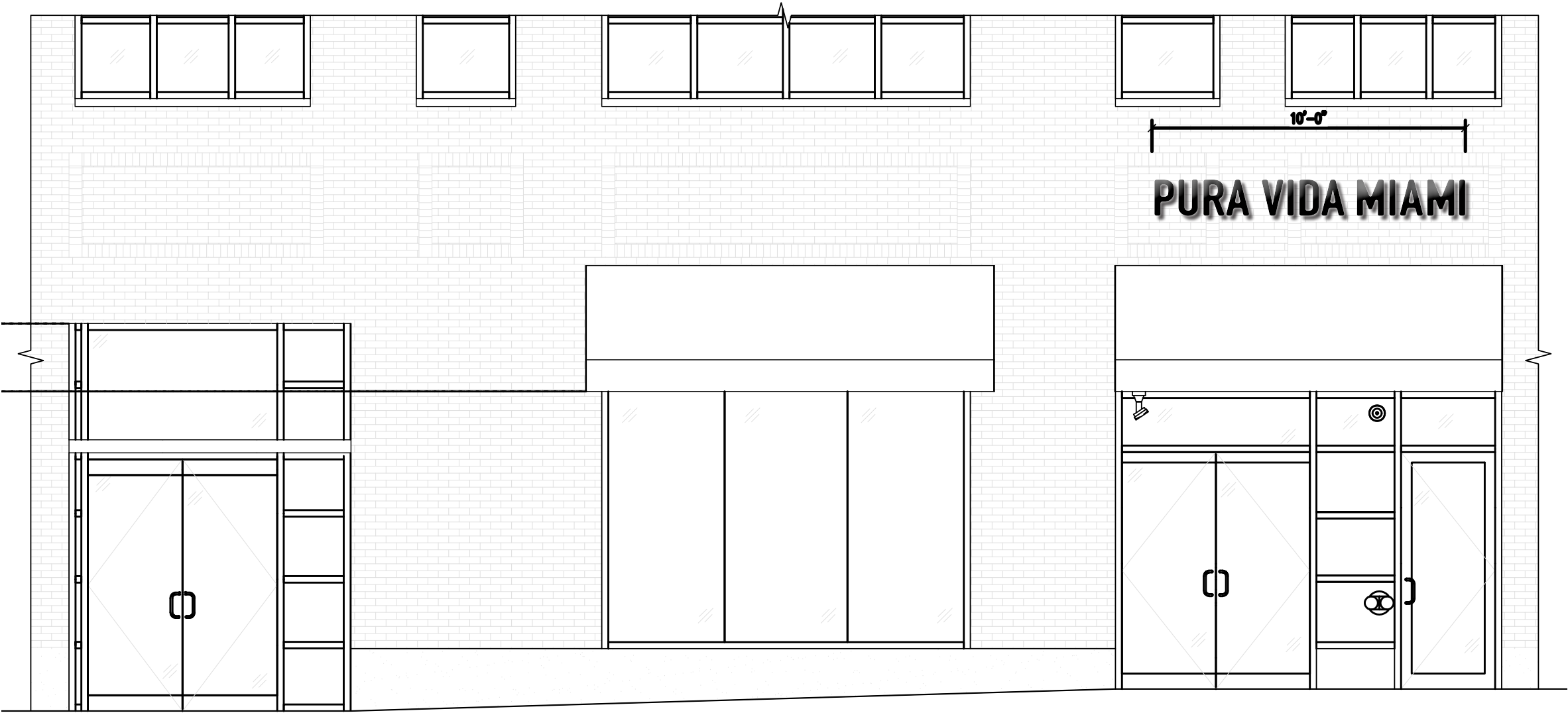
DETAILS:

- Letter Faces to be thick aluminum, painted to match **PANTONE 4292C**
- Returns to be 3" deep painted to match **PANTONE 4292C**
- Letter Backs to be 3/16" thick acrylic
- Illumination to be 4000k white LEDs. Power supplies housed remotely.
- Mounting: Pin mount 1 1/2" off wall

Note: *as-build survey required prior to production*

SIGN #1

Signage to be placed at center of Entrance door at Equal Distances from bottom and top of elevation



Exterior Signs

