

Harvard Square Advisory Committee

c/o Cambridge Community Development Department

344 Broadway

Cambridge, MA 02139

617/349-4647

Case: 1380 Massachusetts Avenue, Pressed Juicery

Applicant: Kelsey Lin for Pressed Juicery

Proposal and Zoning Issues: The Board of Zoning Appeal Special Permit application is for a Fast Order Food Establishment (Sections 4.35.o and 11.30) to operate a fast order food establishment.

Harvard Square Advisory Committee: January 9, 2017

Summary: Kelsey Lin representing Pressed Juicery introduced the business model and proposed plan for the location in Harvard Square.

The business is based on nutritional packaged juices prepared via high pressure processing and soft-serve frozen treat called 'Freeze' prepared with vegan ingredients. The business is taking over the lease of previous business, Pinkberry in that location and is not proposing any indoor seating for customers. The request for a Fast Order Food Special Permit is to cover the possibility that the amount of sales for the soft-serve frozen product exceeds the 20% limit in the definition.

The business will serve Freeze in compostable dishes and utensils. All juices are in prepackaged plastic bottles. All unsold merchandise will be trucked back to the company's supply location in New Jersey. Further details taking into account delivery access from Dunster Street will be provided to the Board of Zoning Appeal.

Committee members asked about the hours of operation, 7 days a week from 7 am to 9 pm. Kelsey Lin explained that the customer base is expected to come more from local patrons and students rather than tourists.

HSAC comments: A motion was made and seconded to support the application for the Fast Order Food Establishment, that the proposal meets the guidelines of the Harvard Square Overlay District. There is a need for access to healthy food in Harvard Square. No façade alterations are being considered other than replacing the sign of the previous business. One Committee member raised a concern about the quick turn over of non-local businesses in the Square. The Committee does not support A Frame signs on the sidewalk, but recommended providing indoor customer seating for public engagement and street activation.

The Committee discussed the similarities and differences between the proposed business and the previous business and concluded that the proposed one will not create any additional impacts to the area. The Committee recommended that the business should be flexible with balancing the product demand to sustain the business in that location.

The following conditions are suggested by the Committee if the Board of Zoning Appeal grants this Special Permit. One is that trash disposal to be handled in such a way as to prevent spillage on the public sidewalk and street and to require monitoring to keep the area clean. Signage should be scaled to the pedestrian level. Loading and delivery should be facilitated on Dunster Street, taking into account the type and frequency of deliveries with limits on the hours and location to prevent conflicts with the busiest times on JFK Street.

All members in attendance supported the Fast Order Food Special Permit and find it in conformance with the Harvard Square Overlay District guidelines.

Committee Members in Attendance: John DiGiovanni, Kari Kuelzer, Frank Kramer, Allison Crosbie, William Barry, Lauren Curry, Matt Simitis, Alexandra Offiong, and Maximilian Frank.

Respectfully submitted for the Committee,



Swaathi Joseph

Community Development Department