



CITY OF CAMBRIDGE

BOARD OF ZONING APPEAL

831 Massachusetts Avenue, Cambridge MA 02139 **2026 FEB 10 PM 2:18**

617-349-6100

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

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/

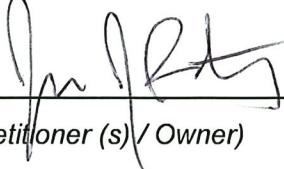
DESCRIPTION OF PETITIONER'S PROPOSAL:

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)

James J. Rafferty, Attorney for Petitioner
(Print Name)

Address:

907 Massachusetts Avenue, Suite 300
Cambridge, MA 02139

Tel. No.

617.492.4100

E-Mail Address:

jrafferty@adamsrafferty.com

Date: February 9, 2026

OWNERSHIP INFORMATION FOR BOARD OF ZONING APPEAL RECORD

To be completed by OWNER, signed and returned to Secretary of Board of Appeal

95 Mt. Auburn Realty Associates DE, LLC

(Owner or Petitioner)

Address: c/o James J. Rafferty 907 Massachusetts Avenue, Cambridge MA 02139

Location of Premises: 95 Mount Auburn Street, Cambridge, MA

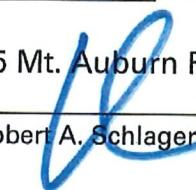
the record title standing in the name of 95 Mt. Auburn Realty Associates DE, LLC

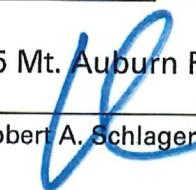
whose address is c/o Bulfinch, 116 Huntington Ave Unit 600 Boston MA 02116
(Street) (City or Town) (State & Zip Code)

by a deed duly recorded in the Middlesex South County Registry of Deeds in

Book 64312 Page 501 or _____ Registry

District of Land Court Certificate No. _____ Book _____ Page _____


95 Mt. Auburn Realty Associates DE, LLC

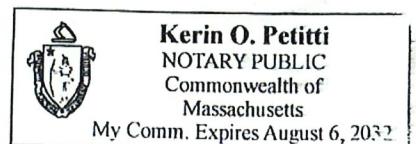

Robert A. Schlager, Vice President (Owner)

=====

On this 20 day of January, 2026, before me, the undersigned notary public, personally appeared Robert A. Schlager, proved to me through satisfactory evidence of identification, which were personally known to me, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that they signed it voluntarily for its stated purpose.


Notary Public

My commission expires:



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.**

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:</u> ²		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'.



HARVARD SQUARE, BOSTON
SIGNAGE PACKAGE

JANUARY, 2026

Exterior Signs

Copyright 2014 Pura Vida Miami. Proprietary & Confidential



pura vida
MIAMI

SIGN # 1
REVERSE CHANNEL LETTERS BACKLIT

10'-0" (VIF)

PURA VIDA MIAMI

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

Exterior Signs

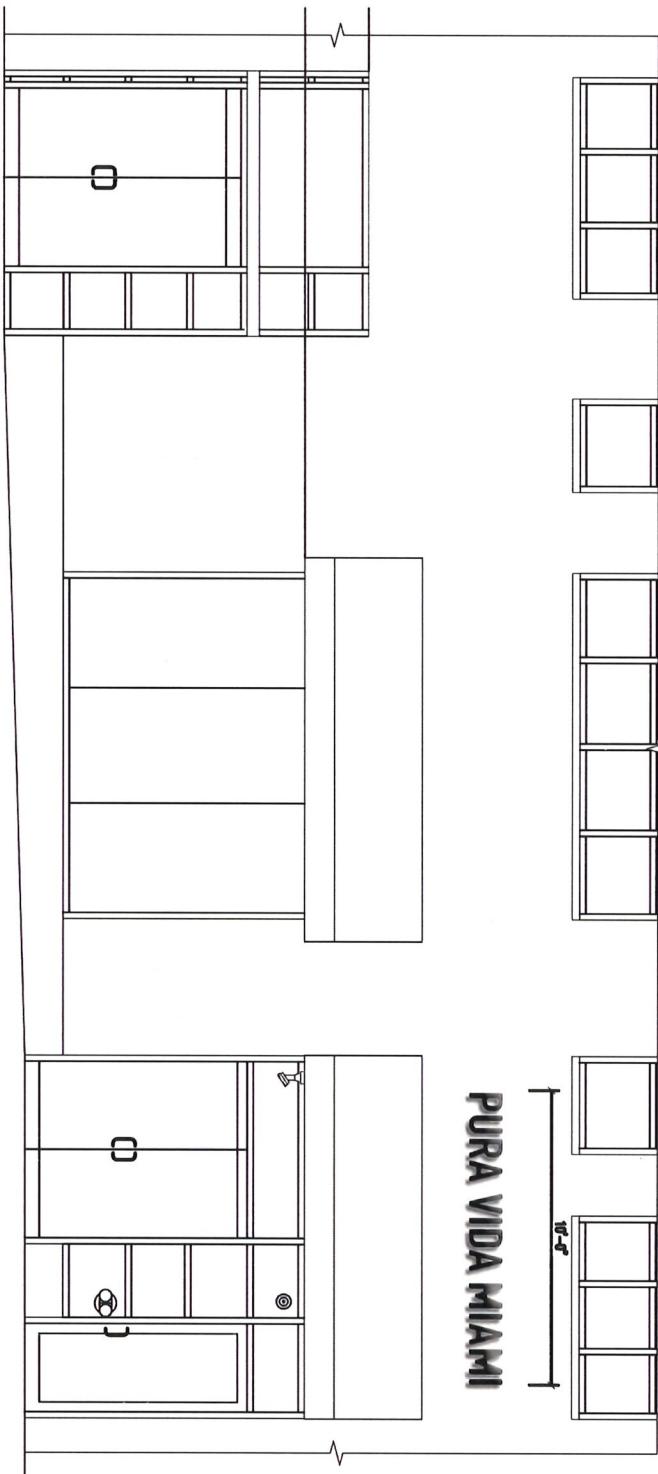
Exterior Signs

Copyright 2024 Pura Vida Miami. Proprietary & Confidential

PURA VIDA MIAMI

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

SIGN #1





Exterior View 1

Copyright 2005 Pura Vida Miami. Proprietary & Confidential.



pura vida MIAMI

Harvard Square, Boston
3D Renderings

January, 2026



PURA VIDA

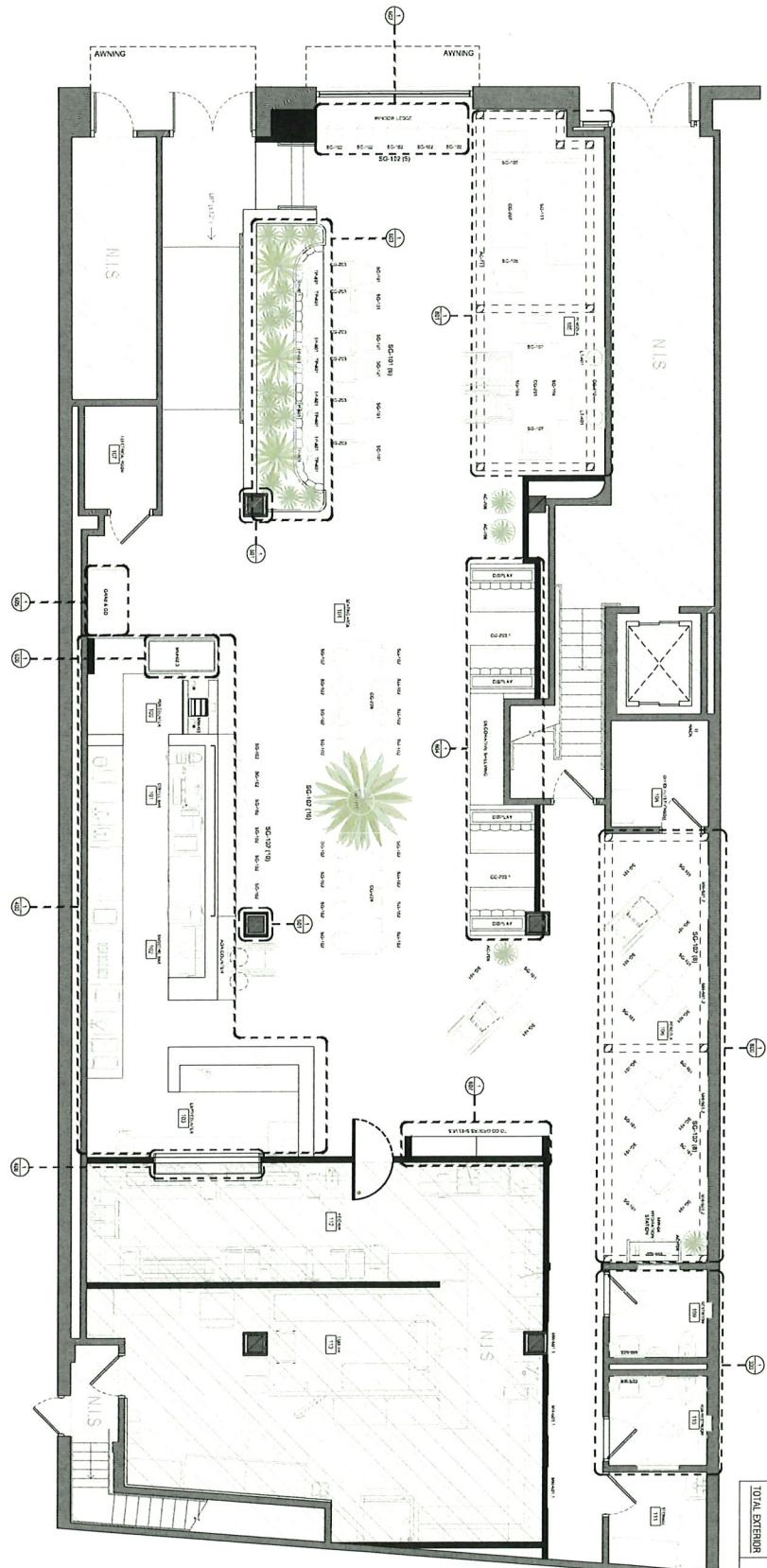
miami™

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

101 FURNITURE PLAN

SCALE: 1/4"=1'-0"

DESIGN DEVELOPMENT ONLY | NOT INTENDED FOR CONSTRUCTION



SEATING CAPACITY	
INTERIOR	88
EXTERIOR	N/A
<u>TOTAL</u>	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
HARVARD SQUARE
95 MOUNT AUBURN STREET,
CAMBRIDGE, MA 02138

DATE: 02/04/2025

PRIOR:

Furniture Plan
Furniture Plan
Owner: MICHAELA MOLLO
Architect: MICHAELA MOLLO
Scale: AS NOTED
Spec. Number:

ID-101

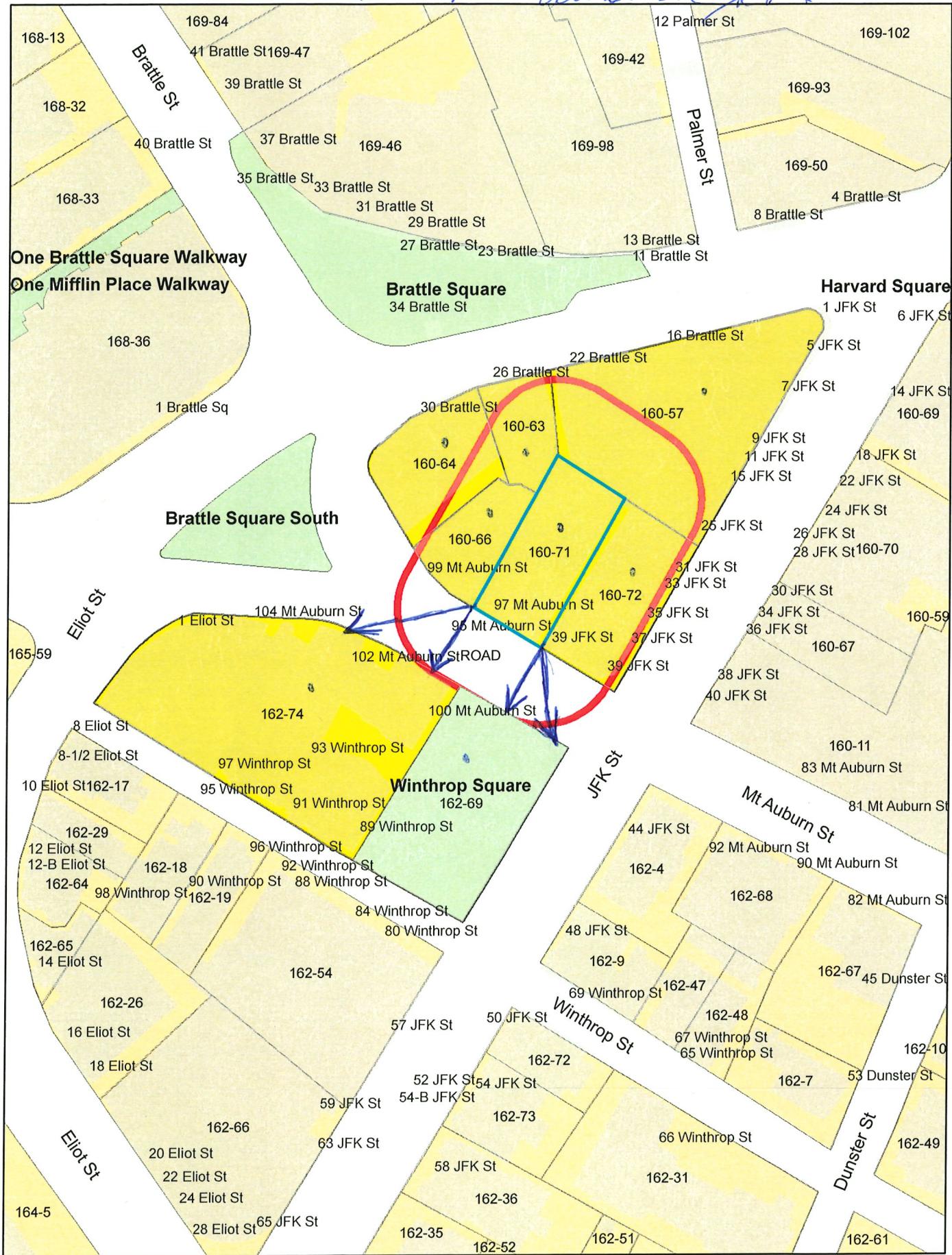


09/13/2017



09/13/2017

95 Mt. Auburn St.



95 Mt. Auburn St.

Petitioner

160-71
95 MT AUBURN REALTY ASSOCIATES DE, LLC
C/O BULFINCH
116 HUNTINGTON AVE UNIT 600
BOSTON, MA 02116

160-72
MAYHAW, LLC
C/O NCP MANAGEMENT
P.O. BOX 590179
NEWTON CENTER, MA 02459

160-64-66
HADLEY, LILLIAN H.,
HARRY LEBARON SAMPSON, TR.
C/O THOMAS HADLEY TRUST
411 WALNUT ST PMB 17806
GREEN COVE SPRINGS, FL 32043

162-69
CITY OF CAMBRIDGE
C/O MEGAN BAYER
CITY SOLICITOR

162-74
ELIOT SQUARE ENTERPRISES INC.,
TR. ELIOT SQUARE ENTERPRISES TRUST
1270 SOLDIERS FIELD RD
BRIGHTON, MA 02135

162-74
BORDEN, PHILIP A. & CATHERINE J. TURCO
95 WINTHROP ST UNIT WSR7
CAMBRIDGE, MA 02138

162-74
JUNIPER ENTERPRISES LIMITED
PARTNERSHIP
1270 SOLDIERS FIELD RD
BRIGHTON, MA 02135

162-74
LAURELWOOD, LLC
1188 CENTRE ST.
NEWTON, MA 02458

162-74
BALL, VALERIE & ROBERT BRAUNS
93 WINTHROP ST - UNIT WSR 5B
CAMBRIDGE, MA 02138

162-74
HUEBNER, ALEXANDRA
93 WINTHROP ST UNIT 5A
CAMBRIDGE, MA 02138

162-74
KOAWOOD LLC
PO BOX 590179
NEWTON, MA 02459

162-74
BORDEN, PHILIP A. CATHERINE J. TURCO
93 WINTHROP STREET, UNIT WSR 5C
CAMBRIDGE, MA 02138

JAMES J. RAFFERTY, ESQ.
907 MASS AVENUE – SUITE 300
CAMBRIDGE, MA 02139

162-69
CITY OF CAMBRIDGE - DPW
147 HAMPSHIRE ST
CAMBRIDGE, MA 02139

162-69
CITY OF CAMBRIDGE
C/O YI-AN HUANG
CITY MANAGER

160-57
HARVARD COLLECTION LLC
C/O EQUITY ONE, INC. ATTN: CONTROLLER
PO BOX 2539
SAN ANTONIO, TX 78299

162-74
DF CAMBRIDGE HOLDINGS, LLC
55 HUDSON YARDS FL 29
NEW YORK, NY 10001

160-63
HAVENTREE LLC
15 ELMER ST
CAMBRIDGE, MA 02138



**HARVARD SQUARE, BOSTON
SIGNAGE PACKAGE**

JANUARY, 2026



Exterior Signs

SIGN # 1

REVERSE CHANNEL LETTERS BACKLIT

10'-0" (VIF)



DETAILS:

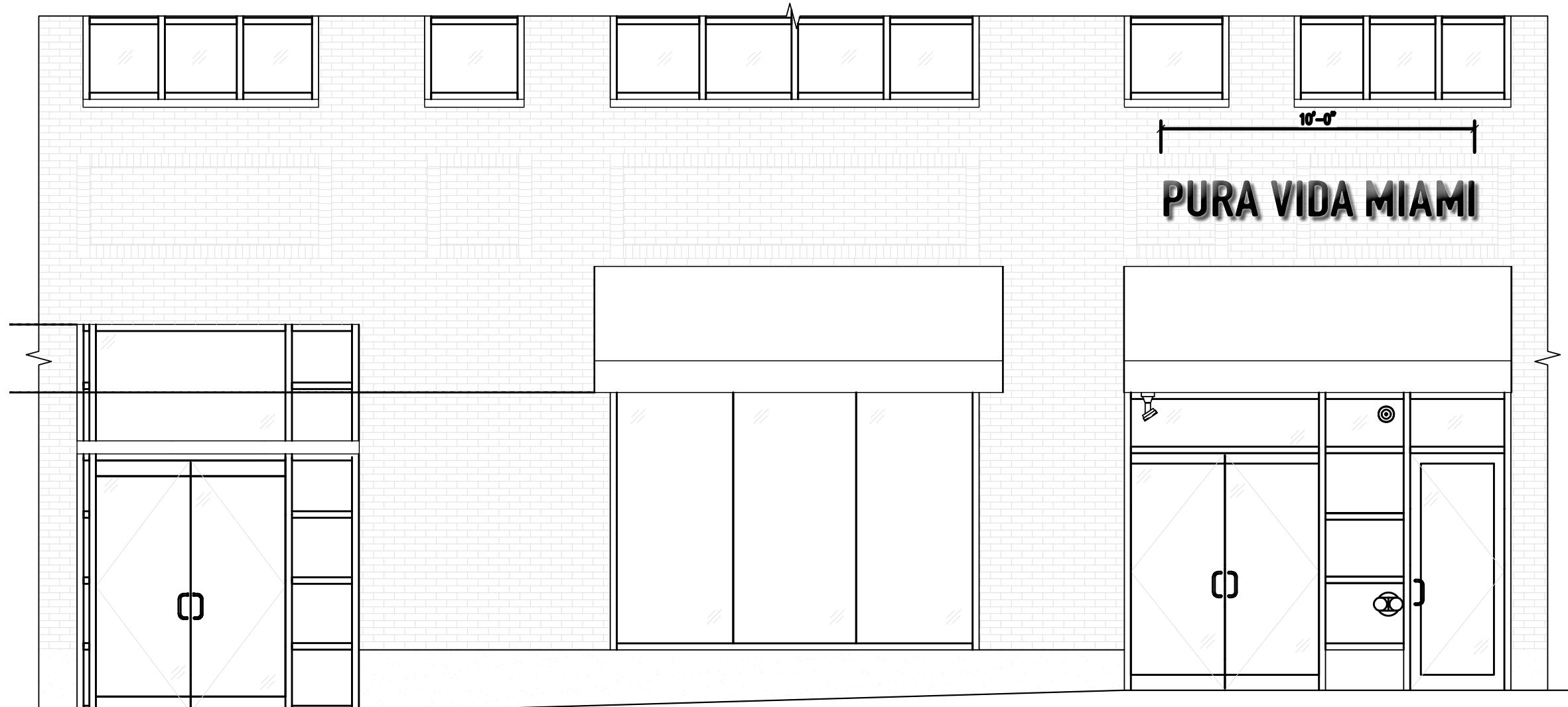
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SIGN #1

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Exterior Signs

