



# CITY OF CAMBRIDGE

BOARD OF ZONING APPEAL

831 Massachusetts Avenue, Cambridge MA 02139

617-349-6100

2026 FEB 10 PM 2:18  
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/

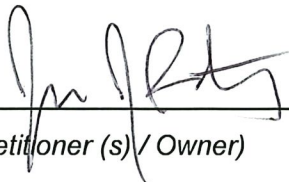
### **DESCRIPTION OF PETITIONER'S PROPOSAL:**

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

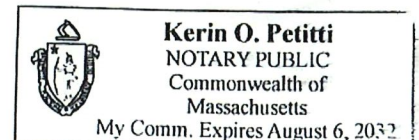
Robert A. Schlager, Vice President (Owner)

=====

On this 2<sup>nd</sup> 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> <sup>2</sup>		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





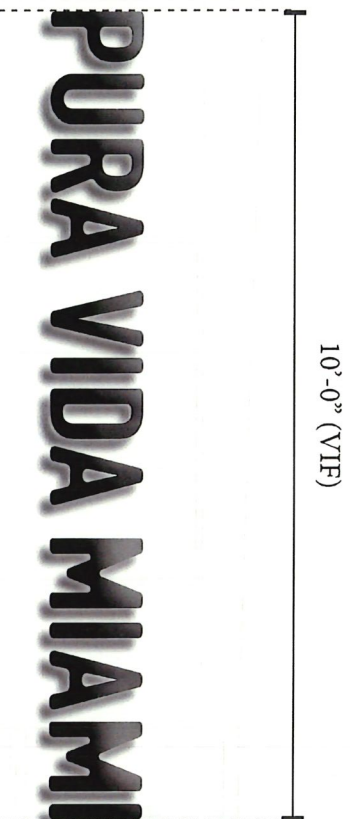
## Exterior Signs

Copyright 2024 Pura Vida Miami, Proprietary & Confidential

*pura vida*  
MIAMI



**SIGN # 1**  
REVERSE CHANNEL LETTERS BACKLIT



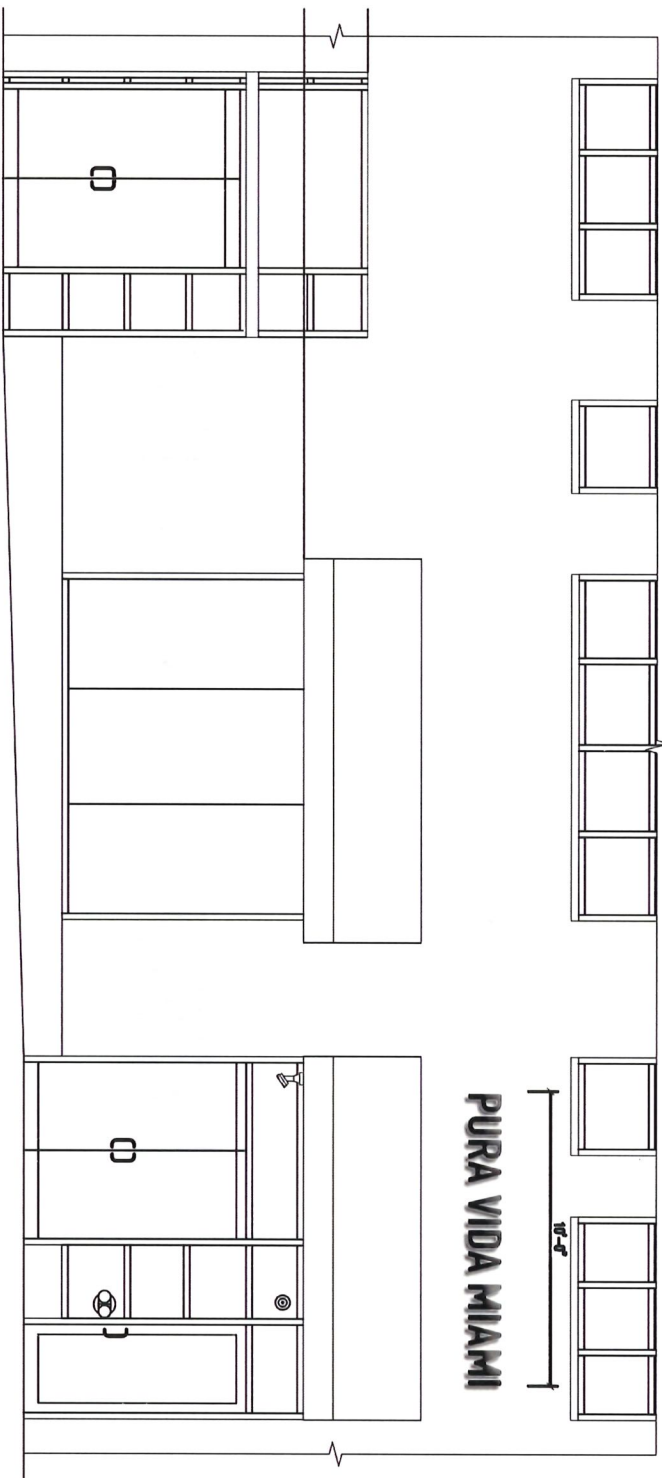
DETAILS:

- 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











Exterior View 1

Copyright 2023 Pura Vida Miami. Proprietary & Confidential.





*Pura Vida*  
MIAMI

Harvard Square, Boston  
3D Renderings

January, 2026



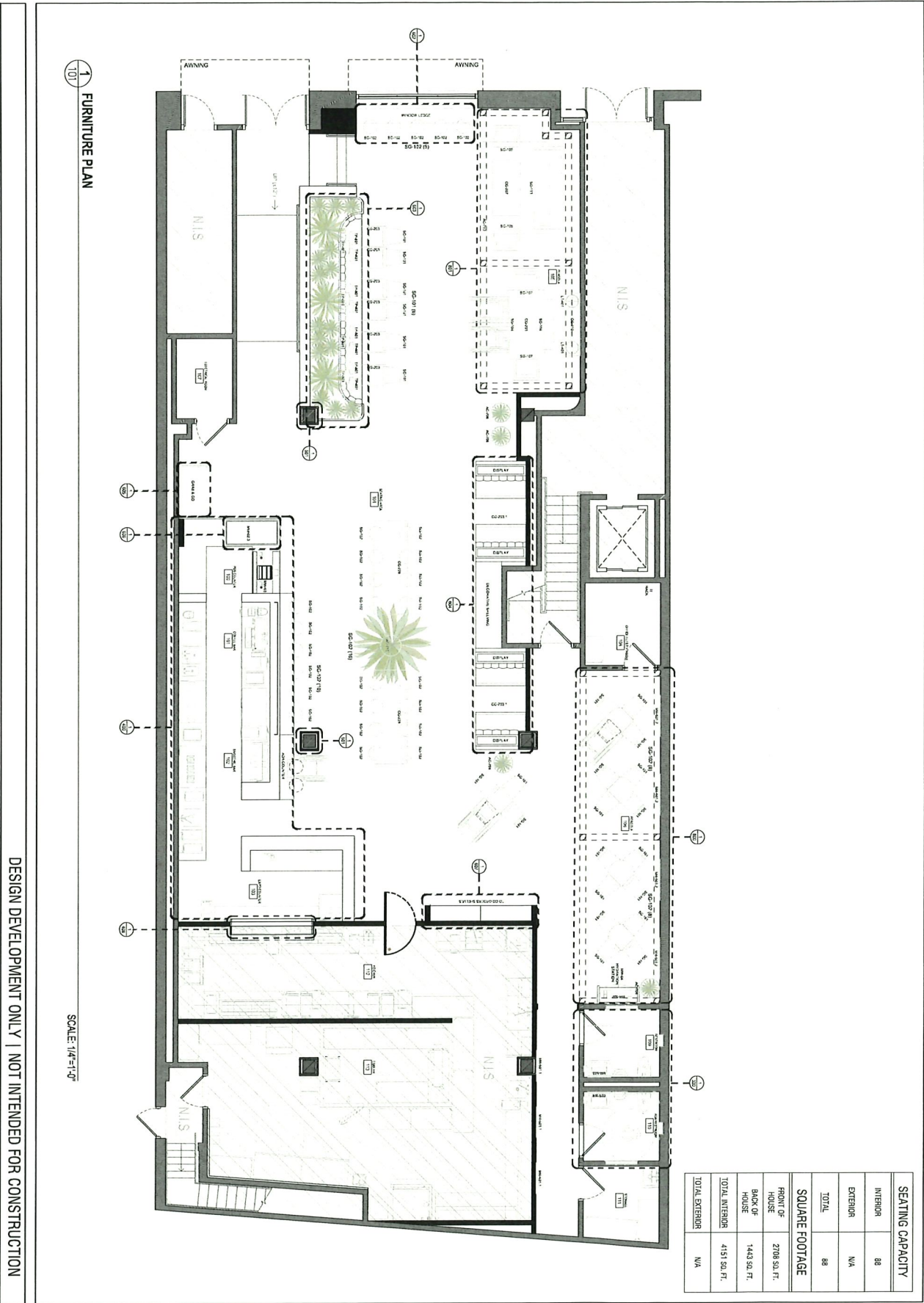
# PURA VIDA

*miami*™

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







1 FURNITURE PLAN

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

DESIGN DEVELOPMENT ONLY | NOT INTENDED FOR CONSTRUCTION

SEATING CAPACITY	
INTERIOR	88
EXTERIOR	N/A
TOTAL	88

SQUARE FOOTAGE	
FOOT OF HOUSE	2708 SQ. FT.
BACK OF HOUSE	1443 SQ. FT.
TOTAL INTERIOR	4151 SQ. FT.
TOTAL EXTERIOR	N/A



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

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

DATE	02/04/2025
DESIGNED BY	MICHAELA MOLLO
SKETCHED BY	
PROJECT NUMBER	AS NOTED
<b>FURNITURE PLAN</b>	
<b>ID-101</b>	









T'S PHOTO & VIDEO • UNIQUE NAIL SALON

 TIAA

verizon wireless

KAPLAN

SERVICE  
EQUIPMENT  
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ES

ACE  
SERVICE CO.

781-449-4220  
603-668-5070

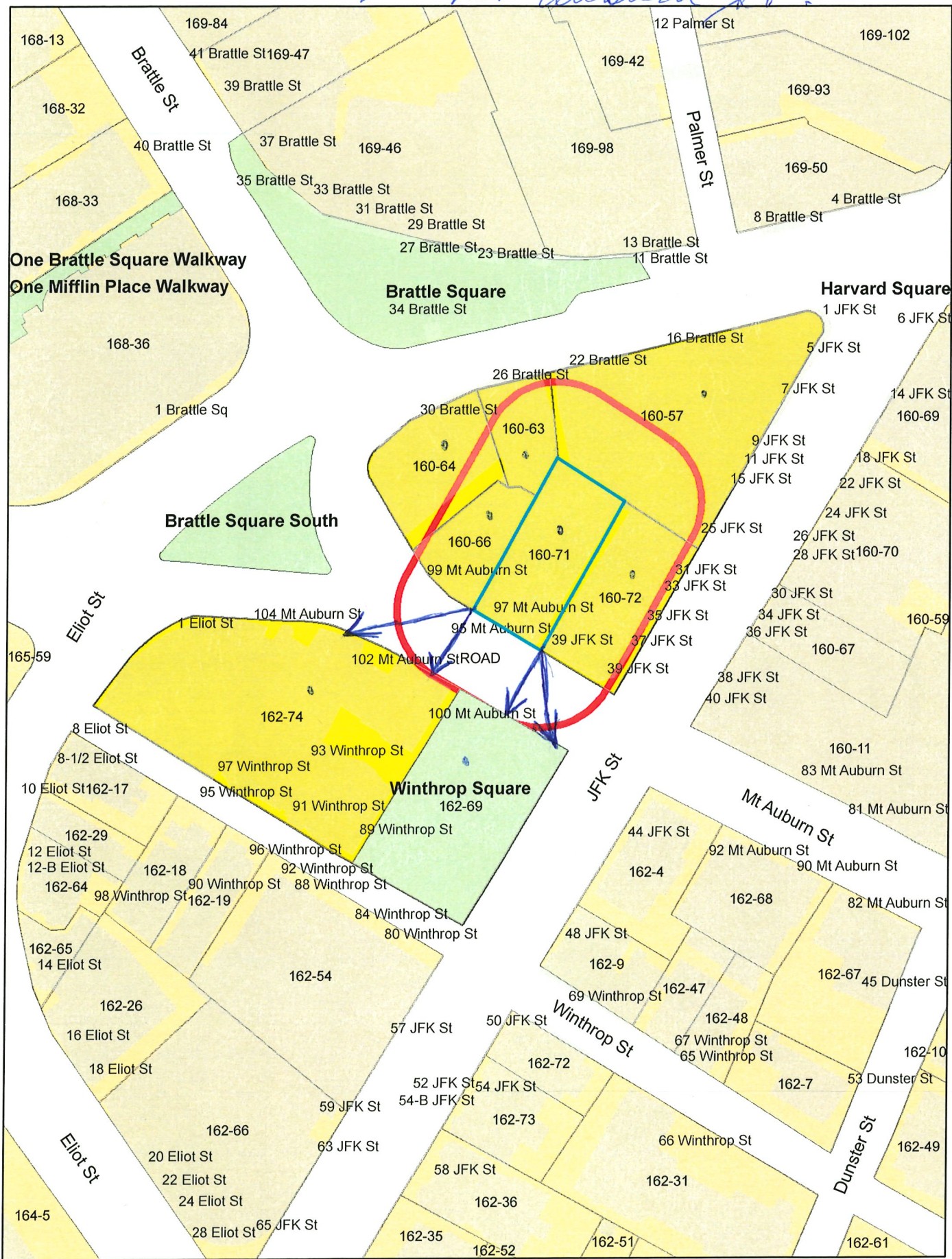
NO STOPPING  
LOADING  
ZONE  
ONE WAY  
ONE WAY  
ONE WAY



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

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

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

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

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

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

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

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

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

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

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

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





**HARVARD SQUARE, BOSTON  
SIGNAGE PACKAGE**

JANUARY, 2026





Sign #1

PURA VIDA MIAMI

## Exterior Signs



## SIGN # 1

REVERSE CHANNEL LETTERS BACKLIT

10'-0" (VIF)

**PURA VIDA MIAMI**

### DETAILS:

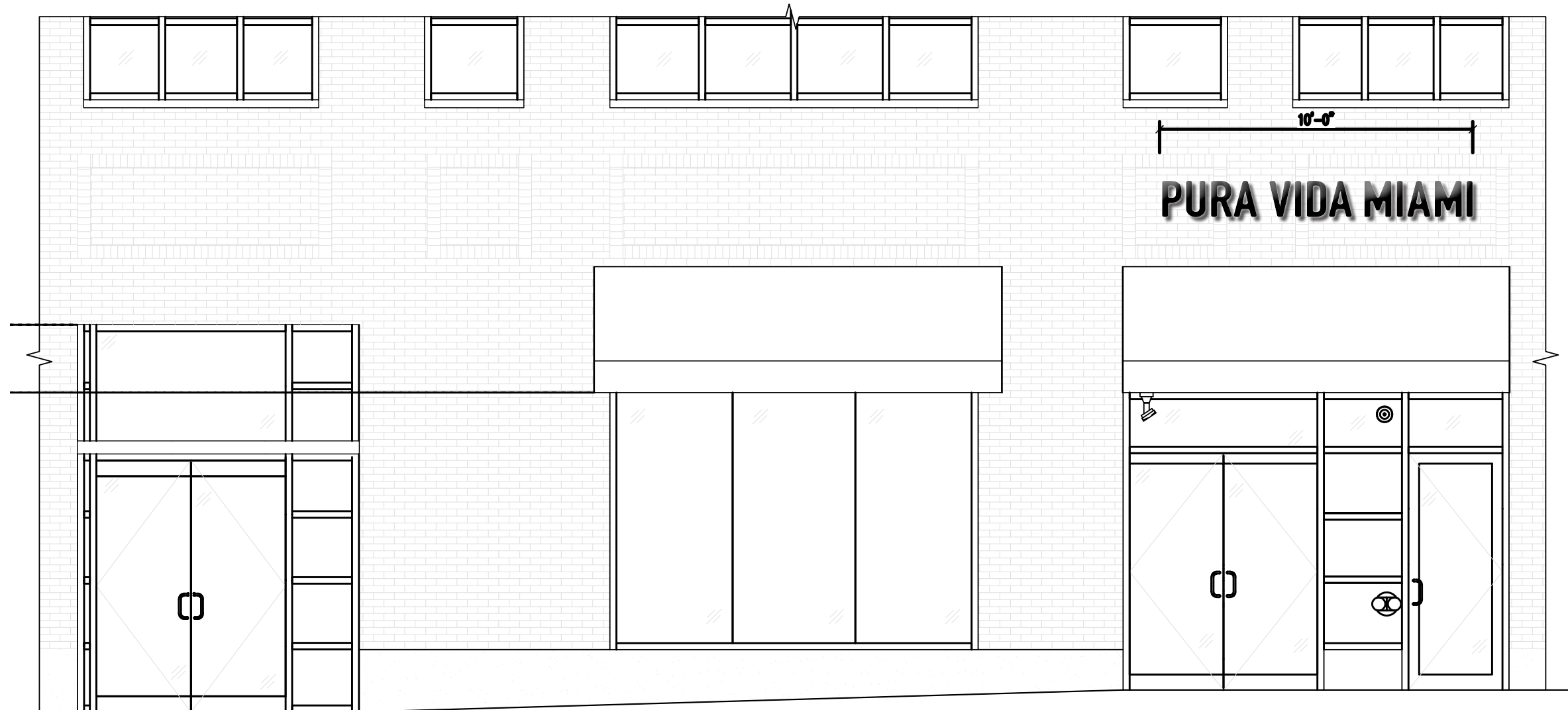
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