



BLUE
ENTERPRISES
HSMA, LLC
DBA *“Cookies Cambridge”*

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**JOHN F. KENNEDY STREET
CAMBRIDGE, MA 02138**

MARCH 2, 2021

**HARVARD SQUARE
ADVISORY COMMITTEE**

Agenda

An aerial photograph of a city, likely New York City, showing a dense urban area with many brick buildings. In the foreground, there is a large construction site with several cranes and heavy machinery. The city extends into the distance, with a river visible in the background. The image is overlaid with a semi-transparent white box containing the agenda text.

- **OWNERSHIP AND CONSULTING TEAM**
- **PROJECT OVERVIEW**
- **COMMUNITY ENGAGEMENT AND RESULTING COMMITMENTS**
- **QUESTIONS AND ANSWERS**

Ownership and Consultant Team

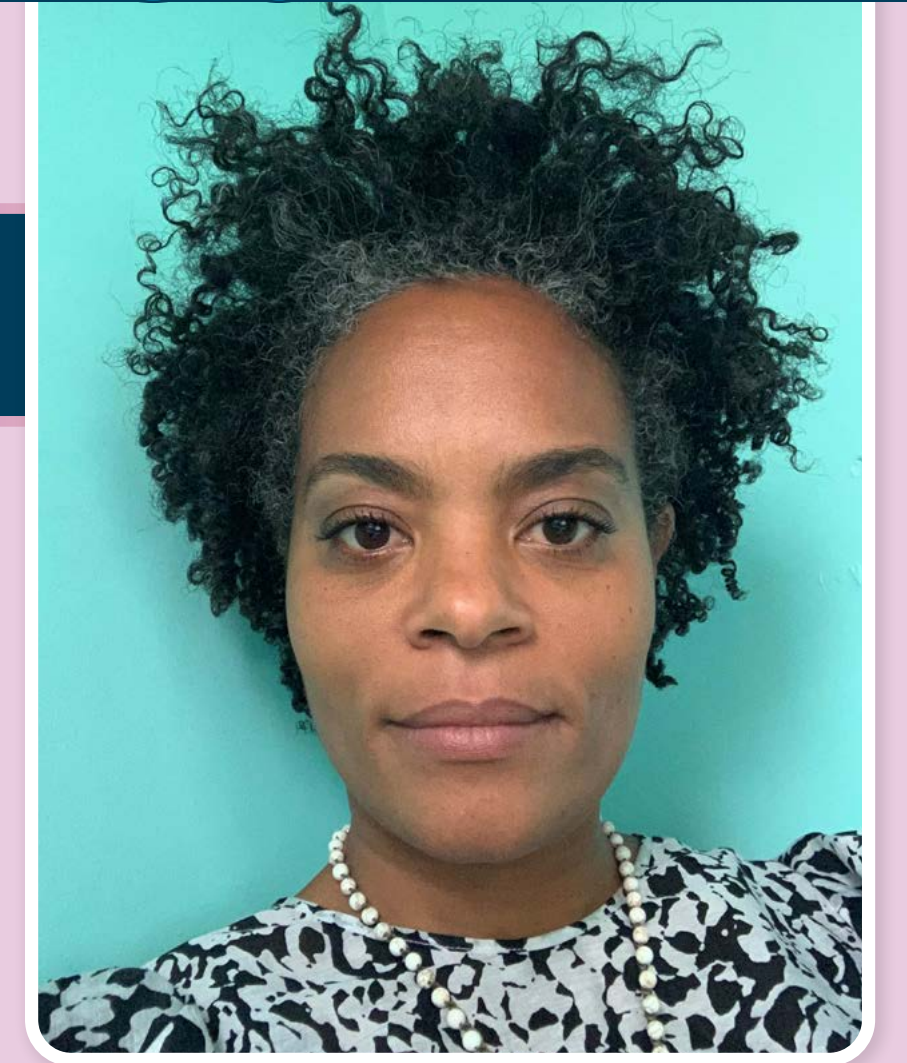
DAMOND HUGHES

- ♦ Owner/Operator – Blue Enterprises HSMA, LLC/100% Pure, LLC
- ♦ Economic Empowerment Applicant



MALAIKA MOSES

- ♦ Owner – Blue Enterprises HSMA, LLC/100% Pure, LLC
- ♦ Community Engagement Director



ANNA MENDOZA

- ♦ Project Sponsor – Cookies Retail

WILLIAM CHALFANT

- ♦ Project Manager – Khalsa Design, Inc. Architect of Record

SEAN MANNING, PE, PTOE

- ♦ Traffic Engineer – VHB/Chelsea Bouchard, Project Consultant – VHB

JOSEPH HANLEY, ESQ.

- ♦ Zoning Attorney – McDermott, Quilty, & Miller, LLP

REBECCA ADAMS

- ♦ Compliance and Regulatory Consultant – Cobblestone Integrated Solutions, LLC

Proposed Project



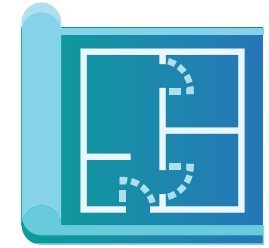
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**ADULT USE RETAIL
MARIJUANA DISPENSARY**



▶ No delivery, no manufacturing or production



**UTILIZING 2,447 SF OF THE 1ST FLOOR AND
590 SF OF AUXILIARY SPACE IN THE BASEMENT**



**ZONED IN A GENERAL BUSINESS DISTRICT
AND THE HARVARD SQUARE OVERLAY
DISTRICT REGULATED BY SPECIAL PERMIT**



MEETS ALL SPECIAL PERMIT REQUIREMENTS

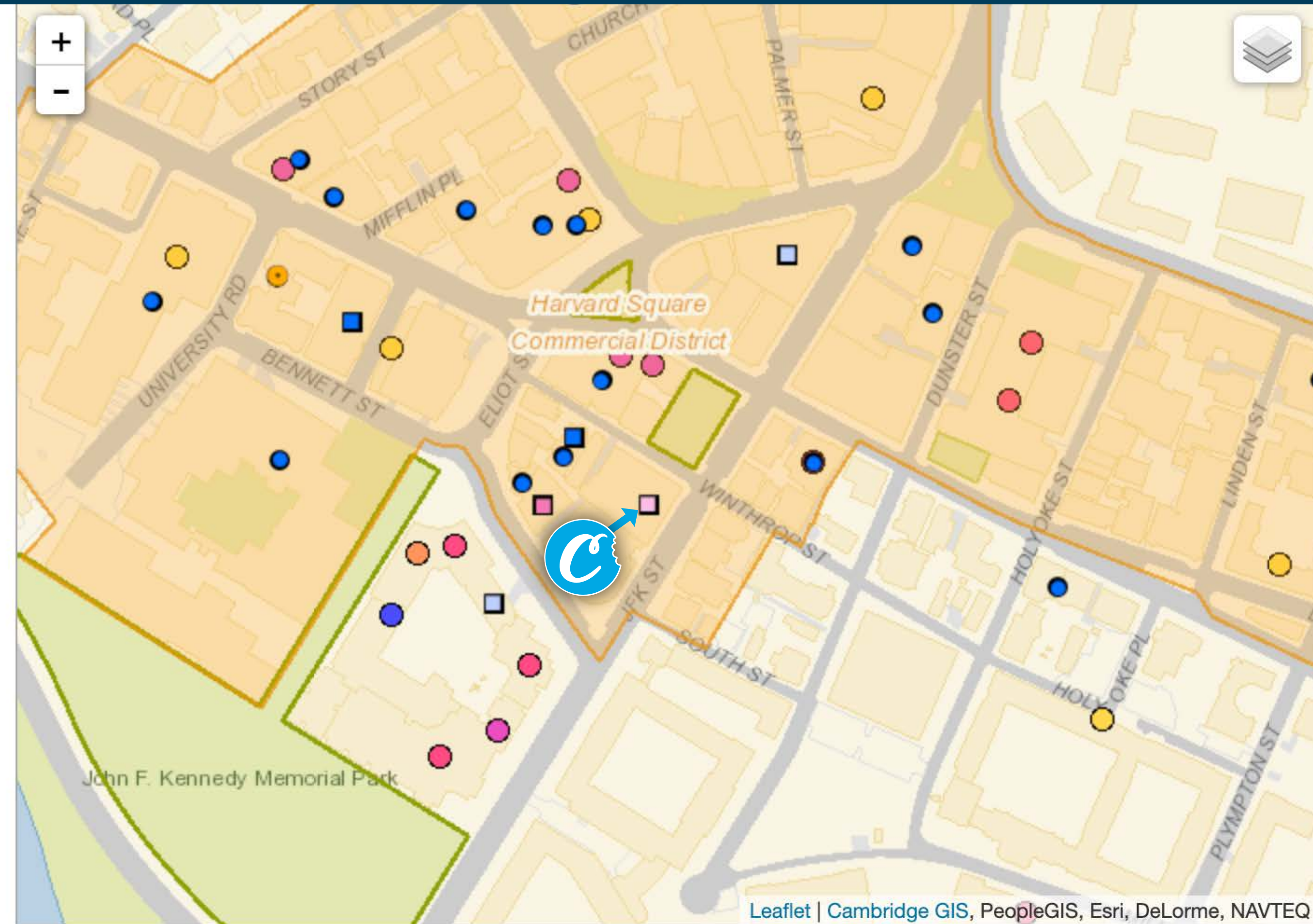


Site Overview

PRIOR USE:

STAPLES

CURRENT USE: **VACANT RETAIL**



Map Legend

Active and Completed Special Permits

- Built (older)
- Built (recent)
- Under construction
- Permitted
- Applied

Green Buildings

- Registered
- Certified
- Silver
- Gold
- Platinum

Parks and Waterplay

- Public Park
- Privately-Owned Park
- Waterplay

Commercial Districts

- Commercial Districts
- CPA Supported Housing
- Affordable Housing

Architectural Renderings



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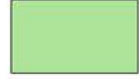


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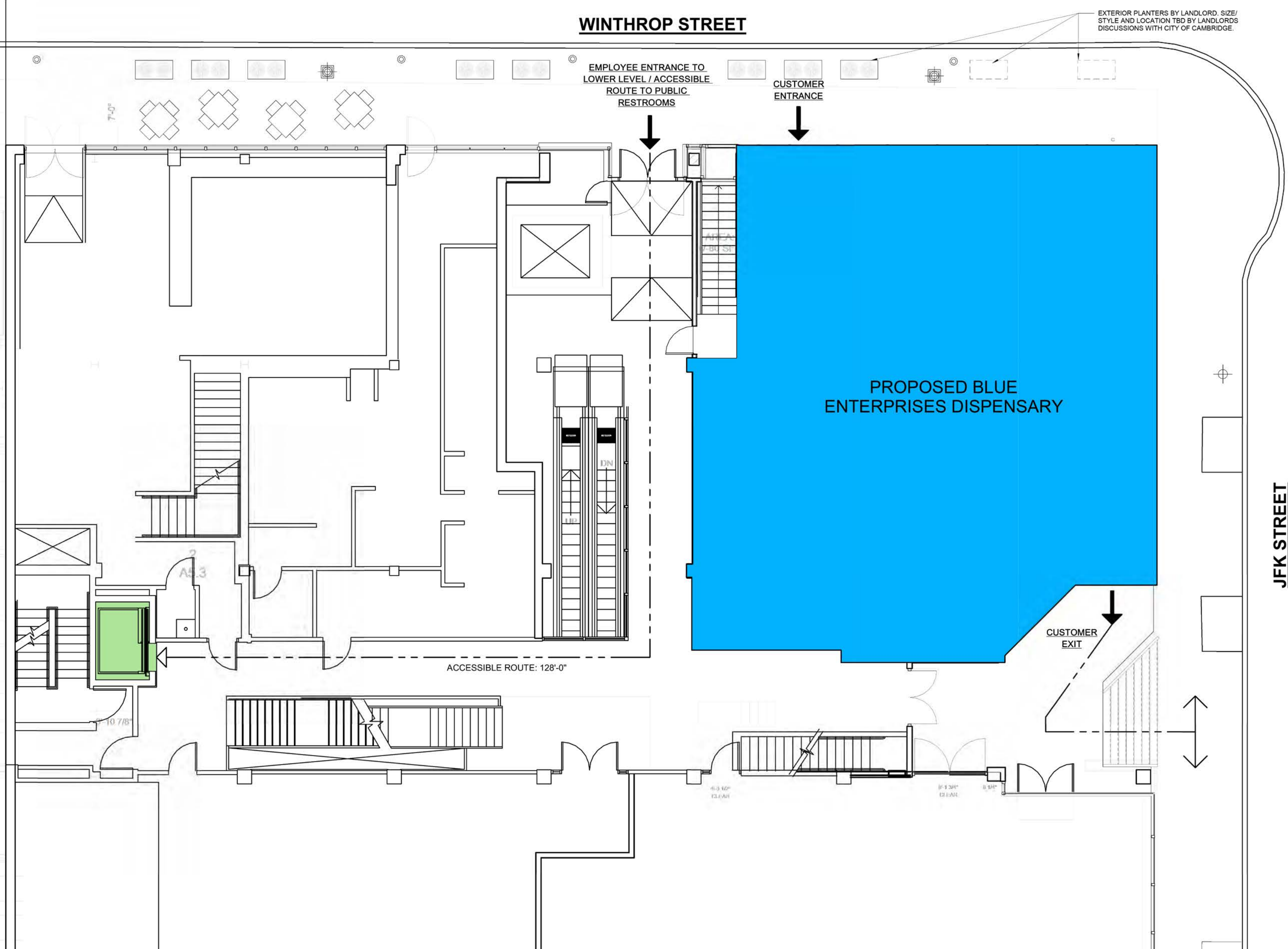
Architectural Renderings



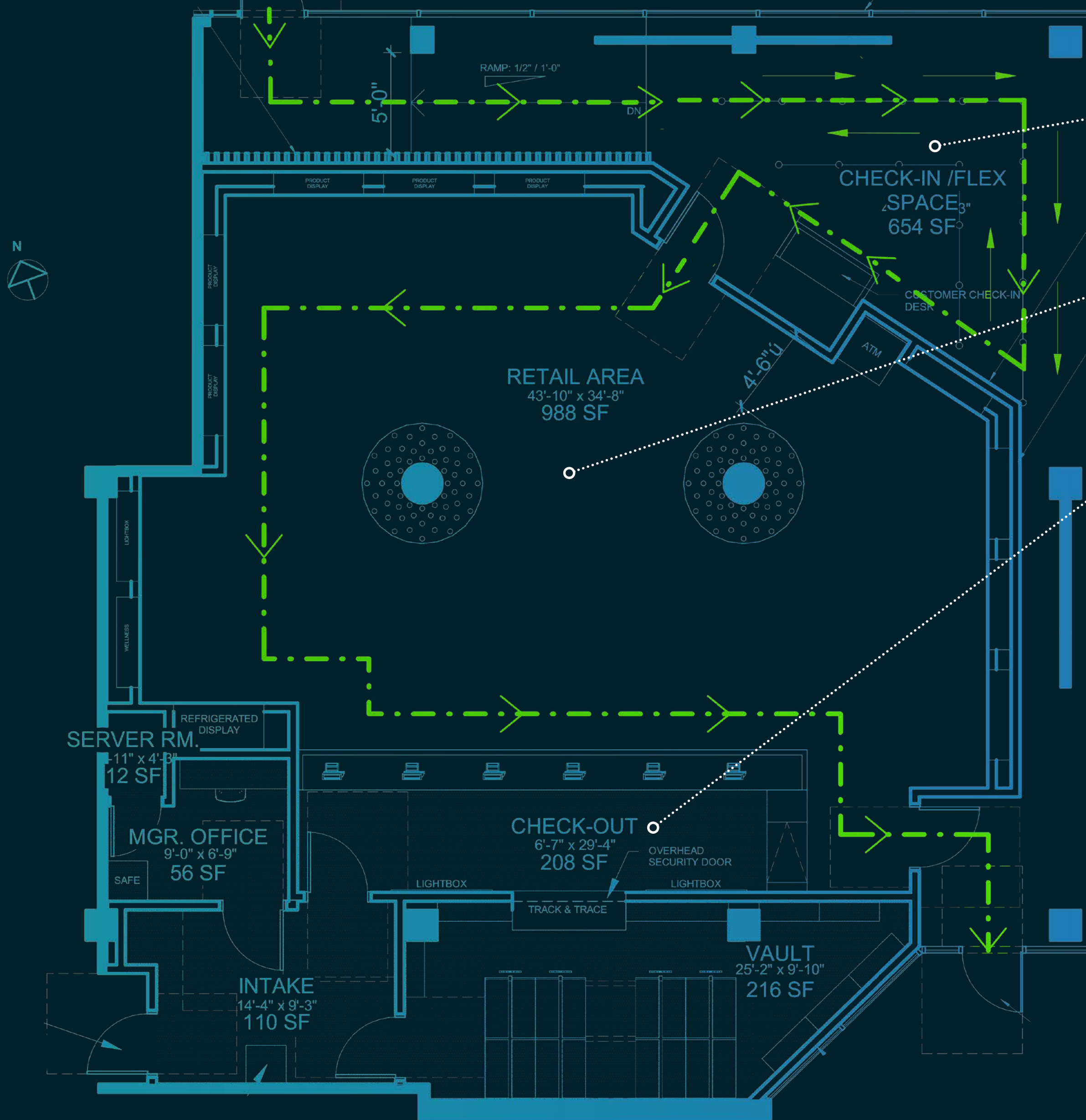
Ground Level Locus Plan

LEGEND

-  ELEVATOR
-  PROPOSED BLUE ENTERPRISES COMMERCIAL SPACE
-  ACCESSIBLE PATHWAY
INTENDED FOR BLUE ENTERPRISES EMPLOYEES AS WELL AS CUSTOMERS WHO NEED USE OF PUBLIC TOILET



Operations



• **WAITING AREA: 34 PEOPLE**

• **CUSTOMER RETAIL SPACE: 16 PEOPLE**

• **(1ST FLOOR) EMPLOYEE SPACE: 10 PEOPLE**

TOTAL OCCUPANCY: 60 PEOPLE

ESTIMATE 350 CUSTOMERS PER DAY

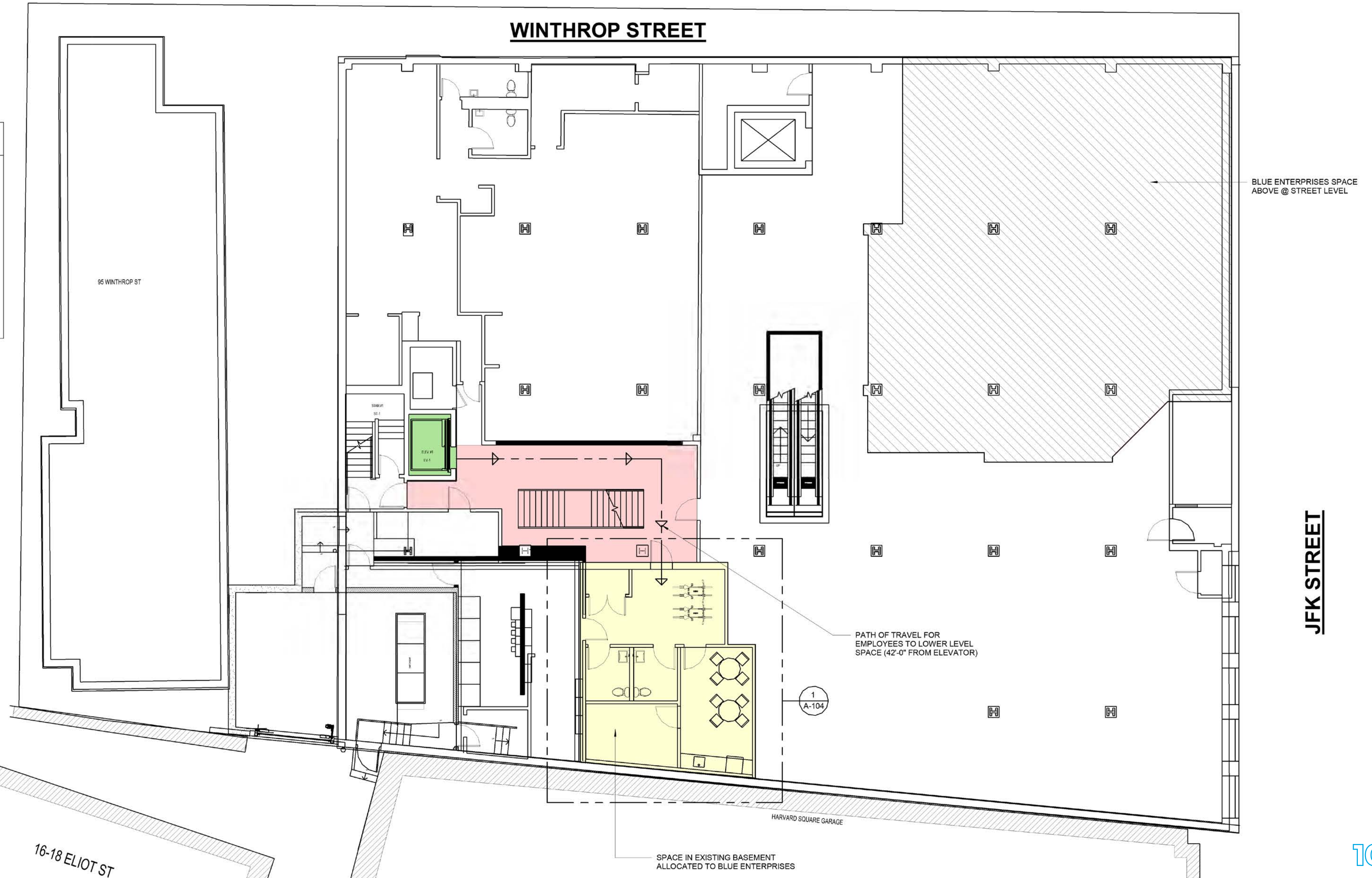


HOURS OF OPERATION
M-F 8:00 AM-10:00 PM
SATURDAY 8:00 AM-10:00 PM
SUNDAY 8:00 AM-10:00 PM

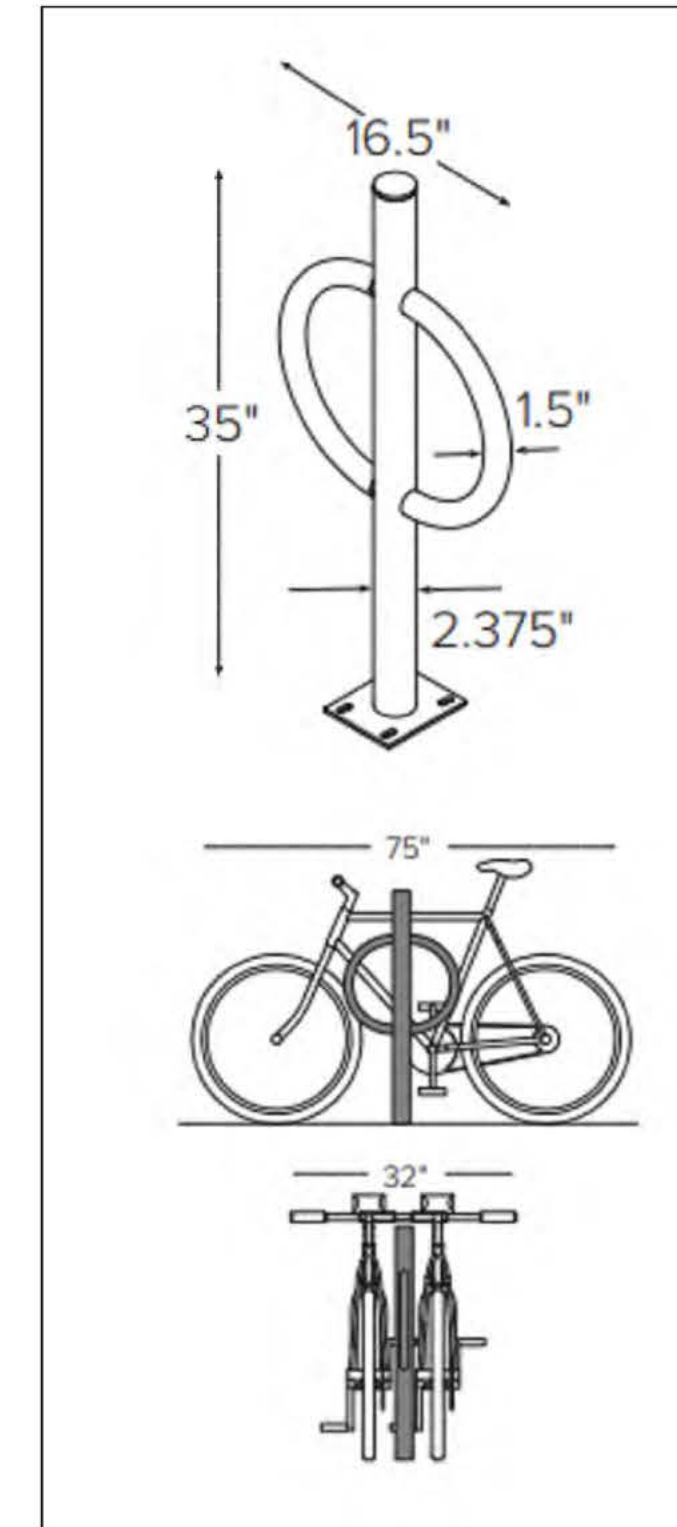
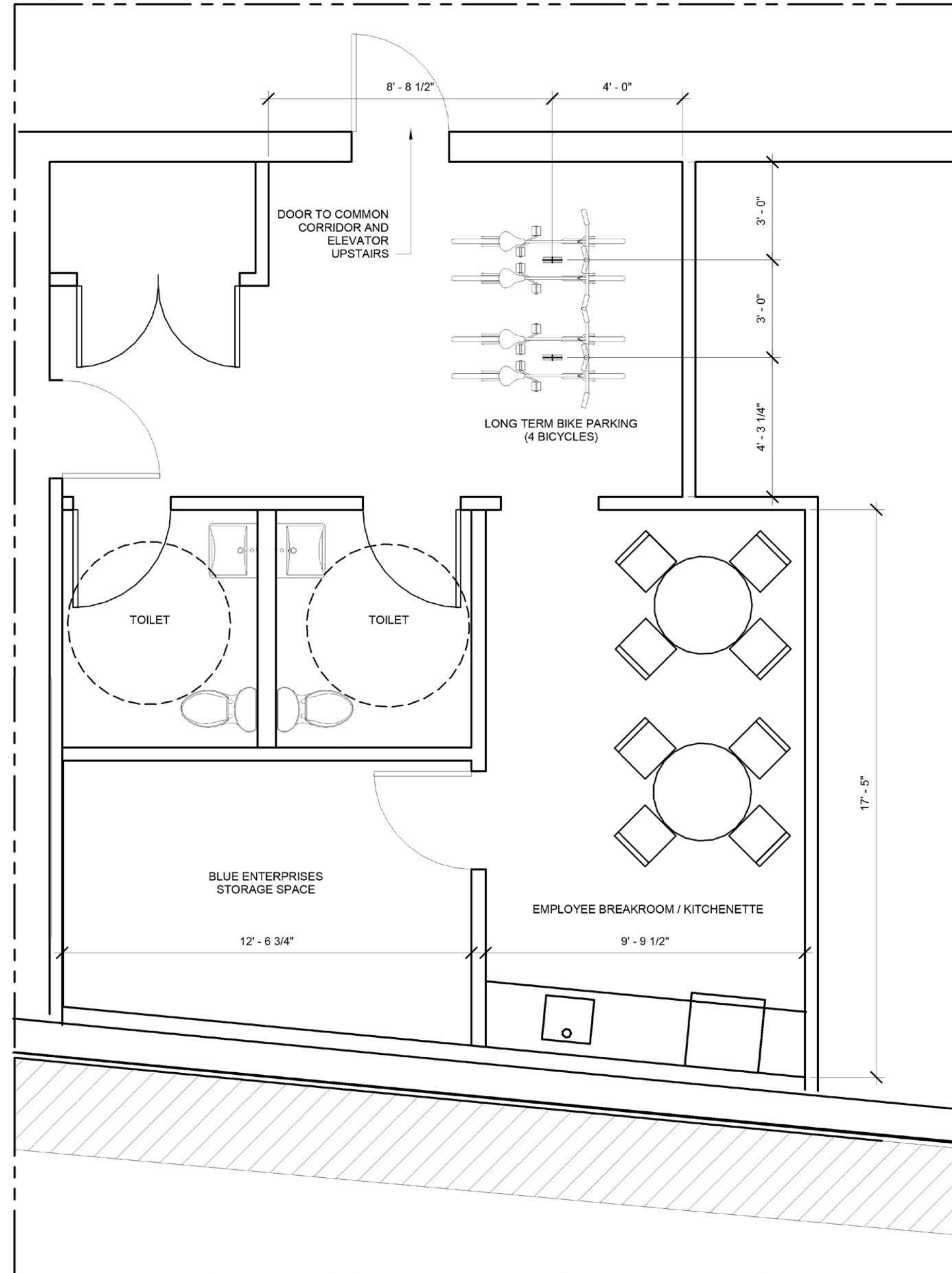
Basement Floor Plan

LEGEND

- ELEVATOR
- AUXILIARY SPACE ALLOCATED TO BLUE ENTERPRISES
- COMMON CORRIDOR USED FOR ACCESS
- ACCESSIBLE PATHWAY
INTENDED FOR BLUE ENTERPRISES EMPLOYEES AS WELL AS CUSTOMERS WHO NEED USE OF PUBLIC TOILET



Enlarged Basement Plan



PROPOSED EXTERIOR BIKE HITCH RACK BY DERO



1 Basement Floor Plan
3/8" = 1'-0"

Architectural Renderings



Architectural Renderings



Traffic Plan



OPENING DAY PLAN

- ◆ Submitted and approved 1 month before opening

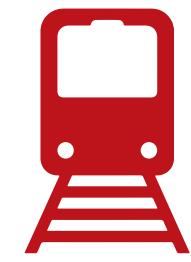
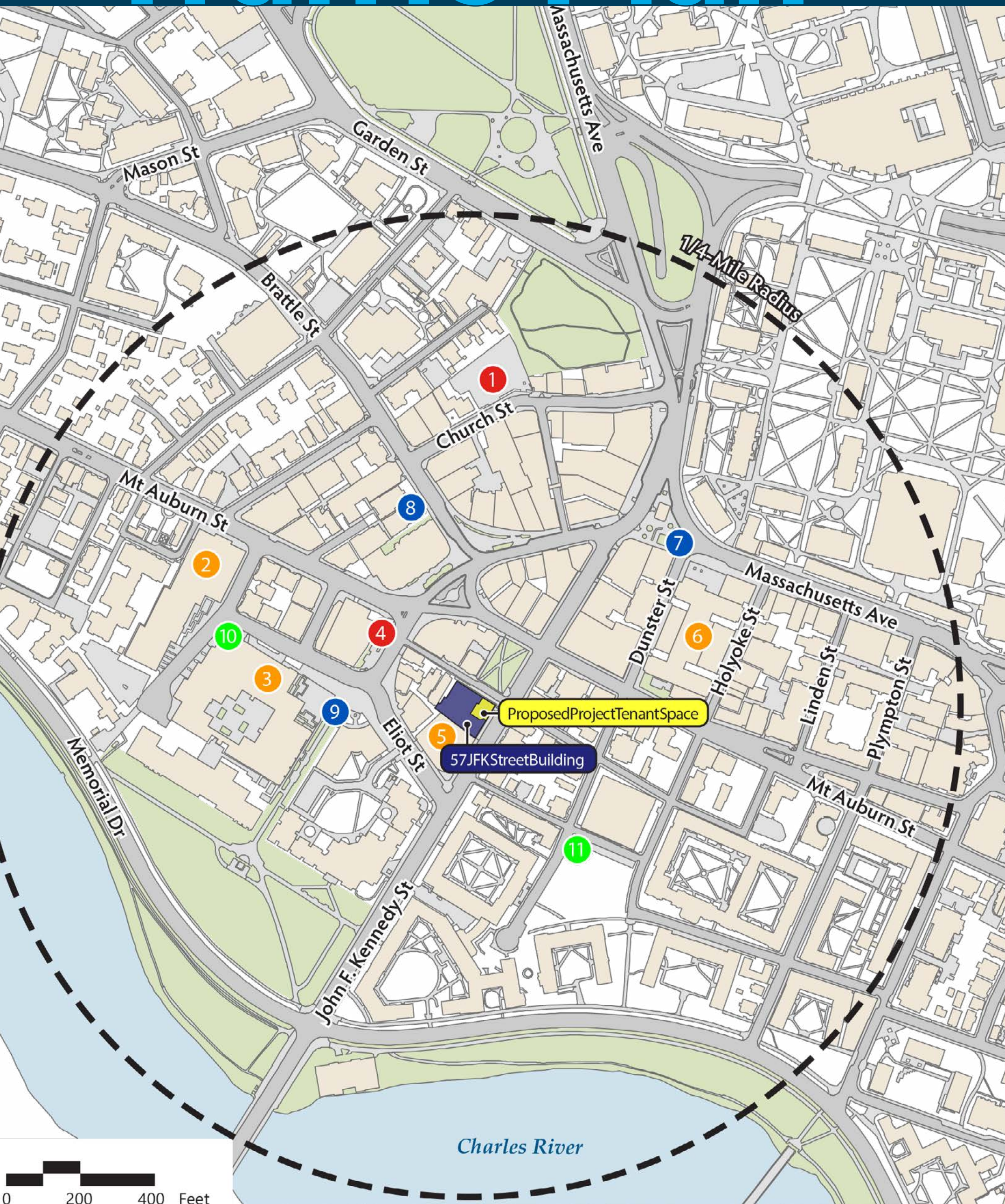
EXPEDITING ORDERS “PICK UP AND PAY”

UTILIZE PUBLIC TRANSPORTATION

PRO ACTIVE TDM PROGRAM

- ◆ 100% Transit Pass Subsidy
- ◆ Provide Gold Level Bike Membership

Traffic Plan



MBTA Red Line Station:
3-minute walk



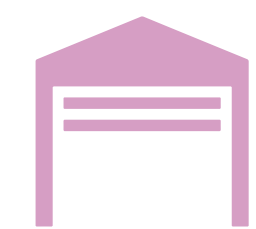
MBTA Bus Lines:
9 bus stops within a 3-minute walk



BlueBike Stations:
3 locations within a 3-minute walk



Metered Parking:
On-street



Garage Parking:
1-minute walk

Traffic Plan



Deliveries:

1-2X per week (off-peak hours)



Cash Pickups:

2-3X per week (off-peak hours)



Loading Zones for Deliveries and Cash Pickups:

Locations	Loading Times	Approximate Capacity
♦ Winthrop Street, against Winthrop Square	2:00 AM – 11:00 AM	6 Spaces
♦ John F. Kennedy Street, South of Winthrop Street	8:00 AM – 8:00 PM	2 Spaces



Community Engagement and Resulting Commitments



- ♦ **Commitment and participation in neighborhood process**
- ♦ **Thoughtful and unique design that responds to Harvard Square's unique characteristics**
- ♦ **Stewardship of Winthrop Park**
- ♦ **Cookies will provide seed funding to establish philanthropic programs**

Questions and Answers



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A group of people, including a man in a white shirt and a woman in a purple top, are gathered at a community event. The background is dark with blue and purple lighting. A sign in the background reads 'COMMUNITY ENGAGEMENT'. A white oval with a blue border contains the text 'Thank You' in a blue, cursive font.

Thank You

BLUE
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