

Harvard Square Advisory Committee

c/o Cambridge Community Development Department

344 Broadway

Cambridge, MA 02139

617/349-4647

Case: 39 JFK Street, Sweetgreen

Applicant: Anthony Galluccio, Esq, for Sweetgreen

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: February 22, 2016

Summary: Antony Galluccio representing Sweetgreen restaurant introduced the Sweetgreen representatives and architect Tim Noonan, Ernie Vasquez and Keith Bettencourt.

The restaurant is based on a seasonal menu made up of green bowls and salads with most of the food items coming from local producers. The restaurant would be 4,000 square feet with seating for 36 customers, the majority of customers are expected to eat in the restaurant. The request for a Fast Order Food Special Permit is to cover the possibility that the amount of sales for takeout exceeds the 20% limit in the definition.

The restaurant will use compostable dishes and utensils, offer filtered tap water and use no glass containers. The trash will be sorted into compostable and waste. Further details taking into account the use of the alley accessed from Mount Auburn Street will be provided to the Board of Zoning Appeal.

Committee members asked about the hours of operation, 7 days a week from 10:30 am to 10 pm. The expected number of customers a day is about 500 at the peak time for lunch and 300 for dinner. Tim Noonan explained that the customer base is expected to come more from local residents and students rather than tourist and to be as he described "conscious achievers".

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 Fast Order Food in Harvard Square for employees in the Square as well as the student population. The façade improvements will bring more positive activity along JFK Street. One Committee member emailed concerns about the window openings and how they would work on the narrow sidewalk. The Committee does not support A Frame signs on the sidewalk, but does support an interesting and unique projecting sign or signs as well as a wall sign.

The Committee discussed the restroom operation which at the moment is planned to be open and not require a code or key. The Sweetgreen position is that a well manage restaurant can operate clean and controlled facilities without keys and codes.

There was also discussion of the use of Wifi in the restaurant and whether it would be provided by the restaurant.

The following conditions are suggested by the Committee if the Board of Zoning Appeal grants this Special Permit. One is that trash and composting 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. A loading and delivery plan should be submitted, 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, Bridge Dinsmore, and Max Frank.

Respectfully submitted for the Committee,



Liza Paden

Community Development Department