

ZONING BYLAW AMENDMENT
FORMULA BUSINESS

ARTICLE 29. To determine whether the Town will vote to amend the **Zoning Bylaw Section 3.3 Formula Business** to delete Section 3.3 entirely and adopt a new Section 3.3 that reads as follows:

3.3 Formula Business

3.3.1 Purpose. The purpose of regulating the number, location, and visual features of formula businesses in the Concord Center, West Concord Business and West Concord Village Districts is to maintain the unique, small-scale, small-town character and the quality of life for all Concord residents by preserving the individuality and distinctive appeal of its village centers, which are among the Town's most recognized features. Preservation of the existing character, diversity, variety and scale of these districts is vital to the continuation of Concord's ability to attract both residents and visitors.

The Concord Center Business District is the historic heart of the Town, serving as a commercial, cultural, and government center for the community and visitors from around the world. It was established over three centuries ago, and continues to maintain a design and form that represents the quintessential New England town center. The Concord Center Business District also offers abundant cultural resources, including galleries, bookshops, a theatre and other performance venues. It is fully contained within the Concord Center Cultural District, one of the first Cultural Districts to be designated under G.L. c. 10, § 58A in Massachusetts, and falls within the American Mile, Main Street and North Bridge/Monument Square Historic Districts.

West Concord's Business and Village Districts currently provide a mix of unique businesses, architecture, signage, and graphic and other design elements, which gives West Concord a distinctive visual appearance and small-scale eclectic ambiance. The West Concord Junction Cultural District was designated as a Massachusetts Cultural District under G.L. c. 10, § 58A in 2016.

The Town's preservation goals are evidenced in the Comprehensive Long Range Plans of 2005 and 2018, the Village Centers Study of 2007, the Call to Action of 2008, the West Concord Task Force Public Survey of 2009, in committee and public comment in public meetings and public forums of the Comprehensive Long Range Plan Committee and the West Concord Task Force, and in the West Concord Master Plan of 2010.

3.3.2 Limitation on the number of formula businesses in the Concord Center, West Concord Business and West Concord Village Districts: Limiting the number of formula businesses will allow the Concord Center, West Concord Business and West Concord Village Districts to avoid a proliferation of businesses that are homogenous and visually obtrusive, will safeguard

Concord's historical relevance, and will ensure that Concord residents and tourists continue to have unique dining, retail and service experiences in its village centers.

The total number of formula businesses in the Concord Center Business District is limited to 12. The total number of formula businesses in the West Concord Business District and the West Concord Village District combined is limited to 10. When the total existing number of formula businesses is equal to or greater than these limits, no new formula businesses may be established until and unless an existing formula business closes, adapts so that it no longer qualifies as a formula business, or relocates outside of the affected business district. If a business in current operation becomes a formula business by means of additional locations being established, this business shall count toward the total number of formula businesses, but shall not be considered as a formula business being established.

3.3.3 Special permit required: The establishment of a new formula business, expansion, or relocation of an existing formula business in the Concord Center, West Concord Business, and West Concord Village Districts shall require the grant of a special permit as defined in Section 11.6 from the Planning Board.

3.3.4 Additional criteria for establishment, expansion, or relocation of a formula business in the Concord Center, West Concord Business, and West Concord Village Districts:

- (a) The formula business is designed and operated in a manner that preserves the community's distinctive small-town character, as detailed in Section 3.3.1;
- (b) The formula business contributes to the diversity of uses to assure a balanced mix of businesses available to serve residents and visitors;
- (c) The formula business does not result in an over-concentration of formula businesses in its immediate vicinity;
- (d) The formula business use, together with the design and any improvements, is compatible with the existing architecture and unique aesthetic appearance of the district.
- (e) The formula business shall not increase the intensity of use on the site to a level that will adversely impact land uses in the area, pedestrian or motor vehicle traffic or the public welfare; and
- (f) No drive-through facilities are allowed.

3.3.5 Determination: A formula business may adapt its business activities in consultation with the Building Inspector so that the proposed establishment no longer qualifies as a formula business as defined in subsection 1.3.10.

or take any other action relative thereto.

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In 2011, Concord Town Meeting voted to amend the Zoning Bylaw to add a definition of formula business, to set a limit of ten on the number of such businesses, and provide a special permit process for establishing, expanding or relocating such businesses in the West Concord Business District and West Concord Village District.

This amendment extends the same formula business regulations to the Concord Center Business District, and limits the number of such businesses to twelve in the Concord Center Business District.

The purpose of the Formula Business Bylaw is to preserve the existing character, diversity, variety and scale of the three districts, which are vital to the continuation of Concord's ability to attract both residents and visitors.

Due to the number of amendments required throughout the entire Bylaw, Section 3.3 is being replaced in its entirety for ease of reading.

Definition of Formula Business as it appears in the Town of Concord's Zoning Bylaw: 1.3.10

Formula business: A type of business activity that maintains two or more of the following standardized features:

1. array of services and/or merchandise, or menu
2. trademark, logo, service mark or symbol
3. décor, architecture, layout or color scheme
4. uniforms
5. sign

and these features are the same as or substantially the same as fifteen or more such establishments, regardless of ownership or location. Formula businesses shall not include post offices, churches, schools, government facilities, grocery stores or accessory uses