



ARTICLE 29: Concord Center Formula Business Bylaw

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Mr. Johnson moves:

That the Town take affirmative action on Article 29 as printed in the Warrant.

Background: Existing Bylaw

In 2011, Town Meeting approved:

- A definition of formula business
- A limit of ten formula businesses in the West Concord Business and West Concord Village Districts (combined)
- A special permit process for establishing, expanding or relocating formula businesses

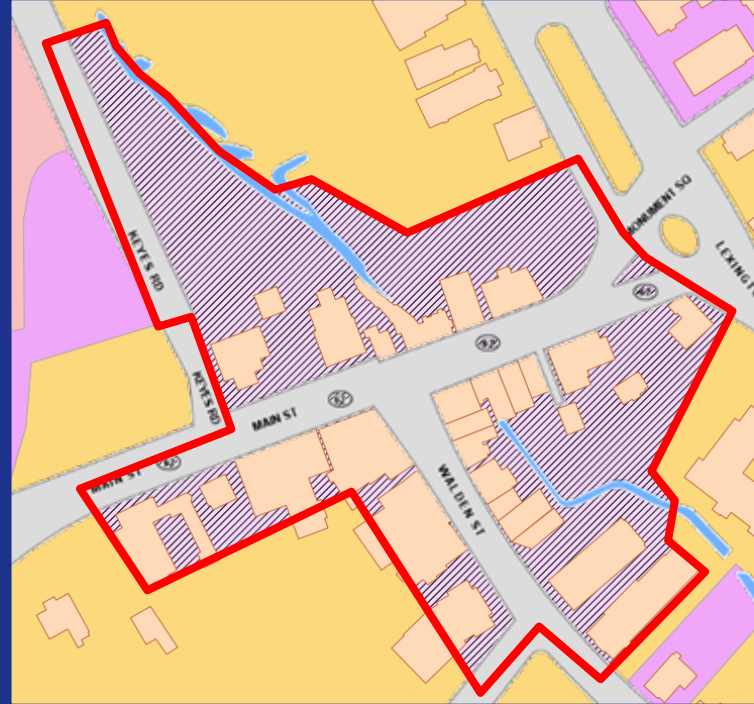
Proposed Amendment

Add the Concord Center Business District, with a limit of 12 such businesses in Concord Center.

The formula business definition and special permit process for establishing, expanding or relocating formula businesses remains the same.

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Concord Center Business District



Definition of 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 substantially the same as 15 or more such establishments, regardless of ownership or location.

Concord Center Formula Businesses

- *Bank of America*
- *Barrett/Sotheby's*
- *Caffe Nero*
- *Cambridge Trust Company*
- *Coldwell Banker*
- *Engel & Volkers*
- *J McLaughlin*
- *Middlesex Savings Bank*
- *Sara Campbell*
- *William Raveis*

Total: 10 as of Jan 2019

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Purpose of the Bylaw

To preserve the existing character, diversity, variety and scale of the district, which is vital to the continuation of Concord's ability to attract both residents and visitors.

What's Special about Concord Center

Historic heart of the town

- Commercial and government center for the community
- Major tourist destination
- Design and form of a classic New England town center
- Located within three Historic Districts

Abundant cultural resources

- Galleries, bookshops, a theatre and other performance venues
- Fully contained within the Concord Center Cultural District, one of the first to be designated in Massachusetts

Action Recommended in 2018
Comprehensive Long Range Plan

“Adopt zoning and other alternatives to protect unique features of existing village centers (e.g., potential expansion of the existing formula business bylaw complemented by other fee/ incentives options).”

Section 4.4, Goal #1, Action #1

Why Replace All of Section 3.3?

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



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Appendix

ADDITIONAL DETAILS

- Number of formula businesses in West Concord
- Rules for adding/replacing formula businesses once the limit is reached
- How a business can adapt to the bylaw

West Concord Formula Businesses

1. 7-11
2. 99 Restaurant
3. Bank of America ATM
4. Citgo Gas
5. Citizens Bank
6. Dunkin Donuts
7. Middlesex Savings Bank

Total: **7** as of January 2019

Other businesses with more than one location:
Pet Source (6 locations in Massachusetts)