

7. Definition –

Formula Business – a restaurant or retail business establishment which has the ability to impair the town’s distinctive and unique visual and experiential character, and has any three of the following standardized features that are shared by at least 10 other business establishments in the United States:

- Menu and/or array of merchandise
- Exterior trademark, service mark or name defined as a word, phrase, symbol or design, or a combination thereof
- Appearance of architecture, façade, signage or layout
- Indoor or outdoor color scheme and/or uniforms

Additional Changes:

- Include “Formula Business” as a use in Commercial and Industrial/Commercial Zoning Districts
- Changes to the following definitions:
 - **Business, Retail** - Building or portion of building where the principal activity is the offering of goods and/or services at retail cost, or for a rental fee (such as video tape rental). [See “Formula Business” for Business, Retail establishments with standardized features that are shared by at least 10 other business establishments in the United States.](#)
 - **Lumber Yard** - The storage and distribution of wood products for retail or wholesale, including other products utilized in residential and commercial building, construction and repair. [See “Formula Business” for Lumber Yard establishments with standardized features that are shared by at least 10 other business establishments in the United States.](#)
 - **Restaurant, Fast-Food/Take-Out** - An establishment whose principal business is the preparation and sale of foods or beverages, for consumption either on or off the premises, and whose operation is characterized by 1) food and/or beverages sold in a form ready for consumption, 2) insufficient seating facilities within the restaurant building for the volume of food sold, and 3) consumption designed to take place outside the confines of the restaurant, which may include ordering and pickup of food from an automobile. [See “Formula Business” for Restaurant, Fast-Food/Take-Out uses with standardized features that are shared by at least 10 other establishments in the United States.](#)
 - **Restaurant, Standard** - An establishment where food and drink are prepared, served, and consumed primarily within the principal building. [See “Formula Business” for Restaurant, Standard uses with standardized features that are shared by at least 10 other establishments in the United States.](#)
 - **Retail Sales** - Establishments engaged in selling goods or merchandise to the general public for personal or household consumption and rendering services incidental to the sale of such goods. [See “Formula Business” for Retail Sales establishments with standardized features that are shared by at least 10 other business establishments in the United States.](#)

- **Wholesale Trade** - Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional business users; to other wholesalers; or acting as agents or brokers and buying merchandise for, or selling merchandise to, such individuals. See “Formula Business” for Wholesale Trade establishments with standardized features that are shared by at least 10 other business establishments in the United States.