

Washington Place “Non-Formulaic” Retail

- Our proposal is that 10,000 square feet of retail space at Washington Place would be restricted from allowing a lease to a Formula Business, i.e. “chain” type retailer. A Formula Business would be defined as a retailer with (10) or more other establishments in Massachusetts or with twenty (20) or more other establishments and which shares at least two (2) of the following (3) characteristics:
 - 1) Trademark, service mark or logo, defined as a word, phrase, symbol, or design or combination thereof that identifies and distinguishes the source of the goods or services from others;
 - 2) Standardized building architecture including but not limited to façade design and signage;
 - 3) Standardized color scheme used throughout the exterior of the establishment, including color associated with signs and logos.
- Similar language has been used and/or proposed by municipalities including San Francisco (CA), Cambridge (MA), Nantucket (MA) and Jersey City (NJ), among others.