



**CENTRAL SQUARE  
ADVISORY COMMITTEE  
REGULAR MEETING  
~ AGENDA ~**

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**Wednesday, October 24, 2018**

**6:00 – 7:30 PM**

**344 Broadway, 4<sup>th</sup> Floor Meeting Room**

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### **Overview**

The Central Square Advisory Committee will meet to review the Amazon proposal to operate a Formula Business in the Central Square Overlay District at 624 Mass Ave. The Cambridge Zoning Ordinance defines a Formula Business (Section 20.304.5) as follows:

**Formula Business.** An individual Retail or Consumer Service establishment that is required by virtue of a contract, franchise agreement, ownership or other similar legal obligation to conform or substantially conform to a set of common design and operating features that served to identify the establishment as one of a group of establishments for business, marketing and public relations purposes. Specifically, an establishment shall be considered a Formula Business if it shares at least two (2) of the following three (3) characteristics with ten (10) or more other establishments in Massachusetts or within twenty (20) or more other establishments.

1. trademark, service mark or logo, defined as a work, 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

The Committee is appointed by the City Manager to undertake all large project reviews of variances and special permits for activities within the District, and to monitor the progress of the Central Square Non-Zoning Recommendations of the 2013 K2C2 Study. This meeting will be held pursuant to the provisions outlined in Section 20.300 of the Zoning Ordinance.

### **I. Introduction & Central Square Updates**

### **II. Large Project Review**

- A. Amazon - 624 Mass Ave

### **III. Discussion**

### **IV. Public Comment**

### **V. Next Meeting & Next Steps**