

Warrant Article Questionnaire
Non-Standard Town Agency Articles

Section III – Questions with Response Boxes – To Be Completed By Petition Sponsor

Article #22	Date Form Completed: 09-25-23
Article Title: Amend Zoning Bylaw: Body Art Establishments in Downtown Mixed Use (DM) Zoning District	
Sponsor Name: Paul Joseph	Email: paul@metroworks.co

Question	Question
1	Provide the article motion exactly as it will appear in the Finance Committee Recommendation Book and presented to Town Meeting for action.
Response	<p>Move that the Town vote to amend Section 200 (Definitions), Section III-A.2 (Use Regulations Schedule) Section <u>F5</u> (Body Art Establishments), and Section III-A.2, Section <u>F5</u>, Note 2: <u>F5</u>. Body Art Establishments of the Natick Zoning ByLaws, as follows:</p> <p>Amend Section 200 – Definitions, by amending the definition of “Body Art” as follows:</p> <p style="padding-left: 40px;">Insert immediately after “cosmetic tattooing,” and immediately preceding “branding” the following: “permanent cosmetics, permanent make-up, micropigmentation, microblading,”</p> <p style="padding-left: 40px;">and</p> <p>Amend Section III-A.2 (Use Regulations Schedule) Section <u>F5</u> (Body Art Establishments) by designating the use under “DM” column as “SP”,</p> <p style="padding-left: 40px;"><i>and</i></p> <p>Amend Section III-A.2 (Use Regulations Schedule) Section <u>F5</u> (Body Art Establishments), Note 2: <u>F5</u>. Body Art Establishments as follows:</p> <p style="padding-left: 40px;">Insert immediately after “Body Art Establishments shall be allowable only on parcels of land situated within the Regional Corridor (RC) overlay district” and immediately preceding “upon the grant of a special permit by the Planning Board acting as a Special Permit Granting Authority (SPGA)” the following: “and the Downtown Mixed Use (DM) district” and</p> <p style="padding-left: 40px;">Insert immediately after “This use is prohibited on all parcels which are not located totally within the RC overlay district ” and immediate preceding “and specifically prohibited on any premises zoned...” the following “or the DM district”.</p>

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2	At a summary level and very clearly, what is the proposed purpose and objective of this Warrant Article and the accompanying Motion?																								
Response	<p>This proposed change to the DM zoning bylaws would allow for proprietors of Body Art establishments to conduct business, as defined by the proposed, amended definition of Body Art.</p> <p>This article was filed in support of a newly located aesthetician business in Natick Center, and as the result of losing at least two new, similar businesses, which would like to offer “permanent make-up” and “microblading” services.</p> <p>In full disclosure, Sponsor owns a Natick Center business with 2 locations; however, I have no direct financial interest in the outcome of this proposed Bylaw change.</p>																								
3	Has this article or one of a very similar scope and substance been on a previous Warrant Article and what have been the actions taken by the Finance Committee, other Boards or Committees and Town Meeting?																								
Response	<p>(Type response here)</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 25%;">Warrant Period Ex: 2021 SATM</th> <th style="width: 25%;">Other Committees Ex: Planning Bd refer</th> <th style="width: 25%;">FinCom Action Ex: Referral</th> <th style="width: 25%;">Town Meeting Ex: Referral</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table> <p style="margin-top: 20px;">Comments: Uncertain when the current, narrowly permitted use of “Body Art Establishments” was adopted.</p>	Warrant Period Ex: 2021 SATM	Other Committees Ex: Planning Bd refer	FinCom Action Ex: Referral	Town Meeting Ex: Referral																				
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4	Why is it required for the Town of Natick and for the Town Agency sponsor(s)?																								
Response	Natick has lost at least 2 prospective businesses and currently has an aesthetician in Natick Center who cannot fully provide the breadth of services vital to her																								

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	<p>competitive offerings. The business owner signed a lease for commercial space in Natick Center after learning that Natick “did allow” for body art, only to learn after the fact, and upon further clarification across departments at Town Hall, that “Body Art” businesses were only currently allowed by Special Permit in the Regional Corridor (RC) overlay district.</p> <p>As former chair of the Natick Economic Development Committee (and current Select Board liaison to the EDC), and as the former President and CEO of the MetroWest Chamber of Commerce, I am a strong proponent of expanding opportunities that diversify the commercial offerings in our community.</p>
5	Does this article require funding, how much, from what source of funds and under whose authority will the appropriation be managed and spent?
Response	No
6	<p>Does this article act in any way in concert with, in support of, or to extend any prior action of Natick Town Meeting, Massachusetts General Laws or CMR’s or other such legislation or actions?</p> <p>Does this article seek to amend, rescind or otherwise change any prior action of Natick Town Meeting?</p>
Response	This is an Amendment to existing Town Zoning Bylaws which have been adopted and amended in the past my Natick Town Meeting (specific dates uncertain, but relate to initial adoption and subsequent Use Table amendments.
7	How does the proposed motion (and implementation) fit with the relevant Town Bylaws, financial and capital plan, comprehensive Master Plan, and community values as well as relevant state laws and regulations?
Response	With the changing demographics of Natick notably including cultures that promote the application of Body Art in a variety of forms (e.g., henna, body piercing, cosmetic tattooing, etc.), societal changes promoting individual expression through body art (e.g., tattoos, piercings, etc.), and with medical and aesthetic procedures increasing the demand for services such as permanent make-up and microblading, the expansion of the permitted use table and definitions as outlined above increase economic opportunities for both businesses that offer these services as well as the Natick Cetner Cultural District.

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8	Who are the critical participants in executing the effort envisioned by the article motion?
Response	Notably the Community and Economic Development office (Building Inspector) and Health Department and Board of Health (to define policy and procedures to verify and enforce appropriate licenses and that the premises and practitioners adhere to (state and town) regulated standards for safety, cleanliness, and certifications.
9	<p>What steps and communication has the sponsor attempted to assure that:</p> <ul style="list-style-type: none"> ● Interested parties were notified in a timely way and had a chance to participate in the process ● Appropriate Town Boards & Committees were consulted ● Required public hearings were held
Response	<p>Conversation with the Director of the Health Department to confirm whether/how the health inspections for differing types of body art (e.g. tattoo vs permanent make-up) would require any changes to current standards – they do not. Also spoke to Health Department employee in Wellesley to understand their current enforcement requirements for permanent make up vs. tattoo; feedback affirmed the assessment provided by Natick’s Health Dept Director.</p> <p>Community and Economic Development department director consulted to ensure alignment with current and proposed Use Table formatting.</p> <p>Consulted with Natick Center Associates Board, Executive Director of the Natick Center Cultural District, and Economic Development Committee at its meeting of September 14th. EDC will consider taking action on Article 22 at its meeting on October 12th.</p> <p>(Forthcoming) Appearance before Planning Board at its September 27th meeting focused on proposed Zoning Bylaw change Articles.</p>
10	Since submitting the article have you identified issues that weren’t initially considered in the development of the proposal?
Response	No

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11	If this Warrant Article is not approved by Town Meeting what are the consequences to the Town and to the sponsor(s)? Please be specific on both financial and other consequences?
Response	No changes to current Zoning Bylaws regulating Body Art. At least one business will likely not remain viable under its current Natick Center lease, and economic opportunities would be lost to neighboring communities, e.g. Wellesley. It's important to note that the nature of the industry today is such that many body art procedures are fairly expensive, and thus, attract a clientele with higher disposable income. As such, prospective tangential patronage of Natick Center galleries, shops, restaurants, and activities would be lost and there might be a perception of Natick as being "stuck in the past" or "antibusiness" based on its narrowly defined, exclusive approach to zoning for body art.