

CALISTOGA MUNICIPAL CODE

17.04.132 Business, formula.

“Formula business” shall mean a business or use, which by contractual or other arrangement, established or recognized business practice, or membership affiliation, maintains any of the following:

- A. Business name common to a similar business located elsewhere;
- B. Standardized services or uniforms common to a similar business located elsewhere;
- C. Interior decor common to a similar business located elsewhere;
- D. Architecture, exterior design, or signs common to a similar business located elsewhere;
- E. Use of a trademark or logo common to a similar business located elsewhere (but not including logos or trademarks used by chambers of commerce, better business bureaus, or indicating a rating organization including, but not limited to, AAA, Mobile or Michelin); or
- F. A name, appearance, business presentation or other similar features, which make the business substantially identical to another business within or outside Calistoga. (Ord. 567 § 3, 2000; Ord. 519 § 3, 1996).