

Weymouth Digital Billboards: Proposals for Potential Mitigation

Weymouth Town Council

11/12/2019

Brief Background

- Goals of Project
 - Remove Static Billboards on Route 3A
 - Prevent unfriendly development in Finnell Drive
 - Preserve Open Space abutting Gagnon Park
 - Mitigate impacts of Rte 18 billboard
- Held over a dozen meetings, including public hearings, about the zoning changes, billboard overlay district, and current issues with Rte 3 billboard (611 Pleasant street)
 - Public forum on Oct 1
 - Multiple meetings in between with residents, councilors, town staff
 - Cove presented final options on Nov 1

Existing Agreement

- Parties to the Agreement – Town of Weymouth, Cove Outdoor LLC, Bates Brothers, Lorusso-Bristol
- Signed on July 27, 2018
- Cove Outdoor LLC will erect 2 digital billboards with electronic faces, in billboard overlay district, at 611 and 613 Pleasant Street locations
- Cove has negotiated agreements with Rte 3A landlords to remove the static billboards
- The parties to the agreement will share the advertising revenue and any capital revenue on the sale of the billboards
- Cove Outdoor LLC will mitigate the impacts of the Rte 18 Abington billboard
- Considerations: Finnell Drive can be purchased by the Town using the revenue from the boards; the Rte 3A boards will come down at least upon the expiration of their leases

Site Options Reviewed Previously

Location	Number of Sign Faces	Town to pay Relocation/construction costs?	Pole Height	Face height	Parcels within 1,000 ft. radius (approximately)	Zoning Ordinance Change/Council approval needed	Permit needed	Other Considerations
611 Pleasant Street	2	Yes	50 feet	14 feet	40	No	No	Currently constructed
613 Pleasant Street (existing)	2	No	50 feet	14 feet	57	No	No	Current permit approved by state
613 Pleasant Street (toward Hingham Line & 0 Pleasant St R)	1	Possible/through revenue share	40-50 feet	14 feet	32	No	Yes	Could amend current permit
Finnell Drive	2	Possible/through revenue share	40 - 50 feet	14 feet	73	No	Yes	Not permitted but allowable with exemption
Libbey Parkway 2 sided	2	Possible/through revenue share	40-50 feet	14 feet	30-35 if located more northbound/central; 50-60 if more southbound	Yes	Yes	Not permitted, not zoned
Libbey Parkway 1 sided	1	Possible/through revenue share	40-50 feet	14 feet	81 residential apartments; 110 res apt; 220 res apt	Yes	Yes	Not permitted, not zoned

Options Reviewed Previously

1. 611 built, cut trees, build 613, advertise on all 4 sides (existing agreement)
2. Take down 611, move 613 as far south toward Hingham as possible, permit Finnell Drive, town reimburse for costs on 611 take down (4 faces)
3. Take down 611, build new 613 location, move Finnell Drive further north, town reimburses Cove for costs of 611 take down (4 faces)
4. Take down 611, build new 613 location, move Finnell Drive on either end of Finnell property, build 1 face on Libbey Industrial Parkway to pay for costs of taking down 611 (5 faces)
5. Take down 611, do not build 613, town pays damages to Cove for Cove withdrawing from Weymouth (~\$4.75M)
6. Take down 611, build Finnell drive, town pays damages to Cove for eliminating 611 (~\$2.75M)

Weymouth Projected Damages based on Cove Proforma

Party	Date of estimate	Net income	Cap rate 6%	Cap rate 7%
Cove Outdoor	(May 2018)	\$726,290	\$12,104,833	\$10,375,571
	(Oct. 2019)	\$703,176	\$11,719,600	\$10,045,371
Lorusso-Bristol	(May 2018)	\$171,990	\$2,866,500	\$2,457,000
	(Oct. 2019)	\$133,200	\$2,220,000	\$1,902,857
	(Oct. 2019)	\$216,216	\$3,603,600	\$3,088,800
Bates Brothers	(May 2018)	\$171,990	\$2,866,500	\$2,457,000
	(Oct. 2019)	\$133,200	\$2,220,000	\$1,902,857
	(Oct. 2019)	\$168,168	\$2,802,800	\$2,402,400
		Estimated damages		
			(minimum)	(average)
		Cove Outdoor	\$10,050,000	\$11,050,000
		Lorusso-Bristol	\$1,900,000	\$2,700,000
		Bates Brothers	\$1,900,000	\$2,450,000

Final Options

- Cove Outdoor, LLC met with Town officials following the 10/1 public forum to discuss the issues raised and explore components of potential resolutions
- On Oct 16, Cove additionally met with resident-representatives from the impacted and potential impacted neighborhoods to discuss options as well
- Shortly thereafter, on Oct 17 residents presented a petitioned measure for Town Council Review re: zoning bylaw changes
- On Oct 21, Cove and Town officials held a lengthy meeting to go over 6 potential scenarios, among others, and what would be feasible for the parties
- On Oct 28, Cove, residents from the neighborhoods, Town Councilors, and Town officials reviewed the scenarios
- After these discussions Cove submitted their final proposals on November 1 with a deadline to begin operations on 11/12/19
- On Nov 7, the Town presented the options to the Ordinance Committee and Cove agreed to extend their deadline to 11/18/19

Options proposed by Cove LLC on November 1, 2019

1) 611/ Finnell Option

- a) Sight line blocking technology (SLBT) replaces the 2 existing faces at 611 Pleasant street
- b) A 2-sided electronic billboard is built at Finnell with SLBT
- c) 613 Pleasant Street (currently permitted) is NOT built
- d) The 42+ acre of open space at Finnell is donated to the Town by Bristol
- e) Paul Kahner, Rte 3A landlord, settles with the Town (currently paid \$2,000/month plus a 3% annual escalator)

Cost to Town: Settlement for Rte 3A landlord

Note: this option allows for the potential to immediately remove all Rte 3A billboards and continue the mitigation for Rte 18/Abington Board to continue

Options proposed by Cove LLC on November 1, 2019

2) 611 Pleasant Street Removed; Finnell Built; 613 not built

- a) The existing board at 611 is removed and the Town pays Cove LLC \$4,579,000
- b) A 2-sided electronic billboard is built at Finnell with SLBT
- c) 613 Pleasant Street (currently permitted) is NOT built
- d) The Town settles with Lorusso/Bristol for lost land lease revenue
- e) Paul Kahner, Rte 3A landlord, settles with the Town (currently paid \$2,000/month plus a 3% annual escalator)

Cost to Town: Settlement for Lorusso/Bristol; Settlement for Rte 3A landlord

Other considerations: 42+ acre parcel donation is not guaranteed

Note: this option allows for the eventual removal of Rte 3A billboards and mitigation for Rte 18/Abington Board to continue

Options proposed by Cove LLC on November 1, 2019

- 3) 611 Pleasant Street Replaced with SLBT OR 611 Removed and 613 moves South
 - a) Two options for 611: The existing board at 611 is removed and the Town pays Cove LLC \$4,579,000 and settles with Lorusso/Bristol ; OR 611 is replaced with SLBT and begins operation
 - b) Finnell is NOT built
 - c) 613 Pleasant Street (currently permitted) is moved to far south end near Hingham Line at 0 Pleasant St R, with 2 SLBT faces
 - d) Land at Finnell is not donated to Town; developer can proceed as desired
 - e) Paul Kahner, Rte 3A landlord, settles with the Town (currently paid \$2,000/month plus a 3% annual escalator)

Cost to Town: Settlement for Lorusso/Bristol; Settlement for Rte 3A landlord
Other considerations: 42+ acre parcel is not donated

Note: this option allows for the eventual removal of Rte 3A billboards and mitigation for Rte 18/Abington Board to continue

Options proposed by Cove LLC on November 1, 2019

4) 611 Removed, Single Face at Hingham Line, Finnell Option:

- a) 611 Pleasant St is removed and Town pays Cove \$2,579,000 for removal and loss of one electronic face
- b) Finnell is built with 2 SLBT faces
- c) 613 Pleasant Street (currently permitted) is moved to far south end near Hingham Line at 0 Pleasant St R, with 1 SLBT face
- d) The 42+ acre of open space at Finnell is donated to the Town by Bristol
- e) Paul Kahner, Rte 3A landlord, settles with the Town (currently paid \$2,000/month plus a 3% annual escalator)

Cost to Town: Cove payout for loss of face/removal; Settlement for Rte 3A landlord

Note: this option allows for the eventual removal of Rte 3A billboards and mitigation for Rte 18/Abington Board to continue

Options as proposed by Cove LLC on November 1, 2019 and discussed/modified on 11/6

After numerous conversations about the extensive mitigating costs, an alternative was presented to provide an option without a large payout in which all impacted parties comprised:

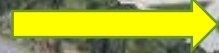
4a) 611 Single Face, Single Face at Hingham Line, Finnell Option:

- a) 611 is a single sided SLBT face on the northbound sound
- b) Finnell is built with 2 SLBT faces
- c) 613 Pleasant Street (currently permitted) is moved further south near Hingham Line at 0 Pleasant St R, with 1 SLBT face
- d) The 42+ acre of open space at Finnell is donated to the Town by Bristol
- e) Rte 3A boards are settled with Clear Channel agreement (potential immediate removal)

• Considerations:

- 611 Pleasant will need to be activated on both face while 613 and Finnell are permitted and constructed
- Trees will be removed at all 3 sites
- Town will not have to pay Cove any mitigation costs
- Rte 18 billboard mitigation will continue

611 permanent
face F/N



Built
double
faced
611
Pleasant

613 Pleasant St

613 Pleasant
permitted
location

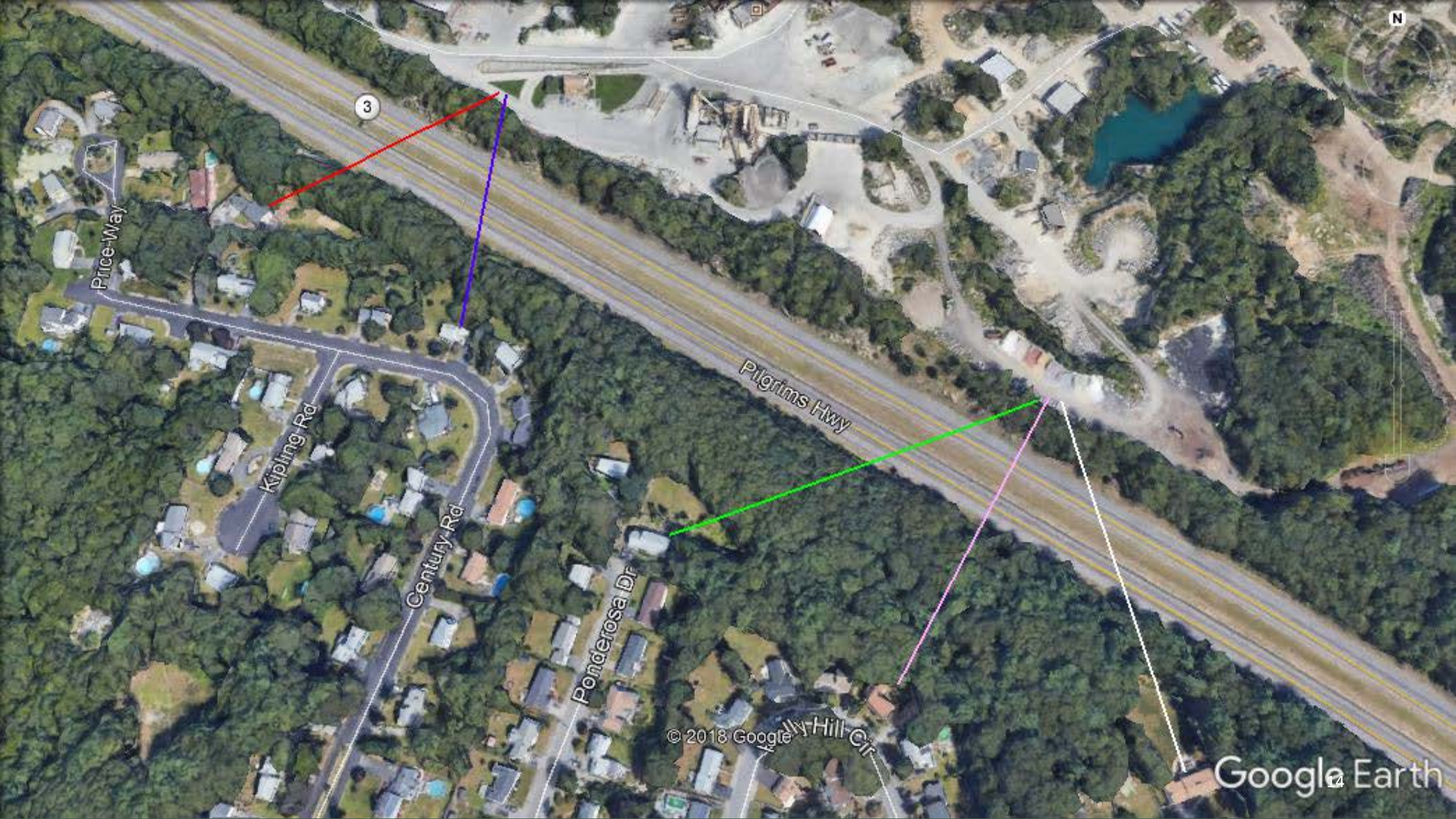
613 permanent
face F/S

Relocated 613
single face F/S

3

© 2018 Google

Google Earth



3

Price-Way

Kipling Rd

Century Rd

Ponderosa Dr

Pilgrims Hwy

Hill Cir

© 2018 Google

Google Earth

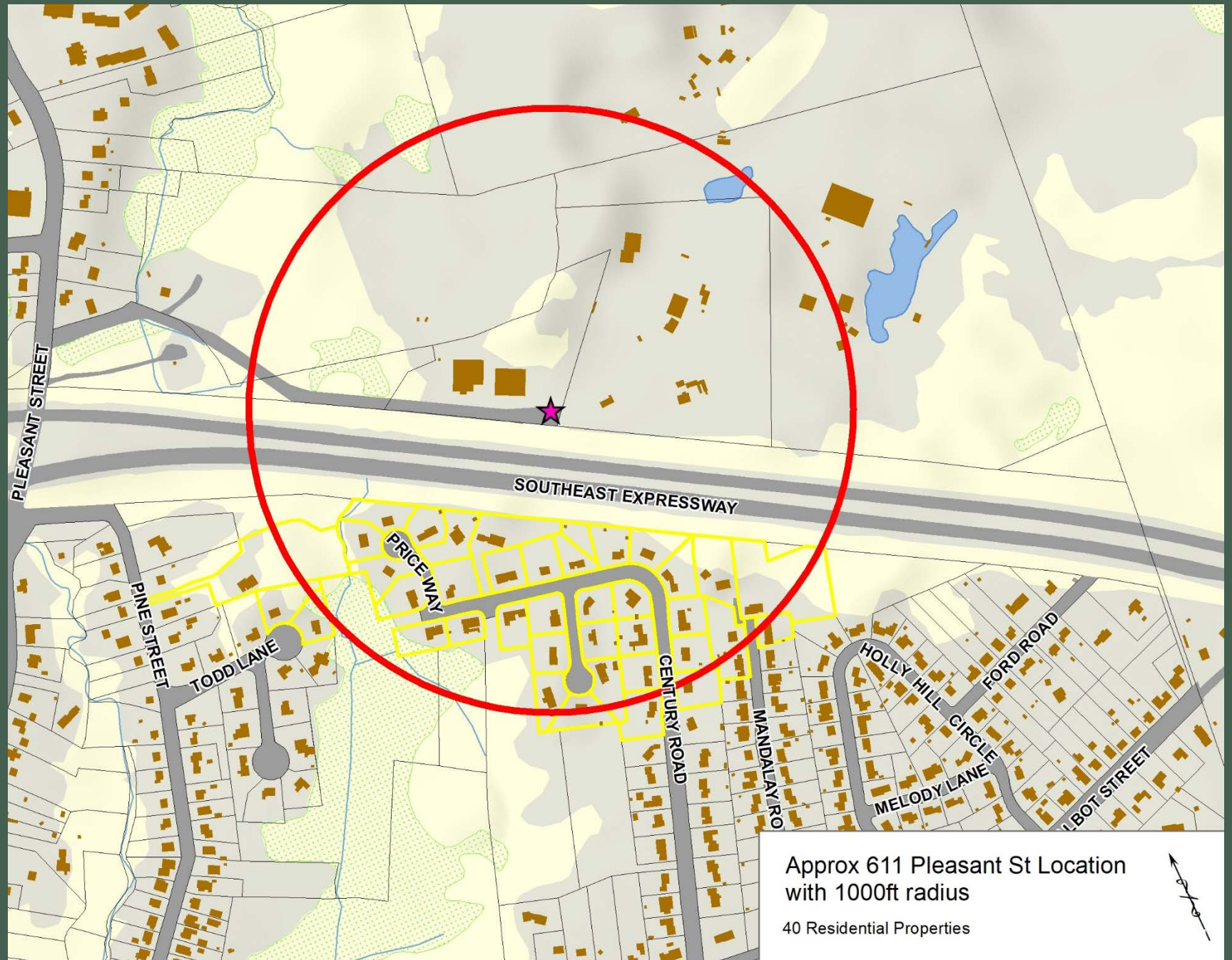
Distances from the 613 and 611 Digital locals to the nearest homes

- Blue line is 469 feet
- Red line is 439 feet
- Pink line is 459 feet
- Green line is 610 feet
- White line is 584 feet

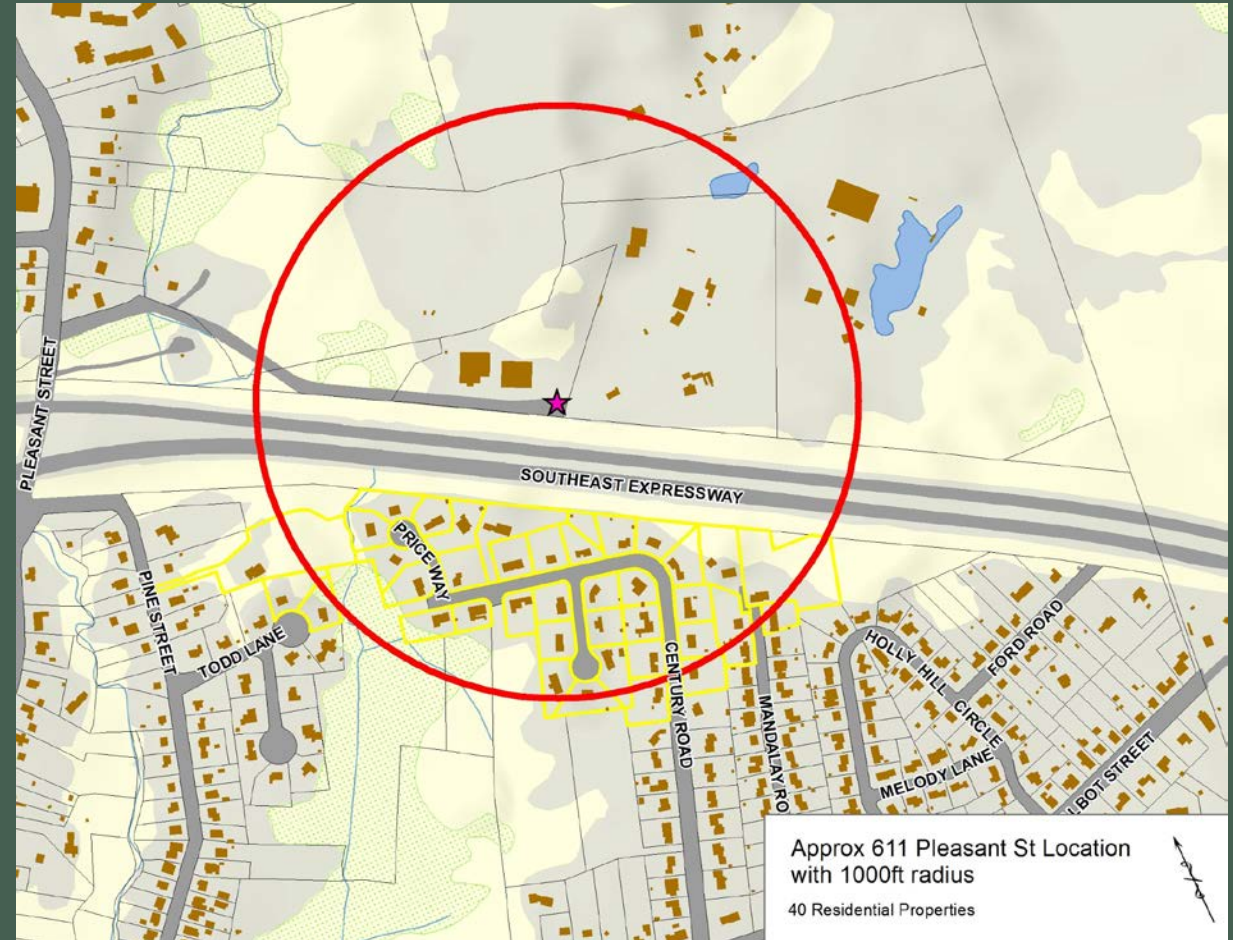
611 Light Blocking



611
Pleasant
Street
1,000 ft
radius



611 Radius and Light Blocking

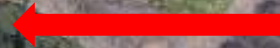


Note: The 1,000-foot radius was chosen for representation purposes and in response to resident feedback only. The radius is not intended to represent a distance from which the billboard will be visible. The visibility of the billboard is variable by site, topography, elevation, etc.



613 Pleasant Street Site

Weymouth-Hingham Town line



Yellow sign is current
location 613 Pleasant
Blue is proposed relocation

© 2018 Google

Google Earth

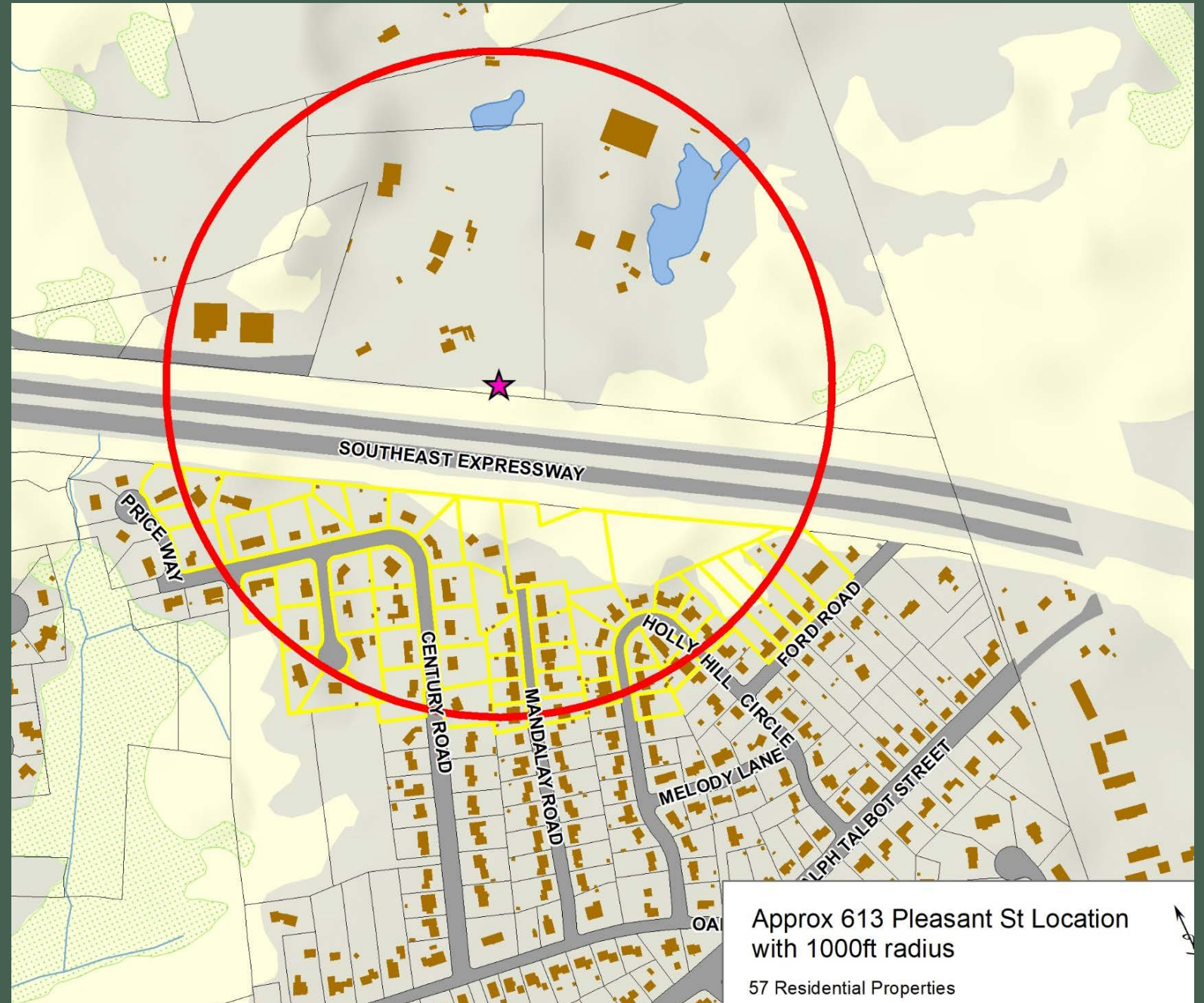
613 light blocking current permitted location



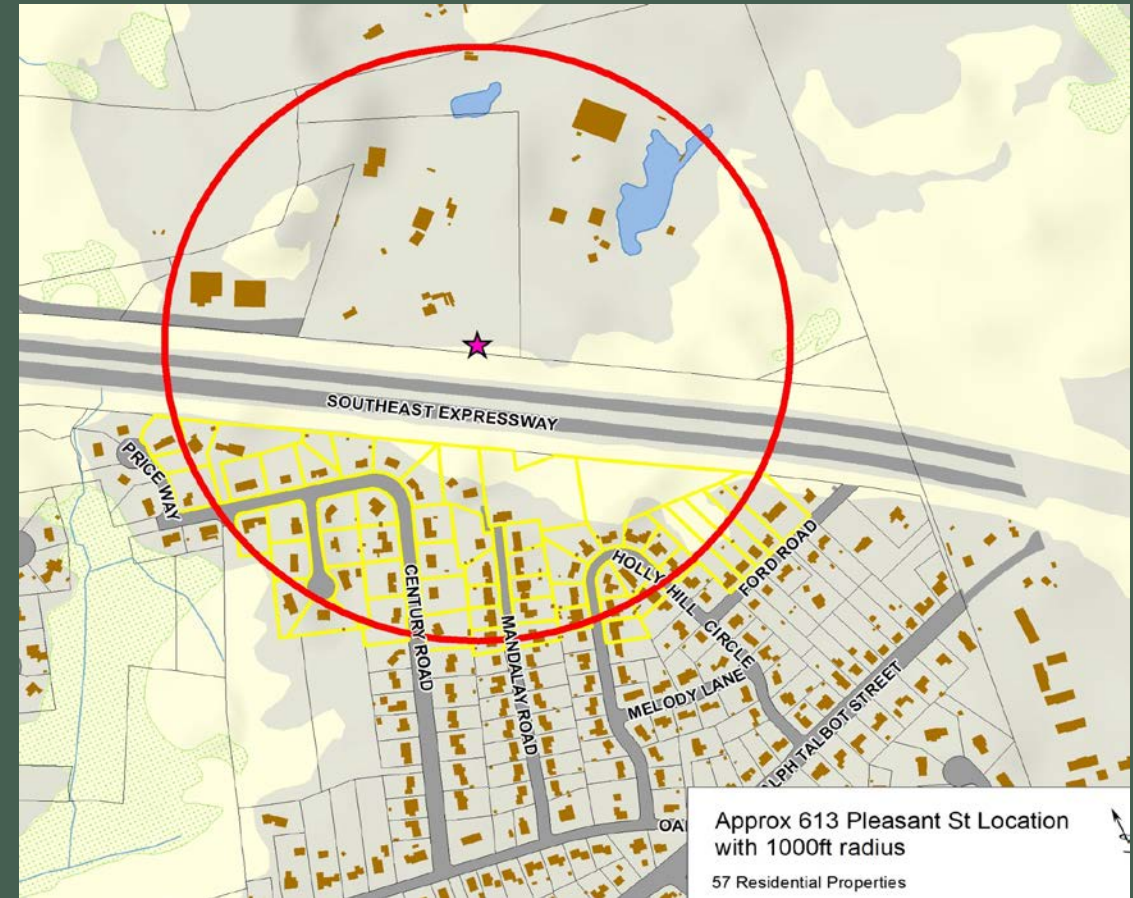
613 Light Blocking (alternate view)

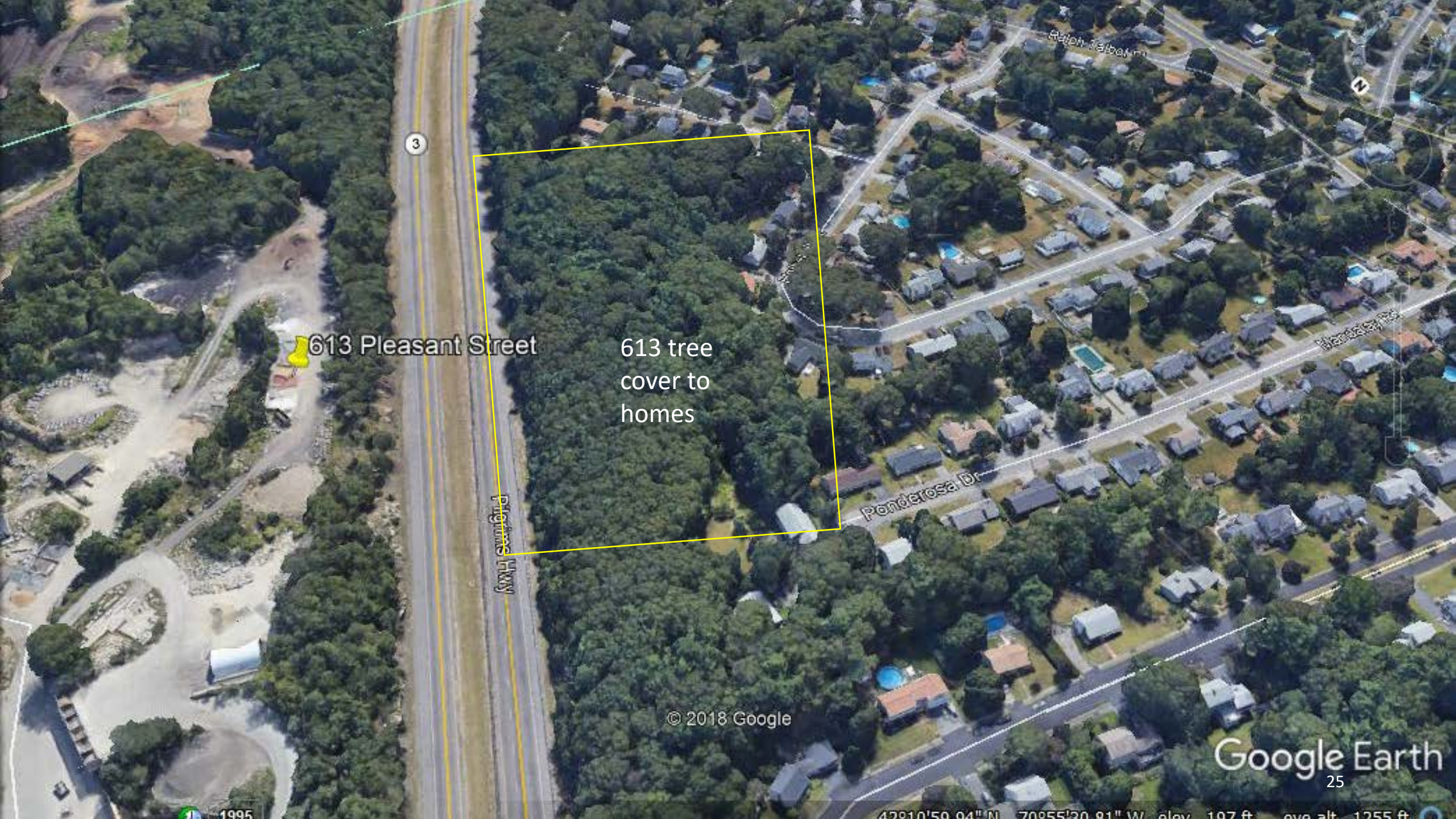


613 Pleasant
Street 1,000
ft radius



613 Light Blocking and Site Side by Side





3

613 Pleasant Street

613 tree
cover to
homes

Ponderosa Hwy

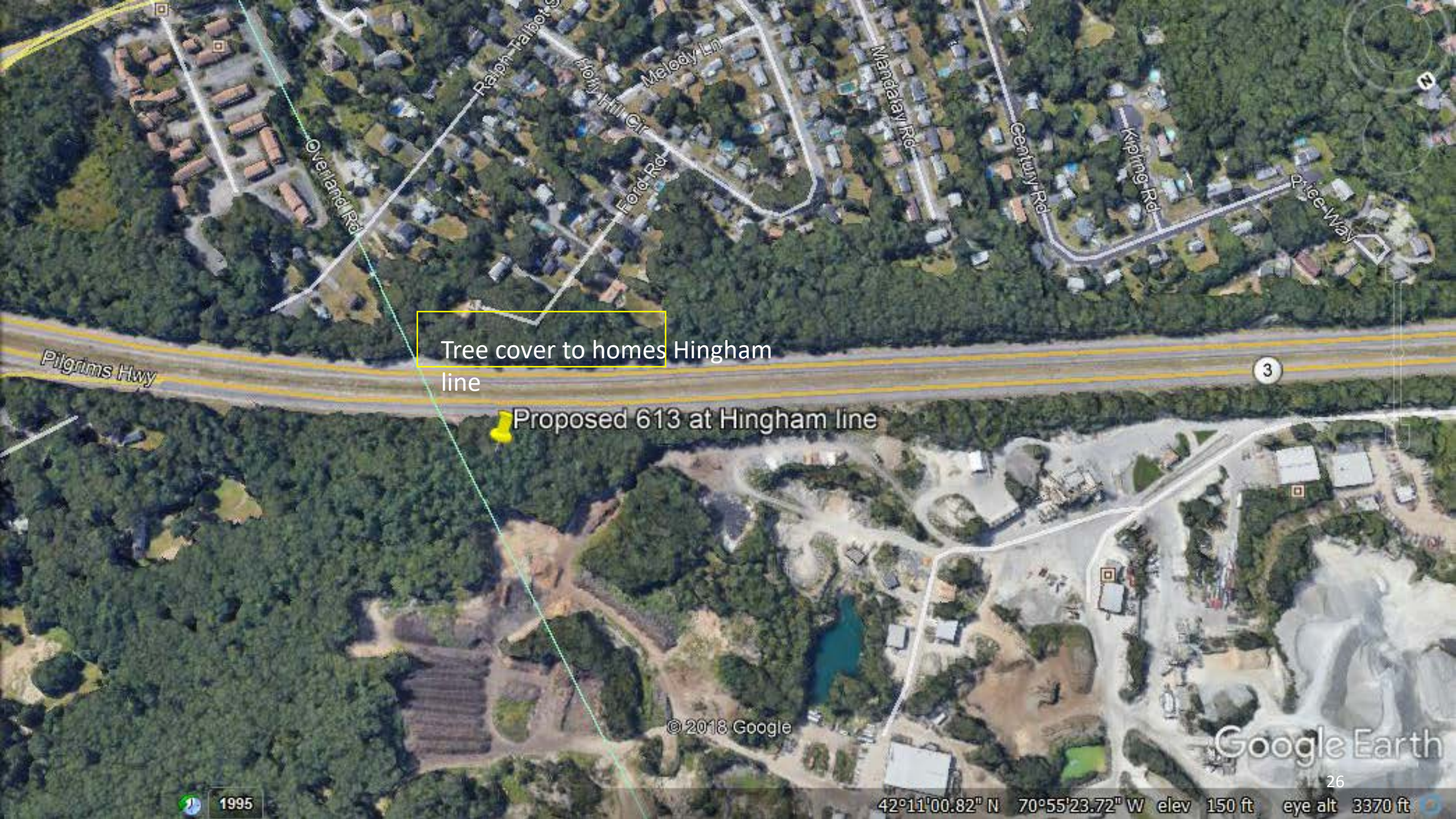
Ponderosa Dr

© 2018 Google

Google Earth
25

1995

42°10'59.04" N 70°55'20.91" W elev. 107 ft eye alt. 1255 ft



Tree cover to homes Hingham
line

Proposed 613 at Hingham line

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Google Earth

1995

26

42°11'00.82" N 70°55'23.72" W elev 150 ft eye alt 3370 ft



Finnell site



© 2018 Google

Google Earth

1995

42°11'47.01" N 70°57'39.21" W elev 126 ft eye alt 1254 ft

Distances from the proposed digital sign local as represented in colored lines

- **Blue line represents approximately 890 feet to the nearest home near Front street**
- **Yellow line represents the distance to the closest home in Tirrell Woods- approximately 500-1000 feet away**
- **Red line represents the nearest home near Belmont Street- over 700 feet away**
- **White line represents nearest home off Tirrell street approximately 890 feet away**



© 2018 Google

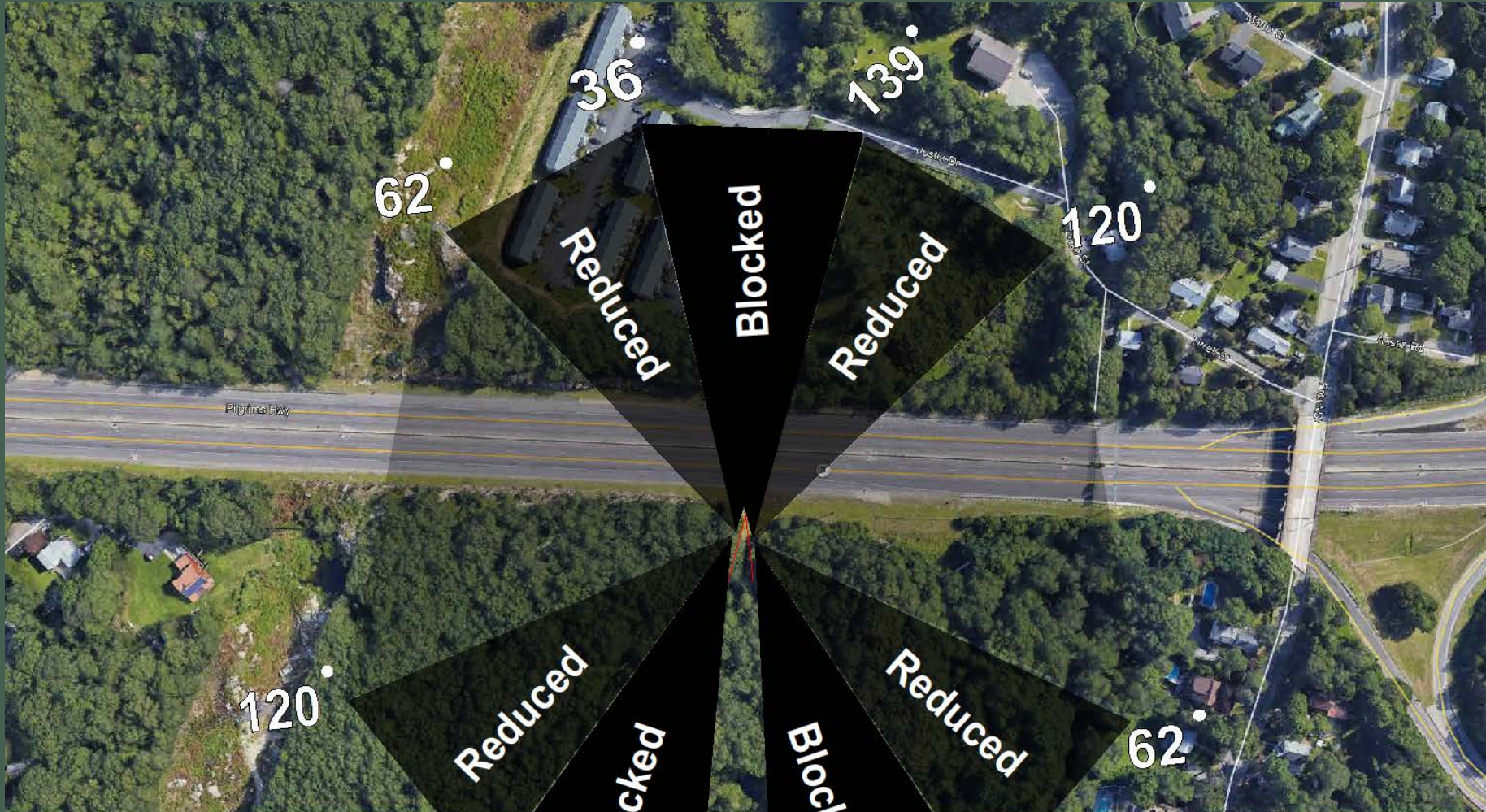
Google Earth



1995

42°11'46.70" N 70°57'40.21" W elev 126 ft eye alt 30 719 ft

Sight blocking current Finnell location



Weymouth Massachusetts 42.195945, -70.960885

CALCULATED LEVELS ABOVE AMBIENT

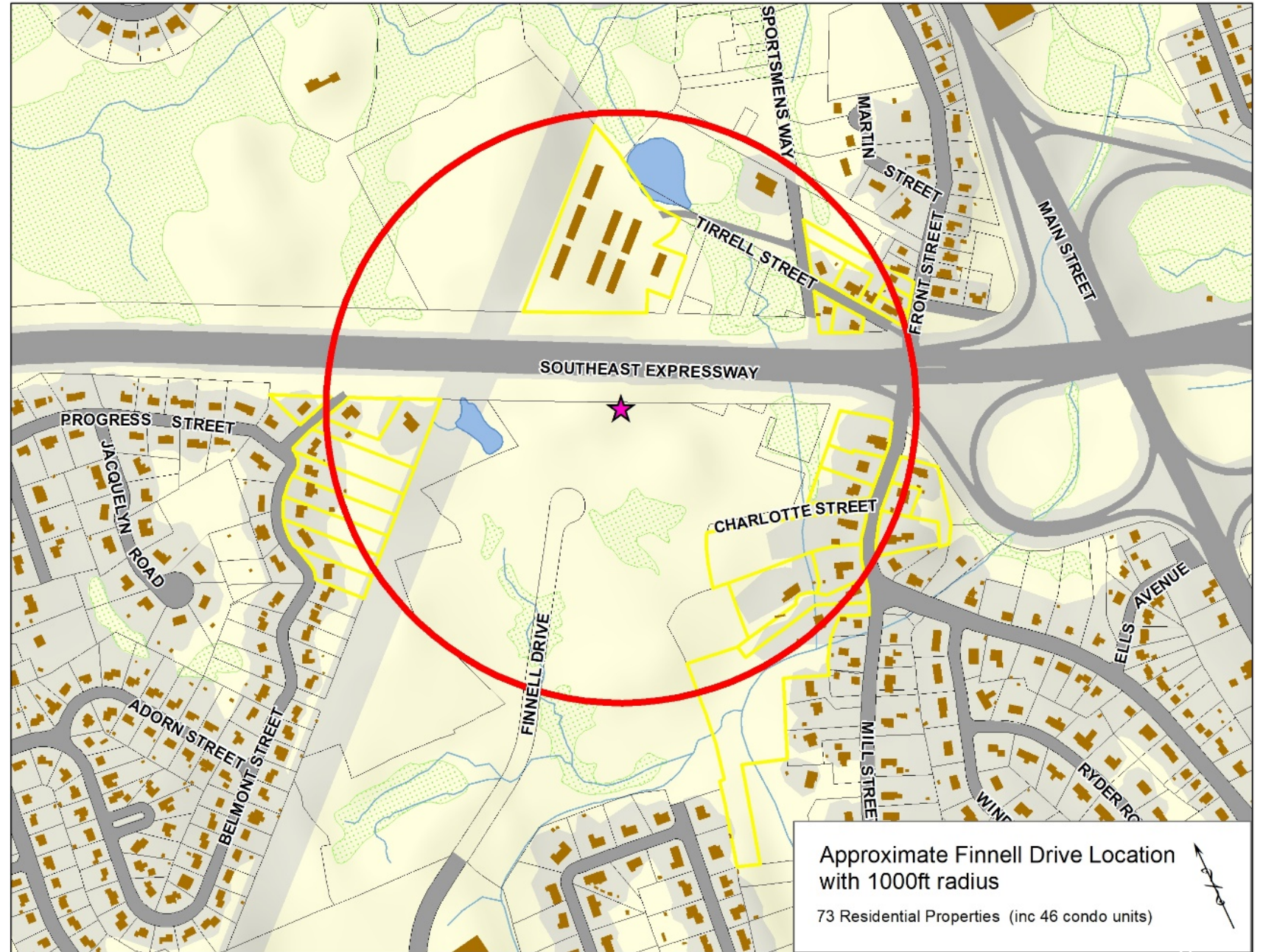
fc = Foot Candles | Calculations based on 150 nit, 100% white at night

FORMETCO®

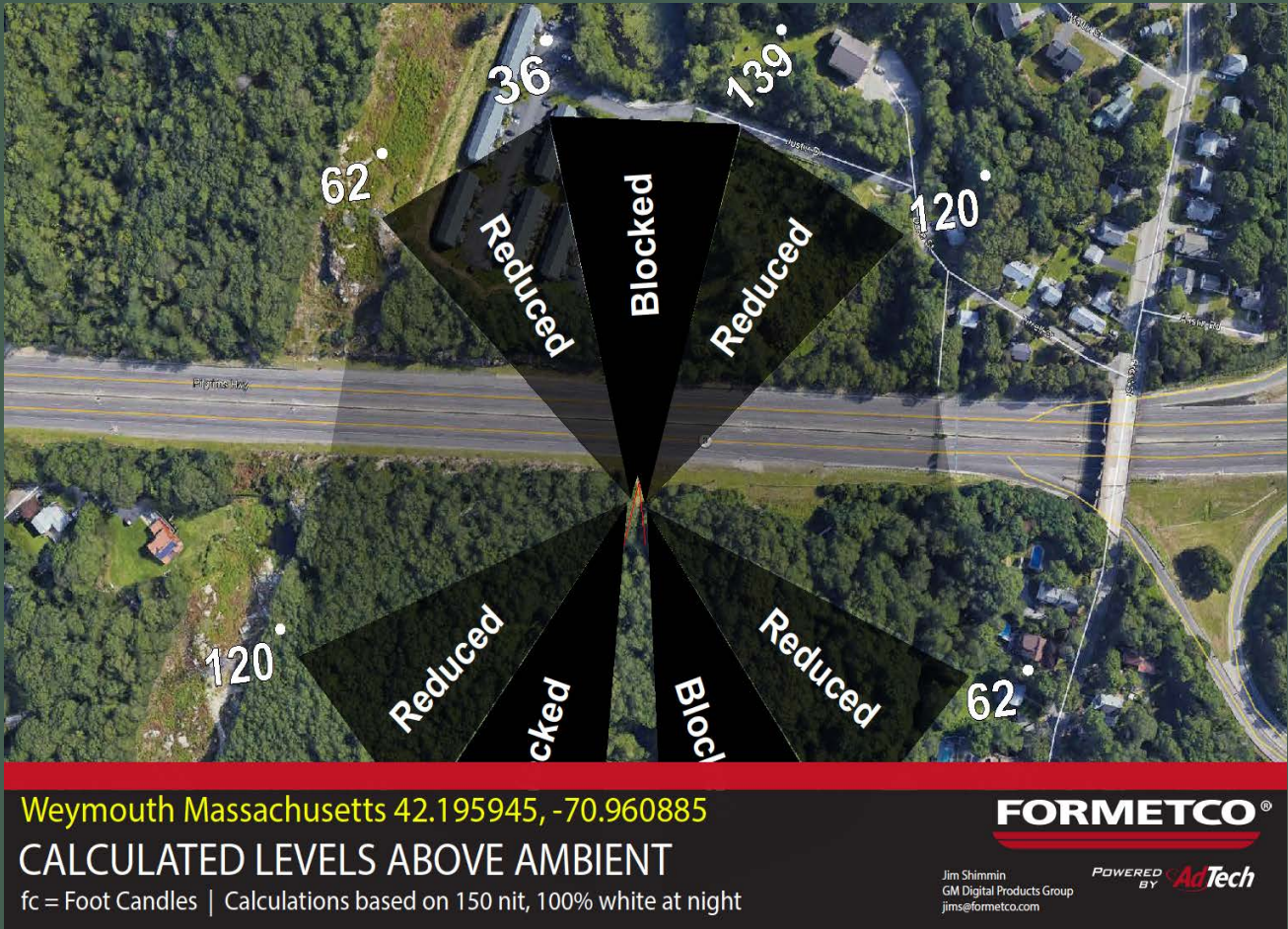
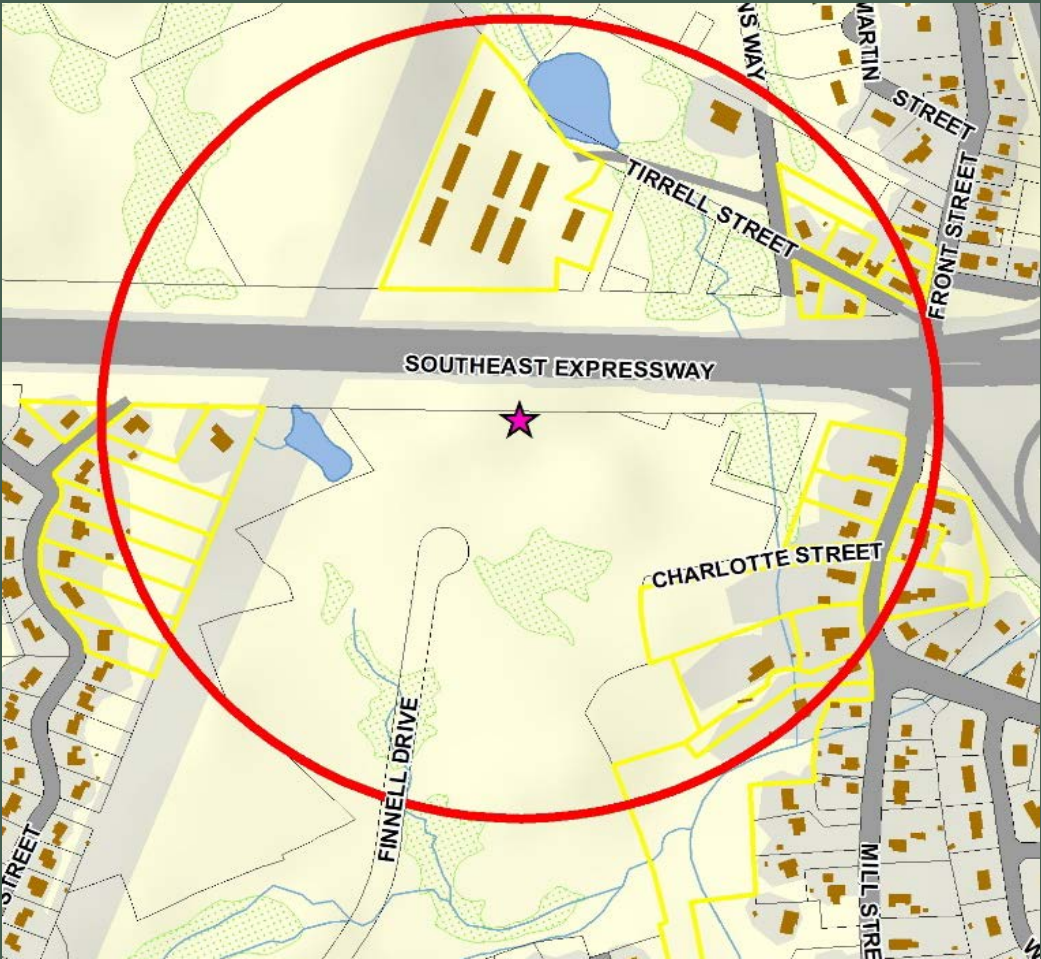
Jim Shimmin
GM Digital Products Group
jim@formetco.com


POWERED
BY **AdTech**

Finnell 1,000 ft radius



Finnell Radius and Light Blocking Side by Side



An aerial photograph from Google Earth showing a road labeled 'Pilgrims Hwy' with a '3' shield. The road runs vertically through the center. To the left of the road is a parking lot with several large, dark-colored trailers or mobile homes. The surrounding area is densely wooded with green trees. Overlaid on the image are several lines: a yellow line along the road, a red line parallel to it on the right side, a white line branching off to the left, and a purple line branching off to the right. A text box on the right explains these lines.

Lines representing cutting
or pruning for Finnell
viewshed
White line 460-foot view
and purple 500-foot view

Cove's Impact Assessment

- A proposed digital sign located some 100 feet +/- off Rt.3 will have minimal impact to the homes represented in the slides showing distances
- Due to the height of the proposed sign (40-50 feet tall) along with the tree cover and elevation, little to no visibility of the sign will be possible from the homes in the area
- Light Blocking technology will also be installed to alleviate Tirrell Woods from any to very little noticeable light as shown in the previous slide
- In addition, multiple site visits were conducted for the Finnell Drive location. Attendees included councilors and residents

Cove Timeline for construction of faces and removal of faces

- 611 Pleasant immediately turns on the Digitals and completes sight vista pruning and tree removal
- Cove sells advertising and orders sight blocking for 611 Pleasant
- 613 Pleasant is amended to locate the sign 170 ft south towards the Hingham line
- 613 is changed from double-faced sign to a south facing single-face digital after Finnell Drive double-face is permitted. When constructed 613 Pleasant installed with light blocking technology
- Finnell Drive will be permitted and constructed with light blocking technology
- Once Finnell is constructed the south-facing sign will be removed at 611 Pleasant

Positive aspects to the relocation plan and mitigation plan to Cove and the landlords for the sights

- The Town can negotiate with Bristol Development to alleviate most or all potentials for development of the 42+ acres at Finnell Drive and preserve open space
- The removal of the south-facing digital face at 611 Pleasant Street Digital sign after Finnell digital is constructed will lessen the impact on Century Road area and Bristol/Lorusso will be offset by the donation of the open space along with the alleviation of development on the parcels
- The amendment of the 613 Pleasant Street digital to a single south facing sign 170ft towards the Hingham line will reduce any impact on the Holly Hill residents
- The removal of all Rte.3A signs is still a potential through negotiations with the parties involved in the sites
- Town gives up the revenue share from the sale of 613 Pleasant as settlement to Cove for additional construction costs and lost revenue and carrying costs while 611 was turned off and not operated



Tree removal and trimming on the north facing side of 611 Pleasant



Trimming and removal closer

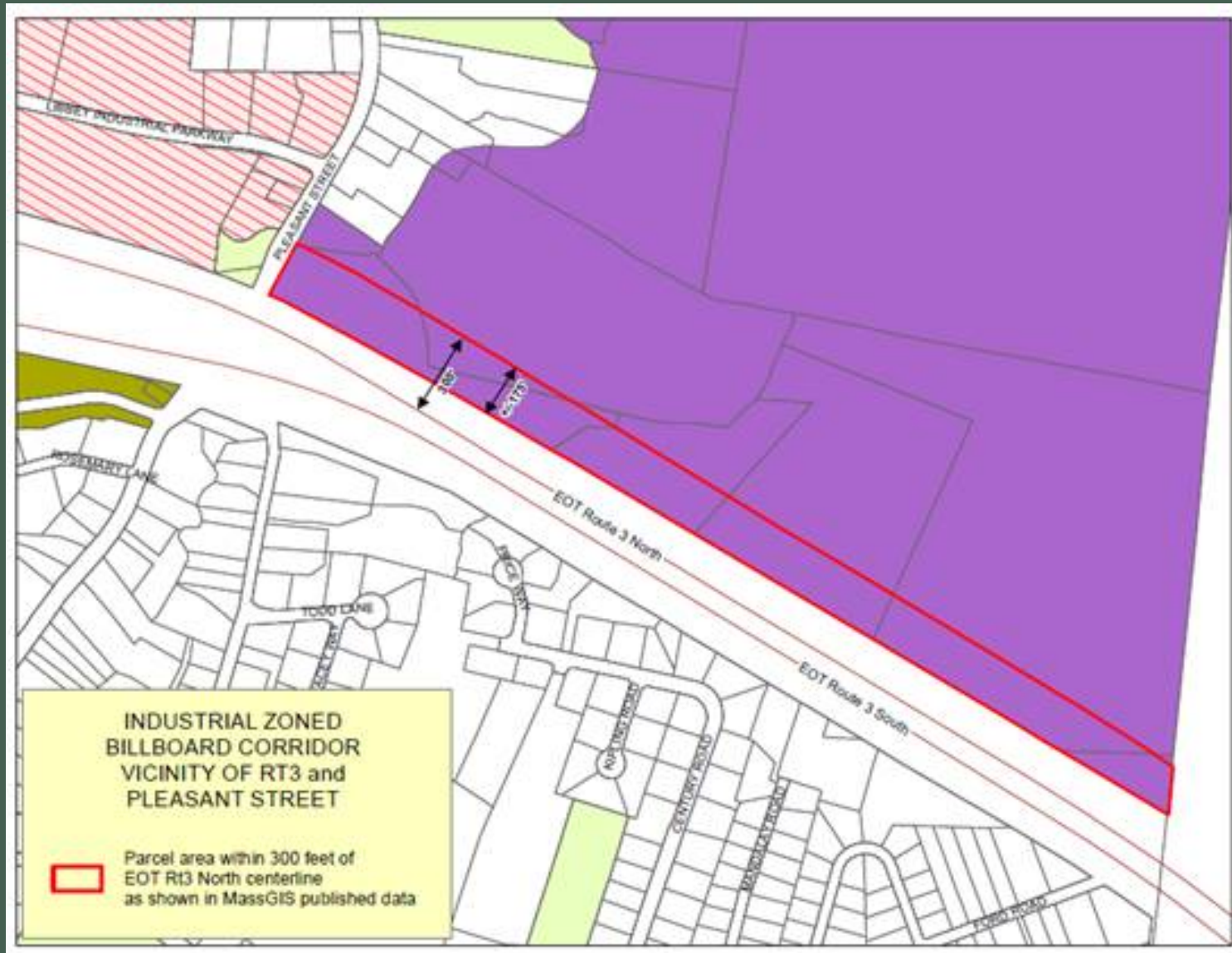
Zoning Overlay District & Bylaw

The Ordinance - Section 17. Section 120-64.7.1 said chapter 120 shall be added to read:

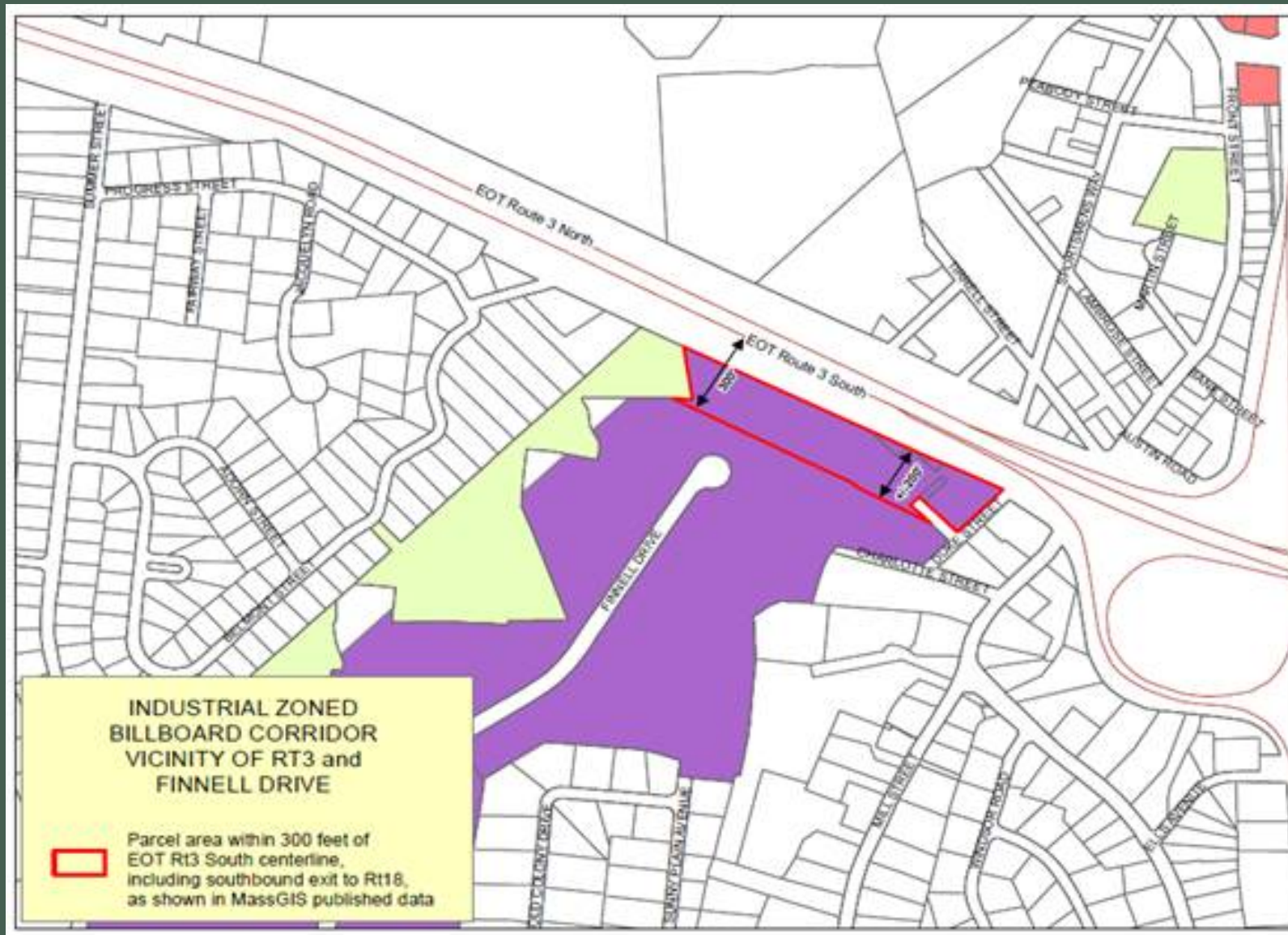
- Billboard Relocation Overlay District

- The Billboard Relocation Overlay District is established to provide for the removal and relocation of pre-existing, legally established billboards to new locations while achieving an overall reduction in the number of billboards throughout the Town.
- The regulations set forth below are generally applied to portions of properties located along Route 3 that are currently zoned Limited Industrial (I-1). The overlay shall be limited to an area extending three hundred feet from the centerline of Route 3 within the designated areas and as specifically identified on the Town of Weymouth Zoning Map.
- No more than three (3) electronic billboards are the only permitted use within the Billboard Relocation Overlay District and are subject to the approval of a billboard reduction and relocation agreement or development agreement for the reduction and relocation of billboards in compliance with this section.
- All billboards and related facilities and structures approved or permitted pursuant to a billboard reduction and relocation agreement or development agreement must be within the Billboard Relocation Overlay District and must comply with the requirements of Code of Massachusetts Regulations as defined in 700 CMR 3.17 and with the guidelines developed by the Director of Planning and Community Development.

Pleasant Street Overlay District



Finnell Drive Overlay District



Proposed Zoning Change Impacts

- If approved and adopted would prevent any new permits from being issued in the current overlay
 - Current overlay districts are at Pleasant Street sites and Finnell Drive area
- This would not impact existing permits already granted
 - 611 Pleasant Street would remain in perpetuity
 - 613 Pleasant Street would be allowable to construct and then remain in perpetuity
- This would eliminate all proposed options except for maintaining the existing agreement