

611 Pleasant Street Billboard Project Weekly Update #7

February 26, 2021

Since our last weekly report, the following has occurred:

1. Light Blocking Technology Billboards:
Two LBT billboards were ordered by Cove from Formetco, Inc. We await confirmation on the delivery of the signs. We are formulating our installation process to coincide with the tree cutting approval and lowering of the sign frames. The two new billboards will not go live until state approval or denial of the tree cutting applications.
2. Tree Cutting Permits:
The application and accompanying information were submitted. I want to thank the few neighbors who wrote emails of support for the applications. These emails were forwarded to the MA DOT.
3. Resident Questions:
I would like to try to answer two residents who sent in questions after last week's weekly update. I copied and will paste the questions here but will leave the senders' names off.

First Resident:

Mr. O'Sullivan,

Newsletter #6

Can you go into more detail regarding the light blocking technology.

1. What exactly are the town's requests with regards to the light intensity and what are their specific concerns?
Cove will operate the billboard at or below levels as outlined in the state regulations. Cove and the Town will assess what the light levels mean to this area and will adjust these accordingly for the best of the neighbors and for the advertisers.
2. What exactly do you mean when you say , It is to be much less intensive due to the particular billboard product?

By this I meant that the LBT boards are designed to block out any light completely in a certain radius and begin to show low light outside of the blocked area. The boards are designed to be seen by highway traffic.

3. Is the billboard product the LBT technology? Yes
Second Resident:

Thanks for the update. I had some questions about the light blocking technology. First is who did you buy it from and when will it be delivered and installed? LBT signs were ordered from Formetco, Inc. I know this week you're ordering it, but what is the timeline after that? The signs could arrive in about eight weeks. Installation of the new signs will take place to coincide with the state tree cutting application result. What has the town requested for a maximum amount of acceptable visible light after this is installed? Signs will be lit to comply with state MA OOA regulations. In addition, Cove will purchase a light meter for the Town. The Town will have the ability to measure the light to confirm compliance. No one from the town has provided us specific numbers, at best it's always just vague answers so I'm hoping you know more and will be able to elaborate. Light blocking studies have been part of the Town's presentations to the residents. Please refer to the Town's past presentations.

My apologies if I missed it, but I am basing my questions off your most recent update from 2/19. You said this is expected to be much less light intensive, but what if it's not? See answer above. What happens then? How much light can we expect to not be blocked? 50%, 25%, etc.? I ask because the Finnell Drive location is said to be getting this same technology. If you don't have the answers who would so I can ask them? For the specifics of the LBT boards, you could review materials at the Formetco website.

I hope my responses to the two residents is helpful.

Thank you.

Sincerely,

Ed

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