

## **Weymouth Billboard Project, Update Email #1**

Office of the Mayor, Members of the Town Council, Residents,

This is a first for what will be a regular update of what we will call the “Weymouth Billboard Project.” The purpose of these emails is to provide complete transparency on all elements of the project. This email may be longer than what follows in the weeks ahead but that is because we want to bring you up to date and to look forward into the continuation of the project. You should expect to receive these emails throughout the course of the project development.

If there is any question about anything in the email or if there is any additional information that you may want to receive, please contact me and I’ll answer your questions to the best of my ability.

All material contained herein in represents the current state of the project and may, from time to time, be amended due to matters outside of Cove’s control.

Here is a concise outline of Cove’s immediate obligations under the town agreement and the status of each matter at this point. Please understand that this is an evolving, building plan that will take time, money and cooperation from a number of parties –the Town, the State, the Town Council and the Residents. Countless hours of meetings, conference calls, site visits with you, the Mayor, and your staff, Residents and Town Councilors for nearly 2 years have resulted in a binding agreement among the town, Cove Outdoor and Bristol Bros. Development Corp.

Cove obligations fulfilled or in process of fulfillment under this binding agreement include:

1. 611 board was turned off on January 2, 2021 and will remain off under the binding agreement.
2. North Weymouth Route 3A boards:
  - a. Mr. Kahner board was removed in March/April 2018.
  - b. Agreements in place with landowners for 2 other sets of boards to be removed at the conclusion of current leases.
  - c. Cove is in discussion with 4th landowner for removal of board at end of current lease.
3. Abington Route 18 board is shut down since June of 2018.

4. Cove operated the billboard with limited hours from 7am-7pm for over 16 months until June of 2020. In June of 2020 until January 2 of 2021 operated at times of 7am-11pm, still not standard hours of operation.

5. 611 mitigation issues

a. Cove committed financial contributions to the town have resulted in park development and renovation in Century Road neighborhood.

b. Orders Light blocking technology signs on 611 are ready to be ordered pending Town approval of manufacturer (more on this below).

c. Cove retained services of a consulting arborist to identify trees, species type and valuations according to regulations state property. If tree cutting permits are approved, this will enable Cove to receive permitting for the removal and pruning of identified trees needed in order for sign to be lowered. Carl Brodeur from Arborists with Ropes and Saddles.

d. Cove has filed tree cutting permit amendment and remediation application with Commonwealth of Massachusetts.

e. Cove has retained expert personnel to represent Cove before the Weymouth Conservation Commission regarding trees and Vegetation control in wetlands at 611 location. John Zimmer, South River Environmental.

f. Cove is on January 26, 2021 agenda of Weymouth Conservation Commission regarding permitting to address the management of the trees and vegetation in the wetlands and buffer zones and, if approved with the approval of Mass DOT tree cutting applications, will allow for visibility of a lowered 611 sign by 20-25 feet.

g. Cove has met with neighbors regarding planting trees, bushes and, if necessary, installing stockade fencing as mitigation. Now under agreement to not relocate 611, Cove will complete the plantings in the spring of 2021.

h. Cove is prepared to communicate regularly with residents on a monthly basis and be available during reasonable times to respond to any questions going forward.

6. Process for Lowering 611 sign

a. In order to lower the 611 sign, Cove must receive permission through permits from the MA DOT to cut, prune and/or remove trees on state property and from the Weymouth Conservation Commission to cut, prune and/or remove designated trees in Weymouth wetlands.

b. As for the Weymouth Conservation Commission January 26 meeting, we encourage all residents to participate and testify in favor of the Cove application. This can go a long way in getting the needed approval from Con Comm.

c. As for the MA DOT tree cutting application, Cove has filed an application for this work, as noted above. We received today an extensive email from MA DOT requiring certain information needed for the state to process our application. We have not received an email like this from MA DOT before on any other tree cutting permit applications we have requested for other projects. This exact email is as follows:

-----Original Message-----

From: MassDOT\_Permits@shaps.massdot.state.ma.us  
<MassDOT\_Permits@shaps.massdot.state.ma.us>

Sent: Friday, January 15, 2021 10:16 AM

To: peter mcclary <petermcclary@citivisions.com>

Subject: Permit Note Created For Permit No.: 6-2019-0138

Importance: High

Hi Peter,

Please submit the following documents for further processing of your amendment request.

1. Provide tree inventory & appraisal report identifying each tree to be trimmed/removed with its estimated cost prepared by MA certified arborist.
2. Provide Town of Weymouth Con. Com approval for work within wetlands.
3. Provide Town of Weymouth Approval in support for removal of these trees.
4. Provide letter describing the conditions satisfied as agreed per remediation agreement for neighborhoods dated: December 18, 2019 with the town of Weymouth for the first round of tree cutting. Please provide explanation if any of the conditions from this agreement has not been satisfied as of yet.
5. Provide details of what public outreach has taken place for second round of tree cuttings proposed under this amendment and outcome from this outreach.

We will process your request further once we receive ALL OF THE ABOVE requested document as ONE COMPLETE PACKAGE. Please DO NOT submit a piecemeal information to avoid any delay in review process.

Thank you

d. There are items required by MA DOT that will need assistance from the Town. We are working with Town officials on these.

7. An oversight of the project provision is included in the new Town/Cove/Bristol agreement. Section 2.h.xi.d. calls for "Oversight of this process will be conducted by the Town and a representative designated by the neighborhood residents as determined by the Weymouth residents who signed the 'Remediation agreement for neighborhoods near the 611 Pleasant Street digital billboard,' dated December 18, 2019." We await the appointment and welcome the Town oversight and the oversight of the designated neighborhood resident. Please let us know when the appointment is made.

8. Light blocking technology

There are much discussion, meetings and commentary about light blocking technology signs that Cove has offered to install at 611 and Finnel Drive (if approved). Two companies manufacture this technology. Media Resources of Ontario, Canada and Formetco Inc of Duluth, GA. The technology of each is basically the same and the price difference is inconsequential.

I am including a video prepared by Formetco demonstrating how the technology works. Click this link to observe a short video. <https://formetco.com/digital-innovation-ftx-with-blackout-technology/>

I have inserted (see at top of email) Google Earth renderings of both company technologies measured from the exact location of the 611 board on the property. The technology impact of either company product is based on the exact sign location of the billboard on the property. The effect of the light blocking for both company products included herein is based on measurements from the exact placement of the billboard. These are the applicable slides for what either technology will deliver in its performance.

Contract for purchase the light blocking signs is dictated by the Town/Cove/Bristol agreement in Section 2.h.ix "The Light Blocking Technology Cove shall install at 611 Pleasant Street and 0 Finnell Drive shall be the type, kind, and style previously discussed with the Town and residents and shall be from a manufacturer approved by the Town." Cove is waiting for the Town to approve the manufacturer. We are ready to execute the purchase contract in compliance with the agreement.

9. Cove has worked with Bristol Bros. Development Corp to insure that 42 +/- acres of land at 0 Finnell Drive will be donated to town for expanded park land. Legal, binding details of this prospective transaction are included in the agreement. More about this will be included in following regular update emails.

Working John Zimmer of South River Engineering and McKenzie Engineering Group, an access plan for 0 Finnell is being finalized and prepared for the Weymouth Conservation Commission approval.

Thank you for your attention to this matter. Stay tuned for future updates.

Sincerely,

Ed

Edward E. O'Sullivan

Managing Member

Cove Outdoor LLC

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