

## Guidelines for billboards within the Billboard Relocation Overlay District

Weymouth believes digital technology, if appropriately regulated, can provide numerous benefits to its users. Digital signage can allow multiple advertisers to share one sign structure and allow sign displays to be quickly and remotely changed. Commercial entities aren't the only beneficiaries of digital sign technology either. For Weymouth, the new technology provides a venue for communicating community events, information about municipal activities, emergency notifications, and other public service announcements.

Weymouth allows a limited number of digital display billboards within its Billboard Relocation Overlay District. Digital display billboards- a full color advertisement on a billboard- can incorporate pictures, text, and other images.

Realizing that Sign technology is continuing to advance **no "interactive" billboards will be allowed.** Interactive billboards include signage that encourage viewers/drivers to take pictures of the sign or send a text message to a specific number in hopes of winning a prize. It also includes changing the display based on the vehicle passing by. These interactive signs react to the motion or electronic signal of passing vehicles, creating an even greater safety concern. In anticipation of this technology, the Town of Weymouth as part of these guidelines prohibit interactive signs, along with other unsafe activities, including signs that flash or scroll text, use animation, or emit noise. In addition, image sequences to full motion video digital billboards are not allowed This shall include "Variable Message Sign" which means an advertising sign, display or device with moving parts whose message may be changed by electronic or by remote control or other process through the use of moving or intermittent light or lights.

All structures and associated support systems shall be painted gray as it has been determined that this color blends in best with the New England landscape. These structures must be regularly maintained and repainted at the first indication of paint failure.

For digital display billboards the Town of Weymouth only allows INTERNAL illumination - illuminated by a light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface.

These guidelines include regulations for internal illumination that address the following issues:

**Hours of Operation:** All digital illuminated signs may be illuminated between the hours of 6AM and 10PM.

**Display Change Frequency:** These guidelines state that digital display billboards cannot contain a message which flashes, pulsates, moves, or scrolls. Each message must transition instantly. The length of time each message can be displayed must be at least 10 seconds.

**Default Display:** In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one position.

**Brightness:** The Town of Weymouth requires digital billboards to adjust brightness to surrounding light as well as within the state prescribed limits. In lay terms, when the sun goes down, the brightness of the digital billboard dials down. Digital billboards must be equipped with light sensors that adjust brightness, and save energy. Weymouth requires the owner of any digital display billboard to arrange for a certification by an independent contractor showing compliance with brightness standards per 700CMR 3.00 as a condition of a sign permit. The Town of Weymouth requires that all digital and electronic billboard faces be installed with light blocking technology faces of the type, kind, and style and from a manufacturer approved by the Town.

**Content:** In addition to the provisions of MGL Chapter 93D and 700 CMR 3.00, the content of the digital billboards shall be restricted such that advertisements for tobacco, marijuana, adult entertainment and businesses related to the sale of tobacco, marijuana, and adult entertainment are not allowable on boards permitted through the Billboard Relocation Overlay District.