

Billboard Relocation Project Public Forum

OCTOBER 1, 2019

ABIGAIL ADAMS MIDDLE SCHOOL

7:00PM

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Agenda

- History of Project & Timeline
 - Route 3A Beautification
 - Billboard Relocation & Removal
 - Construction of Pleasant St Billboard
 - Finnell Drive Proposal
- Mitigating Route 3 Northbound Board
- Next Steps & Options
- Questions

History of Project: Route 3A Billboards

- 9 Static billboard faces were located along Bridge Street in Weymouth (Route 3A)
- These boards are legally permitted and allowable under existing rules
- They can exist in perpetuity
- The Town has worked for many years to beautify route 3A, including once paying a landowner to remove the billboard



History of Project: Route 3A Billboards



400 Block of Bridge Street



Sand Trap – 327 Bridge Street (North Bound)

History of Project: Route 3A Billboards



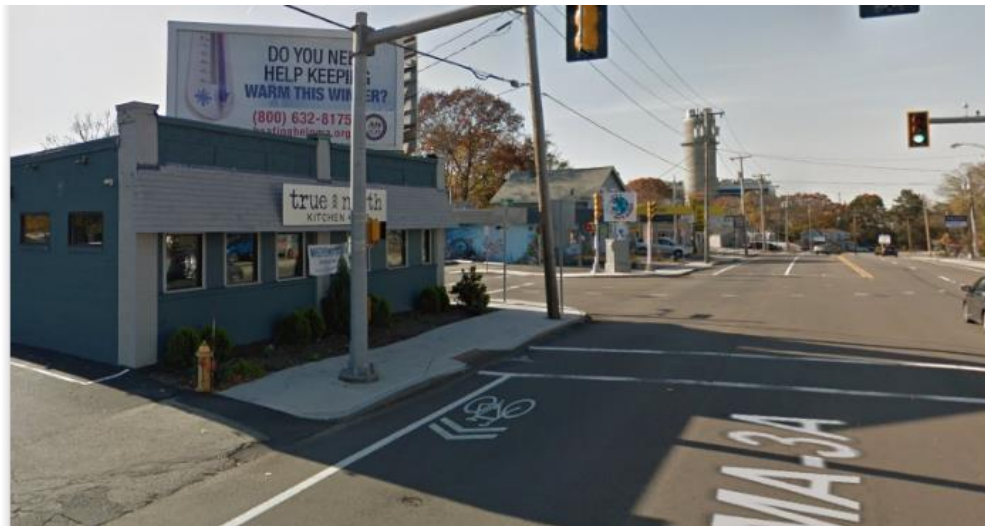
Pole Sign – 1600 Block Main Street



Sand Trap- 327 Bridge Street (South Bound)

History of Project: Route 3A Billboards

159 Bridge Street (North Bound)



159 Bridge Street (South Bound)

History of Project: Route 3A Billboards

Removed by Town in 2014



Panda Rug – 250 Bridge Street

History of Project: Route 3A Billboards

Removed by Town in 2019



Pole sign – 100 Block Bridge Street Northbound

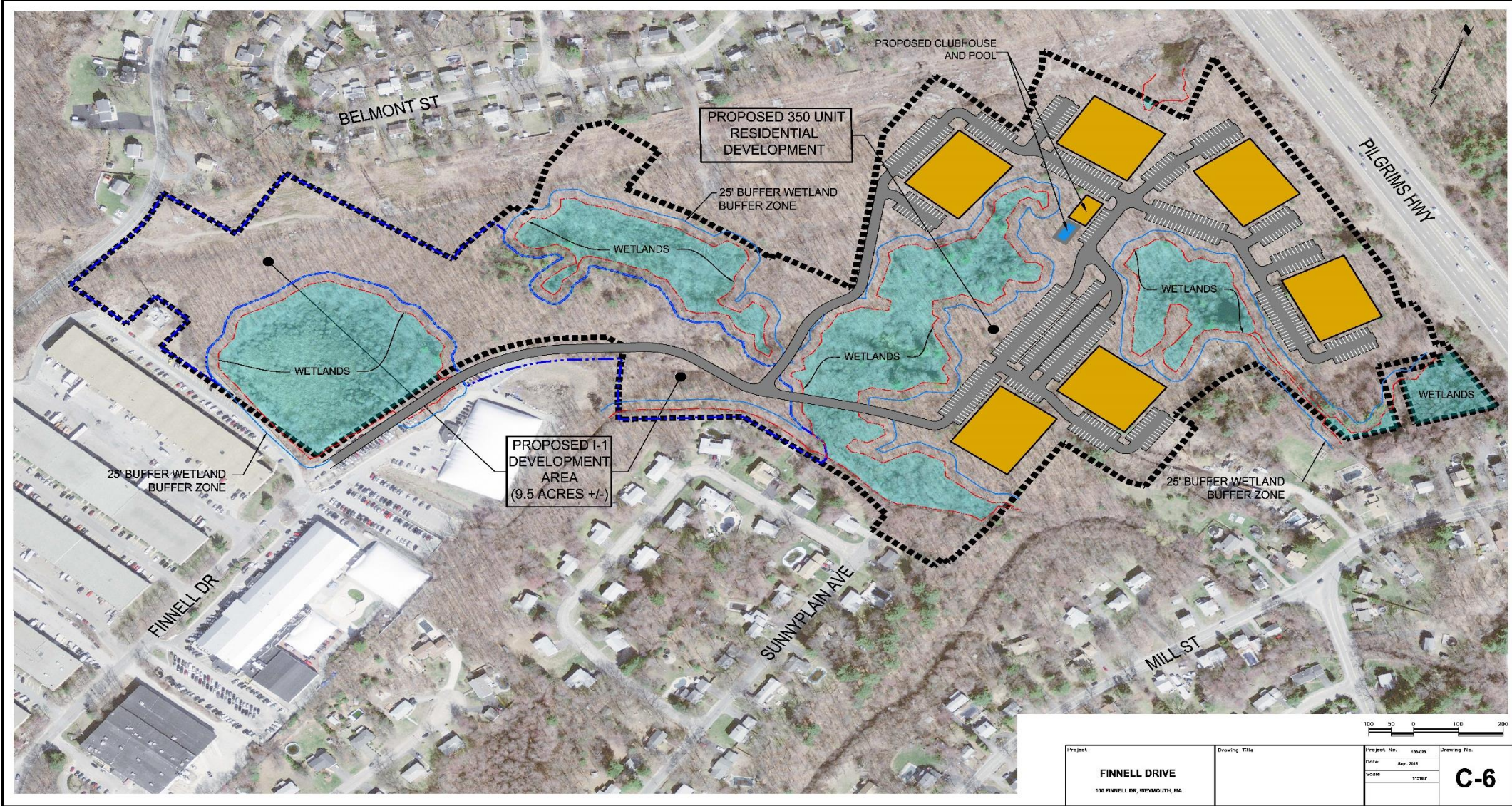


Pole sign – 100 Block Bridge Street Southbound

History of Project: Billboard Relocation and Removal

- In 2016, Cove Outdoor, LLC approached the town to propose constructing billboards on Route 3. The Town did not have an interest in constructing boards
- In early 2017, Cove Outdoor re-approached the Mayor with an opportunity to take down Route 3A billboards and mitigate the South Weymouth Board (Rte 18), in exchange for two new boards
- Meanwhile, Bristol proposed a development on the open space abutting Finnell Drive
- This initiated the billboard removal and relocation project

History of Project: Billboard Relocation and Removal



History of Project: Billboard Relocation Overlay District

- In November of 2017 Mayor Hedlund introduced Measure 17-127 to the Weymouth Town Council to improve commercial corridors in Town
- This included zoning changes to create:
 - Billboard overlay districts
 - Commercial corridor overlay districts (Rte 53, Rte 18, Rte 3A, and Columbian Street)
 - Protect residential character/density of neighborhoods
- The goals of the re-zoning were to enhance and beautify the Town's "gateway" corridors

History of Project: Billboard Relocation Overlay District

Prior to the public hearings, the Mayor and Planning Staff held the following public informational meetings regarding the zoning changes, including those for the Route 3 billboard overlay districts

- Introduction to Town Council 12/19/2016
- North Weymouth Civic Association 4/17/2017
- Presentation to Weymouth Business Council & South Shore Chamber 8/10/2017
- Public Wide Informational Meeting 6/29/2017 (High School)
- Pond Plain Neighborhood Association 09/26/2017

History of Project: Billboard Relocation Overlay District

Public Hearing Timeline

- Introductory Presentation to Town Council 12/19/2016
- Series of public informational meetings held with various civic groups and the public at large
- Measure 17-127 submitted by Mayor Hedlund 11/30/2017
- First Town Council public hearing 12/4/2017 – referred to Ordinance Committee
- Ordinance Committee Meeting 1/29/2018
- Ordinance Committee Meeting 2/6/2018
- Town Council Hearing presentation 2/20/2018
- Ordinance Committee Meeting 3/26/2018
- Approved at Town Council Meeting 4/2/2018
- Signed by Mayor Hedlund 4/4/2018

History of Project: Billboard Relocation Overlay District

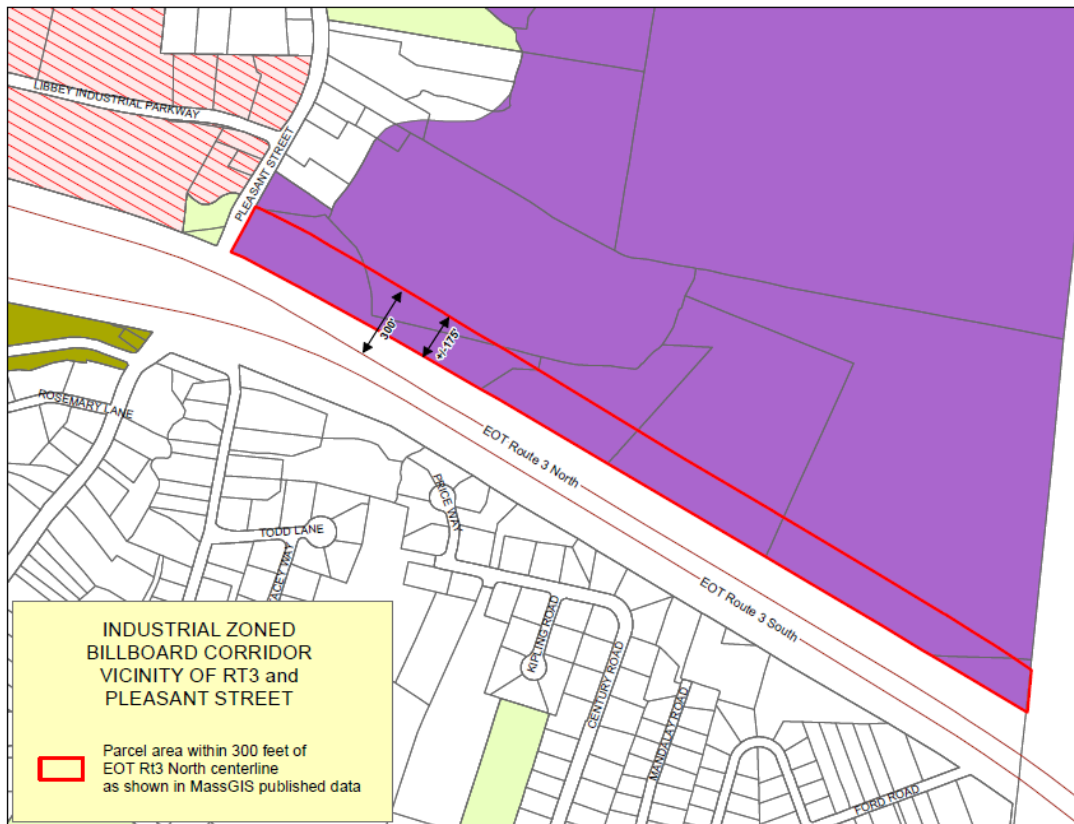
The Ordinance - Section 17. Section 120-64.7.1 said chapter 120 shall be added to read:

Billboard Relocation Overlay District

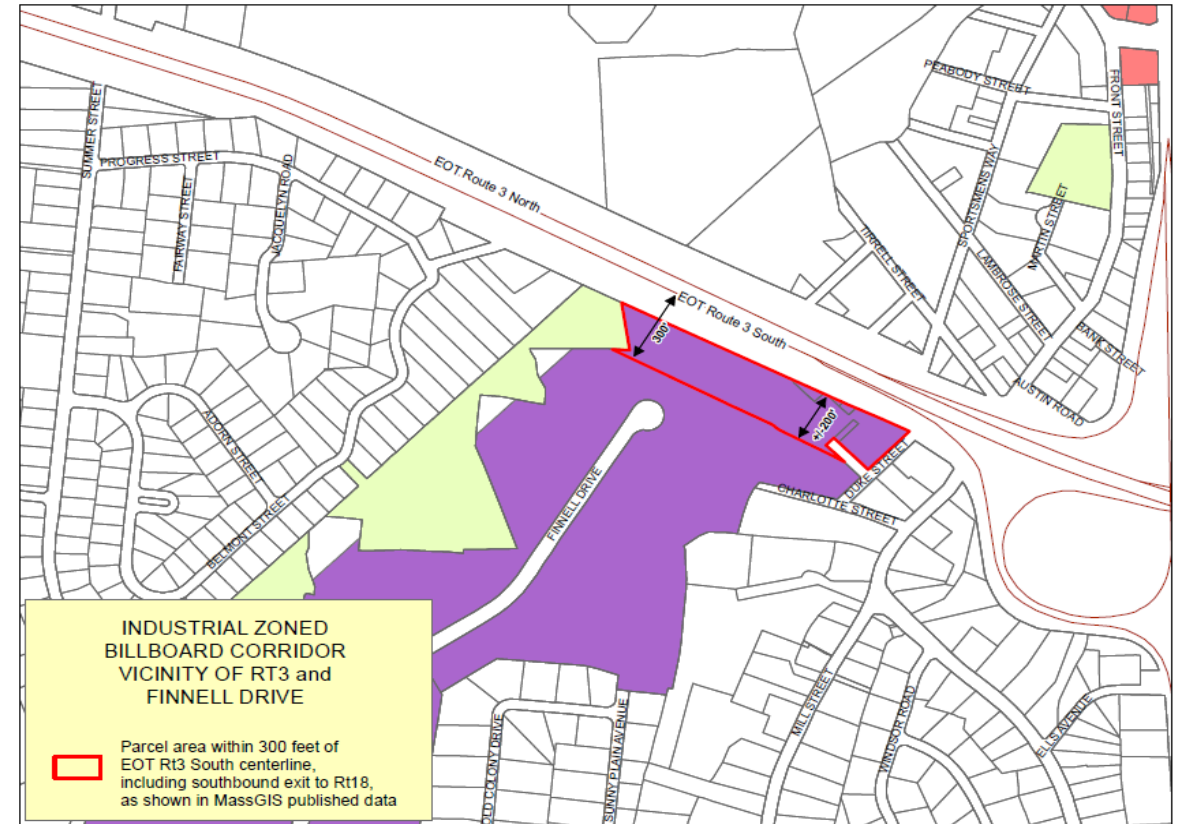
- The Billboard Relocation Overlay District is established to provide for the removal and relocation of pre-existing, legally established billboards to new locations while achieving an overall reduction in the number of billboards throughout the Town.
- The regulations set forth below are generally applied 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.

History of Project: Billboard Relocation Overlay District

Pleasant Street



Finnell Drive



History of Project: Billboard Relocation Overlay District

Purpose of Overlay District

- Overall reduction in number of billboards
- Chose Limited Industrial (I-1) to have least impact
- Limited the number of permits allowable to just 3 in the select zones
- Ensured compliance with all state regulations

Goals of Billboard Agreement

- Remove static billboards on Route 3A
- Mitigate negative effects of South Weymouth (Rte 18) billboard
- Prevent unfriendly development in Finnell Drive
- Preserve and protect open space abutting Finnell Drive and Gagnon Park

History of Project: Billboard Relocation Overlay District

Goals (continued)

- The undesirable development could be prevented by permitting the new digital boards and using the revenue to purchase the Finnell Drive land
- Town worked to identify locations that met the MassDOT Office of Outdoor Advertising (OOA) criteria and regulations (700 CMR 3.00)
- Proposed that those new locations could be permissible for the construction of only 2 boards if the goals were achieved

History of Project: Agreement between Town and Cove Outdoor, LLC

The Town, working with Cove Outdoor LLC (the billboard company), developed an agreement to:

- Remove the 9 static faces on Route 3A in exchange for the permitting of 2 electronic sign boards (4 faces) on Route 3 in the established industrial zones
- Mitigate the Route 18 board in South Weymouth:
 - Keep billboard at or below current height
 - Move board closer to Rte 18
 - Install Siteline technology
 - Reduce size of the faces
 - Change angle of board
 - Turn off the board from 10P to 6A
 - Paint the board
 - Prohibit explicit ads
- If the Route 3A boards were not removed within a year of the execution of the agreement, but instead when their existing leases expired, Cove would have to surrendered 50% of their net profits to the Town
- The Town will use its share of the revenue from the permitted boards to purchase the land abutting Gagnon Park
- Based on the agreement, the Town would receive a revenue share from the billboards equal to tax revenue gained from a \$10M commercial development

History of Project: Permitting and Construction of 611 Pleasant Street Billboard

- The Board to be located at 611 and 613 Pleasant street was applied for by Cove Outdoor LLC
- The state approved the application in August of 2018
 - Met all state criteria under 700 CMR 3.00
 - Abutters notifications were sent to 22 abutters (per 500 feet requirement)
- The board at 611 Pleasant street was constructed in April of 2019
- The billboard was illuminated and impact to residents from Century Road area became apparent
- Public forums were held on May 8, 2019 & June 10, 2019 to discuss the issues
- The Town began working to permit the alternate location for the approved 613 Pleasant Street board

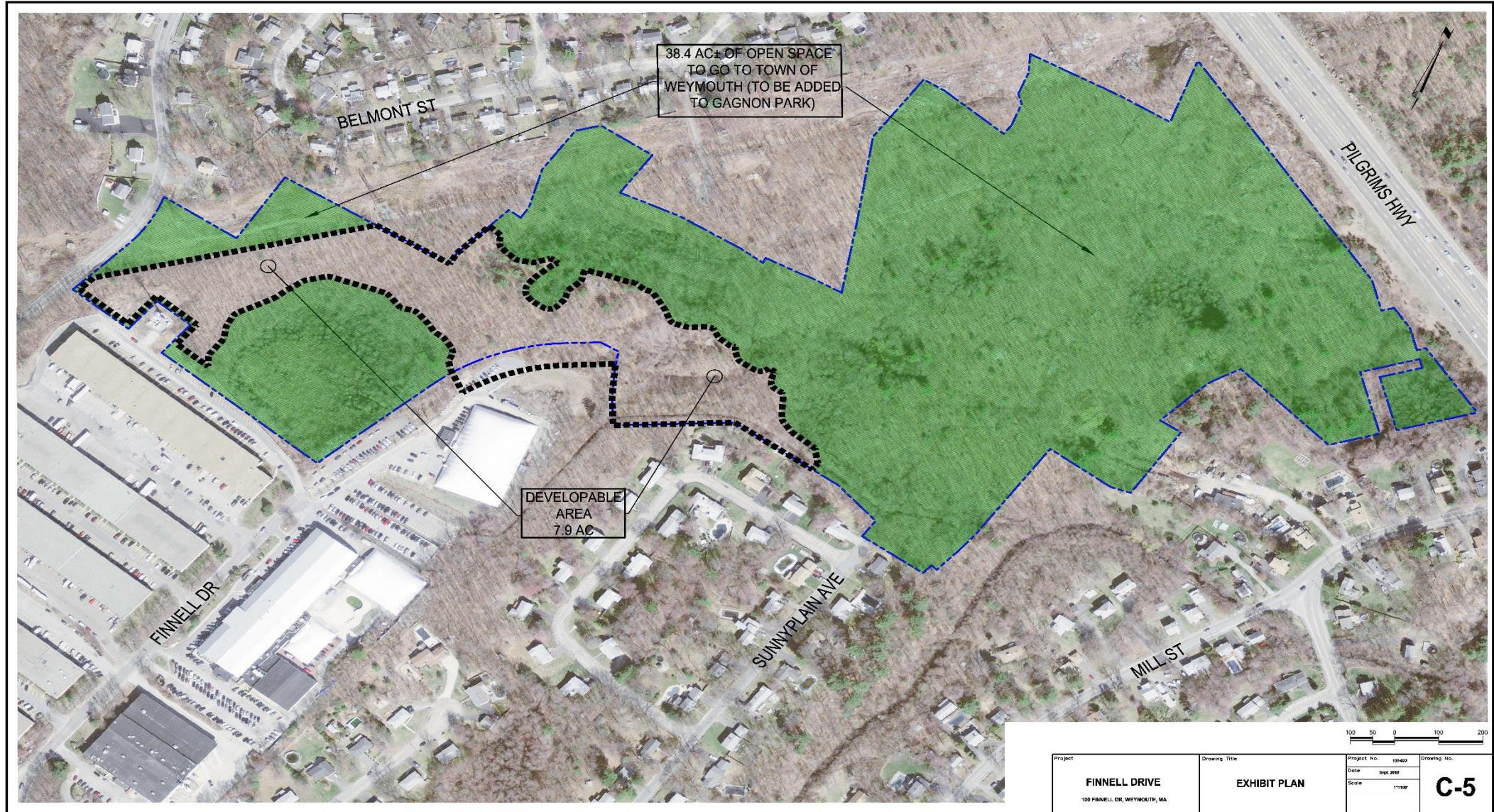
History of Project: Finnell Drive Proposal

- Finnell Drive, owned by Bristol Bros. Corp, abuts Gagnon Park
- The end of Finnell Drive is one of the billboard overlay zones
- Instead of 613 Pleasant St, the Town proposed constructing the second billboard here in exchange for the acquisition of 35+ acres of now undeveloped land (to become open space)
- The Town worked with the billboard company and Cove Outdoor, LLC to move 613 Pleasant permit to Finnell drive in order to mitigate impact of that board
- Requires waiver of 700 CMR 3.00 to comply with 2 business requirement
 - Existing businesses are outside of the required 500 foot zone

History of Project: Finnell Drive Proposal

- After discussions with the state, the Finnell Drive board would be an eligible candidate for a waiver
- Finnell Drive property owner, Bristol Bros, agreed to give the Town the land abutting Gagnon Park free of charge for:
 - Construction of the billboard on the site
 - Bristol will develop ~8 acres of the industrial land fronting existing, developed end of Finnell Drive
 - Remaining 35+ acres will go undeveloped and become an expanded part of Gagnon Park
- Under an earlier proposal, Town would use capital from the billboard to purchase land abutting Gagnon Park; however, 611 and 613 Pleasant are not saleable so this would be challenging to achieve under current signed agreement

History of Project: Finnell Drive Proposal



Mitigating Existing Route 3 Billboard

- The Route 3 billboard is legally permitted and therefore cannot be forcibly removed unless by agreement
- A second Route 3 billboard is legally permitted but not yet constructed
- The billboard company has been cooperative as mitigation measures are identified
 - Turned off the board and has not proceeded to sell ads for the board
 - Postponed construction of the 2nd board
 - Attended public meetings about the board
 - Produced light studies for 611 & 613 Pleasant

Mitigating Route 3 Billboard

611 Pleasant Street (existing board) with Siteline Technology



Mitigating Route 3 Billboard

613 Pleasant Street (second permissible board) with Siteline Technology



Next Steps

Option A: Maintain Terms of Signed Agreement

PROS

- No need to negotiate changes
- Removal of Route 3A boards
- Mitigation of Route 18 board
- Site line technology will be installed
- Town receives revenue from initial sale and ongoing share of net profits
- Town maintains some ability to purchase land abutting Gagnon Park

CONS

- Board remains at 611 Pleasant
- Second Board constructed at 613 Pleasant
- Rte 3A boards remain longer
- Revenue from ads will be lessened
- Revenue from sale of board would be lessened
- Town less likely to be able to use revenue to purchase land abutting Gagnon Park
 - Purchase price will be much higher than originally proposed OR
 - Bristol will move forward with development on the land

Next Steps

Option B: Construct Second Board at Finnell Drive

PROS

- Little need to negotiate changes
- Removal of Route 3A boards
- Mitigation of Route 18 board
- Site line technology will be installed
- Town receives revenue from initial sale and ongoing share of net profits
- Town will be given 35+ acres of open space at no cost
- Potential to move 611 Pleasant to 613 Pleasant is still an option

CONS

- Board at 611 Pleasant will remain until viable option for moving to 613 Pleasant
- Portion of Finnell Drive will be expanded/developed (~8 acres)
- Billboard at 0 Finnell Drive may impact some residents located in that viewshed

Next Steps

Option C: Break Agreement (not issue second permit)

PROS	CONS <ul style="list-style-type: none">• 611 Pleasant St Board will remain• 613 Pleasant St Board will be built• No new open space off Finnell Dr; area will be developed, possibly with 350 units of 40B housing• Rte 3A Boards would remain up in perpetuity• No relief for South Weymouth residents from Rte 18 board• No Site line technology will be installed• No revenue to the Town• Town will owe damages to Cove & Bristol entities<ul style="list-style-type: none">• Damages will likely be millions of dollars as it would be the revenue they would have realized over the life span of the billboard (perpetuity)
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Questions, Comments, Suggestions

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