

Weymouth Digital Billboards: Proposals for Potential Mitigation

Mayor Robert L. Hedlund's Office

11/5/2020

Brief Background

- Goals of Billboard Relocation Project
 - Remove 9 Static billboard faces on Route 3A
 - Prevent unfriendly development in Finnell Drive
 - Preserve Open Space abutting Gagnon Park (~42 acres)
 - Mitigate impacts of Rte 18 billboard
- After construction of 611 Pleasant Street billboard was completed, several unintended consequences ensued
- Since then, the Town has been working with the parties to the agreement and the residents to identify a solution
 - This includes: dozens of meetings, remediation agreements, conversations with state agencies, new proposals, amendments to proposals and much more

Existing Agreement

- Parties to the Agreement – Town of Weymouth, Cove Outdoor LLC, Bates Brothers Seam Face, 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

Solution Agreed to in December 2019:

611/ 0 Finnell Option

- a) The billboard at 611 remains with the following mitigation:
 - a) Site blocking technology is installed on the faces;
 - b) The board is lowered ~20 feet
 - c) Cove plants trees along the highway to block the quarry operation
 - d) Cove provides plantings for residents impacted by the billboard
- b) A board is constructed at 0 Finnell Drive
 - a) The entire 42 acres is preserved as open space The board will be a shorter sign, installed with site blocking technology
 - b) Other mitigation for any impacted residents will be provided (visual barriers)
- c) The route 3A billboard removal and Route 18 mitigation is maintained

611/0 Finnell Solution

How do we make this work?

The Town will forgo its revenue share to:

- Make Cove “whole” for the time the billboard was turned off (April 2019 to Dec 2019);
- Pay for the land abutting Gagnon Park - in lieu of its revenue share Bristol will deed the land to the Town;
- Provide financing for Cove to enter into a deal with a third-party buyer to finance the lowering and light blocking technology panels

611/0 Finnell Solution

Cove Concessions:

- Cove must install light blocking technology within 3 months of receiving a financing deal, to be executed approximately at the time of the amendment to the agreement
- Cove must lower the sign approximately 20 feet within 12 months
- Cove must fulfill obligations of Dec 2019 remediation agreement
 - Plant trees on properties of neighbors affected by digital sign
 - Plant lower height evergreens behind area in which tree cutting has taken place to create visual barrier for quarry
 - Build stockade fence or equivalent where neighbors affected by sign
- Cove must subscribe to additional content/operations guidelines
 - Restrict content to exclude anything with smoking, vaping, cannabis, sexual/harmful in nature
 - Hours of operation limited to 7am – 10pm and if light blocking technology is not installed in 3 months, 7am – 7pm
- Fulfill requirements of the State Office of Outdoor Advertising
 - Remediate 611, provide updated as-built plan

611/0 Finnell Solution

After months of negotiations with Cove to make the 611/0 Finnell Solution work, Cove informed the Town this solution is not financially viable due to a number of reasons:

- Expenses - the projected expenses to lower the sign and install light blocking technology are nearly the same as constructing a new sign
- Tree removal – the expenses for tree removal to make the sign visible are equal to or greater than the initial cutting (appx \$100K) and the state process for approval will take time
- Financing – financing the work is contingent on a number of factors (lowering, light blocking, and tree removal) making this unattractive to buyers and challenging to get a third party buyer; Cove has suffered from financial setbacks due to the inoperation of the board from April to December and the pandemic
- As a result, Cove proposed an alternative to the 611/0 Finnell Solution on Oct 20th

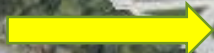
New proposal: Construct 613; Remove 611; Construct 0 Finnell Drive

Cove's latest proposal is to Construct the Permitted billboard at 613 Pleasant Street, take down 611 Pleasant Street, and construct 0 Finnell Drive

This proposal was presented by the residents of Century Road in December of 2019 as their preferred solution #2

We are here today to present this option, explain the considerations and concessions that would need to be met to move forward, hear from residents regarding additional concessions needed, and any other feedback to determine the viability of this option

611 Pleasant
Street,
Constructed



613 Pleasant St



613 Pleasant
permitted
location



Century Rd

Ponderosa Dr

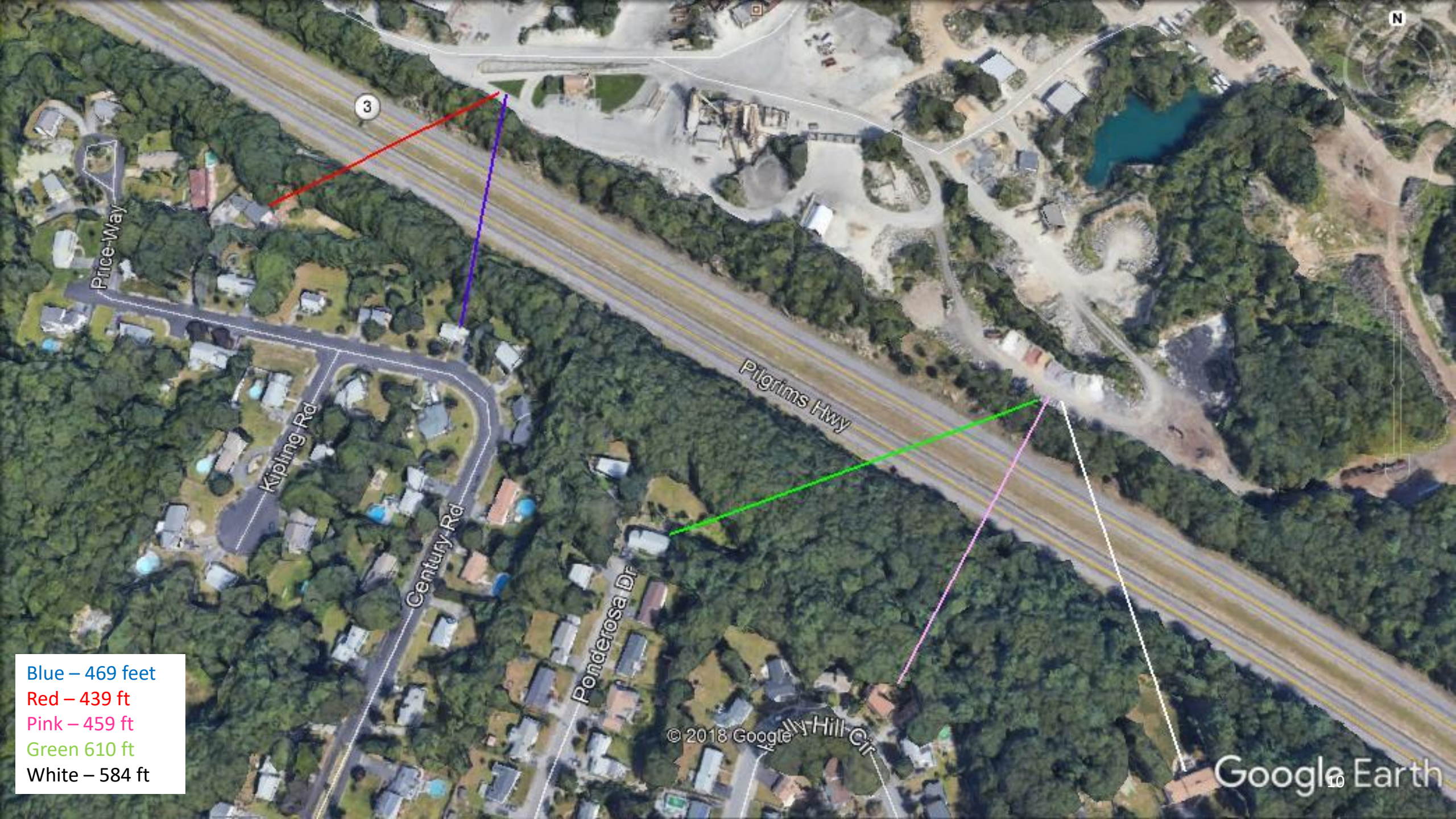
Holly Hill Cir

Pilgrims Hwy

3

© 2018 Google

Google Earth

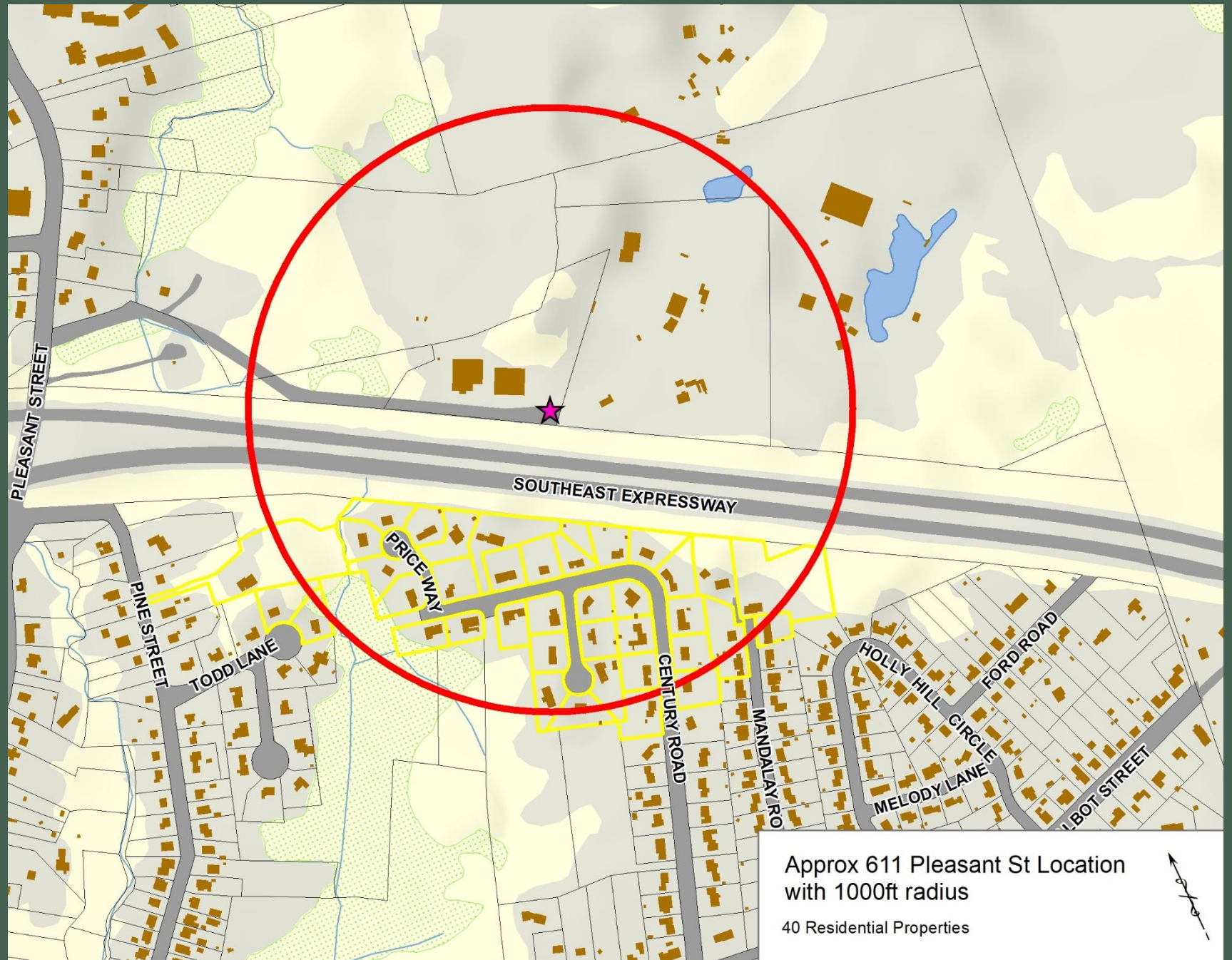


Blue – 469 feet
Red – 439 ft
Pink – 459 ft
Green 610 ft
White – 584 ft

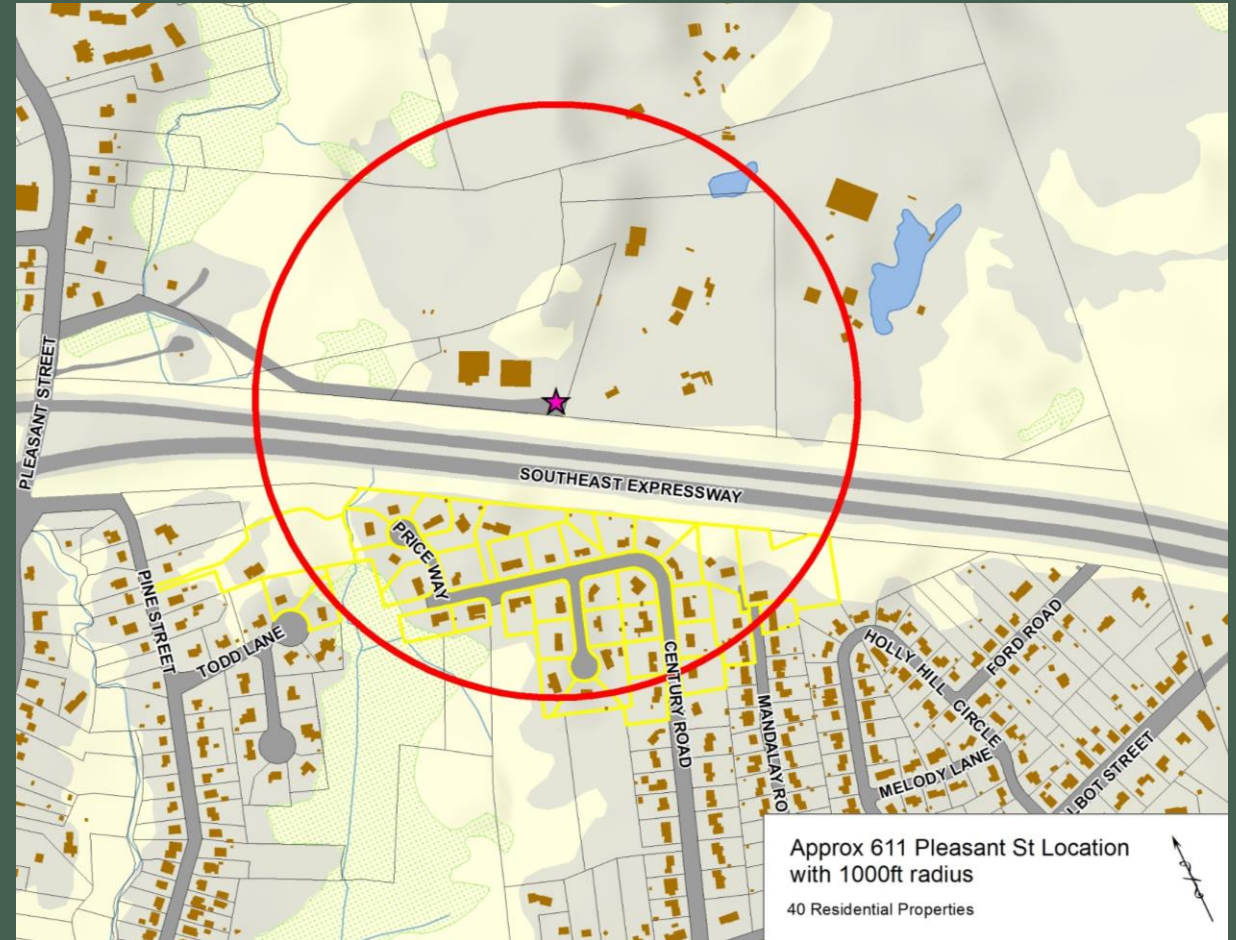
611 Light Blocking



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, tree cover, etc.



613 Pleasant Street Site

4/2018

1995 2019

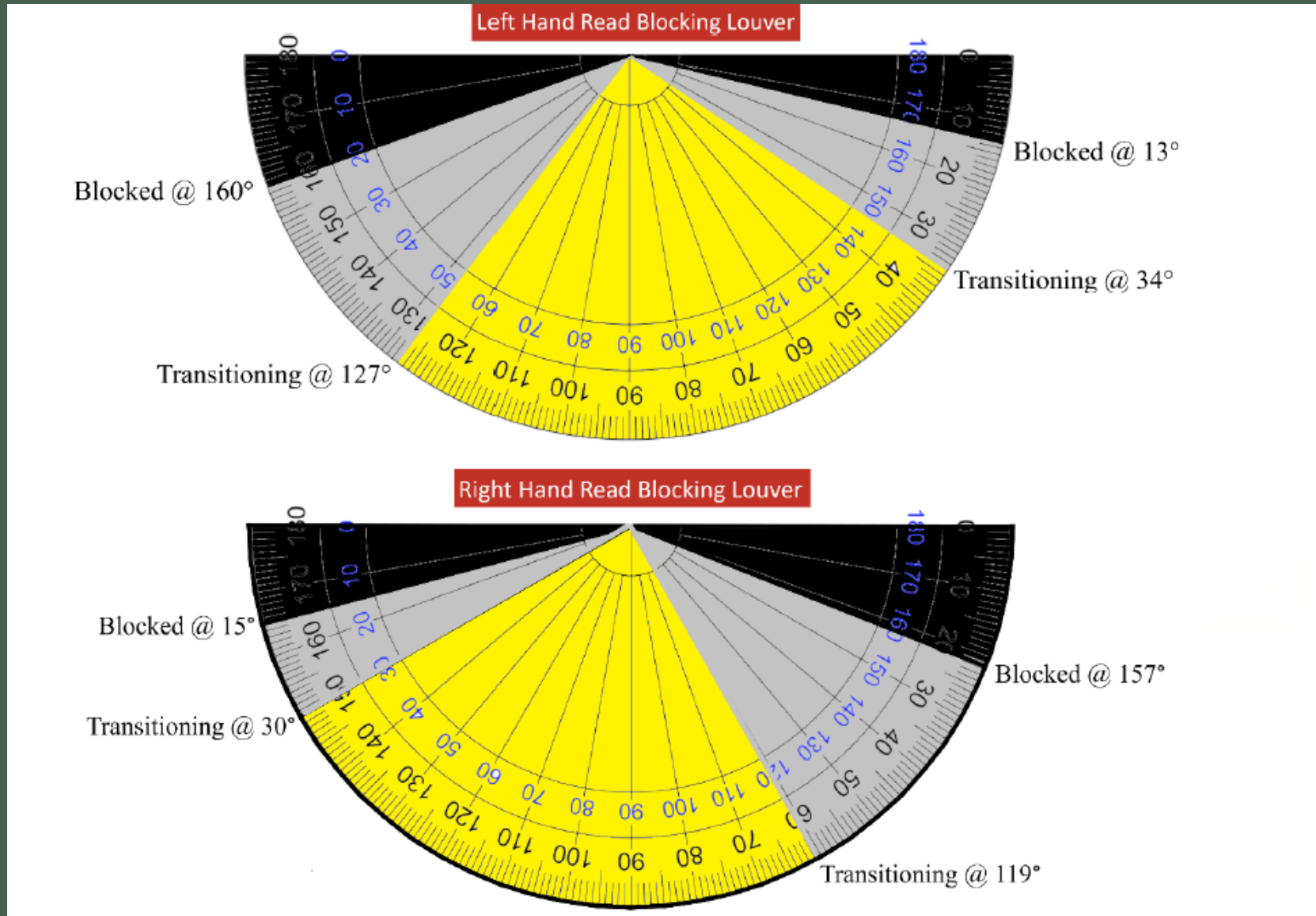
Weymouth-Hingham Town line

Yellow sign is currently permitted location for 613 Pleasant

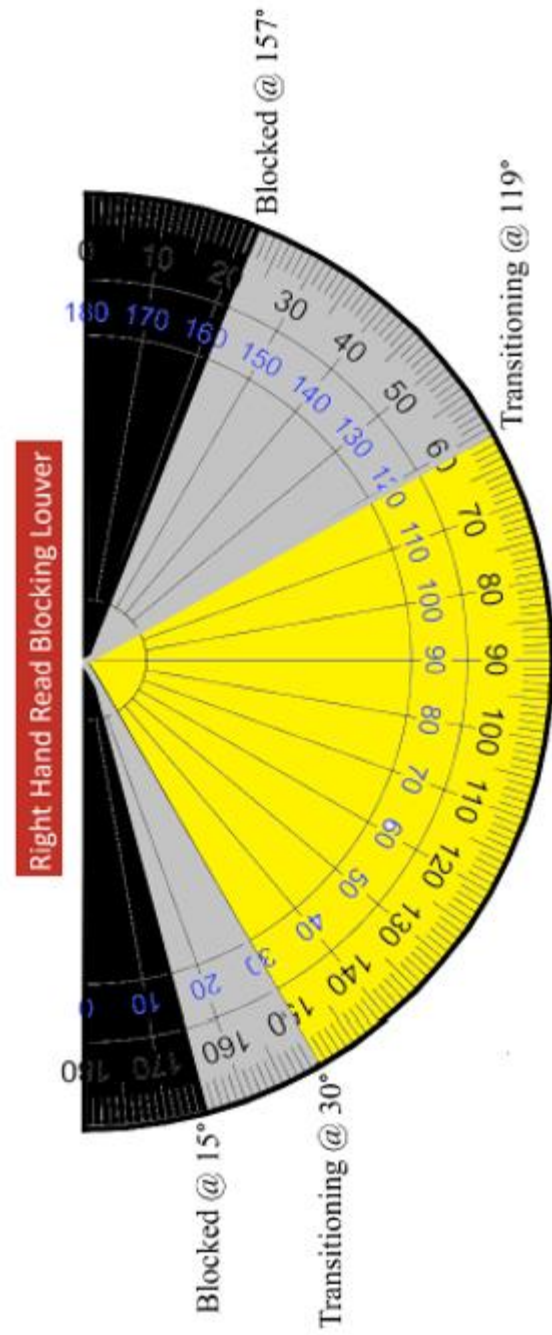
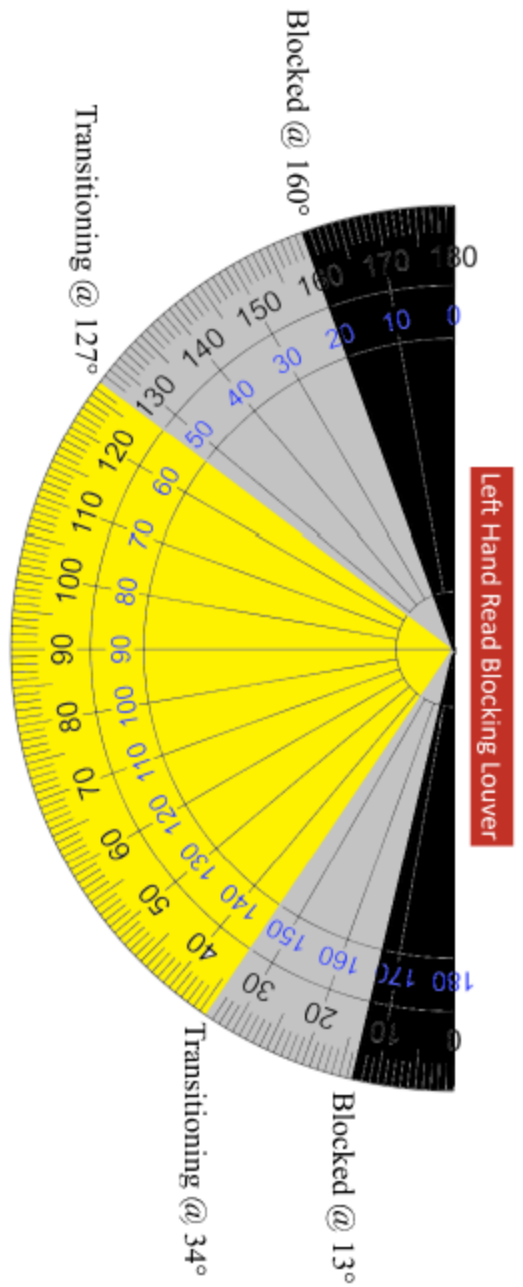
Ford Rd

Google Earth

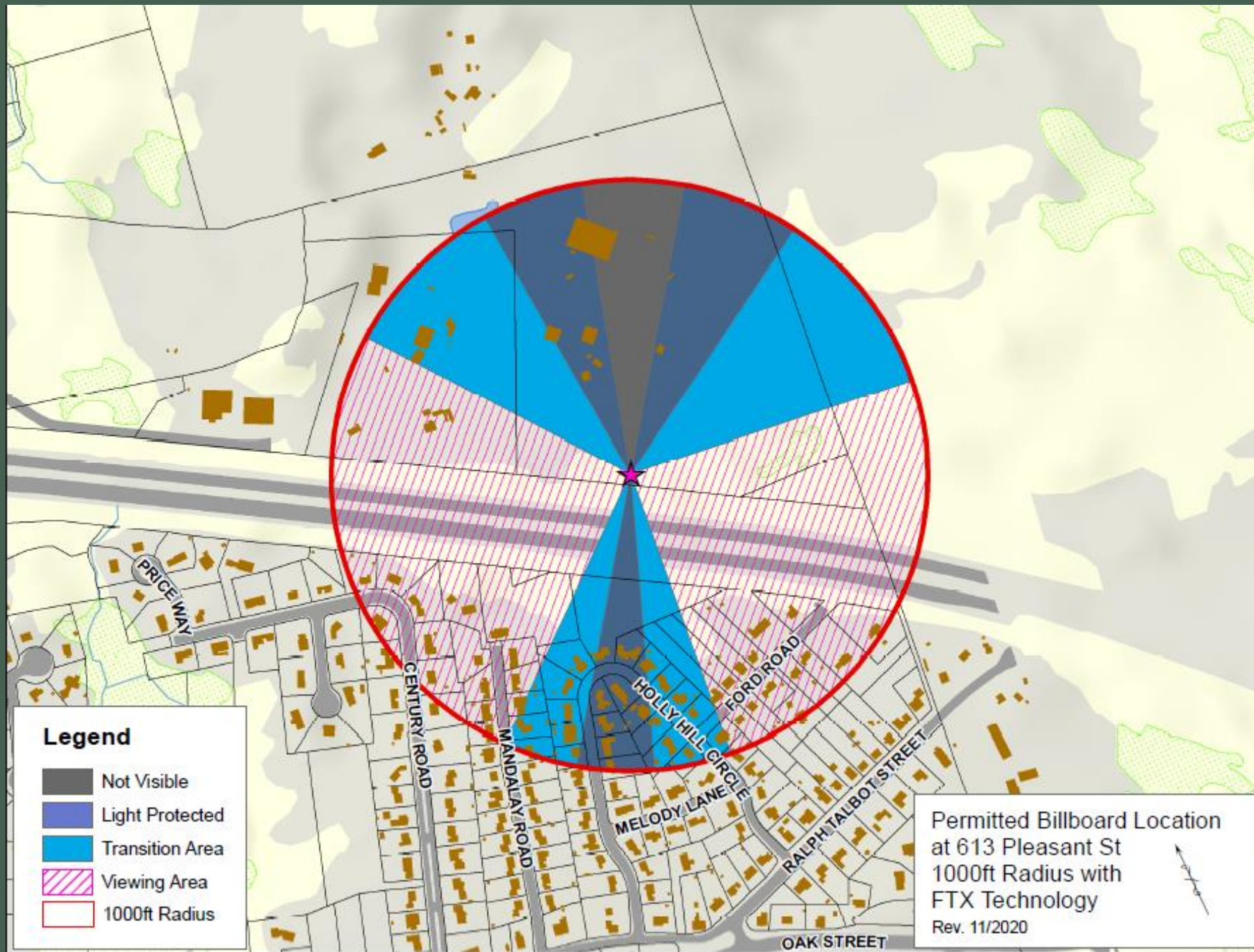
613 Light Blocking: Formetco Technology

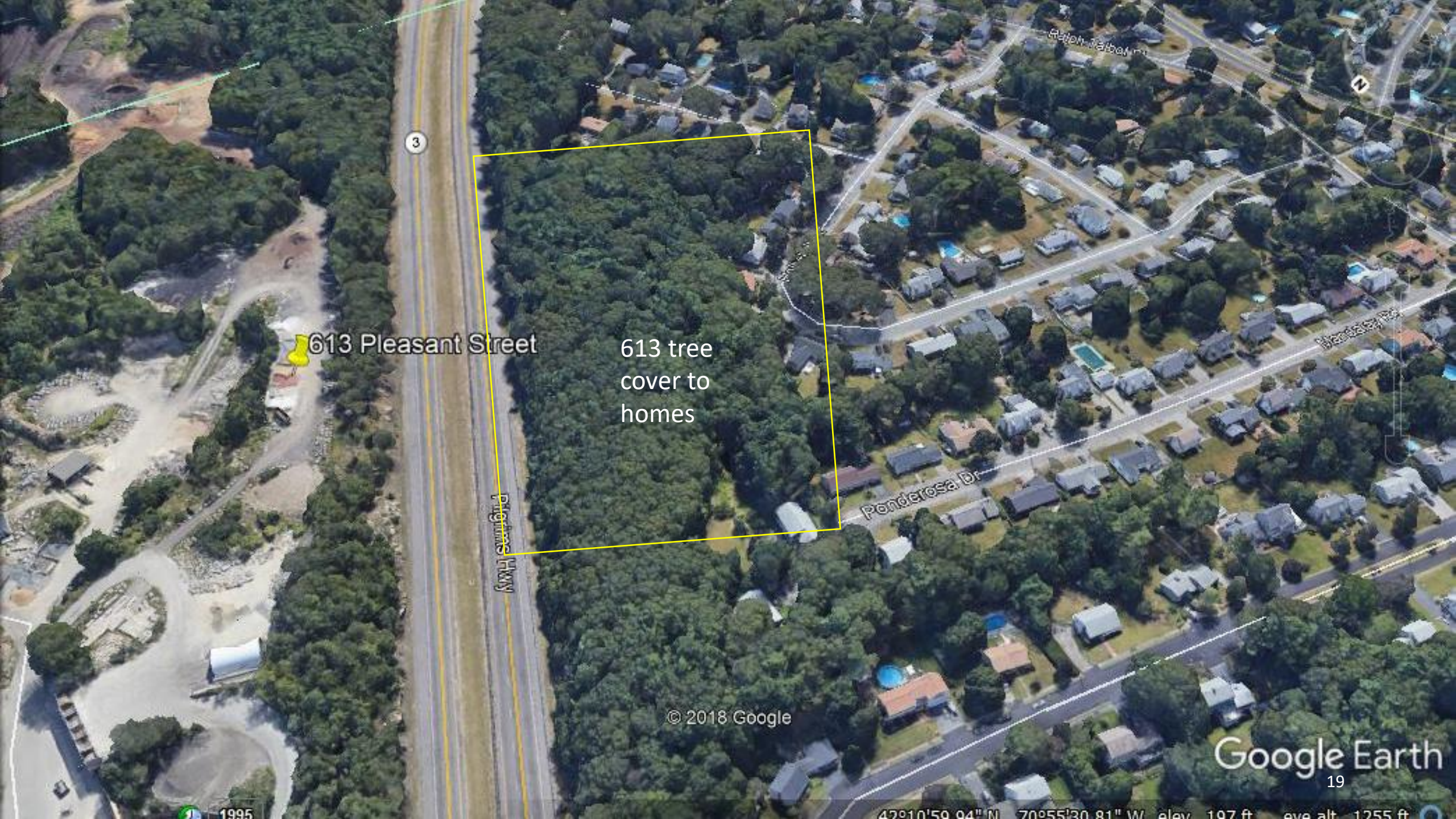


613 Light Blocking: Formetco Technology



613 Light Blocking





3

613 Pleasant Street

613 tree
cover to
homes

Ponderosa Dr

Ponderosa Dr

© 2018 Google

Google Earth

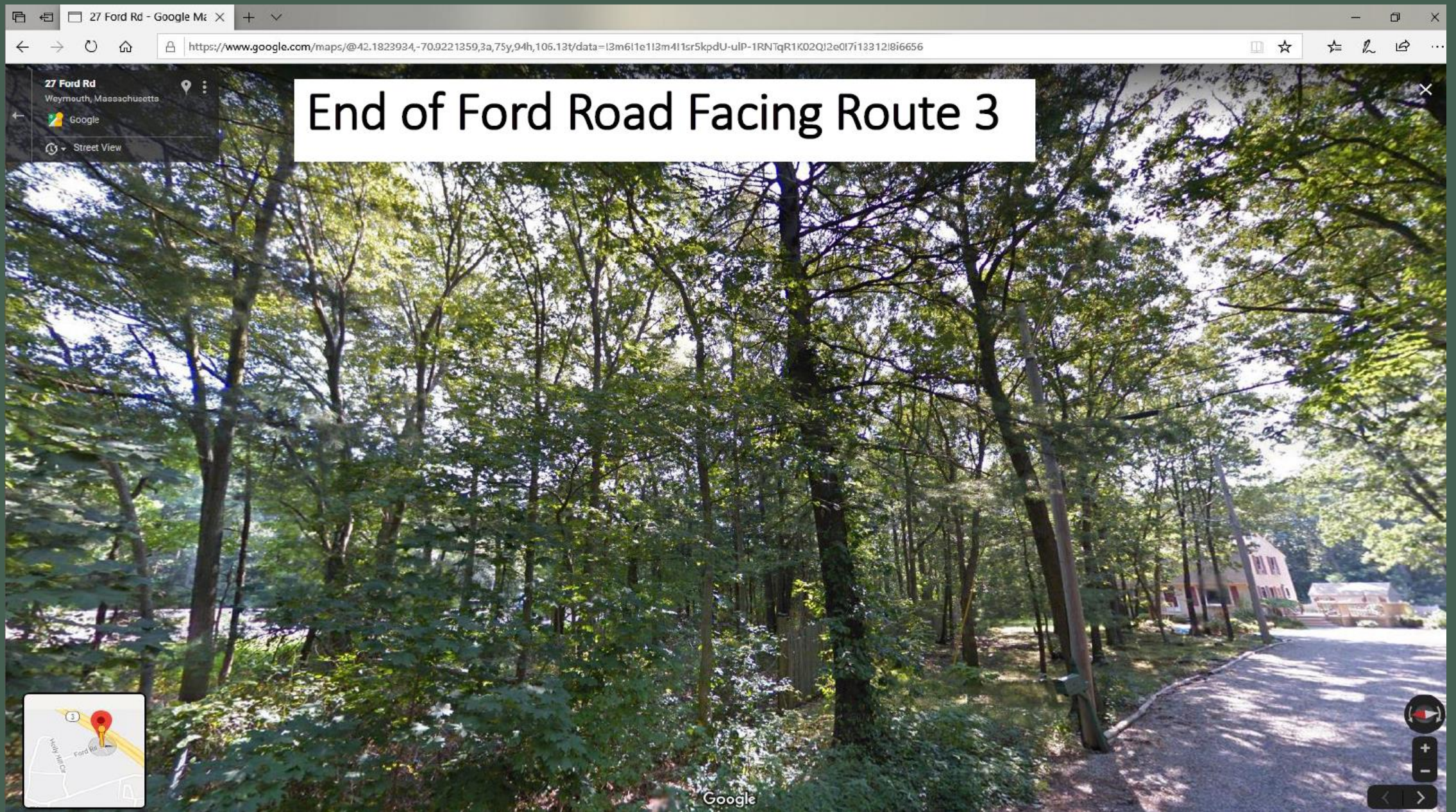
19

1995

42°10'59.04" N 70°55'30.81" W elev. 197 ft eve alt. 1255 ft

What is different about Finnell and 613 Locations vs 611?

- 611 Pleasant Street
 - Topography of 611 Pleasant Street is directly across from Century Road and Kipling Road
 - Topography of 611 Pleasant Street is higher than bottom of Century Road and Price Way
 - There is minimal tree cover on the Southbound side of Route 3 near Century Road and Price Way to mitigate visibility of billboard
- Finnell Location
 - Topography of Finnell location is lower than topography of Tirrell Woods making it a more suitable location
 - There is more tree cover across highway from the Finnell Location helping to block visibility from Tirrell Woods
- 613 Pleasant Street
 - Topography of 613 Pleasant Street is at same level as, or slightly below topography of Holly Hill Circle and Ford Road making it a more suitable location
 - There is more tree cover across highway at the 613 Pleasant St location blocking visibility from Holly Hill Circle and Ford Road



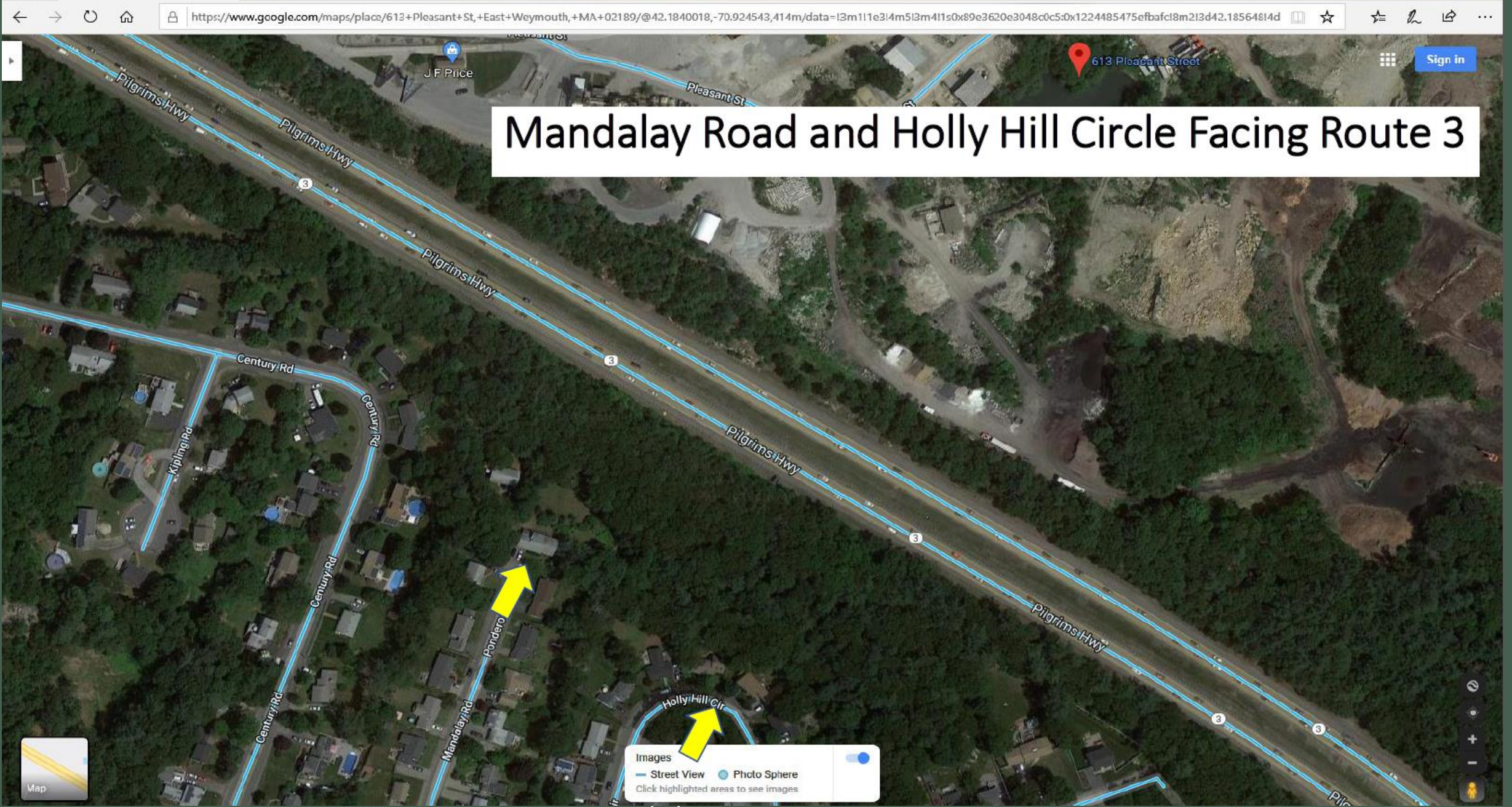
From Century Road Resident Presentation, 12/9/2019



End of Ford Road Facing Route 3



From Century Road Resident Presentation, 12/9/2019



Mandalay Road and Holly Hill Circle Facing Route 3

From Century Road Resident Presentation, 12/9/2019



From Century Road Resident Presentation, 12/9/2019



From Century Road Resident Presentation, 12/9/2019





Conditions and Considerations for 613 Pleasant Street Dual-Face Billboard

- The relocation of the billboard at the 611 site to the 613 site will be planned and performed to minimize the impact on the surrounding neighborhoods that may have visibility to the billboard from their homes.
- Required Conditions:
 - Public meeting of proposal for the potentially affected residents
 - Erection of a Crane at the proposed site, with a light, showing height of billboard and location
 - The Crane will be up from 11/4 to 11/12
 - The Crane and Light are for demonstration purposes to show the height of the billboard
 - Billboard height to be 35 feet total (18 foot pole, 17 foot signs and skirt)
 - Billboard faces will have light blocking technology
 - Faces will be engineered to minimize light impacts on residents
 - Advertising content will prohibit any references to drugs, cigarettes, cannabis, vaping, anything sexual in nature, anything deemed obscene or harmful to children

Conditions and Considerations for 613 Pleasant Street Dual-Face Billboard

- Required Conditions:
 - Cove agrees to plant trees and/or bushes, or install fencing as necessary at the Route 3 South location across from the 613 billboard location or at homes in the surrounding neighborhoods as appropriate, to mitigate the view of the billboard
 - Cove will not simultaneously operate the billboard at the 611 site and the billboard at the 613 site
 - Cove agrees to operate the billboard at the 611 site from 7:00 AM until 10:00 PM until it is shut off in preparation for the move to the 613 location
 - Cove agrees to dim the light on the billboard at the 611 site from 7:00 PM until 10:00 PM
 - Cove will surrender the permit for the 611 site after the 613 site is constructed and operational and if the exemption is granted for Finnell

Conditions and Considerations for 613 Pleasant Street Dual-Face Billboard

This plan relies on the following:

- An exemption for the 0 Finnell Drive Billboard is granted by the state
- Cove has sufficient financing to afford the construction of the 613 Pleasant Street billboard, light blocking faces, and removal of 611 Pleasant Street
- This plan is acceptable to the residents and proves to be the least impactful solution to the problem

Questions/Comments:

Christine Howe

781-682-3636

chowe@weymouth.ma.us