

Weymouth Digital Billboards: Mitigation Proposals

Mayor Robert L. Hedlund's Office

11/18/2020

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

November 5th Proposal – Take down 611, Move 613, construct 0 Finnell Drive

On November 5th, the Town presented an option as proposed by Cove Outdoor LLC to:

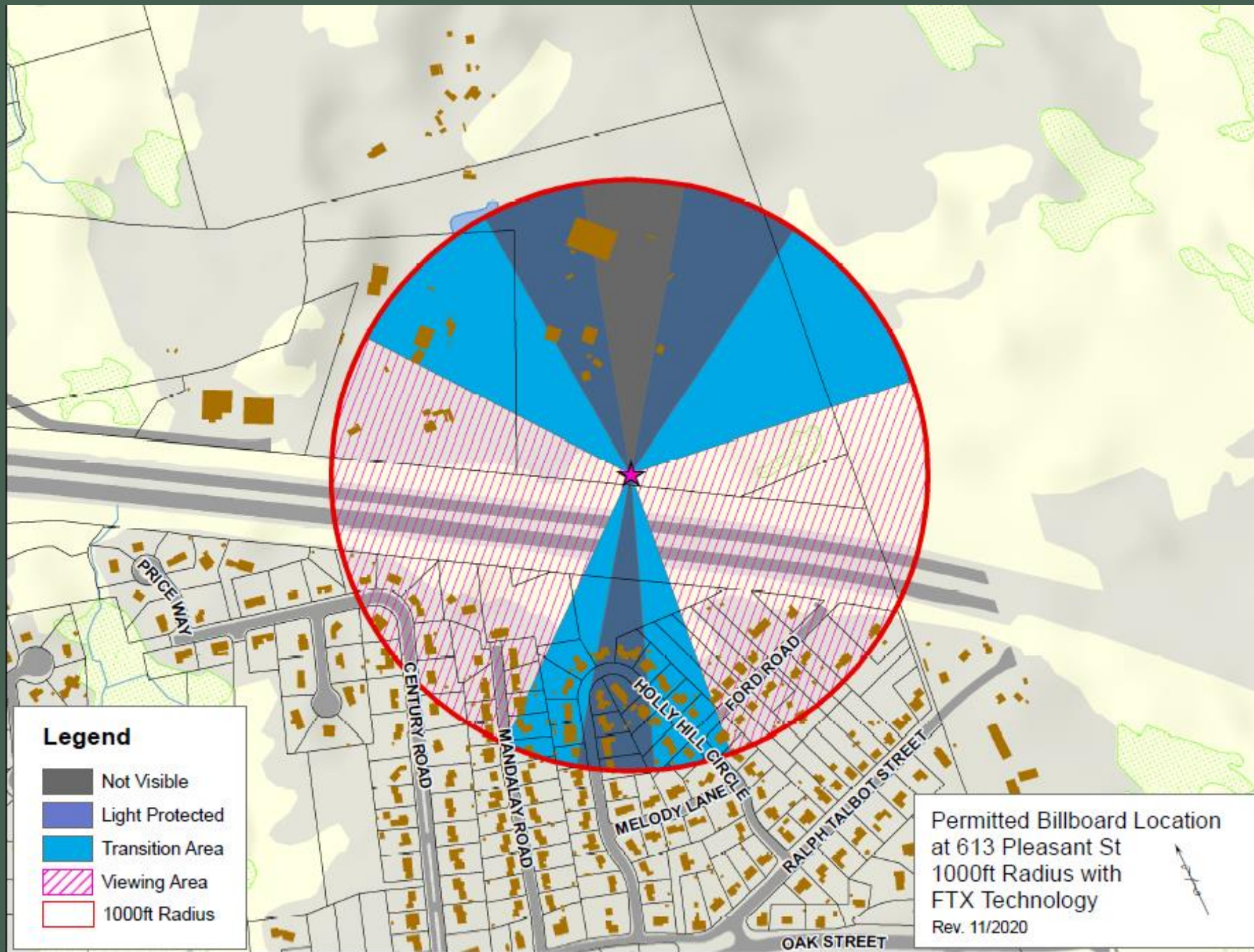
- Construct the permitted billboard at 613 Pleasant Street at a lower height (35 feet)
- Take down 611 Pleasant Street upon completion of 613 Pleasant Street
- Construct 0 Finnell Drive

November 5th Proposal – Take down 611, Move 613, construct 0 Finnell Drive

The Town conducted due diligence to determine if this option was viable:

- Held a public forum on November 5th to explain the proposal and encourage resident feedback
- Conducted site visits in the Ford Road, Holly Hill, Mandalay Road neighborhoods
- Conducted site visits at 613 Pleasant Street
- Created GIS renderings of the light blocking technology
- Determined feasibility of the proposal including time to complete the plan, ability to see it through, and impact during completion

613 Light Blocking Technology Rendering





Previous
613 light
blocking
rendering

November 5th Proposal – Take down 611, Move 613, construct 0 Finnell Drive

After review, it was determined that constructing 613 Pleasant Street would not be a viable option

This was due to a number of factors, particularly the unknown impact on the residents of the neighborhoods across from the permitted location

Unknowns:

- How many residents will be directly impacted – this could be greater than those currently affected by 611 as was believed in Nov of 2019
- Tree removal – there is substantial tree removal needed, particularly southbound of the board and we do not know how that will open up visibility and light impacts
- Timing and feasibility – it could take several months to complete this plan and 611 would operate during this time

Next Steps

- The Town has been negotiating an amendment to the agreement with Cove regarding the 611 Pleasant Street board
- This amendment would ensure the mitigation agreed to in December of 2019 was met and included in the amendment:
 - Light Blocking Technology installed
 - Lowering of the sign
 - Visual barriers, stockade fencing, plantings
- The Town and Cove are still in negotiations as this amendment hinges on proper financing and assurances the work will be completed

Next Steps

Concessions to make the new proposal work:

- Cove must install light blocking within 3 months of execution of the agreement
 - If not installed after 3 months, Cove will limit the hours of operation to 7am – 7pm and have 3 additional months to complete installation
 - Therefore, if not installed within 6 months of execution of agreement, Cove will be in breach of the agreement
- Cove must lower the sign 20-25 feet per the December 2019 mitigation agreement
 - This must be completed 12 months after execution of the agreement
 - This will require tree removal and approval of tree cutting permits
 - The Town will assist Cove in applying for these trimming and removal permits
- Cove must fulfill other obligations per the December 2019 remediation agreement
 - Plantings, visual barriers, stockade fence

Questions/Comments:

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