

Electronic Billboards



- Electronic “Digital” Billboards were authorized by Commonwealth of Massachusetts in 2013 after a multi-year pilot program
- Electronic Billboards are a modern, safe and effective advertising medium
- No Electronic Billboards will be allowed in residential zoning districts. Potential locations in Needham limited by proposed By-Law to the commercial and industrial zoning districts adjacent to the Route 128 Corridor
- Electronic Billboards will have a positive impact on the Town of Needham with many local benefits

What are Electronic Billboards?

- Similar to a traditional billboards but allow for multiple advertisers to share a common location
- Display a static message that instantly changes advertising copy at set intervals
- Have a streamlined designed that is more aesthetically pleasing than a traditional static billboard
- Emit less ambient light than a traditional static billboard
- Provide local benefits that cannot be provided by a static billboard (e.g. Public Service Announcements)
- Powerful tool for Law Enforcement and Emergency Management Agencies

Electronic Billboards are Not...

- A distraction or safety risk - State and Federal Safety Studies confirm
- A large Television - No motion, animation, or sound
- Inconsistent with the visual aesthetics of the authorized locations
- Disruptive to the local residential areas

Electronic Billboards are **SAFE**

State Study

Released November 2011 by MassDOT

Found that digital billboards “did not create an adverse safety condition on Massachusetts’ Highways.”

Federal Study

Released December 2013 by Federal Highway Administration

Found that drivers are not distracted by digital billboards along roads.

Electronic Billboards belong on Route 128 in Needham

- Complementary with the existing and future development of the Route 128 Corridor in Needham
- There is an existing *billboard (non-electronic but changes messages) on Rt. 128/95 in Needham*. A similarly sized (14'x48') static/tri-vision (changeable message) billboard has existed for many years on the southbound side of Route 128 adjacent to the MBTA rail bridge just north of the Highland Avenue exit.
- Powerful tool to promote Needham Events and Local Businesses
- Important tool for State and Federal Authorities - State and Federal Authorities will be able to preempt advertising in cases of certain State Emergencies [possible examples: Amber Alerts, Evacuations, Water issues (boil order)...]
- Proposed By-Law ensures that an Electronic Billboard complements its surroundings

Limited By-Law

- ▶ Electronic Billboards will be limited to parcels zoned commercial or industrial that are adjacent/abutting the Route 128 Corridor
 - * **No residential zoned parcels**
- ▶ Height limited to 50 feet
- ▶ Minimum 1000 foot spacing between Electronic Billboards
- ▶ No animations or moving images
- ▶ No sound
- ▶ Controlled brightness consistent with limits set by MassDOT
- ▶ Advertising change intervals controlled by MassDOT - Minimum of 10 second intervals
- ▶ Due to proposed By-Law and State Regulations, limited number of potential sites
- ▶ Broad discretion to Board of Selectmen to determine whether a particular location is appropriate

Local Benefits

- ▶ ***Significant Compensation to the Town of Needham*** - Amount to be negotiated with the Needham Board of Selectmen.

- ▶ ***Dedicated PSA Time for the Town of Needham*** - The Town of Needham will receive a dedicated amount of hours every month to display Public Service Announcements with Town of Needham content (School sports announcements, community events, academic awards, recycling announcements, other town info...).

- ▶ ***Positive Impact to Local Businesses***
 - ▶ Advertising opportunities will be made available to local businesses at a discounted rate
 - ▶ Town can use PSA time to increase awareness of local business districts and promote events that benefit local businesses and Needham residents

Cities and towns with or that have authorized Digital Billboards

Auburn

Boston

Brockton

Canton

Chelsea

Chicopee

Dedham*

Danvers*

Fall River

Foxborough

Lawrence

Lowell

Malden

Medford

New Bedford

Peabody

Randolph

Revere

Stoneham

Sharon (pending)

Salisbury

Wakefield

Walpole

Westborough

West Bridgewater

Worcester

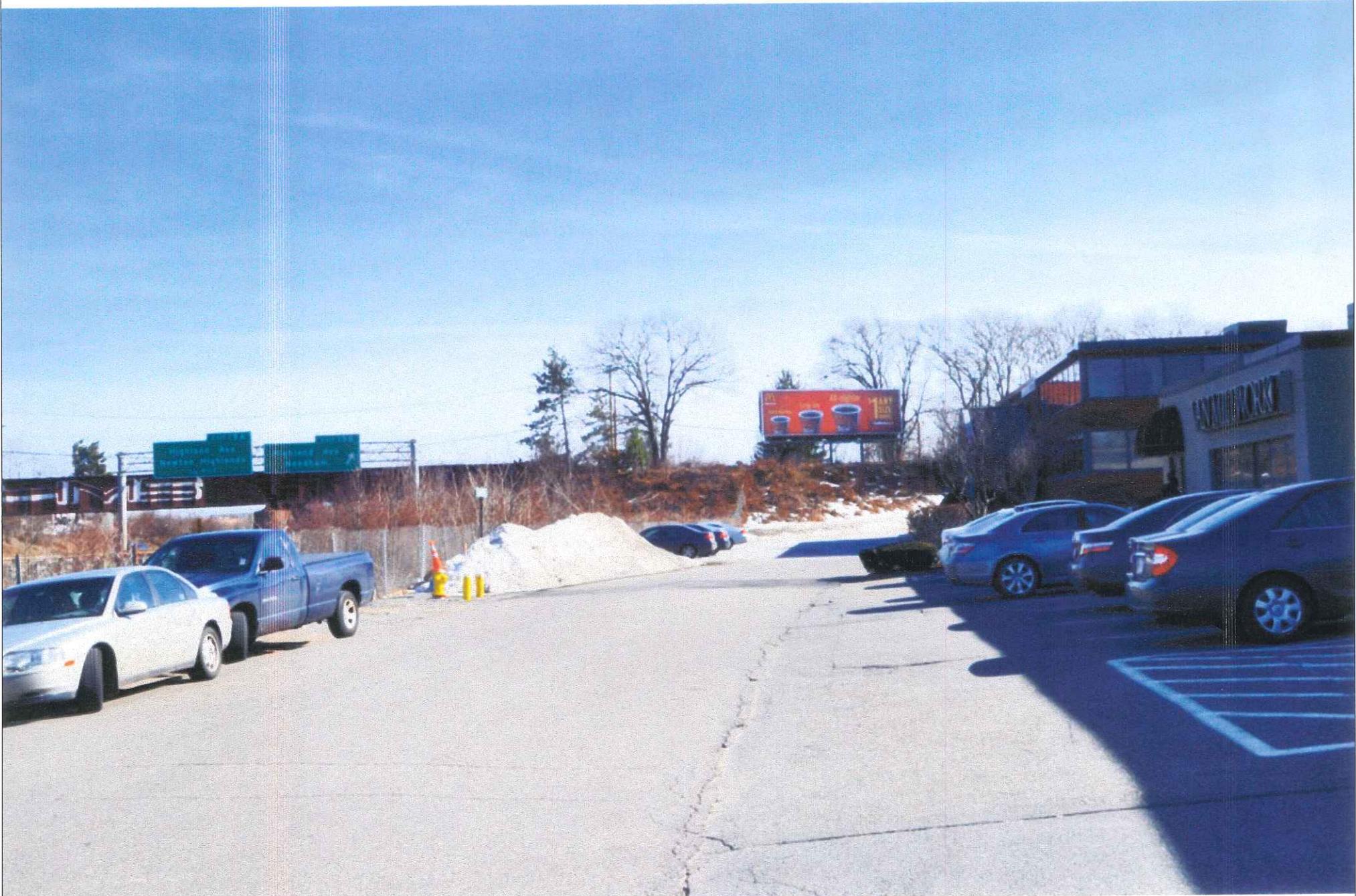
* MBTA Location – supersedes local authority





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Potential Electronic Billboard Areas



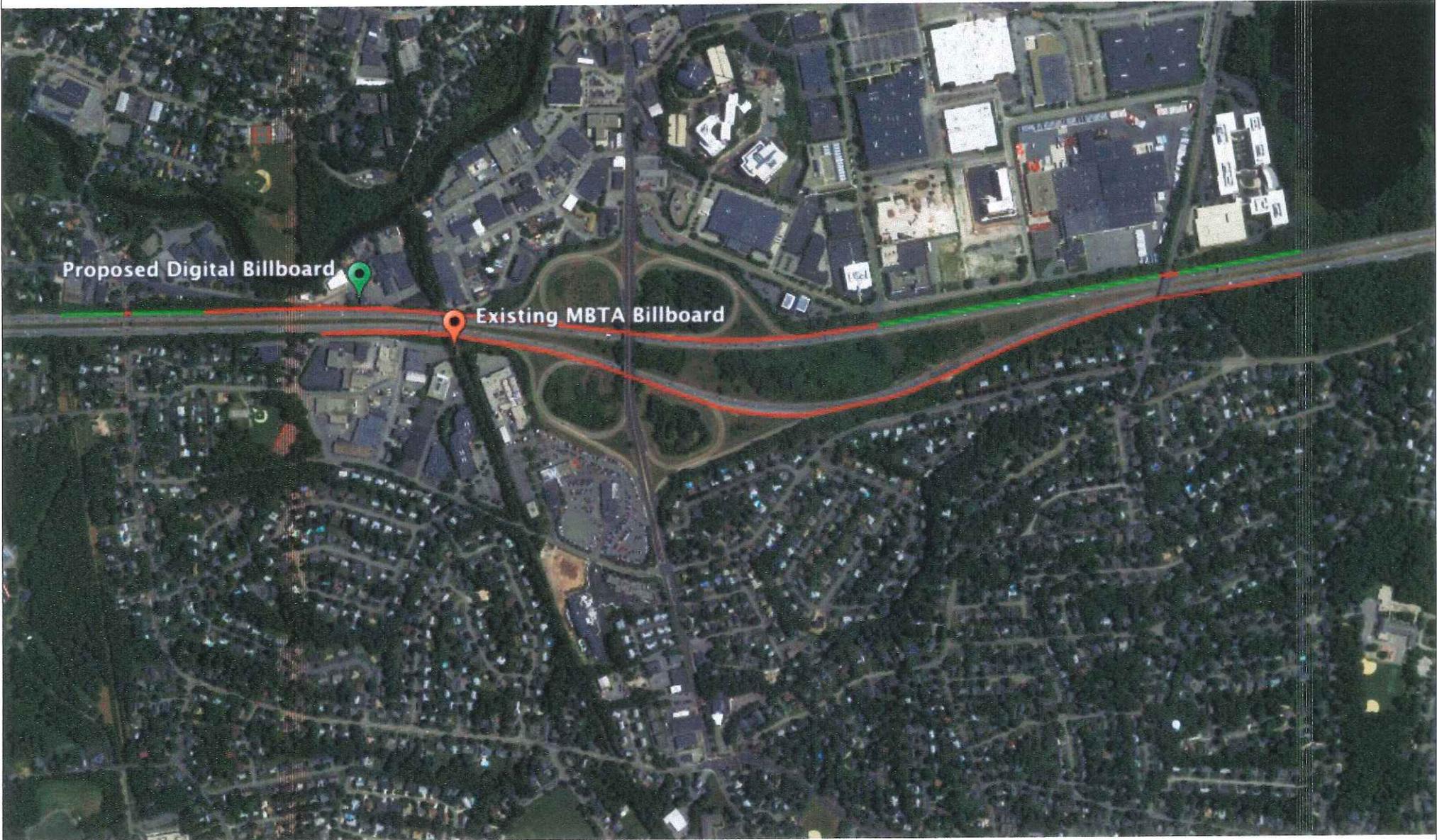
Potential Electronic Billboard Areas

GREEN

Prohibited Electronic Billboard Areas

RED

Potential Electronic Billboard Areas if a Billboard is installed at 295/301 Reservoir Street



Potential Electronic Billboard Areas

GREEN

Prohibited Electronic Billboard Areas

RED

**Thank You
Town of Needham**