

Office of Outdoor Advertising  
Public Meeting

August 10, 2023

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

(via Webinar)

Present:

Tim McCarthy, Executive Director

Office of Outdoor Advertising, August 10, 2023

1 P R O C E E D I N G S

2

3 TIM MCCARTHY: Good morning, everybody.

4 My name is Tim McCarthy. I am the Director of Outdoor

5 Advertising for MassDOT. We are here for our August

6 10, 2023 Office of Outdoor Advertising hearing.

7 This meeting is being held virtually by

8 the Governor's Act, extending the virtual public

9 meetings through March of '25.

10 We are running this hearing by Zoom

11 platform.

12 Please note that this meeting is being

13 recorded by our stenographer, who is in attendance.

14 He will provide a transcript of the meeting that will

15 be posted on our web page when it is available.

16 The OOA team is present. Thanks to

17 Lydia, Jerry, Jason, Marc, and Chris for your

18 continued great work and effort.

19 This meeting is accessible to people

20 with disabilities and individuals with limited English

21 proficiency. If you filed a request to be available

22 today and did not receive it, please contact MassDOT's

23 Office of Diversity and Civil Rights at 857-368-8580

24 or you can email [massdot.civilrights@dot.state.ma.us](mailto:massdot.civilrights@dot.state.ma.us).

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1 Jerry Kelleher of our team will go  
2 through the Zoom controls for this meeting.

3 GERARD KELLEHER: Okay. Thank you,  
4 sir.

5 First of all, just check your  
6 microphone icon. Make sure it's working at your  
7 personal computer in case you want to make a comment.

8 The chat and interpretation functions  
9 are not available for this webinar.

10 And, the only people on camera would be  
11 panelists.

12 The Webinar ID for the August meeting  
13 is 956 1959 4430.

14 If you cannot get the Internet or if  
15 you have any tech problems as you go along, you can  
16 call in: 301-715-8592.

17 You can also put written questions in  
18 the Q&A feature, and we'll endeavor to answer them as  
19 we go.

20 If you'd like to ask a question during  
21 the meeting, just raise your hand on Zoom, and I'll  
22 unmute you at the appropriate time.

23 Please, state your name for the record.

24 And, also, keep your comment to

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1       whatever subject we're discussing at the time. There  
2       will be a period for general comments at the end.

3               Finally, if you're listening on the  
4       phone and would like to make a comment, dial \*9, and  
5       I'll call out the last three digits of your phone  
6       number and unmute your audio when it's your turn to  
7       speak. Again, identify yourself for the record.

8               Those are the Zoom protocols for our  
9       meeting. Thank you.

10              Back to the Director, Tim McCarthy.

11              TIM MCCARTHY: Thank you, Jerry.

12              Please note that accessible versions of  
13       the meeting materials have been previously posted on  
14       the OOA web page and will be referred to in this  
15       meeting. And we'll post the links in the Q&A box as  
16       well.

17              I'll go through the agenda.

18              The sign-in sheet physically obviously  
19       cannot be signed. But by signing up for the webinar,  
20       we have a list of those who are in attendance. Based  
21       on that, we will have the attendance based on that.

22              On the screen is the agenda. And what  
23       I will do is go through each item, and I will ask  
24       questions of the proponents.

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1 Just so you know, everybody in the  
2 public is currently muted and your camera is off.

3 And, as Jerry said, if you would like  
4 to speak at some point during the meeting when the  
5 public comment is requested, you should just use the  
6 raise your hand function, as Jerry described at the  
7 beginning of the meeting, and you can put your  
8 question in the Q&A box.

9 Also, please note that you can provide  
10 comments in writing to us via email as always.

11 For anybody who may be new, including  
12 myself, we do not make any decisions at this actual  
13 hearing. Every item is taken under advisement, and we  
14 will make a decision within the next couple of weeks,  
15 sometimes as early as a week. But we will give time  
16 for write-in comments to us via email. Our email is  
17 [OOAInformation@dot.state.ma.us](mailto:OOAInformation@dot.state.ma.us). And you can send your  
18 comments in writing there.

19 Also, we have public comments at the  
20 end of each item and then a final chance for overall  
21 comments at the end of the agenda.

22 With that, Jerry, we'll start the  
23 meeting.

24 GERARD KELLEHER: There's the agenda.

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1 TIM MCCARTHY: Beautiful.

2 Okay. The first on the agenda is  
3 Permit Application Numbers 2023D015 and 2023D016.

4 Is the applicant present?

5 STEPHEN ROSS: Yes, sir.

6 TIM MCCARTHY: Steve, good morning.  
7 How are you?

8 STEPHEN ROSS: I am well. How are you?

9 TIM MCCARTHY: Couldn't be better. A  
10 little frazzled. A little frazzled. I'm not a big  
11 computer guy, but a little frazzled. So, now we're  
12 all settled down now. It's all good.

13 Is anyone here representing the  
14 municipality where the sign is being proposed?

15 (No response.)

16 GERARD KELLEHER: No hands.

17 TIM MCCARTHY: Okay. That's a  
18 negative.

19 Are there any abutters present today?

20 (No response.)

21 GERARD KELLEHER: No.

22 TIM MCCARTHY: Negative as well. Okay.

23 GERARD KELLEHER: There's one hand.

24 One hand was raised, Tim.

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1 TIM MCCARTHY: Okay.

2 GERARD KELLEHER: Paige Duncan. I'm  
3 not sure if she's an abutter.

4 I'll unmute you. Go ahead. Do you  
5 have a -- are you an abutter?

6 PAIGE DUNCAN: No, actually, sorry, I  
7 was late. I'm from the Town of Foxborough.

8 GERARD KELLEHER: Okay. Thanks. Okay.  
9 That's good.

10 TIM MCCARTHY: Any comments?

11 PAIGE DUNCAN: The one comment that was  
12 requested -- I don't know if my Board of Health  
13 Director, he's on vacation this week, was going to  
14 submit a written comment, but he was concerned about I  
15 guess there's a new technology that will minimize  
16 glare to adjacent property owners. And so I think  
17 there was a concern to make sure that we don't end up  
18 with complaints down the road related to glare. So, I  
19 think that was our primary comment.

20 TIM MCCARTHY: Okay. Thanks so much,  
21 Paige. Thanks for being here.

22 PAIGE DUNCAN: Thank you.

23 TIM MCCARTHY: Is there anyone from the  
24 District Office?

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1 (No response.)

2 GERARD KELLEHER: No hands raised.

3 TIM MCCARTHY: Okay. I do have a note  
4 from the District Office, from Bill Travers.

5 "Tree trimming will likely be needed to  
6 provide visibility for this billboard. The applicant  
7 is requested to contact the District to review the  
8 need for a highway access permit for any tree trimming  
9 or removal proposed on the I-95 highway layout. The  
10 applicant should be made aware that MassDOT will be  
11 requesting compensation for any obstructing healthy  
12 trees requiring their removal in accordance to  
13 MassDOT's tree trimming and removal policy."

14 Is there anyone here from Traffic  
15 Operations?

16 GERARD KELLEHER: Yes, there is.

17 TIM MCCARTHY: Oh, okay.

18 GERARD KELLEHER: Thao? Thao Tran?

19 (No response.)

20 GERARD KELLEHER: He seems to be muted  
21 on his end.

22 TIM MCCARTHY: Okay. I do have a note  
23 from James Danilla, Jim Danilla, and Thao is on this  
24 as well.



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1                    "The Traffic Engineering Section has  
2                    completed its review of the proposed board. The  
3                    purpose of the review is to identify any locations  
4                    where the board may distract a driver."

5                    Okay. He's still on.

6                    Hold on. "Based on the observations of  
7                    the traffic study, it's their judgment that the  
8                    detailed traffic study of this location will not be  
9                    required."

10                  GERARD KELLEHER: Okay.

11                  TIM MCCARTHY: Okay. So, we have that  
12                  on the record.

13                  So, Steve, was certified mail sent to  
14                  all the abutters in the last 30 days prior to your  
15                  submission?

16                  STEPHEN ROSS: Yes, sir.

17                  TIM MCCARTHY: Yeah, I have those. I  
18                  have those here.

19                  Has the applicant received any comments  
20                  in support of or opposition?

21                  STEPHEN ROSS: No comments at all.

22                  TIM MCCARTHY: Okay. Okay. Okay.

23                  Let's go to the inspector. The inspector on this  
24                  project is Marc Plante.

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1 Marc?

2 GERARD KELLEHER: Unmute, please.

3 Marc, can you unmute?

4 MARC PLANTE: Hello?

5 GERARD KELLEHER: Yes, go ahead.

6 TIM MCCARTHY: There you go, Marc.

7 Thank you.

8 MARC PLANTE: Thank you, Tim. Sorry  
9 about that.

10 This is a proposed 90-foot monopole  
11 facing Route 95 in the Town of Foxborough, two-panel  
12 digital, one facing north, one facing south. This  
13 area is of business character and there are two  
14 businesses within 500 feet of the location. There is  
15 no spacing issues with any other signs. And there are  
16 no parks, playgrounds, or conservation land within 300  
17 feet. Therefore, this site is conforming to our  
18 regulations.

19 Thank you.

20 TIM MCCARTHY: Thanks very much, Marc.  
21 As you know, I was out there as well.

22 Steve, as you know, if we agree to the  
23 -- if the digital permit is granted, you must abide by  
24 the 15-hour public service announcement requirement in

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1 addition to any commitments to the municipality PSA  
2 services as well as all provisions set forth in the  
3 700 CMR 3.00 for curfew, sensor brightness limit, 10-  
4 second static delay as well.

5 STEPHEN ROSS: Yes, that's correct.

6 TIM MCCARTHY: Okay.

7 Is there any other public comment  
8 regarding this item?

9 (No response.)

10 GERARD KELLEHER: I'm not seeing any  
11 hands.

12 TIM MCCARTHY: Okay. Not seeing any,  
13 we'll move on to the next item on the agenda.

14 Thanks very much, Steve. Appreciate  
15 it.

16 STEPHEN ROSS: Thank you, sir.

17 GERARD KELLEHER: Mr. Director?

18 TIM MCCARTHY: Yes, sir.

19 GERARD KELLEHER: Could we -- I'll put  
20 the screen, the minutes from the last meeting up, and  
21 maybe we could just approve those?

22 TIM MCCARTHY: Yeah. I just, as I  
23 said, I'm a little disheveled as I picked all my  
24 papers up and ran into my office.

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1 GERARD KELLEHER: No, no.

2 TIM MCCARTHY: So I'm just looking for  
3 the -- there we go. I have it.

4 GERARD KELLEHER: It's on the screen.

5 TIM MCCARTHY: Yeah. Thank you so  
6 much. I appreciate that.

7 So, would anyone here like to comment  
8 on any of the items under the Item Number 4? Anybody  
9 in the Zoom meeting that would like to comment on  
10 anything under heading number 4?

11 (No response.)

12 GERARD KELLEHER: I don't see any  
13 comments here.

14 TIM MCCARTHY: Okay. Is there any  
15 general public comment?

16 (No response.)

17 GERARD KELLEHER: No hands.

18 TIM MCCARTHY: All right. Hearing none  
19 and seeing none, I'll call it the August 10, 2023  
20 public hearing of OOA is now adjourned.

21 Have a great rest of the week.

22 (Whereupon, the proceedings were  
23 concluded on August 10, 2023 at 11:14 a.m.)

24 //

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C E R T I F I C A T E

I, Judith Luciano, do hereby certify that the foregoing record is a true and accurate transcription of the proceedings in the above-captioned matter to the best of my skill and ability.

*Judith Luciano*  
Judith Luciano

**\*\*All names not provided were spelled phonetically to the best of my ability.**

**ATM, INC. Court Reporting Services  
339-674-9100**

## Attendee Report

Report Gen	8/10/2023 11:21								
Topic	Webinar ID	Actual Start Time	Actual Duration (minutes)	# Registered	# Cancelled	Unique Vie	Total Users	Max Concurrent Views	
AUGUST 20	956 1959 4430	8/10/2023 10:53		25	21	0	11	19	12

## Host Details

Attended User Name (Original Name)	Email	Join Time	Leave Time	Time in Session (minutels	Guest Country/Region Name
Yes Jerry Kelleher	<a href="mailto:gerard.kelleher@dot.state.ma.us">gerard.kelleher@dot.state.ma.us</a>	8/10/2023 10:53	8/10/2023 11:17	25 No	United States

## Panelist Details

Attended User Name (Original Name)	Email	Join Time	Leave Time	Time in Session (minutels	Guest Country/Region Name
Yes David Fraser, Stenographer	<a href="mailto:arltyp@comcast.net">arltyp@comcast.net</a>	8/10/2023 10:57	8/10/2023 11:17	21 Yes	United States
Yes Jason Bean, MassDOT	<a href="mailto:Jason.Bean@dot.state.ma.us">Jason.Bean@dot.state.ma.us</a>	8/10/2023 10:56	8/10/2023 11:17	22 Yes	United States
Yes Chris Chaves, MassDOT	<a href="mailto:Christopher.chaves@dot.state.ma.us">Christopher.chaves@dot.state.ma.us</a>	8/10/2023 10:56	8/10/2023 11:17	21 Yes	United States
Yes Tim McCarthy, OOA Director	<a href="mailto:Timothy.P.mccarthy@dot.state.ma.us">Timothy.P.mccarthy@dot.state.ma.us</a>	8/10/2023 11:01	8/10/2023 11:17	17 Yes	United States
Yes Marc Plante, MassDOT	<a href="mailto:Marc.Plante@dot.state.ma.us">Marc.Plante@dot.state.ma.us</a>	8/10/2023 10:53	8/10/2023 11:17	24 Yes	United States
Yes Stephen Ross, American Outdoor	<a href="mailto:stephenross105@gmail.com">stephenross105@gmail.com</a>	8/10/2023 10:57	8/10/2023 11:17	20 Yes	United States

## Attendee Details

Attended User Name (Original Name)	First Name	Last Name	Email	Registration Time	Approval St	Join Time	Leave Time
Yes Paige Duncan	Paige	Duncan	<a href="mailto:pduncan@foxboroughma.gov">pduncan@foxboroughma.gov</a>	8/7/2023 10:03 approved		8/10/2023 11:02	8/10/2023 11:16
Yes Thao Tran	Thao	Tran	<a href="mailto:thao.tran@dot.state.ma.us">thao.tran@dot.state.ma.us</a>	8/9/2023 9:07 approved		8/10/2023 11:03	8/10/2023 11:17
No angela	angela	rufo	<a href="mailto:angela.rufo@outfront.com">angela.rufo@outfront.com</a>	8/9/2023 9:10 approved --	--	--	--
Yes Cheryle Feugill	Cheryle	Feugill	<a href="mailto:cfeugill@robieproperties.com">cfeugill@robieproperties.com</a>	8/9/2023 9:10 approved		8/10/2023 10:56	8/10/2023 11:17
Yes Amanda Gulinello	Amanda	Gulinello	<a href="mailto:amanda.gulinello@outfront.com">amanda.gulinello@outfront.com</a>	8/9/2023 9:12 approved		8/10/2023 10:59	8/10/2023 11:17
Yes John Bookston	John	Bookston	<a href="mailto:john.bookston@gmail.com">john.bookston@gmail.com</a>	8/9/2023 9:28 approved		8/10/2023 10:56	8/10/2023 11:17
No Charlie	Charlie	Tevnan	<a href="mailto:ctevnan@tevnan.com">ctevnan@tevnan.com</a>	8/9/2023 9:43 approved --	--	--	--
No BRAD	BRAD	ROBIE	<a href="mailto:robie@robieproperties.com">robie@robieproperties.com</a>	8/9/2023 10:12 approved --	--	--	--
Yes Susan Eastman	Susan	Eastman	<a href="mailto:Susan@rsamedia.com">Susan@rsamedia.com</a>	8/9/2023 10:32 approved		8/10/2023 10:58	8/10/2023 11:17
No Gladys E	Gladys E	Bustos	<a href="mailto:Mgssgreen@gmail.com">Mgssgreen@gmail.com</a>	8/9/2023 10:38 approved --	--	--	--
No Ryan	Ryan	Driscoll	<a href="mailto:rvandriscoll@outfront.com">rvandriscoll@outfront.com</a>	8/9/2023 10:40 approved --	--	--	--
No BOB	BOB	MURRAY	<a href="mailto:bob@murraybillboards.com">bob@murraybillboards.com</a>	8/9/2023 13:08 approved --	--	--	--
No Sabrina	Sabrina	Araujo	<a href="mailto:sabrinaaraujo@s-plus-m.ai">sabrinaaraujo@s-plus-m.ai</a>	8/9/2023 13:47 approved --	--	--	--
Yes Ryan Driscoll	Ryan	Driscoll	<a href="mailto:ryan.driscoll@outfront.com">ryan.driscoll@outfront.com</a>	8/9/2023 14:12 approved		8/10/2023 11:01	8/10/2023 11:19
No Joe	Joe	Guarino	<a href="mailto:joe@newtradition.com">joe@newtradition.com</a>	8/9/2023 14:17 approved --	--	--	--
Yes Maryfrances Galligan	Maryfrances	Galligan	<a href="mailto:mfgalligan@comcast.net">mfgalligan@comcast.net</a>	8/9/2023 15:02 denied		8/10/2023 10:59	8/10/2023 11:17
Yes David Hoffman	David	Hoffman	<a href="mailto:davidhoffman@ingallsoutdoor.com">davidhoffman@ingallsoutdoor.com</a>	8/10/2023 9:51 approved		8/10/2023 10:57	8/10/2023 11:17
No Lydia	Lydia	Quirk	<a href="mailto:lydia.quirk@comcast.net">lydia.quirk@comcast.net</a>	8/10/2023 10:50 approved --	--	--	--
Yes Ana Celerier Salcedo	Ana	Celerier Salcedo	<a href="mailto:ana.c.celeriersalcedo@dot.state.ma.us">ana.c.celeriersalcedo@dot.state.ma.us</a>	8/10/2023 10:55 approved		8/10/2023 10:55	8/10/2023 11:17
No Lydia	Lydia	Quirk	<a href="mailto:LYDIA.QUIRK@DOT.STATE.MA.US">LYDIA.QUIRK@DOT.STATE.MA.US</a>	8/10/2023 10:56 approved --	--	--	--
Yes Paul Heffernan	Paul	Heffernan	<a href="mailto:paul.heffernan@outfront.com">paul.heffernan@outfront.com</a>	8/10/2023 10:58 approved		8/10/2023 10:58	8/10/2023 11:17

**Office of Outdoor Advertising**  
**Hearing Agenda**  
**August 10, 2023**  
**11:00 AM**  
**Public Hearing**

This meeting is accessible to people with disabilities. MassDOT provides reasonable accommodations and/or language assistance free of charge upon request (e.g interpreters in American Sign Language and languages other than English, live captioning, videos, assistive listening devices and alternate material formats), as available. For accommodation or language assistance, please contact MassDOT's Chief Diversity & Civil Rights Officer by phone at (857) 368-8580, TTD/TTY at (857) 266-0603, fax (857) 368-0602 or by email to [MASSDOT.CivilRights@dot.state.ma.us](mailto:MASSDOT.CivilRights@dot.state.ma.us). Requests should be made as soon as possible prior to the meeting, and for more difficult to arrange services including sign-language, CART or language translation or interpretation, requests should be made at least ten business days before the meeting.

Title VI Notice of Nondiscrimination: MassDOT complies with Title VI of the Civil Rights Act of 1964 and related federal and state statutes and regulations. It is the policy of MassDOT to ensure that no person or group of persons shall on the grounds of Title VI protected categories, including race, color, national origin, or under additional federal and state protected categories including sex, age, disability, sexual orientation, gender identity or expression, religion, creed, ancestry, veteran's status (including Vietnam-era veterans), or background, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity administered by MassDOT. To request additional information about this commitment, or to file a complaint under Title VI or a related nondiscrimination provision, please contact MassDOT's Title VI Specialist by phone at (857) 368-8580, TTY at (857) 368-8580, fax (857) 368-0602 or by e-mail at [MASSDOT.CivilRights@dot.state.ma.us](mailto:MASSDOT.CivilRights@dot.state.ma.us).

If information is needed in another language, please contact the MassDOT Title VI Specialist by phone at (857) 368-8580.

Caso esta informação seja necessária em outro idioma, favor contar o Especialista em Título VI do MassDOT pelo fone 857-368-8580.

Si necesita información en otro lenguaje, favor contactar al especialista de MassDOT del Título VI al 857-368-8580.

NOTE: THIS AGENDA HAS BEEN PREPARED IN ADVANCE AND DOES NOT NECESSARILY INCLUDE ALL MATTERS WHICH MAY BE ADDED AND/OR REMOVED FROM THE AGENDA PRESENTED AT THIS HEARING.

如果需要使用其它语言了解信息,请联系马萨诸塞州交通部(MassDOT) 《民权法》第六章 WRA 员,电话 857-368-8580。  
如果需要使用其它语言了解信息, 請聯系馬薩諸塞州交通部 (MassDOT) 《民權法》第六章專職人員, 電話 857-368-8580。

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**1. Call to Order:**

A. Sign in

**2. Minutes Approval:**

1. July 13, 2023 OOA Public Hearing

**3. Agenda Items:**

**A. New Application for Electronic Permit(s)**

1. American Outdoor Advertising III, LLC

a. 1 Spring Brook Road Foxborough  
New Application # 2023D015 (new structure, facing north)

b. 1 Spring Brook Road Foxborough  
New Application # 2023D016 (new structure, facing south)

**4. For the Record – Actions Taken Since Last Public Hearing:**

**A. New Application for License**

1. New Tradition Holdings, LLC  
588 Broadway, Suite 905  
New York, NY 10012

**Approved 7/20/2023**



## **B. New Application for Transfer of Permit(s)**

- |                                  |   |                                      |                                 |
|----------------------------------|---|--------------------------------------|---------------------------------|
| 1. RSA Media LLC<br>(Transferor) | – | H & H Builders, Inc.<br>(Transferee) |                                 |
| a. Permit 33252                  |   | 149 Buttonwood Street                | Boston                          |
| b.                               |   | Permit 33350                         | 149 Buttonwood<br>Street Boston |
|                                  |   |                                      | <b>Approved 7/20/2023</b>       |

## **C. New Application for Electronic Permit(s)**

1. Carroll Advertising, LLC
  - a. 45 Washington Street Foxborough  
New Application 2023D005 (new structure, facing north)
  - b. 45 Washington Street Foxborough  
New Application 2023D006 (new structure, facing south)

**Taken Under Advisement**
2. Bay Colony Associates LLC (May 13, 2021 Public Hearing)
  - a. 820 Morrissey Boulevard Boston New  
Application 2021D010 (existing structure, permit # 2002042, facing north)
  - b. 820 Morrissey Boulevard Boston  
New Application 2021D011 (existing structure, permit # 2002041, facing south)

**Taken Under Advisement**
3. Cove Outdoor LLC (February 13, 2020 Public Hearing)
  - a. 0 Finnell Drive Weymouth  
New Application 2020D004 (new structure, facing north)
  - b. 0 Finnell Drive Weymouth  
New Application 2020D005 (new structure, facing south)

**Taken Under Advisement**

#### **D. New Application for Permit(s)**

1. Outfront Media, LLC (October 8, 2015 Public Hearing)
  - a. 39 Old Colony Avenue (Parcel Id: 0700276000)  
Boston Application 2015380 (new structure, facing north)
  - b. 39 Old Colony Avenue (Parcel Id: 0700276000) Boston  
Application 2015381 (new structure, facing south)

**Taken Under Advisement**

#### **5. Public Comment:**

#### **6. Adjournment:**

Matthew Brennan, R.S.  
Director of Public Health

**Board of Health**  
Betsy Allo, MPH, Chair  
Robin Chapell, M.S., R.S., Vice-Chair  
Sophia C. Manos, Clerk



Town of Foxborough  
Health Department  
40 South Street  
Foxborough, MA 02035

T: (508) 543-1207  
F: (508) 543-6278

Mass DOT Office of Outdoor Advertising,

I hope this letter finds you well. My goal for this letter can provide additional insight for the consideration of light pollution prevention measures when approving new installations of digital billboards. As our community continues to grow and change, its essential that we prioritize the preservation of our natural environment and the well-being of our residents.

While digital billboards serve as effective platforms for advertising, they can also contribute to light pollution, which has a range of negative effects on both the environment and human health. The excessive illumination from billboards can disrupt the nocturnal ecosystems, as well as effect residents within viewing distance of the billboard. Furthermore, the glare and excessive light can interfere with the sleep patterns of residents and lead to various health issues. Digital billboards often can lead to unforeseen light exposure for nearby residents.

The Health Department are aware of the billboard planned to be installed on Springbrook Road. We are requesting that the billboards be built with the following features to protect the residents of Foxborough where possible.

- 1. Brightness Control:** Set maximum brightness levels for billboards during nighttime hours to reduce glare and excessive brightness.
- 2. Timed Illumination:** Require billboards to automatically dim or turn off during late-night hours when traffic is minimal, helping to conserve energy and reduce light pollution.
- 3. Shielding:** Encourage the use of directional lighting and proper shielding to direct light only where it's needed and prevent unnecessary light spill.

I urge you to take these suggestions into consideration when evaluating new installations of billboards within our town. By doing so, we can demonstrate our commitment to environmental stewardship, public health; and responsible urban planning. I appreciate your time and attention to this matter and am confident that our collective efforts will lead to a more sustainable and vibrant community.

,ameron  
Shamey,

Health Inspector, Town of Foxborough