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Lopez, Donna

From: Carol O'Hare [c.burchardohare@att.net]
Sent: Thursday, May 08, 2014 7:48 AM
To: Lopez, Donna
Subject: Lopez: City Council, Clear Channel/OOA electronic signs
Attachments: OOA-ClearChannelElectronicSigns-CityCouncilEmail140505.doc

Importance: High

Good morning, Donna,

When you prepare my two emails below (including my 10/9/13 email to OOA) for inclusion in the Council's May 19th Agenda, please make sure that their line-spacing is not totally spread out. Sometimes, for reasons I don't understand, my single-spaced convert themselves to double-spacing, and double-spacing converts to quadruple-spacing during the transmission process. That totally messes up readability and takes up too much paper.

If the spacing is screwy in my original May 5 email transmission, please instead use my attached Word document exact copy* of the two emails. If you have any questions about this, please phone.

*I added only the document name in brackets at the bottom of p. 2.

Thanks, as always, for your time and attention.

Carol O'Hare
(617) 354-1397

From: Carol O'Hare [mailto:c.burchardohare@att.net]
Sent: Monday, May 05, 2014 11:32 AM
To: Cambridge City Council
Cc: Richard Rossi; 'Lopez, Donna'; 'Brian Murphy'
Subject: City Council, Clear Channel/OOA electronic signs
Importance: High

Dear Mayor Maher, Vice Mayor Benzan and Cambridge City Councillors:

I applaud your efforts and those of the City Manager and CDD to slow down and, I hope, join with Scenic Massachusetts in nixing these electronic signs in Cambridge and elsewhere. I only have time to send you a copy of what I wrote to the OOA last fall before one of their first (I think) hearings on these blighting, electronic signs.

Sincerely,

Carol O'Hare
172 Magazine St.
Cambridge, MA 02139

P.S. Donnal Lopez: Please file this communication with the Official Record.

[Typos corrected & highlighting added 4/12/14.]

From: Carol O'Hare
Sent: Wednesday, [REDACTED] 1:25 PM
To: 'OOAInformation@dot.state.ma.us'
Cc: Petruccelli, Anthony (SEN); Jay Livingstone (Jay.Livingstone@mahouse.gov); Denise Simmons (dsimmons@cambridgema.gov); Craig Kelley (CraigKelley62@verizon.net); Minka vanBeuzekom (minka@cambridgema.gov)
Subject: MOOA: 10/10/13 Meeting - Many electronic signs - No; + ?s
Importance: High

To: Massachusetts Office of Outdoor Advertising
Fr: Carol O'Hare, 172 Magazine St., Cambridge, MA 02139, (617) 354-1397
Date: October 9, 2013
Re: October 10, 2013 Meeting – Applications for Electronic Permits

I'm writing to oppose all electronic billboards listed in your 10/10/13 cryptic Meeting Agenda, copy attached. I'm especially concerned about those I'm likely to see in my regular travels in Boston and Somerville: 6 applications under "Agenda Items" and 8 applications under "For the Record," whatever that means. But, I also object on principal to all the other electronic signs you are considering because they will establish precedents for more such signs all over the Commonwealth.

Here are some of my substantive reasons for opposing electronic billboards:

- Drivers, bikers, pedestrians, residents and workers do not need or want more distractions along our roadways, especially when we have such a gorgeous city to delight in;
- When drivers are looking at these 10-second-changing ads, they're not paying attention to what's happening around them even more so than with ordinary billboards;
- Advertisers (whether business, nonprofit, or governmental) should not be permitted to block out our views and night sky, however much they're willing to pay;
- Why should residents and office workers have to look at these ever-changing lit-up ads;
- Once approved, these electronic sign advertisers and advertising companies will predictably push for punchier and jazzier visuals and even sound-emitting capacity^[1]
- Quick-bucks now for budget-balancing are simply not good enough reasons to block out our views even more and forever.

Here are some procedural questions:

- Your municipal-approval regulations for electronic signs are lacking in many ways, including in common sense. For example, illuminated signs (whether electronic, digital or ordinary) are often best (and sometimes only) seen from municipalities in which the signs are **NOT** located. So, why shouldn't those other municipalities have a say? Your regulations require approval only from the municipality in which the sign is located.
- Shouldn't all residents and workers who may be faced with these signs receive notice (at least in the legal notices sections of their newspapers of record) and an opportunity to be heard?
- Your Meeting Agendas and Minutes
 - Your Agendas are minimal or barebones, giving only the locations of the proposed billboards. Can't you provide more substantive information than that?
 - Your Agenda for Thurs., 10/10 was not posted on line until Mon., 10/7, only 3 days before the meeting.^[2] There seems to be no reason to delay publicizing your Agenda until the last minute, especially because (i) your Agenda was likely set well before Monday and (ii) you include a prominent **NOTE** at the bottom of each Agenda page saying: "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 MEETING." You can post it early and later supplement or amend it, as necessary or appropriate.
 - Your so-called "Minutes" are only minimally different from your Agenda. For example, just compare your **8/8/13 Agenda** and your **8/13/13, the red-texted "Minutes,"** attachments ##2 and 3.
- As I emailed your office on 10/5, I tried to subscribe to your List Manager by clicking the appropriate link on your web site. But, it didn't work; it said Google could not find the web page.

If you had publicized your proceedings more widely and sooner and had presented more information, I and others would have had the opportunity to respond in writing and in person with more focused comments for your consideration. As your

regulations and procedures are now structured, public comment and input seems to be accorded distant afterthought status.

Thank you for your time and consideration.

^[1] If you think that's implausible, just consider how much piped-in sound surrounds us now: waiting rooms, lobbies, elevators, banks, stores, malls, restaurants, stadiums, telephone-holds, etc.

^[2] It was not posted on line when I checked at various times over the weekend, including on Sunday evening.