



OFFERED BY COUNCILORS ED FLYNN AND KENZIE BOK

**CITY OF BOSTON
IN CITY COUNCIL**

**ORDER FOR A HEARING TO DISCUSS THE PROLIFERATION
OF ELECTRONIC BILLBOARDS IN THE CITY OF BOSTON**

- WHEREAS:** Electronic billboards have proliferated in Boston over the past several years, causing important safety and quality of life concerns for our residents; *and*,
- WHEREAS:** Boston residents want safe, healthy, livable neighborhoods, yet numerous studies directly link distracted driving to electronic billboards (with crash rates increased as much as 25%), and confirm negative correlation between property values and electronic billboards (with value declines as much as 20%); *and*,
- WHEREAS:** Electronic billboards commodify residents' experience of the public realm and compete for attention in a society where people are already exhausted by the amount of screentime built into work, school, and leisure, while also cutting against the City's energy reduction targets and fundamentally undermining the goal of preserving the historic nature of many of our downtown neighborhoods, a crucial aspect of what draws people both to visit and settle in Boston; *and*
- WHEREAS:** Boston zoning code, as written, should already prohibit electronic billboards in our central neighborhoods, excepting that in 2007, Boston added precise guidelines for electronic billboard placement to the zoning code (Section 11-7) that created three city zones (Lansdowne Street, the Theater District, South Boston Waterfront) as the only locations where electronic billboards could be placed; *and*
- WHEREAS:** Any proposed amendment to Zoning Section 11-7 should consider strengthening, not weakening, these serious restrictions against electronic billboards; *and*,

NOW THEREFORE BE IT ORDERED:

That the appropriate Committee of the Boston City Council holds a hearing to discuss measures to control proliferation of electronic billboards in the City of Boston. Representatives from the Boston Planning and Development Agency, Boston Transportation Department, the Office of Neighborhood Services, as well as other relevant and interested parties shall be invited to attend.