



CITY OF BOSTON

THE ENVIRONMENT DEPARTMENT

Boston City Hall, Room 709 • Boston, MA 02201 • 617/635-3850 • FAX: 617/635-3435

February 7, 2018

BACK BAY ARCHITECTURAL COMMISSION

John R. Romano, Director Mass DOT
c/o Office of Outdoor Advertising
Ten Park Plaza, Room 6141
Boston, MA 02116-3973

Re: DAB hearing on digital urban panels in Back Bay

Dear Director Romano:

I am writing in opposition to the proposed digital urban panels at the Arlington Street MBTA station. As you may be aware, the Back Bay Architectural District was created in 1966 and expanded to include the commercial areas of Newbury and Boylston Street in 1979 with the mission to:

- promote the economic, cultural, educational & general welfare of the public through high standards of design throughout the Back Bay;
- safeguard the heritage of the City of Boston by preventing the despoliation of a district which reflects important elements of its cultural, social, economic and political history;
- stabilize and strengthen property values; and
- foster civic beauty; and to strengthen the economy of Massachusetts.

While economic vitality and conditions to ensure successful business are considered when reviewing projects in the commercial areas of the district, the proposed large, back lit, moving advertisements are inconsistent with the Back Bay Architectural Commission's guidelines for signage which state: "box signs whose backgrounds are illuminated are inappropriate." The proposed panels are clearly contrary to both the guidelines and the mission of the Back Bay Architectural Commission, and will negatively impact of the historic setting of the district, as well as the following nearby individual/pending landmarks: Public Garden; Arlington Street Church (355 Boylston Street); Berkeley Building (414-426 Boylston Street); and Paine Furniture Building (81 Arlington Street). For these reasons I respectfully request that Outfront Media's application for the installation of digital urban panels at the Arlington Street Station be denied.

Sincerely,

Joseph Cornish
Director of Design Review
Back Bay Architectural Commission