Paul Ashworth

From: Roeser, Brian <brian.roeser@outfront.com>
Sent: Thursday, February 3, 2022 11:45 AM
To: Paul Ashworth
Cc: Hartford Planning Division; bonafonte@dcblawgroup.com
Subject: RE: 300 Maxim - LHR - COMM-2022-0555 - Digital Billboard Display

Good morning Paul:

Thank you for taking the time here. For clarity, I put my responses below in RED :

- This email is being attached to the chain in which you confirmed the lighting and dynamic display conditions consistent with the Hartford Zoning Regulations Section 8.12 for the 0 Olive project. Please confirm via response to this email that the panels used in this installation and the dynamic display will match the specifications for your previous submittal for 0 Olive as shown in the below email dated 9/15/21, 9:03AM. Confirmed. This will be the same as before.

- Please confirm that the letter you provided from the manufacturer (see attached) regarding the maximum brightness standards for the previous project also applies to this project. Confirmed. This will be the same as before.
- Has the structure been moved? The survey shows that the whole thing was planned to move ~10 feet to the east. This move was approved during the last 300 Maxim special permit. I would like to confirm this in my report. This permit is for the approval for the LHR digital to be added to the structure, as contemplated and approved during the RHR digital Special permit, in place of the static. The structure as discussed in recently the RHR Special permit is not going to change. It was always engineered to, eventually, hold two digital faces if necessary. You are correct that the new structure, recently approved under the RHR special permit, will move ~10 feet to the east of the existing structure that is there now. This existing structure will be taken down, per the details of that permit.
- Confirmed receipt of both the sign affidavit and the certificate of mailing. You have completed all required public notification tasks for the 2/8/22 public hearing. Fantastic!
- Prior to the hearing please pay the general application fees of $350. You can pay in person with an appointment via credit card or check, by mailing a check made out to the City of Hartford to the below address (please include invoice number & address for reference), or pay online by navigating to the following link and searching for the following invoice number: INV-00056284. I received your second email today, confirming that I have paid these fees.
  https://hartfordct-energov.tylerhost.net/Apps/SelfService#/payinvoice
- The project will be required to complete an advertising agreement and pay (in this case) $250k into the complete streets fund. These will be listed as conditions of approval just like on prior projects. Our application was received in 2021, and I believe the 2021 fee is $225k (with removal of an I-91 face). I had previous conversations with staff that indicated that the fee schedule was dictated by when we sent in the application. I would like to confirm this detail.

Thanks Paul! Please let me know if you have any issues or questions. Cell: 410-991-5065

Best,

Brian

BRIAN C. ROESER
Real Estate Manager

T 203.404.6123
50 Mitchell Dr., Suite 105
New Haven, CT, 06511

OUTFRONT

From: Paul Ashworth <Paul.Ashworth@hartford.gov>
Sent: Thursday, February 3, 2022 9:39 AM
To: Roeser, Brian <brian.roeser@outfront.com>
Cc: Hartford Planning Division <oneplan@hartford.gov>
Subject: 300 Maxim - LHR - COMM-2022-0555 - Digital Billboard Display

EXTERNAL EMAIL

Good morning Brian,

I just want to confirm a few things on the record before the hearing on Tuesday. I appreciate your time on this. Please see below.

- This email is being attached to the chain in which you confirmed the lighting and dynamic display conditions consistent with the Hartford Zoning Regulations Section 8.12 for the 0 Olive project. Please confirm via response to this email that the panels used in this installation and the dynamic display will match the specifications for your previous submittal for 0 Olive as shown in the below email dated 9/15/21, 9:03AM.
- Please confirm that the letter you provided from the manufacturer (see attached) regarding the maximum brightness standards for the previous project also applies to this project.
- Has the structure been moved? The survey shows that the whole thing was planned to move ~10 feet to the east. This move was approved during the last 300 Maxim special permit. I would like to confirm this in my report.
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  https://hartfordct-energov.tylerhost.net/Apps/SelfService#/payinvoice
- The project will be required to complete an advertising agreement and pay (in this case) $250k into the complete streets fund. These will be listed as conditions of approval just like on prior projects.

Have a great day,
Paul Ashworth
Senior Planner
City of Hartford - Department of Development Services
Planning & Zoning Division
he/him
260 Constitution Plaza, 1st Floor
Desk: 860-757-9055

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Please be advised that unless it is expressly stated, this correspondence does not constitute a zoning permit, certificate of zoning compliance, certification of a legal nonconforming use, or other approval within the Division's jurisdiction. If a permit or approval is desired, an application, application fee, and all required supporting documentation must be submitted to the Zoning Administrator in accordance with the Hartford Zoning Regulations. Please visit www.hartfordct.gov/dds *and click on "Our Services" to begin the application process.*

Make an appointment online: https://developmentservices.setmore.com/

From: Roeser, Brian <brian.roeser@outfront.com>
Sent: Wednesday, September 15, 2021 9:03 AM
To: Paul Ashworth <Paul.Ashworth@hartford.gov>
Subject: RE: 0 Olive Street - Digital Billboard Display

Paul:

In response to your request for documentation of compliance, please see the attached letter for our Digital division and this line-by-line code response. Please let me know if you need anything else. Best, Brian.

E. Display. The following applies to all dynamic displays. (1) The images and messages displayed on a dynamic display must have a minimum dwell time of at least 8 seconds and may not contain any movement, animation, audio, video, pyrotechnics, or other special effects. All of our digital faces in CT are programmed for an 8 second dwell time.
(2) The transition or change from one message to another must occur in one second or less and involve no animation or special effects. All of our faces in CT are programmed for instant/seamless change-of-copy.
(3) The images and messages displayed must be complete in and of themselves within the required dwell time. Each piece of copy with an 8 second dwell time is a static image.
(4) Dynamic displays must be equipped with a default mechanism that freezes the display in one position or presents a static or blank display if a malfunction occurs Please see attached letter. Dimming and Blanking OFM.
(5) Dynamic displays may not have a brightness of such intensity or brilliance that they impair the vision or endanger the safety and welfare of any pedestrian, cyclist, or person operating a motor vehicle. Please see the attached letter. Dimming and Blanking OFM.
(6) Dynamic displays must be equipped with a light detector/photocell that automatically adjusts the display's brightness according to natural ambient light conditions. This Opto Tech digital display will be equipped with photocell technology.
(7) The maximum brightness level of a dynamic display may not exceed 5,000 nits (candelas per square meter) during daylight hours or 250 nits between 30 minutes after sunset and 30 minutes before sunrise, as those times are determined by the National Weather Service (Actual Time). Brightness must be measured from the brightest element of the sign's face. Before the issuance of a sign permit, the applicant must provide written certification from the sign manufacturer that the light intensity has been factory pre-set so that it will not exceed 5,000 nits (candelas per square meter). The Hartford Digital faces are in compliance.
(a) This maximum brightness may be reduced as a condition of the Special Permit.
(b) For the purpose of verifying compliance with maximum brightness level requirements, the zoning administrator will measure brightness levels with the dynamic display sign set to run full white copy with a luminance meter positioned at a location perpendicular to the sign face center. When taking the luminance reading, the sign face must be the only subject visible in the viewfinder.
(c) If the measurement is more than the maximum allowed, the brightness level is in violation of these regulations and must be adjusted downward. Failure to make such adjustments may result in other available enforcement actions to be taken by the city.
(8) Light trespass from any dynamic display may not cause the light level along any Neighborhood (N) district, as measured at a height of 60 inches above grade in a plane at any angle of inclination, to exceed 0.1 footcandles above ambient light levels at the property line of any property in an N district

BRIAN C. ROESER
Real Estate Manager

T 203.404.6123
50 Mitchell Dr., Suite 105
New Haven, CT, 06511

OUTFRONT

From: Paul Ashworth <Paul.Ashworth@hartford.gov>
Sent: Monday, September 13, 2021 1:14 PM
To: Roeser, Brian <brian.roeser@outfront.com>
Cc: Haynes, Nicola <Nicola.Haynes@hartford.gov>
Subject: 0 Olive Street - Digital Billboard Display

EXTERNAL EMAIL

Hello Brian,

See section 8.12.3.E for the details about required dynamic display standards (brightness, motion, dimming, etc).

Nicola Haynes works in Licenses & Inspections:
Nicola.Haynes@hartford.gov
8607579239

Thanks,
Paul Ashworth
Senior Planner
City of Hartford - Department of Development Services
Planning & Zoning Division
he/him
260 Constitution Plaza, 1st Floor
Desk: 860-757-9055

Follow us! **@DDSHartford**

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Make an appointment online: https://developmentservices.setmore.com/

OPTO TECH CORPORATION

NO. 1. LISHIN 5TH ROAD,
HSINCHU SCIENCE-BASED INDUSTRIAL PARK,
HSINCHU 300, TAIWAN, R.O.C.

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FAX: 886-3-5779576
http://www.opto.com.tw
E-mail:2715@opto.com.tw

To Whom It May Concern:

The current 20mm technology provided by Opto Tech is rated at 7500 NIT full white output. The maximum output can be limited to a defined percentage of the full 7500. Prior to installation, max daytime values of 5000 NIT and nighttime values of 250 NIT can be factory set. These settings can be password protected to prevent the end user from adjusting values. These safeguards have been implemented on the display that will be installed in Hartford.

Light transitions are a function of utilizing both photocell technology and NOAA dusk/dawn timetables. Tables are specific to display long / lat and calendar day for seasonal changes.

Regards,

Paul Seher, Director of Engineering
Opto Tech, North America
(509) 990-0222

September 15, 2021

Reference: Dimming and Disable Circuitry in OutFront Media Digital Displays

The attached schematic is the actual dimming circuitry utilized by OutFront Media for their digital displays. In addition to the hardware circuit, a software "watchdog" program is integrated using dusk to dawn timetables. This acts as an override system to never let the sign go bright in the event of a failed sensor. Other design criterion is to prevent unforeseen light being directed at the sensor to provide the ability for the sign to logically calculate a bright ambient condition that is not present.

With regards to malfunction, OutFront Media utilizes remote power management and software functions to provide 5 separate methods to blank a display during a malfunction. Software functions include the ability to "blank" the output of the content player. We also have the capability to "blank" the display in the diagnostics software for the LED system. Remote power management gives us the capability to disable power to the content player, SPU (Signal Processing Unit) or DDU (Data Distribution Unit). Disabling power to any of these devices will disable light output to the digital display.

In conclusion, OutFront Media is dedicated to public safety and beyond redundant hardware and software systems for digitals, we have 24/7/365 access to staffing capable of reviewing camera access, posting and disabling displays for any reason that would constitute a concern to public safety.

Respectfully Yours,

G. Todd Lathan
SVP, Digital Operations

Digital Sensor

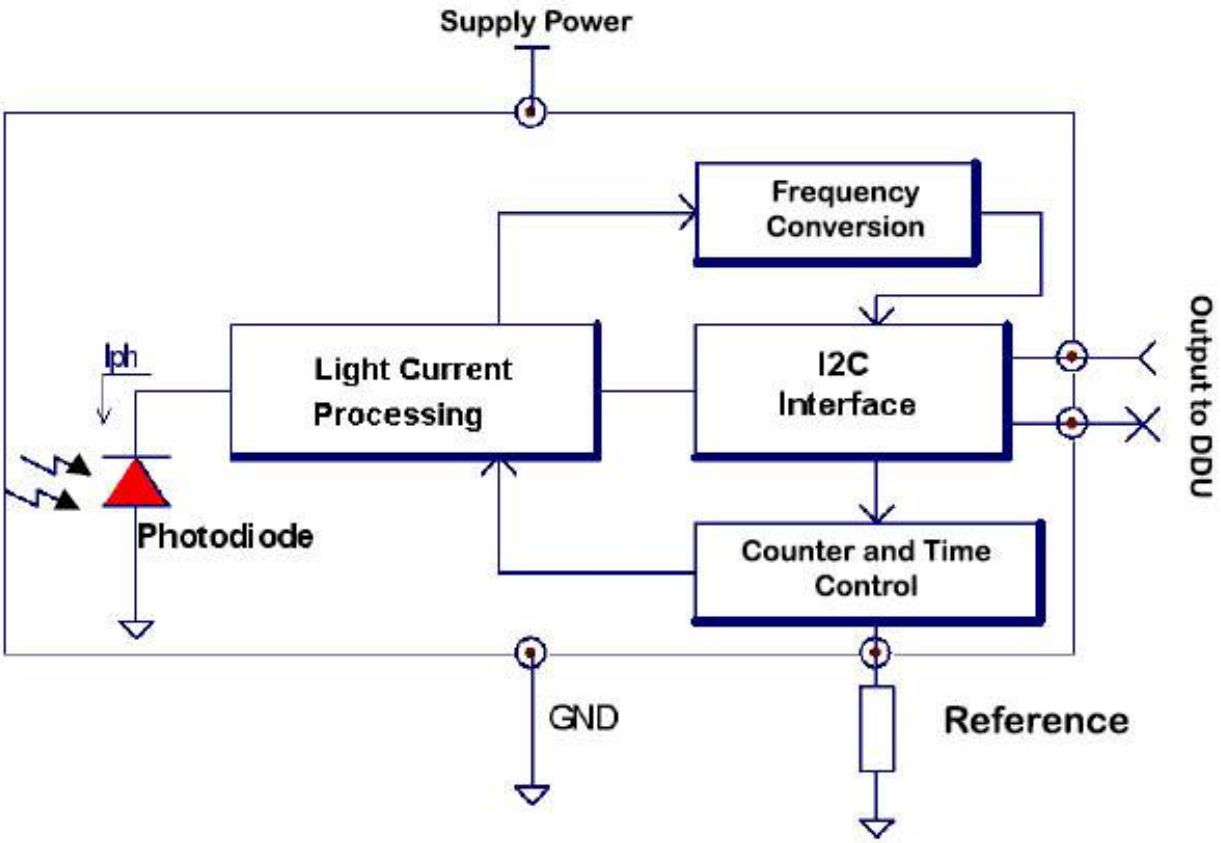
Version 1-0

Description

Photo sensors are primarily designed to detect the indirect amount of ambient light and not direct light such as street lights and automotive headlights. By measuring indirect light from within the structure we can accurately control the brightness of the sign to fit the ambient light conditions during the daytime. During the evening and night time hours we use computer controlled software to manually limit the brightness to eliminate the possibility of false readings. This software is set through GPS on a per sign basis to account for time shift and daylight savings.

Function Block

The digital sensor measures light using a 15 bit perception sensor giving the user the data from the Frequency Converter through the I2C interface. This is fed into the diagnostic PC from the DDU and used in conjunction with the time schedule to maintain a balanced brightness.



The following shows the photocell working range. The chip uses a photodiode-induced current that calculates and interprets the ambient LUX (brightness). The detectable range is from around 0 ~ 22,000 LUX.

The following are some example LUX values:

Direct sunlight 100,000 LUX。

Cloudy day 10,000 LUX。

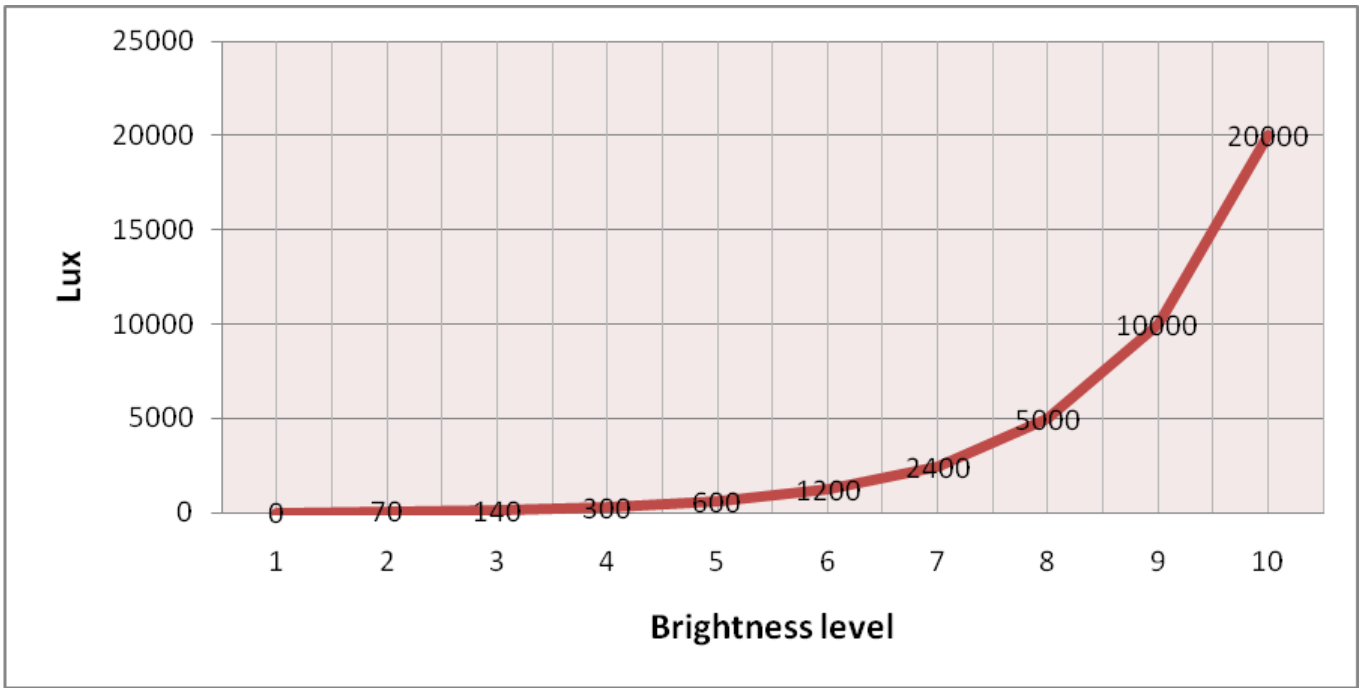
60W desk lamp at 60 cm distance 300 LUX。

Office fluorescent lamps 100 LUX。

Sunset from indoors 10 LUX。

Full moon on a clear night 1 LUX。

Candle light at 20cm distance 10~15 LUX。



LUX TABLE