

Office of Outdoor Advertising
Public Meeting

July 12, 2018

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

Present:

John Romano, Executive Director

Office of Outdoor Advertising July 12, 2018

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

2

3 JOHN ROMANO: Good morning, everyone.

4 Welcome to the July 12, 2018 hearing for the Office of
5 Outdoor Advertising for MassDOT.

6 This meeting is accessible to people
7 with disabilities and individuals with limited English
8 proficiency. If you filed a request with us for
9 assistive technology, sign language, alternative
10 format documents, an interpreter, translated
11 documents, or other such services to be available here
12 today, please see Lydia.

13 Lydia, raise your hand.

14 I do not believe we had any requests.

15 We also have amplification devices, if
16 needed. If you need any other similar assistance to
17 participate today, please let Lydia know. We will do
18 our best to help you. But, obviously, if we get those
19 requests at least seven days in advance of the
20 hearing, we can be sure to have those hear for you.

21 Seeing none, we will proceed.

22 So, if you haven't yet signed in, on
23 your way out, if you'd like to sign in, we have a
24 sign-in sheet and it will be part of the record of the

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1 meeting.

2 There are minutes from last month's
3 meeting minutes and also a copy of today's agenda.
4 All of those are on the table to my left.

5 Regular session minutes, July (sic) 14,
6 2018. Any questions, comments, or updates from the
7 public?

8 (No response.)

9 JOHN ROMANO: Seeing none, we will mark
10 those approved.

11 The first item on the agenda is an
12 application for an electronic permit, CMB Outdoor
13 Advertising LLC. This is 8 and R Commercial Street in
14 Sharon, MA, Application 2018D011, is a new structure
15 facing south. It's a single-face board.

16 Notification was provided to the
17 municipality by my office to the Town Administrator
18 and Clerk on May 31, 2018.

19 Is the Applicant present?

20 MARK BILDNER: Yes.

21 JOHN ROMANO: Can you please state your
22 name for the record, sir?

23 MARK BILDNER: My name is Mark Bildner,
24 B-i-l-d-n-e-r.

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1 JOHN ROMANO: Is there anybody here
2 representing the municipality where the sign is
3 proposed?

4 (No response.)

5 JOHN ROMANO: None. Are there any
6 abutters present here today?

7 (No response.)

8 JOHN ROMANO: No. Is there anybody
9 here from the MassHighway District Office?

10 We did have some feedback from Bill
11 Travers at District 5 Office, remarking that you have
12 spoken and, you know, it's relative to an access
13 permit, if needed, for tree trimming or anything of
14 the like. You know the process. You've talked with
15 Bill and the people at the District.

16 MARK BILDNER: Yeah.

17 JOHN ROMANO: You know that that, if
18 needed, will be handled separate from this permit.
19 This permit does not account for that.

20 MARK BILDNER: Yes.

21 JOHN ROMANO: I know you have spoken.

22 MARK BILDNER: Yes, we have.

23 JOHN ROMANO: Okay. Very good. Thank
24 you.

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1 Is anyone present from Traffic
2 Operations?

3 THAO TRAN: Thao Tran from the Traffic
4 and Safety Engineering Section of the MassDOT.

5 JOHN ROMANO: Thao, based on the memo
6 that you provided me, no traffic study is required --

7 THAO TRAN: No.

8 JOHN ROMANO: -- for this location,
9 correct?

10 THAO TRAN: Yes.

11 JOHN ROMANO: Thank you. Okay.

12 Mr. Bildner, was certified mail notice
13 to abutters sent out by you at least 30 days prior to
14 submitting your application to my office?

15 MARK BILDNER: Yes.

16 JOHN ROMANO: And you did provide me a
17 copy of the letter and a copy of the post office
18 receipts. We do have those as part of the package.

19 MARK BILDNER: Yes, we did.

20 JOHN ROMANO: Have you received any
21 written comments in support or opposition to this
22 sign?

23 MARK BILDNER: Neither, no.

24 JOHN ROMANO: And neither have we.

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1 MARK BILDNER: Yeah.

2 JOHN ROMANO: So, okay. And you
3 received a variance from the Town of Sharon, is that
4 correct?

5 MARK BILDNER: That is correct.

6 JOHN ROMANO: And I also have a copy of
7 that.

8 MARK BILDNER: Yes.

9 JOHN ROMANO: You did submit that as
10 required. I've got that in my package here.

11 MARK BILDNER: Yes.

12 JOHN ROMANO: So, thank you. And we
13 did review that. Okay. I am going to ask Marc
14 Plante, my field inspector, to give his report on this
15 location.

16 MARC PLANTE: Thank you, John.

17 Yes, this is an application for a one-
18 sided electronic sign on a monopole, which is on the
19 ground. It is in the south lanes of I-95 in the Town
20 of Sharon. This site has two businesses within 500
21 feet. There are no spacing issues at all with any
22 other signs. And there are no parks, recreation
23 areas, or playgrounds within 300 feet. So the site is
24 conforming to the regulations.

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1 JOHN ROMANO: Okay. Great. Thank you,
2 Marc.

3 MARC PLANTE: Thank you.

4 JOHN ROMANO: Mr. Bildner, anything
5 you'd like to add to your application at this time?

6 MARK BILDNER: No, sir.

7 JOHN ROMANO: Any comments or questions
8 from the general public?

9 (No response.)

10 JOHN ROMANO: Seeing none, we will take
11 this under advisement and we will get back to you.

12 MARK BILDNER: Thank you.

13 JOHN ROMANO: You're welcome.

14 Oh, Mr. Bildner, one thing I just
15 wanted to remind you, the requirement of 15 hours of
16 public service announcements --

17 MARK BILDNER: Yes.

18 JOHN ROMANO: -- as provided. Gerry
19 Kelleher of my office will be in contact with the
20 contact name you gave us. We send them to you each
21 month on the last day of the previous month or the
22 first day of the month and tell you, you know, give
23 you what we want run. And you will work it into your
24 rotation.

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1 MARK BILDNER: Thank you. We'll make
2 sure we take care of that.

3 JOHN ROMANO: Thank you.

4 Okay. The next item up on the agenda
5 is Billboard Realty LLC, 9 Braintree Street, Boston.
6 This is Application 2018D012. It's an existing
7 structure. The current permit is a static permit,
8 number 34065. It's facing east. This is a one-sided
9 board.

10 Previously, this item was heard back in
11 March 2017. It was taken under advisement. That
12 application at the time was 2016D012. This
13 application precedes that one -- takes the place of
14 that one.

15 A notification to the Mayor and the
16 City Clerk's Office of Boston was sent by my office on
17 June 11, 2018.

18 Is the Applicant present?

19 GERRY ARCAND: Right here.

20 JOHN ROMANO: Please state your name
21 for the record.

22 GERRY ARCAND: Gerry Arcand.

23 JOHN ROMANO: Thank you, Mr. Arcand.

24 Is there anyone here representing the

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1 municipality where the sign is proposed?

2 (No response.)

3 JOHN ROMANO: Are there any abutters
4 present today?

5 (No response.)

6 JOHN ROMANO: Is there anyone here from
7 the Highway District Office, MassDOT?

8 (No response.)

9 JOHN ROMANO: Our traffic office? Thao
10 Tran.

11 Thao, this location, same thing; we got
12 a memo from your office stating that no traffic is
13 required, is that correct?

14 THAO TRAN: That is correct.

15 JOHN ROMANO: Mr. Arcand, was certified
16 mail notice to abutters sent out by you at least 30
17 days prior to submitting your application?

18 GERRY ARCAND: Yes, it was.

19 JOHN ROMANO: And I do have a copy of
20 the letter and the post office receipt. So, thank you
21 for submitting those as part of the package.

22 GERRY ARCAND: Yes.

23 JOHN ROMANO: Have you received any
24 written comments in support or opposition to this

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1 proposal?

2 GERRY ARCAND: No, I have not.

3 JOHN ROMANO: We have from the previous
4 iteration of this back last year, I have a handful of
5 letters for and against, including a petition that you
6 provided me of 50 or so people that were in favor of
7 it. I also do have a letter, again, from the previous
8 submission, but we carried everything forward as we
9 said we would, from Representative Moran,
10 Representative Honan, and Councilor Ciommo that were
11 opposed to this. So, that is all part of this package
12 and that will be reviewed as we always do.

13 Special permit or variance -- I believe
14 you received a variance from the City of Boston ZBA?

15 GERRY ARCAND: Yes.

16 JOHN ROMANO: Is that correct?

17 GERRY ARCAND: That's correct.

18 JOHN ROMANO: And you did provide me a
19 copy of that. I actually have a pretty thick package
20 --

21 GERRY ARCAND: Yes.

22 JOHN ROMANO: -- with some
23 correspondence back and forth between myself and the
24 legal counsel for the ZBA. So, thank you for

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1 submitting that.

2 At this time, I'm going to have my
3 inspector, Chris Chaves, give his report.

4 CHRISTOPHER CHAVES: Thank you, John.

5 As you mentioned, this is a proposed
6 dismantle of a current static one-sided board facing
7 the Mass Pike, I-90. The proposal is to dismantle
8 this board and build a new monopole structure closer
9 to the building to allow space to the current permit
10 that we have to the west. It brings it over 500 feet
11 away, which conforms with the regulation.

12 Also, there is another permit to the
13 east. But, moving this structure, or building a new
14 structure closer to the east, does not bring it any
15 further to 500. So, we're still well over 500 feet
16 from the --

17 JOHN ROMANO: So, from both --

18 CHRISTOPHER CHAVES: From both.

19 JOHN ROMANO: -- both existing signs,
20 this new location is still in compliance.

21 CHRISTOPHER CHAVES: You got it. And
22 no other issues to report. No parks, recreational
23 areas, schools, no other critical areas to measure to,
24 just those signs.

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1 JOHN ROMANO: Thank you.

2 CHRISTOPHER CHAVES: Yes, sir.

3 JOHN ROMANO: Mr. Arcand, just to
4 remind you, we know that the measurement is close
5 beyond the 500 feet, so it's got to be built, as they
6 all do, precisely where you told us. We will make
7 sure that we keep an eye on this, you know, as we do
8 on all of them, but just a reminder on that.

9 Do you have anything that you would
10 like to add to your application at this time?

11 GERRY ARCAND: No, I think --

12 JOHN ROMANO: Okay. A reminder to you
13 as well, should this be approved, there is a 15-hour
14 per month requirement of PSAs that the state will
15 provide you through Gerry Kelleher from my office that
16 need to be run, spread out equally throughout the time
17 that the board is operating.

18 Are there any questions, comments, or
19 items from the general public on this application?

20 ANTHONY D'ISIDORO: Yes, Mr. Chair. My
21 name --

22 JOHN ROMANO: Stand up. State your
23 name for the record.

24 ANTHONY D'ISIDORO: My name is Anthony

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1 D'Isidoro, D as in David, apostrophe, capital I-s as
2 in Sam-i-d as in David-o-r-o. I am the president of
3 the Allston Civic Association.

4 First of all, I need to say upfront
5 that we have the highest regard for the Arcand family,
6 longtime Allston businessmen, business people, and
7 their contribution to the community is well known.

8 The confusing thing about this proposal
9 is that you mentioned that it was given ZBA approval.
10 It was back on December 15, 2015. It was an
11 interesting vote in that everybody, including the
12 mayor, the elected officials, a number of residents, a
13 number of civic and community groups opposed the
14 project. And I need to make a clarification. There
15 was a reference in the ZBA that the Allston Village
16 Main Streets was in support of this project. They
17 cannot support any kind of licensing project like
18 this. They reached a reciprocal agreement with Mr.
19 Arcand that Mr. Arcand might provide some financial
20 assistance to that organization as part of the sign,
21 but they did not come out and formally approve this.
22 The only organization that came out that day to
23 approve this was the Allston Board of Trade.

24 Now, since then, it's interesting to

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1 see that it took the proponent well over a year to
2 come to the Commonwealth of Massachusetts. This was
3 approved in 2015. Came up here in 2017. Now it's
4 back again.

5 Since the original approval, I notice
6 the legal entity has changed, the location has
7 slightly changed, the design of the billboard has
8 slightly changed, and, yet, there has been no interest
9 in bringing that in front of the community.

10 The main point that I want to bring
11 across is Allston Brighton, since 2015, December, is a
12 very different community today than it was back then.
13 We are one of the hottest communities, not just in
14 Boston, but in the state, in terms of residential
15 development. There is tremendous demand and appeal to
16 live in Allston Brighton.

17 Just in the quadrant, just in the
18 quadrant where this billboard exists, a lot of it,
19 right across the street from the location of this
20 billboard, there is now exactly 599 units of
21 residential housing that is going to be built in this
22 quadrant. This is what's going on in South Boston.
23 It's going on in Allston Brighton. Everything along
24 the Mass Pike, everything on both sides north and

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1 south, the commercial influence is disappearing and is
2 being replaced by primarily residential, retail, and
3 office development, so the commercial buildings are
4 disappearing.

5 So, we have a very interesting
6 situation on Braintree Street, a permit that was
7 approved for a sign. Actually, one of the projects --
8 it's 61-83 Braintree Street -- they actually had to
9 build the building around the billboard because we, in
10 the community, couldn't get rid of it. Some hotshot
11 lawyer from California worked a way to preserve the
12 billboard. And when they built the building, they
13 actually had to build around it.

14 Just as a quality of life issue. All
15 the issues that came up at the Zoning Board of Appeal
16 are still in effect today, but even more so. You're
17 going to have people paying -- a lot of these units
18 are condominiums -- are going to be paying huge
19 amounts of money to live in just this quadrant and are
20 going to look out and see an electronic billboard
21 right across the street from them. Now, that's silly.
22 And we have to start identifying the fact that Allston
23 Brighton has coalesced around billboard construction.
24 The last two that have come before you, or was planned

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1 to come before you, we were able to defeat them. One,
2 actually, tried to go back to the ZBA to get some sort
3 of a camouflage for their billboard so it won't
4 overlook Portsmouth Playground. That was defeated big
5 time. And the other one on Lincoln Street were trying
6 to get that process started. That was also killed by
7 the ZBA.

8 The ZBA now knows that the residents of
9 Allston Brighton want to get rid of the billboards.
10 They do nothing for -- we're not downtown. We're a
11 neighborhood of the City of Boston, but we're not
12 downtown. And now with the community transforming,
13 just in the three years since Mr. Arcand applied for
14 this thing, you wouldn't believe how many projects
15 have been approved that are in the pipeline ready to
16 be built.

17 So, our community is evolving. And, as
18 it evolves -- and I'm sure on the statutes there's a
19 lot about having billboard close to residential
20 communities. Although the zoning may stay commercial
21 -- it might. It might get rezoned. The City may end
22 up rezoning it. But, right now, when they state
23 commercial, the heavy presence of new development in
24 just this quadrant is residential development, which I

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1 think really says a lot for going forward with this.

2 So, I just want to reiterate, again,
3 the opposition is there. I am here representing the
4 Allston Civic Association that opposed the original.
5 All of the players who opposed it back in 2015 oppose
6 it today. And we ask for your indulgence in this.

7 We, as a community, because of where
8 we're located and who we are, we want consideration
9 that, look, we're trying to create a community that
10 there's a high quality of life and that people are not
11 going to take advantage of the fact that we happen to
12 have the Mass Pike coming in the middle of our
13 community. That's no excuse to exploit that situation
14 with electronic advertising.

15 And so I come before you today -- I'll
16 be happy to back this up with written comments and
17 submit them to you, Mr. Chair. But I wanted to take
18 the opportunity this morning to make sure you're aware
19 of how our community is evolving, especially in this
20 area. The Allston Square project, it's -- this is one
21 of the hottest intersections in Allston. And you
22 won't recognize it five years from now. And to have
23 an electronic billboard in the middle of all of it
24 just doesn't make any sense anymore.

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1 Thank you.

2 JOHN ROMANO: Thank you for your
3 comments.

4 Anybody else?

5 (No response.)

6 JOHN ROMANO: Seeing none we will take
7 this under advisement and we will get back to you in
8 due time.

9 Thank you.

10 The next item on the agenda is Orange
11 Barrel Media. It is 621 Washington Street on the
12 façade of the building in Boston. It's application
13 2018D010. It's a new structure facing south. This is
14 a one-sided board.

15 Notification was sent to the Mayor and
16 the City Clerk of Boston on May 15, 2018 by my office.

17 Is the applicant present?

18 CHRISTIAN REGNIER: Yes, sir. Chris
19 Regnier from Goulston & Storrs on behalf of Orange
20 Barrel Media. I have with me Dave North from Orange
21 Barrel Media.

22 JOHN ROMANO: Is there anyone here
23 representing the municipality?

24 (No response.)

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1 JOHN ROMANO: No. Are there any
2 abutters present today?

3 (No response.)

4 JOHN ROMANO: No. Anybody here from
5 the MassHighway District Office? We know Thao is here
6 from Traffic Operations.

7 Thao, again, this is an electronic
8 board you guys reviewed, submitted a memo to my
9 office, and you did not require any additional traffic
10 study, is that correct?

11 THAO TRAN: That is correct.

12 JOHN ROMANO: Mr. Regnier, was
13 certified mail notice sent to abutters by the
14 applicant at least 30 days prior to submitting your
15 application to my office?

16 CHRISTIAN REGNIER: It was, sir. Yes.

17 JOHN ROMANO: And I do have a copy of
18 the letter and the post office receipts that you
19 submitted as part of your package. Thank you for
20 giving us those.

21 Has the applicant received any written
22 comments in support or opposition to this application?

23 CHRISTIAN REGNIER: Yes, Mr. Romano.
24 We have received some letters of opposition, as I

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1 believe the office has. We've also received five
2 letters of support from community groups and a
3 resident of the building. I'm happy to submit those
4 into the record.

5 JOHN ROMANO: Yes, if you have them,
6 I'd like to have those. I know that I had seen a
7 couple of the letters of support. We did receive
8 three emails from residents of the building that were
9 in opposition. We do have those and they will be part
10 of the record.

11 CHRISTIAN REGNIER: Sure thing.

12 JOHN ROMANO: And, special permit or
13 variance, did you receive that from the City of
14 Boston?

15 CHRISTIAN REGNIER: We did. We're in
16 an area of the City of Boston zoned to allow these
17 signs. Also, they are allowed through the PDA
18 development plan for the sign. And we've been
19 approved by the Boston Planning and Development Agency
20 pursuant to the PDA development plan.

21 JOHN ROMANO: All right. And I
22 believe, based on the application and the sign-off by
23 the City of Boston, that they're in conformity, so
24 there was no special variance or special permit that

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1 was required.

2 CHRISTIAN REGNIER: That's correct,
3 sir.

4 JOHN ROMANO: And if I am correct, the
5 City of Boston put a restriction from 2:00 a.m. to
6 7:00 a.m. on this board that it cannot be operated, is
7 that correct?

8 CHRISTIAN REGNIER: That's right. Just
9 to speak briefly to that, we will have a -- or do have
10 a license agreement with the BPDA regarding the sign
11 and the operation that does a few things. It
12 restricts the hours of operation, so it will go into
13 sleep mode between 2:00 a.m. and 7:00 a.m. At that
14 time, it plays some abstract art, which actually looks
15 better than a blank screen, kind of shooting stars in
16 effect. That license agreement also requires a
17 minimum amount of community and governmental content,
18 so we will have a substantial community content, MBTA
19 real-time notices, and whatnot. And then there are
20 lighting-level prohibitions in that license agreement
21 as well. I can speak more to that later, if you like.

22 JOHN ROMANO: No, that's fine. We have
23 that information. Also, you know there are
24 requirements from the state as far as, you know, the

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1 brightness. This goes for all of the electronic
2 applications that we receive.

3 Also, as I mentioned to the other two
4 applicants, there's a 15-hour requirement for public
5 service announcements that we'll provide. That's
6 above and beyond any agreement that you may have made
7 with BPDA, the community, or whatever. So those --
8 you can't double count those.

9 CHRISTIAN REGNIER: Understood.

10 JOHN ROMANO: At this time, I'd like to
11 have my inspector, Chris Chaves, give his report on
12 this application.

13 CHRISTOPHER CHAVES: Thank you, John.

14 As you mentioned, this is a single-
15 sided electronic billboard to be affixed to the vent
16 of the building on the façade of the building. It's
17 facing south, facing Tremont and Boylston Street.
18 There are multiple businesses within 500 feet of this
19 location. Also, the location is well over 300 feet
20 from the Common, which is the closest park to this
21 building. There are no other billboards, permitted
22 billboards, in the area for spacing issues. It looks
23 pretty good.

24 JOHN ROMANO: Okay. So, in conformity

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1 with the CMR.

2 CHRISTOPHER CHAVES: Yes, sir.

3 JOHN ROMANO: Mr. Regnier, anything
4 you'd like to add at this time?

5 CHRISTIAN REGNIER: Just briefly, Mr.
6 Romano, I'd be remiss, given probably the two years of
7 effort, not to have a few words in regards to the
8 sign.

9 As I mentioned briefly, this is an area
10 of Boston zoned to allow these signs. And we've
11 worked closely with the BPDA on the design of the sign
12 that will actually screen those louvers there,
13 partially screen those. We do have to allow some
14 airflow. But I've worked closely with the BPDA on the
15 design of the sign. There likely will never be
16 unanimity on aesthetics with anyone, but we feel that
17 we've done a good job to integrate that sign.

18 We have undergone a robust community
19 outreach process, as noted in our application and in
20 our support letters. We also are proud of the effort
21 that we make to reach out to the community for
22 content. Orange Barrel received the Community Partner
23 Award of the Year from the Fenway Arts Academy for
24 their sign in the Fenway, for what they do for the

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1 community. They actually provided software to the
2 high school students, allowed them to create digital
3 content that ran on the sign. So, I did want to
4 mention that.

5 These are a little bit different
6 probably than most of the billboards that you permit.
7 It's a smaller amount of off-premises content, real
8 robust community content, governmental content,
9 nonprofit content. And we also anticipate working
10 with the MBTA on real-time station notification given
11 the proximity of the sign to the station.

12 As mentioned, there are some -- there
13 is some opposition to the sign. We did have a meeting
14 on site to try to address some comments. The comments
15 we received really deal with appropriateness of the
16 area to the sign, what is going to be the content on
17 the sign, and what will this sign do to the area.

18 The appropriateness to the area I think
19 is addressed by the BPDA's rezoning historically of
20 this to be one of the areas with a sign.

21 The content, we do have content
22 restrictions we've agreed to. So, I did want to
23 mention to you that there will be no marijuana, no
24 alcohol, no tobacco, and no nudity advertised on the

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1 sign, which is very important to some of our community
2 partners that wrote letters of support.

3 In terms of the light levels, the light
4 levels are adjustable. And we've actually heard from
5 some of the abutters and people in the area that they
6 look forward to bringing some light and some activity
7 to this corner. It is an area of Boston that is
8 somewhat in transition at times of the day with
9 different users, and we have heard that this will be a
10 welcome addition for some people to this area of
11 Boston.

12 So, again, we did submit five letters
13 of support, including from some of the community
14 organizations in the area, which are really umbrella
15 organizations for more than just themselves.

16 So, I'll let that speak for the record,
17 and I'm happy to answer any questions.

18 JOHN ROMANO: Thank you very much.

19 Any questions, comments, concerns from
20 the audience?

21 Yes, just state your name for the
22 record.

23 JEAN BACHOVCHIN: Jean B as in boy-a-c-
24 h-o-v-c-h-i-n. And I'm a resident at 1 Avery Street,

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1 which is in the neighborhood. And I'm president of
2 the Board of Managers for the North High-Rise
3 Association.

4 And we had met and discussed it. And
5 we have no opposition to it. And, in fact, to speak
6 to the -- when the registered letters go out, you know
7 that in high-rises in the middle of the city people
8 don't pay a lot of attention unless it's something
9 that really impacts them. And so there were
10 questions. And the Orange Barrel had a special
11 meeting for the residents of the association. And we
12 had a very, very small turnout to tell you the truth.
13 And I think that was indicative. But they answered
14 the questions. One person wasn't sure. He had been
15 shown the site and explained by the Director of
16 Residents in the South Tower. And he came, and it was
17 -- they answered every question that everyone had.
18 And I know that between people asking me in the lobby,
19 and questions that -- you know, once they heard what
20 it was, they went, "Oh, fine. There's no problem."
21 And I live -- you know, you live in a city. You
22 expect there to be lights. And that's a terrible
23 corner, especially after like 10:00 or 11:00 at night.
24 So, having any illumination is really important.

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1 There's a subway entrance right there, too.

2 So, just to say that, you know, there's
3 no opposition in our building in the North High-Rise.

4 JOHN ROMANO: Well, thank you very much
5 for your comments.

6 Anybody else? Ma'am, just state your
7 name.

8 CAITLIN CALLAHAN: My name is Caitlin
9 Callahan, C-a-i-t-l-i-n C-a-l-l-a-h-a-n. And I'm here
10 on behalf of Urban College of Boston, which is right
11 across the street from the proposed sign. And we're
12 here to voice our support for the sign.

13 Urban College of Boston has nearly
14 1,500 students, and approximately 70 percent of our
15 students live in the City of Boston. Almost all are
16 working full-time, attending classes part-time,
17 primarily in the evening, and raising families. And,
18 last September, we opened doors to our new campus at
19 the China Trade Center, so just across the street.
20 And so this digital sign will face our college and our
21 renovated Liberty Tree Plaza, really further
22 enlivening that immediate area where our students
23 commute in the evening. Ninety-three percent of our
24 students are women, and most are commuting at about

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1 9:00 p.m. from our college. So we're excited for the
2 additional light.

3 Also, given the sign's proximity to our
4 college, we very much appreciate the prohibitions on
5 marijuana, tobacco, and the other prohibitions that
6 were mentioned.

7 Our president, Michael Taylor, and
8 other members of the College have met with Orange
9 Barrel's local team on several occasions. And we're
10 confident they are very committed to addressing any
11 concerns. And we're also really pleased that their
12 sign will provide our community with free nonprofit
13 messaging. They actually currently promote the
14 college on their existing sign on the hotel just
15 around the corner. And they've really been
16 outstanding to work with.

17 Just to illustrate this, over Memorial
18 Day Weekend we held our commencement at Emerson's
19 Cutler Majestic Theatre. And a few weeks prior, we
20 had asked if it was possible to modify the messaging
21 on the sign to celebrate our graduates. And they
22 responded quickly and enthusiastically, even
23 increasing the frequency of the sign's duration during
24 the time and immediately following our commencement.

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1 So, most of our students are the first in their family
2 to graduate from college. And for them to see that
3 sign up, and that it was increased and very responsive
4 to the local community, was really powerful for them.

5 So, I just want to reiterate that
6 they've, in every interaction and communication,
7 Orange Barrel has really treated Urban College with
8 great respect. So, we're happy to be here to show our
9 strong support for the sign.

10 JOHN ROMANO: Great. Thank you very
11 much.

12 Anybody else?

13 (No response.)

14 JOHN ROMANO: Okay. Seeing none, we
15 will take this under advisement and we will get back
16 to you.

17 Thank you very much.

18 CHRISTIAN REGNIER: Thank you.

19 JOHN ROMANO: So, the next part of the
20 agenda is our for the record - actions taken since the
21 last public hearing. There's several of them. Any
22 questions, comments, concerns on those?

23 (No response.)

24 JOHN ROMANO: Okay. Seeing none, the

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1 last part of the agenda, any other public comment,
2 questions, concerns in general?

3 (No response.)

4 JOHN ROMANO: Seeing none, this meeting
5 is adjourned. Thank you all. Enjoy the gorgeous
6 summer day.

7 Whereupon, the proceedings were concluded on
8 July 12, 2018 at 11:34 a.m.)

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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.