

Office of Outdoor Advertising
Public Meeting

April 13, 2023

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

(via Webinar)

Present:

John Romano, Executive Director

Office of Outdoor Advertising, April 13, 2023

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

2

3 JOHN ROMANO: Good morning, everybody.

4 My name is John Romano. I am the Director of Outdoor

5 Advertising for MassDOT. We are here for our April

6 2023 Office of Outdoor Advertising public meeting.

7 This meeting is being held virtually by

8 the Governor's Act extending certain COVID-19

9 measures. I'm not sure if it's exactly extending just

10 COVID-19 measures, but they've extended the, you know,

11 virtual public meetings through March of 2025, which

12 allows us to hold these public meetings virtually.

13 So, we are running this hearing by Zoom

14 platform.

15 Please note that this meeting is being

16 recorded by our stenographer, who is in attendance.

17 He will provide us with a transcript of the meeting

18 that will be posted on our website as soon as it is

19 available.

20 This meeting is accessible to people

21 with disabilities and individuals with limited English

22 proficiency. If you filed a request to be available

23 today and did not receive it, please contact MassDOT's

24 Office of Diversity and Civil Rights at 857-368-8580

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1 or massdot.civilrights@dot.state.ma.us.

2 Jerry Kelleher of my staff will go
3 through the Zoom controls for this meeting.

4 Please note that accessible versions of
5 the meeting materials have been previously posted to
6 the OOA website and will be referred to in this
7 meeting. And they have been posted in the Q&A box.

8 So, Jerry, could you go through the
9 Zoom controls, please, at this time, put them up on
10 the screen?

11 GERARD KELLEHER: Sure. Okay. Thanks.

12 So, on this meeting, the microphone is
13 something you should check to make sure your speakers
14 and your personal microphone are working.

15 And the chat and interpretation
16 features are not available.

17 If you'd like to ask a question, just
18 raise your hand. Hit that icon on Zoom and I'll
19 unmute you at the appropriate time.

20 Before you ask a question, please state
21 your name for the stenographer and the public record.

22 And only ask one question at a time.
23 And please make sure that it's pertinent to the agenda
24 item that we're covering at that time.

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1 And there will be an opportunity for
2 general public comments toward the end of the meeting.

3 And if you can't access the internet or
4 if you have any technical problems as we go along, you
5 can call into the meeting at the phone number shown,
6 which is 301-715-8592. And the Web ID for this
7 meeting is 947 5664 3534.

8 You can also put written questions into
9 the Q&A feature, and we'll try to answer them as we
10 go.

11 And, finally, if you're listening on
12 the phone, please dial *9 if you'd like to ask a
13 question, and I will call out the last three digits of
14 your phone number and unmute your audio when it's your
15 turn to speak. Again, please identify yourself for
16 the record.

17 So, that's the basic outline of our
18 protocols for this meeting. And I'll turn it back to
19 the Director, John Romano.

20 JOHN ROMANO: Jerry, thank you very
21 much.

22 So, we'll go through the agenda.

23 Obviously, there is no sign-in sheet,
24 but we do have a list of those in attendance.

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1 We will put the agenda on the screen in
2 a minute. We will go through each item, as we
3 typically do. I will ask questions of the proponent.

4 Just so everybody knows, everyone in
5 the public is currently muted and your camera is
6 turned off except for the panelists.

7 As Jerry did say, if you want to speak
8 at some point during the meeting when public comment
9 is requested, you should raise your hand using the
10 raise your hand function, as he described. Also, you
11 can put a question or a comment in the Q&A box.

12 Please note that you can provide
13 comments in writing to us by email, as always.

14 For anyone who may be new to this
15 meeting, we do not make any decisions at the actual
16 meeting. Every item is taken under advisement, and
17 decisions are made usually within a few weeks,
18 sometimes as early as a week.

19 You can send comments to our email
20 address, which is OOAInformation@dot.state.ma.us.
21 That's where you can send your written comments.

22 Also, we will have public comments at
23 the end of each item, as we always do, and then a
24 final chance for overall comments at the end of the

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1 agenda, as Mr. Kelleher has previously stated.

2 With that, Jerry, we are going to start
3 the public meeting.

4 So, beyond the sign-in, the first order
5 of business is the minutes approval from the March 9th
6 public hearing. These are the regular session minutes
7 from March 9, 2023. Are there any questions or
8 comments?

9 (No response.)

10 JOHN ROMANO: I am not seeing any hands
11 raised at this time.

12 Jerry, do you see anybody?

13 GERARD KELLEHER: No.

14 JOHN ROMANO: Okay. With no hands
15 raised, no questions or comments, I will mark these
16 approved as of today's date. Today is the 13th.

17 Okay. Agenda items. The first item up
18 is a new -- is an application for an amendment of
19 existing permits. So this amendment is for Tri-State
20 Displays, Inc. It's Permit Number 2013D009 and D010,
21 45 McKeon Road, also known as 0 Millbury Street in
22 Worcester. This is an amendment to just increase the
23 height of the sign, not the actual sign, but to raise
24 the sign from 74 feet to 95 feet off the ground, not

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1 the physical sign, but raising the height off the
2 ground.

3 Is there -- and this is also being
4 represented by Lamar Central Outdoor.

5 Is there anybody here from Lamar today?

6 MATT RENNINGER: Yes.

7 JOHN ROMANO: Please state your name
8 for the record.

9 MATT RENNINGER: It's Matt Renninger,
10 R-e-n-n-i-n-g-e-r.

11 JOHN ROMANO: Hi, Matt. How are you
12 doing today?

13 MATT RENNINGER: Good, John. How are
14 you?

15 JOHN ROMANO: I'm doing okay. Thank
16 you.

17 Okay. So, Matt, we have reviewed the
18 application. And I believe the -- as I see here,
19 there was a special permit. This is a two-sided sign.
20 A special permit is attached that you received from
21 the town, the city I should say, of Worcester. The
22 mayor is fully aware and supportive of this. They
23 have no issues. Is that your understanding?

24 MATT RENNINGER: That is correct.

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1 JOHN ROMANO: This is only raising the
2 height of the sign. There are no other changes. Is
3 that also right?

4 MATT RENNINGER: Correct.

5 JOHN ROMANO: Okay. And the reason for
6 this is because MassDOT installed a new highway sign
7 which blocked the sign. And that's the reason for the
8 request to raise the height of the sign?

9 MATT RENNINGER: That's what
10 precipitated it, yes.

11 JOHN ROMANO: Yes. Okay. So, is
12 anyone -- any abutters present today?

13 (No response.)

14 GERARD KELLEHER: I don't see any hands
15 raised.

16 JOHN ROMANO: Is anybody here from the
17 municipality where this amendment is being proposed?

18 (No response.)

19 JOHN ROMANO: Not seeing any.

20 GERARD KELLEHER: No hands.

21 JOHN ROMANO: Is anybody here from the
22 MassDOT District Office?

23 (No response.)

24 JOHN ROMANO: So, Matt, being that this

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1 was a digital, you know, the original sign is a
2 digital sign, you know, any new digital signs or any
3 changes to any digital signs, we send them to the
4 State Traffic Engineer's Office. They reviewed the
5 location and your amendment request, and we received a
6 memo from them that said, "The digital billboard was
7 approved by the previous permit 2013D009 and 2013D010.
8 Therefore, a detailed traffic study at this location
9 will not be required."

10 So, no further traffic study needed.
11 We have that memo, and that will be part of the file.

12 MATT RENNINGER: Great.

13 JOHN ROMANO: Is there anything else at
14 this time that you'd like to add?

15 MATT RENNINGER: No. There is a new
16 pole, just replacing the pole. But, other than that,
17 there is no change.

18 JOHN ROMANO: Okay. Sounds good.

19 At this time, I'd like to have my
20 inspector, Jason Bean, give his field report on this.

21 Jason?

22 JASON BEAN: Yes, thank you, John.

23 So, again, this is a double-sided
24 digital amendment to increase the height from 74 feet

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1 to 95. These are Permit Numbers 2013D009 and 010.

2 Proper logos and permit numbers were
3 affixed at the time of the inspection.

4 At this time, there appears to be no
5 issues, John.

6 Thank you.

7 JOHN ROMANO: Okay. Are there any
8 comments or questions from anybody in attendance?

9 (No response.)

10 GERARD KELLEHER: No hands raised.

11 JOHN ROMANO: No hands. Okay. Great.
12 Matt, we'll take this under advisement, and we will
13 get back to you.

14 MATT RENNINGER: All right. Thank you,
15 John.

16 JOHN ROMANO: Next, we have an
17 application of transfer of permits. This is transfer
18 only. These signs have not yet been built. These are
19 Permit Numbers 2017D021 and D022 at 389-393 Main
20 Street in Everett. They're being transferred from
21 Cove Outdoor, LLC to Interstate Select Media New
22 England, LLC.

23 Are either party here today?

24 KEN ROWELL: Ken Rowell from

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1 Interstate.

2 ED O'SULLIVAN: Ed O'Sullivan from Cove
3 Outdoor.

4 JOHN ROMANO: Ed and Ken Rowell.

5 Good morning, gentlemen.

6 Okay. Is anybody here from the
7 municipality?

8 (No response.)

9 JOHN ROMANO: Okay. This is a simple
10 transfer. We reviewed the paperwork. All the
11 paperwork is in order. Payment has been received.

12 Do you guys have anything you'd like to
13 add to your application?

14 ED O'SULLIVAN: Not at this time.

15 KEN ROWELL: No, thank you, John.

16 JOHN ROMANO: Okay. And anything from
17 the original application still remains in effect, Ken.
18 So if this transfer goes through, you inherit anything
19 that was in place at the time.

20 KEN ROWELL: Understood.

21 JOHN ROMANO: Chris Chaves, my
22 inspector, Chris is there anything? Would you give
23 your report, please?

24 CHRISTOPHER CHAVES: Yes. This is a

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1 two-sided digital approved in 2017. It has not been
2 built as of today.

3 Nothing has changed in the location.
4 It is to be affixed to the roof of the building.

5 From a field standpoint, there's no
6 issues.

7 JOHN ROMANO: Okay. Great.

8 Any comments or questions from anybody
9 on this?

10 (No response.)

11 JOHN ROMANO: Okay. Seeing none,
12 gentlemen, we will take this transfer under advisement
13 and we will get back to you. Thank you very much.

14 KEN ROWELL: Thank you.

15 ED O'SULLIVAN: Thank you.

16 JOHN ROMANO: Okay. Next, this is
17 Clear Channel Outdoor. It's a new application for
18 static permits, 152 Hamilton Street, Leominster.
19 These are 2020 -- excuse me -- 2023001 and 002.

20 Notification was sent to the mayor and
21 city clerk on 3/13/23 by my office.

22 And, again, these are 152 Hamilton
23 Street in Leominster?

24 Is the applicant present?

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1 MIKE MAURELLO: Yes, Mike Maurello,
2 Clear Channel Outdoor.

3 JOHN ROMANO: Hi, Mike.

4 MIKE MAURELLO: How you doing, John?

5 JOHN ROMANO: Good. Thank you.

6 Is there anybody here representing the
7 municipality today?

8 (No response.)

9 JOHN ROMANO: I'm not seeing any at
10 this time.

11 Are there any abutters present? I do
12 see a hand up, Donna Henderson.

13 Donna, are you an abutter?

14 Jerry, can you unmute her?

15 Go ahead.

16 DONNA HENDERSON: Yeah, I am. Donna
17 Henderson, 192 Hamilton Street, my business. I own
18 the building. My business is Brows, Inc.

19 JOHN ROMANO: Okay, Donna.

20 DONNA HENDERSON: Okay, John. Nice to
21 meet you.

22 JOHN ROMANO: Same here.

23 DONNA HENDERSON: And Lydia. Do I have
24 the floor?

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1 JOHN ROMANO: You have the floor.

2 DONNA HENDERSON: Okay. Thanks.

3 Well, I have a couple of questions.

4 What is the distance between the sign
5 that's proposed at Doors Unlimited and the sign
6 proposed over to the right of me? I don't know if
7 that's -- I'm at 192 Hamilton. I'm not sure what the
8 next-door number are. But I believe 152 is Doors
9 Unlimited, and the same owner owns that property and
10 the one next door to me.

11 So, my question is what's the distance
12 between the proposed signs?

13 JOHN ROMANO: Mike, can you answer that
14 for her?

15 MIKE MAURELLO: John, I'm not sure
16 exactly, but I know that it's over a thousand feet,
17 which will make the other application at 192
18 conforming. But I don't know the exact distance, to
19 be honest with you.

20 DONNA HENDERSON: Well, you're putting
21 in both signs. And they are so close to each other.
22 My concern is where you're putting in or wanting to
23 put in to the right of my building. I only have two
24 large windows there. My clients and certainly myself,

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1 I don't want to be looking at a sign. Even though as
2 you said to me, Mike, that it would be open, you still
3 have two signs with an open, for lack of a better
4 word, A, facing out. Whatever's behind it doesn't
5 matter. And, behind me, the property owner owns
6 property right there. And Mike said it would be too
7 close to the other sign. That facilitates my
8 question, what is the distance when you're only moving
9 it over maybe, what, 40 feet? And that way, I
10 wouldn't see it, and that way, the building to my
11 left, Woodcome Insurance, they would see nothing on
12 that either.

13 And, the person that is the owner of
14 the property, Red Line Wall Systems -- I don't know if
15 they're under the realty trust for that -- but they're
16 proposing to put in a three- or four-story, 36 one-
17 bedroom units right behind where the sign is, and
18 retail on the bottom. And, certainly, I wouldn't want
19 to be living there, paying top dollar, because brand
20 new apartments are running top dollar in this area, to
21 look at an open -- the open sign when it could be
22 moved down a few feet and no one would see it.

23 And so that was my -- that's my issue.
24 And I was never informed when the Zoning Department,

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1 you know, proposed their meeting because I've gone to
2 Zoning Department meetings for their proposed property
3 plans next door.

4 Anyway, I guess my question to you,
5 John Romano, is what is the normal distance between
6 two of the exact same signs? What is the -- what does
7 the state require? These seem so close.

8 JOHN ROMANO: So, the state requirement
9 between a digital sign and a static sign is 500 feet.

10 DONNA HENDERSON: But are they both
11 digital?

12 JOHN ROMANO: No, one is -- they're
13 proposing the digital in one location and a static in
14 another. So, this is a static sign, and the other
15 location is a digital sign.

16 DONNA HENDERSON: Okay. So when you
17 say static, I understand what static means --

18 JOHN ROMANO: Donna, hold on one
19 second.

20 DONNA HENDERSON: Sure.

21 JOHN ROMANO: Chris? Chris is my
22 inspector, and Mike Maurello is the proponent.

23 DONNA HENDERSON: Yeah.

24 JOHN ROMANO: Just to be sure so I

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1 don't got to go dig through my pile of folders, am I
2 correct, right, this one is the static one, right, and
3 the other location, 192, is digital, right?

4 MIKE MAURELLO: Yes. Yes, the 2023001
5 and 002 are the easternmost ones from on Route 2, and
6 the going west more is the digital 2023D008 and 009.

7 JOHN ROMANO: Right.

8 DONNA HENDERSON: Okay.

9 JOHN ROMANO: So that's the state
10 requirement. The state requirement is spacing between
11 a static sign, which these are, and a digital static
12 is exactly that. They don't change, right? I mean
13 they can change them every day if they wanted to go up
14 and physically change the signs, but they're not
15 digital where they change every ten seconds the ads.
16 Those are what the ones are at 192.

17 DONNA HENDERSON: Excuse me. At 192,
18 you're telling me it's not digital but static, and at
19 152 --

20 JOHN ROMANO: No. No. The opposite
21 way.

22 DONNA HENDERSON: Right. So, the
23 digital means that it can be changed at any time?

24 JOHN ROMANO: Every ten -- the ads

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1 change no more frequent than every ten seconds.

2 DONNA HENDERSON: That's my issue.
3 Being able to put it down a few more feet where you
4 don't see any visibility for me --

5 JOHN ROMANO: So you're commenting on
6 the -- so then you're commenting on the wrong sign, is
7 that correct?

8 DONNA HENDERSON: I'm commenting on the
9 sign that is at 192 or whatever it is --

10 JOHN ROMANO: All right. Well, then
11 that's the -- we're not talking about that sign right
12 now.

13 DONNA HENDERSON: We're talking about
14 152.

15 JOHN ROMANO: Right.

16 DONNA HENDERSON: And it's both
17 locations. 152 is being covered for both locations,
18 is that correct, Mike?

19 JOHN ROMANO: No.

20 MIKE MAURELLO: No, I have two separate
21 applications, Donna.

22 JOHN ROMANO: They're two separate
23 applications.

24 DONNA HENDERSON: So which one is by my

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1 property?

2 MIKE MAURELLO: 192. That's separate
3 but still on this agenda. So this is 152, the static.

4 DONNA HENDERSON: I apologize.

5 JOHN ROMANO: That's okay.

6 DONNA HENDERSON: But it is congruent
7 with the 192.

8 MIKE MAURELLO: Yes.

9 DONNA HENDERSON: It has affiliation.

10 MIKE MAURELLO: Yes.

11 DONNA HENDERSON: Sorry.

12 JOHN ROMANO: Don't be sorry. That's
13 okay. We're here to help.

14 DONNA HENDERSON: Okay. I'm going to
15 lower my hand.

16 JOHN ROMANO: That's all right. We'll
17 come back to you. We'll pick the story up then.

18 DONNA HENDERSON: Okay.

19 JOHN ROMANO: We'll pick this back up
20 in three or four minutes, all right?

21 DONNA HENDERSON: Yes. Thank you.

22 JOHN ROMANO: Not a problem, Donna.

23 DONNA HENDERSON: Yeah.

24 JOHN ROMANO: Okay. Anybody else on --

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1 any other abutters on this one?

2 Seeing none, we'll move on.

3 Is there anybody here from the MassDOT

4 --

5 WENDY WIIKS: Excuse me. I'm here from
6 the mayor's office.

7 JOHN ROMANO: Oh, okay. Sorry.

8 WENDY WIIKS: That's okay.

9 JOHN ROMANO: All right.

10 WENDY WIIKS: I didn't want to pretend
11 I was an abutter.

12 JOHN ROMANO: State your name for the
13 record, please.

14 WENDY WIIKS: Wendy Wiiks, chief of
15 staff to the mayor's office and Mayor Dean Mazzarella.

16 JOHN ROMANO: All right, Wendy, do you
17 have any comments for the record?

18 WENDY WIIKS: Yes. So, I heard you
19 mention in your comments that the first notification
20 was given on 3-13-23. The first notification of our
21 office about this application was when someone walked
22 in here with a notification from Clear Channel and
23 said that our office was the point of contact. And I
24 have the letter in front of me. So, that was

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1 difficult for us, because we didn't know anything
2 about it, and people started showing up here asking
3 about a project. And, clearly, we were, you know, it
4 says right on it, any questions, direct them right to
5 Mayor Dean Mazzearella. So, that didn't go over very
6 well.

7 You know, Leominster is a rural
8 community. Yes, we're the hub of shopping and all
9 that, but we're the home of Johnny Appleseed. And
10 Shoalan Farms are the last pick your own city-owned
11 apple orchard. And I think that this sign location is
12 just, you know, it's not characteristic for the City
13 of Leominster. So, it really wasn't something that
14 we, you know, we're not going to speak against it
15 directly, but it's not something that we would have
16 chosen to put there because it just -- it's just not
17 in character with the city.

18 We have testimony from Donna. I know
19 she was on the -- she's on the Zoom call. But we did
20 receive written testimony because we were told that we
21 were the point of contact for the application.

22 So, I just wanted to make those points
23 known.

24 The mayor would also like clarification

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1 on the hours. We're understanding that there are some
2 options for local advertising. And we'd like
3 clarification on what that process is and what the
4 time -- what the time is for that. We think it's five
5 hours, but we just wanted clarification on that.

6 MIKE MAURELLO: Yeah, so, Wendy, if I
7 could speak to that?

8 WENDY WIIKS: Yeah.

9 MIKE MAURELLO: Yeah, so it's Mike
10 Maurello from Clear Channel.

11 I did have a conversation with the
12 mayor. And I did relay to him that we would offer
13 public service for the 192 location because that's
14 digital. That's five hours per month.

15 WENDY WIIKS: Okay.

16 MIKE MAURELLO: And, if approved, that
17 runs in conjunction with the state who gets 15 hours
18 per month per face.

19 152 is static. So, if and when that
20 doesn't sell sometimes, we can offer advertising on it
21 as well, but that's a static site.

22 WENDY WIIKS: Okay. So, it's five
23 hours a month on the 192?

24 MIKE MAURELLO: Yes, per face.

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1 WENDY WIIKS: Okay. Thank you.

2 GERARD KELLEHER: Plus 15 hours for the
3 state program.

4 MIKE MAURELLO: Correct.

5 MIKE MAURELLO: And I apologize, Donna,
6 if the mayor was blindsided. Per state regulations,
7 the chief municipal officer has to be the point of
8 contact. And that is the mayor's office. So --

9 WENDY WIIKS: Okay. But somebody
10 should have given us a heads up before people got the
11 notification and walked in here with it.

12 MIKE MAURELLO: Right. Correct.

13 JOHN ROMANO: So, Wendy, before they
14 can apply to the state, they have to get permits from
15 this city or town, which they did.

16 WENDY WIIKS: Okay.

17 JOHN ROMANO: So, to say that you
18 didn't know about this is kind of like -- they have a
19 special permit from the Leominster Board of Appeals.
20 So, they had to get approval of the sign from you guys
21 before they can come to us.

22 WENDY WIIKS: Okay. That's -- so
23 that's one thing when you go and get permits from our
24 city, but to send out a notification --

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1 JOHN ROMANO: Right. Well, they should
2 have told --

3 WENDY WIIKS: -- without directly
4 contact -- without directly contacting our office and
5 saying the mayor himself is the point of contact, it's
6 --

7 JOHN ROMANO: Right. Well, they should
8 have done that.

9 WENDY WIIKS: Yeah.

10 JOHN ROMANO: They should have not --

11 MIKE MAURELLO: My apologies, Donna. I
12 thought --

13 WENDY WIIKS: Wendy. It's Wendy.

14 MIKE MAURELLO: I was under the
15 impression that the mayor knew because, like John just
16 stated, that the city leveraged it through the ZBA,
17 approved the special permit. So, I thought the mayor
18 knew about it. That's all.

19 WENDY WIIKS: Okay.

20 JOHN ROMANO: Yeah, yeah. But the way
21 -- the way we operate -- the way we operate is we
22 won't even entertain an application unless there's
23 approval from the local municipality.

24 WENDY WIIKS: Okay.

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1 JOHN ROMANO: So it goes through the
2 local municipality first. So, they can't even come --
3 they come to us with an application, the application
4 is signed off by the local municipality. If that
5 signature isn't there and there's not either a special
6 permit, or a variance, or whatever, we send them on
7 their way and say, "Have a nice day." We won't even
8 entertain it.

9 WENDY WIIKS: Okay. I just -- I think
10 for something that is this substantial to our
11 community, additional outreach should be made to the -
12 - to our office or any office. I mean, this is a --
13 this is a big thing for us.

14 JOHN ROMANO: We're under the
15 impression that before your board of appeals or
16 anybody is signing anything off, you all are having
17 that discussion internally.

18 WENDY WIIKS: Okay.

19 JOHN ROMANO: That's, you know, we
20 would assume you're not working in silos and you're
21 all working together.

22 WENDY WIIKS: Yeah. Okay. All right.
23 That's fine.

24 JOHN ROMANO: Okay, so, noted. And,

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1 yes, they should be honoring in that special permit
2 the five hours that they promised, but that's on the
3 digital one. Okay?

4 WENDY WIIKS: Okay. Thank you.

5 JOHN ROMANO: Thank you for commenting.
6 We appreciate that. Okay.

7 Is there anybody else? All right.

8 (No response.)

9 JOHN ROMANO: All right. So, next
10 anybody here from the MassDOT Highway Office?

11 (No response.)

12 JOHN ROMANO: None. MassDOT Traffic
13 Office is not -- is N/A as this is a static board.

14 Mike, was certified mail notice sent to
15 abutters at least 30 days prior to submitting your
16 application to our office?

17 MIKE MAURELLO: Yes.

18 JOHN ROMANO: And we do have copies of
19 the post office receipts, and we do have a copy of the
20 letter, is that correct?

21 MIKE MAURELLO: Yes.

22 JOHN ROMANO: Okay. Have you received
23 any written comments in support or opposition of this
24 location?

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1 MIKE MAURELLO: None either way.

2 JOHN ROMANO: And, as mentioned
3 earlier, and as reviewing the application as signed
4 off by the Town of Leominster, a special permit was
5 received from the Leominster Board of Appeals, as
6 noted, is that correct?

7 MIKE MAURELLO: Correct.

8 JOHN ROMANO: Okay. Mike, do you have
9 anything else you'd like to add to your application at
10 this time?

11 MIKE MAURELLO: No.

12 JOHN ROMANO: Okay. Jason, is my
13 inspector, Jason Bean. Jason, would you give your
14 field report on this one?

15 JASON BEAN: Yes. Good morning.
16 Thanks, John.

17 The location is 152 Hamilton Street,
18 Applications 2023001 and 002, facing east and west.
19 They face also Route 2. The Route 2 basically
20 traverses the whole northern half of Mass. So, there
21 are some sections that are scenic byways. The piece
22 through the whole town, the whole Town of Leominster,
23 is not one of them. We painstakingly got an updated
24 record for that.

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1 John, if you could put that in the
2 official record just so we're covered that way.

3 JOHN ROMANO: We have that.

4 JASON BEAN: Also, too, is there was --
5 there was a great deal of, which we immediately
6 thought was some sort of open space on the south side
7 of Route 2, but we -- Clear Channel submitted a
8 statement from the Leominster Assessor's Office
9 stating that it is state property, but it is zoned
10 commercially, and it has no relevance to parks,
11 reservations, or any other type of designation that we
12 would find disqualifying for these applications.

13 So, at this time, there are no issues
14 as far as the field inspection goes.

15 Thank you.

16 Actually, I'd like to just state, so,
17 since the site to the west is going to be coming up on
18 this agenda as well, I just always tell the applicant
19 that since the spacing -- you certainly -- the entire
20 structure needs to be 500 feet from another structure.
21 So, that includes the lighting fixtures, so the whole
22 sign structure is part of that. So, no part can be
23 within 500 feet of another sign. So, and Clear
24 Channel knows that very well. So, when they're built,

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1 if approved, when they're built, they cannot be built
2 within 500 feet of each other.

3 Thank you.

4 JOHN ROMANO: Thanks, Jason.

5 Does anybody else in attendance have
6 any comments or questions?

7 (No response.)

8 GERARD KELLEHER: No hands.

9 JOHN ROMANO: Okay. With that, we will
10 take this application under advisement.

11 Thank you.

12 MIKE MAURELLO: Thanks, John.

13 JOHN ROMANO: Next on the agenda, we
14 have Intersection Media, 34 and 35 Market Square. 34
15 is at the intersection of Market and Elm streets; 35
16 is at the section of Market Street and Western Ave.
17 They're both in Lynn. These are existing bus shelters
18 and they'll be getting -- the application numbers are
19 2023SF001 and SF002.

20 Notification was sent by my office to
21 the mayor and the city clerk on 3-13-23.

22 Is the applicant present?

23 LYDIA QUICK: I think we're seeing a
24 raised hand from Jennifer Salerno.

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1 JOHN ROMANO: Yes. Hi, Jennifer.

2 Can you state your name for the record,
3 please? I think, Jennifer, we can't hear you. I
4 think you might be having a problem.

5 GERARD KELLEHER: You're unmuted, so
6 you should turn up your own microphone.

7 JOHN ROMANO: All right. Well,
8 Jennifer, we're going to go on. You can -- you can
9 nod, right?

10 (Nods in the affirmative.)

11 JOHN ROMANO: So, Jennifer Salerno from
12 Intersection Media is here.

13 Is there anybody here from the
14 municipality, representing the municipality where the
15 ads are proposed on the existing bus shelters?

16 (No response.)

17 JOHN ROMANO: I am not seeing any.

18 GERARD KELLEHER: No.

19 JOHN ROMANO: Are there any abutters in
20 attendance today?

21 (No response.)

22 JOHN ROMANO: I am not seeing any
23 hands. Okay.

24 Is there anybody present from the

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1 MassDOT District Office?

2 (No response.)

3 JOHN ROMANO: Traffic Operations, this
4 is N/A as these are static ads on the bus shelters.

5 Certified mail notice to abutters, this
6 is N/A as these are street furniture.

7 And special permit or variance. So,
8 Jennifer, we have received the Lynn City Council order
9 that approves these. Is that your understanding?

10 (Jennifer Salerno nodding in
11 affirmative.)

12 JOHN ROMANO: Jennifer's nodding, so I
13 can see her nodding. So, Dave, you can mark that as a
14 yes in the record that she's nodding yes.

15 GERARD KELLEHER: Excuse me, John. Do
16 you want her to call in on the phone or --

17 JOHN ROMANO: No, that's all right
18 because we've just got these two. We can do that.

19 GERARD KELLEHER: All right.

20 JOHN ROMANO: We can deal with this.

21 So, I'm going to have Chris Chaves do
22 his field inspection report on this.

23 CHRISTOPHER CHAVES: Thanks, John.

24 You mentioned these are existing bus

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1 shelters in Lynn. They were without ads. They'll be
2 adding ads; that's why they'll be permitted now.

3 They're street furniture. They serve a
4 public service as the bus shelter. There are no
5 issues with these two locations.

6 JASON BEAN: I'm sorry. What's the
7 permit numbers for those?

8 JOHN ROMANO: The permit numbers are
9 2023SF001 and SF002.

10 Does anybody have any comments or
11 questions on these?

12 (No response.)

13 JOHN ROMANO: Okay. Not seeing any.

14 All right, Jennifer. We'll get back to
15 you. We'll take these under advisement and get back
16 to you.

17 Okay. We've got one more set,
18 Jennifer. So, the next set is also Intersection
19 Media. These are 2347 Washington Street in Nubian
20 Square. This is a new application number 2023SFD009
21 and D0010 (sic). It is a new digital kiosk structure
22 facing east and west in -- excuse me -- so D009 is in
23 Nubian Square; D0010 (sic) is in Kenmore Square, both
24 in Boston.

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1 And notice was sent by my office on 3-
2 13 to the mayor's office and to the city clerk.

3 The applicant is present. Again, it's
4 Jennifer Salerno, Intersection Media.

5 Is there anybody here representing the
6 municipality where the sign is being proposed?

7 (No response.)

8 JOHN ROMANO: So, this is a digital
9 kiosk not a -- a kiosk structure, street furniture,
10 not a billboard, just to be clear. No one from the
11 municipality.

12 Are there any abutters for either
13 location present today?

14 (No response.)

15 GERARD KELLEHER: No hands.

16 JOHN ROMANO: Jason, this is the one on
17 Washington Street. Can we also put up on the screen
18 the other location?

19 I'm not seeing any abutters. Okay.
20 Great.

21 Is there anybody present from the
22 MassDOT District Office?

23 (No response.)

24 JOHN ROMANO: Not seeing any.

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1 MassDOT Traffic Operations: We did
2 have these two locations reviewed by the State Traffic
3 Engineer's Office as these little kiosks are digital.
4 So, they were reviewed.

5 "We emphasize that none of the proposed
6 banner locations will directly block a driver's view
7 from any traffic control devices or obstruct a clear
8 path along pedestrian facilities per Architectural
9 Access Board and American Disabilities Act
10 regulations. Nonetheless, we point out that every
11 proposed display, regardless of location, has some
12 potential to distract drivers from traffic control
13 devices and the roadway itself. Below is their
14 location," the two locations we mentioned.

15 "The proposed will construct new
16 structures for DUPs at the abovementioned locations.
17 All panels will not create obstructions along
18 pedestrian facilities, traffic signs, or any vehicles
19 located at the curb. Based on these observations, it
20 is our judgment that a detailed traffic study of these
21 locations will not be required."

22 So, no further traffic study required.

23 That memo is part of the file.

24 GERARD KELLEHER: There's one hand

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1 raised on this.

2 JOHN ROMANO: Well, we'll get to him
3 when we get to comments at the end.

4 GERARD KELLEHER: Great. Okay.

5 JOHN ROMANO: And these -- both of
6 these locations are on MBTA property at the MBTA
7 station. So, these are at the MBTA station on
8 Washington Street and at Comm. Ave.

9 Certified mail notice is N/A because
10 this is street furniture.

11 And a special permit or variance is not
12 required because MBTA property is exempt from local
13 zoning.

14 So, Chris Chaves, can you please give
15 your inspector's report for these two locations?

16 CHRISTOPHER CHAVES: Yes, John. Thank
17 you.

18 These are digital street furniture.
19 The kiosks, they look like the informational panels.
20 I believe they'll be interactive kiosks. They serve a
21 public service, giving MBTA information, and they are
22 located on MBTA property at both bus stations.

23 There are no issues with either
24 location.

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1 JOHN ROMANO: Okay, Chris. Thank you.

2 Any questions, comments from anybody in
3 attendance?

4 Mr. Bookston, Jerry, you can unmute
5 him, please.

6 GERARD KELLEHER: Go ahead, sir.

7 JOHN BOOKSTON: Can you hear me?

8 GERARD KELLEHER: Yes.

9 JOHN ROMANO: Yes, sir.

10 JOHN BOOKSTON: Oh, good. Thank you
11 very much.

12 I have no problem if the digital
13 billboards are only MBTA information. If there is any
14 advertisement, I have a serious problem, and that is
15 that it's degrading and it's distracting from the
16 important business of the MBTA at those two locations.

17 I'm sorry that it is exempt from local
18 regulation because, of course, you're familiar with
19 the fact that digital signs are prohibited in Boston.

20 Thank you very much.

21 JOHN ROMANO: Okay. Thank you for your
22 comment, Mr. Bookston. But just so you know, just in
23 all fairness, I don't want to keep something that I
24 know. They will have both MBTA information and

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1 regular ads.

2 Okay. Any other comments or questions
3 at this time on these applications?

4 (No response.)

5 JOHN ROMANO: Seeing none, we will take
6 these under advisement, Jennifer, and get back to you.

7 All right. Next on the agenda is --
8 these are new electronic permits. This is Interstate
9 IIH Outdoor, LLC. This is North Attleboro. These are
10 across from 192 Plain Street, Lot Number 323 on
11 Assessor's Plot Number 37. These are applications
12 2023D003 and D004. Again, new builds.

13 A notification was sent to the
14 municipality on 3-13-23 to the town manager and clerk.

15 Is the applicant present?

16 KEN ROWELL: Ken Rowell from Interstate
17 IIH.

18 JOHN ROMANO: Hi, Ken.

19 Is there anybody here from the
20 municipality where the sign is being proposed?

21 (No response.)

22 JOHN ROMANO: I'm not seeing anyone.

23 Are there any abutters present today?

24 (No response.)

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1 GERARD KELLEHER: No hands.

2 JOHN ROMANO: I'm not seeing any.

3 Is there anyone present from the
4 district office today, MassDOT?

5 (No response.)

6 JOHN ROMANO: So, Ken, we did get an
7 email from our Bill Travers, who's the operations
8 engineer from Highway District 5. So, you should make
9 contact with the highway district, Bill Travers,
10 should you need to do any type of tree trimming or
11 anything of the such. Those are separate access
12 permits to do anything like that, that it's directly
13 from the district should you get approval for this
14 permit. Okay?

15 KEN ROWELL: I understand. Yes.

16 JOHN ROMANO: And is anybody present
17 from MassDOT Traffic Operations?

18 (No response.)

19 JOHN ROMANO: I'm not seeing any.

20 So, we did receive a memo from MassDOT
21 State Traffic Engineer's Office. They reviewed this
22 site, and no further traffic study will be required.
23 That memo is in the file and will be maintained as
24 part of the file.

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1 Was certified mail notice to abutters
2 sent out by you at least 30 days prior to submitting
3 your application to my office?

4 KEN ROWELL: Yes, it was.

5 JOHN ROMANO: And I have copies of the
6 post office receipt as part of the package, is that
7 correct?

8 KEN ROWELL: That's correct.

9 JOHN ROMANO: Okay. And you did send
10 us, also provide us a copy of the letter that was
11 sent, is that correct, as well?

12 KEN ROWELL: That is correct.

13 JOHN ROMANO: Okay. Have you received
14 any written comments in support or opposition of your
15 application?

16 KEN ROWELL: We have not.

17 JOHN ROMANO: And, also, according to
18 the application that you submitted and signed off by
19 North Attleboro, there was a variance provided by the
20 North Attleboro ZBA, is that your understanding?

21 KEN ROWELL: That's my understanding,
22 yes.

23 JOHN ROMANO: Let's see. And from my
24 reading of the special permit, there appears to be six

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1 hours that you are to provide to the community. And,
2 of course, that is not part of the 15-hour requirement
3 that is to be provided to the state, is that correct?

4 KEN ROWELL: That's correct.

5 JOHN ROMANO: Okay. With that,
6 anything else you'd like to add to your application at
7 this time?

8 KEN ROWELL: Not this time. Thank you.

9 JOHN ROMANO: With that, I'll have my
10 inspector do his report on this.

11 CHRISTOPHER CHAVES: Thanks, John.

12 This is a proposed two-sided digital
13 billboard facing I-95 north and south in North
14 Attleboro. There are two separate businesses within
15 500 feet of this location. There are no parks,
16 playgrounds, conservation area within 300 feet. There
17 are no on- or off-ramps on the highway or rest area
18 ramps, parking area ramps, within 500 feet of this
19 location.

20 From a field standpoint, it looks okay.

21 JOHN ROMANO: Thank you, Chris.

22 Does anybody have any comments or
23 questions on this application at this time?

24 (No response.)

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1 GERARD KELLEHER: No hands raised.

2 JOHN ROMANO: Okay. Not seeing any,
3 Ken, we will take this under advisement and get back
4 to you.

5 KEN ROWELL: Thank you.

6 JOHN ROMANO: Next up, we have Carroll
7 Advertising, LLC, a new digital in Foxborough, Mass.
8 This is a new build. It is Application Numbers
9 2023D005 and D006.

10 Notification was provided by my office
11 to the municipality, town manager and town clerk, on
12 3-13-2023.

13 Is the applicant present? You're
14 muted, John.

15 JOHN CARROLL: Yes, sir. John Carroll,
16 Carroll Advertising, present.

17 JOHN ROMANO: How are you doing today,
18 John?

19 JOHN CARROLL: Good, John. How are
20 you?

21 JOHN ROMANO: Not bad. Thanks.

22 Is anybody here representing the
23 municipality where the sign is being proposed?

24 (No response.)

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1 JOHN ROMANO: I'm not seeing any hands.

2 Okay.

3 Are there any abutters present today?

4 (No response.)

5 GERARD KELLEHER: No hands.

6 JOHN ROMANO: I'm not seeing any.

7 Anybody here from the MassDOT Highway
8 District Office?

9 (No response.)

10 John, I did get an email from Bill
11 Travers, operation engineer from District 5. He did
12 not have any comments on this application.

13 Anybody here from MassDOT Traffic
14 Operations?

15 (No response.)

16 JOHN ROMANO: John, we, as I did talk
17 to you prior to the hearing, we did receive a memo
18 from the State Traffic Engineer's Office. They are
19 going to require a traffic study. It will be for the
20 southbound side only. We will send you the required
21 documents prior -- after this hearing. The traffic
22 study, you know, the pre-installation study will need
23 to be done. The State Traffic Engineer's Office will
24 review that information once you send that in, and

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1 then we will go from there as our standard procedure.

2 JOHN CARROLL: Okay. Thank you.

3 JOHN ROMANO: John, was certified mail
4 notice to abutters sent out by you at least 30 days
5 prior to submitting your application to my office?

6 JOHN CARROLL: Yes.

7 JOHN ROMANO: And I have the post
8 office receipts. They were submitted as part of the
9 package, is that correct?

10 JOHN CARROLL: Yes, sir.

11 JOHN ROMANO: And you did also submit a
12 copy of the letter. I believe I have that as well, as
13 well as part of the package, right?

14 JOHN CARROLL: Yes, sir.

15 JOHN ROMANO: Have you received any
16 written comments in support or opposition to your
17 application?

18 JOHN CARROLL: No.

19 JOHN ROMANO: And according to the
20 application as signed off by the Town of Foxborough, a
21 special permit was issued by the Town of Foxborough
22 ZBA, is that your understanding?

23 JOHN CARROLL: Yes, sir.

24 JOHN ROMANO: Okay. Is there anything

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1 you'd like to add to your application at this time?

2 JOHN CARROLL: No, sir.

3 JOHN ROMANO: Okay. I'll get my field
4 report from my inspector, Marc Plante. Marc, you're
5 on mute.

6 MARC PLANTE: Thank you, John.

7 This is a proposed two-sided digital
8 monopole located on Route 1 in Foxborough, Mass. The
9 panels, one panel will be facing north; the other will
10 be facing south.

11 There are two businesses within 500
12 feet next to the location. There is no spacing issue
13 with any other sign to the north and the south. And
14 there's no parks, playgrounds, or recreational areas
15 within 300 feet.

16 This location is conforming to the
17 regulations.

18 Thank you.

19 JOHN ROMANO: Okay, Marc. Thanks for
20 your report. I appreciate that.

21 Are there any comments or questions
22 regarding this application from anyone in attendance
23 today?

24 (No response.)

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1 GERARD KELLEHER: No hands.

2 JOHN ROMANO: Okay. Mr. Carroll, we
3 will take this under advisement. We will get you that
4 information on the traffic study.

5 JOHN CARROLL: Thanks very much.
6 Appreciate it.

7 JOHN ROMANO: You're welcome.

8 Next up, Clear Channel Outdoor, 3077
9 Cranberry Highway. This is converting an existing
10 static application number 2023D007.

11 And we have notification was sent by my
12 office to the town administrator and the town clerk on
13 March 13, 2023.

14 Is the applicant present?

15 MIKE MAURELLO: Yes, Mike Maurello,
16 Clear Channel Outdoor.

17 JOHN ROMANO: Hi, Mike.

18 And is there anybody here representing
19 the municipality where the sign is being proposed?

20 (No response.)

21 GERARD KELLEHER: I don't see anybody.

22 JOHN ROMANO: Are there any abutters
23 present today?

24 (No response.)

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1 GERARD KELLEHER: No hands.

2 JOHN ROMANO: Okay. Anybody present
3 from the MassDOT District office?

4 (No response.)

5 JOHN ROMANO: Mike, we did get an email
6 from Bill Travers, operation engineer from District 5.
7 He did not have any comments on the application.

8 Is there anybody here from MassDOT
9 Traffic Operations?

10 (No response.)

11 JOHN ROMANO: Mike, we did receive a
12 memo from the State Traffic Engineer's Office. They
13 did review the location, and they determined that no
14 traffic study would be needed.

15 We do have a memo stating and such and
16 that is in the file for this application. And it will
17 be kept with the permit record.

18 Mike, was certified mail notice to
19 abutters sent out by you or at least 30 days prior to
20 submitting your application to my office?

21 MIKE MAURELLO: Yes.

22 JOHN ROMANO: I do have copies of the
23 post office receipts. Those were sent in as part of
24 the application package, is that correct?

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1 MIKE MAURELLO: Yes.

2 JOHN ROMANO: Did you also send a copy
3 of the letter?

4 MIKE MAURELLO: Yes.

5 JOHN ROMANO: Have you received any
6 written comments in support or opposition of the
7 application?

8 MIKE MAURELLO: None either way.

9 JOHN ROMANO: And special permit or
10 variance, it appears, based on the application sign-
11 off from the town that you received a variance from
12 the Wareham ZBA. And based on that variance, there
13 are restricted hours on the sign. They must be shut -
14 - the sign must be shut off between 11 p.m. and 7
15 a.m., is that your understanding?

16 MIKE MAURELLO: Yes.

17 JOHN ROMANO: Great. Anything you want
18 to add to your application at this time, Mike?

19 MIKE MAURELLO: No.

20 JOHN ROMANO: Okay, my inspector for
21 this location is Marc Plante. Marc, would you give
22 your report, please?

23 MARC PLANTE: Thank you, John.

24 This is an existing monopole on

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1 Cranberry Highway, 3077 address. It is Route 28 and
2 with the Town of Wareham. The conversion is requested
3 on the east-facing side. And the regulations, there's
4 two businesses still in existence. There's no park or
5 playgrounds within 300 feet. And there's no spacing
6 issue with any other sign.

7 So, it is conforming, and it will be a
8 new built digital panel.

9 Thank you.

10 JOHN ROMANO: Okay. Great. Thank you,
11 Marc.

12 And, Mike, I don't have this in front
13 of me, and you may have already done this, but just as
14 a note, just in case, we'll need a surrender form to
15 the existing static if you haven't already sent that
16 in.

17 MIKE MAURELLO: Yeah.

18 JOHN ROMANO: If it gets approved.
19 Okay?

20 MIKE MAURELLO: Yeah.

21 JOHN ROMANO: Thank you.

22 Any comments or questions by anybody in
23 attendance on this location?

24 GERARD KELLEHER: There's one hand,

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1 Bill Brady.

2 JOHN ROMANO: Bill Brady. Jerry, can
3 you unmute him, please?

4 GERARD KELLEHER: Yeah. Go ahead, sir.
5 Unmute yourself.

6 BILL BRADY: I'm actually all set.
7 That was by mistake.

8 JOHN ROMANO: Okay. No problem, sir.
9 Thank you.

10 GERARD KELLEHER: Okay.

11 JOHN ROMANO: Okay. Seeing nobody
12 else's hand up, Mike, we will take this under
13 advisement, and we will get back to you.

14 MIKE MAURELLO: Thanks.

15 JOHN ROMANO: Okay. The last new item
16 on the agenda, Clear Channel Outdoor, 192 Hamilton
17 Street, Parcel 2. This is a new build, Application
18 Numbers 2023D008 D009.

19 Notification was provided by my office
20 to the municipality, mayor and city clerk, on 3-13-23.

21 Is the applicant present?

22 MIKE MAURELLO: Yes, Mike Maurello,
23 Clear Channel Outdoor.

24 JOHN ROMANO: Is anyone here

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1 representing the municipality where the sign is being
2 proposed? I don't know if the lady is still here or
3 not.

4 (No response.)

5 JOHN ROMANO: Okay. Are there any
6 abutters here today?

7 DONNA HENDERSON: Yes, Donna Henderson,
8 Brows, Inc., 192 Hamilton.

9 JOHN ROMANO: Okay, Donna, you got the
10 floor.

11 DONNA HENDERSON: Thank you.

12 JOHN ROMANO: You've got the right
13 location this time.

14 DONNA HENDERSON: Okay. Thanks. Okay.
15 So, it gave me some extra time, too, so thanks so
16 much.

17 So, I had heard about this. Nothing
18 was, you know, nothing was in stone. There was rumors
19 flying around until I saw -- I was at my studio one
20 day, and I saw and met Mike Maurello when he was
21 meeting the tree cutters. And he showed me this --
22 what the owner has been doing with the property. It's
23 all just kind of sitting there. Some 18-wheelers are
24 along the edge. He's got a house in front that he

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1 sort of rents out I guess. And then behind me is
2 these piles of sand that a company is dumping back
3 there before winter.

4 So, when I met Mike, he came over. He
5 brought me over and showed me where the stake was in
6 this pile of sand. So that makes me question, you
7 know, how he doesn't know the distance between the
8 two, the static and the digital sign, when the stake
9 is already in there, and then listening to Jason Bean
10 state that it's got to be 500 feet from another
11 structure, including the lighting fixtures. Well, if
12 the owners propose, or it will go through, this three-
13 to four-story, 36-unit apartments, it'll be right
14 smack in the middle of the parking lot. Okay?

15 So, my question, that's my first
16 statement.

17 And so I'm not feeling all warm and
18 fuzzy about this, because if they would move it -- if
19 he knew the -- if he had a stake there, then he has to
20 have some idea of the distance from the static to
21 that. Another -- and so by moving it more east, maybe
22 he's not meeting the parameters of what the MassDOT
23 requires. That's my thought.

24 The second thing is when it states that

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1 the sign is for east and west, but the sign will be --
2 the panels are facing north and south. I don't
3 understand that. Because if that were the case, the
4 panel is going to be facing the back of my building or
5 the side of my building and the back of the proposed
6 building. I don't understand that. Because east west
7 is where the sign goes, you would -- the panels would
8 be facing east west, although, even though we're
9 saying it's like, you know, the two signs put together
10 make like, for lack of a better word, a triangle, I
11 still don't understand how that makes it north and
12 south. Maybe he could explain that to me, or someone.

13 MIKE MAURELLO: Okay, Donna. So when
14 I said I didn't know the measurements, I do know them.
15 I just didn't have it in front of me. But it's well
16 over 500 feet, which meets the state requirements. I
17 just don't have it in front of me.

18 DONNA HENDERSON: So, well over 500
19 feet, sir, by how much?

20 MIKE MAURELLO: Like I said, I don't
21 have that directly in front of me. But I know it's
22 well over the 500 feet. The state takes their own
23 measurements, too. So you can take confidence,
24 they're not going to allow me to build a sign that's

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1 400 feet from any other sign.

2 DONNA HENDERSON: Okay. So, here's the
3 thing. If it's well over 500 feet, moving it, you
4 know, maybe 40, 50 feet east might still need the
5 parameters of the state, and I'm not looking at it nor
6 will the potential renters when they get that done.
7 That's all I'm concerned about. I mean, I don't want
8 to block it. I just don't want to see it.

9 MIKE MAURELLO: Right. I can't -- I
10 can't --to be honest with you, like I said, I'm just a
11 tenant, just like any other tenant on the property. I
12 can't speak to what property owner wants me to do. I
13 can run it by him. But I mean, that's the spot where
14 he wanted it to go. And I also can't speak to a
15 development. I mean, if the sign is built, then he
16 builds the apartments, that's on the tenants when they
17 come there. It's not like he's going to surprise the
18 tenants after the building is constructed. They're
19 going to have a view of the property. If there's a
20 billboard there, they just don't have to rent the
21 apartment. Like I say --

22 DONNA HENDERSON: Well, of course, of
23 course. But if they move it further, closer to the
24 east behind, then they're not going to be subjected to

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1 seeing it.

2 JOHN ROMANO: So, can I -- so, hold on
3 a minute. So, I want to interject here, seeing that
4 this is my hearing.

5 DONNA HENDERSON: Yes. Thank you.

6 JOHN ROMANO: So, Mike, I don't know if
7 there's something you can look at to help Donna out
8 about her issue. But, Donna, as far as the new stuff
9 that might get built in the future, that has nothing
10 to do with my hearing. And that's a local zoning
11 issue. And the Leominster ZBA should have been
12 worried about that when they approved the -- they
13 approved the exact location of the sign. Okay?

14 DONNA HENDERSON: Okay.

15 JOHN ROMANO: They should have been
16 worried about that at their level. This is not the --
17 this is not the Leominster ZBA. I have to worry about
18 my regulations. And Mike is meeting our regulations.

19 Now, obviously, if there might be
20 something that he can move a little and still meet our
21 regulations and solve a problem for you, you know, I'm
22 happy to let him take a quick look at that. But I'm
23 not here to worry about what might happen, you know,
24 two years --

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1 DONNA HENDERSON: I understand. I get
2 it.

3 JOHN ROMANO: -- two months from now
4 with somebody else that's building.

5 DONNA HENDERSON: Sure.

6 JOHN ROMANO: That's the ZBA's job.
7 That's not my job.

8 DONNA HENDERSON: Sure. I understand.
9 Yeah.

10 JOHN ROMANO: They should be the
11 planning department. They should have been -- they
12 should have been thinking of that, not me. And I'm
13 sorry. That's just not what we're here to do.

14 DONNA HENDERSON: No, that's okay. I
15 understand that because it's like vaporware, you know,
16 it's not this, so who knows?

17 JOHN ROMANO: They may never -- they
18 may never get approved and never get built.

19 DONNA HENDERSON: Right. So --

20 JOHN ROMANO: So, like -- so hold on.
21 So, Mike, outside of this hearing, we're still --
22 we're taking this -- we're going to take this under
23 advisement anyways. It's not going to get approved
24 here today. You know, can you at least take a look at

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1 it with the property owner and see? I don't -- I'm
2 not telling you that you have to and I'm not telling
3 you that you don't have to. But can you at least take
4 a look at it, and if there's a slight adjustment that
5 might be able to be made, you know, maybe we can have
6 a win-win for everybody?

7 MIKE MAURELLO: Yes.

8 JOHN ROMANO: And then you can let us,
9 you know, if that's something that's feasible, you can
10 get back -- you can get back to us before we make a
11 decision on the sign.

12 MIKE MAURELLO: Okay.

13 JOHN ROMANO: All right. Donna, do you
14 have any other questions or comments at this time?

15 DONNA HENDERSON: I just have one more
16 question for Mike.

17 So, when it states -- and I said
18 earlier, the panels are facing north and south, can
19 you paint me a visual on that?

20 MIKE MAURELLO: So sometimes, like with
21 Route 2, it's designated east and west. Sometimes,
22 the way the road curves, it's actually north and
23 south. Do you know what I mean? So, of course, we
24 want to reach the traffic. So we angle the signs.

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1 There's like a 20-foot V between the two panels, and
2 they're angled toward the roadway. They won't be
3 angled towards your business. Like I said, you'll see
4 the open-ended -- you're going to see this no matter
5 what, but you'll see the open end of it. You might
6 see slightly, you know, part of the digital panels
7 themselves, but it's not directed towards your
8 business. We want to reach Route 2.

9 JOHN ROMANO: Mike, you should be able
10 to send her a drawing, a picture that shows --

11 MIKE MAURELLO: Yeah, I can send it to
12 her.

13 DONNA HENDERSON: You know, Mike, I
14 understand and I hear everything that you're saying.
15 But when you're on Route 2 heading east to west, there
16 is a clear view, no pun intended, for Clear Channel,
17 there's a clear view to my building right there. So,
18 yeah. And you put the sign there. I see, you know, I
19 know what you're saying. And I would hate for it to
20 be put up, and then I'm seeing this all the livelong
21 day while I'm working and when my clients are there.

22 JOHN ROMANO: So, again, this goes to
23 the, Mike, if you could take a look at moving it, you
24 know.

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1 DONNA HENDERSON: Yeah. Thank you.

2 JOHN ROMANO: I'm just, you know, stuff
3 like this makes me curious, like, why wasn't this
4 addressed at the ZBA hearing at local zoning.

5 DONNA HENDERSON: I wasn't aware of it.

6 JOHN ROMANO: And that's not my --

7 DONNA HENDERSON: I understand that. I
8 do.

9 JOHN ROMANO: These items should be
10 addressed at local zoning. They should never even be
11 -- they should never be even coming to me.

12 DONNA HENDERSON: Well, the owner of --
13 I mean, I'm going to tell you straight up, the owner
14 of the property is a well-known contractor that's
15 practically built, you know --

16 JOHN ROMANO: So, Donna, are you a
17 renter of 192?

18 DONNA HENDERSON: I own the building.

19 JOHN ROMANO: You own the --

20 DONNA HENDERSON: I own the building,
21 and I rent out the side that's facing the building to
22 my realty trust.

23 JOHN ROMANO: If you're on 192 Hamilton
24 --

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1 DONNA HENDERSON: I'm on 192.

2 JOHN ROMANO: And this property is at
3 192, I don't understand --

4 DONNA HENDERSON: The property is not
5 actually 192. It's a parcel behind my -- but then it
6 goes over to the west side --

7 JOHN ROMANO: I get it. Okay.

8 DONNA HENDERSON: -- which is then part
9 of a huge amount --

10 JOHN ROMANO: Oh, I didn't understand.
11 I understand.

12 DONNA HENDERSON: That's okay.

13 JOHN ROMANO: All right. That makes
14 sense. All right.

15 DONNA HENDERSON: Yeah.

16 JOHN ROMANO: I got it. I gotcha.

17 DONNA HENDERSON: Thanks. I'm okay
18 now.

19 JOHN ROMANO: Yeah. No, I understand.
20 But these are things that are supposed to -- like,
21 this should get solved, it should never come to the
22 state. These should get worked out at the ZBA or
23 whatever, before it even comes to me because these are
24 really ZBA issues.

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1 DONNA HENDERSON: I do understand that.
2 But, you know, if there's no way of knowing that this
3 is on the table, there's no way of my going and, you
4 know, presenting my case.

5 JOHN ROMANO: I know. But I can't --

6 DONNA HENDERSON: Yeah, I know. I
7 know.

8 JOHN ROMANO: I make sure that -- I
9 make sure that these guys notify, you know, per my
10 regulations, and we draw a bigger circle. They have
11 to notify people within 500 feet, and most ZBAs I
12 think are only 300 feet. So, we have a bigger circle
13 and notification, too.

14 DONNA HENDERSON: Thank you. Thanks,
15 Mike.

16 JOHN ROMANO: All right. I will wait
17 to hear back.

18 MIKE MAURELLO: Okay.

19 JOHN ROMANO: Any other comments? Any
20 other comments or questions?

21 Donna, feel free to give me your
22 feedback, too, okay? We'll hold this.

23 DONNA HENDERSON: Feedback by email?

24 JOHN ROMANO: Yeah, after you talk --

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1 after you guys talk, all right?

2 DONNA HENDERSON: Okay. Thanks so
3 much. So, I'm going to sign off. Thanks, everyone.
4 Bye bye.

5 JOHN ROMANO: Kathy Swain, is this
6 related to this board?

7 KATHY SWAIN: No, it's the process not
8 the board itself. I hear what she's saying that we
9 don't get proper notification. It's kind of a problem
10 with the whole process. So, that's all I need to say.
11 Thanks, John.

12 JOHN ROMANO: All right. Okay.
13 Anybody else?

14 (No response.)

15 JOHN ROMANO: All right. We will take
16 this under advisement. But we'll wait. No decision
17 will be made until we hear further discussions between
18 Clear Channel and Ms. Henderson.

19 MIKE MAURELLO: Thanks, John.

20 DONNA HENDERSON: Thank you.

21 JOHN ROMANO: You're welcome. Thank
22 you, Donna.

23 I'm just making some notes here, so.
24 Great. All right. All right. So that's all the new

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1 applications for today.

2 JASON BEAN: John, do you want me to
3 just briefly do this just so it's official?

4 JOHN ROMANO: What's that?

5 JASON BEAN: This app. This app.

6 JOHN ROMANO: Oh, yes. I'm sorry.
7 Yeah, Jason, I apologize.

8 Yeah. So Jason should give his field
9 report. I do apologize.

10 JASON BEAN: No, that's okay. Yeah.

11 JOHN ROMANO: So, before we move on
12 from it, it should be in the record.

13 JASON BEAN: Yeah, so this is a
14 location at 192 Hamilton Street in Leominster, Permit
15 Numbers or Application Numbers 2023D008 and 009,
16 Parcel 2. As the previous one on the agenda, Route 2
17 does have some sections of scenic byway. The section
18 through Leominster, it is not designated a scenic
19 byway. We received an updated list from planning.

20 There are no spacing issues. This
21 space is Route 2 looking east and west. We did
22 investigate the open space across Route 2 on the other
23 side. These are commercially zoned parcels. We did
24 get a statement from Clear Channel that was from the

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1 Leominster assessors stating that these are state-
2 owned, but they have no tie to any park or reservation
3 type designated land that would disqualify this
4 application.

5 So, at this time, there appears to be
6 no issues.

7 Thank you, John.

8 JOHN ROMANO: Thank you, Jason. I'm
9 glad you did that. Now, we will formally take it
10 under advisement.

11 Thank you. I appreciate that, Jason.

12 JASON BEAN: No, don't worry about it.

13 JOHN ROMANO: So, we will now move on
14 to Item E, which is there are applications E and F are
15 applications for renewal of Outdoor Advertising
16 licenses and permits and unlicensed Outdoor
17 Advertising permits.

18 Does anybody have any comments or
19 questions on E or F?

20 (No response.)

21 JOHN ROMANO: Great. Next, For the
22 Record - Actions Taken Since the Last Public Hearing,
23 Item 4A all the way down to the bottom.

24 Does anybody have any comments or

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1 questions?

2 (No response.)

3 JOHN ROMANO: Great. Seeing none.

4 Final public comment. Any final public
5 comment on anything related to the agenda or Outdoor
6 Advertising?

7 GERARD KELLEHER: There's someone's
8 hand raised.

9 JOHN ROMANO: Okay.

10 GERARD KELLEHER: Kathleen Swain.

11 JOHN ROMANO: Kathy Swain, go ahead.

12 KATHY SWAIN: Thank you, John.

13 I just, in listening to the hearing,
14 and I find it kind of disingenuous that you say that
15 there's nothing your organization can do about a
16 permit getting as far as it did without the zoning
17 board of appeals ruling on a local when there's so
18 many instances where that process to inform people
19 about these billboards is inadequate. And just to
20 send it out to abutters is inadequate. Once these
21 happen, you know what happens. We're kind of stuck
22 with them once the town signs off.

23 So, I'm asking the OOA to look at
24 itself and, instead of legislation change, which has

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1 been filed, to look at your regulations and to
2 increase that area of notice, because people are just
3 not notified. And you know the situation in Weymouth,
4 that there was several people impacted by a billboard
5 that were well beyond the 500 feet.

6 So, something needs to change. It
7 would be great if your organization could look at that
8 and make this -- allow us the ability as residents to
9 find out about these before they happen, therefore,
10 you're not there getting aggravated because of what
11 happens. So, I'm just advocating for change within.

12 The other thing that I'd like to see
13 change is the amount of time that a billboard can sit
14 there taken under advisement. For us, it's been three
15 years for one of them. After us, it's been eight
16 years. And people change. People move. Someone can
17 buy a house and a billboard be built in their backyard
18 without them knowing it. And they didn't know it when
19 they're buying it, because it's not disclosed.

20 So, I'm just asking the OOA to maybe
21 look, and maybe we can help people and avoid this
22 confusion that people have. And it's a better process
23 and a more transparent process.

24 John, you've always been good to me,

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1 and I appreciate the education you gave me. But I
2 think we can do better letting people know.

3 Thank you.

4 JOHN ROMANO: Kathy, thank you. I
5 always appreciate your comments.

6 My only -- and we certainly always take
7 a look at our regulations. The only feedback I'd give
8 back to you is that, you know, in my humble opinion,
9 right, our circle of notification is 500 feet, and
10 cities and towns' circle is only like 300 feet. So,
11 even though we, if we were to increase ours, the
12 issues like this, the circle is still going to be
13 smaller at the local level. So, you're not going to
14 know about it before it gets to me any -- no matter
15 how big I make my circle. Not that that doesn't maybe
16 solve the particular issue that you had in Weymouth,
17 but nobody at the local level is going to -- no more
18 people, no matter how big I make my circle, no more
19 people at the local level are going to know earlier in
20 the process, if I make my circle bigger, because at
21 the local level, it's still 300 feet.

22 KATHY SWAIN: Yes, but when we got a
23 letter from your -- from the, like, the people who
24 were building the billboard that notified people

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1 within 500 feet. And if you require them to notice
2 people within 1,500 feet, then they would be required
3 and we would find out.

4 JOHN ROMANO: No, I understand that.
5 But what I'm saying is many of the issues that arise
6 should have been -- should have or could have been
7 solved at the local level and before they even get to
8 me.

9 KATHY SWAIN: Right. And I agree with
10 that.

11 JOHN ROMANO: So, that ain't going to
12 get -- that ain't going to get, you know, in your case
13 -- in your case, if the circle at the local level was
14 1,000 feet, or 2,000 feet, or whatever, more people
15 would have known about, although they still have to go
16 and participate. Most people just don't go and
17 participate.

18 KATHY SWAIN: Well, in defense of
19 people, they don't understand the billboards. And
20 once they understand, and that's why you guys are kind
21 of like the parents and I think we're the children ad
22 you're going to lead us. You've got to lead us
23 through the process, because we don't know the
24 process. And what happens is the process occurs, and

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1 then we say, "Oh, oh!" And I think the leadership on
2 your end needs to find a way to make it more
3 transparent to people so you don't have what just
4 happened and you don't have what happened does,
5 because I'm not saying don't build billboards, but I
6 guess allow people to know before the process has
7 gotten too far along to almost stop it.

8 Thanks, John. I do appreciate you.
9 You've been helpful. I've been bugging you for three
10 years. And if you take my billboard off your list,
11 then we probably won't speak again and you'll be
12 happy.

13 Thanks.

14 JOHN ROMANO: You never bug me, Kathy.
15 And I'm happy to say that you think I'm acting like
16 the parent. My kids tell me that I'm the kid now and
17 they're the parents. So, thank you for the
18 compliment.

19 KATHY SWAIN: All right. Thanks.

20 JOHN ROMANO: All right. No, I
21 appreciate it.

22 KATHY SWAIN: Thanks, John.

23 JOHN ROMANO: Anybody else?

24 (No response.)

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1 GERARD KELLEHER: No hands.

2 JOHN ROMANO: All right. Well, thank
3 you, everyone. It was a great meeting today, a little
4 longer than usual, but we had a lot of business to
5 take care of. We appreciate everybody's feedback.
6 And we will see you all next month.

7 Thank you very much.

8 (Whereupon, the proceedings were
9 concluded on April 13, 2023, at 12:25 p.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.