

Office of Outdoor Advertising  
Public Meeting

August 8, 2019

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

Present:

John Romano, Executive Director

## Office of Outdoor Advertising August 8, 2019

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

2

3 JOHN ROMANO: Good morning, everyone.

4 My name is John Romano. I'm the Director of Outdoor  
5 Advertising for MassDOT. We are here this morning for  
6 the August 8, 2019 Office of Outdoor Advertising  
7 hearing.

8 This meeting is accessible to people  
9 with disabilities and individuals with limited English  
10 proficiency. If you filed a request with us for  
11 assistive technology, sign language, alternate format  
12 documents, an interpreter, translated documents, or  
13 other such services to be available here today, please  
14 see Lydia if you haven't already received the  
15 assistance you need. We also can make amplification  
16 devices available from Lydia for anyone who needs  
17 them. If you need any other similar assistance to  
18 participate today, please let Lydia know and she will  
19 try to help you. If you let us know in advance for  
20 any of these requirements, it will obviously make it  
21 easier for us to be able to get you anything that you  
22 need in order to be able to participate. Thank you.

23 Good morning, everyone.

24 So, if you haven't already, there's a

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1 sign-in sheet on the table to the left of me. There's  
2 also meeting notes from the July 11<sup>th</sup> meeting. And  
3 there is a copy of today's agenda should you like to  
4 have it.

5 So, meeting minute approval from the  
6 July 11, 2019 Outdoor Advertising hearing. Any  
7 comments, questions, concerns, notes?

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 a new license. It is Palaza L.P., 43  
13 Charlesbank Road, Newton, MA.

14 Is the applicant present?

15 (No response.)

16 JOHN ROMANO: I didn't think he would  
17 be. Okay. We have received this from Applicant N.  
18 James Barletta, manager. All the appropriate  
19 paperwork seems to be in order. We have requested a  
20 vendor control number. Certificate of good standing  
21 and tax compliance has been received. W-9 is in  
22 order. And, at this point, does not appear to have  
23 any issues from a paperwork standpoint.

24 Any comments or questions from the

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1 public?

2 (No response.)

3 JOHN ROMANO: Okay. Seeing none, we  
4 will take that application under advisement and we  
5 will get back to the requestor.

6 Next on the agenda, we have application  
7 -- these are for Clear Channel Outdoor. This is for  
8 conversion of existing Permit Numbers 14560 and 17912,  
9 500 Providence Highway in Norwood, for digital -- to  
10 convert to digitals. The applications are 2019D013  
11 and D014.

12 Notification was sent to the general  
13 manager and town clerk on July 9, 2019 by my staff and  
14 my office.

15 Is the applicant present? Please state  
16 your name for the record, please.

17 MICHAEL MAURELLO: Mike Maurello, Clear  
18 Channel Outdoor.

19 JOHN ROMANO: Is there anyone here  
20 representing the municipality where the sign is  
21 proposed?

22 (No response.)

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

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1 (No response.)

2 JOHN ROMANO: None. Anyone present  
3 from the District Office, MassHighway?

4 (No response.)

5 JOHN ROMANO: Mike, just to let you  
6 know, we did receive an email from Bill Travers from  
7 the District Office. As he does with all stuff in his  
8 area, his standard comment is regarding any potential  
9 tree trimming, should it be needed, just to remind you  
10 that that would be a separate permit required from the  
11 District and that you should contact the District  
12 Office, contact Mr. Travers, and you can arrange a  
13 site visit, if needed, and the permit for that through  
14 him. Should you receive this permit here, that does  
15 not automatically afford you a permit through his  
16 office. Work through it that way. Okay?

17 MICHAEL MAURELLO: Okay.

18 JOHN ROMANO: Thank you.

19 Okay. Is anybody present from MassDOT  
20 Traffic Operations?

21 (No response.)

22 JOHN ROMANO: And I do have a memo from  
23 the State Traffic Engineer's Office, and a detailed  
24 traffic study of this location will not be required.

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

4                   MICHAEL MAURELLO: Yes.

5                   JOHN ROMANO: And I do have a copy of  
6 the post office receipts in your application, so thank  
7 you for submitting those.

8                   You also did submit a copy of the  
9 letter that was sent out. So, thank you for  
10 submitting that as well.

11                   Have you received any written comments  
12 in support or opposition of these applications?

13                   MICHAEL MAURELLO: None.

14                   JOHN ROMANO: Neither have we.

15                   And, according to the sign-off on the  
16 application, you received a special permit from the  
17 town, is that correct?

18                   MICHAEL MAURELLO: Yes.

19                   JOHN ROMANO: Okay. At this time, I'm  
20 going to have my field inspector, Marc Plante, give  
21 his report.

22                   MARC PLANTE: Thank you, John.

23                   As you can see on the screen, this is  
24 an existing 14x48 with static advertisement on it,

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1 which is to be replaced with a monopole, single  
2 monopole, two-faced facing north and south on Route 1.  
3 The area has two businesses within 500 feet. There  
4 are no parks or playgrounds within 300 feet of the  
5 proposed structure. And there is no spacing issue  
6 with other signs. It is to be dismantled, this  
7 present sign is to be dismantled, and the permit  
8 surrendered. And it is complying to all the  
9 regulations.

10 JOHN ROMANO: Okay. So, no issues,  
11 right, Marc?

12 MARC PLANTE: None at all.

13 JOHN ROMANO: Great. Thank you.

14 Mike, just a note, so as Marc noted,  
15 you'll need to submit a -- should we get ready to  
16 approve these, so, in advance of that, you need to  
17 submit a surrender form. You can put a note on it  
18 that these surrenders will only take place should the  
19 new permits be issued. But I can't issue -- I can't  
20 have two sets of permits --

21 MICHAEL MAURELLO: Yes.

22 JOHN ROMANO: -- at the same location.  
23 So, if you issue that, we certainly won't take the  
24 surrender into account unless we are going to issue

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1 the new ones. So, they'll happen simultaneously.  
2 Okay? So, if you could get that into us --

3 MICHAEL MAURELLO: Yes.

4 JOHN ROMANO: -- we'd appreciate it.  
5 Do you have anything that you would  
6 like to add to your application at this time?

7 MICHAEL MAURELLO: No.

8 JOHN ROMANO: Okay. Just a reminder,  
9 as I know you are aware, with electronic permits, 700  
10 CMR 3.17 has all the various requirements for  
11 electronic permits. Just a reminder of the 15-hour  
12 public service announcement requirement. Our good  
13 friend, Mr. Kelleher here, will make sure that you get  
14 those along with your other boards should the permit  
15 be approved.

16 Thank you.

17 Are there any comments, questions,  
18 concerns, from the general public?

19 (No response.)

20 JOHN ROMANO: Okay. Seeing none, we  
21 will take this under advisement and get back to you.

22 MICHAEL MAURELLO: Thanks.

23 JOHN ROMANO: Thanks.

24 Okay. Next up on the agenda is an



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1 application for a static permit. This is Carroll  
2 Advertising, LLC, 9 General Edwards Highway in Sharon.  
3 This is application 2019D072 and 2019D073.

4 Notification was sent by my office on  
5 July 9, 2019 to the town administrator and to the town  
6 clerk.

7 Is the applicant present?

8 JOHN CARROLL: Yes. John Carroll,  
9 Carroll Advertising.

10 JOHN ROMANO: Is there anyone here  
11 representing the municipality where the sign is being  
12 proposed?

13 (No response.)

14 JOHN ROMANO: No. Are there any  
15 abutters present today?

16 (No response.)

17 JOHN ROMANO: None. Is there anyone  
18 present from the MassDOT District Office?

19 (No response.)

20 JOHN ROMANO: John, similar to the  
21 comment I made to Mr. Maurello earlier from Mr. Bill  
22 Travers of District 5, any potential tree trimming in  
23 this location within the state highway layout, you  
24 will need to get permits through the District

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1 specifically for that, and you'll have to work with  
2 Mr. Travers, which may require a site visit if he  
3 requires to do so. Should we issue a permit here,  
4 that does not automatically give you any permit or  
5 permission to do any tree trimming. That will be done  
6 strictly through the District office. Okay?

7 Traffic Operations is not applicable in  
8 this case because it's a static permit.

9 John, was certified mail notice to  
10 abutters sent out by you at least 30 days prior to  
11 submitting your application to my office?

12 JOHN CARROLL: Yes.

13 JOHN ROMANO: And I do have a copy of  
14 the post office receipts and a copy of the letter that  
15 you submitted with your package. So, thank you for  
16 submitting those.

17 Have you received any written comments  
18 in support or opposition of this?

19 JOHN CARROLL: No.

20 JOHN ROMANO: Neither have we.

21 And, based on your application, sign-  
22 off, and information provided by the Town, there was a  
23 special permit for this granted by the Town, is that  
24 correct?

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1 JOHN CARROLL: Yes.

2 JOHN ROMANO: I'm going to have my  
3 field inspector, Marc Plante, again, give his report  
4 on this location.

5 MARC PLANTE: Thank you, John.

6 This application is for a single  
7 monopole, two-face, static application in Sharon on  
8 Route 1, one facing south, one facing north. There  
9 are two businesses within 500 feet of the site. There  
10 are no parks or playgrounds within 300 feet of the  
11 site. And there is no spacing issues with any other  
12 sign. So, this area is conforming to the regulations.

13 JOHN ROMANO: Great. Thank you, Marc.

14 Mr. Carroll, anything you'd like to add  
15 to your application at this time?

16 JOHN CARROLL: No, sir.

17 JOHN ROMANO: Any comments, questions,  
18 or concerns from anybody in the general public?

19 (No response.)

20 JOHN ROMANO: Okay. Seeing none, we  
21 will take this under advisement and we will get back  
22 to you.

23 JOHN CARROLL: Thank you.

24 JOHN ROMANO: Okay. The next item on

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1 the agenda is for the record, actions taken since the  
2 last public hearing. Any comments, questions on Item  
3 4?

4 (No response.)

5 JOHN ROMANO: Seeing none, any further  
6 public comment?

7 (No response.)

8 JOHN ROMANO: Okay. Seeing none, we  
9 are adjourned. Thank you all very much. Enjoy the  
10 day.

11 (Whereupon, the proceedings were concluded  
12 on August 8, 2019 at 11:16 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.