

Office of Outdoor Advertising
Public Meeting

December 12, 2019

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

Present:

John Romano, Executive Director

Office of Outdoor Advertising December 12, 2019

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

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3 JOHN ROMANO: Good morning, everyone.

4 My name is John Romano. I am the Director of Outdoor
5 Advertising for MassDOT. We are here for the December
6 12, 2019 public hearing for the Office of Outdoor
7 Advertising.

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 have not yet received the assistance
15 you need. We also can make amplification devices
16 available for anybody who needs them. If you need any
17 other similar assistance to participate today, please
18 let Lydia know and she will try to help you.
19 Obviously, if we know ahead of time, we will make
20 every arrangement possible to have that here for you.

21 A couple of reminders. 2020 renewals -
22 - it's kind of scary to say that, 2020, right --
23 renewals are ongoing. We have a couple of weeks left
24 in the year. Please get those in. We've been

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1 processing tons of them. So, that's good, but we'd
2 like to get them all done.

3 Also, on the table over there, we have
4 the schedule of the hearings for 2020 as well for the
5 whole year, all laid out. Still the second Thursday
6 of every month. So, please pick up a copy on the way
7 out. They will be posted on our website in January or
8 sometime shortly before then.

9 Also on the table to the left of me,
10 there is a sign-in sheet. If you have not yet done so
11 and would like to sign in, please do so on your way
12 out. There's also copies of today's agenda, and also
13 copies of the regular session minutes from October 10th
14 as there was no meeting in November 2019.

15 Are there any comments, questions, or
16 concerns from the meeting minutes from October 10,
17 2019?

18 (No response.)

19 JOHN ROMANO: Seeing none, we will mark
20 those approved.

21 The next item on the agenda is an
22 application from Creative Outdoor Advertising of
23 America, Main Street and Wigglesworth Street, NW, in
24 Malden. This is Application 2019074. It's an

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1 existing structure. And it is facing east. This is a
2 piece of street furniture. It's a recycling
3 receptacle.

4 Notification was provided to the
5 municipality on November 12th, to the mayor and the
6 city clerk by my office.

7 Is the applicant present?

8 (No response.)

9 JOHN ROMANO: Is anybody here
10 representing the municipality?

11 (No response.)

12 JOHN ROMANO: Are there any abutters
13 present?

14 (No response.)

15 JOHN ROMANO: Is there anyone here from
16 the MassDOT District Office?

17 (No response.)

18 JOHN ROMANO: MassDOT Traffic
19 Operations are not required as this is a static sign
20 on a trash receptacle.

21 Notification to abutters are not
22 required as this is a piece of street furniture.

23 A special permit or variance was not
24 needed, as this is not subject to municipal zoning.

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1 It's subject to the mayor's discretion as it is a
2 street furniture contract with the individual vendor
3 and it is on municipal property. And that is all in
4 the application signed off by the City of Everett
5 (sic).

6 At this point, I will have my inspector
7 give his report, Mr. Christopher Chaves.

8 CHRISTOPHER CHAVES: Thank you, John.

9 As you mentioned, this is a trash
10 receptacle, street furniture. The public service that
11 it serves is collecting the trash, which meets the
12 criteria. There's no spacing issues or there's no
13 spacing requirements with street furniture to other
14 signs, parks, etc. So, there are no issues with this
15 location.

16 JOHN ROMANO: Great. Thank you very
17 much.

18 Any comments, questions, concerns, from
19 the general public?

20 (No response.)

21 JOHN ROMANO: Okay. Seeing none, we
22 will take this one under advisement.

23 The next item up on the agenda, this is
24 Changing Environments doing business as Soofa. There

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1 are five applications: Number 2019077, 078, 079, 080,
2 081. This is in the City of Everett. Sorry, the
3 other one I might have said Everett; it was Malden.
4 This is in the City of Everett.

5 Notice for each of these was sent on
6 November 12, 2019 to the mayor and the city clerk by
7 my office.

8 I am going to take all five of these
9 together because these are all pieces of street
10 furniture. They are an information panel. They are a
11 one-sided digital structure with the other side having
12 public information that is not digital. And so the
13 locations are 405 Broadway, 420 Broadway, 548
14 Broadway, 650 Broadway, and 720 Broadway. Unless I
15 hear any objection from the audience or from the
16 applicant, I'm going to do all five of these together.
17 If someone has a specific question about one location,
18 please let me know that and we'll address that
19 individually.

20 Is the applicant present? Please state
21 your name for the record.

22 ED KRAFCIK: Ed Krafcik, Soofa.

23 JOHN ROMANO: Please spell your last
24 name.

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1 ED KRAFCIK: K-r-a-f-c-i-k.

2 JOHN ROMANO: Thank you, Ed.

3 Is there anyone here representing the
4 municipality where the sign is proposed?

5 (No response.)

6 JOHN ROMANO: Are there any abutters
7 present today?

8 (No response.)

9 JOHN ROMANO: Is anyone present from
10 the District Office?

11 (No response.)

12 JOHN ROMANO: Anyone present from
13 MassDOT Traffic Operations?

14 (No response.)

15 JOHN ROMANO: They are not here.
16 However, I did -- where this has a digital component
17 to it, these locations were reviewed by MassDOT
18 Traffic Operations. I do have a memo from the State
19 Traffic Engineer. He did review all five
20 applications. He does not feel, based on their review
21 and their judgment, that a detailed traffic study at
22 these locations will not be required.

23 As you know, Ed, there was one issue
24 with a spacing and ADA issue. You guys did correct

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1 that location and have the proper spacing. They did
2 review that and approve the adjusted drawing and
3 adjusted location. So they are okay with that and
4 they have given me a revised memo with such, stating
5 as such. So, as far as that issue, that new drawing
6 is approved and that issue is resolved from their
7 perspective.

8 As with the other piece, this is street
9 furniture, so no certified notice to abutters is
10 required. Special permit or variance, as was put in
11 your application, it's in conformity with city bylaws
12 and zoning, municipal zoning, as signed off by the
13 City. Is that your understanding? That's correct?

14 ED KRAFCIK: That's correct, yeah.

15 JOHN ROMANO: And I also had a
16 discussion with Jay Monty from the City of Everett
17 about this. This is a contract between you and the
18 City of Everett for street furniture. Is that your
19 understanding?

20 ED KRAFCIK: That's the understanding,
21 yeah.

22 JOHN ROMANO: Yes. And I do have a
23 copy of that contract where it specifically calls that
24 out and, again, having that discussion with Jay Monty

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1 to explain all of that to me. And we're comfortable
2 with that. It meets our street furniture criteria
3 based on the information provided to us by yourself
4 and the City.

5 With that, do you have anything you
6 would like to add to your application at this time --
7 applications?

8 ED KRAFCIK: Not at this time.

9 JOHN ROMANO: All right. I am going to
10 have my inspector, Chris Chaves, give his report.

11 CHRISTOPHER CHAVES: Thanks, John.

12 As you mentioned, this is a digital
13 street furniture informational panel, one side digital
14 advertising, the opposite side a static informational
15 portion, public service events in the City of Everett
16 to meet the criteria. Again, just like the trash
17 barrels, there are no spacing requirements to other
18 signs, parks, etc. So, there are no issues with any
19 of these five locations.

20 JOHN ROMANO: Great. Thank you very
21 much.

22 Any questions, comments, concerns from
23 the general audience on these?

24 (No response.)

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1 JOHN ROMANO: Great. We will take
2 these all under advisement and we will get back to
3 you.

4 The next item on the agenda,
5 application for renewal of Outdoor Advertising license
6 and permits. They are all listed here. We continue
7 to work through these.

8 Any comments, questions, concerns on
9 those?

10 (No response.)

11 JOHN ROMANO: Okay. Seeing none, the
12 next item is application for 2020 renewal of
13 unlicensed Outdoor Advertising Permits.

14 Any comments, questions on those?

15 (No response.)

16 JOHN ROMANO: None.

17 For the record, actions taken since the
18 last public hearing. Any comments, questions?

19 (No response.)

20 JOHN ROMANO: None.

21 Okay, public comment? Any public
22 comment in general.

23 (No response.)

24 JOHN ROMANO: Seeing none. Great.

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1 Thank you all very much. We are adjourned. Have a
2 great day. Happy Holidays.

3 (Whereupon, the proceedings were concluded
4 on December 12, 2019 at 11:10 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.

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