

Office of Outdoor Advertising
Public Meeting

December 9, 2021

10:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

(via Webinar)

Present:

John Romano, Executive Director

Office of Outdoor Advertising, December 9, 2021

P R O C E E D I N G S

JOHN ROMANO: Good morning, everybody.

My name is John Romano. I am the Director of Outdoor Advertising for MassDOT. We are here for our December 2021 Office of Outdoor Advertising hearing.

This meeting is being held virtually by the June 16th Act extending certain COVID-19 measures adopted during the State of Emergency, which runs through April 1, 2022.

We are running this hearing by Zoom platform.

Please note that this meeting is being recorded by our stenographer. He is in attendance, and he will provide a transcript of the meeting as always.

This meeting is accessible to people with disabilities and individuals with limited English proficiency. If you filed a request to be available today and did not receive it, please contact MassDOT's Office of Diversity and Civil Rights at 857-368-8580 or massdot.civilrights@dot.state.ma.us.

Please note that accessible versions of the meeting materials have been previously posted to

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1 the OOA website and will be referred to in the
2 meeting. A link to these documents is also posted
3 into the Q&A box.

4 At this point, I am going to ask Gerry
5 Kelleher of my staff to review the Zoom controls.

6 Gerry?

7 GERARD KELLEHER: Okay. Thank you.

8 JOHN ROMANO: So, please review those,
9 Gerry, out loud.

10 GERARD KELLEHER: Oh, sure. Yeah. Are
11 you able to see that?

12 JOHN ROMANO: Yes.

13 GERARD KELLEHER: Okay. For the
14 platform controls of Zoom, there's a dropdown menu
15 like at the bottom of your screen. You can turn on
16 the camera. The camera is only for panelists in this
17 meeting.

18 If you'd like to ask a question, you
19 have to use the Q&A tab and also chat. And the
20 interpretation services are not functional for this
21 webinar.

22 If you can't access, or you have any
23 technical problems, just dial into the meeting at 301-
24 715-8592, and the ID is on the screen: 89903362698.

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1 And the passcode for this particular meeting is
2 331319.

3 As far as speaking, if you ask a
4 question, please raise your hand and you'll be called
5 upon at the appropriate time. But you can submit
6 written questions at any time using the Q&A feature.
7 Please state your name before you ask a question, and
8 make one comment or question at a time, limited to two
9 minutes.

10 If you want to dial in a question via
11 phone, hit *9 and I will figure out the last three
12 digits of your phone number and unmute you when it's
13 your turn to speak.

14 Please follow the agenda as for
15 speaking on a particular item until that item appears
16 in our discussion today.

17 Thank you.

18 JOHN ROMANO: Thank you, Gerry.

19 So, we are going to run this meeting as
20 close to our regular Outdoor Advertising hearings as
21 possible, as we have been for the last two years. It
22 will be run in the same manner. I will go through the
23 agenda. The sign-in sheet, obviously, physically
24 can't be signed, but by signing up for the webinar, we

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1 have a list of those who are in attendance based on
2 that. So, that will be our sign-in part of the
3 agenda.

4 So, Gerry, if you could put the agenda
5 on the screen and we will follow that?

6 I will go through each item. I will
7 ask questions of the proponents, just like we used to
8 do in person at 10 Park Plaza.

9 Just so you know, everybody in the
10 public is currently muted and your camera is off other
11 than the panelists. If you would like to speak at
12 some point during the meeting when public comment is
13 requested, as Gerry mentioned stated before, you
14 should use the Raise Your Hand function as was
15 described, or you could also use the question -- put
16 your question or comment in the Q&A box, as Gerry
17 previously mentioned. You'll have a chance to make
18 comments at the end of each item or also at the end of
19 the public hearing.

20 Also, please note you can provide
21 comments in writing to us by email as always.

22 For anyone who may be new to the
23 hearing, we do not make any decisions at this actual
24 meeting today. Every item is taken under advisement

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1 and decisions are usually made within a few weeks,
2 sometimes as early as a week, but we will give time
3 for write-in comments through our email address, which
4 is OOAInformation@dot.state.ma.us.

5 You can send in your comments in
6 writing there.

7 Also, we will have, as I previously
8 said, you can make public comments at the end of each
9 item, and then a final chance for overall comments at
10 the end of the agenda.

11 With that, Gerry, we are going to start
12 the meeting.

13 GERARD KELLEHER: Okay.

14 JOHN ROMANO: So, the first item will
15 be public -- a review of the November 18th OOA minutes.
16 Does anybody have any comments or questions on those?

17 GERARD KELLEHER: There's one hand up,
18 John.

19 JOHN ROMANO: Yeah. So, yes, you can
20 unmute Rachel Thurlow.

21 GERARD KELLEHER: Rachel Thurlow. Go
22 ahead, Rachel.

23 RACHEL THURLOW: Hi. Can you hear me?

24 JOHN ROMANO: Yes.

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1 GERARD KELLEHER: Yes.

2 RACHEL THURLOW: We're wondering the
3 status of the other MBTA digital billboard on
4 Southampton Street that I think has been removed from
5 the minutes.

6 JOHN ROMANO: So that will come -- that
7 will be up under Items Since the Last Hearing. That
8 is agenda item -- one second.

9 GERARD KELLEHER: Four.

10 JOHN ROMANO: Agenda Item 4. For the
11 Record - Actions Taken Since Last Public Hearing.
12 That is on that item that is listed there. We will
13 bring -- we will discuss that at that item.

14 RACHEL THURLOW: I'm sorry. Where is
15 it?

16 JOHN ROMANO: It's under Agenda Item 4,
17 Actions Taken Since the Last Hearing.

18 RACHEL THURLOW: So it was approved or
19 not?

20 JOHN ROMANO: We will bring it up under
21 that item.

22 Any other questions at this time?

23 We're trying to go in order, Rachel,
24 not out of order.

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1 (No response.)

2 GERARD KELLEHER: I don't see any other
3 hands raised.

4 JOHN ROMANO: Okay. Seeing no other
5 questions, we will approve the minutes.

6 Okay. The first item today is American
7 Outdoor Media, LLC -- excuse me -- Boo Corporation,
8 Inc., 171 Pleasant Street, Fall River. This is an
9 application for a license.

10 Is the contact, Anthony Cordeiro,
11 present? Mr. Cordeiro, are you present today?

12 ANTHONY CORDEIRO: I am, yes.

13 JOHN ROMANO: Please state your name
14 for the record.

15 ANTHONY CORDEIRO: My name is Anthony
16 Cordeiro. And I'm the owner of the Boo Corporation,
17 looking for a license at one of my locations along
18 195, Fall River, MA.

19 JOHN ROMANO: Okay. Mr. Cordeiro,
20 you've submitted your application. We have a
21 Certificate of Good Standing and Tax Compliance from
22 the Department of Revenue. We have your W-9. You've
23 submitted the proper payment. Everything seems to be
24 in order at this time. Do you have anything you'd

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1 like to add to your application at this time?

2 ANTHONY CORDEIRO: No, just I would
3 hope the Board would consider that I'm a long-life
4 resident of Fall River. I think this will be a great
5 addition. And I'm looking forward to doing more
6 billboards and working with MassDOT.

7 JOHN ROMANO: Okay. Any comments or
8 questions on this -- oh, wait, this is an application
9 for a license not for a permit. So, any comments or
10 questions at this time on this license application?

11 (No response.)

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

15 Thank you.

16 ANTHONY CORDEIRO: I appreciate it.
17 Thank you, members.

18 JOHN ROMANO: Okay. The next item on
19 the agenda is an application for electronic permits.
20 This is American Outdoor Media, LLC, 120 Cedar -- this
21 is application 2021D029 and D030.

22 Notification was provided to the town
23 administrator and the town clerk on 11/9/21 by my
24 office.

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1 Is the applicant present?

2 DAVID MODICA: Present.

3 JOHN ROMANO: Please state your name
4 for the record?

5 DAVID MODICA: My name is David Modica.

6 JOHN ROMANO: Good morning, Mr. Modica.
7 How are you doing today?

8 DAVID MODICA: I'm doing fine. Thank
9 you. And you?

10 JOHN ROMANO: Very good. Thank you.

11 Is there anybody here representing the
12 municipality?

13 (No response.)

14 JOHN ROMANO: All right. I'm not
15 seeing any hands raised. Okay. None.

16 Are there any abutters present today
17 for this application?

18 (No response.)

19 JOHN ROMANO: I'm not seeing any.
20 None.

21 Is there anybody here representing the
22 MassDOT Highway District Office? Anyone?

23 (No response.)

24 JOHN ROMANO: No. Is there anybody

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1 representing MassDOT Traffic Operations?

2 (No response.)

3 JOHN ROMANO: I am not seeing any.

4 Mr. Modica, we did send this
5 application, as we do all digital applications, to the
6 State Traffic Engineer's Office. They did review this
7 and sent a memo of their review of this location. And
8 based on their observations, this is their judgment,
9 that a detailed traffic study of this location will
10 not be required.

11 DAVID MODICA: Thank you.

12 JOHN ROMANO: That memo is part of the
13 file.

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

17 DAVID MODICA: Yes, sir.

18 JOHN ROMANO: So, in my package, I do
19 have copies of the post office receipts, which you
20 submitted.

21 Also, the letter that was sent out to
22 the abutters, you sent me a copy of that. That is in
23 my package as well, correct?

24 DAVID MODICA: Yes, sir.

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1 JOHN ROMANO: Thank you. And I do have
2 that.

3 Okay. Have you received any written
4 comments in support or opposition to your application
5 today?

6 DAVID MODICA: No, sir.

7 JOHN ROMANO: And neither have we.

8 Also, Mr. Modica, ZBA decision 36-21
9 ENCP-SP/V was approved by the Town and submitted as
10 part of your application and also signed off by the
11 Town. Is that your understanding?

12 DAVID MODICA: Yes.

13 JOHN ROMANO: And that's what we have.
14 Our application was signed off by the Town.

15 With that, I'd like to turn it over to
16 Christopher Chaves, my inspector, so he can give his
17 field report on this location.

18 CHRISTOPHER CHAVES: Thank you, John.

19 So, this is a proposed two-sided
20 electronic monopole located on Route 24 facing north
21 and south in the Town of Canton. The area is of
22 business character. There are multiple businesses
23 within 500 feet of this location.

24 The nearest on- and off-ramp is well

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1 over 500 feet away. It's about 900 feet. So, that
2 will meet the criteria, as well as there are no
3 critical areas within 300 feet: parks, reservations,
4 conservation area, etc. So, it meets all the field
5 criteria. No issues.

6 JOHN ROMANO: Okay. Great. Thank you
7 very much.

8 Mr. Modica, is there anything you'd
9 like to add to your application at this time?

10 DAVID MODICA: No, sir.

11 JOHN ROMANO: Just a reminder, one note
12 that was put in the special permit, I know that you
13 guys have worked something out with the Town of
14 Canton, should you get this permit, that there is some
15 free ad space for the Town. Any deal with the Town is
16 above the 15 hours of public service announcement time
17 that's required for the state. So, that would be in
18 addition to whatever you might have worked out with
19 the Town.

20 DAVID MODICA: We understand that, sir,
21 yes.

22 JOHN ROMANO: Okay. Great. Are there
23 any questions, comments, or concerns from those in
24 attendance today on this particular application?

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1 (No response.)

2 JOHN ROMANO: I am not seeing any.

3 Okay. Mr. Modica, we will take this
4 application under advisement, and we will get back to
5 you.

6 DAVID MODICA: Thank you very much.
7 Have a nice day.

8 JOHN ROMANO: Okay. Next, we have
9 Application 2021D031 and D032, Massachusetts Bay
10 Transit Authority, Southampton Street, 245 feet east
11 of New Market Street, Boston, not to be confused with
12 274 Southampton Street that was earlier asked. This
13 is a different location.

14 Notification was sent to the mayor and
15 the town clerk in the City of Boston on 11/9/21 by my
16 office. This is to replace an existing static permit
17 2018105. The MBTA is also going to be surrendering,
18 but not only surrender, if this permit is approved,
19 the static permit 2018105, but also permits 2018106,
20 107, and 108 as well, if this application is approved.

21 Is the applicant present today?

22 JOHN MAHONEY: John Mahoney from
23 Outfront Media.

24 JOHN ROMANO: John, you're representing

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1 the MBTA, correct?

2 JOHN MAHONEY: Yes, I am, sir.

3 JOHN ROMANO: Okay. Is there anybody
4 here representing the municipality where the sign is
5 being proposed?

6 (No response.)

7 JOHN ROMANO: All right. I'm not
8 seeing any.

9 GERARD KELLEHER: No hands raised.

10 JOHN ROMANO: Are there any abutters
11 here today?

12 (No response.)

13 JOHN ROMANO: None.

14 Anybody from the MassDOT District
15 Office?

16 (No response.)

17 JOHN ROMANO: None. Anybody present
18 from MassDOT Traffic Operations?

19 (No response.)

20 JOHN ROMANO: None.

21 Mr. Mahoney, as I mentioned earlier,
22 all digital traffic -- all digital boards are sent to
23 the MassDOT State Traffic Engineer's Office for
24 review. And I sent this one, as I do with all of

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1 them. And the memo that I received from the State
2 Traffic Engineer's Office, based on their
3 observations, they determined that a detailed traffic
4 study of this location will not be required. So, a
5 traffic study is not needed at this location.

6 JASON BEAN: We have some hands raised,
7 John.

8 JOHN ROMANO: That's all right. We'll
9 get to them.

10 Mr. Mahoney, was certified mail notice
11 to abutters sent out by the applicant at least 30 days
12 prior to submitting your application to my office?

13 JOHN MAHONEY: Yes, sir.

14 JOHN ROMANO: And I do have a copy of
15 those post office receipts. They were submitted with
16 the package.

17 Also, the letter that was sent out was
18 also submitted to my office. And I do have a copy of
19 that letter, is that, correct?

20 JOHN MAHONEY: Yes, sir.

21 JOHN ROMANO: And have you received any
22 written comments in support or opposition of this
23 application?

24 JOHN MAHONEY: No, sir.

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1 JOHN ROMANO: All right. I just want
2 to let you know that MassDOT did receive two
3 emails/letters, one late yesterday afternoon from the
4 Alliance of Downtown Neighborhoods in opposition,
5 which we will forward to you --

6 JOHN MAHONEY: Thank you.

7 JOHN ROMANO: -- to go with the record.
8 And we also did receive one from a concerned citizen,
9 an email this morning in opposition, and also in
10 support of the opposition of the letter from Alliance
11 of Downtown Neighborhoods. So, there's two
12 letters/emails that we received in opposition.

13 And special permit or variance, the
14 MBTA is exempt from local zoning; therefore, no
15 special permit or variance from the City of Boston is
16 required. Is that your understanding?

17 JOHN MAHONEY: Yes, sir.

18 JOHN ROMANO: Okay. With that, I am
19 going to ask my inspector, Chris Chaves, to give his
20 field report.

21 CHRISTOPHER CHAVES: Thanks, John.

22 As you mentioned, this is a conversion,
23 proposed conversion of current static permit 2018105.

24 Currently, there is a spacing issue to

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1 2018107 and 108. But, as you mentioned, the surrender
2 form for those permits has been included with the
3 application. So, once those permits are removed, this
4 location is a conforming site.

5 JOHN ROMANO: Great. Thanks.

6 Mr. Mahoney, is there anything else
7 you'd like to add to your application at this time?

8 JOHN MAHONEY: Yes. Thank you,
9 Director Romano.

10 The last time that the MBTA applied for
11 permits, there were some questions raised. So being
12 this is a similar permit application, we thought we
13 would offer some additional information.

14 Similar to the South Boston MBTA
15 digitals, which were converted earlier this year,
16 these signs on the agenda today will remain in the
17 same place and be the same size as the existing signs,
18 and they'll be upgraded to digital at no expense to
19 the state.

20 The South Boston signs quickly
21 generated over a million dollars, the majority of
22 which has already gone to the MBTA.

23 After converting the South Boston and
24 Wonderland signs to digital, we received a number of

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1 comments: the public light, the cleaner appearance,
2 the removal of the catwalks, the light fixtures were
3 removed. Generally, they said there was less clutter.
4 They also liked that there was less light trespass due
5 to the self-adjusting digitals running at .3 lumens
6 above ambient. Additionally, they like the public
7 service announcements, the COVID, the Special
8 Olympics, Boys and Girls Clubs, local fundraisers,
9 runs, the MassDOT announcements, emergency and Amber
10 Alerts, etc.

11 In particular, we started running
12 parking space availability and live minute-to-minute
13 next train updates, and they really liked that as
14 well, so that they could get to the next train.

15 There was also a question raised about
16 the spread of billboard permits, and so we thought
17 we'd address that as well.

18 Massachusetts has seen a significant
19 amount of development over the last decades. The
20 number of OOA billboard permits has actually declined.
21 Over the eight years through '08 to '16, when the OOA
22 began posting data online, billboard permits declined
23 approximately 10 percent from 3,200 and change to
24 2,700 and change. From '16 through today, the T's

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1 outdoor advertising billboard permits actually
2 declined 40 percent from 205 to 119. And during the
3 brief period since being awarded the contract,
4 Outfront has already removed eight billboards and
5 intends to remove a number more, which were mentioned
6 earlier.

7 Obviously, with good reason, there were
8 safety concerns along the roadways regarding vehicle
9 headlights, overhead lights along the highway, parking
10 lot illumination, signs, all signs along the highways.
11 In addition to public safety, Outfront places a high
12 regard on the safety of our DC 35 union personnel out
13 there on the roadways as well.

14 While there's been a number of studies
15 completed nationwide regarding the safety of
16 billboards, specifically illumination, Massachusetts
17 went above and beyond other states by requiring a
18 pilot program, which, among other things, included
19 before and after traffic studies on the digital
20 billboards. Finding no issues, MassDOT was the 41st
21 state to approve digital regulations. Even today, the
22 state routinely requires before and after traffic
23 studies of applications. With all the data submitted
24 to the OOA, all the traffic studies completed, and

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1 considering the overwhelming footprint of digital
2 signage operated by MassDOT along the roadways, the
3 state has abundant, immediate, and in-depth insight of
4 any issues that may arise along the roadways.

5 Regarding Outfront's partnership with
6 the MBTA, we partner with them on two contracts, the
7 transit and the billboard contract, which we, in
8 return, we give the MBTA 50 to 70 percent of the
9 advertising income.

10 In 2019, T advertising generated more
11 than \$40 million, although that's fallen off as
12 ridership declined during the pandemic.

13 In a perfect world, I think we can all
14 agree, transit would be free, or at a minimum, the
15 fares would be reduced. Transit advertising is by far
16 the largest non-fare -- very important word non-fare -
17 - income source for the MBTA. In fact, transit
18 advertising generates more than all other non-fare
19 revenue sources combined.

20 Director Romano, I hope that I
21 addressed some of the questions. And thank you very
22 much for giving me the opportunity to speak.

23 JOHN ROMANO: Mr. Mahoney, thank you
24 for your comments.

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1 Okay. With that, we will go through
2 public comments. So, I know we have a few hands
3 raised. I just want to read -- there is only --
4 there's one comment in the chat, so I just want to
5 read that first, and then I will go to the three hands
6 that are raised.

7 So, this is from Maria Lyons.

8 "The Southampton Street proposal is in
9 a low-income, mostly minority community. This is a
10 serious social injustice."

11 Maria, thank you for your comment.
12 That will be put with a record for this application.

13 Now, we will go to attendees. So, I'm
14 just going to go in order, Gerry, as I see them on the
15 screen. So the first person is John Bookston. So, if
16 you want to unmute John.

17 GERARD KELLEHER: Okay.

18 JOHN BOOKSTON: Thank you very much.

19 GERARD KELLEHER: Go ahead, John.

20 JOHN ROMANO: Go ahead, John.

21 JOHN BOOKSTON: Good. Three things.

22 One is you heard from the MBTA the
23 reason that they're putting it up, over a million
24 dollars a year in some type of revenue of which they

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1 get a substantial part. You haven't heard the
2 downside, because you define abutter as 300 feet,
3 which is totally inappropriate for those who are
4 impacted by the light sources that the electronic
5 billboards generate. Some of them are very serious,
6 but you don't know about them because you only notify
7 people within 300 feet.

8 Another piece, if you will, is this is
9 pitting the City of Boston against the Department of
10 Transportation, because we have, in Boston, gone
11 through an analysis of what electronic billboards
12 actually do. And they degrade neighborhoods. So if
13 you would, instead of saying we sent a comment, or we
14 sent a notice letter to the City of Boston, if you
15 would address the problems that Boston has with this.
16 It is not the same as a problem with a static
17 billboard. It is not something that we want to set
18 any kind of precedent on because this happens to be an
19 MBTA. And we believe that they need more money, which
20 they should get from the state to make transportation
21 free or very inexpensive. But your particular
22 involvement in this is bypassing all of that. And I
23 sincerely hope that you will not approve anymore
24 electronic billboards in prohibited areas of Boston,

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1 whether they are exempt from Boston review or not.

2 And from what you said to Rachel
3 Thurlow, I believe you told her that the first
4 Southampton billboard has been approved, is that
5 correct?

6

7 JOHN ROMANO: I haven't gotten to that
8 item on the agenda yet. But if you read it, it was
9 approved, but I'll discuss that when I get to it.

10 JOHN BOOKSTON: Okay. I'm very
11 concerned that that one was approved. And, also, what
12 is the relative location of this one compared to that
13 one?

14 JOHN ROMANO: I don't know the exact
15 distance, but it's on the same street. It's -- this
16 is in Roxbury. It's probably -- I don't know the
17 exact distance away from it off the top of my head.

18 JOHN BOOKSTON: Okay. And, of course,
19 it does not have to be, I guess -- does this have to
20 be a MassDOT property?

21 JOHN ROMANO: None of the -- almost no
22 billboards are on MassDOT property.

23 JOHN BOOKSTON: So, I am --

24 JOHN ROMANO: These billboards that the

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1 MBTA are putting are on MBTA property.

2 JOHN BOOKSTON: Which is part of
3 MassDOT, is it not?

4 JOHN ROMANO: Technically, but we don't
5 own the property; MBTA does.

6 JOHN BOOKSTON: Well, MassDOT is the --
7 is the overall --

8 JOHN ROMANO: Yes.

9 JOHN BOOKSTON: Thank you very much.
10 And this is a serious, serious issue in the City of
11 Boston. And we would like you to engage, maybe have a
12 -- have a meeting, a Zoom meeting specifically on this
13 issue, so we can get our city councilors to weigh in,
14 we can get our state representatives and senators to
15 weigh in, we can get our mayor to weigh in, and you
16 would understand how serious an issue this is for the
17 City of Boston.

18 Thank you for your time. I'm so
19 disappointed about the Southampton one.

20 JOHN ROMANO: Thanks for your comments.

21 Okay. Next up, we have Ford Cavallari.
22 You can unmute him.

23 GERARD KELLEHER: Okay.

24 JOHN ROMANO: Mr. Cavallari, you're up.

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1 You can unmute yourself. Go ahead. Ford?

2 GERARD KELLEHER: I've unmuted him.

3 JOHN ROMANO: Mr. Cavallari, you're
4 showing yourself as muted. Do you want to try
5 unmuting yourself?

6 Why don't we go to Rachel Thurlow while
7 we're waiting for him? Gerry, do you want to unmute
8 Rachel?

9 GERARD KELLEHER: Okay.

10 JOHN ROMANO: Rachel, go ahead.

11 GERARD KELLEHER: Go ahead, Rachel.

12 RACHEL THURLOW: Thank you.

13 So, first off, this billboard, you
14 should know how close it is because it's within 1,000
15 feet of the other one. And that's, under the
16 regulations, it's not eligible for a permit to convert
17 to digital. So, I'm not quite sure why this is even
18 up here today.

19 Secondly, in your application, and in
20 this picture you have here, this digital billboard is
21 going to be at eye-level of cars. I would -- you need
22 to readdress the safety report here because this is
23 terrible.

24 Third up, the fact that you're

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1 continuing to target this neighborhood, again, it's
2 vulnerable. You're quite aware of the big issues that
3 are going on here. You have the ability to put your
4 sign at the Pike and 128 interchange in Weston, up on
5 -- in Winchester up there on 93 south and 93 in
6 Milton. You need to stop targeting vulnerable
7 neighborhoods and use your exemptions there to put
8 them in different spots.

9 We see what you're doing. And this is,
10 quite frankly, you know, litigation worthy.

11 Lastly, the conflicts of interest here
12 with the MassDOT putting these up, and the MassDOT
13 approving the permits, with the lack of process,
14 seeking comments from the municipality where you just
15 bypass them anyway, this whole -- you really need to
16 take a good look at what's going on here. It's
17 terrifying.

18 Thank you.

19 JOHN ROMANO: So, thanks, Rachel.

20 So, just to address a few of your
21 things.

22 So, A) I don't know specifically, but
23 it's over 1,000 feet because our inspector reviewed
24 that. It's not even close. So that's number one.

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1 The spacing issue that was there for
2 the other boards that are closer than 500 feet because
3 they are static boards have been surrendered -- have
4 been submitted. And if this permit would be -- were
5 to be approved, those other boards will be
6 surrendered. So, there is no spacing issue between
7 this billboard and the other Southampton one.

8 So, I'm not quite sure how you do your
9 measurements, but we know how we do ours and there is
10 no spacing.

11 As far as the safety issue, we rely on
12 the State Traffic Engineer, who is pretty qualified to
13 make a decision. So we rely on the State Traffic
14 Engineer for all of our reviews, and we will continue
15 to rely on their expertise on that matter. So we will
16 go by his evaluation for the safety.

17 As far as the other stuff, that's up to
18 the MBTA. That's not, you know, that's not in my
19 purview. The MBTA is on this call. While Outfront is
20 representing them for these applications, there are
21 MBTA personnel listening to the comments on the other
22 stuff that you have made. And I know they are here
23 listening. So, you know, your comments are being
24 heard.

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1 So, thank you for those.

2 Next, we'll try Mr. Cavallari again.

3 Ford, want to -- we'll give it a shot and see if we
4 can get you.

5 FORD CAVALLARI: Okay. Is this better?

6 GERARD KELLEHER: Yes, that's good.

7 FORD CAVALLARI: Oh, good. Excellent.
8 I'm also on the phone line, which I'm going to give up
9 then since we got the tech difficulties.

10 Thank you, Director Romano.

11 And, you know, John and Rachel have
12 made some great points, and I'll try not to rehash
13 them.

14 I do want to make a comment about what
15 Mr. Mahoney said. I was going to call it a public
16 service announcement, but it was more a paid political
17 advertisement, because in his comments, outdoor adver
18 -- he said, he stated, outdoor advertising is making
19 between 30 and 50 percent of revenue off of the MBTA
20 side. So, this is not all going to make the T free or
21 low-cost. Thirty to 50 percent of the money is going
22 out of state, and we should take note of that.

23 This particular location is a problem.
24 If you look at the photo, you'll see that there are

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1 trucks pulled up in New Market Square. I was just on
2 the phone with the head of the South End Forum
3 yesterday talking about this location where there is
4 also construction projects earmarked in the biomedical
5 area around City Hall, you know, Boston Medical
6 Center, rather. But what is most disturbing about
7 this is that it's not a highway-facing sign; it's a
8 neighborhood-facing sign. It's actually facing into a
9 very troubled intersection.

10 I have no idea why you guys are not
11 doing a traffic study. There are trucks, tractor-
12 trailers, routinely coming in and pulling out, and a
13 bunch of sort of mystified commuters trying to figure
14 out how to get onto Route 93 or to get to the South
15 Bay Shopping Center. There are lights. It's just a
16 mess. It's a poor place for a static billboard. It's
17 a terrible place for an electronic billboard.

18 The other thing I also want to say is,
19 as John Bookston says, electronic billboards are a
20 much bigger problem for we, the neighborhoods, than
21 regular billboards. It's just -- it's we're tired of
22 hearing, "Oh, no, it's actually better." It's not.
23 That's the reason that our neighborhood associations
24 have never weighed in on static billboards, but it's

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1 one of our top five issues, the electronic billboards,
2 because, you know, it might be nice that someone who's
3 a T commuter has said they like the public service
4 announcements, but if you live or work next to these,
5 you would know the trouble they cause. Rachel and
6 John have both alluded to this, but, you know, just
7 try it some night. Just go and book a hotel room next
8 to an electronic billboard shining in your window, and
9 you might get a taste of this. And we, in Boston,
10 have gotten a taste of it. And we do not want this
11 area to be turned into a Lansdowne Street-like area.

12 The last thing I'm going to say is
13 that, you know, I look forward to our discussion later
14 about the other Southampton Street billboard. We sent
15 a letter, and we noted that it had been operating
16 illegally for six months. I do note that it was
17 approved just yesterday. So, for six months minus one
18 day, it's been operating totally illegally. And when
19 we get to that section, I'll ask questions. But I
20 want to know why anyone should follow, you know, why
21 the MBTA should ever follow your procedure if there's
22 no penalty for that level of illegal operation.
23 Indeed, it's outrageous that the MBTA would -- you
24 would allow them to continue to come and file

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1 applications like this because they made such a
2 mockery of the process last time around. And I really
3 think there needs to be some investigation.

4 And, with that, I thank you. I hope
5 you don't approve this one. It's a bad place. It's
6 bad for safety. It's bad for a whole bunch of reasons
7 that are in our letter. And I appreciate the time.

8 Thank you very much.

9 JOHN ROMANO: Thanks, Mr. Cavallari.

10 All right Next, we've got Maria Lyons.

11 Maria, if you're going to make a
12 comment different than the one I read in the chat, go
13 right ahead.

14 MARIA LYONS: Well, I just want to
15 thank you, John Romano.

16 I just want to agree with all the
17 opposition speakers that have already come before me,
18 but just to say it out loud. I don't live right
19 there, but I shop in the center there. That area is
20 where Dorchester and Roxbury meet, and it's a low-
21 income area. It's also mostly minorities that are
22 shopping in this target, the South Bay section. It
23 really is a social injustice to be putting this
24 digital billboard there. The city and the state

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1 should be working to make this area look nicer, not
2 make it look worse.

3 And I totally agree with Ford that
4 these are not improvements. They are hideous. They
5 are ugly. And I'm tired of seeing them more and more
6 popping up everywhere.

7 Thank you for letting me speak.

8 JOHN ROMANO: No problem. Thank you
9 for your comments.

10 Okay. Seeing no other hands. No,
11 that's still Maria. Seeing no other hands.

12 GERRY KELLEHER: I don't have anybody
13 with a hand raised at the moment.

14 JOHN ROMANO: Yeah. There is a comment
15 from Rachel.

16 "You need to put the spacing
17 information in the application in the hearing. It's
18 not over 1,000 feet."

19 I'm not going to argue with Rachel as
20 to how she comes up with her numbers.

21 So, thank you for that comment, Rachel.

22 No other comments.

23 With that, I am going to take this
24 application under advisement.

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1 Okay. The next application is
2 Massachusetts Bay Transit Authority, Route 1, 20 feet
3 north of railroad overpass, Application 2021D032. And
4 the current static permit is 2018140.

5 And this is -- notice was sent to the
6 town administrator and the town clerk on November 9,
7 2021, by my office. And, also, I want to mention that
8 not only will permit number 140, which is the current
9 static, be surrendered should this application be
10 approved, but the T is also -- will also surrender
11 2018143 due to a spacing issue, again, should this
12 application be approved.

13 With that, is the applicant present?

14 JOHN MAHONEY: John Mahoney here on
15 behalf of Outfront Media.

16 JOHN ROMANO: Thank you, John.

17 Is anybody here representing the
18 municipality?

19 (No response.)

20 JOHN ROMANO: We have a hand up. Okay,
21 Nora. Gerry, can you unmute Nora?

22 GERARD KELLEHER: Yes.

23 JOHN ROMANO: Okay. Nora?

24 GERARD KELLEHER: Nora, go ahead.

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1 NORA LOUGHNANE: Yes. Hi. I just want
2 to make sure I understand the application. You'd
3 mentioned surrendering another billboard. There are
4 actually three billboards adjacent to the railroad
5 track. There's this one, that's a single-sided
6 billboard. On the south side of the train track,
7 there's another single-sided billboard. And on the
8 north side of the train track, on the west side of
9 Providence Highway, there is a two-sided billboard.
10 Which of those will remain if this project is
11 approved?

12 JOHN ROMANO: So, none of them will
13 remain.

14 NORA LOUGHNANE: This would be the only
15 billboard at that location?

16 JOHN ROMANO: Yes, this will be the
17 only one. There's a spacing issue.

18 NORA LOUGHNANE: So, the only comments
19 I would like to make are that we are concerned about -
20 -

21 JOHN ROMANO: Hold on. Nora, so who do
22 you represent?

23 NORA LOUGHNANE: I'm sorry. My name is
24 Nora Loughnane. I'm the Director of Community and

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1 Economic Development for the Town of Westwood. And
2 I'd just like to express some concerns that we have
3 about traffic distraction in this area.

4 As you can see on the aerial, there are
5 several commercial driveways that enter Route --
6 Providence Highway, just north of this location.
7 There's also, what you can't see on this plan, just
8 above this is the entrance and exit from Route 128.
9 At 71 Providence Highway, we have a hotel; at 75, a
10 gas station and market; at 89, there's an office
11 building; 115 has a donut shop with a drive through;
12 and, at 121, there's MassDOT equipment storage and
13 salt shed area.

14 All of these have driveways that come
15 out onto Providence Highway right at this location,
16 and we just have some concern about unnecessary
17 traffic distractions. So, we asked you to pay
18 particular concern to that.

19 And the other area of concern is with
20 light infiltration and light movement to the
21 neighborhood to the west of Providence Highway. You
22 can see on the aerial, just the edge of some homes
23 there. The existing billboard is visible to a
24 significantly large neighborhood in that area over the

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1 -- over the highway. And I would just want you to
2 take into consideration whether the light infiltration
3 or movement from a non-static billboard would have any
4 negative effect on that neighborhood.

5 JOHN ROMANO: Okay. So, the billboards
6 that are going to be surrendered -- and, Mr. Mahoney,
7 correct me if I'm wrong -- so, there's, we have 20 --
8 where the pin is is the one you're going to convert to
9 digital. That's a one-sided board, am I correct?

10 JOHN MAHONEY: Correct, Director
11 Romano. And the one that I believe that she's
12 speaking about is the one that aims towards those
13 houses that would be removed, or there wouldn't be any
14 light. And, by the way, on -- as I mentioned earlier,
15 on the light fixtures, yes, light fixtures create --
16 light fixtures switch on and off. They're 400-watt
17 halogen lights, and they switch on and off, and they -
18 - when you turn them on and off. And they do create
19 some light trespass. A digital screen, however, it's
20 directly on the panel facing in the other direction
21 away from those homes.

22 JOHN ROMANO: Right. So, that -- the
23 digital -- the new digital, Nora, is going to be
24 facing away from the houses down here on Hillview

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1 Terrace, that area there, Carroll Ave. The new board
2 faces the opposite way, right, Mr. Mahoney?

3 NORA LOUGHNANE: Yes, I understand
4 that. I'm concerned about the neighborhood to the
5 northwest. You can see just the edge of Eldridge
6 Place there. And the existing billboard, there's a
7 large existing billboard at that location. That is
8 clearly visible from those neighborhoods except for in
9 the, you know, height of summer when there are leaves
10 on the trees. The rest of the year, there are -- it's
11 very visible from those neighborhoods. And I would
12 just want to make sure that the light infiltration
13 into those neighborhoods, and especially the movement
14 associated with the nonstatic billboard, would not be
15 unnecessarily disruptive to that neighborhood.

16 JOHN ROMANO: So, where they have
17 concern is up at Eldridge Place, the top left corner,
18 Mr. Mahoney.

19 JOHN MAHONEY: The top left corner?

20 JOHN ROMANO: See up there. I don't
21 know if there's going to be --

22 JOHN MAHONEY: Well, that looks like
23 it's, I'm guessing, a couple thousand feet away.

24 JOHN ROMANO: Well, I'm pointing out

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1 her concerns.

2 JOHN MAHONEY: Okay.

3 JOHN ROMANO: All right. Nora,
4 anything else?

5 NORA LOUGHNANE: No, that is it. Thank
6 you.

7 JOHN ROMANO: Okay. Thank you.

8 Just know that our traffic, you know,
9 as far as the traffic issues brought up, as I'm not
10 sure if you were on for the whole meeting, but our
11 traffic engineers do look at the, you know, the
12 traffic related to all locations. You know, I'll
13 discuss that in a minute, but the traffic people do
14 look at it.

15 Okay. Are there any abutters present
16 today?

17 (No response.)

18 GERRY KELLEHER: I don't see any.

19 JOHN ROMANO: Seeing none. Okay.

20 Anybody present from the MassDOT
21 District Office?

22 (No response.)

23 JOHN ROMANO: None. Anybody present
24 from MassDOT Traffic Operations?

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1 (No response.)

2 JOHN ROMANO: None. However, we did,
3 as with the others, send all applications to the State
4 Traffic Engineer's Office.

5 So, Nora, as I said before, Mr.
6 Mahoney, you know, all digital traffic -- digital
7 billboard applications are sent to MassDOT, the State
8 Traffic Engineer's Office. This was reviewed.
9 Everything was taken into consideration. And based on
10 their observations of the area, a detailed traffic
11 study at this location will not apply. But they did
12 review it and did take everything into consideration.

13 Mr. Mahoney, was certified mail notice
14 sent to abutters about your applications 30 days prior
15 to submitting the application to our office?

16 JOHN MAHONEY: Yes, sir.

17 JOHN ROMANO: I do have a copy of the
18 post office receipt as part of the package.

19 And you did provide a copy of that
20 letter that you sent out. And I do have a copy of
21 that, is that correct?

22 JOHN MAHONEY: Yes, sir.

23 JOHN ROMANO: Has the applicant
24 received any comments in support or opposition to this

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1 application?

2 JOHN MAHONEY: No, sir.

3 JOHN ROMANO: We agree, other than the
4 comments today provided by Nora from the Town.

5 Okay. Special permit or variance. The
6 MBTA is exempt from local zoning, so, therefore, no
7 special permit or variance was required from the Town
8 of Westford. Is that your understanding?

9 JOHN MAHONEY: Yes sir.

10 JOHN ROMANO: Okay. Again, Mr. Chaves
11 is my inspector on this.

12 Mr. Chaves, would you please give your
13 report from the field?

14 CHRISTOPHER CHAVES: Yes, John. Thank
15 you.

16 As you had mentioned, this is a
17 proposed conversion of a current static permit,
18 2018140, facing north on Route 1 in Westwood. There,
19 again, as you mentioned, there was a -- there is a
20 spacing issue to permit number 2018143, which is just
21 south on the other side of the bridge of this
22 location. With the removal of the board, again, this
23 location would be conforming.

24 JOHN ROMANO: Thank you very much.

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1 Mr. Mahoney, anything you'd like to add
2 to this application?

3 JOHN MAHONEY: No, sir. Thank you.

4 JOHN ROMANO: Okay. Thank you very
5 much.

6 Any comments, questions, concerns from
7 anybody in attendance today on this particular
8 application?

9 GERRY KELLEHER: No hands are raised.

10 JOHN ROMANO: I'm not seeing anything
11 in the Q&A or the chat.

12 Okay. Mr. Mahoney, we will take this
13 one under advisement.

14 JOHN MAHONEY: Thank you, Director.

15 JOHN ROMANO: So, next, we have
16 application for 2022 renewal of Outdoor Advertising
17 licenses and permits. We have a list of 52 of them.

18 Any comments or questions on those?

19 (No response.)

20 JOHN ROMANO: Okay. And, also,
21 application for 2022 renewal of unlicensed Outdoor
22 Advertising permits, 20 of those.

23 Questions?

24 (No response.)

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1 JOHN ROMANO: Okay. Seeing none, Item
2 4. For the Record - Actions Taken Since the Last
3 Public Hearing. I will go right to the two that --
4 well, there's one that everybody's asking about, but I
5 know of two: 290 Wood Road, Application 2021D028, for
6 the new structure facing south at Braintree, and also
7 D027, also in Braintree. Those were approved.

8 And then Massachusetts Bay Transit
9 Authority, which was the August 12, 2021 public
10 hearing, 274 Southamptton Street, Rear, Boston,
11 Application 2021D015 and 016, where a former existing
12 structure, permit 2018131 and 132, were also approved.

13 So I am going to just address the
14 questions that have kind of already been thrown out
15 there, and then I will take any public comment on it.

16 So, yes, as was discussed, when this
17 application was brought forward a few months ago, the
18 MBTA did convert this to digital before they came --
19 hang on one second. I'm sorry. Before they came to
20 us to get a permit, they did convert it. We did
21 address that. It was done without our -- without our
22 permission. They did not follow the normal protocol.
23 There was several meetings held with the MBTA. It was
24 done incorrectly. The MBTA did come to us and address

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1 that. We addressed that with them.

2 As you can see with all these other
3 permits, they are coming to us and following the
4 process. And we did work with them to correct them
5 doing that. And they did since come to us.

6 The reason why there was additional lag
7 time between when it was put up and when we approved
8 the permit is because they were required to do a
9 traffic study, which was recently submitted to us and
10 was reviewed. And when you are required to do, as
11 many people here -- you know, if a further traffic
12 study is required, a further traffic study requires a
13 review of traffic data prior to when the traffic --
14 the digital board was installed and then a post-
15 installation traffic study. So, the traffic study
16 that gets reviewed prior to the permit being approved
17 is a year, a year or so look before the traffic --
18 before the board was installed to establish the pre-
19 installation review of crashes and other information.
20 So, that was done, submitted, and reviewed and
21 approved by the State Traffic Engineer's Office.

22 So, at that point, once that was
23 approved, we then approved the permit, which was
24 yesterday. Okay? So, that's why this came in

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1 yesterday as approved.

2 So, now that that is done, they will
3 then need to do a post-installation traffic study,
4 which will monitor the traffic after the board has
5 been installed. There is a 30-day study and then a
6 one-year after that 30 days, or which amounts to like
7 a 13-month study. So, at the end of that 13 months,
8 there will be a comparison of the pre-installation
9 study and the post-installation study that the traffic
10 consultant will need to do. Once that is done, there
11 are requirements that they have to meet. They will
12 have to prepare all of that data, and that data will
13 be submitted to the MassDOT, the State Traffic
14 Engineer. The State Traffic Engineer will review that
15 against the criteria to determine whether or not the
16 digital board can be kept in place or if any changes
17 have to be made to that board, up and to and including
18 changing it back to a static, removing it, or
19 something in between. And that will be determined
20 approximately 13 months from now, once the -- once the
21 traffic data has been -- traffic study has been
22 approved.

23 So, I know there have been other
24 questions raised. Mr. Cavallari mentioned

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1 investigations or whatever. People can do whatever it
2 is they feel they want. But that's our standpoint
3 from the Outdoor Advertising standpoint. I agree 100
4 percent that it was not done correctly by the MBTA.
5 Our office was not happy with that. It was raised to
6 the highest levels both at MassDOT and the MBTA. That
7 has since been corrected. And as I stated earlier,
8 you can see the T is back on track and is applying
9 appropriately for all of the future boards and current
10 boards that they are looking to convert or to create
11 new. And I am assured that that will not happen
12 again.

13 So, there are many boards that the T
14 has converted or created as digital in the past, and
15 I'm sure there will be many more they're looking to do
16 in the future. And there was a hiccup, but we did
17 work with them to resolve it. And, as far as I'm
18 concerned, that issue is resolved.

19 So, if there's any comments that
20 anybody would like to make, I am happy to take your
21 comments.

22 GERRY KELLEHER: Mr. Cavallari is back
23 on. Is that -- he's got his hand up.

24 JOHN ROMANO: Give me one second.

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1 FORD CAVALLARI: Hello. I'm back.

2 JOHN ROMANO: All right. Hold on one
3 second. Okay, Mr. Cavallari. Go right ahead.

4 FORD CAVALLARI: Terrific. Thank you.
5 And thank you, Director Romano, for that explanation
6 as to the back and forth between you and the MBTA. I
7 can imagine you guys weren't happy that they jumped
8 the gun on you. But -- and I think you're being very
9 gracious. And I appreciate, you know, intra-MassDOT
10 politics. So, I don't want to get into that any
11 further. I can say from the outside, we're pretty
12 angry about that. And without getting into, you know,
13 that stuff, just a couple of positive points I want to
14 make.

15 On your traffic studies for the 274
16 Southampton street billboard, because that billboard
17 was eliminated really six months ago, late July, early
18 August, I'm concerned about data corruption, that you
19 could actually get a data sample, if you went by the
20 approval date, that is incorrect and would skew the
21 study. I would -- I would make sure that that study
22 is keyed to when those billboards were illuminated, as
23 opposed to when those billboards were at, you know,
24 were approved. And even your first study, you may

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1 want to go back, take a look at it because, you know,
2 I have run a lot of big data studies for the big
3 telephone companies. I know how data gets polluted.
4 This is a classic situation where odds are your data
5 is polluted. And I would just go back to it. And if
6 there's a way that we could get -- we, the
7 neighborhood associations of the city and all that,
8 get some insight into that analysis, it would
9 certainly be appreciated.

10 The second point I want to make is the
11 274 Southampton Street billboard, this one, was
12 actually not even showing up in your license data for
13 a while. We were wondering what happened to even the
14 static. Everything was gone. And now we understand.
15 It was just approved yesterday. It was in some sort
16 of intermediate stage.

17 But I'm concerned that Mr. Chaves might
18 have done some of his measurements when all of the 274
19 Southampton Street stuff was offline, and so was
20 invisible on your system. Because, by our
21 measurements, it is, you know, only 300 feet between
22 this new application for an electronic billboard and
23 the facings that are on the southeast expressway.
24 That is a very short distance. It is well within

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1 1,000 feet. It should, as Rachel said, immediately
2 disqualify this billboard. And I would -- I would
3 like for you to recheck those measurements and make
4 sure that you actually did measure from the 274
5 Southampton Street billboard, which was, again,
6 invisible in your database until probably today.

7 JOHN ROMANO: Thank you.

8 CHRISTOPHER CHAVES: John, I'd suggest
9 you can invite some of these people that want to learn
10 more about how we do our measurements in for a
11 meeting. I'd be glad to sit down with you, and we
12 could go over whatever they'd like to go over.

13 But, as you know, we have certain
14 criteria in the regulation, how we measure. And I'm
15 very confident in my inspection. So, we can sit down
16 with them to enlighten their knowledge.

17 JOHN ROMANO: Well, we'll consider that
18 at another time. But, yes, you know, we don't measure
19 these as the crow flies. So they're measured along
20 the side of the road that they face. And we also --
21 whether something might appear or not appear in a
22 database, everything is done physically out on the
23 roadway. So unless the board physically disappeared
24 from the face of the earth, it was there when we did

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1 our measurements. So, we'll take a look at that and
2 get you some additional information.

3 As far as the data, I am not giving
4 either one of us too much credit, but great minds
5 think alike. I was actually thinking of that exact
6 thing this morning as far as when the board was
7 actually turned on.

8 As far as the pre-installation study,
9 as a matter of fact, with many of the digital boards
10 during the pandemic, we have actually been using
11 traffic information pre-pandemic for all of our boards
12 because of the reduced traffic during that. So, many
13 of our boards, or any of our boards that have required
14 a pre-installation study, we have been using traffic
15 data pre-pandemic. So there is no -- there is no
16 concern in this area as to whether, you know, data
17 being before the board was turned on or when the board
18 was turned on.

19 But as far as the after study goes, you
20 are correct, and I am going to talk with the State
21 Traffic Engineer and see how he would like to --
22 basically, when he would like the clock to start. But
23 I actually thought of that exact thing this morning.
24 So, thank you for calling that onto my attention. But

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1 I did actually have that as a note for myself. So, we
2 were thinking along the same lines on that one.

3 Next, Mr. Bookston.

4 GERARD KELLEHER: Mr. Bookston.

5 JOHN ROMANO: Mr. Bookston, going once.
6 You've got to unmute yourself.

7 All right, Gerry. We've got a caller
8 on a phone, last three digits 842.

9 GERARD KELLEHER: Yes. Please identify
10 yourself.

11 ARTURO GOSSAGE: Can you hear me?

12 GERARD KELLEHER: Yes, please identify
13 yourself. Thank you.

14 ARTURO GOSSAGE: Hi. My name is Arturo
15 Gossage. I reside at 7 Hudson Street in Boston's
16 Chinatown neighborhood. And I'm also a big opponent
17 of these LED billboards that are going up. I actually
18 have an undergraduate degree in electrical
19 engineering, where I had a concentration on analog and
20 optics. And I also have a master's degree in remote
21 sensing for strategic intelligence analysis. So, I
22 actually have a pretty good understanding of how
23 photonic energy interacts with the environment.

24 And what I'll say is my bedroom is

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1 located at 1,800 feet away from the digital billboards
2 located at Harold and Albany Street. So, Nora, when
3 she called and expressed concern about a certain
4 neighborhood 2,000 feet away from a soon-to-be-
5 installed digital display being impacted, she's not
6 wrong to be concerned.

7 So, also, what I feel here is that the
8 light studies need to be shared publicly online for
9 peer review. That's anything that's done by any
10 company that's trying to claim that, you know, a
11 halogen light is going to create more power and more
12 optical output than an LED because it's simply not the
13 case. It's not the way these two work.

14 The halogen light source represents an
15 excitonic light source that is able to bleed in every
16 direction; whereas, an LED, the gold wire bonds, are
17 right in front of a reflector that focuses all their
18 energy in one direction, and then there's a lens on
19 top of that junction that further focuses the light.
20 So, again, people who are 1,800 feet away, like I am,
21 have an impact and light does make it into our homes.

22 So, we also need to know, when you go
23 up for it, we need to know the optical power of the
24 billboard (indiscernible), we need to assign model

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1 numbers so we can figure it out on our own, how
2 powerful these things are. So when we look at the
3 studies that are, or really need to be shared
4 publicly, we can make a comparison and say, "Yes, this
5 will have a big impact on our lives."

6 And just for last reference, these
7 signs are incredibly powerful. The optical sources
8 are incredibly powerful because we send optical data
9 between us and Europe with LEDs and lasers, 3,000, all
10 right, more than 3,000 miles in many cases. So these
11 are very, very powerful. And I don't think that's
12 taken into account when people approve these.

13 And that's all of my testimony.

14 LYDIA QUICK: Please spell your name
15 for the record.

16 ARTURO GOSSAGE: Yeah, it's Alpha,
17 Romeo, Tango, Uniform, Romeo, Oscar.

18 LYDIA QUICK: And your last name?

19 ARTURO GOSSAGE: My last name is
20 Gossage. It's Gold, Oscar, Sierra, Sierra, Alpha,
21 Golf, Echo.

22 JOHN ROMANO: Okay. Thank you very
23 much, Arturo, for your comments.

24 ARTURO GOSSAGE: Thank you.

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1 JOHN ROMANO: Okay. Seeing no other
2 comments at this time, we will move on to the last
3 item.

4 There was the applications for permits
5 that were approved. There were a bunch of Salem and
6 Revere bus shelters that were approved yesterday as
7 well.

8 And then the last item on the agenda is
9 any overall public comments.

10 LYDIA QUICK: John, I'm seeing a
11 statement by an anonymous attendee in the Q&A.

12 "If the sign is pre-existing,
13 nonconforming, how is it allowed to be altered?"

14 JOHN ROMANO: It's been asked and
15 answered already. That's the same thing about
16 spacing. We don't agree with how they came up with
17 it.

18 Any other public comment?

19 GERRY KELLEHER: No more hands raised.

20 JOHN ROMANO: I don't see any more
21 hands.

22 So, just a reminder that the next
23 hearing is on January 13, 2022. It's back to 11:00.
24 Today was only 10:00. So, everything is back to 11.

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1 We continue virtually through April of
2 2022. At that point, we'll see if they change any of
3 their guidance. We're assuming we will continue
4 virtually, but we'll let you know if anything changes.

5 Deadline for applications for January
6 is next Tuesday, December 14.

7 So, thank you all very much. Merry
8 Christmas. Happy holidays. Happy and safe New Year
9 to everybody. And thank you all for participating
10 today. We'll talk to you soon.

11 Thank you. Have a good day.

12 (Whereupon, the proceedings were
13 concluded on December 9, 2021, at 11:12 a.m.)

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Office of Outdoor Advertising, December 9, 2021

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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