

Office of Outdoor Advertising
Public Meeting

February 10, 2022

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, February 10, 2022

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

2

3 JOHN ROMANO: Good morning, everybody.

4 GERARD KELLEHER: Good morning.

5 JOHN ROMANO: My name is John Romano.

6 I am the Director of Outdoor Advertising for MassDOT.

7 We are here for our February 2022 Office of Outdoor

8 Advertising public meeting.

9 This meeting is being held virtually by

10 the June 16th Act extending certain COVID-19 measures

11 adopted during the State of Emergency, which runs

12 through April 1st of 2022.

13 We are running this hearing by Zoom

14 platform.

15 Please note that this meeting is being

16 recorded by our stenographer, and he is in attendance,

17 and he will provide a transcript of the meeting, as he

18 always does. And when that is available, we will post

19 it on our OOA web page.

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 Please note that accessible versions of
3 the meeting materials have been previously posted to
4 the OOA website and will be referred to in the
5 meeting. A link to these documents is also posted in
6 the Q&A box.

7 I am going to ask Gerry Kelleher of my
8 staff to review the Zoom controls.

9 Gerry, can you put up the little box --

10 GERARD KELLEHER: Sure.

11 JOHN ROMANO: -- and go over the Zoom
12 controls for people that are in attendance today.

13 GERARD KELLEHER: Okay. Here we go.

14 So, if you want to check your
15 microphone, there's a microphone icon on your control
16 panel.

17 Panelists are the only ones that will
18 be on camera.

19 If you'd like to ask a question, go
20 into the Q&A section and raise your hand.

21 The chat and interpretation services
22 are not available for this webinar.

23 If you have any technical problems, you
24 can call into this meeting at the number shown, 301-

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1 715-8592, and enter those IDs.

2 JOHN ROMANO: Gerry, can you read the
3 ID and passcode for them in case they can't see the
4 screen?

5 GERARD KELLEHER: Oh, yeah. Sure.

6 JOHN ROMANO: In case they're having
7 difficulty.

8 GERARD KELLEHER: Oh, okay. Today's ID
9 is 95661454052. And Zoom has toughened up the
10 passcodes with more symbols, so the passcode for this
11 meeting is v4B -- so it's v4By#qrd\$q. And that's a
12 mouthful.

13 So, one more thing is, if you'd like to
14 ask a comment, as I said, raise your hand, state them
15 in the Q&A feature. You can provide written
16 conversations to us and we'll respond. Just please
17 state your name before asking a question and just keep
18 it to the subject that we're discussing at the time
19 and one minute. And if I see a phone question, I'll
20 call out the last three digits of your phone number,
21 and then I'll unmute you when it's your turn to speak.

22 Those are the parameters of this
23 meeting.

24 John?

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1 JOHN ROMANO: Thank you, Gerry. I
2 appreciate that.

3 We are going to try to run this meeting
4 as close to our regular Outdoor Advertising hearings
5 as possible, although these have become the regular
6 meetings over the last two years. It will be run, I
7 will go through the agenda. Our sign-in sheet,
8 obviously, physically is not signed. It will be based
9 on those of you who are logged into our meeting, into
10 the webinar. And we have a list of those in
11 attendance based on that.

12 Gerry, could you put the agenda up on
13 the screen, please, for today's meeting?

14 What I will do is we will go through
15 each item. I will ask questions of the proponents,
16 just like I used to do in the hearing at the office in
17 person at 10 Park Plaza.

18 Just so you know, everybody in the
19 public is currently muted. And, as Gerry says, only
20 the panelists have their cameras on. Everybody else
21 has their cameras turned off.

22 Again, as Gerry stated, if you would
23 like to speak during the meeting when public comment
24 is requested, you should use the Raise Your Hand

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1 function or you can put your comment or question in
2 the Q&A box. You will have a chance to make comments,
3 just like you do at the regular public hearing as we
4 held it at 10 Park Plaza. So, everything will be run
5 that same way.

6 Also, please note that you can provide
7 comments in writing to us by email as always.

8 For anyone who may be new, we do not
9 make any decisions at this actual hearing. Each and
10 every item is taken under advisement, and decisions
11 are made usually within a few weeks, many times as
12 early as a week, but we will give time for write-in
13 comments through our email address, which is
14 OOAInformation@dot.state.ma.us.

15 You can send in your comments in
16 writing there.

17 Also, we will have public comments at
18 the end of each item, and then a final chance for
19 overall comments at the end of the agenda.

20 With that, Gerry, we are going to start
21 the meeting.

22 GERARD KELLEHER: Okay.

23 JOHN ROMANO: We have the agenda up on
24 the screen. So, we already talked about sign-in.

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1 The first item is the minutes approval
2 for the January 13 OOA public hearing, which was held
3 last month. Are there any questions, comments,
4 concerns about the regular session minutes from
5 January 13th?

6 (No response.)

7 JOHN ROMANO: I am not seeing any hands
8 up anywhere.

9 Gerry, are you?

10 GERARD KELLEHER: No, don't see
11 anything.

12 JOHN ROMANO: Okay. And I do not see
13 anything on the Q&A. So, with that, I will mark those
14 as approved. Today is 2/10/22. Okay.

15 So, the first item on the agenda today
16 is Intersection Media, LLC. These are for two pieces
17 of street furniture. These are digital street
18 furniture units. They are kiosks, informational
19 kiosks. I am going to do these both at the same time.
20 One of them is at 206 Summer Street in East Boston,
21 Maverick Station. And it is Application 2021SFD001.
22 This is a new structure facing north and south.

23 The second one is at 1400 Tremont
24 Street, Roxbury Crossing Station, Application

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1 2021SFD002, also a new structure facing east and west.

2 Again, both of them are in Boston.

3 On January 11, 2022, notification by my
4 office was sent to the mayor and the clerk of the City
5 of Boston.

6 Is there anybody here representing the
7 applicant, Intersection Media?

8 KATE DESANTIS: Yes, this is Kate
9 DeSantis with Intersection Media.

10 JOHN ROMANO: Hi, Kate. How are you
11 today?

12 KATE DESANTIS: I'm very well, thank
13 you. I hope you are as well.

14 JOHN ROMANO: Doing great.

15 Is there anybody here representing the
16 City of Boston?

17 (No response.)

18 GERARD KELLEHER: I don't see any.

19 JOHN ROMANO: I do not see any, no.
20 One minute. Okay.

21 Are there any abutters present today?

22 (No response.)

23 JOHN ROMANO: I am not seeing any hands
24 raised. None. Okay.

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1 Is there anyone from the MassDOT
2 Highway District Office?

3 (No response.)

4 JOHN ROMANO: I am not seeing anybody
5 here.

6 GERARD KELLEHER: No raised hands.

7 JOHN ROMANO: Is there anyone present
8 from MassDOT Traffic Operations?

9 (No response.)

10 GERARD KELLEHER: No.

11 JOHN ROMANO: I am not seeing anyone.
12 I did receive a traffic memo from the State Traffic
13 Engineer, Jim Danila. They reviewed both of these
14 locations and these two new digital units. In their
15 review, they have concluded that no traffic study is
16 required for these units. So that memo will go in the
17 file for these applications.

18 So, Kate, these were -- as these are
19 street furniture, no abutters' notice were required
20 for these.

21 Have you guys received any written
22 comments in support or opposition to these? Anything
23 from the City or anything?

24 KATE DESANTIS: No, not to my

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1 knowledge.

2 JOHN ROMANO: And we have not received
3 any feedback at all from the City on this.

4 Also, special permits or variance, no
5 special permit or variance is needed for these as
6 these are on MBTA property. And MBTA is exempt from
7 local zoning.

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

11 KATE DESANTIS: I do not. Thank you.

12 JOHN ROMANO: I'm going to have my
13 field inspector, Chris Chaves, give his report on
14 these.

15 CHRISTOPHER CHAVES: Thank you, John.

16 As you mentioned, these are electronic
17 street furniture, informational panels located on MBTA
18 property at both Maverick Station and Roxbury
19 Crossing.

20 The informational panels will have
21 real-time MBTA information, which serves a public
22 service to fulfill that requirement.

23 There are no spacing requirements for
24 the street furniture.

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1 JOHN ROMANO: Okay. Jason, in that
2 bottom picture that you had up there, can you kind of
3 -- yeah, can you move that up a little? Yeah, just so
4 people can get a look. It's a two-sided unit. It
5 will look the exact same on the other side that faces
6 the station. It will provide real-time information
7 for arrivals, train arrivals, etc., on that unit as
8 well as advertising. So, that's what the unit looks
9 like. It's a very sleek, trim unit, and it will be in
10 front of the station, and that is on MBTA property.

11 Okay. Thanks, Jason. And they're both
12 the same -- both locations, at Maverick and at Roxbury
13 Crossing, both the same unit, both uniform.

14 Okay. Any comments, questions, from
15 anybody in attendance today?

16 GERARD KELLEHER: There's a hand, Mr.
17 Michael Reiskind.

18 JOHN ROMANO: Yeah. Hi, Michael.
19 Gerry, can you -- go ahead, Michael.
20 You're unmuted.

21 MICHAEL REISKIND: Okay. Thanks.
22 I just wanted to know when the -- if
23 approved, when the -- when they'd be installed and
24 working, approximately? Thanks.

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1 JOHN ROMANO: Kate, could you answer
2 that for Mr. Reiskind?

3 KATE DESANTIS: Yes. In answer to the
4 question, we hope to have them installed and working
5 this summer, hopefully, June.

6 JOHN ROMANO: Okay. Michael, does that
7 answer your question, I hope?

8 MICHAEL REISKIND: Yeah. Oh, perfect.
9 Yeah. Thanks. Thanks. I'm most interested in the
10 Roxbury Crossing one, of course. Thanks.

11 JOHN ROMANO: Yes, sir. Okay. All
12 right.

13 Seeing no other questions, Kate, we
14 will get back to you on this and take it under
15 advisement like all the others, and we will get back
16 to you. Thank you very much.

17 KATE DESANTIS: Yeah, thank you.

18 JOHN ROMANO: Okay. Next item on the
19 agenda is also Intersection Media, LLC. This is for
20 12 units. These are bus shelters. These are in the
21 City of Lynn. These are existing bus shelters. And
22 these are just being repermitted by Intersection.
23 They were previously permitted by JC Decaux. And, as
24 we have over the last several months, we've been

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1 repermitting them by the new vendor, Intersection
2 Media. I will read all of the locations, but I will
3 do these all at the same time.

4 So, these are Permit Numbers 2022SF020,
5 SF022 through 032. There is no 021 at this time.
6 That one is currently on hold. And the locations are
7 500 Lynnfield Street, 471 Western Ave., 841 Western
8 Ave., 425 Mount Vernon Street location A, 425 Mount
9 Vernon Street location B, 1 Franklin Street, 1 Market
10 Street, 215 Oxford Street, 164 Market Street, 364
11 Lynnway, 720 Lynnway, and 780 Lynnway. So, those are
12 all the locations.

13 Notification was provided to the
14 municipality by my office on January 11, 2022 to the
15 mayor and the city clerk.

16 Again, is the abutter present? Excuse
17 me. Is the applicant present today?

18 KATE DESANTIS: Yes.

19 JOHN ROMANO: Kate, just state your
20 name for the record so our stenographer can have it.

21 KATE DESANTIS: Of course. This is
22 Kate DeSantis with Intersection Media.

23 JOHN ROMANO: Is there anybody here
24 representing the municipality where the shelters are

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1 being proposed?

2 (No response.)

3 JOHN ROMANO: I do not see any. Okay.

4 None.

5 Any abutters present today?

6 (No response.)

7 JOHN ROMANO: None.

8 Is there anyone from MassDOT's District
9 Office?

10 (No response.)

11 MARK KRATMAN: John, it's Mark Kratman
12 from District 4. We've reviewed it. We have no
13 concerns.

14 JOHN ROMANO: Okay, Mark. Thank you.

15 MassDOT Traffic Operations, these are
16 static units, so Traffic Operations does not review
17 static units.

18 And, just like the others, these are
19 street furniture. So, certified notice to abutters
20 was not required.

21 So, Kate, have you received any written
22 comments in support or opposition from the City,
23 and/or any abutters, or anybody else for that matter?

24 KATE DESANTIS: No, not to my

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1 knowledge.

2 JOHN ROMANO: We have not either.

3 Special permit or variance, these are
4 on property of the City of Lynn in some cases. And
5 these were signed off by James Lamanna, City Solicitor
6 for the City of Lynn. And the special permit was a
7 bus shelter agreement order by the Lynn City Council
8 that gave you permission and authority to have these
9 shelters in the locations. Is that your
10 understanding?

11 KATE DESANTIS: Yes.

12 JOHN ROMANO: And that is the paperwork
13 that was provided to me and as signed off by Mr.
14 Lamanna from the City of Lynn. So that's in agreement
15 with what I have. So, thank you.

16 Do you have anything else that you
17 would like to add to your application at this time?

18 KATE DESANTIS: No, I do not.

19 JOHN ROMANO: Okay. Great.

20 Chris, do you want to -- my inspector,
21 Chris Chaves, do you want to give your field report on
22 these existing structures?

23 JASON BEAN: Those are mine, John. So,
24 I'll take it for him.

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1 JOHN ROMANO: Oh, sorry, Jason.

2 JASON BEAN: No worries. No worries.

3 So, what you're seeing is just an
4 example of the other 12 or 13 of them here. So, this
5 is 500 Lynnfield Street, Application Number 2022SF020.
6 So, you're looking at the existing structure, which is
7 Permit Number 2005177. These face north and south.
8 This particular one faces north and south as a bus
9 shelter.

10 The street furniture program has some
11 exemptions with spacing and parks. I wish I had a
12 little better picture for you, but it was kind of a
13 weird day with ice and the way the traffic was there.

14 But that's all I could -- no more
15 issues, John. No issues to report.

16 Kate, as always, just make sure that
17 the proper permit numbers get affixed to these
18 structures when you update them.

19 And that's all, John. Thank you.

20 JOHN ROMANO: Okay. Thanks, Jason.

21 Yeah, Kate, just an overall reminder
22 with all of the structures we've been working on that
23 the new permit numbers do get affixed to these so that
24 when we do our annual inspections or, you know, it's

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1 easier for us to keep track of them, and keeping track
2 of them with you guys as well.

3 Thanks, Kate.

4 KATE DESANTIS: Thank you for the
5 reminder.

6 JOHN ROMANO: Any comments, questions,
7 concerns from anybody in attendance today?

8 GERARD KELLEHER: I don't see any.

9 JOHN ROMANO: Okay. Seeing none, we
10 will take these under advisement and we will get back
11 to you, Kate.

12 KATE DESANTIS: Thanks so much.

13 JOHN ROMANO: You're welcome.

14 Next on the agenda, Applications for
15 Renewal of Outdoor Advertising Licenses and Permits
16 and Renewal of Unlicensed Outdoor Advertising Permits,
17 B and C.

18 Does anybody have any comments or
19 questions on those?

20 (No response.)

21 JOHN ROMANO: Okay. I am not seeing
22 any.

23 I will move on to the next item, For
24 the Record - Actions Taken Since the Last Public

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1 Hearing. Application for three new licenses were
2 approved.

3 Application for permit amendment was
4 approved.

5 Application for transfer of permits
6 were approved.

7 Applications for electronic permits,
8 several are under advisement, and one, Bay Colony
9 Associates, 820 Morrissey Boulevard, was denied.

10 I believe in the Q&A there might have
11 been one.

12 GERARD KELLEHER: There was a question,
13 John, about how to access these decisions
14 electronically, of the Boston Bowl in particular.

15 JOHN ROMANO: Yeah.

16 GERARD KELLEHER: Mr. Bookston had a
17 question.

18 JOHN ROMANO: Yeah, so that's the Bay
19 Colony Associates one. If you want a copy of the
20 decision, you can put in for it. Just send an email
21 for a FOIA request and we will -- we can get you a
22 copy of the decision. We don't publish the actual
23 decisions. We just send them to the proponent. But
24 if you have a specific question, I can do my best to

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1 answer it today.

2 GERARD KELLEHER: He does have a
3 follow-up question. Should I -- Mr. Bookston?

4 JOHN BOOKSTON: Yeah.

5 GERARD KELLEHER: Go ahead.

6 JOHN ROMANO: Hi, John.

7 JOHN BOOKSTON: I'm just anxious to
8 know on what grounds it was -- the Boston Bowl was
9 denied so that we can use them in future arguments
10 that other electronic billboards should be denied.

11 JOHN ROMANO: Sure. There is -- it
12 didn't meet the spacing requirements. There was
13 another board within 500 feet along the highway.

14 JOHN BOOKSTON: Thank you very much.

15 JOHN ROMANO: Okay. So, there was a
16 board less than 500 feet away from it in that
17 particular instance. That's in the -- well, actually,
18 the spacing is 1,000 feet for electronic boards. But,
19 also, in the federal-state agreement, it's also 500
20 feet, federal-state agreement for any board along the
21 highway and for the state regulations, the digital
22 board. The other board was not a digital board. So
23 these are -- the existing boards were two static
24 boards. One was a Clear Channel board and one was the

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1 board on Boston Bowl. So, they were two static
2 existing boards. They were less than 500 feet apart.
3 That made it -- that made it be a nonconforming
4 structure, and nonconforming structures are not
5 allowed to be upgraded to digital. And that's the
6 basic basis for the denial.

7 If you want the full decision, you can
8 put in a FOIA request, and we can send that and a FOIA
9 coordinator will be able to address that through the
10 FOIA process.

11 Does that help, Mr. Bookston?

12 JOHN BOOKSTON: Yeah.

13 JOHN ROMANO: Okay.

14 JOHN BOOKSTON: Yes. Thank you very
15 much.

16 JOHN ROMANO: You're welcome.

17 GERARD KELLEHER: No other hands
18 raised.

19 JOHN ROMANO: Okay. Any other public
20 comment before we close?

21 (No response.)

22 JOHN ROMANO: I'm not seeing any hands
23 raised. Gerry?

24 GERARD KELLEHER: No, I don't see any.

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1 JOHN ROMANO: Okay. With that, at
2 11:26, we are adjourned. Thank you all very much.
3 Enjoy the nice sunny day. It's good to see a 50-
4 something-degree day in the middle of February. And
5 there is a Super Bowl for those of you that will watch
6 it.

7 Thank you all.

8 (Whereupon, the proceedings were
9 concluded on February 10, 2022, at 11:26 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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