

Office of Outdoor Advertising
Public Meeting

February 9, 2023

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

(via Webinar)

Present:

John Romano, Executive Director

Office of Outdoor Advertising, February 9, 2023

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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 February 2023 Office of Outdoor Advertising public meeting.

This meeting is being held virtually by the Governor's Act extending certain COVID-19 measures adopted during the State of Emergency, through March of 2023.

We are running this hearing by Zoom platform.

Please note that this meeting is being recorded by our stenographer, who is in attendance. He will provide a transcript of the meeting that will be posted on our website as soon as it is available.

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.

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

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1 Please note that accessible versions of
2 the meeting materials have been previously posted to
3 the OOA website and will be referred to in this
4 meeting. And we've also posted those links in the Q&A
5 box already this morning, so they are there.

6 Jerry, with that, could go through the
7 Zoom controls? I know they're posted on the screen,
8 but if you could walk people through those, those will
9 be great.

10 GERARD KELLEHER: Okay. Sure. No
11 problem.

12 So, the microphone icon is something
13 you should check to ensure that yours is working.

14 And the panelists are the only
15 participants that will be on camera today.

16 The chat and interpretation features
17 are not functional for this webinar.

18 If you'd like to ask a question, just
19 raise your hand using the question icon.

20 If you can't access the internet or if
21 you have any technical problems, you can call into the
22 meeting at the phone number shown, which is 301-715-
23 8592. And the ID for this meeting is 914 6226 8035.

24 You can also put a written question in

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1 the Q&A, and we'll endeavor to answer them as we go
2 along.

3 And if you'd like to ask a question
4 during the meeting, simply raise your hand on Zoom,
5 and I'll unmute you at the appropriate time.

6 Please state your name before asking a
7 question for the public record and only ask one
8 question at a time, please, and make it pertinent to
9 the agenda item that we're covering at that time.

10 There will be an opportunity for
11 general Outdoor Advertising comments at the end of the
12 meeting.

13 Finally, if you're on the phone and
14 you'd like to make a comment, dial *9, and I'll call
15 out the last three digits of your phone number and
16 unmute your audio when it's your turn to speak. And,
17 again, identify yourself for the record.

18 Those are the basic outlines of the
19 protocols for this meeting. And we'll give it back to
20 John Romano, the Director, right now.

21 Thank you.

22 JOHN ROMANO: Thanks, Jerry.

23 As always, I will go through the
24 agenda.

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1 There is no physical sign-in sheet,
2 obviously, but by signing up for the webinar, we have
3 a list of those who are in attendance. So that will
4 take care of the sign-in part of the agenda.

5 Jerry will put the agenda up on the
6 screen as well. As I previously mentioned, the
7 accessible versions are in the Q&A box.

8 Just so you know, again, reiterating
9 what Jerry said, everybody in the public is currently
10 muted and your camera is turned off. Only the
11 panelists are on camera.

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

14 For anybody who may be new to this
15 meeting, we do not make any decisions at the actual
16 meeting. Every item is taken under advisement, and
17 decisions are made usually within a few weeks, but not
18 necessarily. We always give time for write-in
19 comments to our email address, which is
20 OOAInformation@dot.state.ma.us. You can send your
21 comments in writing there.

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

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1 end of the agenda.

2 So, Jerry, we are going to get ready to
3 rock and roll and start the meeting.

4 GERARD KELLEHER: Okay.

5 JOHN ROMANO: The agenda is up on the
6 screen.

7 The first item is to review the regular
8 session minutes from our last meeting, which was
9 December 8th. Does anybody have any comments or
10 questions from the December 8th regular session meeting
11 minutes?

12 GERARD KELLEHER: Those are on the
13 screen now.

14 (No response.)

15 JOHN ROMANO: Okay. I am not seeing
16 any hands raised or any calls in. So, with that, I
17 will mark these minutes approved as of today's date,
18 February 9, 2023.

19 Next, our first agenda item is an
20 application for a new license. It's HPL Enterprises,
21 Inc., 70 White Oak Road, Waban, MA.

22 Is anybody here representing the
23 applicant today?

24 I'm not seeing anybody raising their

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1 hands.

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

4 JIM LACK: Jim Lack.

5 JOHN ROMANO: Jim Lack. Jim, how are
6 you?

7 JIM LACK: How are you, sir?

8 JOHN ROMANO: Not too bad. Yourself?

9 JIM LACK: Very good. Thank you, sir.

10 JOHN ROMANO: That's good.

11 Jim, we received your application. We
12 reviewed all the paperwork. Everything seems to be in
13 order. You've submitted your required W-9. Your
14 Certificate of Good Standing and/or Tax Compliance
15 from the Department of Revenue is in order and
16 received. The appropriate payment has been sent in.
17 We don't have any questions on the paperwork.

18 Is there anything you'd like to add to
19 your application at this time, sir?

20 JIM LACK: No, sir. Thank you very
21 much for the opportunity.

22 JOHN ROMANO: Okay. Does anybody in
23 attendance have any comments or questions regarding
24 this license application?

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1 (No response.)

2 GERARD KELLEHER: No hands raised.

3 JOHN ROMANO: No hands. Okay. With
4 that, we will take this application under advisement,
5 Mr. Lack, and we will get back to you.

6 JIM LACK: Thank you, sir.

7 JOHN ROMANO: Have a good day.

8 JIM LACK: You, too.

9 JOHN ROMANO: Next up on the agenda is
10 an application for a transfer of permits for Permit
11 Numbers 2021D029 and D030 at 120 Cedar Street in
12 Canton. They're being transferred from American
13 Outdoor Media, LLC to Outfront Media, LLC.

14 Are there anybody representing either
15 party today?

16 ANGELA RUFO: Yeah. Hi. Angela Rufo
17 from Outfront.

18 JOHN ROMANO: Hi, Angela. How are you?

19 ANGELA RUFO: I'm doing good. How are
20 you?

21 JOHN ROMANO: Good. Thanks.

22 Angela, we reviewed the applications
23 here. Everything seems to be in order from a
24 paperwork standpoint. We don't have any questions on

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1 the paperwork. So, if you can bear with me, Chris
2 Chaves -- Chris, you're actually here. I'm sorry. I
3 had my head down. Chris is on the phone. But Chris
4 is here, live and in person.

5 So, Chris, can you give me your report
6 on this one from the field?

7 CHRISTOPHER CHAVES: Yes, sir, John.

8 So, this is a newly constructed
9 monopole facing north and south on Route 24 in Canton.
10 It currently displays Outfront's logo and permit
11 number. Everything is in order with this site. So,
12 no issues.

13 JOHN ROMANO: Okay. Angela, anything
14 you'd like to add to the application at this time?

15 ANGELA RUFO: No, nothing to add.

16 JOHN ROMANO: Okay. Great. Does
17 anybody in attendance have any comments or questions
18 on this transfer application?

19 (No response.)

20 JOHN ROMANO: I am not seeing any hands
21 raised.

22 Jerry, anything?

23 GERARD KELLEHER: No hands.

24 JOHN ROMANO: Okay. Angela, we will

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1 take this under advisement and we will get back to you
2 on it.

3 ANGELA RUFO: All right. Thank you
4 very much.

5 JOHN ROMANO: You're welcome.

6 Okay. Next up on the agenda, we have -
7 - so this is a new application for electronic permits,
8 but these are actually -- these are not billboards.
9 These are digital urban panels. These are the small
10 screens on MBTA stations. There are six total, three
11 at the Maverick Square Station in East Boston and
12 three at South Station on Atlantic Ave., all in
13 Boston. I'm going to take them in two groups, the
14 three at Maverick Square Station as one group and the
15 three at South Station as a second group. And even
16 though they're three successive permit numbers, I'm
17 going to do them in two groups because they're both at
18 the same -- each in two spots, but all three in one
19 location and then three in the other location. So,
20 I'm going to do them as two groups.

21 So, these are considered street
22 furniture. So, the first group, again, Outfront
23 Media, LLC. This is Maverick Square MBTA Station.
24 They're in the northwest corner, the northeast corner,

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1 and the southwest corner. They're Application Numbers
2 2023SFD001 through D003.

3 Notification was sent to the
4 municipality by my office on January 2, 2023, to both
5 the mayor's office and the clerk's office.

6 Is the applicant present?

7 JOHN MAHONEY: Good morning, John.
8 John Mahoney here for Outfront Media.

9 JOHN ROMANO: Is there anybody here
10 representing the municipality where the signs are
11 proposed?

12 (No response.)

13 JOHN ROMANO: I'm not seeing any.
14 Okay.

15 Are there any abutters present today?

16 (No response.)

17 JOHN ROMANO: I'm not seeing any hands.
18 Jerry, are you seeing any hands?

19 Oh, I see one hand.

20 GERARD KELLEHER: Yes, that would be
21 Ron Akanowicz.

22 JOHN ROMANO: Okay. Do you want to
23 unmute --

24 RON AKANOWICZ: Yes, sir. I'm a

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1 resident of the Leather District neighborhood.

2 JOHN ROMANO: Okay. So that -- you're
3 going to have to hang on till the end as you're not an
4 abutter to Maverick Station. So, we'll get back to
5 you.

6 So, no abutters, right?

7 GERARD KELLEHER: Right.

8 JOHN ROMANO: Okay. Is there anybody
9 here from MassDOT District Office?

10 (No response.)

11 JOHN ROMANO: I'm not seeing any.

12 GERARD KELLEHER: No.

13 JOHN ROMANO: Is there anyone present
14 from the MassDOT Traffic Operations?

15 (No response.)

16 JOHN ROMANO: I am not seeing anybody,
17 but we did -- Mr. Mahoney, we did receive a memo from
18 our State Traffic Engineer's Office as they review all
19 digital applications, even if they're street
20 furniture. They did review these three signs at this
21 one location, and they have determined that no further
22 traffic study is required -- or no traffic study, I
23 should say, is required at this location.

24 JOHN MAHONEY: Thank you.

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1 JOHN ROMANO: I'll have a memo in the
2 file from them to me on that, pertaining to that.

3 Notification for abutters are not
4 required because this is street furniture.

5 Special permit or variance is not
6 required because these are on MBTA property.

7 Mr. Mahoney, do you have anything that
8 you'd like to add to your application at this time?

9 JOHN MAHONEY: No, sir. Thank you.

10 JOHN ROMANO: Okay. At this time, I'll
11 take the field report from my inspector, Chris Chaves.

12 CHRISTOPHER CHAVES: Thanks, John.

13 As you mentioned, this is -- these are
14 three digital urban panels affixed to the roof at the
15 corners of the three sides of the building. They are
16 classified as street furniture. They will display ads
17 as well as MBTA information, which meets the criteria
18 for street furniture. And there are no issues with
19 these sites.

20 JOHN ROMANO: Thank you.

21 All right. Is there anybody in
22 attendance that would like to speak on this?

23 Mr. Akanowicz, if you wanted to address
24 these particular items, now is the time.

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1 Jerry, you can unmute him

2 GERARD KELLEHER: Ron?

3 RON AKANOWICZ: Thank you.

4 I live in the Leather District, so I
5 was concerned about the ones at South Station.

6 JOHN ROMANO: Okay. If you want to
7 wait, we'll take you when we get to those next, if
8 that's all right.

9 RON AKANOWICZ: Absolutely. Thank you.

10 JOHN ROMANO: Okay, Ron. No problem.

11 All right. Anybody else have any other
12 questions at this time?

13 (No response.)

14 GERARD KELLEHER: No hands.

15 JOHN ROMANO: Okay. Seeing none, we
16 will take these under advisement and get back to you.

17 Next up on the agenda is the second set
18 of these. So, these are for South Station at Atlantic
19 Avenue and Summer Street. They're, again, three
20 Application Numbers 2023SFD004, 5, and 6.

21 Notification was sent to both the
22 mayor's office and the clerk on 1/9/2023 by my office.

23 Again, for the record, Mr. Mahoney, can
24 you state your name?

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1 JOHN MAHONEY: John Mahoney from
2 Outfront Media. Thank you, Director Romano.

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: I'm not seeing anyone.

8 GERARD KELLEHER: No hands.

9 JOHN ROMANO: Any abutters present?
10 Ron, you can jump in here if you want.

11 RON AKANOWICZ: Yes, sir. Thank you.

12 I live in the Leather District. And I
13 know we've had to deal with, you know, billboards, and
14 flashing lights, and things before. I have not seen
15 what these will look like, but I know we live within
16 distance of the Ink Block, and they've put up some
17 electronic billboards. And my concern is, you know,
18 we don't want the neighborhood to turn into Las Vegas.

19 JOHN ROMANO: Right. So these just, so
20 that you're aware, these are small little 55-inch
21 screens that will go right over -- if you can see up
22 on the screen there's the little headhouse? They're
23 going to go right over the doorway of the headhouse at
24 South Station where One Financial Plaza is.

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1 RON AKANOWICZ: I see it there, yes.

2 JOHN ROMANO: Yeah. So there will be
3 three little screens side-by-side that will go flat
4 right up against the headhouse right there.

5 RON AKANOWICZ: Okay. Thank you.

6 JOHN ROMANO: Do we have a picture of
7 one of those, guys, that we can show him? Chris or
8 Jason, do we have a previous one that we can pop up?

9 JASON BEAN: Yeah, I can -- just give
10 me a second. I can get one.

11 JOHN ROMANO: All right. So, Ron,
12 while he's looking for that, I'm going to keep going
13 on, but we'll pop it up and show you what they look
14 like.

15 RON AKANOWICZ: Thank you.

16 JOHN ROMANO: Any other comments?

17 GERARD KELLEHER: There's another hand
18 raised. Kathryn Friedman.

19 JOHN ROMANO: Okay.

20 GERARD KELLEHER: Go ahead, ma'am.

21 KATHRYN FRIEDMAN: Hi. I'm also a
22 Leather District resident. And I'm interested in
23 seeing what this design looks like because my main
24 concern is making sure that none of the light from

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1 these signs make it into any Leather District
2 residences. There are people living at 717 Atlantic,
3 which is kind of straight down Atlantic, about a
4 block-and-a-half from here. So, any signage, I would
5 ask that you really look at where that light goes to
6 make sure that it does not make it into any of those
7 residences and disrupt the livability of those.

8 JOHN ROMANO: Okay. While we're
9 pulling it up, so I'd be happy to have Mr. Mahoney or
10 anybody from the MBTA that's on the call, Rocio, if
11 you want to address their concerns about any light or
12 717 Atlantic Ave., which is down past South Station,
13 I'd be happy to answer that -- have you answer that
14 for them.

15 ROCIO TUA: If John Mahoney is on the
16 call, if he can assist with this question?

17 JOHN MAHONEY: I don't know where those
18 people live, so it's hard to say. But, I mean as John
19 Romano said, these are about the size of a TV set and
20 they're going above the entranceway. And, obviously,
21 the advertising revenue goes to keep fares down at the
22 T and it runs all sorts of T content, and messaging,
23 and next train, and all of that, all of those live
24 feeds that the T needs.

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1 JOHN ROMANO: So, 717 Atlantic Ave. is
2 down I'd say a couple of blocks from One Financial, on
3 the same side of the street as One Financial. Am I
4 getting that right, Ms. Friedman?

5 KATHRYN FRIEDMAN: Am I -- yes, it's
6 between East Street and Beach on Atlantic. So, it's a
7 block-and-a-half from there. It's possible that the
8 angle might block -- it's possible that One Financial
9 that the building might block that light. But, again,
10 you also, if there are reflective surfaces, that could
11 bounce the light in. And it really can end up being
12 disruptive. I mean imagine if you were living with,
13 you know, somebody's like flashing lights, you know,
14 coming into your residence at all hours. These do go
15 late. And so I'd ask you to be mindful.

16 There are also going to be, while
17 they're down a little bit more, the Ritz Carleton
18 residences are going in. So, I mean we're trying to
19 establish, you know, a downtown livability, you know,
20 neighborhood. And while these seem like they're small
21 and they might be sheltered, there might also be
22 things that you can do in terms of the design, so you
23 put the screens up and making sure that maybe the way
24 that the canopy is on those stations blocks or filters

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1 out the light or blocks it just on that side just to
2 protect the residences.

3 JOHN MAHONEY: Okay. On these, 250
4 feet, there's almost -- I believe there's zero lumens
5 that reach that far from one of these TV sets.

6 From what I know about that area, it
7 doesn't -- I don't think that you can even see these
8 TV sets.

9 KATHRYN FRIEDMAN: Again, it's we never
10 thought that these small billboards over at Ink Block
11 would be penetrating into residences in the Leather
12 District half a mile away.

13 JOHN MAHONEY: Okay.

14 KATHRYN FRIEDMAN: But they're there.
15 So, it's just, you know, it might be fine with the
16 location, but I'd just ask you to look at that and be
17 mindful of that. And I do understand, you know,
18 giving the commuter schedules and all that. And I do
19 think that the way that they're sheltered in there
20 might be okay. It's just, you know, the combination
21 of that light and/or maybe a design move to just
22 prevent that light from not being emitted on that side
23 could be helpful.

24 JOHN ROMANO: I'm not in the business

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1 of defending any of the proponents that are here. I
2 just will say that these screens are on a totally
3 different scale than a regular billboard. But, so Mr.
4 Mahoney and Rocio, I hope that you are hearing the
5 concerns of the residents. And it seems like, you
6 know, based on the way these are put up and where
7 those residents are, it should be pretty easy to take
8 a look at these and make sure that, you know,
9 something on the right side over here is easily, you
10 know, can be put up to make sure light isn't shining
11 down Atlantic Ave., if it even gets that far. As John
12 did say, they're a block-and-a-half down the street.
13 I don't even know if you can even see these if they
14 were facing that way. If they're not even facing that
15 way, I'm not even sure if they were facing that way if
16 you could even see them that far because they're not
17 that big. They're very small.

18 But, I would appreciate if you guys
19 would take a look at that. You know, these people are
20 going to be living there and you're just going to pop
21 these screens in and walk away. So, let us know. You
22 know, please get back to us.

23 Rocio, I'll look to the T, not to
24 Outfront, to at least get back to me at what you guys

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1 can figure out, if there's, you know, just take a look
2 at that and make sure that there's not going to be,
3 you know, an issue because once they go up, then the
4 issue becomes Outdoor Advertising's issue because they
5 start calling me and then I start calling you and
6 starting calling John. And this looks like, you know,
7 it may be a non-issue, but I'd rather have it
8 addressed or looked at upfront.

9 So, while we're taking these -- while
10 we're taking these under advisement, I'd appreciate if
11 you'd at least take a look at their concern.

12 ROCIO TUA: Absolutely. So, I do have
13 a clarifying question for the resident. So, I used to
14 work in this area, the State Street building, stay
15 very late at night, many nights if not most nights in
16 the evenings, so I wanted to ask a clarifying
17 question. What is the concern with the lighting here?

18 KATHRYN FRIEDMAN: The concern with the
19 lighting is we know that flashing lights in residences
20 are -- I mean they disrupt your circadian rhythms. I
21 mean it is completely disruptive to living. So, if
22 the light is not making it into the residences, it's a
23 non-issue.

24 JOHN MAHONEY: And there can't be any

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1 flashing lights.

2 JOHN ROMANO: Right. Right. That's
3 the other thing.

4 JOHN MAHONEY: That's the law, John.

5 JOHN ROMANO: Yeah, there's no
6 movement, no flashing lights, no video. They can
7 change -- they're static images that can change every
8 ten seconds to a different ad, but they're static ads
9 that change. So they can't have any movement within
10 the ad.

11 JOHN MAHONEY: It's probably worth
12 mentioning --

13 JASON BEAN: This is Jason. This is
14 the rendering submitted that you're seeing.
15 Hopefully, everyone is seeing this.

16 JOHN MAHONEY: These are at street-
17 level, too, at street-level, small TV sets, and
18 they're just -- that's a great -- thank you for
19 bringing that up, Jason. And they're right in the --
20 they're pretty tightly contained compared to the
21 lights that are in front of South Station now.

22 KATHRYN FRIEDMAN: Looking at this, it
23 looks a lot less threatening than, you know, the
24 application should have suggested. However, we do ask

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1 that you just look at this. And if there's any chance
2 that light might be emitted toward the south side
3 where the residences are, maybe you'd consider instead
4 of those translucent glass panels on the side of the T
5 station, maybe those could be changed out to something
6 more opaque to just block, or some kind of additional
7 screening to block the light. But we'd just ask you
8 to be mindful of that.

9 JOHN ROMANO: Thank you.

10 ROCIO TUA: This is Rocio from the T.
11 Yeah, so we definitely want to be mindful of the
12 effect for residents. I do think that it will also be
13 a benefit I mean for residents when walking for safety
14 concerns. But, yes, to your point, to the person,
15 Kathryn, Ms. Kathryn Friedman, we will review it and
16 confirm back to the OOA that it has no effects on
17 residents directly, the light specifically.

18 KATHRYN FRIEDMAN: We really appreciate
19 that.

20 ROCIO TUA: Thank you very much.

21 JOHN ROMANO: Rocio, thank you. I
22 appreciate that.

23 All right. Any other questions?

24 GERARD KELLEHER: There was another

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1 hand raised. Jason, can you see?

2 JASON BEAN: Oh, Steve Hollinger.

3 GERARD KELLEHER: Yeah, that's it.

4 Steve, can you --

5 JASON BEAN: I'll stop share. Go
6 ahead.

7 GERARD KELLEHER: Just give me a second
8 to take back the controls here.

9 Okay, Steve Hollinger, go ahead, sir.

10 STEVE HOLLINGER: Okay. I have one
11 question and a comment.

12 JASON BEAN: Go ahead.

13 STEVE HOLLINGER: I've lived in the
14 Fort Point neighborhood since 1990. Can you -- the
15 question: Can you tell me the size of the boards that
16 are at Maverick? I didn't want to jump in during that
17 conversation, but I'm curious what the size is of
18 those three at the top corners.

19 And my comment is I'm sure this comment
20 is in the minority, but I'm old enough to remember
21 when South Station was a civic destination, seen as
22 kind of like the grand entrance to Boston. And I
23 still see South Station that way. Since 2000 roughly,
24 South Station has just become a commercial mess. And

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1 commerciality has a meaning in our culture, a meaning
2 in our civic culture, in how we talk to each other,
3 and how civic destinations are understood. Civic
4 destinations are places that the general public built,
5 and the general public is working together toward one
6 common goal, which here is celebration of a railway
7 system. You used to look out at the tracks. You used
8 to have chess championships, tango dancing in the
9 atrium. Now, with the floor lease, it's a commercial
10 mess.

11 And this particular headhouse was
12 striking in its design. It was intentional in its
13 design. It was a civic design for the public to feel
14 everyone being equal, and celebrating, and working
15 together. The minute you put commercial signage on a
16 civic destination and gussy it up -- I realize no one
17 wants to hear this. I mean I see a person laughing.
18 When you gussy up a civic destination with commercial
19 signage, the message you're sending to the general
20 public is the people that were able to buy advertising
21 have some position that's relative to the person
22 seeing the sign it's a different position.

23 I understand I'm not well understood on
24 this topic, but I've been doing this stuff for 30

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1 years in my neighborhood, working on civic and
2 cultural planning and so on. And it is really to me
3 disappointing to see the headhouse gussied up with
4 commercial advertising. I would not at all mind
5 digital signs for the train tracks. And I do
6 understand the need for revenue generation at DOT and
7 MBTA. That should be on the taxpayers. That
8 shouldn't be through this kind of thing.

9 I appreciate you giving me this time.
10 And if you can answer that question about the signage
11 at Maverick, I'd appreciate it.

12 Thank you.

13 JOHN ROMANO: Mr. Hollinger, thanks for
14 your comments.

15 The signage is the same as these that,
16 John, correct me if I'm wrong, they're about 55
17 inches, right?

18 JOHN MAHONEY: Yeah.

19 JOHN ROMANO: Roughly?

20 JOHN MAHONEY: Yes, John.

21 JOHN ROMANO: About 55 inches long by
22 about three feet high, give or take a few inches.

23 JOHN MAHONEY: Yes. And, by the way, a
24 lot of these, to Mr. Hollinger's point, a lot of these

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1 are already in the stations. We've put them in there.
2 And, again, obviously, taxpayers are one thing but
3 also trying to keep the tolls down for everybody that
4 lives in the city. I take mass transit every day, and
5 I understand.

6 JOHN ROMANO: Great. Any other
7 questions?

8 GERARD KELLEHER: There's another
9 person with their hand raised, which is Mary Cole.

10 JOHN ROMANO: Okay.

11 MARY COLE: Hi. Thank you so much.

12 I was wondering if you could just show
13 us the plans for Maverick one more time, just put the
14 images up on the screen, please?

15 JOHN ROMANO: Sure.

16 GERARD KELLEHER: Okay.

17 JOHN ROMANO: Jason, can you show a
18 picture of the Maverick one again?

19 JASON BEAN: Yeah. That's the first
20 set, correct?

21 JOHN ROMANO: Yeah. So, Mary, your
22 comments are just on the Maverick ones?

23 MARY COLE: Yes, absolutely. I just
24 wanted to have another look at the pictures. It

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1 wasn't clear -- the gentleman before me asked about
2 the size of the Maverick, and I couldn't catch the
3 answer to what the dimensions of those would be. And
4 I also wanted to see a picture so I could look at the
5 picture while you talk about the size so I could have
6 it in context.

7 JOHN ROMANO: Okay. All right. So, if
8 people don't mind, while Jason is pulling that up, I'm
9 going to finish this application over at South
10 Station. Then, we can go back and look at the
11 Maverick ones. All right?

12 MARY COLE: Thank you.

13 JOHN ROMANO: Does anybody else have
14 any other questions about South Station?

15 (No response.)

16 JOHN ROMANO: All right. I'm not
17 seeing any other questions on South Station, so I'm
18 going to take these under advisement.

19 We will wait to hear back from Rocio
20 with the T to address the question that was asked.

21 Okay. And now we'll go back to, Mary
22 Cole, we'll go back to your question on the Maverick
23 one. As you can see, it is -- well, they're the
24 similar -- they're the exact same signs. We refer to

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1 these as digital urban panels. That's part of the
2 nomenclature. We've come up with these. They're in
3 many stations. As Mr. Mahoney said, there are many of
4 them inside the stations. There are many of them
5 outside several stations. And so these are just a
6 continuing plan to add these on the outside of other
7 stations.

8 MARY COLE: Okay. Yeah, there's some
9 inside of Maverick. So what is the size of these?
10 Are they like --

11 JOHN ROMANO: They're like -- they're
12 about 55 inches long and maybe a little short of three
13 feet high.

14 MARY COLE: Okay. Okay. Thanks so
15 much.

16 JOHN ROMANO: Yeah. Anything else?

17 MARY COLE: No, that's all. Thank you
18 very much.

19 JOHN ROMANO: No problem.

20 All right. Any other questions on
21 either location for these before we move on?

22 (No response.)

23 GERARD KELLEHER: No hands raised.

24 JOHN ROMANO: All right. Great. Thank

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1 you all for all the comments and questions on those.
2 That's always helpful. Okay.

3 The next item on the agenda is
4 Applications for Renewal for 2023 of Outdoor
5 Advertising Licenses and Permits. There's a long
6 list. Obviously, we didn't have a meeting last month,
7 so everything kind of got piled into this month. And,
8 as you can see, many of these were completed before
9 the end of the year and some, you know, the beginning
10 of last year. They just got spilled into this agenda.

11 So, does anybody have any questions on
12 all the way down Item D?

13 (No response.)

14 JOHN ROMANO: I'm not seeing any hands
15 raised.

16 The next item on the agenda is For the
17 Record - Actions Taken Since the Last Public Hearing,
18 which would have been in December. So, these are
19 actions taken since the last hearing.

20 Are questions on Item 4?

21 (No response.)

22 JOHN ROMANO: Not seeing any. We'll
23 move on to the very last item, which is just public
24 comment, overall public comment on Outdoor

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1 Advertising. Does anybody have any comments or
2 questions relating to anything on public comment?

3 Keep going, Jerry, all the way down to
4 the end. We're down to the end here.

5 (No response.)

6 JOHN ROMANO: Okay. I'm not seeing
7 any.

8 Just one thing I want to put out there.
9 This is mostly for the permittees in attendance.
10 Outdoor Advertising Office, my office, has been
11 updating our contact list for 24-hour-a-day seven-day-
12 a-week contacts. Jerry and Lydia, especially, and
13 myself, have been reaching out over the last couple of
14 days to update that 24-hour list, seven-day-a-week
15 contact list. We'll continue to do so over the next
16 few days so that we can update that list. We do that
17 every couple of years. And just thank you for your
18 cooperation in getting responses back to us ASAP with
19 updated contact information.

20 So, that's all I've got for today.

21 GERARD KELLEHER: John, there is
22 somebody with a hand up. Would you like to take that
23 or is it too late?

24 JOHN ROMANO: No, it's never too late

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1 to take a question.

2 GERARD KELLEHER: I knew it.

3 JOHN ROMANO: Especially from my good
4 friend, Maria Lyons.

5 GERARD KELLEHER: Go ahead, Maria.

6 MARIA LYONS: Hi, John. Thank you.
7 I'm sorry. I was teaching today so I joined in just a
8 minute ago. So, thank you so much for letting me
9 speak.

10 I just wanted to say, you know, I was
11 down in New York City a few weeks ago. And they've
12 done over Penn Station into this beautiful, you know,
13 I forget the name of it now, but it's just gorgeous.
14 And I know they're renovating South Station as well.
15 And we walked through. We could see the arches. It's
16 going to be beautiful.

17 So, I don't even -- I don't understand
18 why you would even consider putting digital billboards
19 anywhere near there, that historic place that's being
20 renovated and it's going to be even more beautiful.

21 So, I just wanted to add my view on
22 that. So, thank you very much.

23 JOHN ROMANO: You're welcome. Thank
24 you for your comment, Maria.

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1 GERARD KELLEHER: There is one -- Mary
2 Cole spoke before. I don't know if this is a second
3 comment or --

4 JOHN ROMANO: Mary, did you have your
5 hand up still from before or did you have something
6 else you wanted to say?

7 MARY COLE: Oh, I'm so sorry. It was
8 still from before. I'm a newbie. I didn't take my
9 hand down.

10 JOHN ROMANO: Okay. No problem.

11 MARY COLE: Thank you.

12 GERARD KELLEHER: You've got it. Thank
13 you.

14 JOHN ROMANO: No problem.

15 All right. Seeing no other hands,
16 that's all for today. Thank you all. For those who
17 watch the Super Bowl, have fun on Sunday. I know I'll
18 be -- that's like a holiday for me, so I'm going to
19 have a -- I'm going to enjoy it on Sunday. So, we'll
20 see you all next month. If not, we'll talk to you
21 before then. Thank you very much. Have a great
22 afternoon.

23 (Whereupon, the proceedings were
24 concluded on February 9, 2023, at 11:40 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.