

Office of Outdoor Advertising  
Public Meeting

January 10, 2019

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

Present:

John Romano, Executive Director

Office of Outdoor Advertising January 10, 2019

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

2

3 JOHN ROMANO: Good morning, everyone.

4 I guess we'll get started. My name is John Romano. I  
5 am the Director of Outdoor Advertising for the Mass.  
6 Department of Transportation. We are here for the  
7 January 10, 2019 monthly public hearing.

8 If you haven't signed in, on the table  
9 to my left is a sign-in sheet. There's also a copy of  
10 the meeting notes and meeting agenda for last month --  
11 the notes for last month, the agenda for this month.  
12 If you didn't sign in on your way in, you can on the  
13 way out if you would like your name to be part of the  
14 transcript record.

15 Also, this meeting is accessible to  
16 people with disabilities and individuals with limited  
17 English proficiency. If you have filed a request with  
18 us for assistive technology, sign language, alternate  
19 format documents, an interpreter, translated  
20 documents, or other such services to be available here  
21 today, please see Lydia here if you have not yet  
22 received the assistance you need. I do not believe  
23 any requests were made to us ahead of time.

24 LYDIA QUIRK: No.

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1                   JOHN ROMANO: If you need any other  
2 similar assistance to participate today, please let  
3 Lydia know, and we will do our best to help you. But,  
4 if we know about it in advance, we will be able to  
5 better accommodate you and make sure we have what you  
6 need. Seeing none, we will proceed.

7                   One thing that I do want to point out,  
8 just as a general reminder, one of the requirements in  
9 all of our applications, whether it be electronic,  
10 static, or unlicensed permits, is the notice to  
11 property owners. And there are a list of requirements  
12 of what need to be in that notice. Please make sure  
13 you follow that and have all of the appropriate  
14 information on there. It does not spell out what  
15 needs to be in the notice in the regulations, but in  
16 each application, I think it's page four or something,  
17 the top, it lists the specific items that need to be  
18 in there. So, I just want to call that to everybody's  
19 attention.

20                   The other thing is that renewals are  
21 ongoing, but we're probably at about 99 percent.  
22 There's just a handful of people that we're still  
23 working on. Some, which are packages, may have got  
24 lost in the mail. But considering the hundreds and

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1 hundreds that we send out, I think we did pretty good.  
2 We've only had a couple not get to their destination,  
3 and virtually all of them we've touched based with in  
4 the last day or two. So, I just want to thank  
5 everybody for getting those in in a timely manner and  
6 we're starting off the new year on a good foot. So,  
7 thank you very much.

8 So, next, minutes from the December  
9 public hearing. As I said, they are on the table on  
10 the left. Any questions, comments, changes,  
11 omissions, or anything like that?

12 (No response.)

13 JOHN ROMANO: Seeing none, we will mark  
14 those approved. Today is the 10<sup>th</sup>. Okay.

15 Okay. Next, the first item on the  
16 agenda is an application for a permit transfer. This  
17 is ION The Ball, LLC is the transferor to Outfront  
18 Media, LLC is the transferee. This is Permit Number  
19 2017D014. It is 126 Merrimack Street in Methuen.

20 Are either party here today? State  
21 your name.

22 KEVIN ROWELL: Ken Rowell, Outfront  
23 Media.

24 JOHN ROMANO: Thank you, Ken.

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1                   Ken, we've reviewed the documents that  
2                   you guys submitted, you know, the amendment -- excuse  
3                   me -- the transfer. I apologize. It seems all the  
4                   paperwork here is in order. The fee has been  
5                   submitted.

6                   And, did you do that one, Marc?

7                   MARC PLANTE: I think it was Jason.

8                   JOHN ROMANO: Oh, sorry. Jason, could  
9                   you just give a quick --

10                  JASON BEAN: Yeah.

11                  JOHN ROMANO: You did an inspection,  
12                  and just a quick review on it.

13                  JASON BEAN: Yeah, no problem.

14                  As you said, this is just a transfer  
15                  from one licensee to another located in Methuen, this  
16                  particular one. It's a digital as well as a back  
17                  side. At this time, through the review, we didn't  
18                  find anything to jump out as making this nonconforming  
19                  to the permitted sign. The only thing I can request  
20                  from the licensee is just to turn it on. They're both  
21                  dark. So, as early as possible, once you get your  
22                  paperwork, turn that thing on. We don't like them to  
23                  go dark for too long. And so, at this time, no  
24                  issues.

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1 JOHN ROMANO: Great. Thanks.

2 Ken, anything you'd like to add?

3 KEN ROWELL: No.

4 JOHN ROMANO: Okay. Great. Thank you.

5 We will take this under advisement and we will get  
6 back to you soon.

7 Okay. Next, is also a permit transfer.  
8 It is Permit Number 2017D023, transferor -- I have a  
9 hard time with these words, sorry -- transferor is  
10 Cove Outdoor to the transferee is Outfront Media, LLC.  
11 This is 79 Vine Street in Everett.

12 And is someone here from either party?

13 KEN ROWELL: Ken Rowell, Outfront  
14 Media.

15 JOHN ROMANO: Thank you, Ken.

16 So, again, we reviewed all the  
17 paperwork on this one. The transfer paperwork is in  
18 order. The correct fee has been submitted. And I do  
19 have a couple of comments on this, but I am going to  
20 ask my inspector to first say -- I know this sign has  
21 not been built.

22 CHRISTOPHER CHAVES: It has not. So, I  
23 know there was an issue after the issuance of permit,  
24 so at the current time it hadn't been built.

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1                   JOHN ROMANO: I'm sorry. Chris Chaves.  
2 I apologize. He's the inspector.

3                   CHRISTOPHER CHAVES: But there seems to  
4 be no issue once it is built. This is a 2017/16  
5 permitted sign, newly permitted. No issues in that  
6 area.

7                   JOHN ROMANO: Great. So, Ken, between  
8 Cove Outdoor and an abutter, I know that there was an  
9 agreement. We received that. There are some nuances  
10 in that agreement about how the board will be turned  
11 or whatever. We expect that you will follow all of  
12 those that are in that agreement between Cove and the  
13 abutter next door, and that as this transfers, it all  
14 transfers to you guys.

15                   KEN ROWELL: Yes, 100 percent.

16                   JOHN ROMANO: Anything you'd like to  
17 add?

18                   KEN ROWELL: No.

19                   JOHN ROMANO: Okay. Great. We will  
20 take this under advisement and we will get back to  
21 you.

22                   Any questions, comments, concerns?

23                   (No response.)

24                   JOHN ROMANO: Okay. Thank you.

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1           Okay. So, next we have an application  
2 for a permit amendment. This is also Outfront Media,  
3 LLC. This is an existing permit, 2011060, 1 City Hall  
4 Square, Government Center. This is actually for a  
5 piece of street furniture, a bicycle kiosk that is  
6 actually going to just be relocated to a different  
7 section of Government Center Plaza, or City Hall Plaza  
8 I guess you could say. So, it's the same setup. It's  
9 just being moved to another location.

10           Chris, did you do this one? So, Chris,  
11 any information?

12           CHRISTOPHER CHAVES: No, no issues.  
13 Street furniture, like you said, just moving from one  
14 part of City Hall Plaza to the other. No issues.

15           JOHN ROMANO: Okay. And, Outfront  
16 Media. Ken, state your name again for the record.

17           KEN ROWELL: Ken Rowell, Outfront  
18 Media.

19           JOHN ROMANO: Great. Thank you.

20           Ken, we reviewed, you know, the  
21 amendment. The paperwork is all in place, the  
22 appropriate fee. As Chris said, he inspected it.  
23 There are no issues from an inspection standpoint.  
24 So, do you have anything you'd like to add at this



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1 time?

2 KEN ROWELL: Not at this time.

3 JOHN ROMANO: Okay. Great. Any  
4 comments, questions, concerns?

5 (No response.)

6 JOHN ROMANO: Okay. Seeing none, we  
7 will take this under advisement and we will get back  
8 to you.

9 Okay. Next is application for permits.  
10 So, again, Outfront Media, LLC. These are a series of  
11 existing bicycle kiosks, again, street furniture.  
12 They are throughout the City of Boston. I believe  
13 it's approximately 45 locations.

14 KEN ROWELL: Forty-two.

15 JOHN ROMANO: Forty-two. So, I am  
16 going to do these all as one set. They are  
17 applications 2018218 through 2018257. Unless somebody  
18 has a question or a concern about any particular  
19 location, which I will ask for that at the end, and we  
20 will address it individually, I will, as I have with  
21 groups of street furniture like this, I am going to do  
22 them all as one unit.

23 So, both Chris Chaves, my inspector,  
24 and Jason Bean, went out and inspected all of these

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1 locations. And so we will go right down here. So,  
2 again, as I said, 2018218 through 257.

3 Notification was sent to the mayor and  
4 the city clerk on December 11, 2018.

5 Is the applicant present?

6 KEN ROWELL: Ken Rowell, Outfront  
7 Media.

8 JOHN ROMANO: Is anyone here  
9 representing the municipality, the City of Boston?

10 (No response.)

11 JOHN ROMANO: Are there any abutters to  
12 any of these locations present?

13 (No response.)

14 JOHN ROMANO: Is anybody present from  
15 the MassHighway District Office?

16 (No response.)

17 JOHN ROMANO: Traffic Operations is N/A  
18 because this is street furniture, so they do not have  
19 to review these. And the same for abutter  
20 notification is not required due to them being street  
21 furniture.

22 And, Ken, special permit or variance,  
23 they were signed -- each application individually was  
24 signed off by the City of Boston and not subject to

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1 municipal zoning per their requirements. So, is that  
2 your understanding on each of these?

3 KEN ROWELL: Yes.

4 JOHN ROMANO: So, I'm going to ask  
5 Jason to give a kind of general overview and we'll  
6 pull up one location. And all the rest have a pretty  
7 similar setup, is basically the same.

8 So, Jason, if you could give your --

9 JASON BEAN: Yes, thank you, John.

10 This particular example is on Columbia  
11 Road at Mercer Street facing east. So, the picture  
12 you're seeing, this is for 2018237. It's just a good  
13 example that's indicative of what they look like and  
14 the ad that's on them and generally the locations that  
15 these are put in. With the street furniture, these  
16 are allowed some regulatory exemptions. So, at this  
17 time, we didn't find -- I should say I. I don't want  
18 to speak for you. But didn't find any issues with the  
19 permits, the lot of Outfront permits that we received.

20 JOHN ROMANO: Chris, anything you want  
21 to add to that?

22 CHRISTOPHER CHAVES: No. No, not at  
23 all. Jason said it well. Thank you, Jason.

24 JOHN ROMANO: And just to be clear with

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1 everybody, each one of these locations were  
2 individually inspected.

3 CHRISTOPHER CHAVES: Mm hum.

4 JOHN ROMANO: It wasn't -- we're not  
5 blanketing the inspection. We're just -- the  
6 discussion, we're pooling them together. But these  
7 were individual applications and individual  
8 inspections.

9 JASON BEAN: Some are at T stations and  
10 then some are in these neighborhood type areas.

11 JOHN ROMANO: And, again, all of them  
12 bikes. Great. Thank you. So, no issues again?

13 JASON BEAN: No issues.

14 JOHN ROMANO: Thank you very much.

15 Ken, anything you'd like to add to  
16 these applications?

17 KEN ROWELL: Not at this time.

18 JOHN ROMANO: May I ask you to do one  
19 favor? Can you spell your last name for the  
20 stenographer?

21 KEN ROWELL: Yes, R-o-w-e-l-l.

22 JOHN ROMANO: Thank you. Appreciate  
23 that.

24 Okay. Anybody have any questions,

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1 comments, concerns on these?

2 (No response.)

3 JOHN ROMANO: Okay. Seeing none, we  
4 will take this group under advisement and we will get  
5 back to you.

6 JOHN ROMANO: Okay. Next is on the  
7 agenda application for 2019 renewal of Outdoor  
8 Advertising licenses and permits. As you can see,  
9 there is 58 various license holders along with their  
10 permits. And I do -- does anybody have any questions,  
11 comments, concerns that you'd like to make?

12 (No response.)

13 JOHN ROMANO: I do want to add for the  
14 record, and Lydia will send you a copy of this, we do  
15 have a letter from Clear Channel regarding the 125  
16 MBTA static billboard permits which they are, you  
17 know, are making a letter in opposition to those. And  
18 we will review the letter and we will also include it  
19 as part of the record for this hearing.

20 So, Mike, anything you want to add or -  
21 -

22 MIKE MAURELLO: No.

23 JOHN ROMANO: Okay. I'll just make a  
24 note of that.

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1 Mike Maurello from Clear Channel. Mike  
2 Maurello.

3 Okay. Next, Item E is application for  
4 renewal of unlicensed Outdoor Advertising permits.  
5 There are 11 people that are renewing just unlicensed  
6 permits.

7 Any questions, comments, concerns on  
8 these?

9 (No response.)

10 JOHN ROMANO: Okay. Seeing none, the  
11 next item is for the record, actions taken since our  
12 last public hearing in December. There are a handful  
13 of items listed here under this section. Does anybody  
14 have any questions, comments, concerns on these?

15 (No response.)

16 JOHN ROMANO: Okay. Great. None.

17 And then, lastly, general public  
18 comment. Anybody have any comments, questions,  
19 concerns, issues?

20 (No response.)

21 JOHN ROMANO: Okay. Before we adjourn,  
22 Jason just reminded me the list of public meeting  
23 dates for 2019, which, of course, are the second  
24 Thursday of every month at 11:00 in this room, but

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1 they are posted on our site. So, in case you need to  
2 look at those, they are all up there.

3 So, seeing no public comment, we are  
4 adjourned. Thank you all very much. And, go  
5 Patriots. Not everybody might be there, but we'll  
6 see.

7 (Whereupon, the proceedings were concluded  
8 on January 10, 2019 at 11:17 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.