

Office of Outdoor Advertising

Public Hearing

January 15, 2026

11:00 AM

(All attendees appeared remotely via
videoconferencing and/or teleconferencing.)

Present:

MASSDOT-OOA:

Tim McCarthy, Director

Jerry Kelleher, Member

Lydia Quirk, Member

Chris Chaves, Member

Jason Bean, Member

ORANGE BARREL MEDIA:

Christian Regnier

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

2 TIM MCCARTHY: All right. Thank you
3 very much. Good morning, everybody. My name is Tim
4 McCarthy. I'm the Director of Outdoor Advertising for
5 MassDOT. We are here for the January 15, 2025 Office
6 of Outdoor Advertising hearing. This meeting is being
7 held virtually by the Governor's Act extending virtual
8 public meetings through June of 2027. We are running
9 this hearing by Zoom platform. Please note that this
10 meeting is being recorded by a stenographer, Jatira,
11 who's new to the team. Please note that this meeting
12 is being recorded, oh yeah, by her, and she will
13 provide a transcript of the meeting that will be
14 posted on our website when it's available.

15 The Outdoor Advertising team is all
16 here and present, and as always, I think I have the
17 best team going. So thanks to Lydia, Jerry, Jason,
18 and Chris. This meeting is accessible to people with
19 disabilities and individuals with limited English
20 proficiency. If you filed a request to be available
21 today and did not receive it, please contact MassDOT's
22 Office of Diversity and Civil Rights at 857-368-8580.
23 Or you can email the Civil Rights Office at
24 massdot.civilrights@dot.state.ma.us. Please note that

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1 accessible versions of the meeting materials have been
2 previously posted to our OOA website and will be
3 referred to in this meeting, and that we'll be posting
4 those links in the question and answering box.

5 Jerry Kelleher is the member of our
6 team that will go through the Zoom controls at this
7 meeting. Jerry?

8 JERRY KELLEHER: Thank you, sir.

9 TIM MCCARTHY: Thank you.

10 JERRY KELLEHER: So, on your own
11 computer, check your microphone, make sure it's
12 working, and only the panelists are on the camera, and
13 the interpretation feature is not functional for this
14 webinar. The ID today is 935 4156 2555. If you can't
15 get on the internet, if you have any technical
16 problems as we go along, you can always call in to the
17 meeting at the phone number shown here, 301-715-8592.
18 And if you'd like to ask a question during this
19 meeting, just raise your hand, hit the icon that says
20 raise your hand, and I'll unmute you at the
21 appropriate time. And when you do that, state your
22 name for the record, and please make your question
23 pertinent to the agenda item we are discussing at that
24 time.

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1 There'll be a chance for general
2 questions at the end of this meeting. If you want to
3 type in any written questions, you can do that in the
4 Q&A. We'll try to answer them as we go along.
5 Finally, if you are on the phone and would like to
6 make a comment, dial *9, and I will call out the last
7 three digits of your cell phone number when it's your
8 time to speak.

9 That's basically the protocols for
10 today, and I'll turn it back to the Director, Mr.
11 McCarthy.

12 TIM MCCARTHY: Thanks, Jerry. Jerry's
13 posted the agenda, and what we'll do is go through
14 each item. It should be a fairly short meeting as we
15 really only have one item on the agenda today.
16 Everybody in the hearing is currently muted and your
17 camera's turned off. The sign-in sheet physically
18 can't be signed, obviously, but by signing up for the
19 webinar, we have a list of those who are in attendance
20 based on that. Please note that you can provide
21 comments in writing to us by email always.

22 And for anybody who may be new, we do
23 not make any of the decisions at this actual hearing.
24 Each item will be taken under advisement, and

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1 decisions are usually made within a few weeks, and
2 sometimes as quick as a week. But we'll give time for
3 write-in comments to our email address, which is
4 oainformation@dot.state.ma.us. You can send your
5 comments in writing there. Also, we'll have public
6 comments at the end of each item and at the end of the
7 meeting if you have any overall comments at the end of
8 the agenda. And with that, Jerry, we're going to
9 start the hearing.

10 JERRY KELLEHER: Okay.

11 TIM MCCARTHY: The meeting's been
12 called to order. The last meeting was December 18th,
13 and we'll approve those minutes. The agenda item
14 today is a new application for electronic permit,
15 Orange Barrel Media, 51 Brookline Ave. It's a rooftop
16 structure. Application is to replace an existing
17 static with electronic sign structure at 51 Brookline
18 Ave. It's a rooftop structure on top of Sal's Pizza,
19 across the street from the Cask 'n Flagon. Existing
20 static permit numbers 1616-631, 1631A, and 16631B are
21 at this location.

22 Notice of surrender has been submitted
23 for the existing static permits. The OOA office, our
24 office has notified Mayor Wu's office of Boston and

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1 the City Clerk of Boston about the application on
2 12/16/2025. The Office of the State Traffic Engineer
3 has determined that a detailed traffic study will not
4 be required for this location. There were no comments
5 from the Highway Division District 6 for this
6 application. Chris and I were out on the location,
7 and Chris has a full inspection report, so I'll turn
8 it over to Chris quickly. Chris.

9 CHRIS CHAVES: Thank you, Tim. As you
10 mentioned, this is a proposed 20 by 26 structure,
11 electronic structure facing south Brookline Ave.
12 There are no spacing issues to any other permitted
13 signs, static signs on the same side of the roadway,
14 as well as electronic signs on either side of the
15 roadway in this location. There is no issues with
16 this -- with this location, with this site. The only
17 thing I would mention, pending approval of this
18 permit, the current structures would need to be
19 removed prior to building the new structure.

20 TIM MCCARTHY: Thank you. Is there
21 anybody here from Orange Barrel Media who'd like to
22 make a comment or a statement regarding 51 Brookline
23 Ave?

24 JERRY KELLEHER: Christian.

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1 TIM MCCARTHY: Christian, good morning.

2 CHRISTIAN REGNIER: Good morning,
3 Director. And for the record, Chris Regnier, on
4 behalf of -- my video is not on, but maybe --

5 JERRY KELLEHER: There you go.

6 CHRISTIAN REGNIER: For the record,
7 Chris Regnier, on behalf of Orange Barrel Media,
8 nothing to add to that report. I just wanted to go on
9 record in appreciation of the office's efforts and
10 appreciate the presentation today. Thank you.

11 TIM MCCARTHY: Thanks very much,
12 Christian. Appreciate that. We did have several
13 letters of recommendation that will be put in the, in
14 the file from the Fenway Alliance, the Fenway Center
15 Tenant LLC, Ben & Jerry's, Cask 'n Flagon Local,
16 Boston Arts Academy, and the Kenmore Association thus
17 far are all in favor of this application and will be
18 put in the file. If there's no other further
19 questions or comments, we can move on to the next
20 agenda item.

21 JERRY KELLEHER: Nothing -- no hands
22 raised.

23 TIM MCCARTHY: Excellent. Excellent.
24 We have some applications for renewals and some action

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1 items that were taken up from last -- from last
2 month's hearing. There's nothing new to report. Is
3 there any public comment before we adjourn the
4 meeting?

5 JERRY KELLEHER: I'm not seeing any
6 hands raised.

7 TIM MCCARTHY: All right. Hearing and
8 seeing none, at this point, we'll adjourn the meeting.
9 Again, I always thank my team, Lydia, Jerry, Jason,
10 and Chris. I do have my Patriots tie on. I don't
11 know if anybody knows, but we're ready to go for
12 Sunday. I hope everybody enjoys the game on Sunday.
13 I hope we're happy on our day off on Monday after a
14 Patriots win. So with this, we'll wrap up this
15 meeting. This concludes the January meeting of 2026,
16 our first one of the new year. And we'll see you all
17 next month. Hope you have a great rest of the day,
18 everybody.

19 JERRY KELLEHER: Thank you.

20 TIM MCCARTHY: Thank you.

21 CHRIS CHAVES: Thank you.

22 TIM MCCARTHY: Hey, Jatira, thanks for
23 having -- thanks for being here. We'll talk soon.

24 THE COURT REPORTER: Thank you.

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(Whereupon, the proceedings were concluded
on January 15, 2026 at 11:31 a.m.)

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C E R T I F I C A T E

I, Jatira Cotten-Dortch, 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.

Jatira Cotten-Dortch

Jatira Cotton-Dortch, Notary Public
My Commission Expires On:
November 18, 2027

**All names not provided were spelled phonetically to the best of my ability.