

Office of Outdoor Advertising  
Public Meeting

July 11, 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 July 11, 2019

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24

P R O C E E D I N G S

JOHN ROMANO: Good morning, everyone.  
Sorry. We're two minutes late. I'll talk that much  
faster.

Good morning. My name is John Romano.  
I'm the Director of Outdoor Advertising for MassDOT.  
We are here today for the July 11, 2019 Outdoor  
Advertising hearing.

This meeting is accessible to people  
with disabilities and individuals with limited English  
proficiency. If you have filed a request with us for  
assistive technology, sign language, alternate format  
documents, an interpreter, translated documents, or  
other such services to be available here today, please  
see Lydia if you have not yet received the assistance  
you need. We could also have amplification devices  
available for anybody who needs them. If you need any  
other similar assistance to participate today, let  
Lydia know and we will try to help you get what you  
need. Obviously, if it's filed ahead of time or  
requested, we will make sure that we absolutely have  
it here for you.

And I believe we've received no such

Office of Outdoor Advertising July 11, 2019

1 requests for this kind of thing.

2 LYDIA QUICK: No.

3 JOHN ROMANO: So, we will start. Sign-  
4 in sheets, a copy of meeting minutes from last month's  
5 hearing, and today's agenda are on the table to my  
6 left. If you didn't sign in on your way in, you can  
7 certainly do so on the way out. That will be made  
8 part of the record with the transcript of today's  
9 hearing.

10 The next item on the agenda is minutes  
11 approval for June 13, 2019 Outdoor Advertising public  
12 hearing. Are there any questions, comments, concerns,  
13 changes, etc.?

14 (No response.)

15 JOHN ROMANO: Seeing none, we will mark  
16 those approved.

17 The next item on the agenda is an  
18 application for permit amendment. RSA Media, Inc., 10  
19 Merchant Street in Sharon, Application Number  
20 2018D019. This is a new structure facing north. The  
21 amendment is to move the sign a couple of hundred feet  
22 on the same property. The sign has not yet been  
23 built.

24 Is there anyone here representing RSA

Office of Outdoor Advertising July 11, 2019

1 Media today?

2 SUSAN EASTMAN: Susan Eastman.

3 JOHN ROMANO: Okay.

4 JOANNA HILVERT: And, Joanna Hilvert.

5 JOHN ROMANO: So, Susan and Joanna, as  
6 you both know, my field inspector has met with your  
7 surveyor, for lack of a better term. They were out  
8 there. I think they -- and I'll have Marc give his  
9 report -- but we got a new plot plan with a location.  
10 They've gone out, done their measurements. And we  
11 seem to all be in agreement as to the location of the  
12 sign in regards to location of other permits that are  
13 out there and active.

14 So, I'm going to let Marc give his  
15 report first. He's got all the key information.

16 MARC PLANTE: Thank you, John.

17 JOHN ROMANO: Marc Plante.

18 MARC PLANTE: Yes, this is an existing  
19 approved site originally on Route 95. And they wanted  
20 to move this a little bit to the south, 254 feet. In  
21 that case, it did not influence the approved site. It  
22 would still be conforming to the regulations. It  
23 would be the spacing issue changed, but nothing else  
24 changed. But the spacing issue was okay.

Office of Outdoor Advertising July 11, 2019

1                   There is the sign to the north,  
2 digital, single-face. And it's now 1,266 feet from  
3 this proposed site.

4                   There is also an approved digital  
5 single-face to the south. And that measurement was  
6 1,186 feet. So, it satisfied the 1,000-foot rule.  
7 So, the new site is conforming to the regulations.

8                   JOHN ROMANO: Okay. Great. And that's  
9 with -- we've discussed at our staff meeting last  
10 week, and speaking with Joanna actually through email  
11 this week. So, I guess the long and the short of it  
12 is that it conforms to all of our measurements and  
13 requirements as needed.

14                   JOANNA HILVERT: Right.

15                   JOHN ROMANO: I also do, just for the  
16 record, we do have a letter from the Town of Sharon,  
17 Department of Public Works that they approve the  
18 revised location as a minor modification and did not  
19 require any additional special permit or anything of  
20 that nature. So, I do have that for the record as  
21 well.

22                   Do either of you have anything that you  
23 would like to add to your amendment application at  
24 this time?

## Office of Outdoor Advertising July 11, 2019

1 SUSAN EASTMAN: No.

2 JOANNA HILVERT: Not at this time.

3 Thank you.

4 JOHN ROMANO: Any questions, comments,  
5 concerns, or anything from the public?

6 (No response.)

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

9 Thank you, both, very much for your  
10 help with this.

11 JOANNA HILVERT: Thank you.

12 JOHN ROMANO: Okay. Next on the  
13 agenda, we have an application for an electronic  
14 permit, Carroll Advertising, LLC. This is 45 -- is  
15 this the right one?

16 MARC PLANTE: Yeah.

17 JOAN ROMANO: I have my folders in the  
18 wrong order. What did I tell you, Marc? I've been  
19 shifting them around for the last week. I knew I was  
20 going to have them out of order. Here we go.

21 So, Carroll Advertising, 45-49  
22 Washington Street in Plainville. This is a new  
23 structure, two-sided, digital. The application is  
24 number 2019D010 and 2019D011.

## Office of Outdoor Advertising July 11, 2019

1 Notification was provided by my office  
2 to the town administrator and the town clerk on June  
3 11, 2019.

4 Is the applicant present?

5 JOHN CARROLL: Yes, sir. John Carroll  
6 from Carroll Advertising.

7 JOHN ROMANO: Okay. Is anybody here  
8 representing the municipality where the sign is being  
9 proposed?

10 (No response.)

11 JOHN ROMANO: No. Are there any  
12 abutters present today?

13 (No response.)

14 JOHN ROMANO: No. Is there anyone here  
15 from the MassHighway District Office?

16 (No response.)

17 JOHN ROMANO: No.

18 Mr. Carroll, just to make you aware, we  
19 did get an email from Bill Travers of the District  
20 Office. He has two items for you. One, just if there  
21 are -- if there is any tree trimming that needs to be  
22 done in relation to this, you need to contact the  
23 District directly and apply for a permit for that  
24 through them. It's not tied to this permit at all, so

Office of Outdoor Advertising July 11, 2019

1 you would have to do that directly through the  
2 District office.

3 Also, we just want to make you aware  
4 that we've had a few concerns in this area about the  
5 brightness of other digital signs in the area. And,  
6 just to remind you of the requirements in 3.17  
7 electronic signs, there is the requirements for how  
8 bright they can be, and just to make sure that your  
9 sign is set at those levels and not higher. Should we  
10 have any issues, you know, we will contact you to  
11 adjust that. But we just want you to be sure that,  
12 you know, you keep an eye on those and be on track  
13 because we have received a few other concerns about  
14 it.

15 Mr. Carroll, was certified -- oh,  
16 excuse me, one other thing. Traffic Operations, is  
17 anybody here from MassDOT Traffic?

18 (No response.)

19 JOHN ROMANO: No.

20 As we did make you aware, our State  
21 Traffic Engineer's Office is going to require a  
22 traffic study for this area, for this particular sign.  
23 We will send you the requirements for the traffic  
24 study after this hearing.



## Office of Outdoor Advertising July 11, 2019

1                   The way it works is you will be  
2                   required to do a pre-installation study. Once that's  
3                   submitted, reviewed, and approved, should everything  
4                   else be all right with the location, we will then  
5                   issue the permit. You'll install your sign. You will  
6                   then need to do an after-study, or a post-installation  
7                   study that will need to be reviewed and approved by  
8                   the Traffic Engineer's Office at that time. All  
9                   right?

10                   Next, Mr. Carroll, was certified mail  
11                   notice to abutters by you at least 30 days prior to  
12                   you submitting your application to the Office of  
13                   Outdoor Advertising?

14                   JOHN CARROLL: Yes, sir.

15                   JOHN ROMANO: And I do have those  
16                   receipts, the post office receipts. Thank you for  
17                   submitting those.

18                   JOHN CARROLL: Yes, sir.

19                   JOHN ROMANO: And we do have a copy of  
20                   the letter as well. So, thank you.

21                   Have you received any written comments  
22                   in support or opposition of this?

23                   JOHN CARROLL: No, sir.

24                   JOHN ROMANO: Great. And, neither have

Office of Outdoor Advertising July 11, 2019

1 we. So, great.

2 And, Mr. Carroll, you did receive a  
3 special permit or variance from the Town, as was  
4 submitted and signed off by your application. And we  
5 have a copy of that, correct?

6 JOHN CARROLL: Yes.

7 JOHN ROMANO: And you are aware that  
8 there is a restriction on the hours of operation from  
9 midnight to 6:00 a.m. --

10 JOHN CARROLL: Yes, sir.

11 JOHN ROMANO: -- as stated by the Town.  
12 Great.

13 At this time, I'm going to have my  
14 field inspector, Marc Plante, give his report.

15 MARC PLANTE: Thank you, John.

16 As the Director said, this is an  
17 application for a monopole with electronic  
18 application, digital sign, two-sided, located on Route  
19 1 in Plainville. The area is zoned for business, and  
20 there are two businesses within 500 feet of the site.  
21 There are no parks, playgrounds, or recreational areas  
22 within 300 feet of the site. And there is no spacing  
23 issues with any other signs. Therefore, it is  
24 conforming to the regulations.

## Office of Outdoor Advertising July 11, 2019

1 JOHN ROMANO: Great. Thank you very  
2 much.

3 MARC PLANTE: Thank you.

4 JOHN ROMANO: Mr. Carroll, do you have  
5 anything you'd like to add to your application at this  
6 time?

7 JOHN CARROLL: I just have a question  
8 about the tree cutting. There will be a couple of  
9 trees that will be cut on the property itself. And I  
10 don't know how that would relate to asking permission  
11 from the --

12 JOHN ROMANO: If they're MassDOT.

13 JOHN CARROLL: Okay.

14 JOHN ROMANO: If it's on state  
15 property.

16 JOHN CARROLL: Okay.

17 JOHN ROMANO: If you require any --

18 JOHN CARROLL: Nothing on state  
19 property.

20 JOHN ROMANO: That's -- I'm sorry. I  
21 should have clarified. Just state property. Not that  
22 we don't worry about other people's trees, but we stay  
23 in our lane -- we try to anyways -- no pun intended.

24 And, just as I said earlier, Mr.

Office of Outdoor Advertising July 11, 2019

1 Carroll, just reminding you of all the requirements in  
2 700 CMR 3.17 regarding electronic signs.

3 Also, you'll be required to do 15 hours  
4 of public service announcements. Mr. Kelleher will be  
5 in touch, as we have with other signs with you in the  
6 past. So, you know the routine that goes along with  
7 that.

8 JOHN CARROLL: Yes, sir.

9 JOHN ROMANO: So, thank you.

10 Any questions, comments, or concerns  
11 from the general public?

12 (No response.)

13 JOHN ROMANO: Okay. Seeing none, we  
14 will take this under advisement and we will get back  
15 to you on it. And we will let you know -- give you  
16 all the information about the traffic requirement for  
17 the study.

18 JOHN CARROLL: Thank you.

19 JOHN ROMANO: Thank you.

20 Okay. Next, we have this is an  
21 application from Lamar Central Outdoor, LLC in the  
22 Town of Foxborough. This is Application 2019068 and  
23 2019069. This is new structures for static signs.

24 Is the applicant present?

## Office of Outdoor Advertising July 11, 2019

1 MATT RENNINGER: Yes.

2 JOHN ROMANO: Please state your name  
3 for the record, sir?

4 MATT RENNINGER: Matt Renninger, R-e-n-  
5 n-i-n-g-e-r, for Lamar.

6 JOHN ROMANO: Okay. Is there anyone  
7 here representing the municipality where the sign is  
8 being proposed?

9 (No response.)

10 JOHN ROMANO: No. Are there any  
11 abutters present today?

12 (No response.)

13 JOHN ROMANO: No. Is there anybody  
14 here from the District Office?

15 (No response.)

16 JOHN ROMANO: No. Again, same  
17 District. Mr. Bill Travers is the operations  
18 engineer. Mr. Renninger, same comment. If there are  
19 any tree trimming requirements and it's on state  
20 property, then you'll have to obtain that permit  
21 directly from the District, and you'll need to talk to  
22 them. Contact Mr. Travers and he'll be able to help  
23 you out. That's separate from any permit that you  
24 have with us.

## Office of Outdoor Advertising July 11, 2019

1 MATT RENNINGER: Sure.

2 JOHN ROMANO: Great. And Traffic  
3 Operations is not applicable in this instance because  
4 it's a static sign.

5 Mr. Renninger, was certified mail  
6 notice sent to abutters by you at least 30 days prior  
7 to submitting your application to us?

8 MATT RENNINGER: Yes, sir.

9 JOHN ROMANO: And I do have copies of  
10 the post office receipts. So, thank you for that.

11 And, I also do have a copy of the  
12 letter that you sent out. So, thank you for providing  
13 that.

14 Have you received any written comments  
15 in support or opposition?

16 MATT RENNINGER: We have not.

17 JOHN ROMANO: And I did actually  
18 receive a call from the state representative. And his  
19 name just slips my mind here. In any case, he was in  
20 favor of it. He wanted to call and let us know that  
21 he supports it.

22 MATT RENNINGER: Great.

23 JOHN ROMANO: So, we've received no  
24 other letters or comments for or against.

## Office of Outdoor Advertising July 11, 2019

1                   Okay. And, Mr. Renninger, a special  
2 permit from the Town of Foxborough, and you provided a  
3 copy of that as signed off by the town, is that  
4 correct?

5                   MATT RENNINGER: Yes.

6                   JOHN ROMANO: Great. Thank you.

7                   At this time, I will have my field  
8 inspector give his report on this. Mr. Plante, you  
9 are the man of the hour this morning.

10                  MARC PLANTE: Thank you, John.

11                  This is an application for a single  
12 monopole, two static signs facing north and south on  
13 Route 1 in Foxborough. There are two businesses  
14 within 500 feet, and the area is commercial. There  
15 are no parks, playgrounds, or recreational areas  
16 within 300 feet of the site. And there were no  
17 spacing issues with any other signs. Therefore, the  
18 site is conforming to the regulations.

19                  JOHN ROMANO: Great. Thank you.

20                  Anything that you'd like to add to your  
21 application at this time, Mr. Renninger?

22                  MATT RENNINGER: No, just a thanks to  
23 your office. This is my first application turning in  
24 since coming to Lamar out here in Mass. And your

## Office of Outdoor Advertising July 11, 2019

1 office was a great help.

2 JOHN ROMANO: Great. Thank you. We  
3 try to do our best.

4 Does anybody have any questions,  
5 concerns, comments?

6 (No response.)

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

10 MATT RENNINGER: Thank you.

11 JOHN ROMANO: Okay. Next, we have J.C.  
12 Decaux Boston. This is a conversion of I believe 20  
13 existing information panels that are out on the street  
14 to digital and one new location that's going to be the  
15 same as these conversions, digital. These are  
16 Application Numbers 2019047 through 2019067.

17 Notice was sent by my office to the  
18 mayor and the city clerk on June 5, 2019.

19 Let's see. So, is the applicant  
20 present?

21 GERRY TUCKE: Yes.

22 JOHN ROMANO: Please state your name  
23 for the record.

24 GERRY TUCKE: Gerry Tucke, J.C. Decaux.



## Office of Outdoor Advertising July 11, 2019

1                   JOHN ROMANO: Unless anybody has any  
2 objection, we're going to take all 21 of these  
3 applications at one time. We have a sample location  
4 that my inspector, Mr. Bean, will talk about shortly,  
5 up on the screen.

6                   JOHN ROMANO: Okay. Is there anyone  
7 here representing the municipality, the City of  
8 Boston, where the sign is being proposed?

9                   (No response.)

10                  JOHN ROMANO: I do have a letter, just  
11 so you know, from Jerome Smith from the Mayor's Office  
12 of Neighborhood Services, supporting, and has reviewed  
13 all of these locations and is okay.

14                  And I also have a text from Mr. Peter  
15 O'Sullivan from the City of Boston that says, "I'm  
16 heading over now," and Peter is always late. He  
17 wanted to speak on behalf. I'm sure he'll come just  
18 as we finish. But he did send a text with his  
19 support.

20                  Are there any abutters present today  
21 for any of these locations?

22                  (No response.)

23                  JOHN ROMANO: Is anyone here from the  
24 District Office, MassDOT?

Office of Outdoor Advertising July 11, 2019

1 (No response.)

2 JOHN ROMANO: Traffic Operations from  
3 MassDOT, I do have a memo from the Traffic Office,  
4 State Traffic Engineer's Office. And they are not  
5 going to require any traffic studies for any of these  
6 locations, but that memo is part of the record.

7 Okay. And, based on the fact that  
8 these are street furniture, fixtures, a butter  
9 notification is not required.

10 And a special permit, according to the  
11 City of Boston, they are in conformity and are part of  
12 their street furniture contracted to you, is that  
13 correct, Mr. Tucke?

14 GERRY TUCKE: Yes. Yes, sir.

15 JOHN ROMANO: All right. Great.

16 With that, I'm going to have Mr. Bean  
17 give his field inspection.

18 JASON BEAN: The one we've got showing  
19 here is an example. This is 2019049, located, or will  
20 be located, at 918 Commonwealth Ave. in Boston. This  
21 is a new ECIP. It will replace a standard CIP,  
22 2002198. They're 4x6's and they'll be facing east.

23 So, we have, you know, some of the  
24 exemptions that are for the street furniture. So,

Office of Outdoor Advertising July 11, 2019

1 there's no issues with this one. The only thing I  
2 would do is ask the applicant that the first one has  
3 to come down before the new one goes up.

4 GERRY TUCKE: Yes.

5 JASON BEAN: And the permit number  
6 affixed to that location.

7 So, other than that, John, as this is  
8 an example, they're all pretty much this type of  
9 scenario. So, at this time, there's no issues with  
10 them.

11 JOHN ROMANO: And, just so you're aware  
12 -- I may have told you this. This is the general --  
13 so, Gerry and I, in order to be able to put the new  
14 ones up, we have to surrender the old permits. And so  
15 the way we did it is Gerry submitted a surrender form  
16 to all 20 of the existing locations. He is going to  
17 put the new permit numbers on the old structures so  
18 that there was no structure out there without a  
19 permit. And then, as the new ones -- because they  
20 won't come in all at once -- as they come in, he will  
21 replace the old structure with the new one and put the  
22 new number. But, out there today, the new numbers  
23 will be on the old structures. He'll be replacing  
24 them. So, we worked that out. I thought that was a

## Office of Outdoor Advertising July 11, 2019

1 fair solution --

2 JASON BEAN: Sure.

3 JOHN ROMANO: -- as to how we could

4 keep everything --

5 GERRY TUCKE: Thank you.

6 JASON BEAN: Yeah.

7 JOHN ROMANO: Everything has a permit.

8 Everything is in order. And we will not have a time

9 where there is --

10 JASON BEAN: Two permits out there,

11 yeah.

12 JOHN ROMANO: Not two permits and vice

13 versa.

14 JASON BEAN: Yeah.

15 JOHN ROMANO: Okay.

16 JASON BEAN: Thank you.

17 JOHN ROMANO: Yeah.

18 Mr. Tucke, anything that you would like

19 to add to your application at this time?

20 GERRY TUCKE: Thank you for your help

21 with all this.

22 JOHN ROMANO: No problem. Okay.

23 Any questions, comments, or concerns

24 from anybody?

Office of Outdoor Advertising July 11, 2019

1 (No response.)

2 JOHN ROMANO: I'm not going to read  
3 every location, but just there's multiple locations on  
4 various streets. But this is all the City of Boston,  
5 and it's Beacon Street, Commonwealth Ave., Yawkey Way,  
6 Huntington Ave., Boylston Street, Dartmouth Street,  
7 Saint James Ave., Summer Street, and Seaport  
8 Boulevard. And if I didn't take a minute to read  
9 those street names, Peter would have been here just as  
10 I said we're finished. But I extended it by 30  
11 seconds, Peter, and you're on time. So, I know you  
12 said you wanted to speak on behalf of these. So, just  
13 identify yourself for the record.

14 PETER O'SULLIVAN: Peter O'Sullivan,  
15 Director of Asset Management for the City of Boston  
16 Property Management.

17 We have reviewed. We've gone through  
18 the process with J.C. Decaux on all these locations,  
19 and we approved and worked with all of them.

20 JOHN ROMANO: Great. Thank you. And I  
21 also, just for the record, let people know that the  
22 Mayor's Office of Neighborhood Services reviewed and  
23 approved all of these locations.

24 PETER O'SULLIVAN: Yes.

## Office of Outdoor Advertising July 11, 2019

1                   JOHN ROMANO:  And we have a letter from  
2 Jerome Smith on that as well.

3                   PETER O'SULLIVAN:  Yeah.  Thank you.

4                   JOHN ROMANO:  So, thank you for your --  
5 providing all that supporting documentation.

6                   So, any questions, comments, concerns?

7                   (No response.)

8                   JOHN ROMANO:  Seeing none, we will take  
9 these under advisement and we will get back to you  
10 shortly.  Thank you for your time.

11                   Okay.  The next item on the agenda is  
12 for the record, actions taken since the last public  
13 hearing.  Any questions, comments, or concerns on  
14 that, those items?

15                   (No response.)

16                   JOHN ROMANO:  None.  Okay.  Any other  
17 public comments, questions, or concerns at this time?

18                   (No response.)

19                   JOHN ROMANO:  Okay.  Seeing none, we  
20 are adjourned.  Thank you very much.  Have a great  
21 day.  Enjoy the sunshine.

22                   (Whereupon, the proceedings were concluded  
23 on July 11, 2019 at 11:27 a.m.)

24                   //

Office of Outdoor Advertising July 11, 2019

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.

**ATM, INC. Court Reporting Services**  
**339-674-9100**