

Office of Outdoor Advertising
Public Meeting

July 14, 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, July 14, 2022

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

2

3 JOHN ROMANO: Good morning, everybody.

4 My name is John Romano. I am the Director of Outdoor
5 Advertising for MassDOT. We are here for our July 14,
6 2022 Office of Outdoor Advertising public meeting.

7 This meeting is being held virtually by
8 the Governor's Act extending certain COVID-19 measures
9 adopted during the State of Emergency, through July
10 15, 2022, which is tomorrow. And I just want to call
11 that to people's attention. For next month's hearing,
12 August, we currently have it scheduled as an in-person
13 hearing. We know that the legislature is currently
14 working on extending virtual public hearings. But
15 until we actually -- until that is actually extended,
16 we had to plan ahead and schedule as in-person. So
17 that may change after tomorrow. But, as of right now,
18 the August public meeting is scheduled for in-person.

19 We are running this hearing by Zoom
20 platform.

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

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1 The meeting is accessible to people
2 with disabilities and individuals with limited English
3 proficiency. If you filed a request to be available
4 today and did not receive it, please contact MassDOT's
5 Office of Diversity and Civil Rights at 857-368-8580
6 or massdot.civilrights@dot.state.ma.us.

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

9 Jerry, would you put up the Zoom
10 controls and go through that?

11 GERARD KELLEHER: All right. Here we
12 go.

13 So, the panelists are the only ones
14 with the camera working.

15 The chat and the interpretation
16 features are not active for this Webinar.

17 If you can't access the internet or you
18 have any technical problems, you can call in at 301-
19 715-8592.

20 The July 2022 ID is 927 8327 5544, and
21 the passcode, which is more complex every month, is
22 .U!NsjM5X4.

23 As far as the protocols for the
24 meeting, please raise your hand if you'd like to ask a

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1 question, or you may submit a written question in the
2 Q&A section on your screen. Please state your name
3 verbally before asking a question. And, please, only
4 ask one question or make one comment at a time, and
5 keep it to the subject on the agenda that we're
6 discussing.

7 To ask a question by phone, dial *9,
8 and I will call out the last three digits of your
9 phone number and then unmute your audio when it is
10 your turn to speak.

11 That being said, I will turn it over to
12 the Director.

13 JOHN ROMANO: Thanks, Jerry.

14 Please note that accessible versions of
15 the meeting materials have previously been posted to
16 the OOA website and will be referred to in the
17 meeting. And they are also posted to the links in the
18 Q&A box.

19 I will go through the agenda.

20 Obviously, the sign-in sheet can't
21 physically be signed, but we do have a list of those
22 who are in attendance today based on the webinar
23 sheet. So that will be the sign-in part of our
24 agenda.

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1 Jerry, could you put the current --
2 today's agenda up on the screen so that we can go
3 through each item?

4 Just so everybody knows, everybody in
5 the public is currently muted and your camera is
6 turned off.

7 If you would like to speak at some
8 point during the meeting when public comment is
9 requested, you should use the raise your hand
10 function, as was described by Jerry earlier. And you
11 can also put your question or comment in the Q&A box,
12 as Jerry also described.

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

15 For anybody who may be new, we do not
16 make any decisions at this actual hearing. Every item
17 is taken under advisement, and decisions are made
18 usually within a few weeks, sometimes as early as a
19 week, but we give time for write-in comments to our
20 email address, which is
21 OOAInformation@dot.state.ma.us.

22 You can send your comments in writing
23 there.

24 Also, we will have a public comment at

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1 the end of each item, as we always do, and then a
2 final chance for overall comments at the end of the
3 agenda.

4 So, Jerry, with that, we will start our
5 meeting at the beginning of the agenda.

6 So, we've already taken care of the
7 sign-in.

8 Next, will be the minutes approval from
9 the June 9th regular session. So those minutes were
10 previously posted, as stated, and they are currently
11 up on the screen.

12 Does anybody have any comments or
13 questions on those?

14 (No response.)

15 GERARD KELLEHER: I don't see any
16 hands.

17 JOHN ROMANO: Okay. Seeing no hands
18 raised or any questions asked, I will mark those as
19 approved. Okay.

20 So, the first item up on the agenda
21 today, Jerry, if you could scroll down to Number 3, if
22 you could go to the regular agenda? Okay. Thank you,
23 sir.

24 So, the first item up on the agenda is

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1 an application for permits from Outfront Media Boston,
2 LLC. There are 29 existing bike kiosks. These bike
3 kiosks have been out on the street since 2020, but
4 they have not had advertisement. They are now looking
5 to get permits to put advertisement on the bike
6 kiosks.

7 There was -- excuse me one second. I
8 need to look up one thing. I apologize. I should
9 have had them in front of me.

10 Notice was sent to the municipality, to
11 the clerk and the mayor, on June 15, 2022.

12 Is the applicant present?

13 JENNA PANEPINTO: Yes, Jenna Panepinto,
14 Outfront Media.

15 (Phone ringing.)

16 JOHN ROMANO: Sorry. I apologize.

17 Hi, Jenna. Welcome.

18 Is there anybody here representing the
19 municipality for which these 29 locations are
20 proposed?

21 (No response.)

22 GERARD KELLEHER: No hands.

23 JOHN ROMANO: All right. So, before we
24 go any further to ask further questions, I am going to

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1 read the 29 locations, Jenna, because I'm going to do
2 them all at once as one batch. We're not going to do
3 these individual. Okay? So, I'm going to read
4 through these quickly so people will know. These are
5 all in the City of Boston.

6 So, the first one is Harvard Stadium,
7 North Harvard Street at Soldiers Field Road.

8 The next one is Sullivan Square MBTA
9 Station (at Cambridge Street).

10 The next one is Blossom Street at
11 Charles Street.

12 The next one is Canal Street at
13 Causeway Street.

14 Next is Congress Street at Boston City
15 Hall.

16 Next is Shawmut Ave. at Oak Street
17 West.

18 The next is Stuart Street at Berkeley
19 Street.

20 The next is Columbia (sic) Ave. at West
21 Canton Street.

22 Next is Mass. Ave. MBTA Station (393
23 Mass. Ave.).

24 The next is Forsyth Street at

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1 Huntington Ave.
2 The next is Albany Street at East
3 Brookline Street.
4 Next is 645 Summer Street.
5 Next is 250 Mt. Vernon Street (Geiger
6 Gibson Community Health Center).
7 Next is Marion Street at White Street.
8 Then Gove Street at Orleans Street.
9 And Day Square (Chelsea Street at Day
10 Square).
11 Forest Hills (Washington Street and
12 Hyde Park Ave.).
13 The next is 2 Hummingbird Lane at
14 Olmsted Green.
15 The next is 606 American Legion Highway
16 at Canterbury Street.
17 The next is Mt. Hope Street at Hyde
18 Park Avenue.
19 The next is Mt. (sic) Washington Street
20 at Denton Terrace.
21 The next is 1834 Centre Street at West
22 Roxbury Post Office.
23 The next is 23 -- excuse me -- Spring
24 Street at Powell Street.

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1 The next is 555 Metropolitan Ave.

2 Then we have Hyde Park Ave. at

3 Arlington Street.

4 Cleary Square (Hyde Park Ave. at River
5 Street).

6 Adams Street at Lonsdale Street.

7 Ashmont T Stop, which is Dorchester
8 Ave. and Ashmont Street.

9 And, last but not least, 967 Washington
10 Street (at Walsh Playground).

11 That's the 29 locations.

12 So, with that, I will continue with the
13 questions.

14 Are there any abutters present today in
15 any of the locations?

16 (No response.)

17 GERARD KELLEHER: No, no hands raised.
18 Well, there's one hand raised. John Bookston.

19 JOHN ROMANO: I see that, but he's not
20 -- yeah, we'll get to John at the end of the -- at the
21 end of these applications.

22 GERARD KELLEHER: Okay.

23 JOHN ROMANO: Is there anybody present
24 from the District Office?

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1 (No response.)

2 GERARD KELLEHER: No hands.

3 JOHN ROMANO: Seeing none.

4 Traffic Operations, this is N/A because
5 these are static street furniture.

6 And certified mail to abutters is not
7 applicable as this is street furniture.

8 Jenna, have you received any written
9 comments in support or opposition of any of these
10 applications?

11 JENNA PANEPINTO: We have not.

12 JOHN ROMANO: Okay. And neither have
13 we. Okay.

14 And as far as special permit or
15 variance, each of the applications were signed by Kim
16 Foltz, who is the program manager from the City of
17 Boston. And Kim has signed these off as not subject
18 to zoning or bylaws.

19 Is that your understanding as well?

20 JENNA PANEPINTO: Yes. Correct.

21 JOHN ROMANO: That is correct. And Kim
22 has also noted, as I said earlier in the presentation,
23 that these have been in existence since 2020, but
24 without advertising panels, correct?

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1 JENNA PANEPINTO: Correct. Yes.

2 JOHN ROMANO: Okay. Thank you very
3 much.

4 Do you have anything that you would
5 like to add to your applications at this time, Jenna?

6 JENNA PANEPINTO: Not at this time.
7 Thank you.

8 JOHN ROMANO: Okay. With that, I am
9 going to turn it over to my field inspector, Jason
10 Bean, and have Jason give his report.

11 JASON BEAN: Thank you, John.

12 As the list you ran through, these are
13 Outfront Media Boston, LLC street furniture, more
14 specifically, bike kiosks.

15 On the screen, we just put up an
16 example of one of them. The example is 2022SF057 for
17 an application number, all located in Boston. This
18 particular one faces Spring Street.

19 Street furniture does enjoy some
20 exemptions to spacing and parks. So, at this time,
21 for this list, we found no issues at this time.

22 Thank you.

23 JOHN ROMANO: Okay. Great. Thank you
24 for your report, Jason.

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1 Okay. At this time, we will entertain
2 any questions from the general public. And I do
3 believe that, Mr. Bookston, you had your question up
4 earlier -- your hand up earlier. Do you still have a
5 question you would like to ask, or anybody else in
6 attendance?

7 GERARD KELLEHER: Talking is permitted,
8 Mr. Bookston. Unmute yourself.

9 JOHN BOOKSTON: Thank you very much.

10 In addition to the blight which
11 advertising puts into our neighborhoods, you can see
12 from the picture how dangerous it is at that
13 intersection. The only people who are going to be
14 distracted by the sign, which is exactly what the
15 advertisers want, is the driver of the car pointed at
16 the sign making a right turn and not paying attention
17 to whether there's a bicyclist coming from outside or
18 were a person crossing the street. It distracts from
19 the driver's attention at the intersection. This is
20 not an idea which the City of Boston or the state
21 Department of Transportation should be allowing. And
22 to think that you're allowing two dozen of these and
23 would, therefore, allow dozens more at other locations
24 when applied for, gives me great pause as to the

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1 danger and the blight on Boston properties.

2 Thank you very much.

3 JOHN ROMANO: Thank you very much for
4 your comments, Mr. Bookston.

5 Are there any other comments or
6 questions from anybody in attendance today?

7 (No response.)

8 GERARD KELLEHER: No hands are raised
9 at this time.

10 JOHN ROMANO: Okay. Jenna, we will
11 take these applications under advisement, and we will
12 get back to you in a couple of weeks.

13 JENNA PANEPINTO: Thank you, Director.

14 JOHN ROMANO: Okay. Thank you.

15 Okay. On to the rest of the agenda.
16 Those are the only applications that we had on the
17 agenda today.

18 The next section is For the Record -
19 Actions Taken Since the Last Public Hearing.

20 We have a transfer from Harbor Outdoor
21 to Interstate Outdoor was approved on June 22nd.

22 And there was a permit amendment,
23 American Outdoor, LLC in Canton. It was approved on
24 June 22nd as well.

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1 And that's the only actions that have
2 been taken since the last hearing.

3 Are there any questions on those?

4 (No response.)

5 GERARD KELLEHER: No hands are raised.

6 JOHN ROMANO: I apologize. There was
7 also a bus shelter, two bus shelters, that were also
8 approved on 6/22. That's on the last page. That was
9 Item D in Boston. Those were also approved on June
10 22nd.

11 Okay. Seeing no questions there, we
12 will move on to the final item, which is overall
13 public comment. Any other comments or questions?

14 (No response.)

15 JOHN ROMANO: Okay. Seeing none, I
16 will just remind people that currently, as of today,
17 the August 11th hearing is scheduled for in-person. We
18 are anticipating that that will change based on what
19 the legislature action will be taken before tomorrow's
20 deadline. But, until that happens, we are scheduled
21 for in-person hearing. If that changes, we will
22 certainly let everybody know in plenty of time if we
23 go back to virtual.

24 So, thank you all very much. Enjoy the

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1 beautiful day out there. And we'll talk to you next
2 month.

3 Thank you, everyone.

4 We are officially adjourned at 11:19.

5 Thank you.

6 (Whereupon, the proceedings were
7 concluded on July 14, 2022, at 11:19 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.