

Massachusetts Department of Transportation

Office of Outdoor Advertising

Public Hearing

July 17, 2025

11:00 AM

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

Present:

Tim McCarthy, Director

Office of Outdoor Advertising July 17, 2025

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P R O C E E D I N G S

TIM MCCARTHY: Good morning everybody, my name is Tim McCarthy. I'm the director of the Outdoor Advertising Department here at MassDOT. We are here for the July 17<sup>th</sup> 2025 Office of Outdoor Advertising Hearing. This meeting is being held virtually by the Governor's Act of extending virtual public hearings through June of 2027. We are running this hearing by Zoom platform.

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

I always like to thank our team that are present. Thanks to Lydia, Jerry, Jason. Chris is on vacation, and we'd like to take a quick moment to remember our friend and dear colleague, Marc Plante. We just take a moment. Thank you, Jerry.

JERRY KELLEHER: Yeah.

TIM MCCARTHY: Please join us in

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1 taking -- this meeting is accessible to people  
2 with disabilities and individuals with limited  
3 English proficiency. If you file the request to  
4 be available today and did not receive it, please  
5 contact MassDOT's Office of Diversity and Civil  
6 Rights at 857-368-8580 or email them at  
7 [massdot.civilrights@dot.state.ma.us](mailto:massdot.civilrights@dot.state.ma.us).

8 Please note that accessible  
9 versions of this meeting materials have been  
10 previously posted on the OOA website and will be  
11 referred to in the meeting, and we'll have posted  
12 links in the question-and-answer box.

13 Jerry's our team leader on the  
14 Zooms, and he'll go through the controls of this  
15 meeting. Jerry?

16 JERRY KELLEHER: Okay. Thanks a  
17 lot. The microphone icon is something you should  
18 check on your own computer. Make sure you're  
19 working if you need to speak. Only the panelists  
20 are on camera. The chat is available, and we  
21 have the minutes in the chat from the last  
22 meeting as well as from the agenda of this  
23 meeting. Okay?

24 And if you'd like to ask a

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1 question, you just have to raise your hand, hit  
2 that question icon on Zoom and I'll unmute you at  
3 the appropriate time. Please have the question  
4 be pertinent to the item that we're discussing.  
5 There will be a chance for general questions at  
6 the end, and also if you'd like to write in a  
7 question, you could use the Q&A feature, and we  
8 will endeavor to answer those as we go. If  
9 you're going to call in on the phone you want to  
10 make a comment, dial \*9 and I will call out the  
11 last three digits of your cell phone number or  
12 your home number when it is your turn to speak.

13 Basically, that's it, and they'll  
14 -- we'll turn it back to the director, Mr. Tim  
15 McCarthy.

16 TIM MCCARTHY: Thanks, Jerry.

17 JERRY KELLEHER: Okay.

18 TIM MCCARTHY: Please note that  
19 you can provide comments in writing to us by  
20 email always. For anybody who may be new, we do  
21 not make any decisions at this actual meeting.  
22 Every item is taken under advisement and  
23 decisions are usually made within a few weeks,  
24 sometimes as early as a week but we give time for

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1 writing comments to our email address, which is  
2 ooainformatio@dot.state.ma.us, and you can send  
3 your comments in writing there. Also, we will  
4 have public comments at the end of each item and  
5 the final chance of overall comments at the end  
6 of the agenda. If you'd like to make a comment,  
7 we welcome that. With that, Jerry --

8 JERRY KELLEHER: Sure.

9 TIM MCCARTHY: -- we'll start the  
10 hearing, the call to order and a sign in, being a  
11 panelist or an attendee, please consider that as  
12 your sign in. We'll make a motion to approve the  
13 minutes of May 22nd, the OOA public hearing, and  
14 we'll get right onto the agenda items.

15 First on the agenda is an  
16 application for transfer of permits. The permit  
17 application numbers for this transfer is 2021D027  
18 and D028. The permits are located at 290 Wood  
19 Road Street, Braintree, Mass. Permits are being  
20 transferred from Interstate IIH Outdoor, LLC to  
21 Harbor Outdoor LLC. Is there anyone present --  
22 presenting from either party?

23 KELLY FREY: Yes. Kelly Frey is  
24 here. I am counsel for transferor, Interstate

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1 IIH Outdoor LLC, and I believe Brian Haney is  
2 here as well. He's a transferee counsel.

3 TIM MCCARTHY: Great. Thank you,  
4 Kelly. Good to hear from you. We have that on  
5 record. Your paperwork is in complete order and  
6 I'll turn it over to Jason, our inspector, to  
7 give a brief field report. Jason?

8 JERRY KELLEHER: Unmute, Jason.

9 JASON BEAN: Okay. I guess I'm  
10 new to this.

11 JERRY KELLEHER: Me, too.

12 JASON BEAN: So as said, this is a  
13 -- thank you, Tim. Appreciate it. This is a  
14 transfer in -- of 2021D027 and 28. These are  
15 along I-93, I-128 and at this time, this is a  
16 conforming monopole electronic sign, and at this  
17 time, there are no issues. Thank you very much.

18 TIM MCCARTHY: Thank you, Jason.  
19 If anybody has any comments or questions? If  
20 not, we'll take this under advisement and move on  
21 to the next agenda item.

22 JERRY KELLEHER: No hands are  
23 raised.

24 TIM MCCARTHY: All right. Thank

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1 you very much. Thank you, Kelly.

2 KELLY FREY: Thank you.

3 TIM MCCARTHY: Next on the agenda,  
4 we have a permit applicant from Orange Barrel  
5 Media, LLC. Application is to construct a new  
6 electronic structure at 50 Stuart Street aka 270  
7 Tremont Street, the facade of structure is on the  
8 backside of the Wang Center or the Boch Center,  
9 rather.

10 The applicant is to permit the  
11 east face of the proposed structure for  
12 advertising. The OOA office notified Mayor  
13 Michelle Wu's office and the Office of the City  
14 Clerk about the applications on 6/17/25. The  
15 applicant received a conditional use permit and  
16 variances from the City of Boston.

17 The Office of the State Engineers  
18 has determined that a detailed traffic study will  
19 be required for this location. There were no  
20 comments from Highway Division District Office 6  
21 for this application.

22 Chris is on vacation. Jason was  
23 briefed on Chris's inspection report, and Jason  
24 will fulfill this inspection report. Jason?

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1                   JASON BEAN: Yes. Thank you, Tim.  
2 Appreciate it. So this is a site along Stuart  
3 Street. I actually have another graphic just to  
4 give you a better representation of what this  
5 looks like.

6                   TIM MCCARTHY: Thank you.

7                   JASON BEAN: If I can do that.  
8 Let's see here. So much going on on the screen  
9 here. There we are. No, get out of there. Just  
10 to give everyone a look at this and I will  
11 briefly read the inspection report. One second  
12 here.

13                   So this is a double-sided. If you  
14 can see where my cursor is sort of circling here,  
15 located on Stuart Street, and I'll read the  
16 inspection report.

17                   JERRY KELLEHER: We don't have the  
18 share -- we don't have the shared graphic, Jason.

19                   JASON BEAN: That didn't show up?  
20 My bad.

21                   JERRY KELLEHER: There you go.

22                   JASON BEAN: Yeah, I just -- I'm  
23 going to read the report here. Let's see here.  
24 Everybody saw that, correct? That was shown up

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1           there.

2                           JERRY KELLEHER: You got it.

3                           JASON BEAN: Okay. We just wanted  
4           to give a good representation of what that's  
5           going to look like, and I'll read the inspection  
6           report in one second here from Chris Jobs. Okay.  
7           Here we go. The proposed sign is a one-sided and  
8           electronic and would be affixed to a facade on  
9           the Boch Center facing Stuart Street. The  
10          proposed location does have an issue regarding  
11          spacing.

12                           So the location is 391 feet from  
13          permit number 2016D021 and is also 219 feet from  
14          permit number 2016D022. So this location does  
15          not meet the spacing requirements of a thousand  
16          feet for CMR 703.17.

17                           So it is the understanding of the  
18          inspector that an exemption was filed and is  
19          pending denial or approval from the Secretary of  
20          Transportation, and at this point, the spacing is  
21          an issue.

22                           So once the office receives  
23          confirmation whether an approval or denial from  
24          the Secretary of Transportation at this time, it

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1 does have an issue of spacing. I can put that  
2 back up. Thank you, Tim. I appreciate it.

3 TIM MCCARTHY: Thank you, Jason.  
4 I see that Christian and Jake are on the call  
5 from Orange Barrel Media. Do you have any  
6 comments or questions?

7 CHRISTIAN REGNIER: Thank you.  
8 For the record, Chris Regnier from Goulston &  
9 Storrs, on behalf of Orange Barrel. Director and  
10 Inspector, I appreciate the report. As detailed  
11 in the report, an exemption request was filed  
12 with detailed information about the standards, so  
13 we'll let that filing speak for itself, and  
14 appreciate the time of the office today. Thank  
15 you.

16 TIM MCCARTHY: Okay. Thank you  
17 very much. And if the said application does  
18 receive an exemption, the applicant must abide by  
19 the 15-hour public service announcement  
20 requirement as well as all provisions set forth  
21 in 700 CMR 3.00 for curfew, sensor brightness  
22 limit in the 10-second static display. If  
23 there's any further questions or comments, if  
24 not, we can move on to our next agenda item.

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1 JERRY KELLEHER: No hands are  
2 raised, Tim.

3 TIM MCCARTHY: Okay. Thank you  
4 very much, gentlemen.

5 CHRISTIAN REGNIER: Thank you.

6 JAKE DELAVALLE: Thank you.

7 TIM MCCARTHY: Second on the new  
8 application for electronic permits is Splash  
9 Media East, LLC. Applicant is to construct a new  
10 two-sided electronic structure at 6 Industrial  
11 Ave., aka 110 Industrial Avenue in Lowell.  
12 Structure is 100 feet in height.

13 The OOA office has notified the  
14 City Manager's office of Lowell and the City  
15 Clerk's office as well about these applications  
16 on 6/17/2025. The Office of State Traffic  
17 Engineer has determined that a detailed traffic  
18 study will not be required for this location.  
19 The applicant received a special permit from the  
20 City of Lowell we have on file.

21 Jason is the assigned OOA Field  
22 Inspector, and he has a report on this. Jason?

23 JASON BEAN: Yes. Thank you, Tim.  
24 I appreciate it. So as briefly said, this is

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1 located in Lowell. This is facing north and  
2 south. Let me get the share going here. Facing  
3 north and south. So this is a 2025D013 and D014  
4 facing along the Lowell Connector, Route 3. And  
5 immediately there did pop up an issue, but it was  
6 quickly rectified. This is within a ramp, but  
7 the population of Lowell is beyond 50,000 so it  
8 does provide them some leeway in that location --  
9 at that location.

10 Other than that there are no  
11 issues regarding any of the other criteria, there  
12 was a little site work already started there, but  
13 I was able to locate exactly where the sign is  
14 being proposed, so no issue there. So at this  
15 time there are no issues. Thank you.

16 TIM MCCARTHY: Thank you, Jason.  
17 Are there any comments from anybody representing  
18 Splash Media?

19 JIM MCGRAIL: We're good, Mr.  
20 Director. Thank you.

21 TIM MCCARTHY: Thank you, Jim.

22 MARY BURNS: It's Mary Burns.  
23 We're good.

24 TIM MCCARTHY: Excellent. Thank

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1 you, Mary. Okay. Just to note, the applicant  
2 must abide by the 15-hour service announcement  
3 requirement as well as all provisions set forth  
4 in 700 CMR 3.00 for curfew, sensor brightness  
5 limit, as well as the 10-second static display if  
6 permitted. Anybody have any questions or  
7 comments regarding this agenda item?

8 JERRY KELLEHER: No hands are  
9 raised.

10 TIM MCCARTHY: No hands are  
11 raised. We had -- we'll move on to Section C.  
12 We -- application for 2025 renewal of outdoor  
13 advertising licenses and permits. We've  
14 processed a number of permits. Again, as we get  
15 ready for our online launch in the fall,  
16 definitely before Christmas. I think everybody  
17 is looking forward to that. Section D is the  
18 application for renewal of outdoor and un-  
19 licensed permits. Again, we process that.

20 Does anybody have any comments on  
21 any of the agenda items from the last May  
22 meeting?

23 JERRY KELLEHER: I'm not seeing  
24 anything.

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TIM MCCARTHY: Excellent. Well,  
on behalf of -- on behalf of the staff, thank you  
for taking your time to have a moment with Marc.

At this point in time, our direct  
-- our Outdoor Advertising Hearing for July 17,  
2025, stands adjourned. Thank you very much,  
everybody.

(Whereupon, the proceedings were concluded  
on July 17, 2025 at 11:18 a.m.)

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C E R T I F I C A T E

I, Jerry Bousseau, 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.

*Jerry Bousseau*  
Jerry Bousseau, Notary Public  
My Commission Expires On:  
September 2, 2027



Jerry Bousseau

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