

Office of Outdoor Advertising
Public Meeting

June 8, 2023

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, June 8, 2023

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 June

6 2023 Office of Outdoor Advertising hearing. And I

7 will be making that statement for the last time. As

8 of Monday, you can see sitting next to me here is my

9 good friend, Tim McCarthy. Tim will be taking over

10 the Office of Outdoor Advertising starting this week.

11 He will be replacing me. Tim has worked for MassDOT

12 previously. He's coming back into the fold. And he

13 will take the duties that I've been doing for the past

14 eight-and-a-half years.

15 I am not going too far. I'm going back

16 to the Office of Legislative and Community Affairs,

17 just down the hall and downstairs a couple of floors.

18 So, I'll continue to work with Tim on stuff as he

19 needs me, but I'm happy to welcome Tim to Outdoor

20 Advertising, and I know Tim will do a great job. As I

21 said, we've known each other over 20 years. So, he

22 will -- I'm looking forward to him taking this fun job

23 from me. So, I know you guys will all take care of

24 him the way you have taken care of me over the last

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1 eight-and-a-half years.

2 So, Tim is going to observe today so he
3 can see how we run through a hearing. And I'll
4 probably -- I may sit in with him next month as well,
5 but he will be, you know, taking over the reins
6 starting today.

7 So, we're going to go through the
8 agenda, as we always do.

9 Today's meeting is being held virtually
10 by the Governor's Act, which extended virtual public
11 meetings through March 2025.

12 We are running this hearing by Zoom
13 platform.

14 Please note that this meeting is being
15 recorded by our stenographer, who is in attendance.
16 He will provide a transcript of the meeting that will
17 be posted on our website as soon as it is available.

18 This meeting is accessible to people
19 with 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 massdot.civilrights@dot.state.ma.us.

24 Jerry Kelleher of my staff will go

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1 through the Zoom controls for this meeting.

2 Jerry, if you could run through those
3 now, I'd appreciate it.

4 GERARD KELLEHER: Sure. Thanks, John.

5 So, first off, check your microphone.

6 Make sure your personal computer microphone is
7 working. And only panelists will be on the camera.

8 And the chat and interpretation
9 functions are not functional for this webinar.

10 If you'd like to ask a question, just
11 raise your hand and use the question icon.

12 And if you can't access the internet or
13 if you have any technical problems, you can always
14 call into the meeting, and the phone number is shown
15 there, which is 301-715-8592.

16 You can put written questions in the
17 Q&A feature, and we'll endeavor to answer them as we
18 go.

19 If you'd like to ask a question during
20 the meeting, simply raise your hand on Zoom, and I
21 will unmute you at the appropriate time.

22 State your name before you ask the
23 question for the public record. And, also, one
24 question at a time, and please make it relevant to the

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1 topic that we're discussing.

2 There will be an opportunity for you to
3 make general comments about Outdoor Advertising at the
4 end of the meeting.

5 Finally, if you're listening on the
6 phone and would like to make a comment, just dial *9,
7 and I'll call out the last three digits of your phone
8 number and unmute your audio when it's your turn to
9 speak. Again, please identify yourself for the record
10 at that time also.

11 So, that's it for the Zoom protocols
12 for this one.

13 And I'm pleased to turn it back to John
14 Romano, the Director.

15 JOHN ROMANO: Thanks, Jerry.

16 Please note that accessible versions of
17 the meeting materials have previously been posted to
18 the OOA website and will be referred to in the meeting
19 and that we've posted the links in the Q&A box.

20 I will go through the agenda.

21 The sign-in sheet, obviously,
22 physically can't be signed, but by signing up for the
23 webinar, we have a list of those who are in
24 attendance.

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1 On the screen, Jerry, if you could post
2 the agenda? So, we will do what we always do. We
3 will go through each item. I will ask questions of
4 the proponents.

5 As Jerry stated, everybody in the
6 public is currently muted and your camera is turned
7 off.

8 If you want to speak during the meeting
9 when public comment is requested, you know, raise your
10 hand using the raise your hand function. And you can
11 also put your question or a comment in the Q&A box.

12 Also, please note that you can provide
13 comments in writing to us by email, as always.

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

22 Also, we will have public comments at
23 the end of each item and then a final chance for
24 overall comments at the end of the entire agenda.

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1 With that, Jerry, we'll get started
2 with the meeting.

3 So, the first item up on the agenda is
4 the approval of the regular session minutes from May
5 11, 2023.

6 Does anybody have any comments or
7 questions with those meeting minutes from May 11th?

8 (No response.)

9 JOHN ROMANO: I am not seeing any hands
10 raised from anybody.

11 GERARD KELLEHER: No, no hands.

12 JOHN ROMANO: Okay. Seeing none, we
13 will mark those approved.

14 Okay. So, the first new item, we have
15 an application for a new license, American Outdoor
16 Advertising, III, 105 Sunset Rock Road, Andover, MA.

17 Is the proponent here today?

18 STEPHEN ROSS: Yes, sir.

19 JOHN ROMANO: Please state your name
20 for the record.

21 STEPHEN ROSS: Stephen Ross.

22 JOHN ROMANO: Good morning, Steve. How
23 we doing today?

24 STEPHEN ROSS: Doing well. And sorry

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1 to see you go, John, but congratulations on your new
2 position.

3 And Tim, congratulations, and welcome
4 aboard.

5 TIM MCCARTHY: Thank you very much.
6 Appreciate it.

7 JOHN ROMANO: All right, Steve. We
8 reviewed your application. It looks like all the
9 paperwork is in order here. We have your Certificate
10 of Good Standing and/or Tax Compliance from the
11 Department of Revenue. We have your W-9 form.
12 Everything seems to be in order. Proper payment was
13 submitted.

14 Do you have anything that you'd like to
15 add to your application at this time?

16 STEPHEN ROSS: No, sir.

17 JOHN ROMANO: Okay. Does anybody have
18 any questions or comments on this application?

19 (No response.)

20 GERARD KELLEHER: No hands raised.

21 JOHN ROMANO: No hands. Okay. Very
22 good.

23 Steve, we will take this under
24 advisement, and we will get back to you.

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1 STEPHEN ROSS: Excellent. Thank you.

2 JOHN ROMANO: You're welcome.

3 Okay. Next item up on the agenda, Item
4 B. We have a new application for electronic permits,
5 Maverick Media, LLC. This is in Springfield,
6 Massachusetts, 4 Birnie Avenue, Permit Numbers
7 2023D011 and D012. These are new structures.

8 Notification was sent by my office to
9 the municipality on 5/9/23 to the mayor and the city
10 clerk.

11 Is the applicant present?

12 VALERIE BARSOM: Yes, I'm here,
13 Director Romano. Valerie Barsom, Maverick Media.

14 JOHN ROMANO: Hi, Val. How's it going
15 today?

16 VALERIE BARSOM: Very well. I'm very
17 sad to hear you're leaving. But that's okay. As long
18 as you're staying close.

19 And welcome, Director, well, almost
20 Director McCarthy.

21 JOHN ROMANO: Is there anyone here
22 representing the municipality where the sign is being
23 proposed?

24 (No response.)

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1 GERARD KELLEHER: No hands

2 JOHN ROMANO: I am not seeing anybody.

3 Are there any abutters present today?

4 (No response.)

5 GERARD KELLEHER: No response.

6 JOHN ROMANO: I am not seeing any.

7 Is there anybody representing the

8 MassDOT Highway District?

9 GERARD KELLEHER: There's a hand

10 raised. I'm not sure if it's a Highway person though,

11 Eric Ehle.

12 JOHN ROMANO: Eric, are you with

13 MassDOT?

14 ERIC EHLE: That's correct. I'm out of

15 District 2.

16 JOHN ROMANO: Oh, hi, Eric. Anything

17 to report?

18 ERIC EHLE: No, no. We're good to go.

19 JOHN ROMANO: Okay. Thank you. Nice

20 to see you.

21 GERARD KELLEHER: Thank you, Eric.

22 ERIC EHLE: Okay.

23 JOHN ROMANO: I just want to report

24 that I did speak with Garrett from MassDOT District 2

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1 as well. I just wanted, Val, to let you know if
2 there's any tree cutting required that you do need to
3 apply for a permit through the District Office --

4 VALERIE BARSOM: Okay.

5 JOHN ROMANO: -- separate from the
6 permit applied for with Outdoor Advertising.

7 VALERIE BARSOM: Thank you.

8 JOHN ROMANO: Yes. Is there anyone
9 present from MassDOT Traffic Operations?

10 (No response.)

11 GERARD KELLEHER: No.

12 JOHN ROMANO: Not seeing any.

13 Val, we did receive a memo from the
14 state Traffic Engineer's Office, as we do with all
15 digital applications. And the memo states that no
16 further traffic study -- I should say no traffic study
17 is required for this location. We have a copy of that
18 memo. That memo will be kept with the file for this
19 application.

20 Val, was certified mail notice sent to
21 abutters by you at least 30 days prior to submitting
22 your application to my office?

23 VALERIE BARSOM: Yes, it was.

24 JOHN ROMANO: And you submitted copies

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1 of the post office receipts and a copy of the letter
2 with your package?

3 VALERIE BARSOM: Yes, I did.

4 JOHN ROMANO: Okay. And we do confirm
5 that we have those copies with the application that
6 you submitted.

7 Have you received any written comments
8 in support or opposition of your application?

9 VALERIE BARSOM: No, I have not.

10 JOHN ROMANO: Okay. Special permit or
11 variance. According to the application that was
12 signed off by the town, you received a special permit
13 from the city council/ZBA. Is that your understanding
14 as well?

15 VALERIE BARSOM: Yes, that is.

16 JOHN ROMANO: Okay. And we have copies
17 of that special permit along with your package.

18 At this time, I'd like to turn it over
19 to my inspector, Jason Bean, who will give a report
20 from his field inspection.

21 JASON BEAN: Thank you, John.

22 Again, this is a location located out
23 in Springfield, more specifically, 4 Birnie Ave.,
24 Applications 2023D011 and 12. They are proposing to

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1 face north and south, facing 91.

2 A few measurements needed to be taken
3 with this, John. There is a ramp measurement that
4 needed to be taken, but Springfield is beyond the
5 50,000 population, so that's not an issue.

6 There was also a measurement taken to
7 the northeast here where there's a school/sport
8 fields. But that doesn't -- it's not within 300 feet.

9 And there's also a static monopole
10 structure to the north, and that does not pose a
11 measurement problem.

12 So, at this time, there are no issues.
13 And, as always, Valerie, they need to be built with
14 the permit and logo located on the sides.

15 Thank you.

16 JOHN ROMANO: Val, as you know, should
17 these permits be approved, there's the 15 hours of PSA
18 time that is required for the state on each space of
19 the board, which is above and beyond anything that you
20 may have promised to the town or the community.

21 And, Jerry, once they get built, Jerry
22 will be in -- Jerry Kelleher will be in contact with
23 you on that.

24 So, do you have anything you'd like to

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1 add to your application at this time?

2 VALERIE BARSOM: No, I'm all set.
3 Thank you. I'm glad everything seems to be in order.
4 So, we're all set from my end.

5 JOHN ROMANO: Okay. Any questions or
6 comments from anybody in attendance on this
7 application?

8 GERARD KELLEHER: There's one hand
9 raised, John Bookston. Is it on this subject?

10 JOHN ROMANO: Mr. Bookston, you have a
11 question on this application? Go ahead.

12 JOHN BOOKSTON: Yeah, so it seems to me
13 that if it's visible at the school or on the school
14 playground, this 300-foot limit is silly because light
15 travels very fast and very far and would be a -- not a
16 good thing to have displayed at a school ground.

17 JOHN ROMANO: Thank you very much for
18 your comment.

19 Anybody else?

20 (No response.)

21 GERARD KELLEHER: No hands at this
22 time.

23 JOHN ROMANO: Okay. Seeing no other
24 comments, Val, we will take this under advisement, and

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1 we will get back to you.

2 VALERIE BARSOM: Thank you so much.

3 Take care.

4 JOHN ROMANO: Okay. Next on the
5 agenda, we have an application from Outfront Media,
6 LLC. This is in West Bridgewater, 255 Walnut Street.
7 It's an existing static to be changed to a digital
8 sign. The existing permit is 2000033. Notice was
9 sent to the municipality by my office on 5-9-2023, to
10 the town administrator and to the town clerk.

11 Is somebody here representing the
12 applicant today?

13 AMANDA GULINELLO: Yes, Amanda
14 Gulinello, Outfront Media.

15 JOHN ROMANO: Good morning, Amanda.
16 How are you today?

17 AMANDA GULINELLO: Good. How are you?

18 JOHN ROMANO: Good. Thank you.

19 Is there anybody here representing the
20 municipality where the sign is being proposed?

21 (No response.)

22 GERARD KELLEHER: No hands.

23 JOHN ROMANO: Are there any abutters
24 present today?

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1 (No response.)

2 GERARD KELLEHER: No.

3 JOHN ROMANO: Anyone present from the
4 MassDOT District Office?

5 (No response.)

6 JOHN ROMANO: Seeing none. But I do
7 have an email from Bill Travers from MassDOT District
8 5. I just wanted to let you know, Amanda, that should
9 any tree trimming be required that a MassDOT Access
10 Permit is needed, and that's to be applied for through
11 the district office. That's totally separate from
12 this permit that you're applying for here, and that
13 you should, you know, make arrangements to contact the
14 district office, you know, as soon as possible and
15 have, you know, begin that process separately from
16 this.

17 Amanda, was certified mail notice to
18 abutters sent out by you at least 30 days prior to
19 submitting your application to our office?

20 AMANDA GULINELLO: Yes.

21 JOHN ROMANO: And copies of the post
22 office receipt and the letter was submitted to us as
23 well?

24 AMANDA GULINELLO: Yes. Sorry.

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1 JOHN ROMANO: That's okay. And we do
2 have copies of those in the package.

3 Have you received any written comments
4 in support or opposition of this application?

5 AMANDA GULINELLO: We have not.

6 JOHN ROMANO: And according to the
7 application as signed off by the town, you were
8 granted a special permit from the board of appeals.
9 Is that your understanding as well?

10 AMANDA GULINELLO: Yes, yes.

11 JOHN ROMANO: Okay. At this time, I'm
12 going to have my inspector give his report on this
13 one. I believe, Marc, you're going to do this one,
14 right?

15 CHRISTOPHER CHAVES: I'm going to take
16 this one, John.

17 JOHN ROMANO: Oh, Chris. Sorry.

18 CHRISTOPHER CHAVES: That's all right.

19 As you mentioned, this is an existing
20 static monopole, one-sided, facing south, which is
21 northbound traffic on Route 24 in West Bridgewater.

22 There are two businesses within 500
23 feet of this location. There are no conservation
24 land, recreational area, cemeteries, or any other

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1 critical areas within 300 feet of this location.

2 There are no on- and off-ramps within
3 500 feet as well. There are no static -- other static
4 signs on the same side of the roadway or digital.
5 Also, there are no other electronic signs on the
6 opposite side of the roadway within 1,000 feet.

7 So, from a field standpoint, this
8 location looks okay.

9 JOHN ROMANO: Okay. Great. Thank you,
10 Chris.

11 Amanda, two other things, I just
12 inadvertently skipped over.

13 MassDOT Traffic Operations, we do have
14 a letter from the state Traffic Engineer's Office that
15 no traffic study will be required for this location.
16 We do have a memo from them with that, and that will
17 be kept with the file for this application.

18 Also, we do need to get a surrender
19 form from you for the existing static permit, the
20 2000033, as part of this. So, when you guys have a
21 chance, if you can submit that to us.

22 AMANDA GULINELLO: Sure.

23 JOHN ROMANO: So, and then should this
24 application be granted, the 15 hours of public service

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1 time applies to this as well, as I know you're all
2 aware of that.

3 Do you have anything you'd like to add
4 to your application at this time?

5 AMANDA GULINELLO: Nothing to add.

6 JOHN ROMANO: Okay. Anybody have any
7 comments, or concerns, or questions with this
8 application in West Bridgewater?

9 (No response.)

10 GERARD KELLEHER: No hands raised.

11 JOHN ROMANO: Okay. We will take this
12 application under advisement, and we will get back to
13 you.

14 AMANDA GULINELLO: Thank you.

15 JOHN ROMANO: Next, we have a series of
16 I believe it's 53 applications for trash receptacles
17 in the City of Lynn. These are small trash
18 receptacles that the City is working together with
19 Creative Outdoor Advertising of America. They're
20 going to put these trash receptacles out, and they're
21 going to have some advertising on them.

22 I'm going to do these in three
23 sections. So, I'm not going to do them individually.
24 I'm going to do them in three groupings. So, I'm

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1 going to go from number 2023SF003 to 020. That's
2 going to be the first group that we're going to do.
3 We're going to stop at number 20.

4 Okay. So, notification was sent to the
5 municipality on 5/9/23 by my office to the city clerk
6 and the mayor.

7 Locations of this group are North Shore
8 Road at Hanson Street, Lynnway and Harding Street,
9 Lynnway and Commercial Street, Market and State
10 Streets, Oxford and Market Streets, Market at State
11 Streets, Market across from Andrew Streets, Market and
12 Andrew Streets NW, Market and Tremont Streets SW,
13 Market at Essex Streets NE, Central Ave. and Essex
14 Street, Essex and Johnson Streets, Essex and
15 Washington Streets, Washington Street (at Essex and
16 Liberty), Washington and Liberty, Washington and
17 Liberty (second location), Central Ave. and Andrew,
18 Washington Street (near Munroe).

19 Okay. Is there anyone here
20 representing the applicant today?

21 (No response.)

22 JOHN ROMANO: None. Okay. Is there
23 anybody here representing the municipality today?

24 (No response.)

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1 JOHN ROMANO: No. Are there any
2 abutters represented today?

3 (No response.)

4 GERARD KELLEHER: No hands.

5 JOHN ROMANO: I do want to say that,
6 before I go too far, that I did get a letter from the
7 mayor of Lynn. And the mayor did write that:

8 "I write to you on behalf of the City
9 of Lynn in support of the 53 Creative Outdoor
10 Advertising permits throughout Lynn that are being
11 considered. The proposed receptacles will, we hope,
12 help reduce litter in our downtown, which is something
13 our residents cite as a major concern. The ads that
14 Creative Outdoor uses on the bins help fund a high-
15 quality of maintenance and a regular schedule for
16 emptying, which is a huge help to resource-limited
17 municipalities like ours.

18 Additionally, Creative Outdoor has been
19 a terrific partner in brainstorming how the ads can
20 reflect and bolster our Downtown Lynn Cultural
21 District brand and showcase our local independent
22 businesses.

23 We'd appreciate if these permits were
24 approved so that we can install these receptacles as

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1 soon as possible.

2 Thank you for your time and
3 consideration. Please do not hesitate to contact my
4 office with any questions.

5 Sincerely,

6 Jared Nicholson, Mayor."

7 So that's for all 53 locations. So,
8 I'm not going to read that three times. But he did
9 say -- that is in support.

10 So, is anybody here from the MassDOT
11 District Office?

12 (No response.)

13 GERARD KELLEHER: No hands.

14 JOHN ROMANO: There's not a Traffic
15 Operations issue as this is not digital.

16 Notice to abutters is non-applicable as
17 this is street furniture.

18 Letters of support: We did receive the
19 letter, as I just read, from the mayor.

20 As far as special permit or variance,
21 from the municipality, Michael J. Donovan, Chief of
22 ISD, we received that they're in conformity with
23 municipal zoning and/or bylaws, as signed off by the
24 Chief of ISD.

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1 So, Chris, you or Jason, one of you is
2 going to give a field report, please?

3 JASON BEAN: Yeah. Thank you, John.
4 Appreciate it.

5 And since this is a large list of these
6 recycling receptacles, I pulled an example of one of
7 them. This is on Lynnway and Commercial Street,
8 Application 2023SF005, facing south and east. This is
9 the Lynnway here.

10 The street furniture do have some
11 exemptions to some of the regulations. So, when we
12 went through all of these, a handful of us inspectors,
13 and we found no issues with the list that you just
14 went through, John.

15 So, as I said, this is an exemption --
16 this is an example of it here.

17 The one thing I can point out for
18 Creative Outdoor is to make sure that the permit
19 numbers are attached when they are -- if they are
20 approved, when they are put out. Make sure that they
21 are in a consistent location on the structure itself
22 so we know where to look for them.

23 Other than that, John, unless there's
24 some specific questions, the list that you went

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1 through, there are no issues at this time.

2 Appreciate it.

3 JOHN ROMANO: Okay. Thank you.

4 Does anybody have any questions on
5 these?

6 (No response.)

7 GERARD KELLEHER: No hands.

8 JOHN ROMANO: Okay. We'll take this
9 group under advisement, and we'll move on to the next
10 group.

11 Okay. So, this group is 2023SF021 to
12 038.

13 Notice was sent to the municipality on
14 5/9/23 to the mayor and the city clerk.

15 I'll try again. Is the applicant
16 present today?

17 (No response.)

18 JOHN ROMANO: None

19 GERARD KELLEHER: No.

20 JOHN ROMANO: Anybody here representing
21 the municipality?

22 (No response.)

23 JOHN ROMANO: Are there any abutters
24 present today?

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1 (No response.)

2 GERARD KELLEHER: No hands.

3 JOHN ROMANO: I'm going to read at this
4 time the streets.

5 Okay, Willow Street, (west of Oxford
6 Street), Willow and Oxford Streets, Willow and Blake
7 Streets, Washington and Union Streets, Broad and
8 Washington Streets, Washington and Broad Streets,
9 Exchange and Union Streets, Broad and Exchange
10 Streets, Silsbee and Mount Vernon, Union and Mulberry,
11 Silsbee and Union, Baldwin and Union, Union and
12 School, Union and Smith, Union and Pinkham, Essex and
13 Chestnut, Essex and Chatham, Essex and Eastern Ave.

14 Is anyone present from the District
15 Office?

16 (No response.)

17 GERARD KELLEHER: No hands.

18 JOHN ROMANO: Okay. Traffic Operations
19 is not applicable, again, as these are statics signs.

20 Certified mail to abutters is non-
21 applicable because it's street furniture.

22 As far as letters received in support
23 or opposition, again, the letter from the mayor fully
24 in support of all 53 locations.

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1 Special permit of variance, again,
2 Michael J. Donovan, Chief of ISD for the City of Lynn
3 states that they are in conformity with municipal
4 zoning and bylaws.

5 So, again, a report from my inspector.

6 Jason, you're going to give the report
7 again?

8 JASON BEAN: Yes. Again, thank you,
9 John.

10 I did pull out another example, as
11 these are still all the recycling receptacles. This
12 is location Application Number 2023SF041, located at
13 Western Ave. at Cooper Street, facing southeast. As
14 you can tell, these are at a bus stop location, again,
15 on the importance of kind of keeping the trash where
16 they belong.

17 So, again, the street furniture do have
18 some exemptions to the regulations. So, again, these
19 are -- these don't pose any issues at this point.

20 If there's any other specific questions
21 I can answer, please fire away.

22 Again, the only thing I can mention,
23 too, which is of utmost importance, is to -- when
24 these are approved, or when they are approved, and

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1 when they are located in the field, that the permit
2 numbers are affixed on a consistent spot on the trash
3 receptacle so we can locate them and inventory them
4 properly.

5 Other than that, John, that's it.

6 Thank you very much.

7 JOHN ROMANO: Any questions or concerns
8 with these locations?

9 (No response.)

10 JOHN ROMANO: Not seeing any hands,
11 we'll take these under advisement as well.

12 Okay, the third group. These are
13 2023SF039 through 055.

14 Notification sent on 5/9/23 to the
15 mayor and the city clerk.

16 Again, is the applicant present?

17 (No response.)

18 JOHN ROMANO: I'm not seeing anything.

19 Is there anyone here representing the
20 municipality?

21 (No response.)

22 JOHN ROMANO: Okay. Any abutters for
23 these locations, which I'm about to read? So,
24 locations: Lewis and Lafayette Park, Lewis and

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1 Bassett Streets, Western Ave. at Cooper Street,
2 Western Ave. and Summer Street, Western Ave. (North of
3 Summer Street), Western Ave. and Breed Square, Western
4 Ave. and Walden Street, Market Square at South and Elm
5 Streets, Western Ave. at Centre Street, Western Ave.
6 (South of Washington Street), Western Ave. and
7 Washington Street, Stetson and Boston Streets, Boston
8 and Stetson Streets NE, Stetson and Locust Streets,
9 Ford and Allerton Streets, Western Ave. and Chestnut
10 Street, Eastern and Oakwood Avenues. That's the last
11 one.

12 Any abutters?

13 (No response.)

14 JOHN ROMANO: None. Okay.

15 Anyone from MassDOT District Office?

16 (No response.)

17 JOHN ROMANO: None. And Traffic
18 Operations is non-applicable because they're static
19 ads.

20 Certified notice is N/A because it's
21 street furniture.

22 We did receive the letter from the
23 mayor, which applied to all 53 locations.

24 Again, a special permit or variance was

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1 not required. Michael J. Donovan, Chief of ISD for
2 the City of Lynn said that they're in conformity with
3 municipal zoning and/or bylaws.

4 Again, inspector's report, Jason, on
5 these applications.

6 JASON BEAN: Yes, thank you, John.

7 Again, I picked an example of the last
8 batch you just ran through. This one is Application
9 Number 2023SF055 located at Eastern and Oakwood Aves.,
10 excuse me, in Lynn. These are facing south and east.

11 Again, this one is at a bus stop
12 location on the theme of keeping trash where it
13 belongs.

14 These pieces of street furniture do
15 have some exemption to the regulations. And so, at
16 this time, there are no issues with the batch you just
17 stated and listed off.

18 Just, again, Creative Outdoor, just
19 appreciate that if these are approved and located in
20 the field that the permit numbers are located on a
21 consistent spot on the trash receptacle, and that way
22 we can inventory them properly.

23 Other than that, John, there are no
24 issues unless I can answer some specific question.

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1 Thank you

2 JOHN ROMANO: Okay. Any questions with
3 these locations?

4 (No response.)

5 GERARD KELLEHER: No hands.

6 JOHN ROMANO: Okay. We will take these
7 all under advisement. Thank you very much.

8 Thanks, Jason.

9 Okay. Next, we have Intersection
10 Media, LLC. These are three applications that are
11 coming up, one in Chelsea, two in Somerville. We will
12 do these individually. These are for bus shelter
13 units.

14 So, the first one is 138 Park Street in
15 Chelsea. This is Application 2023SF056. Right?

16 Yeah, I couldn't read my own writing. 056.

17 Date sent to municipality by my office,
18 5/9/23, to the city clerk and the interim city
19 manager.

20 Is the applicant present?

21 JENNIFER SALERNO: Yes.

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

24 JENNIFER SALERNO: Jennifer Salerno,

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1 Intersection Media.

2 JOHN ROMANO: Hi, Jennifer. How are
3 you today?

4 JENNIFER SALERNO: Oh, good. How are
5 you?

6 JOHN ROMANO: Good. Thank you.
7 Is anybody here representing the
8 municipality where the bus shelter is being proposed?

9 (No response.)

10 GERARD KELLEHER: No hands.

11 JOHN ROMANO: Are there any abutters
12 present today?

13 (No response.)

14 GERARD KELLEHER: No.

15 JOHN ROMANO: Is there anyone present
16 from the MassDOT District Office?

17 (No response.)

18 GERARD KELLEHER: Apparently not.

19 JOHN ROMANO: Traffic Operations is not
20 applicable because this is a static ad as well.

21 Certified mail notice, again, is N/A
22 because it's street furniture.

23 Jennifer, have you received any written
24 comments in support or opposition from anybody on

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1 this?

2 JENNIFER SALERNO: No.

3 JOHN ROMANO: Okay. So, special permit
4 or variance, you've provided a letter from the Acting
5 City Manager Ned Keef that says not subject to
6 municipal zoning ordinances and/or bylaws per Section
7 34-81 of City Zoning, as signed by the acting city
8 manager. Is that your understanding as well?

9 JENNIFER SALERNO: Yes.

10 JOHN ROMANO: With that, I'm going to
11 have my inspector -- Chris, I think you did this one,
12 is that correct?

13 CHRISTOPHER CHAVES: That's correct.

14 So, as you mentioned, John, this is a
15 new structure to be built, a bus shelter, at this
16 location at a current bus stop. There are no space --
17 street furniture isn't subject to spacing. So, there
18 are no issues with this location.

19 The shelter itself acts as a public
20 service to meet the criteria of street furniture.

21 JOHN ROMANO: Great. Thank you.

22 Jennifer, is there anything you'd like
23 to add to your application at this time?

24 JENNIFER SALERNO: No. Thank you.

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1 JOHN ROMANO: Does anybody have any
2 questions or comments on this application?

3 (No response.)

4 GERARD KELLEHER: No hands

5 JOHN ROMANO: Okay. We will take this
6 one under advisement.

7 JENNIFER SALERNO: Thank you.

8 JOHN ROMANO: Next, okay, the next two
9 shelters are in Somerville. The first one is
10 2023SF057.

11 Notification was provided to the
12 municipality by my office on 5/9/23 to both the mayor
13 and the city clerk.

14 And, Jennifer, you're still here with
15 us, right?

16 JENNIFER SALERNO: Yes.

17 JOHN ROMANO: Jennifer Salerno for the
18 record.

19 Is there anybody here representing the
20 municipality where the sign is being proposed?

21 (No response.)

22 GERARD KELLEHER: No hands

23 JOHN ROMANO: No hands. Okay.

24 Are there any abutters present today?

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1 Just for the record, this is at 9 Union Square at
2 Somerville and Stone Avenue. It's in Somerville.

3 (No response.)

4 JOHN ROMANO: I'm not seeing any.
5 Is anyone present from MassDOT District
6 Office?

7 (No response.)

8 GERARD KELLEHER: No, sir.

9 JOHN ROMANO: Traffic Operations is not
10 applicable as this is also a static ad.

11 Street furniture is not applicable for
12 abutter notices.

13 Jennifer, no comments or anything
14 received by you on this?

15 JENNIFER SALERNO: No, none.

16 JOHN ROMANO: And according to the
17 application, as received from the -- signed off by the
18 City of Somerville, we received that this is in
19 conformity with municipal zoning ordinances and/or
20 bylaws as signed off by Brad Rawson, Director of
21 Transportation from the City of Somerville. Is that
22 your understanding as well?

23 JENNIFER SALERNO: Yes.

24 JOHN ROMANO: Okay. Chris, you're the

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1 inspector on this one as well, correct?

2 CHRISTOPHER CHAVES: Yeah. So this is
3 another proposed new-build bus shelter at a current
4 existing bus stop. There are no issues with this site
5 as well.

6 Again, the shelter provides the public
7 service to fit the criteria of street furniture in
8 that regard. No issues with this site.

9 JOHN ROMANO: Jennifer, anything you
10 want to add to this application?

11 JENNIFER SALERNO: No.

12 JOHN ROMANO: Okay. Anybody have any
13 questions or comments on this one?

14 (No response.)

15 GERARD KELLEHER: No.

16 JOHN ROMANO: Okay. Seeing none, we'll
17 take this one under advisement as well.

18 Okay, last new application. This is
19 250 Broadway in Somerville, Application Number
20 2023SF205.

21 Notification was sent on 5/9/23 to the
22 mayor and the city clerk.

23 Applicant, Jennifer, still with us?

24 JENNIFER SALERNO: Yes.

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1 JOHN ROMANO: All right. Is there
2 anybody here representing the municipality?

3 (No response.)

4 GERARD KELLEHER: No hands.

5 JOHN ROMANO: No hands. Okay. Anybody
6 here representing any abutters or any abutters present
7 today?

8 (No response.)

9 GERARD KELLEHER: No hands raised.

10 JOHN ROMANO: Anyone present from the
11 MassDOT District Office?

12 (No response.)

13 GERARD KELLEHER: Apparently not.

14 JOHN ROMANO: Okay. Anyone present
15 from MassDOT Traffic Op? That's not applicable
16 because it's a static board, again.

17 And, also, certified mail notice is N/A
18 because it's street furniture.

19 And, Jennifer, you wouldn't have
20 received any comments because we didn't send out any
21 letters.

22 JENNIFER SALERNO: No.

23 JOHN ROMANO: And, again, special
24 permit or variance, we received, according to the

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1 application, as signed off by the City of Somerville,
2 that it's in conformity with municipal zoning and/or
3 bylaws, again, signed off by the Director of
4 Transportation for the City of Somerville, Mr. Brad
5 Rawson. Is that your understanding as well?

6 JENNIFER SALERNO: Correct, yes.

7 JOHN ROMANO: Okay. Chris?

8 CHRISTOPHER CHAVES: Yes, sir.

9 Once again, this is a proposed new-
10 build of a bus shelter at a current existing bus stop
11 on Broadway in Somerville. Again, the shelter
12 provides the public service to fit the criteria and
13 the regs for street furniture, and there are no issues
14 with this location.

15 JOHN ROMANO: Thank you, Chris.

16 Any comments or questions on this
17 particular one?

18 (No response.)

19 JOHN ROMANO: Okay. Seeing none, we
20 will take that one under advisement as well, Jennifer.
21 Thank you.

22 JENNIFER SALERNO: Thank you, all.

23 JOHN ROMANO: Okay, next item on the
24 agenda is For the Record - Actions Taken Since the

Office of Outdoor Advertising, June 8, 2023

1 Last Public Hearing.

2 The 124 Washington Street was approved
3 in Foxborough.

4 The 45 Washington Street is under
5 advisement because they need to submit a traffic study
6 first.

7 Clear Channel is still under
8 advisement.

9 The rest of them are still there as
10 they've been for a while.

11 Any questions or comments on the under
12 advisement items?

13 (No response.)

14 JOHN ROMANO: Okay. Great. Seeing
15 none, any overall public comment on anything Outdoor
16 Advertising?

17 GERARD KELLEHER: No hands are raised.

18 JOHN ROMANO: Okay. Great. So anybody
19 who would like to get our needs to get in touch with
20 Tim, so he'll actually be in full force starting on
21 the 20th, Tim. You can reach him through the main
22 line: 857-368-9700. Lydia, as she always does, will
23 be able to, you know, set up something with you to
24 talk, you know, get in touch with Tim. So, but, you

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1 know, just know if you, you know, call him tomorrow,
2 you're not going to get him. He'll be in full swing
3 starting the 20th.

4 So, again, thank you all for all your
5 support and your help. And Tim will take over the
6 show. So, thank you, all. See you next month. Bye.

7 (Whereupon, the proceedings were
8 concluded on June 8, 2023, at 11:49 a.m.)

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Office of Outdoor Advertising, June 8, 2023

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.