

Office of Outdoor Advertising
Public Meeting

June 13, 2024

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

(via Webinar)

Present:

Tim McCarthy, Executive Director

Office of Outdoor Advertising, June 13, 2024

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

2

3 TIM MCCARTHY: Good morning, everybody.

4 My name is Tim McCarthy. I am the Director of Outdoor
5 Advertising for MassDOT. We are here for our June 13,
6 2024 Office of Outdoor Advertising hearing.

7 This meeting is being held virtually by
8 the Governor's Act, extending virtual public meetings
9 through March 2025.

10 We are running this hearing via Zoom
11 platform.

12 Please note that this meeting is being
13 recorded by our stenographer, who is in attendance.
14 And he will provide a transcript of this meeting that
15 will be posted on our website when it becomes
16 available.

17 The OOA team is present. Thanks to
18 Lydia, Jerry, Jason, Marc, and Chris for your
19 continued support and great work of this department.

20 The meeting is accessible to people
21 with disabilities and individuals with limited English
22 proficiency. If you filed a request to be available
23 today and did not receive it, please contact MassDOT's
24 Office of Diversity and Civil Rights at 857-368-8580

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1 or email massdot.civilrights@dot.state.ma.us.

2 Please note that accessible versions of
3 the meeting materials have been previously posted to
4 the OOA website and will be referred to in the meeting
5 and will be posted in the links in the question and
6 answer box.

7 Jerry of our team will go through the
8 Zoom controls for this meeting. So, I will hand it
9 over to navigator Jerry.

10 GERARD KELLEHER: Thank you.

11 So the basic protocol for today is you
12 should check your own microphone icon to make sure
13 your speakers and your personal microphone are
14 working.

15 And only panelists are on the camera.

16 The interpretation feature is not
17 functional for this webinar.

18 I have posted a link to today's agenda
19 in the Zoom chat room if you wanted to look at that.

20 And if you can't access the Internet or
21 if you have any problems as we go, you can call in at
22 the number shown, which is 301-715-8592.

23 The Webinar for the June meeting, the
24 ID is 932 0874 0078.

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1 If you would like to ask a question,
2 you just simply have to hit the Raise Your Hand
3 function, and I will unmute you at the appropriate
4 time.

5 Please state your name before you ask
6 the question. It's for the public record.

7 Also, ask one question at a time. And,
8 please, make it pertinent to the agenda item that we
9 are covering at the time.

10 There will be an opportunity for
11 general questions at the end of the meeting.

12 You can also put written questions in
13 our Q&A feature, and we'll endeavor to answer them as
14 we go.

15 If you are listening on the phone and
16 would like to make a comment, dial *9. I will call
17 out the last three digits of your phone number and
18 unmute your audio when it is your turn to speak.
19 Again, identify yourself for the record.

20 Those are the basic outlines for
21 today's meeting.

22 I'll turn it back to the Director,
23 Timothy McCarthy.

24 Thank you.

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1 TIM MCCARTHY: Thanks very much, Jerry.
2 Please note that you can provide
3 comments in writing by email at any given time.

4 For anybody who may be new, we do not
5 make any decisions at this actual hearing. Every item
6 will be taken under advisement, and decisions are made
7 usually within a few weeks, sometimes as early as one
8 week. So, that will give everybody time to write in
9 comments to our email, which is
10 OOAInformation@dot.state.ma.us. And we look forward
11 to hearing any comments or questions that you have.

12 Also, we will have public comments at
13 the end, as Jerry said, with a final chance for any
14 overall comments at the end of our agenda.

15 I would like a quick side note, more of
16 a for your information. The July meeting scheduled
17 for July 11 has been moved to July 18 due to the 4th of
18 July holiday and scheduling conflicts with the OOA
19 staff.

20 With that, we will call the meeting to
21 order.

22 Obviously, it's a Zoom platform. We
23 won't have sign-in sheets, but consider yourself
24 signed in if you are on the call.

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1 The minutes: I move to make an
2 approval of the minutes for May 9, 2024 of the OOA
3 public hearing.

4 We have Number 3 on the agenda item.
5 We have some new applications for licenses.

6 The new application is Genesis Digital
7 Media, LLC, 7 Howe Street, Watertown.

8 And Jimmy Costello, I see Jimmy on the
9 line. So, Jimmy, I'm guessing you are here to
10 represent Genesis.

11 GERARD KELLEHER: Please unmute
12 yourself.

13 TIM MCCARTHY: Jim, you're on mute.

14 JAMES COSTELLO: Good morning,
15 Director. Yes, you are correct.

16 TIM MCCARTHY: Good morning. How are
17 you, Jimmy?

18 JAMES COSTELLO: Very well. And I
19 agree with you with the Celtics; a 21-point lead,
20 you're supposed to run the clock down every time now.

21 TIM MCCARTHY: Yeah, old school hoop.
22 Old school hoop.

23 So, we've gone over the paperwork. The
24 license paperwork has been reviewed and is in order:

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1 your application, W-9, and DOR certificate.

2 Do you have anything to add to your
3 application, Jimmy?

4 JAMES COSTELLO: No, I don't, Director.

5 TIM MCCARTHY: Excellent.

6 Is there anyone here who would like to
7 comment on Genesis Digital Media's application?

8 (No response.)

9 GERARD KELLEHER: No hands are raised.

10 TIM MCCARTHY: All right. Thanks very
11 much, Jerry.

12 Jimmy, thanks very much. That was a
13 quickie. It's always good to see you.

14 JAMES COSTELLO: Thank you, Director.
15 Appreciate all the time.

16 TIM MCCARTHY: All the best.

17 JAMES COSTELLO: Thank you.

18 TIM MCCARTHY: We have a -- second on
19 the agenda is a new application, a new application
20 from Outfront Media, LLC, application for a two-sided
21 digital sign. The application number is 2024D004 and
22 D005 at 50 Gretchell Way, Canton. The application is
23 to construct a new structure.

24 The OOA, we've been notified by the

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1 town manager's office and the office of the town clerk
2 about the application on 5/14/24, the applicant
3 received a variance from the municipality.

4 The Office of the State Traffic
5 Engineer has determined that a detailed traffic study
6 will not be required for this location.

7 Please note that the Outdoor
8 Advertising -- if the permits should be granted, the
9 applicant will need to consult with MassDOT Highway
10 District 6 Office for access to the site for tree
11 trimming.

12 We have not received any comments as of
13 today regarding this application.

14 The OOA field inspection staff member
15 to present the findings and summarize his field report
16 is Chris, so I hand it off to Chris.

17 CHRISTOPHER CHAVES: Thank you,
18 Director.

19 As you mentioned, this is a proposed
20 two-sided electronic billboard located north and south
21 on Route 24 in Canton.

22 There are two businesses within 500
23 feet of the proposed location. There are no ramps in
24 the vicinity to speak of. There are no other critical

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1 areas.

2 The only thing I would tell Outfront is
3 that please be sure the sign is built at the correct
4 proposed location, as there is not a lot of wiggle
5 room between another sign that you operate just south.
6 So, that's, just be aware of that, you know, including
7 cameras, appendages, we've got to be 1,000 feet away.
8 So, just please be caution (sic) of that.

9 Other than that, there are no issues.

10 TIM MCCARTHY: Thanks very much. I see
11 Angela is on board for Outfront.

12 Angela, welcome aboard. Do you have
13 any comments or questions regarding the application
14 for electronic permit?

15 ANGELA RUFO: No comments. We are
16 aware of the tight spacing and measured from camera
17 arms and all of that. So, yeah, we should be good.

18 TIM MCCARTHY: Excellent. All right.
19 We will take this under advisement. You'll be hearing
20 from us shortly.

21 Thank you, Angela.

22 ANGELA RUFO: Great. Thank you.

23 TIM MCCARTHY: Next on the agenda is a
24 new application for permits. It's through Lyft Bikes

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1 and Scooters. We're going to take this all in one.
2 Permit application of Lyft Bike and Scooters, LLC, 10
3 applications for bike kiosks and street furniture,
4 numbers 2024D001 (sic) through D010. The applications
5 are for existing bike kiosks.

6 We have been notified by the mayor's
7 office and the office of the city clerk about the
8 applications on May 14, 2024. We have yet to receive
9 any comments regarding these applications.

10 The displays are static and not subject
11 to the traffic engineer's review.

12 Our OOA field staff member will present
13 his findings and summarize the field report.

14 I'll hand it over to our field
15 inspector, Jason. Jason?

16 JASON BEAN: Yes. Thank you, Tim.
17 Appreciate it.

18 As you said, there's a group of ten of
19 these. We're using this first one as an example.

20 These are currently existing
21 structures. This particular one is 2024SF001. This
22 particular one faces south and east on Canal Street.

23 These street furniture do experience
24 some exemptions.

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1 And, as always, for the applicant, the
2 permit number and logo needs to be posted on these
3 structures basically where we can see them from the
4 roadway. They don't have to be huge, but they have to
5 be on there so we can identify these.

6 So, Tim, at this time, there's no
7 issues with these. Pretty smooth, pretty
8 straightforward.

9 That's all I have.

10 TIM MCCARTHY: Thank you, sir, very
11 much.

12 Is there anybody who has any comments
13 about this application?

14 (No response.)

15 GERARD KELLEHER: No hands raised.

16 TIM MCCARTHY: No hands. Okay. Thank
17 you very much, Chris -- I mean, Jason.

18 Okay. We have Section D in our agenda.
19 We have application for 2024 renewal of Outdoor
20 Advertising license: 2071 Purchase Street, Changing
21 Environments, and Zoomkube. I'll take those under
22 advisement.

23 Application for renewal of Outdoor
24 Advertising unlicensed permits: F.M. Partners, LLC,

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1 one permit. It was processed on May 23rd. I will take
2 that under advisement as well.

3 Is there any other questions or issues?

4 (No response.)

5 GERARD KELLEHER: No hands.

6 TIM MCCARTHY: No hands. All right.
7 Okay. Again, I'll just reiterate, the July meeting
8 has been moved from July 11 to July 18. I probably
9 won't see most people until then. So, if I don't,
10 have a wonderful 4th of July holiday, not that I'm
11 wishing the summer away by any stretch of the
12 imagination.

13 So, at this time, I'd like to adjourn
14 the meeting of June 13, 2024. Have a great rest of
15 the day, and we'll talk to everybody soon.

16 Thank you very much, everybody.

17 (Whereupon, the proceedings were
18 concluded on June 13, 2024 at 11:12 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.