

OFFICE OF OUTDOOR ADVERTISING

PUBLIC MEETING

June 18, 2026

11:00 a.m.

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

(via Webinar)

Present:

Tim McCarthy, Director

1 MR. MCCARTHY: Well, it's 11 a.m.
2 on the nose. So as usual, we'll start our
3 meeting right on time.

4 So, Jerry, give me the green light
5 when you're ready, brother.

6 MR. KELLEHER: Okay. We'll keep
7 those hackers out of here.

8 There you go.

9 MR. MCCARTHY: Thank you, Jerry.

10 Good morning, everyone. My name is
11 Tim McCarthy. I'm the director of outdoor
12 advertising for MassDOT. I'd like to welcome
13 you to the June 18th, 2026 Office of Outdoor
14 Advertising hearing. This hearing is being
15 conducted virtually pursuant to the
16 governor's act extending remote public
17 meetings through June of 2027. Today's
18 hearing is being held via the Zoom platform.

19 Please note that this meeting is
20 being recorded by a stenographer who is in
21 attendance today. A transcript of the
22 hearing will be prepared and posted on the
23 Office of Outdoor Advertising's website once
24 it becomes available.

1 I would also like to acknowledge
2 the OOA team members who are here today,
3 Lydia, Jerry, Jason, and Chris. Actually,
4 Chris is at a graduation, so congrats to
5 Chris' daughter. Thank you for all your
6 continued support and hard work for the OOA.
7 And with Father's Day approaching Sunday,
8 happy Father's Day to all of those dads out
9 there joining us today.

10 This meeting is accessible to
11 individuals with disabilities and persons
12 with limited English proficiency. If you
13 requested accommodation or language
14 assistance and have not received it, please
15 contact MassDOT's Office of Diversity and
16 Civil Rights at 857-368-8580 or by email at
17 massdot.civil-rights@dot.state.ma.us.
18 Accessible versions of today's meeting and
19 materials have been posted on OOA website and
20 will be referred to during the hearing.
21 Links to those materials will also be
22 provided in the Zoom in the question and
23 answer box.

24 The agenda will be posted and we'll

1 proceed through each item individually. I
2 will ask questions for the proponents as each
3 matter is called. All attendees are
4 currently muted and the cameras are disabled
5 unless recognized to speak.

6 While we are unable to circulate a
7 physical sign-in sheet, in this virtual
8 setting, registration for the webinar serves
9 as our attendance record.

10 At this time, I'd like to have
11 Jerry briefly go over the Zoom meeting
12 controls and procedures.

13 Thank you, Jerry.

14 MR. KELLEHER: Okay. For this
15 meeting, the microphone -- please check your
16 personal microphone. Make sure it's working.
17 Only the panelists are on camera and the
18 interpretation function is not available for
19 this Zoom. The ID for June, 98633996361.

20 If you would like to make a comment
21 or ask a question during the meeting, just
22 hit the question icon on Zoom and you can you
23 raise your hand and I'll call on you when the
24 time is right. If you would like to state

1 your name, please, before the record. So for
2 the public record only ask one question at a
3 time and make sure your question is pertinent
4 to the agenda item that we are discussing.

5 We'll have a general comments
6 period at the end of the hearing. Also, you
7 may put written questions into the Q and A.
8 We'll try to answer them as we go along. If
9 you're listening on the phone and you would
10 like to make a comment, dial star 9. I'll
11 call out the last three digits of your phone
12 number, and unmute your audio when it is your
13 turn to speak. And those are the basic
14 outlines of the protocols for this meeting.
15 So I'll turn it back to the director, Tim
16 McCarthy. Thank you.

17 MR. MCCARTHY: Thanks. As a
18 reminder, written comments may be submitted
19 at any time by email to ooainformation@dot.
20 state.ma.us. For those who may be attending
21 for the first time, please note that no
22 decisions are being made at today's hearing.
23 Each matter will be taken under advisement
24 and decisions are typically issued within

1 several weeks. We also allow time for
2 written public comments to be submitted and
3 considered part of the review process.

4 In addition to accepting written
5 comments, we will provide an opportunity for
6 public comment at the conclusion of each
7 agenda item, as well as the final opportunity
8 for general comments at the end of the
9 hearing.

10 And with that, we'll begin the
11 hearing. First on the agenda is the call to
12 order, which I have done. Second is the
13 minute approval for May 14th, 2026 public
14 hearing. Make a motion to approve those
15 minutes.

16 MR. KELLEHER: So moved.

17 MR. MCCARTHY: Thank you. So we'll
18 get right into the agenda items. New
19 application for electronic permit. Permit
20 applicant is VAM Realty Trust. Application
21 to construct an electric sign structure, 70
22 feet, at 152 Hamilton Street, Leominster.
23 The applicant currently holds permits numbers
24 2023001, 2023002 for an unconstructed static

1 board, 55 feet in height at that same
2 location. Applicant also currently holds
3 permits 2023D008, 20323- -- sorry. 2023D009
4 for an unconstructed electronic billboard, 55
5 feet in height at 192 Hamilton Street,
6 Leominster adjacent to the site.

7 Notice of surrender has been
8 submitted with applications for both the
9 static sign permit and electronic sign
10 permits at the adjacent parcel. The OOA has
11 notified Mayor Mazzarella's office in the
12 Office of the Town Clerk about the
13 applications on 5/19/2026. The Office of the
14 State Traffic Engineer has determined that
15 detailed traffic study will not be required
16 for this location.

17 There were no comments from the
18 Highway Division, Division 3 at MassDOT for
19 this application. Jason Bean, our inspector,
20 was assigned the OOA field inspection staff
21 for the site.

22 So, Jason, if you could give your
23 report, that would be great.

24 MR. BEAN: Yep. Thank you, Tim.

1 Appreciate it. Tim went through some of
2 those permit numbers. So just to reiterate
3 again, at this particular site at 152
4 Hamilton there were two static signs proposed
5 that were approved at that location. Those
6 were never built. So those are being
7 surrendered. As well as to the west at 192
8 Hamilton, there was a proposed digital that
9 was proposed. That also was never built and
10 those are being surrendered as well. So this
11 is a new application titled -- the
12 application numbers are 2026D003, which would
13 face west, and 2026D004, which would face
14 east.

15 At this time, Tim, there are no
16 issues with the site. It mirrors the
17 previous application for static there. The
18 only thing different is that these are going
19 to be digital permits. The only thing I can
20 mention to the applicant, I think he's here
21 today, I thought I saw his name, if so
22 approved and those are given to you, that we
23 always have the permit numbers and logo of
24 the licensee posted on that sign.

1 If you certainly have any questions
2 about that, you can reach out to us, but
3 those are things that we require. So those
4 are identified in the field and we always
5 know what we're looking at.

6 So other than that, Tim, I
7 appreciate it. There are no issues at this
8 time.

9 MR. MCCARTHY: Okay. Thank you.
10 We did have the zoning Board of Appeals for
11 the City of Leominster. They did issue a
12 special permit for this. The Board of
13 Appeals, by unanimous decision, five zero,
14 approved to construct the 70-foot digital
15 off-premise billboard sign at 152 Hamilton
16 Street.

17 The board determined that the
18 proposed use is more or equally in harmony
19 with the character of the neighborhood and
20 applicable requirements to the zoning
21 district than the existing use. The property
22 is MU-1 zone, where structures can be up to
23 70 feet high. The proposal conforms to all
24 aspects of the ordinance and no members of

1 the public spoke in favor or against this
2 petition. That was on April 14th, 2024.

3 As part of the proposal -- I'd like
4 to read that into the decision. "As part of
5 the proposal, the applicant would surrender
6 to previously-approved special permits from
7 March 2020," which they plan on doing. So I
8 just wanted to read that into the record from
9 Leominster.

10 The applicant must abide by the
11 15-hour public service announcement
12 requirement as well as all other provisions
13 set forth in 700 CMR 3.00 for curfew sensor
14 and brightness limit and 10-second status
15 display, if approved.

16 Is anybody representing VAM Realty
17 here, would like to say anything regarding
18 this application?

19 MR. GULINELLO: Hi. Yes. Amanda
20 Gulinello with Outfront Media.

21 MR. MCCARTHY: Hi, Amanda. Good
22 morning.

23 MR. GULINELLO: Good morning.

24 MR. MCCARTHY: Any comments or

1 thoughts?

2 MR. GULINELLO: No. You guys
3 pretty much covered it. Just reiterating,
4 you know, these are currently fully permitted
5 for two structures. So should this get
6 approval, we would end up reducing the number
7 of signs to one back-to-back structure.

8 MR. MCCARTHY: Roger that.
9 Understood. East and west.

10 Okay. Thanks, Amanda. Appreciate
11 it.

12 Are there any comments regarding
13 152 Hamilton Street?

14 MR. KELLEHER: There's one hand
15 raised. Luke Beaulac. I'm going to allow
16 you to talk.

17 Go ahead.

18 MR. BEAULAC: Hey. Good morning.
19 Luke Beaulac, code officer for the City of
20 Lemonister. We're having a hard time.
21 There's a couple people trying to get in. A
22 couple people got rejected as spam and want
23 to (Audio Interference). Hasn't worked for
24 them. They did (Audio Interference). So I

1 (Audio Interference) try to back in.

2 MR. KELLEHER: Well, who are they?

3 MR. BEAULAC: One of them was
4 Claire Freda, city council president, and the
5 other resident.

6 MR. KELLEHER: Who's the resident?

7 MR. BEAULAC: I'm not sure of the
8 name. Give me two (Audio Interference).

9 MR. KELLEHER: They're not in
10 the -- are they in as attendees?

11 MR. MCCARTHY: Do you know what the
12 name is?

13 MR. BEAULAC: Charlene Lans was the
14 name.

15 MR. MCCARTHY: Okay. We do
16 have -- Charlene did post a question at
17 10:56. "How do we object to this
18 monstrosity?" I think that she objected to
19 it, so I think that's on the record that
20 she's not happy with that. Obviously I'd
21 like to get more information about, you know,
22 what she's actually asking. And clearly, I'd
23 like to know what the city council president
24 think.

1 You know, as I stated into the
2 record, Leominster has approved this and it
3 seems to meet all of our regulations. So
4 once when it goes through the municipality,
5 it comes to me. Usually it doesn't get to me
6 unless the municipality is in favor of it, so
7 this is a bit awkward, to be honest with you.
8 So let me --

9 MR. KELLEHER: They're not able to
10 follow the link, Luke?

11 MR. BEAULAC: Supposedly she
12 clicked on it and it got (Audio Interference)
13 off.

14 MR. MCCARTHY: I tell you --

15 MR. KELLEHER: Try it again.

16 MR. BEAULAC: Let me see if I can
17 try to get her. Give me one second.

18 MR. MCCARTHY: So I can try to
19 answer some of the questions and answers as
20 we go along. So let me get to the Ward 5
21 Councilor Carrie. Thanks for chiming in.
22 This was approved in 2024. That is correct.
23 And they've had these permits for a while.
24 They're giving up multiple permits to

1 condense to one digital on that site. This
2 is at 152 Hamilton. So they would be
3 surrendering two previously-approved special
4 permits that were approved on March 4th,
5 2020. I don't have those permit numbers in
6 front of me because they weren't given, but,
7 so yes. So they were approved then.

8 Another question on the board,
9 "Will the signs be active for 24 hours a
10 day?" They are active 24 hours a day, at
11 night. They have light censoring technology
12 that dims the light down, so they're not
13 obviously as bright as they need to be during
14 the day to see them.

15 MR. KELLEHER: Carrie. Is that the
16 councilor?

17 MR. MCCARTHY: Yes.

18 MS. NOSEWORTHY: It is. Yes.

19 Thank you.

20 MR. KELLEHER: Okay. Go ahead.

21 MR. MCCARTHY: Oh, Councilor, how
22 you doing?

23 MS. NOSEWORTHY: Oh, fine. Thank
24 you. So I'm a new councilor, so I'm not sure

1 when in 2024 this was done. I was not in
2 office, so my apologies.

3 MR. MCCARTHY: No. No apologies.

4 MS. NOSEWORTHY: Oh. So I think
5 part of the issue is that two years ago is a
6 long time for residents and civilians, so I
7 don't know if they even had a recollection as
8 to what was happening. So I don't want to
9 speak for people, but my guess is that they
10 think that this is new and they think this is
11 probably the first time it's coming before
12 us. That would be my guess.

13 MR. MCCARTHY: Okay. Thank you,
14 Councilor. Yes. This was approved
15 unanimously five zero on April 14th, 2024.

16 MR. KELLEHER: By the City of
17 Leominster.

18 MR. MCCARTHY: By the City of
19 Leominster. Correct.

20 MS. NOSEWORTHY: Thank you for
21 that. And I don't know if you can answer
22 this question, but can you tell me -- and it
23 appears that it's going through, and I did
24 read who took this out. I too thought that

1 this was the first time this was happening.

2 So does this entity -- are they the ones who
3 decide what's going to be up on the board, I
4 am assuming?

5 MR. MCCARTHY: Yeah. So we don't
6 dictate what goes on the board. I will say
7 that the applicant must abide by the 15-hour
8 public service announcement requirement that
9 we have. So just so you know, Councilor, as
10 you're driving down the road, during the
11 wintertime you'll see "Don't crowd the plow."

12 MS. NOSEWORTHY: Correct.

13 MR. MCCARTHY: You'll see the
14 little MassDOT thing. Those are PSAs that go
15 through our office. Jerry, actually, who's
16 running this meeting, runs that program.
17 last year we gave about \$12 million worth of
18 free advertising for nonprofits. You'll see
19 some FIFA stuff up there. Recently we've
20 seen some things from EOPS (ph) regarding
21 state troopers and things like that. Tests.
22 And all PSAs have to be signed by a
23 secretariat, and it's a very useful program
24 for us.

1 MS. NOSEWORTHY: Thank you. And
2 one last question for now for those
3 listening, for residents listening in,
4 because I believe they probably did think
5 that this was a new thing, as did I. If
6 people submitted testimony to you in writing
7 or share things now because it's been
8 approved, can you just let the people
9 listening know what the outcomes are? Is it
10 just informational? Does it actually impact
11 what's happening? I think that would be a
12 helpful thing to share. Thank you.

13 MR. MCCARTHY: Thank you. Yes.
14 Well, I take everything under advisement.
15 And generally, as I said before, usually the
16 Town or the City will have issues with it
17 before it gets to me, the way the system
18 works. I will listen to everybody's issues
19 and if there's something that I feel doesn't
20 suit the harmony of the neighborhood, you
21 know, I'll take that into consideration.

22 This seems to be -- you know, this
23 is on a highway. This is in a wooded area.
24 No direct abutters. And as I said earlier,

1 Leominster's already approved this permit.
2 You know, this would be very much like if
3 somebody was, you know, building a home.
4 They held all permits for a couple of years.
5 Now they're starting to build and the guy
6 across the street says, "Oh, wait a minute.
7 I don't want you to build that house now."

8 So you know, obviously, we take
9 everything, just like you, Councilor, knows
10 where they were. You know, we work for the
11 people who pay the taxes, and I try to do my
12 best job. But generally, if there's nothing
13 that triggers anything from my regulation
14 side, I vote on it that way.

15 MS. NOSEWORTHY: And I very much
16 appreciate all that information and I'm sure
17 the residents do as well. So if people are
18 interested in seeing what types of
19 information will be shared, they should be
20 reaching out to the entity directly?

21 MR. MCCARTHY: Yes. You know, you
22 can reach out today. You can reach out to
23 us. We're always available. I love talking
24 to constituents and people in the

1 neighborhood. And you know, I've been a
2 neighborhood activist for a long time myself,
3 so I get it. If you have real concerns about
4 this, we can certainly have that
5 conversation.

6 I wish the conversation happened at
7 the Zoning Board of Appeals, but we'll
8 certainly listen to anybody who calls. And
9 as I said, no decision will be made today. I
10 usually take a couple of weeks so other
11 people can call in if they have some issues.

12 MS. NOSEWORTHY: Perfect. Thank
13 you so much. I greatly appreciate that.

14 MR. MCCARTHY: Thank you, Councilor
15 Noseworthy. Appreciate it.

16 MR. KELLEHER: Okay. Christina
17 Bullard hand's raised. Go ahead.

18 MS. BULLARD: Hi. Thank you. I'm
19 a resident in Leominster. I actually don't
20 live too far from here. I just did want to
21 speak that this is the first time that we've
22 really heard about this. I know this was a
23 couple of years ago. I don't know if there's
24 any chance of Leominster rereviewing that.

1 Is that like a possibility?

2 Because yes, two years is a long
3 time. And I understand, like, this has
4 already been approved. I'm concerned that it
5 was already approved and this is the first
6 time I'm hearing about it. But I guess it
7 sounds like it should have been stopped in
8 the Leominster site. Is that what I'm
9 hearing correctly? Like, it should have
10 stopped there.

11 MR. MCCARTHY: So, Christina, I
12 can't -- nice to talk to you by the way. I
13 can't speak to Leominster. I can only speak
14 to. OOA. And Leominster decided that this
15 was zoned properly and that's why the permits
16 were given. And I know Amanda represents VAM
17 Realty. She has her hand up, so if she'd
18 like to make a comment, obviously, go ahead,
19 Amanda.

20 MR. GULINELLO: Oh, yeah. I just
21 want to clarify something. The most recent
22 hearing for the current application happened
23 on March 31st, 2026.

24 MR. MCCARTHY: Thank you for

1 clearing that up. That wasn't in my record.

2 I appreciate that, Amanda.

3 MR. KELLEHER: Okay. Tina Dumais.

4 MS. DUMAIS: Hi. I wanted to
5 mention that I also live a half a mile from
6 this location and I am in support of it. I
7 had heard that it was going up and I think
8 that forward motion is important for the city
9 of Leominster, and so I would like to say
10 that I support it.

11 MR. MCCARTHY: Thank you, Tina.

12 Appreciate your comments.

13 MR. KELLEHER: Don't see any other
14 hands raised at this time.

15 Oh, here we go. Brandon Robbins.

16 MR. ROBBINS: Thank you. Just a
17 really quick question. City councilor at
18 large in Leominster as well. With regard to
19 the sign specifically, has any study been
20 done? Is it going to be viewable or seeable
21 from the Hamilton Street side at all?

22 MR. KELLEHER: Who would answer
23 that?

24 MR. BEAN: I could take that, Tim.

1 MR. MCCARTHY: That would be Jason.

2 Yep. Absolutely.

3 MR. BEAN: So there is a bit of an
4 elevation change there from Hamilton. I
5 can't give you, you know, an exact
6 measurement there, but certainly at times
7 you're probably going to be able to see this
8 from Hamilton. So if you're driving west on
9 Hamilton, you know, you can keep looking
10 left. You might get bits and pieces of it.
11 I don't think it's going to stick out like a
12 sore thumb, but that's just my opinion.

13 And it certainly is kind of wedged
14 into the corner of that parcel there. And
15 obviously, I'm sure everybody knows, you
16 know, obviously, the viewing is to be seen on
17 Route 2.

18 MR. ROBBINS: Right. Right.

19 MR. BEAN: So it's not
20 designed -- or as far as -- you can ask the
21 applicant. I believe they're here. But it's
22 not being built to be seen from Hamilton.
23 This is strictly from an east and west view
24 along Route 2.

1 MR. ROBBINS: Right. Okay. I
2 mean, that's my understanding looking at this
3 as well, obviously. Just when you say
4 there's a difference in elevation, I'm
5 assuming this sits lower than most of
6 Hamilton Street. I know that's a tough
7 question because (indiscernible) --

8 MR. BEAN: Yeah. Certainly
9 perpendicular. From the site to Hamilton
10 there is a little bit of an elevation change
11 there. There's a building there, as well as
12 it's pretty treed from the east and west
13 side. And I'm drawing a blank on the sort of
14 unique building that's a circular -- is that
15 an old bar or something? I'm sorry. I'm
16 drawing a blank on what that was. I did look
17 at it at one point.

18 But you know, so if you're
19 perpendicular to the road there, obviously,
20 if you look straight down that driveway,
21 you're going to be able to see it. But from
22 angles, probably not. On Route 2 that's what
23 the company, you know wants, it to be and
24 that's where it's going to be truly viewable.

1 So east and west on Route 2.

2 MR. ROBBINS: Thank you.

3 MR. MCCARTHY: Thank you,
4 councilor.

5 MR. KELLEHER: Okay. Mary Marotta.
6 Go ahead, please. Hello?

7 Well, I guess you checked out. So
8 any other questions?

9 MS. QUIRK: Excuse me, Jerry.
10 Lydia Quirk here for outdoor advertising. I
11 just wanted to mention that there are a
12 couple of comments in the Q and A.

13 MR. KELLEHER: Okay.

14 MS. QUIRK: Broadly about the sign.
15 So several are about content. What type of
16 content will be displayed on the sign? And
17 what is the purpose of the digital sign?

18 So I'm just sort of combining those
19 into one because it's kind of general.

20 MR. MCCARTHY: Okay. Yeah. As I
21 said before, we don't -- actually, I answered
22 that question from Councilor Noseworthy
23 regarding the content. We don't dictate
24 content, but we do have a great PSA program.

1 The other question was limitations
2 as to alcohol and cannabis. Amanda might be
3 better to answer that one.

4 MS. GULINELLO: There's currently
5 no restrictions that we were given from the
6 City on cannabis and alcohol.

7 MR. MCCARTHY: Okay.

8 MS. GULINELLO: Nothing illegal,
9 I'll add. We can't -- we won't put anything
10 illegal.

11 MR. MCCARTHY: Right. Yeah. Yeah,
12 yeah. We frown upon that. Okay. I'm
13 looking through the questions. I think we've
14 answered --

15 MR. KELLEHER: Did we get Mary
16 Marotta? You still want to speak? Okay. I
17 guess not.

18 MR. MCCARTHY: So Matt had a
19 question regarding similar signs being
20 proposed along Route 2. I don't have
21 anything in front of me, Matt. I'm not sure.
22 We do have -- our regulations are posted. If
23 you have any questions regarding our
24 regulations, you can certainly call our

1 office. I don't have anything in front of me
2 on Route 2. I don't know if companies
3 looking on along Route 2. I really can't
4 answer that question.

5 But if they meet the regulations
6 and the town approves, I'll know soon enough.
7 That's for sure.

8 Any other any other questions
9 regarding 152 Hamilton Street?

10 MR. KELLEHER: Deteriorate Moss.

11 MR. BEAN: Sorry. I just wanted to
12 say I'm in favor of these billboards. I'm a
13 local resident. I believe it's a great a
14 great opportunity to be able to get
15 information out to the community quicker
16 instead of mailers or radio advertisement.
17 And this is another way just to benefit the
18 community. I'm truly in favor of it.

19 MR. MCCARTHY: Thank you very much
20 for your comments. Any other comments
21 regarding 152 Hamilton Street?

22 MR. KELLEHER: Councilor, one more
23 time. Okay. I guess she lowered her hand.

24 MR. MCCARTHY: Okay. All right.

1 Thank you very much.

2 MS. NOSEWORTHY: I'm sorry. I'm
3 sorry. I was having an issue with my
4 computer. Very briefly -- and I don't know
5 if this is something that's higher up at
6 MassDOT.

7 Moving forward, when a notice comes
8 out like this from MassDOT, is it possible
9 just to have a few sentences to describe,
10 like, the date and origin to which the
11 subject matter is? Just for the, you know,
12 average resident to understand when
13 this --you know, not a whole paragraph, but
14 just a brief explanation of the origin of the
15 application just so that people, when they
16 get this one pager, understand its origin.
17 Thank you.

18 MR. MCCARTHY: Certainly take that
19 into consideration. Actually, Council, I do
20 know what you're -- I think I know what
21 you're trying to say. Like a better
22 description of the of the project moving
23 forward.

24 MS. NOSEWORTHY: Correct. Just so

1 people better understand when it happened and
2 what happened and how they can best give back
3 feedback. Thank you so much.

4 MR. MCCARTHY: Okay. Thank you,
5 Councilor. I appreciate it. With that,
6 we're going to wrap up 152 Hamilton Street
7 and move on to our next agenda item.

8 Next on the agenda is the
9 Massachusetts Bay Transportation Authority.
10 Application to replace an existing static
11 with an electronic sign structure at 750
12 Atlantic Ave. It's the facade of South
13 Station facing down towards 10 Park Plaza
14 towards District 6 Yard, if you're familiar
15 with familiar with that area.

16 The existing static sign permit is
17 number 2016003. The proposed structure is
18 considerably smaller than the existing
19 proposed. It's 27 by 25 in height and the
20 existing 60 by 20 in height. Notice of
21 surrender has been submitted for the existing
22 static permit. A permit was transferred from
23 Outdoor Media LLC to the MBTA.

24 The Office of Outdoor Advertising

1 has notified Mayor Wu's office and the office
2 of the City Clerk about the applications on
3 May 20th of 2026.

4 The Office of the State Traffic
5 Engineer has determined that a detailed
6 traffic study -- I have the memo. The
7 traffic study will be required for this
8 location.

9 There are no comments from the
10 Highway Division District 6. Chris was
11 assigned as the field inspection, but he is
12 at his daughter's graduation. So Chris and
13 Jason and I have met. Jason has the full
14 field inspection report and is ready to make
15 comments.

16 So, Jason, take it away.

17 MR. BEAN: Thanks, Tim. Appreciate
18 it. So as previously stated, this is a
19 conversion of a static, permit number
20 2016003, to a digital app. It's an
21 application -- digital application number is
22 2026D005.

23 The field report dictates that
24 there are two businesses within 500 feet.

1 There are no spacing issues. There is a
2 park, which was noted, the Reggie Wong Park
3 which is to the west of the application site,
4 but that is well beyond 300 feet so it does
5 not play a role here. This is on MBTA
6 property.

7 The application is requesting to
8 face west towards Kneeland Street. So that's
9 all I have, Tim. So at this time there are
10 no issues. Appreciate it.

11 MR. MCCARTHY: Thank you. And
12 obviously, if approved, the applicant must
13 abide by the 15 hour public service
14 announcement requirement as well as the
15 provisions set forth in 700 CMR 3.00 for
16 curfew, center, and brightness limit and the
17 ten second static display.

18 For the record, we did get an
19 interoffice memo from James Danila, who's the
20 state traffic engineer, in summary regarding
21 the detailed traffic study. The proposed
22 location on the wall of South Station. It is
23 one of the main transportation hubs in
24 Boston. The Atlantic Avenue and Kneeland

1 Street intersection is also a top 200 crash
2 cluster from 2019 to 2021 according to
3 MassDOT.

4 So based on the observations, it's
5 our judgment that a detailed traffic study of
6 this location will be required. If you have
7 any questions, you can certainly call the
8 state traffic engineer's office. Yeah.

9 MR. BEAN: If I could just add as
10 well because I know there's some MBTA people
11 out front on this meeting. As always, logo
12 and permit need to be attached to these
13 structures if so approved. Thank you.

14 MR. KELLEHER: Well, Tim, can I
15 just say -- I apologize for the alarms going
16 off. I have a medical device that I hooked
17 up to. If you hear that alarm, that's what
18 it is. I'm sorry.

19 MR. MCCARTHY: Oh, actually we
20 didn't. I didn't hear it.

21 MR. KELLEHER: You didn't? Okay.

22 MR. MCCARTHY: As long as you're
23 all right.

24 MR. KELLEHER: Barely alive.

1 MR. MCCARTHY: Okay. Let me see.

2 Is anybody here from the MBTA who would like
3 to speak briefly on this on this application?

4 MR. LOPES: Thanks, Time. It's
5 Bruno. I am a senior director of
6 advertising, parking, and station access.

7 MR. MCCARTHY: Morning, Bruno.

8 MR. LOPES: Morning.

9 MR. MCCARTHY: Any further comments
10 on this? We'll get to the hands up.

11 MR. LOPES: No comments.

12 MR. MCCARTHY: Okay. Excellent.

13 All right, Jerry. let's get to
14 the -- I see a couple hands up here. So if
15 you want to direct those questions at the
16 chair, we'll go from there. Did we lose
17 Jerry?

18 MR. KELLEHER: Sorry. Okay. I was
19 trying to kill all the alarms going off.
20 Edward Imbrie, please. Sorry. Go ahead.

21 MR. IMBRIE: Hello. Can you hear
22 me, folks?

23 MR. MCCARTHY: Yeah. Sure can,
24 Edward. Thank you. Thanks for joining us.

1 MR. IMBRIE: Yeah. It's my
2 pleasure. Thanks for having me.

3 So I'd like to identify myself and
4 my interest. My name is Edward Imbrie, and I
5 own the condominium in 210 South Street that
6 is on the corner that is directly facing the
7 existing static sign. In the image that you
8 have, the large image in the center of the
9 screen, the building that I'm referring to
10 that I own a condo in is directly across
11 Atlantic Avenue. It's that beige building.
12 Yeah. That's it. Exactly.

13 And the condominium that I own is
14 the one in the northwest corner. So it's
15 right across -- if you move that cursor a
16 little bit to the right, that -- not too far
17 to the right. Yeah. Down a little bit.
18 Yeah. That's it right there.

19 So there is, as has been noted, a
20 static sign there. And the proposal is to
21 change that to digital. The fabric sign is
22 illuminated. And, of course, there's no
23 reason to object to a change unless that
24 change does something to degrade the quality

1 of life. And I really have no idea what a
2 digital sign will be like compared to the
3 illuminated static sign.

4 The illuminated static sign, which
5 is in the image to the left of our screen,
6 you can see that there are a number of
7 spotlights across the top and they are aimed
8 down. Right. And obviously, if this is
9 replaced by a digital sign, there's a whole
10 complete illumination situation, right? The
11 illumination is radiating out from the
12 digital sign.

13 And I have no way of knowing if
14 that changes the number of lumens that are
15 going to be shining in the windows of my
16 condominium. So I guess I'm not raising an
17 objection per se because I don't have the
18 data about what this change, proposed change,
19 would do to the quality of life in this area.

20 But I would like to point out to
21 the people who are making these decisions
22 that -- a couple of obvious points. This is
23 unlike the Leominster proposal that we heard
24 recently. This is a densely residential

1 area, although this picture on the screen
2 does not demonstrate that very well.
3 Everything to the upper part of this picture
4 off screen are all apartment buildings and
5 condominiums.

6 And this screen, unlike the
7 Leominster situation, which is above a
8 highway, this is only as far as across the
9 width of Atlantic Avenue from people who make
10 this their, you know, 365-day-a-year home.
11 So it's very sensitive to change. And while
12 some people might say, hey, this is downtown,
13 you know, there's a lot of bustle, a lot of
14 activity a lot of things going on -- that is
15 absolutely true.

16 But I think that that calls for a
17 greater degree of sensitivity to any
18 potential decrease in the quality of life
19 rather than an attitude of, well, anything
20 goes because it's downtown. The people who
21 live downtown and make their home there
22 already deal with the characteristics of
23 urban life. We're talking about traffic,
24 pedestrian noise, there's the train station,

1 South Street. So there's already a lot to
2 deal with. And I would urge that we don't do
3 anything that would degrade quality of life
4 topics. So yeah. There you go. Those are
5 my comments.

6 MR. MCCARTHY: Yeah. Thank you
7 very much. I would appreciate that.

8 MR. KELLEHER: Linda See. I guess

9 MS. SEE: Hello? Can you hear me?

10 MR. KELLEHER: Yes.

11 MS. SEE: All right. Thank you
12 very much. My name is Linda See. I'm also a
13 resident at 210 South directly across from
14 the billboard. I have been a homeowner here
15 for nearly 15 years and I am proud to raise
16 my four children here in this neighborhood in
17 the city of Boston.

18 To address my neighbor Ned's
19 comment about concerns about quality of life,
20 it is a tremendously difficult situation to
21 live directly across from a digital
22 billboard. I say this as someone who lives
23 on a lower floor and much closer to the
24 billboard than Ned. I can see clearly all

1 the way to South Bay, the electronic
2 billboards operated by the MBTA, from my
3 living room. This billboard will now shine
4 directly into my children's bedrooms.

5 I absolutely oppose this. It is a
6 tremendous blight on our community. We have
7 fought valiantly in the Leather District
8 against digital billboard proposals in the
9 past. We have 54 units in this building, the
10 majority of which will be impacted by the
11 lights of this billboard. I can't say enough
12 about how much I encourage the rest of my
13 neighbors to speak against this because it
14 will be tremendously intrusive and difficult
15 for our families to continue to live here
16 with this electronic billboard shining into
17 our windows.

18 MR. MCCARTHY: Thank you for your
19 comments, Linda.

20 MR. KELLEHER: Kathryn Friedman.

21 MS. FRIEDMAN: Good morning. My
22 name is Kathryn Friedman. I'm chair of the
23 Leather District Neighborhood Association.
24 An abutters notice regarding this application

1 was posted at 210 South Street, which is a
2 54-unit residential building directly across
3 from the proposed billboard. However, the
4 notice contained limited information and
5 residents believe that there would be
6 opportunity for community engagement before
7 any decision was made. There was no broader
8 outreach to the Leather District community,
9 though.

10 I only became aware of today's
11 hearing on Tuesday. Yesterday, I reached out
12 to the Office of Outdoor Advertising and was
13 connected with the MBTA. And I appreciate
14 the MBTA was responsive and took time to
15 answer my questions and provide additional
16 information. To date, though, there has been
17 no meaningful opportunity for the residents
18 of 210 South Street whose homes will be
19 impacted by the proposed billboard to review
20 the full proposal and discuss its potential
21 impacts.

22 For that reason, I respectfully
23 request that any decision on this application
24 be postponed until the MBTA has had an

1 opportunity to meet with 210 South Street
2 residents and the Leather District community.
3 This request is simply for additional
4 community engagement before a decision is
5 made so that those who will be most directly
6 impacted by this will have the opportunity to
7 be heard. Thank you for your consideration.

8 MR. MCCARTHY: Thank you, Kathryn.
9 Appreciate it.

10 MR. KELLEHER: Shahzeb Jiwani.

11 MS. JIWANI: Hi. This is Shem.

12 Can you hear me?

13 MR. KELLEHER: Yes.

14 MS. JIWANI: Thank you. My name is
15 Shem, and I also own a condo within the 210
16 South community. I'd like to just share the
17 same valid concern that many of my neighbors
18 have brought up, echoing a little bit of what
19 Edward and Linda both mentioned.

20 The proposed replacement is for an
21 electronic billboard, which is going to add a
22 considerable amount of light pollution
23 because it faces, as Linda mentioned, many of
24 the bedrooms inside the residential building.

1 And so our building is home to many families,
2 many, many with children and growing
3 families. And so that does affect the
4 quality of life for the residents in the
5 building and including myself.

6 One thing that Edward mentioned,
7 which I agree, you know, we do not have the
8 exact data of the lumens. But my
9 understanding, just based on the placement of
10 the lights as they currently are, they are
11 aimed at the sign. So most of the light is,
12 you know, it's hitting that reflective
13 material, bouncing and slightly, you know,
14 downward and what's entering the building is
15 reflected light.

16 This being replaced with an
17 electronic LED billboard, it's going to emit
18 light a little differently and it's going to
19 be directly -- you know, the intensity of
20 those billboards are going to be considerably
21 brighter. So yes. Just wanted to add to
22 what everyone had mentioned previously and
23 share a little additional insight. Thank
24 you.

1 MR. MCCARTHY: Well, thank you so
2 much for your comments.

3 MR. KELLEHER: Valentine Oldham.

4 MS. OLDHAM: Hi, there. Can you
5 hear me?

6 MR. MCCARTHY: Sure can.

7 MS. OLDHAM: Hi. I'm Valentine
8 Oldham. I live at 111 Beach Street in
9 Leather District. And I would like to chime
10 in and also note that I agree. I think the
11 cropping on this map seems way off. It does
12 not reflect the vibrancy and historic nature
13 of the Leather District. A lot of our
14 buildings are more than 100 years old. It's
15 part of the beauty and the fabric of downtown
16 Boston that people come from all over the
17 world to visit. And I'd love to not have it
18 clogged with visual litter.

19 I think that billboard that's
20 already there is bad enough. I also think
21 that the illuminated billboards up against
22 the W hotel also on Kneeland Street are super
23 bright. And what's kind of masquerading as a
24 public service is often something like a bus

1 schedule that reads in practically a 12-point
2 font on a word document. It's unreadable and
3 not useful to me at least as a downtown
4 resident. Thank you.

5 MR. MCCARTHY: Thank you,
6 Valentine.

7 MR. KELLEHER: Okay. I think
8 that's all the hands raised.

9 MR. MCCARTHY: Okay. Would anybody
10 from the MBTA like to comment?

11 MR. LOPES: This is Bruno again.
12 We don't have any additional comments. We've
13 taken notes on everyone's feedback and we'll
14 evaluate next steps in terms of the requested
15 community engagement.

16 MR. MCCARTHY: Okay. Thank you
17 very much. And for everybody who is still
18 online regarding 750 Atlantic, as I said at
19 the beginning of the meeting if you didn't
20 hear me or didn't sign in on time -- I know
21 there was some people had some issues signing
22 in earlier. No decision is made today. I
23 hold everything to be under advisement until
24 I feel comfortable making a decision. So

1 please -- I know that I know that Kathryn has
2 spoken to Bruno, has his information. If
3 community process continues, that would be
4 great. If you have any further questions or
5 concerns, please don't hesitate and call my
6 office.

7 The good news is I can meet anybody
8 anytime because, as you all know, 10 Park
9 Plaza is my home. So anytime you want to
10 grab a cup of coffee and point out where your
11 condo is or anything like that, I'm certainly
12 more than welcome to -- more than eager to
13 meet you on site. I have no problem getting
14 out from behind my desk.

15 So please give us a call at OA.
16 You know, tomorrow's a holiday, so if you
17 call OA tomorrow you will not be talking to
18 me. But we'll work on this project and we'll
19 see where it goes. So I will take that under
20 advisement at this time.

21 So we had several outdoor licenses.
22 And as we move on some outdoor licenses and
23 permits that have been processed. There are
24 some that remain. Some that were approved

1 and some that remain, taken under advisement.
2 Does anybody have any questions or concerns
3 regarding any of the items taken under
4 advisement at this time?

5 MR. KELLEHER: We have Ryan Powers.
6 Go ahead, Ryan.

7 MR. POWERS: Hi. Can you hear me
8 okay?

9 MR. MCCARTHY: Yes.

10 MR. POWERS: Thank you very much.
11 Apologies for the last moment here. I was
12 able to get into the Zoom meeting. My name
13 is Ryan Powers, and I am a longtime owner and
14 resident of Leather District as well as
15 Chinatown. My current address is 210 South
16 Street.

17 I currently have four young
18 children who live, you know, with me and my
19 wife Linda. Strongly oppose this project.
20 The existing billboard is already a
21 distraction alone. Never mind that it's a
22 static billboard which doesn't have
23 constantly changing imagery as well as the
24 volume of light that would be projected in

1 terms of the brightness of a digital
2 billboard.

3 So from my perspective, this is
4 completely inappropriate use. There should
5 not be a digital billboard. There is already
6 a tremendous amount of billboards that are
7 being put around that we can see, you know,
8 out our front windows of our apartment, never
9 mind probably 75 feet, you know, away from
10 the side of our building.

11 So I echo all the comments from,
12 you know, my neighbors who are in the
13 building and those in the community that it
14 really does not make sense to put something
15 in a vibrant community a building like 210
16 South Street that is 54 units, dozens and
17 dozens of children and families and adults
18 who are trying to live and be active members
19 of their community. To be bothered by
20 something like this 24 hours a day.

21 So I ask respectfully that you
22 decline the usage and approval of o a digital
23 billboard in that space. Appreciate the time
24 today. Thank you.

1 MR. MCCARTHY: Thank you, Ryan.

2 And you missed you missed me saying happy
3 Father's Day earlier. So happy Father's Day
4 to you.

5 MR. POWERS: I appreciate it.
6 You'll make it a better Father's Day for me
7 if you decline this.

8 MR. MCCARTHY: You know, I knew
9 that was coming.

10 MR. POWERS: Thanks for the setup.

11 MR. MCCARTHY: I totally gave you
12 that layup and you threw it down.

13 MR. POWER: Appreciate the setup on
14 that one.

15 MR. MCCARTHY: Thanks so much,
16 Ryan.

17 So as we move on, is there any more
18 public comment on any of the agenda items?

19 MS. QUIRK: I'm just going to offer
20 one from a Daniel Vincent who is asking about
21 a curfew for the board in Boston, which I
22 don't know that there are operating hours.
23 So I think that that's something for the MBTA
24 to make note of. Thank you. This is Lydia.

1 Sorry. I'm just reading it out. Thank you.

2 MR. MCCARTHY: Okay. Yep. Not a
3 problem. I'm just going to quick go through
4 them myself to see if there's anything that I
5 have not addressed. I think I think we got
6 it all right. Ryan's on board.

7 MR. KELLEHER: I think I sent you
8 one written comment earlier from before the
9 meeting.

10 MR. MCCARTHY: You did. Let me
11 see. Stand by. And I apologize for a little
12 bit of a delay here. Got a couple screens
13 going.

14 MR. KELLEHER: Do you want me to
15 read it out? We'll just put it in the
16 record.

17 MR. MCCARTHY: I have it. Yeah.
18 I'll read it right into the record.

19 Yeah. We had a question. An email
20 came in late last night from late -- actually
21 1:00 this morning from a Melanie Dyer. Will
22 a billboard be static or multiple
23 advertisements?

24 That is it will be a digital with

1 ten second changes as all digitals are.

2 Okay.

3 So her second question was how
4 often do they change. How bright is the
5 board?

6 I don't have the documentation on
7 the lumens. I could ask --

8 MR. BEAN: I can answer that. So
9 the regs spell out that it's point three foot
10 candles, and that is measured from a
11 predetermined distance. Take what you will
12 with that as a predetermined distance. But
13 obviously environmental factors will change
14 with that. But it's point three foot
15 candles, Tim.

16 MR. MCCARTHY: Okay. Thank you.

17 Next question. Question number
18 four. Will it turn off at a certain hour of
19 the day?

20 No. It is active 24 hours a day.
21 At night, there is dimming technology that
22 comes on. So the sign does turn down so it's
23 not as bright during the during the night
24 time.

1 And how will the billboard impact
2 the residents across the street? Do those
3 windows directly face illumination?

4 I think Edward, I believe, had
5 asked that question. And we got into that a
6 little bit. You know, I can't answer that
7 question. As the director, I can't tell you
8 how light is going to affect you from being
9 across the street like that. So I really
10 can't answer that question, but it's
11 definitely on the record for Melanie Dyer,
12 D-Y-E-R.

13 MR. KELLEHER: One more, please.
14 Steven Seiler from the 210 South Street says
15 it'll greatly affect his apartment there,
16 number 7-5. It'll be a huge nuisance and
17 reduces property value. He's looking for
18 compensation and he can't make the meeting,
19 but he wants to register his strongest
20 objection.

21 MR. MCCARTHY: Okay. What's his
22 name? I didn't catch it.

23 MR. KELLEHER: Steven, S-E-I-L-E-R,
24 Seiler.

1 MR. MCCARTHY: Okay.

2 MR. KELLEHER: So he asked that I
3 put that in there. And there it is. No
4 other comments.

5 MR. MCCARTHY: Excellent. Okay.
6 No other comments. Okay.

7 Well, with that we will adjourn
8 today's meeting. Today is the June 18th 2026
9 6 OA hearing. I want to thank everybody for
10 attending and thank everybody for their
11 wonderful comments. And we will be in touch
12 as I take everything under advisement.

13 Thanks very much. Have a great
14 long weekend for everybody, and we'll see you
15 next month.

16 (Whereupon, the proceeding concluded at 11:54 a.m.)

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C E R T I F I C A T E

COMMONWEALTH OF MASSACHUSETTS

I, Patricia J. Dunham, a Professional Court Reporter and Notary Public in and for the Commonwealth of Massachusetts, do hereby certify that the foregoing Hearing was taken by me on June 18, 2026.

To the best of my knowledge, the within transcript is a complete, true and accurate record of said deposition.

I am not connected by blood or marriage with any of the said parties, nor interested directly or indirectly in the matter in controversy.

In witness thereof, I have hereunto set my hand this 2 of July 2026.

Patricia J. Dunham

PATRICIA J. DUNHAM

Notary Commission No. 100206261

Commission Expires: 3/4/2030