

Office of Outdoor Advertising
Public Meeting

March 11, 2021

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 March 11, 2021

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 the March

6 11, 2021 Office of Outdoor Advertising hearing.

7 This meeting is being held virtually by

8 Governor's Executive Order. Due to the COVID-19

9 pandemic, we cannot meet in person, so we are doing

10 this virtually as we have been for the last year.

11 We are running this hearing by

12 GoToWebinar.

13 Please note that this meeting is being

14 recorded by our stenographer who is in attendance. He

15 will provide a transcript of the meeting as always,

16 and it will be posted to our web page once the meeting

17 notes are approved at the next hearing.

18 This meeting is accessible to people

19 with disabilities and individuals with limited English

20 proficiency. If you filed a request for assistance

21 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 Please note that accessible versions of

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1 the meeting materials have been previously posted to
2 the OOA website and will be referred to in the
3 meeting. The links for those documents are also in
4 the chat box, and the materials should also be
5 available to download through GoToWebinar.

6 We are going to run this meeting as
7 close to normal as our regular Outdoor Advertisings,
8 although this is kind of the normal now so I actually
9 shouldn't say that. We will go through the agenda.
10 While the sign-in sheet cannot be physically signed,
11 we will have a list of those who signed up for the
12 webinar.

13 On the screen is the agenda.

14 Gerry, please make sure the agenda is
15 posted.

16 And, what we will do is I will go
17 through each item. I will ask questions of the
18 proponents, just like I used to do when we were in
19 person at 10 Park Plaza.

20 Just so you know, everybody in the
21 public is currently muted. In about two minutes, the
22 organizer is going to unmute everyone, and you should
23 mute yourself at that time. Should the organizer, who
24 is Gerry Kelleher from MassDOT, hear excessive

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1 background noise, he will mute people individually or
2 the whole group if needed.

3 If you would like to speak when public
4 comment is requested, you can unmute yourself at that
5 time. If you have any trouble unmuting yourself to
6 make a comment, you can use the raise your hand
7 function in GoToWebinar in order to indicate you would
8 like to make a comment. To raise your hand in
9 GoToWebinar, click the hand icon in the control panel.
10 If you are connected by phone to the audio, you can
11 press *9 to raise your hand. On the phone, you can
12 also press *1 to play the features menu and *2 to mute
13 or unmute the audio.

14 You can also post your comment or
15 question in the chat box.

16 You will have a chance to make comments
17 just like you do in the regular public hearing at the
18 end of each item and then a final chance for overall
19 comments at the end of the agenda.

20 For anyone who may be new, we do not
21 make any decisions at this actual hearing. Every item
22 is taken under advisement and decisions are usually
23 made within a few weeks, sometimes as early as a week,
24 but we will give time for write-in comments to our

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1 email address, which is
2 OOAInformation@dot.state.ma.us.

3 You can send comments in writing there
4 as well.

5 With that, Gerry, if you could unmute
6 everybody, we will start.

7 GERARD KELLEHER: Somebody is making
8 noise here.

9 (Participants unmuted.)

10 JOHN ROMANO: Whoever is making that
11 background noise, can you mute yourself or stop the
12 noise so I don't have to mute everybody?

13 First, is approval from the February
14 11th Outdoor Advertising Public Hearing. Are there any
15 comments, questions, or issues with those notes from
16 that meeting?

17 (No response.)

18 JOHN ROMANO: Gerry, I don't see
19 anything. Do you see anything on chat?

20 GERARD KELLEHER: No hands up.

21 JOHN ROMANO: No hands raised. Right.
22 Okay. We will mark those as approved.

23 And, next, we will move to the first
24 application, which is an application for a static

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1 permit. This permit is by Media Partners MRV LLC.
2 And this is Application Number 2021001 and 002. This
3 is a new build for two static boards. And the
4 location is 1414 Providence Highway in Foxborough,
5 Massachusetts.

6 Is the applicant present?

7 NEAL ROSSI: I am, John. I believe Mr.
8 Verrochi is on as well.

9 JOHN ROMANO: Okay. Can you please
10 just state your name?

11 NEAL ROSSI: Neal Rossi, R-o-s-s-i.

12 JOHN ROMANO: Thank you, Neal.

13 Is there anybody here representing the
14 municipality where the sign is being proposed?

15 (No response.)

16 JOHN ROMANO: I do not hear anybody and
17 I do not see -- Gerry, do you see anybody?

18 GERARD KELLEHER: No, sir.

19 JOHN ROMANO: Okay. Are there any
20 abutters present today?

21 (No response.)

22 JOHN ROMANO: I do not hear anybody.

23 Gerry, do you see anything in chat or
24 hands raised?

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1 GERARD KELLEHER: No, I don't.

2 JOHN ROMANO: Okay. Is anybody present
3 from the MassHighway District Office?

4 (No response.)

5 JOHN ROMANO: We received a memo from
6 Mr. Bill Travers from the District 5 Office, and he
7 says there are no objections from the district office
8 for this application.

9 There is no traffic review needed as
10 this is a static board, so nobody from MassDOT Traffic
11 commented on this.

12 Mr. Rossi, was certified mail notice to
13 abutters sent out by you at least 30 days prior to
14 submitting your application to my office?

15 NEAL ROSSI: Yes, it was, Mr. Romano.

16 JOHN ROMANO: Okay. Great. And you
17 did submit copies of the post office receipts, and I
18 do have those with your application. So, thank you.

19 Also, you did provide a copy of the
20 letter that you sent out to the abutters. I have that
21 as well. So, thank you for that, also.

22 Mr. Rossi, have you received any
23 comments in support or opposition to your application?

24 NEAL ROSSI: No.

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1 JOHN ROMANO: We have not either.

2 It is my understanding, based on your
3 application, signed off by the Town of Foxborough,
4 that you received a special permit for this sign, is
5 that correct?

6 NEAL ROSSI: Yes, we did, from the
7 zoning board of appeals.

8 JOHN ROMANO: That's correct. And you
9 did provide a copy of that. I have that in your
10 application packet as well.

11 With that, Mr. Rossi, I am going to
12 have my inspector, Marc Plante, give his field report
13 on this application.

14 Marc?

15 GERARD KELLEHER: Excuse me. Do you
16 need -- Lydia, are you going to take over the screen?

17 LYDIA QUICK: Sure. Can I share the
18 screen with you or do you have to invite me? I don't
19 have the option.

20 GERARD KELLEHER: You're a presenter.
21 Hold on a second.

22 JOHN ROMANO: Hang on one second,
23 folks. If we can't get it, it's okay.

24 GERARD KELLEHER: No, you can.

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1 LYDIA QUICK: Okay. I have the option
2 right here, the map and the photo.

3 MARC PLANTE: Great. Okay. This is a
4 static monopole, two faces, one to the east, one to
5 the west, located in the Town of Foxborough at 1414
6 Providence Highway, which is Route 1 as we know it.

7 So, the area is of business character.
8 There are two legitimate businesses within 500 feet.
9 There are no parks, playgrounds, recreation areas
10 within 300 feet. And any spacing issues, there is a
11 digital to the east, well over 600 feet away. So, it
12 only has to be 500 feet. And, to the west, there is a
13 static sign, which is well over 500 feet. So, there
14 is no spacing issue.

15 The site is conforming to the
16 regulations.

17 NEAL ROSSI: Thank you.

18 JOHN ROMANO: Great, Marc. Thank you.
19 So, no issues from the field.

20 Mr. Rossi, at this time, would you like
21 to add anything to your application?

22 NEAL ROSSI: I just wanted to thank
23 both you and Mr. Plante for doing the due diligence.
24 And I think I'm all set.

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1 JOHN ROMANO: Okay. Great. Any
2 comments, questions, or concerns from the general
3 public in attendance at the hearing?

4 (No response.)

5 GERARD KELLEHER: I don't see anything.

6 JOHN ROMANO: Okay. And I don't hear
7 anything. So, hearing none, Mr. Rossi, we will take
8 this application under advisement and we will get back
9 to you in a couple of weeks.

10 NEAL ROSSI: Thank you, Mr. Romano.

11 JOHN ROMANO: You're welcome. And you
12 won't be going too far as the next item up for bid
13 here is a -- this is a new build in the Town of
14 Marshfield. This is Application Number 2021D008 and
15 D009.

16 Actually, before I forget, I apologize.
17 Just for the record, on the Foxborough applications, I
18 just want to note that notification was sent to the
19 town manager and the town clerk by my office on
20 January 26, 2021 on the Foxborough application. I
21 apologize for not reading that into the record.

22 So, back to the Marshfield
23 applications, 2021D008 and D009. This is an
24 application for an electronic billboard, new build.

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1 This is on -- I apologize. Give me a second here -- 0
2 Enterprise Drive in Marshfield. Sorry about that.

3 Notification was sent to the town
4 administrator and the town clerk on January 26, 2021
5 by my office. Is the applicant present?

6 NEAL ROSSI: Excuse me, John? I didn't
7 get that.

8 JOHN ROMANO: Is the applicant present?

9 NEAL ROSSI: Yes, Neal Rossi.

10 JOHN ROMANO: Neal, thank you.

11 And this is also by MRV Partners,
12 again.

13 Is anyone here representing the
14 municipality where the sign is proposed?

15 (No response.)

16 JOHN ROMANO: I do not hear any.
17 Gerry, I don't see anything.

18 GERARD KELLEHER: No.

19 JOHN ROMANO: Okay. Are there any
20 abutters present today?

21 (No response.)

22 JOHN ROMANO: No. I do not see
23 anybody's hand up. Gerry, none?

24 GERARD KELLEHER: No hands raised.

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1 JOHN ROMANO: Okay. Then from the
2 MassDOT District Office, Neal, we received a memo from
3 Mr. Bill Travers from District 5. If any tree-
4 trimming or any of the such is required, you are to
5 contact the MassDOT District Office directly. That is
6 a separate permit that you would obtain from them
7 should you need to do any of that. It's not
8 affiliated with the Outdoor Advertising Office. Okay?

9 NEAL ROSSI: Thank you.

10 JOHN ROMANO: As far as MassDOT Traffic
11 Operations, we did receive a memo from the state
12 traffic engineer. They did an evaluation, and they
13 have determined that no further traffic study is
14 needed.

15 Mr. Rossi, was certified mail notice to
16 abutters sent out by you at least 30 days prior to
17 submitting your application to my office?

18 NEAL ROSSI: Yes, it was.

19 JOHN ROMANO: And I do have the post
20 office receipts, as you did submit them with your
21 application package. So, thank you for that.

22 And I also have a copy of the letter
23 that you sent out to the abutters. You included that
24 as well. So, thank you.

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1 Mr. Rossi, have you received any
2 written comments in support or opposition to this
3 application?

4 NEAL ROSSI: No, we have not.

5 JOHN ROMANO: And, we have not either.

6 Okay. And, my understanding from
7 reading your application and the sign-off and
8 paperwork submitted by the Town and yourself, is you
9 received a variance from the Town of Marshfield for
10 this sign, is that correct?

11 NEAL ROSSI: It is correct, the zoning
12 board of appeals. It was issued by special permit.

13 JOHN ROMANO: Yes. And we have all of
14 that and reviewed it all.

15 One note that I did want to make is
16 that in the documents that they sent, there is a
17 requirement for you guys to provide 17 hours to the
18 Town of public service announcements. I just want to
19 let you know that the MassDOT also has a 15-hour-a-
20 month requirement that does not count -- their time
21 does not count towards our time. So, whatever
22 agreement you have with them is separate from our
23 requirement.

24 NEAL ROSSI: Understandable.

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1 JOHN ROMANO: With that, I'm going to
2 have my inspector, Mr. Chaves, give his report, field
3 report, on this site.

4 Chris? Chris, we can't hear you.
5 Chris, you can hear me, right? Nod if you can hear
6 me.

7 CHRISTOPHER CHAVES: (Nods
8 affirmatively.)

9 JOHN ROMANO: So, I am going to give my
10 version of the report that you gave me. And then you
11 can just nod if I'm saying it correctly. How's that?
12 All right?

13 CHRISTOPHER CHAVES: (Nods
14 affirmatively.)

15 JOHN ROMANO: So, you inspected the
16 site. It's of business character. So, there are two
17 businesses that meet the business requirement. Is
18 that correct? Where did you go? Did he disappear?

19 (Christopher Chaves no longer on
20 webinar.)

21 JOHN ROMANO: There are two businesses.
22 There are no spacing issues with other signs. There
23 are no parks, or open space, or other recreation areas
24 within 300 feet, no sign spacing issues.

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1 CHRISTOPHER CHAVES: Can you hear me
2 now, John?

3 JOHN ROMANO: Oh, here we go. All
4 right.

5 CHRISTOPHER CHAVES: I left and came
6 back.

7 JOHN ROMANO: All right.

8 CHRISTOPHER CHAVES: That's all it took
9 I guess, because I was unmuted before. I didn't know
10 what else to do so I left and came back. But, I like
11 to be heard, as you know, John.

12 JOHN ROMANO: Don't contradict anything
13 I said, that's all.

14 CHRISTOPHER CHAVES: I'm going to go
15 quick.

16 It's a proposed two-side electronic
17 billboard located facing Route 3 north and south in
18 Marshfield.

19 From the Google Earth, you can't tell,
20 but there is a business on that parcel. The Google
21 Earth is a little dated. But there is a business
22 there, and there are two within 500 feet of the
23 proposed sign.

24 There are no critical areas,

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1 recreational areas, conservation, within 300 feet of
2 the proposed sign.

3 From a field standpoint, the location
4 meets the field criteria.

5 The only thing I would note is you can
6 see on the picture the stake which marks the monopole
7 is only a few feet away from what appears to be the
8 state highway layout fence. The fence is in
9 disrepair. But that does appear to be the state
10 highway layout borderline. So, that sign, once built,
11 if built, cannot overhang the state highway layout
12 whatsoever, just for the applicant to be aware.

13 Other than that, it looks like a good
14 location.

15 NEAL ROSSI: Thank you.

16 JOHN ROMANO: I'm just taking notes.

17 All right. So, Mr. Rossi, you
18 understand that the stake is right there and that the
19 state highway layout, you can't even be an inch over
20 that or even touching that line? So you understand
21 that, correct?

22 NEAL ROSSI: I do, Mr. Romano.

23 JOHN ROMANO: Great. Thank you.

24 From my point, just a reminder, Section

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1 3.17 has all of the requirements for electronic
2 permits regarding brightness, ten-second static
3 display, and 15-hour public service announcement
4 requirements, etc. So, should you be granted, you
5 know, this permit, you will need to make sure that
6 your sign complies with all of that.

7 Do you have anything that you would
8 like to add to your application at this time?

9 NEAL ROSSI: As I said before, Mr.
10 Romano, I just want to thank you for your time and
11 your inspector's time in doing the due diligence
12 because I think those are both great locations. So,
13 thank you for your assistance.

14 JOHN ROMANO: Okay. Are there any
15 comments, or questions, concerns from anybody
16 regarding this sign? Hearing none.

17 (No response.)

18 GERARD KELLEHER: I don't see anything.

19 JOHN ROMANO: And, seeing none, Mr.
20 Rossi, we will take these under advisement, and we
21 will get back to you in a couple of weeks just like
22 the other application.

23 NEAL ROSSI: Thank you.

24 JOHN ROMANO: You're welcome. Thank

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1 you.

2 Okay. Next up on the agenda, we have
3 renewals. We have a few more renewals for Outdoor
4 Advertising licenses and permits.

5 Are there any questions, comments, or
6 concerns? This is Item C, 3C on the agenda, 3C and D.

7 (No response.)

8 JOHN ROMANO: I do not hear or see any.

9 GERARD KELLEHER: No.

10 JOHN ROMANO: Next is actions since the
11 last hearing. Any questions on that?

12 (No response.)

13 JOHN ROMANO: Seeing none.

14 Any general questions, comments,
15 concerns relating to Outdoor Advertising?

16 (No response.)

17 GERARD KELLEHER: I don't see anything,
18 John.

19 JOHN ROMANO: Okay. Seeing none.

20 This hearing is adjourned. Thank you
21 all very much. Enjoy the great weather today. Thank
22 you all for your help. Have a great day.

23 (Whereupon, the proceedings were concluded
24 on March 11, 2021.)

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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.