

Office of Outdoor Advertising
Public Meeting

March 9, 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, March 9, 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 March
6 2023 Office of Outdoor Advertising public meeting.

7 This meeting is being held virtually by
8 the Governor's Act extending certain COVID-19 measures
9 adopted during the State of Emergency and extended
10 through March 31, 2023, which is running out shortly.
11 But it's my understanding that the legislature is
12 working on extending that for a longer period of time,
13 so we should know about that soon. And we'll let you
14 know about that. If that shouldn't happen and we need
15 to go back to in-person meetings, we will let you know
16 that as well. But, our understanding is that is going
17 to -- they are working on that and, any day now,
18 something may come out of the legislature on that.

19 We are running this hearing by Zoom
20 platform.

21 Please note that this meeting is being
22 recorded by our stenographer, who is in attendance
23 today. He will provide a transcript of that meeting,
24 and it will be posted on our website as soon as it is

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1 available.

2 This meeting is accessible to people
3 with disabilities and individuals with limited English
4 proficiency. If you filed a request to be available
5 today and did not receive it, please contact MassDOT's
6 Office of Diversity and Civil Rights at 857-368-8580
7 or massdot.civilrights@dot.state.ma.us.

8 Jerry Kelleher of my staff will go
9 through the Zoom controls for this meeting.

10 Jerry, could you please do that at this
11 time?

12 GERARD KELLEHER: Sure thing.

13 Okay. So, the microphone icon is
14 something you should check to make sure your personal
15 speakers and microphone are working.

16 Only the panelists will be on camera
17 for this meeting.

18 And the chat function and
19 interpretation will not be functional for this one.

20 And if you'd like to ask a question
21 during the meeting, just raise your hand. Hit the
22 raise your hand icon on Zoom, and I will unmute you at
23 the appropriate time.

24 And make sure that you state your name

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1 for the stenographer's public record, and only ask one
2 question at a time and make it pertinent to the agenda
3 item that we're covering at the time.

4 There will be an opportunity for
5 general comments at the end of the public hearing.

6 If you can't access the internet or
7 have any problems as we go along, you can call into
8 the meeting at the phone number shown, which is 301-
9 715-8592. And the Web ID is 32 7917 4273.

10 You can also put written questions into
11 the Q&A section, and then we'll endeavor to answer
12 them as we go.

13 And if you're listening on the phone
14 and you'd like to make a comment, dial *9. I'll call
15 out the last three digits of your phone number and
16 unmute your audio when the time comes for you to
17 speak. Again, please identify yourself for the
18 record.

19 And that's a basic outline of the Zoom
20 protocols for this meeting.

21 I'll turn it back to the Director, John
22 Romano.

23 JOHN ROMANO: Great. Thank you, Jerry.

24 Please note that accessible versions of

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1 the meeting materials have been posted to the OOA
2 website and will be referred to in this meeting. And
3 we have also posted those in the Q&A box. So, they
4 are there now, and you can click on those if you need
5 to use them.

6 We will go through the agenda.

7 As always, the sign-in sheet we know
8 cannot physically be signed. But by signing up for
9 the webinar, we have a list of those who are in
10 attendance.

11 Jerry, at this time, can you put the
12 agenda up on the screen?

13 GERARD KELLEHER: Sure.

14 JOHN ROMANO: As always, we will go
15 through every item. I will ask the proponents
16 questions.

17 As a reminder, everybody from the
18 public is currently muted and your camera is turned
19 off. Just the panelists are on screen.

20 And, another reminder, you can provide
21 comments in writing to us by email, as always.

22 For anybody who may be new to this
23 public meeting, we do not make any decisions today.
24 Every item is taken under advisement, and decisions

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1 are usually made within a few weeks, sometimes as
2 early as a week. But, we will give time for write-in
3 comments to our email address, which is
4 OOAInformation@dot.state.ma.us. That's where you can
5 send your written comments.

6 And, as Jerry had stated, we will also
7 have general public comments about anything OOA
8 related at the end of the meeting, and there will be
9 public comments at the end of each item particular to
10 that item.

11 So, Jerry, with that, we will start the
12 meeting. If you could pop up the agenda again on the
13 screen?

14 The first item will be the minutes of
15 the regular session last held February 9, 2023. And
16 those are up on the screen at this time. Does anybody
17 have any questions or comments for that?

18 (No response.)

19 JOHN ROMANO: I am not seeing any
20 hands. So, with that, I will mark these approved as
21 of today. Okay. Very good.

22 So, we only have one action item for a
23 new application today. This is a new application for
24 an electronic permit. It is Vivid Outdoor, LLC. And

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1 this is 119 John Dietsch Square, North Attleboro. It
2 is Application Number 2023D001 and D002. It's a new
3 structure facing both north and south.

4 The applicant is Vivid Outdoor.

5 Notice was sent by my office to the
6 municipality on February 7, 2023, to the town manager
7 and the town clerk.

8 Is there anybody here representing the
9 proponent today? Yeah?

10 STEPHEN ROSS: Yes, sir. Stephen Ross,
11 Vivid Outdoor.

12 JOHN ROMANO: Good morning, Mr. Ross.
13 How are we doing today?

14 STEPHEN ROSS: We're doing well. How
15 are you, sir?

16 JOHN ROMANO: Very well. Thank you.

17 Is there anybody here representing the
18 municipality where this is being proposed in North
19 Attleboro?

20 (No response.)

21 JOHN ROMANO: No hands. Okay.
22 Are there any abutters present today?

23 (No response.)

24 JOHN ROMANO: I'm not seeing any.

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1 GERARD KELLEHER: No.

2 JOHN ROMANO: Okay. Okay. Is there
3 anybody here representing MassDOT's Highway District
4 Office, which this is District 5?

5 (No response.)

6 JOHN ROMANO: I'm not seeing any.

7 But, Mr. Ross, Bill Travers from
8 District 5 sent me an email just as a note regarding
9 any access permits needed for tree trimming or tree
10 removal, you will need to obtain those separately
11 through the District. You can contact Mr. Travers at
12 the District Office. So, anything regarding tree
13 trimming, tree removal, that type of stuff, will all
14 be handled separately through the District. You can
15 contact him separately from this permit. Okay?

16 STEPHEN ROSS: Yes, sir.

17 JOHN ROMANO: All right. Is anybody
18 present from the MassDOT Traffic Operations?

19 (No response.)

20 GERARD KELLEHER: No hands.

21 JOHN ROMANO: No hands. Okay.

22 Mr. Ross, again, I received a memo from
23 the State Traffic Engineer's Office, Mr. Jim Danila.
24 They have reviewed this location and your application

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1 for a two-sided digital permit. And they have said
2 that there is no, based on their review and
3 observations, it is their judgment that a detailed
4 traffic study at this location will not be required.
5 I have a copy of that memo, and that is with the file
6 for your application.

7 Okay. Some questions for you, Mr.
8 Ross.

9 Was certified mail notice to abutters
10 sent out by you at least 30 days prior to submitting
11 your application to my office?

12 STEPHEN ROSS: Yes.

13 JOHN ROMANO: And I do have copies of
14 the post office receipts in my package that you
15 submitted to us.

16 And, also, you did submit a copy of the
17 abutter notice that you sent out and I have that as
18 well, is that correct?

19 STEPHEN ROSS: That's correct.

20 JOHN ROMANO: Okay. Mr. Ross, have you
21 received any written comments in support or opposition
22 of your application today?

23 STEPHEN ROSS: No comments at all.

24 JOHN ROMANO: And we have not received

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1 any either. Okay.

2 Special permit or variance. In review
3 of your application and the package submitted, it was
4 signed off by the North Attleboro town manager. There
5 are several variances granted by the Town of North
6 Attleboro that gave, you know, gave the town manager
7 the authority to sign off on this. Is that your
8 understanding, Mr. Ross?

9 STEPHEN ROSS: That is correct.

10 JOHN ROMANO: Okay. And I have copies
11 of all of that. It's all in the package that you
12 submitted.

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

15 STEPHEN ROSS: No, sir.

16 JOHN ROMANO: Okay. With that, I am
17 going to have my field inspector, Marc Plante, give
18 his report on this.

19 CHRISTOPHER CHAVES: I don't think Marc
20 is on, but I can speak to it.

21 JOHN ROMANO: Oh, okay. You're going
22 to give it for him? Okay. So, Mr. Chaves will give
23 the inspection report.

24 CHRISTOPHER CHAVES: Yeah. Thanks,

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1 John.

2 This is a proposed electronic two-sided
3 billboard facing I-95 in North Attleboro. The
4 proposed location has two businesses within 500 feet
5 of the location. There are no other signs in the area
6 to speak of. There are no critical areas within 300
7 feet of that location. And it is situated further
8 enough away from Point C on the nearest off-ramp. So,
9 there are no issues from a field standpoint on this
10 location.

11 JOHN ROMANO: Okay. Great. Thank you
12 very much.

13 Any comments, or questions, or concerns
14 from anybody in attendance at the meeting here today?

15 (No response.)

16 JOHN ROMANO: Okay. I am not seeing --

17 GERARD KELLEHER: No hands.

18 JOHN ROMANO: No hands.

19 Mr. Ross, we will take this application
20 under advisement, and we will get back to you.

21 STEPHEN ROSS: Excellent. Thank you,
22 sir.

23 JOHN ROMANO: You are welcome.

24 Okay. That's all the applications we

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1 have for today. We do have a few more renewals for
2 licenses and permits and unlicensed permits that we
3 received since the last hearing that are on our agenda
4 under Items B and C.

5 Any comments or questions?

6 (No response.)

7 JOHN ROMANO: Seeing none.

8 For the Record - Since the Last
9 Hearing, we've approved a new license.

10 We've approved a transfer of permits.

11 We did approve the six MBTA digital
12 urban panels.

13 We did deny the Rockland application
14 for digital permits that were presented several months
15 ago.

16 And then the other applications that
17 are on there are still under advisement and under our
18 review.

19 Any comments or questions on those
20 actions taken since the last hearing?

21 (No response.)

22 JOHN ROMANO: Okay. Seeing none, we
23 will move on to public comment.

24 Any other comments or questions

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1 regarding anything else related to Outdoor
2 Advertising?

3 (No response.)

4 GERARD KELLEHER: No hands or phone-ins
5 that are available. No questions.

6 JOHN ROMANO: Okay. Just, again, a
7 reminder, right now, the powers on virtual public
8 meetings, not just for Outdoor Advertising but across
9 the Commonwealth, it runs out at the end of the month.
10 As far as we know, the legislature is working on
11 extending that. Should that not happen and we are
12 going to go back in person, we will certainly let
13 everybody know way in advance of our April hearing,
14 but our understanding is that will happen and we will
15 continue virtually. But should that change, we will
16 certainly let you know.

17 Thank you all very much. We appreciate
18 it. Have a great day.

19 11:14, we are adjourned.

20 (Whereupon, the proceedings were
21 concluded on March 9, 2023, at 11:14 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.