

Office of Outdoor Advertising
Public Meeting

May 9, 2019

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

Present:

John Romano, Executive Director

Office of Outdoor Advertising May 9, 2019

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

2

3 JOHN ROMANO: Good morning, everyone.
4 My name is John Romano. I'm the Director of Outdoor
5 Advertising for MassDOT. We are here for the May 9,
6 2019 public hearing.

7 This meeting is accessible to people
8 with disabilities and individuals with limited English
9 proficiency. If you have filed a request with us for
10 assistive technology, sign language, alternate format
11 documents, an interpreter, translated documents, or
12 other such services to be available here today, please
13 see Lydia if you haven't yet received the assistance
14 you need.

15 We also could have amplification
16 devices available from Lydia if you need them.

17 If you need any other similar
18 assistance to participate today, please let Lydia know
19 and we will do our best to help accommodate you. If
20 we have those requests in advance, we will be sure to
21 have them here for you.

22 Over to the table on my left is a sign-
23 in sheet. If you haven't signed in on your way in,
24 you can certainly do so on your way out. There's

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1 copies of the meeting minutes from the last meeting,
2 April 11th, and also a copy of today's agenda if you
3 would like one.

4 Minute approval of April 11, 2019, OOA
5 public hearing, any questions, comments, changes,
6 concerns?

7 (No response.)

8 JOHN ROMANO: Seeing none, we will mark
9 those approved. Thank you.

10 The first item on the agenda is an
11 application for electronic permits by Logan Digital.
12 The location is 100 Boardman Street, also known as 415
13 William McClellan Highway, Boston. These are
14 Applications 2019D006 and D007.

15 Notification was sent by my office on
16 March 19, 2019 to the mayor and the city clerk.

17 Is the applicant present today?

18 ALYSON GOLDBERG: Yes, I am. Alyson
19 Goldberg, Logan.

20 JOHN ROMANO: Is anyone here
21 representing the municipality today?

22 (No response.)

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

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1 JOHN ROMANO: No. Is there anybody
2 here from the MassHighway District Office?

3 (No response.)

4 JOHN ROMANO: No. Anyone present from
5 MassDOT Traffic Ops?

6 (No response.)

7 JOHN ROMANO: No.

8 We did receive a memo from the State
9 Traffic Engineer's Office. And no detailed traffic
10 study at this location will be required. So, no
11 further study required from the Traffic Office.

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

15 ALYSON GOLDBERG: Yes, it was.

16 JOHN ROMANO: And I do -- you did
17 submit copies of the post office receipts and I have
18 them. Also, you did send me a copy of the letter that
19 was sent out to the abutters, and I have that as well.
20 So, thank you.

21 Have you received any written comments
22 in support or opposition of this application?

23 ALYSON GOLDBERG: No.

24 JOHN ROMANO: Neither have we.

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1 Special permit or variance -- according
2 to the paperwork submitted and what was signed off by
3 the City of Boston, you received a special permit from
4 the Board of Appeals, 79952, I believe. And you
5 submitted a copy to me, is that correct?

6 ALYSON GOLDBERG: Yes.

7 JOHN ROMANO: Okay. And it is also my
8 understanding with speaking with the BPDA, there is a
9 license agreement that you guys are in the process of
10 finalizing. And either you or the BPDA will be
11 submitting a copy of that signed agreement to me
12 before I approve this application, is that correct?

13 ALYSON GOLDBERG: Yes.

14 JOHN ROMANO: Okay. Any other further
15 developments on that? I know we spoke --

16 ALYSON GOLDBERG: FedExed.

17 JOHN ROMANO: FedEx. Okay. As of
18 yesterday, it was in transit.

19 ALYSON GOLDBERG: Yes.

20 JOHN ROMANO: So, okay. Thank you.

21 At this time, I will have my inspector,
22 Mr. Chris Chaves, give his field report.

23 CHRISTOPHER CHAVES: Thank you, John.

24 As you mentioned, this is a proposed

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1 electronic monopole facing north and south on Route
2 1A, McClellan Highway, located on the Hilton Garden
3 Inn property.

4 There are multiple businesses within
5 500 feet of the location. Two of them were used with
6 the Hilton Garden and Avis Rent-A-Car. There are no
7 spacing issues to any static signs on the same side of
8 the roadway as well as no spacing issues to any
9 electronics on either side of the roadway. Also, no
10 spacing issues to any critical areas, such as parks,
11 recreational areas, etc., within 300 feet.

12 From a field standpoint, this looks
13 like a good location.

14 JOHN ROMANO: So it meets all of the
15 requirements of the CMR?

16 CHRISTOPHER CHAVES: Meets the CMR,
17 yes, sir.

18 JOHN ROMANO: Thank you very much,
19 Chris.

20 Alyson, is there anything you'd like to
21 add to your application at this time?

22 ALYSON GOLDBERG: No.

23 JOHN ROMANO: Okay. Thank you.

24 Just a couple of reminders. So, we

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1 will wait to get that license agreement and review
2 that before any decision is made.

3 Should your application be approved,
4 please note that you need to pay special attention to
5 700 CMR 3.17, all of the requirements for digital
6 boards.

7 Also, there is a 15-hour PSA
8 requirement for each side, as I know you know from
9 your other boards. Mr. Kelleher here will, you know,
10 be in touch on a monthly basis sending you those.

11 So, thank you.

12 Any questions, comments, feedback from
13 the general public?

14 (No response.)

15 JOHN ROMANO: Okay. Seeing none, we
16 will take this under advisement and we will get back
17 to you.

18 Thank you.

19 ALYSON GOLDBERG: Thank you.

20 JOHN ROMANO: Okay. Next up on the
21 agenda, we have an application for two-sided
22 electronic digital board, Ingalls Outdoor. This is
23 223 Winthrop Avenue in Lawrence, Application Numbers
24 2019D008 and D009.

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1 Notification was sent by my office on
2 4/9 to the mayor and the city clerk.

3 Is the applicant present?

4 BRIAN HANEY: Yes, Mr. Director. Brian
5 Haney for Ingalls Outdoor. With me is Drew Hoffman,
6 one of the managers.

7 JOHN ROMANO: Good morning, Mr. Haney.

8 BRIAN HANEY: Good morning.

9 JOHN ROMANO: Hi, Drew.

10 Is anyone here present representing the
11 municipality where the sign is proposed?

12 (No response.)

13 JOHN ROMANO: No. Are there any
14 abutters present today?

15 (No response.)

16 JOHN ROMANO: None. Is anyone here
17 from the MassHighway District Office?

18 (No response.)

19 JOHN ROMANO: No. Is anyone present
20 from MassDOT Traffic?

21 (No response.)

22 JOHN ROMANO: No. Mr. Haney, as
23 previously discussed with you, the State Traffic
24 Engineer's Office has reviewed this site. And, based

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1 on their observations and judgment, a detailed traffic
2 study of this location will be required. We will
3 forward you that information after this hearing.
4 There is a pre- and post-installation study. So, the
5 pre-study will be required before a permit is
6 determined. And then the post-study will be, should
7 we grant the application, once you install it, I think
8 it's due like 13 months after that because it's
9 monitoring traffic for a one-year period. So, we will
10 get that SOP to you with all the details and what you
11 need to do after the hearing.

12 BRIAN HANEY: Understood. Thank you.

13 JOHN ROMANO: Yes. Mr. Haney, was
14 certified mail notice to abutters sent out by you at
15 least 30 days prior to submitting your application to
16 my office?

17 BRIAN HANEY: Yes, it was.

18 JOHN ROMANO: And I do have copies of
19 the post office receipts. You did submit them. Thank
20 you. You also did submit a copy of the letter that as
21 sent out to the property owners, so I have that as
22 well. Thank you for that.

23 Have you received any written comments
24 in support or opposition of this application?

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1 BRIAN HANEY: We've been copied on
2 written comments from the representatives in the
3 municipality that were sent to Secretary Pollack as
4 well as the OOA office directly in support of the
5 application.

6 JOHN ROMANO: Yes.

7 BRIAN HANEY: And I've submitted those
8 with the application.

9 JOHN ROMANO: So, I have copies of
10 those from Mayor Rivera and also Councilor Marc
11 LaPlante.

12 BRIAN HANEY: Exactly.

13 JOHN ROMANO: Yes. So, those are the
14 two you're referring to, right?

15 BRIAN HANEY: Yes, sir.

16 JOHN ROMANO: Okay. And then,
17 according to the paperwork you submitted and the
18 signoff by the City, that you were required and
19 received a special permit from the City, is that
20 correct?

21 BRIAN HANEY: That is correct.

22 JOHN ROMANO: And we do have all that.

23 BRIAN HANEY: Yes, sir.

24 JOHN ROMANO: Okay. At this time, I

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1 will have my inspector, Jason Bean, give his field
2 report on this application.

3 JASON BEAN: Yes, thank you, John.

4 So, this is a new constructed monopole
5 at 223 Winthrop Ave. in Lawrence. These will be
6 14x48, facing north and south. This is a commercially
7 zoned area.

8 During the field inspection -- so you
9 can see the picture -- the site was marked. The
10 proposed permits will be within 500 feet of an
11 existing digital to the east. From that proposed
12 spot, it was 285 feet, and then minus 40 feet for the
13 orientation of the sign, which left us at 245 feet.

14 There was a park measurement we had to
15 make to Den Rock Park. And that gave us a distance of
16 315 feet. So that is not an issue.

17 There's two businesses within 500 feet.

18 So, at this time. The only issue we
19 have with it is the spacing issue from two signs from
20 the east.

21 JOHN ROMANO: So, it's less than the
22 1,000 feet from the --

23 JASON BEAN: Of current digital
24 actives, yeah.

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1 JOHN ROMANO: And, Mr. Haney, we did
2 receive a request from you and your client as to --
3 for an exemption of that 1,000-foot spacing, as you do
4 meet the federal spacing requirement of 100 feet but
5 do not meet the state's requirement of 1,000 feet.
6 So, that exemption has been -- is being reviewed. A
7 decision on that has not been made at this time.
8 That, along with the rest of the application, is still
9 under advisement.

10 Do you have anything that you would
11 like to add to your application at this time?

12 BRIAN HANEY: With the exception of
13 what's in the letter before you, no, at this time.

14 JOHN ROMANO: Okay. Great. Just a
15 reminder that, as with Logan earlier, should this
16 permit be granted, 700 CMR 3.17, you will need to
17 follow strictly all of the requirements for digital
18 boards. Mr. Hoffman, I know this isn't your first
19 one, so you know those. And, again, a reminder of the
20 15-hour PSA requirement. Mr. Kelleher will be in
21 touch should this be awarded.

22 Any questions, comments, concerns from
23 the general public on this one?

24 (No response.)

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1 JOHN ROMANO: Okay. We will take this
2 under advisement, along with your request for the
3 exemption, and we will get back to you shortly.

4 BRIAN HANEY: Thank you.

5 JOHN ROMANO: Okay. The next item on
6 the agenda is for the record, actions taken since the
7 last public hearing. Any questions, comments, or
8 concerns on those items?

9 (No response.)

10 JOHN ROMANO: Okay. Any other general
11 public comment?

12 (No response.)

13 JOHN ROMANO: Seeing none, we are
14 adjourned. Thank you all very much.

15 (Whereupon, the proceedings were concluded
16 on May 9, 2019 at 11:16 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

**All names not provided were spelled phonetically to the best of my ability.

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