

Office of Outdoor Advertising
Public Meeting

May 14, 2020

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 May 14, 2020

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, and I am the Director of
5 Outdoor Advertising for MassDOT. We are here for our
6 May 14, 2020 Office of Outdoor Advertising hearing.

7 This meeting is being held virtually by
8 Governor's Executive Order. Obviously, due to the
9 COVID-19 pandemic, we cannot meet in person so we are
10 doing this virtually. This is the first one of the
11 Outdoor Advertising hearing meetings being held
12 virtually. We are doing this by GoToWebinar. So,
13 please bear with us if there are a couple of glitches
14 here and there. We are going to try to run this
15 meeting as close to normal as our regular Outdoor
16 Advertising hearing. And it will be run in the same
17 manner. I will go through the agenda. The sign-in
18 sheet, obviously, physically, you can't sign in. But
19 by signing up for the webinar, we have a list of those
20 who are in attendance based on that. So, that will be
21 the sign-in part of the agenda.

22 On the screen is the agenda. And what
23 we will do is I will go through each item. I will ask
24 the questions of the proponents, just like I do in the

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1 meeting.

2 Just so you know, everybody in the
3 public is currently muted. In about two minutes, we
4 are going to unmute everyone, so please keep any
5 background noise or idle chatter down.

6 Should the organizer, who is Dan
7 Sullivan from MassDOT, who is working with me to put
8 this webinar on, should we hear excessive background
9 noise, we will mute people individually if we need to.
10 So, you will have a chance to make comments, just like
11 you do in the regular public meeting as we hold it at
12 10 Park Plaza. So, we will run this in the same type
13 of fashion.

14 Also, please note that you can provide
15 comments in writing to us by email as always. For
16 anybody who may be new, we do not make any decisions
17 at the hearing. Every item is taken under advisement
18 and decisions are made usually within a few weeks,
19 sometimes as early as a week, but we will give time
20 for -- you know, you can write in a comment to our
21 email address, which is
22 OOAInformation@dot.state.ma.us. You can send your
23 comments in writing there. So, we will have public
24 comments at the end of each item as we always do, and

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1 then a final one at the end of the agenda.

2 So, with that, Dan, if you could unmute
3 everybody. Are we all set, Dan?

4 DANIEL SULLIVAN: Yeah, so people
5 should -- sorry, I might have to go through
6 individually. Okay. Everybody has been unmuted by
7 the organizer. Folks can still self-mute. You should
8 still be able to.

9 JOHN ROMANO: Okay. Are we all set?
10 So, I'm going to start.

11 So, obviously, the call to order was
12 the first item. We kind of went through all of the
13 rules.

14 Minutes approval from the March 12th OOA
15 public hearing. If you have any question or anything,
16 just state your name and, you know, give your comment.
17 Are there any at this time?

18 (No response.)

19 JOHN ROMANO: Hearing none, I am going
20 to mark the minutes from March 12th approved.

21 Okay. The first item on the agenda is
22 RSA Media, LLC. It is an application for a new
23 license under RSA Media, LLC, 10 Presidential Way,
24 Suite 100 in Woburn, MA. The contact is Susan

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1 Eastman.

2 Susan, are you here?

3 SUSAN EASTMAN: Yes, I am. Good
4 morning.

5 JOHN ROMANO: Good morning, Susan. How
6 are you doing? Can you just spell your name for the
7 record, please?

8 SUSAN EASTMAN: Certainly. Susan, S-u-
9 s-a-n, Eastman, E-a-s-t-m-a-n.

10 JOHN ROMANO: Thank you. Okay, Susan.
11 So, I've reviewed all of your paperwork that you have
12 submitted: your Certificate of Good Standing and tax
13 compliance, your W-9, and your certificate from the
14 Secretary of the Commonwealth, a little extra
15 submittal there. And, also, we did receive your check
16 for the appropriate fee. Everything seems to be in
17 order from a paperwork standpoint.

18 Do you have anything that you'd like to
19 add to your application at this point?

20 SUSAN EASTMAN: No, sir. Thank you.

21 JOHN ROMANO: Okay. We will take your
22 application for your new license under RSA Media, LLC,
23 under advisement.

24 Or, actually, before that, is there any

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1 comments or questions from anybody in the audience?

2 (No response.)

3 JOHN ROMANO: Okay. Seeing none, we
4 will take that under advisement, your application, and
5 we will get back to you.

6 SUSAN EASTMAN: Thank you so much.

7 JOHN ROMANO: Thank you.

8 SUSAN EASTMAN: Thank you.

9 JOHN ROMANO: Okay, that's done, number
10 one. Okay.

11 Item number two is an application for
12 permit transfers between Mansfield Outdoor and
13 Outfront Media, LLC. They are Permit Numbers 2014D017
14 and D018 located at 229 Newbury Street in Peabody.
15 So, from Mansfield Outdoor, is there somebody here
16 representing Mansfield?

17 JAMES CAMPBELL: Yes, John. Jim
18 Campbell is here.

19 JOHN ROMANO: Mr. Campbell, can you
20 just spell your name for the record, please?

21 JAMES CAMPBELL: Sure. The first name
22 is James, J-a-m-e-s, last name Campbell, C-a-m-p-b-e-
23 l-l.

24 JOHN ROMANO: Okay. Great. Is there

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1 anybody here representing Outfront Media?

2 KEN ROWELL: Yes, Mr. Romano, Ken
3 Rowell from Outfront Media, R-o-w-e-l-l.

4 JOHN ROMANO: Okay, Ken. Thank you
5 very much, Jim.

6 So we have reviewed all of the
7 paperwork for the transfer. And everything appears to
8 be in order. I am going to ask my inspector -- just
9 with all transfers, we do do an inspection just to be
10 sure that nothing is out of order. And it is my
11 understanding that you guys are waiting for, you know,
12 a piece of paper to be completed. As with all items,
13 you know that we take these under advisement. So we
14 will wait to hear that the final I is dotted and the T
15 crossed before we make our final ruling on the
16 transfer.

17 But, with that, Mr. Chaves, anything to
18 report from your inspection on these?

19 CHRISTOPHER CHAVES: No, I did an
20 updated inspection the 22nd of April on these two
21 boards. There are two digital permits at this
22 location as of 2014. Nothing in the area has changed
23 regarding other signage. There is a static board
24 that's well over 500 feet to the south, and another

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1 digital that is well over 1,300 feet to the south.
2 But no parks, nothing has changed in the area. Both
3 businesses are still active. So, all is good.

4 JOHN ROMANO: Okay. Great. And just
5 to add to the review of this, Mr. Campbell and Mr.
6 Rowell, you did provide the appropriate paperwork from
7 the Town of Peabody as with Peabody they require
8 approval on a special permit transfer between
9 companies and that was provided, voted on by the city
10 council, and signed off by the mayor. And I do have
11 that paperwork. And you concur with that, right?

12 KEN ROWELL: That's correct.

13 JAMES CAMPBELL: Yes, that's correct.

14 JOHN ROMANO: So, we are -- do either
15 of you have anything you would like to add to this
16 application?

17 JAMES CAMPBELL: Not at this time on
18 our end, John.

19 JOHN ROMANO: Okay. So we will take
20 this under advisement. But before any final decision
21 is made, we will wait to hear that the final paperwork
22 on your end has been completed.

23 JAMES CAMPBELL: We will. Thank you
24 very much.

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1 JOHN ROMANO: Okay. We'll take this
2 under advisement. Thank you.

3 Sorry. Again, any comments or
4 questions from the general public?

5 (No response.)

6 JOHN ROMANO: Okay. Seeing none, we
7 will take it under advisement.

8 Thank you, gentlemen.

9 KEN ROWELL: Thank you.

10 JOHN ROMANO: Okay. Next on the
11 agenda, we have Murray Outdoor. This is -- sorry.
12 Give me one second. Okay. So, Murray Outdoor, this
13 is an application 537 -- I'm going to have a hard time
14 pronouncing this, but Quequechan Street in Fall River.
15 Let's see how good I did with that one. It is
16 Application 2020D003. It's an existing static
17 structure. The existing permit number is 200029,
18 facing east. This is a request for an electronic
19 permit, so to switch from a static to an electronic
20 permit.

21 Notification was provided to both the
22 mayor and the city clerk on April 14, 2020 by my
23 office.

24 Is there anybody here representing --

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1 and this is in Fall River, by the way. I apologize.
2 Is there anybody here representing the municipality
3 where this sign is being proposed?

4 (No response.)

5 JOHN ROMANO: Seeing none. Is the
6 applicant present?

7 JOSEPH MURRAY: Yes, Joseph Murray,
8 president of Murray Outdoor.

9 JOHN ROMANO: Joseph, could you please
10 just spell your name for the record?

11 JOSEPH MURRAY: M-u-r-r-a-y.

12 JOHN ROMANO: Thank you. Okay. Are
13 there any abutters present today that would like to
14 speak at this time?

15 (No response.)

16 JOHN ROMANO: Seeing none. Is anybody
17 present from the MassDOT District Office?

18 (No response.)

19 JOHN ROMANO: So, I did receive an
20 email from Bill Travers from District 5, which
21 indicated that the District has no issues with this
22 application.

23 Is anybody present from MassDOT Traffic
24 Operations?

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1 (No response.)

2 JOHN ROMANO: Okay. I did receive a
3 memo from the traffic engineer. And they reviewed
4 this site and they determined that no further traffic
5 study would be required for this application.

6 DANIEL SULLIVAN: It does look like
7 Glenn Hathaway from Fall River is on the webinar. I'm
8 not sure if he's able to talk yet. But, Glenn, if you
9 are able to hear, I think it looks like you need to
10 just enter your audio pin, which would be #35#.
11 Glenn, I think I just unmuted you. Do you have
12 anything you wanted to add?

13 GLENN HATHAWAY: I do. Am I all set?

14 JOHN ROMANO: Yeah, sorry about that,
15 Glenn.

16 GLENN HATHAWAY: Yes.

17 JOHN ROMANO: Glenn, could you spell
18 your name for the record, please?

19 GLENN HATHAWAY: G-l-e-n-n H-a-t-h-a-w-
20 a-y, Building Commissioner, City of Fall River.

21 JOHN ROMANO: Okay, Mr. Hathaway. Go
22 right ahead.

23 GLENN HATHAWAY: My question is, if
24 this is approved through this process, they still have

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1 to apply for a building permit and meet our zoning
2 regulations, is this correct?

3 JOHN ROMANO: Absolutely.

4 GLENN HATHAWAY: Okay. I have some
5 concerns for the brightness, or the zoning regulations
6 within that neighborhood in regards to brightness and
7 how often things change over there. I'm not sure if
8 you got my message.

9 JOHN ROMANO: So, this application was
10 signed off by Eugene Borges, the Building Inspector --

11 GLENN HATHAWAY: Okay.

12 JOHN ROMANO: -- in January.

13 GLENN HATHAWAY: Okay.

14 JOHN ROMANO: So, he has checked this
15 off as no restrictions on hours of operation. He says
16 it's in conformity with municipal zoning ordinances
17 and bylaws. So, you know, we're going by -- that's
18 something that's filled out by you guys.

19 GLENN HATHAWAY: Okay.

20 JOHN ROMANO: So we're going by that.
21 They clearly do meet -- you know, they still have to
22 get a building permit from you. It's not --

23 GLENN HATHAWAY: Okay.

24 JOHN ROMANO: We don't bypass that.

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1 GLENN HATHAWAY: I apologize for that.
2 I was not aware that -- they sent in a request for
3 zoning, and that's my biggest concern. If that's been
4 taking place and approved by Eugene, that's fine.

5 JOHN ROMANO: Okay. Great. No, no
6 problem. Glad to double check. And there are a -- we
7 have a whole section of regulations, which include
8 brightness levels, etc. that they are required to
9 follow in our state regulations as well, Mr. Hathaway.

10 GLENN HATHAWAY: Very good. Thank you.

11 JOHN ROMANO: You're welcome. Does
12 that answer your questions and concerns?

13 GLENN HATHAWAY: Yes, sir.

14 JOHN ROMANO: Okay. Great. Thank you.
15 Appreciate your comments.

16 Okay. So, continuing on, so in case it
17 was missed, Traffic Operations did provide a memo that
18 no further traffic study is required at this location.

19 These questions, Mr. Murray, these are
20 for you. Was certified mail notice to abutters sent
21 out by you at least 30 days prior to submitting your
22 application to my office?

23 JOSEPH MURRAY: Yes, notice was sent
24 out and receipts were provided to the Outdoor

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1 Advertising Division.

2 JOHN ROMANO: I do have copies of the
3 post office receipts and you did provide a letter with
4 your package, so thank you very much.

5 Have you received any written comments
6 in support of or opposition to this application?

7 JOSEPH MURRAY: No, I've received no
8 communication from anyone with regard to the subject
9 site.

10 JOHN ROMANO: Okay. We have not
11 received any to date either. Okay.

12 And then, as I just mentioned when
13 speaking with Mr. Hathaway, the Building Inspector
14 signed off that it was in conformity with municipal
15 zoning and bylaws. And this is a modification to an
16 existing sign. As we said at the beginning, this is
17 an existing static. And that was signed off -- our
18 application was signed off as such. That's your
19 understanding?

20 JOSEPH MURRAY: Yes, that's correct.
21 And with respect to the brightness of the screen, if
22 you will, Fall River has a restriction of no brighter
23 than 5,000. So, we set it, like the other one, we
24 will set that at a maximum of 5,000, which only occurs

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1 during the brightest days of the year. And, at night,
2 the lowest is 350 nits, which is equal to a static
3 location.

4 JOHN ROMANO: Okay. So you will abide
5 by the Fall River requirements as well.

6 JOSEPH MURRAY: And that's a
7 requirement of the building permit.

8 JOHN ROMANO: Okay. Very good. I'm
9 just writing that down. Thank you.

10 Thank you, Mr. Murray. I appreciate
11 that. Before I turn this over to my inspector, is
12 there anything else you would like to add to your
13 application at this point?

14 JOSEPH MURRAY: Not at this time. I'm
15 always available to address anything that may arise
16 with respect to this site. You can reach out to me at
17 any time.

18 JOHN ROMANO: Okay. Thank you.

19 I'm going to have my inspector, Mr.
20 Chris Chaves, give his report at this time.

21 CHRISTOPHER CHAVES: Thank you, John.

22 As you mentioned, this is a proposed
23 conversion of a current static location. The west-
24 facing side of this location is currently digital.

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1 Now they're looking to convert the east-facing side.

2 There are no issues to report on this
3 site from a field perspective. There is a static
4 board to the east that's well over 500 feet, and there
5 are no parks within 300 feet of this location as well
6 as any other critical areas within 300 feet. So this
7 is a conforming location from a field standpoint.

8 JOHN ROMANO: Great. Thank you very
9 much.

10 Any comments, questions, or concerns
11 from the attendees, general audience?

12 (No response.)

13 JOHN ROMANO: Okay. Mr. Murray, you
14 know, as discussed, obviously you're aware of the Fall
15 River requirements. You know MassDOT in Section 3.17
16 of our CMR has a bunch of electronic requirements for,
17 you know, digital boards, including 15 hours of public
18 service announcements should you be granted this
19 permit. I know you are aware of those because, as Mr.
20 Chaves said, the other side of this board is digital.
21 So, you know, we'll be holding you to those.

22 And we will take this application under
23 advisement and get back to you soon.

24 JOSEPH MURRAY: Thank you for the

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1 opportunity to be heard.

2 JOHN ROMANO: You're welcome. Thank
3 you.

4 Okay. Next up on the list, on the
5 agenda, we have an application by Motivate
6 International. This is for 11 permits for bicycle
7 kiosks in the City of Everett. Unless I hear any
8 objection, I am going to take all 11 together. I will
9 read, for the record, the 11 locations, but I am not
10 going to address them individually; I am going to
11 address them together.

12 So, the locations are 98 Horizon Way,
13 50 Broadway, Broadway at Beacham Street, 90 Main
14 Street, 38 Norman Street, 280 Main Street, 432
15 Broadway, 548 Broadway, 317 Ferry Street, 153 Ferry
16 Street, 201 Chelsea Street. These are the locations.
17 They're all in the City of Everett. These are Permit
18 Numbers 2020 -- and you'll notice this is a new
19 nomenclature that we added for this year because they
20 are street furniture -- so, 2020SF001 through SF011.
21 So, the SF denoting street furniture, and this way
22 here they'll be easy to recognize the permits which
23 are associated with street furniture.

24 Notice was sent to the mayor and city

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1 clerk on April 14, 2020 by my office.

2 Is the applicant present?

3 (No response.)

4 JOHN ROMANO: I don't believe he was
5 going to be able to make it today. We did hear from
6 him. So, I don't believe the applicant is present.

7 Is there anyone here representing the
8 municipality where this is being proposed?

9 (No response.)

10 JOHN ROMANO: I have had several
11 conversations with Jay Monty from the City of Everett.
12 And Jay has expressed their full support, as would
13 have to be the case with street furniture because
14 they're required to be under a contract with the City
15 in order for street furniture to be placed. And this
16 is the case. There is an ongoing contract and these
17 are adding 11 new locations.

18 Are there any abutters to any of the
19 locations present with us here today?

20 (No response.)

21 JOHN ROMANO: No. Is there anybody
22 present from the MassHighway District Office?

23 (No response.)

24 JOHN ROMANO: And Traffic Operations is

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1 not an issue as these are street furniture and they
2 are separate structures.

3 And, also, as is the case with most
4 street furniture, notification to abutters is not
5 required.

6 And, also, as far as a special permit
7 or variance, these are not subject to municipal zoning
8 bylaws. I have a letter from the Building
9 Commissioner explaining for all 11 applications that
10 these are under, you know, a contract with the City
11 and that they are approved by the City and are not --
12 are subject to their municipal zoning. And the
13 application is signed off in the appropriate place.
14 And we do have that memo stating the approval of
15 these, and it's filed with each of the 11
16 applications.

17 So, with that, I'm going to have my
18 inspectors give their report on this.

19 Chris, are you going to do this one as
20 well?

21 CHRISTOPHER CHAVES: Yeah. Yeah. I'll
22 do this one.

23 JOHN ROMANO: Okay.

24 CHRISTOPHER CHAVES: So, as you

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1 mentioned, these are 11 locations for bike kiosks in
2 the City of Everett through a street furniture
3 program, all on City property. There are no spacing
4 requirements with street furniture for spacing or any
5 other kind of spacing requirements. So, we're good
6 with these. They're all on City property, and no
7 issues.

8 JOHN ROMANO: Okay. Great. Thank you
9 very much.

10 Are there any questions, comments, or
11 concerns from anybody in the audience?

12 (No response.)

13 JOHN ROMANO: Okay. Great. We will
14 take these under advisement and we will get back to
15 Motivate and the City on those.

16 Okay, the next item on the agenda is we
17 had an application for an unlicensed permit, a renewal
18 actually. And that was completed back in March.

19 And then, for the record, actions taken
20 since the last public hearing. Any questions,
21 comments, concerns on Item 4. For the Record?

22 (No response.)

23 JOHN ROMANO: Okay, seeing none.

24 Any public comments in general?

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1 VALYNDA ROBINSON: Hey, John?

2 JOHN ROMANO: Yes?

3 VALYNDA ROBINSON: This is VaLynda
4 Robinson from the Department of Children and Families.
5 How are you? Can you hear me?

6 JOHN ROMANO: Yes, VaLynda. How are
7 you? Can you just spell your name for the record,
8 please?

9 VALYNDA ROBINSON: Yes, V-as in Victor-
10 a-L-y-n-d-a K. Robinson, common spelling.

11 JOHN ROMANO: Okay.

12 VALYNDA ROBINSON: Just out of
13 curiosity, will the street furniture be added to the
14 PSA Program?

15 JOHN ROMANO: So, the street furniture
16 is handled through the municipality directly. So, any
17 ads or any -- some of them do have -- so, PSAs are
18 required on them, but the PSAs are generated through
19 the city not through our PSA program.

20 VALYNDA ROBINSON: Okay.

21 JOHN ROMANO: Our PSA, that's for the
22 digital highway, you know, the big digital signs on
23 the highway. So, while there are PSAs on the street
24 furniture, but they are administered through the

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1 individual city or town.

2 VALYNDA ROBINSON: All right. Thank
3 you very much.

4 JOHN ROMANO: Okay. You may notice our
5 PSA program has kind of almost virtually been
6 dedicated to COVID-19 activities at this time.

7 VALYNDA ROBINSON: Yes. Yes, sir.

8 JOHN ROMANO: We're hoping maybe June-
9 ish we may start going back to the full, you know,
10 range of putting PSAs back up if not soon after that.
11 But, right now, most of it is going to that.

12 VALYNDA ROBINSON: I understand. I
13 understand.

14 JOHN ROMANO: Okay. If you need a
15 contact in the City of Everett, you can, you know,
16 email me offline and I can get that to you.

17 VALYNDA ROBINSON: Thank you so much,
18 John. I appreciate that.

19 JOHN ROMANO: You're welcome.

20 Does anybody else have any other
21 comments, questions, or concerns?

22 (No response.)

23 JOHN ROMANO: JOHN ROMANO: Okay.
24 Great. Thank you all very much. I appreciate you

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1 bearing with us. I know I probably had my head down
2 during most of this. I'm kind of getting used to
3 working remotely here, and this is the first hearing
4 I've done this so I've had my head buried in the
5 paperwork mostly, so I apologize.

6 But thank you all very much for your
7 patience, for your cooperation working through this.
8 And, again, you know, if there's a comment you wanted
9 to send in, you can send it in through our email
10 address. You know, Lydia and I are available. We're
11 working remotely. My staff is working remotely. But
12 we are available if you need us. You know, the main
13 number 857-368-9700, Lydia is monitoring that every
14 day. So, feel free to reach out to us if you need us.

15 So, with that, I am going to adjourn at
16 11:38. And I thank you all for your participation
17 today.

18 (Whereupon, the proceedings were
19 concluded on May 14, 2020 at 11:38 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.