

Office of Outdoor Advertising  
Public Meeting

May 11, 2023

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

(via Webinar)

Present:

John Romano, Executive Director

Office of Outdoor Advertising, May 11, 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 May 2023  
6 Office of Outdoor Advertising public meeting.

7 This meeting is being held virtually by  
8 the Governor's Act extension of public meeting --  
9 virtual public meeting rules that go to I believe it's  
10 March of 2025 now. So, we're running this meeting by  
11 Zoom platform.

12 Please note that this meeting is being  
13 recorded by our stenographer, who is in attendance.  
14 He will provide a transcript of that meeting, and that  
15 transcript will be posted on our website as soon as it  
16 is available.

17 This meeting is accessible to people  
18 with disabilities and individuals with limited English  
19 proficiency. If you filed a request to be available  
20 today and did not receive it, please contact MassDOT's  
21 Office of Diversity and Civil Rights at 857-368-8580  
22 or [massdot.civilrights@dot.state.ma.us](mailto:massdot.civilrights@dot.state.ma.us).

23 At this time, Jerry Kelleher of my  
24 staff will go through the Zoom controls for this

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1 meeting.

2 Jerry?

3 GERARD KELLEHER: All right. Give me a  
4 second here.

5 Okay. So, basically, you should check  
6 your microphone icon on your own computer; make sure  
7 it's working if you'd like to speak.

8 Only panelists are on the camera.

9 The chat and interpretation features  
10 are not available for this meeting.

11 If you want to ask a question, just  
12 raise your hand by hitting the hand question icon.

13 If you can't access the internet or if  
14 you have problems as we go, call in at 301-715-8592,  
15 and I can unmute you at the appropriate time.

16 You can also put written questions in  
17 the Q&A feature, and I'll try to have them on the list  
18 to be answered as we go.

19 Just raise your hand. State your name  
20 before asking your question for the record, and only  
21 ask one question at a time, and please make sure that  
22 it's pertinent to the subject that we're discussing at  
23 that moment.

24 There will be an opportunity for

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1 general Outdoor Advertising comments towards the end  
2 of the meeting.

3 And if you are on the phone and you'd  
4 like to make a comment, just dial \*9, and I'll call  
5 out the last three digits of your phone number and  
6 unmute your audio when it's your turn to speak. And,  
7 again, identify yourself for the record.

8 Those are the basic outlines of this  
9 meeting.

10 And I'll turn it back to the Director,  
11 John Romano.

12 JOHN ROMANO: Thanks, Jerry.

13 Please note that accessible versions of  
14 the meeting materials have been previously posted to  
15 the OOA website and will be referred to in this  
16 meeting. And we have posted the links to those in the  
17 Q&A box. So, for the meeting agenda and for the  
18 previous meeting notes, there are links already posted  
19 to the Q&A box.

20 The format of the meeting, I will go  
21 through the agenda.

22 Obviously, there's no physical sign-in  
23 sheet, but we do have a record of who is attending by  
24 your sign-up for the webinar today.

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1                   Jerry, if you could pull the agenda up  
2 on the screen at this time?

3                   GERARD KELLEHER: Sure.

4                   JOHN ROMANO: Thank you.

5                   So, on the screen is the agenda. We  
6 will go through each item. I will ask the proponents  
7 questions that they will respond to. My inspectors  
8 will give a report, and we'll go from there.

9                   Just so those -- everybody in the  
10 public is aware, as Jerry stated earlier, everybody is  
11 muted and your camera is turned off unless you're a  
12 panelist.

13                   And Jerry went through the rules. If  
14 you want to ask a question, there will be time for  
15 abutters and then overall comment at the end of each  
16 item and then, again, at the end of the meeting.

17                   You can always put your question or  
18 comment in the Q&A box.

19                   And, you can always send any comments  
20 in writing to us by email.

21                   For anybody who is new to this meeting,  
22 we do not make any decisions at the actual meeting.  
23 Every item is taken under advisement, and decisions  
24 are usually made within a few weeks, sometimes as

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1 early as a week. But, we always give time for written  
2 comments. Our email address is  
3 [OOAInformation@dot.state.ma.us](mailto:OOAInformation@dot.state.ma.us). That's where you can  
4 send your written comments.

5 And, as stated before, we will have  
6 public comments at the end of each item and then a  
7 final chance for overall comments at the end of the  
8 agenda.

9 With that, Jerry, we are going to start  
10 the meeting.

11 The first item on today's agenda is the  
12 -- review the regular session minutes, which you have  
13 up on the screen, from April 13, 2023. Does anybody  
14 have any comments or questions related to those?

15 (No response.)

16 GERARD KELLEHER: No hands.

17 JOHN ROMANO: I am not seeing any  
18 hands, and I don't see anything in the Q&A. So, I  
19 will mark those as approved. Today's date is 5/11/23.

20 Okay. So, we have one item, which is a  
21 new application for an electronic permit.

22 Jerry, so those were approved.

23 We have an application for a new  
24 electronic permit, which is Lamar Outdoor, LLC in

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1 Providence. The location is 124 Washington Street.  
2 The existing structure is Permit 2020003, and the new  
3 application number is 2023D010. So, this is an  
4 application for a digital to replace an existing  
5 static. This is in the Town of Foxborough.

6 Notification was sent by my office to  
7 the municipality on April 11, 2023, to the town  
8 manager and the town clerk.

9 Is the applicant present today?

10 MATT RETTINGER: Yes, they are.

11 JOHN ROMANO: Could you please state  
12 your name for the record?

13 MATT RETTINGER: Matt Rettinger, real  
14 estate manager, Lamar Advertising.

15 JOHN ROMANO: Great. Good morning,  
16 Matt. How are we doing today?

17 MATT RETTINGER: Good morning, John.  
18 I'm good.

19 JOHN ROMANO: That's good. Glad to  
20 hear it.

21 Is there anybody here representing the  
22 municipality where the sign is being proposed?

23 (No response.)

24 JOHN ROMANO: I am not seeing any.

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1 GERARD KELLEHER: No hands.

2 JOHN ROMANO: Okay. No hands.

3 Are there any abutters to this sign  
4 here today?

5 (No response.)

6 GERARD KELLEHER: Nothing here.

7 JOHN ROMANO: I'm also not seeing any,  
8 Jerry.

9 Is there anybody present from the  
10 MassDOT District Office, Highway Office?

11 (No response.)

12 JOHN ROMANO: I'm not seeing any.

13 But, I did -- Matt, we did get an email  
14 from Bill Travers from District 5. He said the  
15 District has no objections to this sign.

16 MATT RETTINGER: Great.

17 JOHN ROMANO: Is there anybody here  
18 from MassDOT Traffic Operations?

19 (No response.)

20 GERARD KELLEHER: No hands.

21 JOHN ROMANO: No hands. Okay.

22 Matt, we received a memo from the State  
23 Traffic Engineer's Office. Like they do with all  
24 digital applications, they review every location,



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1 which includes this one at 124 Washington Street,  
2 Foxborough. They've reviewed and concluded that,  
3 based on the observations and their review, it is  
4 their judgment that a detailed traffic study of this  
5 location will not be required. So, that memo will be  
6 with the file of your application.

7 MATT RETTINGER: Great.

8 JOHN ROMANO: Matt, was certified mail  
9 notice to abutters sent out by you at least 30 days  
10 prior to submitting your application to my office?

11 MATT RETTINGER: Yes, it was.

12 JOHN ROMANO: And I do have in the  
13 package a copy of the post office receipts that shows  
14 that those were sent.

15 And, also, you did provide a copy of  
16 the letter that was sent out and I do have that as  
17 well. So, thank you.

18 Matt, have you received any written  
19 comments in support or opposition to this application?

20 MATT RETTINGER: No.

21 JOHN ROMANO: Okay. And neither have  
22 we.

23 So, Matt, based on the review of the  
24 application you sent, it appears that, based on what

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1 the town has provided us, that a special permit, Case  
2 Number 22-18 from the Board of Appeals from the Town  
3 of Foxborough was granted to you. Is that your  
4 understanding?

5 MATT RETTINGER: Yes.

6 JOHN ROMANO: Okay. Great. And we  
7 have all of that paperwork. And that is what is  
8 signed off by the town on our application as well.

9 With that, I am going to have Marc  
10 Plante, my inspector, give his field report on this  
11 proposed application.

12 Marc, you're muted. There we go.

13 MARC PLANTE: There you go. Thank you.

14 This is an existing monopole located at  
15 124 Washington Street, which is Route 1, in the Town  
16 of Foxborough. And it is a north-face panel that is  
17 to be converted from a static existing to a digital.

18 The sign is presently conforming to all  
19 the regulations. There has been no changes. So, it  
20 is able to proceed.

21 Thank you.

22 JOHN ROMANO: And, Marc, no issue with  
23 any ramps or anything here, right?

24 MARC PLANTE: Not in this section, not

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1 at all, no.

2 JOHN ROMANO: Okay. Great. Thank you,  
3 Marc.

4 Matt, anything you'd like to add to  
5 your application at this time?

6 MATT RETTINGER: No, sir.

7 JOHN ROMANO: Okay. Just a reminder  
8 that in the special permit, it mentions that six hours  
9 of time is to be contributed to the town for whatever  
10 messages or whatever. That would be in addition and  
11 not, you know, tied to the 15-hour public service  
12 announcement requirement that the state has.

13 MATT RETTINGER: Sure.

14 JOHN ROMANO: Okay. Great.

15 Does anybody in attendance have any  
16 questions or comments on this application?

17 (No response.)

18 GERARD KELLEHER: No hands that I see.

19 JOHN ROMANO: Okay. I am not seeing  
20 anything.

21 Matt, we will take this application  
22 under advisement, and we will get back to you.

23 MATT RETTINGER: Thanks, John.

24 JOHN ROMANO: Thank you very much.

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1                   Okay. And I think so we had -- that  
2 was the only new applications we had.

3                   Item 4, For the Record - Actions Taken  
4 Since Last Hearing, there are several items listed  
5 through the pages.

6                   Does anybody have any comments or  
7 questions on those?

8                   (No response.)

9                   GERARD KELLEHER: No raised hands.

10                  JOHN ROMANO: Seeing none, let's see,  
11 go all the way down. The last item, public comments.  
12 Any overall public comments on anything related to  
13 today or anything related to Outdoor Advertising in  
14 general?

15                  (No response.)

16                  GERARD KELLEHER: I don't see any.

17                  JOHN ROMANO: All right. We'll give it  
18 another 30 seconds here just in case.

19                  All right. With that being said,  
20 before we close, just a quick public service  
21 announcement from my end. For those who may not have  
22 noticed out there, the Sumner Tunnel coming from East  
23 Boston to the downtown will be closed for eight weeks  
24 starting July 5<sup>th</sup> through August 31<sup>st</sup>. So, for those of

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1       you who run digital boards, you'll notice one of our  
2       public service announcements starting this month talks  
3       about that. So, please, if you're traveling to or  
4       from the airport in that general area, if you can find  
5       a way to avoid going through that area, it would be a  
6       smart thing to do unless you absolutely need to get to  
7       something right near there. It's not going to be fun  
8       during those eight weeks. There are all kinds of  
9       different options, transit, etc. And you should go on  
10      our website, [massdot.gov/summer-tunnel](https://www.mass.gov/info-details/massdot-summer-tunnel). There's all  
11      kinds of information there. But I just thought I  
12      would point that out as a public service announcement.

13                        So, with that, the meeting is  
14      adjourned. I thank you all for your attendance and  
15      for your help. And we will see you in June.

16                        (Whereupon, the proceedings were  
17      concluded on May 11, 2023, 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*

Judith Luciano

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