

MassDOT

Massachusetts Department of Transportation

Office of Outdoor Advertising

VIRTUAL PUBLIC MEETING

May 22, 2025

11:00 AM

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P R O C E E D I N G S

TIM MCCARTHY: All right. Good morning, everybody. My name is Tim McCarthy. I'm the Director of Outdoor Advertising for MassDOT. We are here for the May 22, 2025, Office of Outdoor Advertising Hearing. Hope everybody's preparing for a nice long weekend.

And please remember that the Memorial Day is all about the veterans out there who sacrificed. This meeting is being held virtually by the Governor's Act extending virtual public meetings through June of 2027. We are running this hearing by Zoom platform.

Please note that this meeting is being recorded by our stenographer, and I'd like to welcome Rebecca as our stenographer today. This is her first go-around with us. She's in attendance, and she will provide a transcript of the meeting that will be posted on the website when it's available.

The OOA team is also present. Thanks again to Jerry, Lydia, Jason, Mark, and Chris for your continued great work for the

1 people of the Commonwealth and the businesses of
2 the Commonwealth. This meeting is accessible to
3 people with disabilities and individuals with
4 limited English proficiency. If you filed the
5 request to be available today and did not receive
6 it, please contact MassDOT's Office of Diversity
7 and Civil Rights at (857) 688-5880, or you can
8 email them at
9 massdot.civilrights@dot.state.ma.us.

10 Please note that accessible
11 versions of the meeting and materials have been
12 previously posted to the OOA website and will be
13 referred to during this meeting, and we'll post
14 the links in the question-and-answer box. Jerry
15 Kelleher is our team leader here on the Zoom
16 call, and he'll go through the Zoom controls for
17 this meeting at this time. Jerry.

18 JERRY KELLEHER: Thank you, Tim.
19 So the ID for the main meeting is 913 5213 3613.
20 Please check your microphone icon on your own
21 computer, so make sure your speakers and your own
22 microphone are working. Only panelists will be
23 shown on camera here. The interpretation feature
24 is not available and a link to follow the agenda

1 is on the -- available in the Zoom chat room. If
2 you can't access the Internet or you have any
3 technical problems, you can call in at that
4 number shown as 301-715-8592.

5 If you'd like to ask a question
6 during the meeting, just hit the Question icon on
7 Zoom to raise your hand, and I will unmute you at
8 the appropriate time. Please state your name
9 before you ask a question for the public record
10 and only ask one question at a time and please
11 make it pertinent to the item that we're
12 discussing at that time.

13 There will be some opportunity at
14 the end of the meeting for quick general Q&A on
15 outdoor advertising. You can also type written
16 questions in our Q&A feature, and we'll try to
17 answer those as we go.

18 Finally, if you're listening on
19 the phone and would like to make a comment, dial
20 *9, and I will call out the last three digits of
21 your phone number and unmute your audio when it
22 is your turn to speak. Again, identify yourself
23 for the record. Those are the basic outlines
24 here of this public meeting, and I'll return it

1 to our outdoor advertising director, Tim
2 McCarthy.

3 TIM MCCARTHY: Thanks, Jerry. So
4 Jerry has posted the agenda. What we'll do is
5 we'll go through each item. I will ask questions
6 of the proponents. Everybody in the hearing is
7 currently muted, and your camera should be off.

8 I'll go through the agenda. The
9 sign-in sheet physically can't be signed,
10 obviously, but by signing in for the webinar, we
11 consider you signed in, and we have a list of
12 those who are in attendance based on that.
13 Please note that you can provide any comments in
14 writing to us by email always.

15 For anybody who may be new, we do
16 not make any decisions at this actual meeting.
17 Every item will be taken under advisement, and
18 decisions are usually made within a few weeks,
19 sometimes as early as a week.

20 But I will give time for write-in
21 comments to our email address, which is
22 oaainformation@dot.state.ma.us, and you can send
23 your comments to us in writing there. Also, we
24 have a public comment at the end of each item and

1 then the final chance overall, for comments on
2 the agenda, Jerry will allow that. So with that,
3 we're going to start the -- start the hearing and
4 call it to order.

5 The last meeting we had was March
6 20, 2025. I'd like to seek to have those meeting
7 minutes approved, and we'll move right on to the
8 agenda items.

9 The application for license first
10 on the agenda is Splash Media East, LLC. This is
11 an application for a license, Splash Media, LLC.
12 The address of the applicant is 90 Livingston
13 Avenue, Lowell, Mass 01851. The applicant in
14 contact is Mary Burns. Mary, are you on the
15 call?

16 MARY BURNS: Yes, I am.

17 TIM MCCARTHY: And could you just
18 state your name and your -- and your title for
19 the stenographer, please?

20 MARY BURNS: Mary Burns, and I am
21 the principal of Splash Media East LLC. Thank
22 you.

23 TIM MCCARTHY: The license and
24 paperwork has been reviewed and is in order. The

1 completed license application, W-9 form for all
2 applicants, Certificate of Good Standing, tax
3 compliance, additional documentation is all in
4 order in this application. Does the applicant
5 have anything to add or any questions?

6 MARY BURNS: No, I do not.

7 TIM MCCARTHY: Is there anyone
8 here to comment on the license application?

9 JERRY KELLEHER: I don't see any
10 hands raised.

11 TIM MCCARTHY: All right. Mary,
12 you get the rest of your morning off.

13 MARY BURNS: Thank you very much.

14 TIM MCCARTHY: You got it. B. On
15 the -- on the agenda is the application for
16 amendment of permits, JC Decaux Boston. The
17 permit applicant is JC Decaux Boston, Inc.

18 Applicants are to increase the
19 size of five existing bus shelters in and around
20 the Boston Medical Center campus. Peter
21 O'Sullivan, Director of the Asset Management of
22 the City of Boston, has reviewed and signed off
23 on these sites. Chris is assigned the OOA field
24 inspection from staff member of the site. Chris,

1 do you have any comments on it?

2 CHRIS CHAVES: No, Tim. They
3 still meet the size criteria for street
4 furniture. No issues with these sites.

5 TIM MCCARTHY: Okay. Is Peter on?
6 Does Peter have any comments, or anybody from the
7 City of Boston or Decaux.

8 BRUNO NAPPA: This is Bruno Nappa
9 with JC Decaux.

10 TIM MCCARTHY: Oh, Bruno, how are
11 we doing?

12 BRUNO NAPPA: I'm doing well. How
13 about yourself?

14 TIM MCCARTHY: Couldn't be better.
15 Do you have any comments or anything to add?

16 BRUNO NAPPA: No. Thank you.

17 TIM MCCARTHY: Excellent. So far,
18 so good. Thanks so much. I appreciate that.
19 We'll keep this under advisement.

20 BRUNO NAPPA: Thank you.

21 TIM MCCARTHY: Under item C,
22 application for transfer of permits. Okay.
23 Permit application numbers for transfer is
24 2023D019 and 2023D020, 729 County Street,

1 Taunton. Permits are being transferred from
2 Media Vision Inc. to Boston Outdoor Ventures. Is
3 anyone representing either party?

4 ANGELA RUFO: Hi, this is Angela
5 Rufo from Outfront. I'm representing Boston
6 Outdoor Ventures.

7 TIM MCCARTHY: Good morning,
8 Angela.

9 ANGELA RUFO: Good morning.

10 TIM MCCARTHY: Okay. The
11 paperwork has been reviewed and is in order.
12 Chris is our field inspector and he can give our
13 report. Chris?

14 CHRIS CHAVES: Yeah. Thanks, Tim.
15 This is a fairly newly constructed electronic
16 board on one -- Route 140 in Taunton. There are
17 no issues with it. It was, like I said, it's
18 been newly constructed, newly permitted, in
19 conformity, no issues.

20 TIM MCCARTHY: Okay. Does anybody
21 have any comments, additional comments regarding
22 this? No additional comments. Okay. Thanks
23 very much, Angela. We'll take this under
24 advisement. Next, under transfer of permits is

1 application numbers 2014D031 and 2014D032 --

2 (Background Conversation)

3 TIM MCCARTHY: Got to be muted.

4 Can -- Jerry, can you mute Dave Modica, please?

5 TIM MCCARTHY: All right.

6 Application numbers for transfer 2014D031 and
7 D032. Permits are located at 131 Newbury Street
8 in Peabody. Permits are being transferred from
9 71 Newbury Street Properties, LLC to Outfront
10 Media. Is anyone representing either party on
11 the call?

12 ANGELA RUFO: Angela Rufo from
13 Outfront again.

14 TIM MCCARTHY: All right. I had a
15 feeling. I started to write before you even said
16 hello. The paperwork is in order, and our
17 inspector, Jason Bean has a field report. Jason?

18 JASON BEAN: Yeah. Thank you,
19 Tim. I did take a look at this location. At
20 this time, there appear to be no issues. Looks
21 like the logo was already switched, so nothing on
22 my end. Everything looks good. Thank you.

23 TIM MCCARTHY: Excellent. Anybody
24 have any comments regarding this location?

1 JERRY KELLEHER: No hands.

2 TIM MCCARTHY: Excellent. Thank
3 you very much. Thanks, Angela. Oh, I think
4 Angela's going to hang around for a couple more.

5 ANGELA RUFO: Yeah.

6 TIM MCCARTHY: Application number
7 for transfer is 2023D015 and D016. The permits
8 are located at 1 Springbrook Road in Foxborough.
9 The permits are being transferred from American
10 Outdoor Advertising III LLC to Outfront Media,
11 LLC. Is there anyone representing either party?

12 STEPHEN ROSS: Stephen Ross with
13 American Outdoor Advertising.

14 ANGELA RUFO: Oh, we're both here.

15 TIM MCCARTHY: Oh, thank you,
16 Stephen and Angela Rufo from Outfront Media.
17 Indeed.

18 ANGELA RUFO: Yeah. Thank you.

19 TIM MCCARTHY: Thanks. The
20 paperwork is in order, and our field inspector
21 Chris has a field report. Chris?

22 CHRIS CHAVES: Thank you, Tim.
23 Again, this is a fairly new, newly constructed
24 and approved electronic monopole facing

1 Interstate 95 in Foxborough. There are no field
2 issues with this sign as it sits; logo has been
3 changed. No issues.

4 TIM MCCARTHY: Thanks, Chris.
5 Does anybody have any comments regarding this
6 transfer application? Seeing and hearing none,
7 we'll move right along.

8 Application for transfer of
9 outdoor advertising permits. Application for --
10 number is 2024D001. Permits are located at 82-84
11 Boston Street, Boston. Permit application number
12 for transfer is 2021001 and 2021002. Permits are
13 located at 1414 Providence Highway, Foxborough.
14 Media Partners are being transferred to Harkey
15 Media LLC. Is anyone present from either group?

16 BRIAN HANEY: Brian Haney,
17 representing the transferee.

18 NEAL ROSSI: Neal Rossi,
19 representing Media Partners.

20 TIM MCCARTHY: Your paperwork is
21 in order, and our inspector, Chris has a field
22 report. Chris?

23 CHRIS CHAVES: Yes. Thank you,
24 Tim. This is a existing monopole, static

1 monopole, two-sided, facing Route 1 in
2 Foxborough. There -- nothing's changed in the
3 area. There's no issues. It's a conforming
4 sign. The only thing I would add is permit
5 numbers need to be added to the sign once it's
6 transferred.

7 There are no permit numbers
8 currently on the sign, and obviously, the logo
9 would have to change as well at the same time.
10 That is all.

11 TIM MCCARTHY: Okay. Brian, if
12 you could handle that once in the -- once we get
13 this out of advisory, that would be great.

14 BRIAN HANEY: Of course. Of
15 course, Mr. McCarthy.

16 TIM MCCARTHY: Are there any other
17 comments regarding this? Okay. Seeing and
18 hearing none, we'll move on to the next agenda
19 item. Okay.

20 We have an application for
21 electronic permit, American Outside Advertising,
22 LLC. Application is to construct a new two-sided
23 electronic sign structure at 6 Executive Place at
24 Burt Road, Tewksbury. The structure is 100 feet

1 in height. The OOA has notified the town
2 manager's office and the Office of the Town Clerk
3 about these applications on 4/22/25.

4 The Office of the State Engineer
5 has determined that a detailed traffic study will
6 not be required for this location. Applicant
7 received a special permit and variance from the
8 Town of Tewksbury. We have that on file. Jason
9 Bean is the assigned OOA field inspector staff --
10 and staff member on the site. So Jason, if you
11 could, if you could give your report, please.

12 JASON BEAN: Yes, thank you, Tim.
13 Located along Route 93 north and south, it's
14 2025D005 and 006. There was some question about
15 the address and actually where it's located.
16 It's, as you can see in the Google Earth there,
17 the townline of Tewksbury and Andover, it's
18 right there, so the address is a little -- a
19 little wonky but that's the location, and at this
20 time there are no issues. Thank you very much.

21 TIM MCCARTHY: Thank you very
22 much. Is there anybody representing the
23 applicant?

24 STEPHEN ROSS: Yes, Stephen Ross,

1 American Outside Advertising.

2 TIM MCCARTHY: Thanks, Steve. Any
3 comments, Steve, at this time?

4 STEPHEN ROSS: No, sir.

5 TIM MCCARTHY: Sounds good. I
6 will take this under advisement. Thank you very
7 much.

8 STEPHEN ROSS: Thank you.

9 TIM MCCARTHY: Next on the agenda,
10 the application for electronic permit, Maverick
11 Media LLC. Application to construct a new two-
12 sided electronic sign at 423 William F.
13 McClellan Highway, Boston. Structure is 59 and a
14 half feet high. The OOA has notified Mayor Woo's
15 office and the Office of the City Clerk about the
16 applications on 4/22/25.

17 The Office of the State Engineer
18 has determined that a detailed traffic study will
19 not be required for this location. There were no
20 comments from the Highway Division District 6
21 office for this application.

22 The applicant has received a
23 variance and conditional use permit from the City
24 of Boston. Chris is the assigned OOA field

1 inspection team member. Chris, could you give
2 your report please?

3 CHRIS CHAVES: Yes, sir. So this
4 is a proposed two-sided electronic monopole on
5 the Sons of Divine Providence land on Route 1A,
6 McClellan Highway. There are a couple of signs
7 in the area to speak of. There is a electronic
8 permitted sign to the south that is just over
9 1,000 feet away, 1,063 feet, which would meet the
10 criteria. However, there is a current static
11 permit 367 feet to the north of this location,
12 which is obviously under the 500 feet, which
13 would be the requirement under the CMR. It is my
14 understanding that there is a pending exemption
15 request into the Secretary of Transportation for
16 an exemption from spacing from the CMR.

17 And without that exemption,
18 approval of that exemption, this would not meet
19 the criteria in 700 CMR 3.17.

20 TIM MCCARTHY: Okay. Is there
21 anybody here from Maverick Media would like to --

22 VALERIE BARSOM: Yes, I'm here,
23 Director. Valerie Barsom.

24 TIM MCCARTHY: Hey Val, how are

1 you?

2 VALERIE BARSOM: I'm good.

3 TIM MCCARTHY: You have any
4 comments or anything to add?

5 VALERIE BARSOM: No, I think,
6 Chris laid it out. We're just -- that's our
7 application, and we're waiting for the waiver.

8 TIM MCCARTHY: Okay. Thank you
9 very much. Is there anybody here online who
10 would like to speak in favor or against, or be on
11 the record today?

12 JERRY KELLEHER: I have one hand
13 raised, Tim. Francis O'Brien.

14 TIM MCCARTHY: Okay. Go ahead,
15 Mr. O'Brien.

16 FRANCIS O'BRIEN: Yeah, hi. Good
17 morning, Tim. Thank you. Thanks to everybody.
18 Francis O'Brien with the Boston Residents Group.
19 We're writing and speaking today against the
20 granting of the exemptions. First of all, I just
21 want to confirm that the Office of Outdoor did
22 receive our comment letter.

23 TIM MCCARTHY: So we received a
24 comment letter last night at about 11:40 p.m., so

1 yes, I do have that, and I've printed it and put
2 it into the file.

3 FRANCIS O'BRIEN: Yeah. Cool.
4 Thank you very much. We will also forward that
5 to the applicant so they'll see what we're --
6 what our points are. And we do understand this
7 would be under advisement, and we respectfully
8 request that you look very seriously at the
9 points raised as you make your decisions. Thank
10 you.

11 TIM MCCARTHY: Thank you, Frank.
12 Appreciate that. Anybody else online would like
13 to speak on this matter?

14 JERRY KELLEHER: We've got no
15 further hands at the moment.

16 TIM MCCARTHY: Okay. With that,
17 we'll take this application.

18 JERRY KELLEHER: We got one here.
19 We have one hand raised, assuming it's on this
20 subject. Gail Miller, go ahead, please.

21 GAIL MILLER: Yeah, I just would
22 like to note my attendance. I'm part of that
23 residents group and wholeheartedly, have been
24 following these billboard issues in our community

1 for a very long time.

2 And, you know, it's always been
3 kind of, under previous administrations, a non-
4 allowable use of billboards in these
5 neighborhoods, so just because the other one has
6 been approved somewhat recently, we didn't expect
7 that these billboards would be dotting our
8 highways continuously, or applications for them.
9 So we do appreciate your review of our comments
10 and look forward to hopefully a denial. Thank
11 you so much.

12 TIM MCCARTHY: Thank you, Gail,
13 for your comments.

14 JERRY KELLEHER: Anyone else? No?
15 No hands.

16 TIM MCCARTHY: Okay. As I said, I
17 didn't receive that email last night. I got it
18 this morning. I wasn't -- I wasn't on my email
19 at 11:47 so, p.m., but I got it this morning.
20 I'll put that into file, and I'll make that known
21 to the powers that be, and I will take that under
22 consideration as well. Thank you very much.

23 JERRY KELLEHER: Thank you.

24 TIM MCCARTHY: We'll move on to

1 another application for electronic permit. This
2 permit applicant is Orange Barrel Media LLC.
3 Applications to construct a new two-sided
4 electronic sign at 75 Northern Ave, facade of a
5 structure in Boston. The structure is 25 feet in
6 height. The OOA has notified Mayor Michelle
7 Woo's office and the Office of the City Clerk
8 about the applications. We notified them on
9 4/22/25. The Office of the State Engineer's
10 determined that a detailed traffic study may be
11 required for this location. There will be --
12 there were no comments from the District 6
13 Highway Office regarding this application. Chris
14 is our assigned OOA field inspector, and he has a
15 full report. Chris?

16 CHRIS CHAVES: Thank you, Tim. As
17 you mentioned, this is a proposed electronic wall
18 facade, if you will. The proposed sign would be
19 141 feet from another Orange Barrel wall facade
20 on the opposite side of the same building. As of
21 the inspection, there's no obstruction that would
22 block the view of one sign to another.
23 Therefore, spacing must be enforced.

24 As I said, it's under 500 feet at

1 141. However, my understanding again, there is a
2 pending spacing exemption from the State CMR to
3 the Secretary of Transportation. But without
4 approval of this exemption, the sign would not
5 meet the criteria in the 700 CMR 3.17.

6 TIM MCCARTHY: Okay. Thank you
7 very much, Chris. Is there anybody from Orange
8 Barrel would like to say anything or make
9 themselves known?

10 CHRISTIAN REGNIER: Yes, sir.
11 Thank you, Mr. Director. Christian Regnier from
12 Goulston & Storrs, on behalf of Orange Barrel
13 Media. No comments for the record at this
14 moment.

15 TIM MCCARTHY: Thanks so much,
16 Christian. Appreciate you being here. Is there
17 any comment regarding this application?

18 JERRY KELLEHER: No hands are
19 raised.

20 TIM MCCARTHY: No hands are
21 raised. Okay. Thank you very much. We'll be
22 moving on to the next agenda item, and I'll take
23 that under advisement.

24 CHRISTIAN REGNIER: Thank you.

1 TIM MCCARTHY: Okay. Application
2 for 2025 renewal of outdoor advertising licenses
3 and permits. There are many here. We have a
4 field inspection on all of these. Are there any
5 comments regarding agenda items under E1 through
6 66?

7 JERRY KELLEHER: I see one hand,
8 please. Just give me a second here. Charlie
9 Tevnan. Go ahead, sir.

10 CHARLIE TEVNAN: Good morning, Mr.
11 Chairman. I'm commenting on the first item on
12 the renewal agenda, Bay Colony Associates.

13 TIM MCCARTHY: Yeah, absolutely.

14 CHARLIE TEVNAN: That is located
15 at 800 Morrissey Boulevard in Dorchester. It has
16 been the subject of protracted litigation against
17 or between Bay Colony Associates and the Outdoor
18 Advertising Board.

19 And the -- I want to state an
20 objection to a renewal, as a member of the
21 Dorchester community and also a member of the
22 Boston Residents Group, that objected to the
23 conversion of this static board to a -- an
24 electronic billboard, which resulted -- well,

1 which was part of the ongoing litigation that I
2 referred to.

3 But on the renewal of it -- its
4 status as a static billboard, I'd like to lodge
5 or voice an objection because of the fact that it
6 is less than 300 feet from two public parks.
7 Number one is the Victory Road Park. Less than
8 300 feet, I believe it's 234 feet. And secondly,
9 a new bike lane public park. It's a -- it's a
10 bike lane that literally runs right underneath
11 this billboard or right beside it, so there are
12 now two reasons to not renew this. And so I'd
13 just like to ask the Chair, you know, if you
14 would care to comment.

15 TIM MCCARTHY: Well, I would --
16 no, I'll take this under advisement and I'll take
17 your comments under advisement. I was out there
18 the other day. As you and I both know, I know
19 the area very well myself and I certainly am well
20 aware of the -- of the ongoing issues with
21 changing that into a -- into a digital board.

22 CHARLIE TEVNAN: Well and I'd urge
23 the OOA to not reward bad behavior with regard to
24 this -- to this applicant or to this license

1 holder. The litigation has taken many twists and
2 turns, and I'm not quite sure exactly where it is
3 at this moment. But I believe that the original
4 application for conversion to a digital billboard
5 was made in bad faith because the applicant had
6 knowledge that it was less than 300 feet from the
7 Victory Road Park. That has been proven by the
8 OOA's own engineer and now, as I mentioned, this
9 other new public park, the bike lane, just makes
10 it non-compliant in two ways, so I would urge
11 that you not renew this permit.

12 TIM MCCARTHY: Okay. Thank you
13 very much, Charlie. I appreciate it.

14 JERRY KELLEHER: No other comments
15 at the moment.

16 TIM MCCARTHY: Okay. Is there any
17 other comments regarding anything else on the --
18 on the agenda? Any public comments at all?

19 JERRY KELLEHER: No hands.

20 TIM MCCARTHY: Well, again, I'd
21 like to thank everybody for attending the May 22,
22 2025, Outdoor Advertising Hearing. Thank you for
23 all your comments, particularly neighborhood-
24 based. It's great to have people engaged in

1 their communities. So with that, on behalf of
2 the OOA team, I wish everybody a happy three-day
3 weekend, and we'll see you all in June.

4 This hearing is adjourned. Thank
5 you.

6 (Whereupon, the proceedings were
7 concluded on May 22, 2019 at 11:31 a.m.)

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C E R T I F I C A T E

STATE OF MASSACHUSETTS

I, Rebecca Baron, a Court Reporter Notary Public in and for the State of Massachusetts, do hereby certify that the foregoing Hearing was reported by me on May 22, 2025, and transcribed by me. To the best of my knowledge, the within transcript is a complete, true, and accurate record of said hearing.

I am not connected by blood or marriage with any of the participants, nor interested directly or indirectly in the matter.

In witness whereof, I have hereunto set my hand and Notary Seal this 4th day of June, 2025.

Rebecca Baron

Rebecca Baron, Notary Public
My Commission Expires On:
June 12, 2031
