

Office of Outdoor Advertising  
Public Meeting

November 18, 2021

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, November 18, 2021

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 November  
6 2021 Office of Outdoor Advertising hearing, November  
7 18<sup>th</sup>, a week late because last week was the Veterans  
8 Day Holiday. So, the hearing is on the third Thursday  
9 this month.

10 This meeting is being held virtually by  
11 the June 16<sup>th</sup> Act extending certain COVID-19 measures  
12 adopted during the State of Emergency, which runs  
13 through April 1, 2022.

14 We are running this hearing by Zoom  
15 platform.

16 Please note that this meeting is being  
17 recorded, and we have our stenographer in attendance,  
18 who will provide a transcript of the meeting as  
19 always.

20 This meeting is accessible to people  
21 with disabilities and individuals with limited English  
22 proficiency. If you filed a request to be available  
23 today and did not receive it, please contact MassDOT's  
24 Office of Diversity and Civil Rights at 857-368-8580

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1 or [massdot.civilrights@dot.state.ma.us](mailto:massdot.civilrights@dot.state.ma.us).

2 Please note that accessible versions of  
3 the meeting materials have been previously posted to  
4 the OOA website and will be referred to in the  
5 meeting. A link to these documents is also posted in  
6 the Q&A box and also the chat box.

7 At this point, I am going to ask Gerry  
8 Kelleher of my staff to review the Zoom controls.

9 Gerry, if you could post the Zoom  
10 controls on the screen and then review them, that  
11 would be great.

12 GERARD KELLEHER: Sure. All right.  
13 So, as you can see, if you want to ask a comment --  
14 ask a question or make a comment, the Raise Your Hand  
15 function is there for you, and we will call on you.

16 You can also submit a question with the  
17 Q&A feature, and type that in and we'll answer it for  
18 everyone.

19 If you do ask a question, please state  
20 your name and make one comment or question at a time  
21 so others can participate.

22 If you want to dial in by phone and ask  
23 the questions, dial \*9 and the host, myself, will call  
24 out the last three digits of your phone number. And

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1 then I'll unmute your audio so when it's your turn to  
2 speak, I'll call your name.

3 All right. So, the camera is for  
4 panelists only.

5 And the chat function and  
6 interpretation services are not available on this  
7 webinar.

8 If you can't get the internet or if you  
9 have technical problems, please phone into the meeting  
10 at the number below, which is 1-301-715-8592.

11 Thank you.

12 LYDIA QUICK: Excuse me, John.

13 JOHN ROMANO: Yes.

14 LYDIA QUICK: I'm sorry. I'm seeing a  
15 request from a city councilor from Revere, Ira  
16 Novoselsky, sorry about the pronunciation, just asking  
17 to be made a participant. So, I don't know if he's  
18 asking to be made a panelist. It's in the chat.

19 JOHN ROMANO: Gerry, you can bump Ira  
20 up to a participant.

21 GERARD KELLEHER: Okay.

22 LYDIA QUICK: And, sorry, but I'm also  
23 seeing a question from a John Bookston, asking, "Are  
24 any of the billboards on the agenda today electronic?"

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1 Would it say on the agenda 'electronic' if any were  
2 such?"

3 JOHN ROMANO: Yes. So, no and yes.  
4 No, none of them are electronic; and, yes, they would  
5 say electronic if they were.

6 Okay. So, with that, I'm going to  
7 continue.

8 We are going to try to run this meeting  
9 as close to our regular Outdoor Advertising hearings  
10 as possible. And it will be run in the same manner.  
11 I will go through the agenda. The sign-in sheet,  
12 obviously, you physically can't sign, but by signing  
13 up for the webinar, we have a list of those who are in  
14 attendance based on that. So, that will constitute  
15 the sign-in part of the agenda.

16 Gerry, at this time, can you put the  
17 agenda on the screen?

18 I will continue as Gerry is doing that.

19 I will go through each item. I will  
20 ask questions of the proponents, just like I do in the  
21 hearing at the office at 10 Park Plaza.

22 Just so you know, everybody in the  
23 public is currently muted and your cameras turned off.  
24 If you would like to speak at some point during the

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1 meeting when public comment is requested, as Gerry  
2 mentioned when he went over the Zoom controls, you  
3 should use the Raise Your Hand function and you can  
4 also put your question or comments in the Q&A box.  
5 You'll have a chance to make comments just like you do  
6 in a regular public hearing as if we had held it at 10  
7 Park Plaza. We will run this in the same fashion.

8 Also, please note that you can provide  
9 comments in writing to us by email as always.

10 For anyone who may be new to this  
11 hearing, we do not make any decisions at this actual  
12 hearing. Every item is taken under advisement and  
13 decisions are made usually within a few weeks,  
14 sometimes as early as a week, but we will give time  
15 for write-in comments through our email address, which  
16 is [OOAInformation@dot.state.ma.us](mailto:OOAInformation@dot.state.ma.us).

17 You can send in your comments in  
18 writing there.

19 Also, we will have public comments at  
20 the end of each item as we always do, and a final  
21 chance for overall comments at the end of the agenda.

22 So, with that, Gerry, we are going to  
23 start the meeting.

24 Okay. Going to the agenda, so the

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1 first item will be minutes for review for the October  
2 14, 2021 public hearing. They are posted. Are there  
3 any comments or questions on those minutes?

4 (No response.)

5 Gerry, I am not seeing any raised  
6 hands.

7 GERARD KELLEHER: Nor do I.

8 JOHN ROMANO: Okay. And so I don't see  
9 anything in the Q&A or the chat. Okay.

10 With no comments or questions on that,  
11 I will mark those approved.

12 Okay. So, the first item on the agenda  
13 is applications for Intersection Media, LLC. They  
14 have 16 applications. These are for bus shelters.  
15 These are all existing bus shelters. There are no new  
16 locations. Intersection is just a new company taking  
17 over from the previous company and are getting new  
18 permit numbers for the existing locations that are out  
19 there.

20 So, there's two cities involved, Salem  
21 and Revere. So I'm going to do these in two batches.  
22 I'm going to do the three for the City of Salem first;  
23 I'm going to do those together. And then I'm going to  
24 do the 13 for the City of Revere altogether at the

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1 same time. Okay?

2 So the applications for the City of  
3 Salem: 2021SF089 to 091 are the three applications.  
4 I will read the locations. They are 43 Highland Ave.,  
5 Salem; 172 Lafayette Street in Salem; and 17 Loring  
6 Avenue in Salem.

7 Is the applicant present?

8 KATE DESANTIS: Yes, this is Kate  
9 DeSantis from Intersection.

10 JOHN ROMANO: Hi, Kate. How are you  
11 this morning?

12 KATE DESANTIS: I'm well. Thank you.  
13 I hope you are, too.

14 JOHN ROMANO: Very well. Thank you.

15 Is anybody here representing the  
16 municipality where the sign is being proposed?

17 (No response.)

18 JOHN ROMANO: None.

19 Are there any abutters present today?

20 (No response.)

21 JOHN ROMANO: Seeing none.

22 Is there anyone here from the District  
23 Office?

24 (No response.)

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1                   JOHN ROMANO: That's the MassDOT  
2 District Office, by the way. Sorry.

3                   I did speak to Mark Kratman from  
4 District 4 yesterday. He said that they had no  
5 issues.

6                   MassDOT Traffic Operations is not  
7 applicable because these are static. And most of the  
8 other things are not applicable because this is street  
9 furniture, like sending out notice to abutters, etc.

10                  So, Kate, special notice or variance  
11 for these three in Salem, they were signed off by  
12 Mayor Driscoll as in conformity with municipal zoning  
13 and/or bylaws. That's how the application was signed  
14 off by the City of Salem. Is that your understanding?

15                  KATE DESANTIS: Yeah, to the extent of  
16 our knowledge, that is our understanding. Yes.

17                  JOHN ROMANO: Okay. Do you have  
18 anything that you would like to add to your three  
19 applications in the City of Salem at this time?

20                  KATE DESANTIS: Not at this time.  
21 Thank you.

22                  JOHN ROMANO: Okay. I am going to have  
23 one of my inspectors give their field his field review  
24 on this first case.

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1 Chris, Jason, which one of you is going  
2 to do this? Jason? Okay. Jason Bean will give his  
3 report, field report, on this.

4 GERARD KELLEHER: Jason, you're the  
5 host.

6 JASON BEAN: I'm the host. Thank you  
7 very much, Gerry.

8 So, can everybody see that?

9 GERARD KELLEHER: Share your screen.

10 JASON BEAN: Share. There we go.  
11 Everybody can see that, right?

12 GERARD KELLEHER: Yes.

13 JASON BEAN: Okay. So, this is an  
14 example of the three. This is a -- as John explained,  
15 these are replacing existing structures. It's just  
16 basically a permit number swap.

17 So, this is the location at 172  
18 Lafayette Street, Permit Number 2021SF09. The  
19 original number there was 2005170.

20 The ad will be facing north-south.

21 And the street furniture, as this is an  
22 example, they do have -- they have exemptions to some  
23 of the reg requirements. So, at this time, these  
24 batch of three have no issues.

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1                   As I tell every -- all the applicants,  
2           too, is just make sure that the proper permit numbers  
3           get attached to these -- so, that would be directed to  
4           Kate -- that way we can keep good enforcement of these  
5           as time goes on.

6                   So, that's it, John. Thank you.

7                   JOHN ROMANO: Great. Thank you very  
8           much, Jason.

9                   Does anybody in attendance,  
10          participants, panelists, anybody have any questions  
11          that they would like to ask at this time regarding the  
12          three applications in Salem, questions, comments,  
13          etc.?

14                   (No response.)

15                   JOHN ROMANO: I do not see any. One  
16          more time. I don't see any hands or chat or the Q&A.

17                   Okay. For these three, we will take  
18          these under advisement and we will get back to you.

19                   GERARD KELLEHER: Excuse me, Jason.  
20          You have to give me the host back, under my name.

21                   JASON BEAN: Gotcha.

22                   JOHN ROMANO: Okay. Great.

23                   So, next, we have the City of Revere.  
24          And this is the same situation. For the City of

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1 Revere, there are 13 locations with existing bus  
2 shelters. And the application numbers for Revere are  
3 2021SF092 through 104. And I am going to read the  
4 locations.

5 They are 146 The Lynnway, 1062  
6 Broadway, 235 Revere Street, 286 American Legion  
7 Highway, 570 Broadway, 467 Broadway, 430 Broadway, 33-  
8 49 Central Ave., 281 Broadway, 185 Broadway, 660 Beach  
9 Street, 585 Revere Beach Parkway, 630 Winthrop Ave.  
10 And that is all pertinent locations.

11 Again, I will just ask if anyone -- if  
12 the applicant is present? Kate, just state your name  
13 for the record.

14 KATE DESANTIS: Sorry. Yes. Kate  
15 DeSantis with Intersection is present.

16 JOHN ROMANO: Thank you very much.

17 Oh, and I just -- to step back to the  
18 other ones, an October 19<sup>th</sup>, notice from my office was  
19 sent to the mayor and the clerk of both cities  
20 regarding the applications in Revere. And I apologize  
21 for forgetting to mention that on the Salem ones. But  
22 that was for both Salem and Revere, notices were sent  
23 to both locations.

24 And are there any abutters present

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1 today for this, for these in Revere?

2 (No response.)

3 GERARD KELLEHER: I don't see any  
4 hands.

5 JOHN ROMANO: Okay. Yeah. All right.

6 Is there anybody here representing the  
7 municipality for Revere?

8 IRA NOVOSELSKY: I guess that would be  
9 me, Ira Novoselsky, City Council.

10 JOHN ROMANO: Hi, Ira. Good morning.  
11 How are you?

12 IRA NOVOSELSKY: Good morning. Nice to  
13 see you all. This is my first Zoom with you folks.  
14 And it's kind of interesting because I wasn't really  
15 sure what was going on here. So, it looks like we're  
16 just changing out new shelters with all these  
17 locations, is that correct?

18 JOHN ROMANO: The shelters are staying.  
19 They're just changing the -- basically, changing  
20 what's on them to a new permit since they're a new  
21 company. So, they're changing over the existing  
22 shelters from the previous company.

23 IRA NOVOSELSKY: So, the existing  
24 shelters are staying. You're just giving new numbers

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1 to the shelter locations.

2 JOHN ROMANO: Right. And they're being  
3 assigned to the new company who won the contract from  
4 the MBTA.

5 IRA NOVOSELSKY: Thank you.

6 Now, what about the shelters where bus  
7 stops have been removed, such as at 660 Beach Street?  
8 That's on the 411 westbound. And there's signs put up  
9 on Ocean Avenue on the 411 run and the Beach Street  
10 location. Those lines have been eliminated. So, are  
11 you still going to do something with that shelter?

12 JOHN ROMANO: So, Kate, can you respond  
13 to that at all?

14 KATE DESANTIS: Yeah, I can.

15 Ira, we would still advertise on the  
16 shelter and operate and maintain it, which includes  
17 clean it and clear snow, even though there's not a bus  
18 line. We have encountered this situation in other  
19 municipalities that the bus line has moved away from  
20 the shelter. And you can reach out to MBTA or myself  
21 if you would like the shelter removed and you can  
22 initiate that process.

23 IRA NOVOSELSKY: We'll have to discuss  
24 that because I know today is the Traffic Commission

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1 meeting to discuss the removal of the 411 bus stops on  
2 Ocean Ave. and on Beach Street. And having a shelter  
3 at Revere Street and Bay Road --

4 JOHN ROMANO: So, which is the other  
5 location that the bus line is removed?

6 IRA NOVOSELSKY: The 411.

7 JOHN ROMANO: Yeah, but what locations?  
8 Is it one of the other locations that they're applying  
9 for a permit for?

10 IRA NOVOSELSKY: I thought one of them  
11 was 235 Beach. Can you hang on one second? Let me  
12 get my agenda on that.

13 JOHN ROMANO: So, Kate, we'll --

14 IRA NOVOSELSKY: I don't have it. One  
15 was at Bay Road and Revere Street. And then there was  
16 another one that was mentioned, and I'm not exactly  
17 sure which one it was. I think it was to replace and  
18 redirect the bus, the 411, go down Revere Street and  
19 take a left on North Shore Road southbound to go to  
20 the MBTA garage. I see Kate shaking her head.

21 JOHN ROMANO: So, we'll -- so, before  
22 we approve any of these, we will follow up with Kate  
23 and the MBTA and see if any of these are not going to  
24 have a bus route there, and then we'll make a decision

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1 on whether we'll approve a permit on a bus shelter  
2 that doesn't serve the purpose of a bus shelter.

3 IRA NOVOSELSKY: Like I said, those are  
4 coming up today at three o'clock on Zoom in Revere,  
5 Revere City Hall. The Revere Traffic Commission will  
6 be discussing that.

7 And may I say that we are disappointed  
8 that the MBTA is removing that Ocean Ave. line, the  
9 411, because 1,400 people, literally, will be stopped  
10 from getting access to buses. The 411 goes toward  
11 Malden and other areas in that direction. I know they  
12 did say that people will only have to walk 500 feet,  
13 600 feet, 1,500 feet, 1,800 feet. Many of the people  
14 on this Ocean Ave. location are senior citizens. So,  
15 it is very difficult for them to get around, many of  
16 them with walkers. And I'm kind of against them  
17 removing those locations. And, even if they reduced  
18 the number on Ocean Ave. and kept the 660 Beach Street  
19 location, well, I can live with that. But at least  
20 leave the one on Ocean Avenue instead of bypassing  
21 them altogether. And that would readjust the two new  
22 ones on Revere Street. As far as actually reading  
23 this, I would hope that the MBTA will reconsider  
24 eliminating that portion of the 411 line.

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1                   JOHN ROMANO: Okay. Thank you. Thank  
2                   you for that information and for your comments. And,  
3                   unfortunately, we are not involved, you know, at this  
4                   hearing, with any of the decisions made, you know,  
5                   with MBTA bus routes. We're just here looking at the  
6                   advertisements. But we will look at those, you know,  
7                   we will follow up with Kate and the T on those  
8                   particular ones.

9                   IRA NOVOSELSKY: Is there someone that  
10                  I can write to? If somebody can email me with a  
11                  contact person to discuss these reductions in this  
12                  function of the line further, I would appreciate that  
13                  very much.

14                 JOHN ROMANO: All right. I will see  
15                 who I can call to find out and try to have them  
16                 follow-up. It's kind of way out of my purview, but  
17                 I'm sure we can find somebody at the T that I can have  
18                 contact you.

19                 IRA NOVOSELSKY: Thank you.

20                 JOHN ROMANO: We'll -- after this  
21                 meeting, if you want to -- so the email address that I  
22                 had given, which is the OOAInformation email,  
23                 [OOAInformation@dot.state.ma.us](mailto:OOAInformation@dot.state.ma.us). Ira, if you want to  
24                 send me your contact information at that address, I'll

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1 get somebody who can get in touch with you.

2 IRA NOVOSELSKY: Well, actually, Jen  
3 has my -- not Jen, but Gerry Kelleher has my contact.

4 GERARD KELLEHER: Okay.

5 JOHN ROMANO: You have that? Okay.  
6 We'll get it to you then.

7 IRA NOVOSELSKY: I appreciate that very  
8 much. Thank you.

9 JOHN ROMANO: All right. Okay. So,  
10 anybody here from the District Office? I don't know  
11 if Mark showed up. I don't see him.

12 So, again, I did speak with Mark  
13 Kratman from District 4 yesterday. He said that the  
14 District does not have any issue with any of these.

15 So, Kate, again, the City of Revere,  
16 signed off by Mayor Arrigo as stating that they are in  
17 conformity with municipal zoning and/or bylaws for all  
18 of the applications. Is that, you know, to the best  
19 of your knowledge, is that your understanding, based  
20 on the mayor signing off on the applications?

21 KATE DESANTIS: Yes, to the extent, to  
22 our knowledge, that is our understanding.

23 JOHN ROMANO: Kate, do you have  
24 anything you want to add to your application at this

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1 time?

2 KATE DESANTIS: No, I do not. Thank  
3 you.

4 JOHN ROMANO: Before I have my  
5 inspectors give their inspection report on these, just  
6 so you know, we will follow up with you and the MBTA,  
7 you know, as to whether we will give permits for  
8 shelters where there are no buses going to them  
9 anymore. So, we will take a look at that. But that's  
10 a follow-up conversation, not for this event.

11 With that, Jason, if you guys want to  
12 give the field inspection report on these 13, that  
13 would be great.

14 CHRISTOPHER CHAVES: Yeah, John, I did  
15 these 13.

16 Like Jason said, these are all existing  
17 bus shelters, street furniture. It's just a change of  
18 permit thing with Intersection.

19 Again, we aren't in the purview of bus  
20 lines and where they go. So, you know, I was not  
21 aware of -- we are not aware of bus shelters that  
22 didn't have bus lines. But, like you said, you will  
23 follow up and we will get that straightened out.

24 No other issues with these.

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1                   JOHN ROMANO: No other issues. Okay.

2           Thank you.

3                   Are there any other comments,  
4           questions, or concerns from anybody else in  
5           attendance?

6                   (No response.)

7                   JOHN ROMANO: I do not see any other  
8           hands up. Nope. Okay.

9                   With that, Kate, we will take these 13  
10          under advisement and get back to you.

11                   One second there. Okay.

12                   Going to the rest of the agenda here,  
13          Item 4. For the Record, Actions Taken Since the Last  
14          Public Hearing, there's new licenses approved, a new  
15          electronic permit in Methuen approved, a couple taken  
16          under -- still under advisement. And, basically, and  
17          then we have a bunch of bus shelters from the last  
18          hearing that were also approved.

19                   Does anybody have any questions on  
20          those under Item 4?

21                   (No response.)

22                   JOHN ROMANO: I'm not seeing any hands  
23          raised.

24                   Gerry?

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1                   GERARD KELLEHER: Nor do I.

2                   JOHN ROMANO: I don't see any questions  
3 or comments in the chat or the Q&A.

4                   With that, any final public comments or  
5 questions or anything related to Outdoor Advertising?

6                   (No response.)

7                   JOHN ROMANO: All right. I do want to  
8 remind people that the December hearing, December 9<sup>th</sup>,  
9 will be at 10:00 a.m., not at 11:00 a.m., so it will  
10 be one hour earlier. So, again, December 9<sup>th</sup> Outdoor  
11 Advertising Hearing will be at 10:00 a.m. It will be  
12 one hour earlier than our regular hearing. So, please  
13 make note of that. It will be on all our notices.  
14 But I do want to remind those in attendance that it  
15 will be at 10:00 a.m., one hour earlier. Okay?

16                   Thank you all very much. With that, I  
17 will adjourn at 11:27.

18                   (Whereupon, the proceedings were  
19 concluded on November 18, 2021, at 11:27 a.m.)

20                   //

21                   //

22                   //

23                   //

24                   //

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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.