

Office of Outdoor Advertising  
Public Meeting

October 10, 2019

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

Present:

John Romano, Executive Director

Office of Outdoor Advertising October 10, 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 am the Director of Outdoor  
5 Advertising for MassDOT. We are here today for the  
6 October 10, 2019 public hearing for the Office of  
7 Outdoor Advertising.

8 This meeting is accessible to people  
9 with disabilities and individuals with limited English  
10 proficiency. If you filed a request with us for  
11 assistive technology, sign language, alternate format  
12 documents, an interpreter, translated documents, or  
13 other such services to be available here today, please  
14 see Lydia if you have not yet received the assistance  
15 you need. We could also have amplification devices  
16 available from Lydia for anyone who may need them. If  
17 you need any other similar assistance to participate  
18 today, please let Lydia know and she will try to help  
19 you.

20 The first item on the agenda is the  
21 call to order. On our little table over here, there  
22 is a sign-in sheet. If you didn't have a chance to  
23 sign in on your way in, you could do so on your way  
24 out. That sign-in sheet will be made part of the

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1 transcript for the meeting.

2 There is also a copy of the meeting  
3 notes from the September 12<sup>th</sup> meeting and a copy of  
4 today's agenda.

5 Does anybody have any comments,  
6 questions, or concerns on the meeting minutes from  
7 September 12, 2019?

8 (No response.)

9 JOHN ROMANO: Seeing none, we will mark  
10 those approved.

11 The next item on the agenda is HUB  
12 Advertising, LLC, 74-A Clarendon Street, Boston, MA.  
13 It's an application for a new license.

14 Is anybody here from HUB Advertising?

15 (No response.)

16 JOHN ROMANO: They said they probably  
17 wouldn't be here. It's Mr. Keith Beardsley. We have  
18 -- they have submitted all the appropriate paperwork.  
19 We have the Certificate of Good Standing and Tax  
20 Compliance. We have the W-9. We did get the  
21 appropriate fee. And we do not have -- see any issues  
22 that have been presented at this time. It looks like  
23 everything has been in order. Mr. Beardsley is not  
24 here to add anything to his application.

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1                   Does anybody have any comments,  
2                   questions, or concerns regarding this license  
3                   application?

4                   (No response.)

5                   JOHN ROMANO: Okay. Seeing none, we  
6                   will take that under advisement and get back to HUB  
7                   Advertising.

8                   Before we go any further, just a note I  
9                   had wanted to read at the beginning here but I forgot.  
10                  I just want to remind everybody that permit renewals  
11                  and license renewals are in the process of being  
12                  mailed out. I think we started earlier this week,  
13                  right, Lydia, sending them out to people? All  
14                  renewals are technically due by the end of November  
15                  2019, so we appreciate that you address those as soon  
16                  as you get them in the mail and start to get them back  
17                  to us. And then we will start to process them as we  
18                  receive them. So, thank you.

19                  If you do not get something in the mail  
20                  from us in the next couple of weeks, you should get in  
21                  touch with us. But you should get them all.

22                  Okay. Next on the agenda is an  
23                  application for a permit amendment. This is BMC Sign  
24                  Company, 300 Harrison Ave, Permit Number 2016D017 and

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1 D018.

2 So, what we have here is a request to  
3 do two things with these two -- this is an existing  
4 monopole sign at 300 Harrison Ave. And the request of  
5 this amendment is to do two things: one, change the  
6 size of the sign; and the other is to move it to a  
7 different location on the property.

8 So, is anybody here from BMC Sign  
9 Company? Please state your name for the record.

10 TED TYE: Ted Tye, National  
11 Development, BMC Sign Company.

12 STENOGRAPHER: Spell your last name.

13 TED TYE: I'm sorry. T-y-e.

14 JOHN ROMANO: How are you doing, Ted?

15 TED TYE: Nice to see you, John.

16 JOHN ROMANO: Same here.

17 Is anybody here representing the  
18 municipality?

19 (No response.)

20 JOHN ROMANO: Any abutters present  
21 today?

22 (No response.)

23 JOHN ROMANO: No. Is there anyone here  
24 from the MassDOT District Office?

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1 (No response.)

2 JOHN ROMANO: Anyone present from  
3 MassDOT Traffic Ops?

4 (No response.)

5 JOHN ROMANO: This sign is a digital  
6 sign. It was previously reviewed by our Traffic  
7 Operations when it was initially put in. No traffic  
8 study was required at the time. We did not request  
9 them to look into whether another study was needed  
10 because it's only being moved a short distance from  
11 its original location. So, while they did get a copy  
12 of the amendment, we didn't ask them. There was no  
13 reason for them to look into another study.

14 An abutter notification is not required  
15 for an amendment.

16 And, Mr. Tye, is it correct that you  
17 did receive a special permit from the City of Boston  
18 for this change?

19 TED TYE: It was actually a variance  
20 from the --

21 JOHN ROMANO: A variance.

22 TED TYE: -- Board of Appeal.

23 JOHN ROMANO: And you did submit a  
24 copy of that. I have that in the package.

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1 TED TYE: I did.

2 JOHN ROMANO: And, believe it or not, I  
3 actually did read it and I should have known it was a  
4 variance. So, thank you for that.

5 So, I'm going to have my inspector give  
6 his report, inspection report, on this. So, Mr.  
7 Chaves, could you give your report?

8 CHRISTOPHER CHAVES: Yes, sir. Thank  
9 you, John.

10 As you mentioned, this is an existing  
11 two-sided digital monopole to be moved 87 feet to the  
12 northeast corner of the property, the same property.  
13 Moving the monopole doesn't change anything from a  
14 field standpoint as far as businesses or measurements  
15 to any critical areas.

16 The one thing that I will say, since  
17 they are close to their property line, is that no part  
18 of the sign can overhang their property line.

19 Other than that, it looks good.

20 JOHN ROMANO: So, right now, it's like  
21 roughly about right here. Right? It's coming to over  
22 here. The wall is the property line.

23 Based on our conversations, the drawing  
24 you submitted, you have no intention of it going over

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1 the property line. We just wanted to call that out  
2 and have it for the record. But that's a mutual  
3 understanding that that's how it will be.

4 TED TYE: Yes.

5 JOHN ROMANO: Chris, any other issues?  
6 Actually, both you and I did go out and do the  
7 inspection together. Once and a while I like to get  
8 out of the office. And this is a good location,  
9 actually, a favorite spot of mine because I helped do  
10 a lot of work underneath the expressway over there.  
11 But, no other issues?

12 CHRISTOPHER CHAVES: No issues, no.

13 JOHN ROMANO: Okay. Mr. Tye, anything  
14 you'd like to add to your application at this time?

15 TED TYE: No.

16 JOHN ROMANO: Okay. Great.

17 Does anybody have any questions,  
18 concerns, or concerns on this application?

19 (No response.)

20 JOHN ROMANO: Okay. Seeing none, we  
21 will take this under advisement and we'll get back to  
22 you.

23 Thank you very much.

24 TED TYE: Thank you very much.

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1                   JOHN ROMANO: Okay. Next, we have an  
2 application for a permit transfer. This is transfer  
3 from Boston Outdoor Ventures, LLC to Outfront Media,  
4 LLC. It's Permit Number 2007022 and 2007023, 313-315  
5 Willard Street in Quincy, Massachusetts.

6                   Are either party here with us today?  
7 Can you just state your name for the  
8 record?

9                   ANGELA RUFO: Angela Rufo for Outfront  
10 Media.

11                   JOHN ROMANO: Angela, we reviewed all  
12 of the paperwork. Everything appears to be in order.  
13 This is a simple transfer between two approved  
14 licensees here at MassDOT. The paperwork was  
15 submitted appropriately. The application filled out.  
16 The appropriate fee was submitted.

17                   I would ask my inspector to just give a  
18 quick report because we do check, do a field  
19 inspection on these even though they're transfers.

20                   CHRISTOPHER CHAVES: As you mentioned,  
21 it's a transfer from one licensee to another, although  
22 I believe this licensee has ran the sign for quite  
23 some time anyway. But it is a conforming monopole,  
24 static. No issues with this.

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1 JOHN ROMANO: Great. Do you have  
2 anything you'd like to add, Angela, to the  
3 application?

4 ANGELA RUFO: Nothing.

5 JOHN ROMANO: Great. This is a simple  
6 transfer. We will take it under advisement and get  
7 back to you.

8 Thank you.

9 Next on the agenda, we have an  
10 application for a permit. This is for a static  
11 monopole. This is Carroll Advertising, LLC. This is  
12 1180 General Edwards Highway in Sharon, Application  
13 2019070 and 071.

14 Notification was provided to the  
15 municipality by my office on June 11, 2019, to the  
16 Town Administrator and to the Town Clerk.

17 Is the applicant present?

18 JOHN CARROLL: Yes, John Carroll from  
19 Carroll Advertising.

20 JOHN ROMANO: Is anyone here  
21 representing the municipality where the sign is  
22 proposed?

23 (No response.)

24 JOHN ROMANO: No. Are any abutters

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1 present today?

2 (No response.)

3 JOHN ROMANO: None. Is anyone present  
4 from the District Office from MassDOT?

5 (No response.)

6 JOHN ROMANO: No. So, Mr. Carroll,  
7 Bill Travers from our Operations in District 5 just  
8 wants you to be aware that should any tree trimming be  
9 required for this sign, those are reviewed under a  
10 separate permit through the District Office. You  
11 should contact the District Office and Mr. Travers  
12 separately. And you should review anything with him.  
13 And that is solely determined by the District as to  
14 whether something like that is granted. So, contact  
15 him. You can walk the site with him and they'll  
16 determine whether the permit is issued. So, that's  
17 independent of this office. Okay?

18 JOHN CARROLL: Okay.

19 JOHN ROMANO: Traffic is not required,  
20 Traffic Ops, as this is a static permit.

21 Mr. Carroll, was certified mail notice  
22 to property owners sent out by you at least 30 days  
23 prior to submitting your application to my office?

24 JOHN CARROLL: Yes, sir.

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1 JOHN ROMANO: And you have submitted  
2 the post office receipts with your application, and I  
3 do have those. And you also provided a copy of the  
4 letter that you sent out to me as well, correct?

5 JOHN CARROLL: Mm hum.

6 JOHN ROMANO: Have you received any  
7 comments in support or opposition of the sign?

8 JOHN CARROLL: No.

9 JOHN ROMANO: And, according to your  
10 application signed off by the Town, the Town provided  
11 you a special permit, is that correct?

12 JOHN CARROLL: Yes, sir.

13 JOHN ROMANO: And we do have a copy  
14 that was submitted with your application, right?

15 JOHN CARROLL: Yes.

16 JOHN ROMANO: Okay. At this time, I'm  
17 going to have my field inspector give his report on  
18 this application.

19 MARC PLANTE: Thank you, John.

20 This is a static application, two  
21 sides, one facing north, one facing south, on Route 1  
22 in Sharon, the Town of Sharon. There are two  
23 businesses within 500 feet of the location. There are  
24 no parks, playground, recreational areas within 300

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1 feet.

2 Spacing issues: There is a static sign  
3 to the south, which falls under the 500-foot rule.  
4 There is also a digital sign to the north on Route 95,  
5 which is visible from this location, so it falls under  
6 the 500-foot rule again.

7 I have provided from the applicant,  
8 from Legacy Engineering, a professionally stamped  
9 measurement. To the south, it's 502.4 feet; to the  
10 north, it's 509.4 feet. Because of the close  
11 proximity to the 500-foot rule, I would emphasize that  
12 any extensions such as catwalks, lights, do not  
13 compromise the 500-foot rule, which is assessed on  
14 this Legacy Engineering diagram. So, it is adhering  
15 to all rules.

16 JOHN ROMANO: So, Mr. Carroll, based on  
17 the drawing submitted and the site walks done with  
18 your engineer and our inspectors, built the way it's  
19 shown on that plan, you will be in compliance. What  
20 Marc is trying to say, there's no wiggle room, right?

21 JOHN CARROLL: No wiggle room.

22 JOHN ROMANO: It's going to go right  
23 where it is, including lights, extensions, catwalks,  
24 as shown on your drawing, all fall within that layout.

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1 JOHN CARROLL: Yes, sir.

2 JOHN ROMANO: There's no play on either  
3 side. So, if it's built as is, as shown, the way it's  
4 planned, we have no problems. Understood?

5 JOHN CARROLL: Understood.

6 JOHN ROMANO: Great. Fine. No other  
7 issues, right, Marc?

8 MARC PLANTE: No other issues.

9 JOHN ROMANO: Okay. Great. It's also  
10 a sign I happened to go out and -- a location I went  
11 out and visited. We were very busy a couple of days  
12 last month. But, everything else seems to be in  
13 order, right, Marc?

14 MARC PLANTE: Yes.

15 JOHN ROMANO: Great. Okay.

16 Mr. Carroll, anything you'd like to add  
17 to your application at this time?

18 JOHN CARROLL: No.

19 JOHN ROMANO: Okay. Any comments,  
20 questions, concerns from the audience, general public?

21 (No response.)

22 JOHN ROMANO: Okay. Seeing none, we  
23 will take this under advisement and we'll get back to  
24 you.

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1 JOHN CARROLL: Thank you.

2 JOHN ROMANO: Thank you.

3 Okay. The next item on the agenda is  
4 for the record, actions taken since the last public  
5 hearing. Does anybody have any questions or comments  
6 on that, those items?

7 (No response.)

8 JOHN ROMANO: Okay. None.

9 Last, public comment?

10 (No response.)

11 JOHN ROMANO: Seeing none. Okay. We  
12 are adjourned. Thank you all very much. Enjoy the  
13 rest of the day.

14 (Whereupon, the proceedings were concluded  
15 on October 10, 2019 at 11:17 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.

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