

Office of Outdoor Advertising  
Public Meeting

October 8, 2020

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

(via Webinar)

Present:

John Romano, Executive Director

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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'm the Director of Outdoor  
5 Advertising for MassDOT. We are here for the October  
6 8, 2020 Office of Outdoor Advertising hearing.

7 This meeting is being held virtually by  
8 Governor's Executive Order. Due to the COVID-19  
9 pandemic, we cannot meet in person, so we are doing  
10 this virtually.

11 We are running this hearing by  
12 GoToWebinar.

13 Please note that this meeting is being  
14 recorded by a stenographer who is in attendance. He  
15 will provide a transcript of the meeting as always,  
16 and it will be posted to our web page once the meeting  
17 notes are approved

18 This meeting is accessible for people  
19 with disabilities and individuals with limited  
20 proficiency. If you filed a request for assistance  
21 and did not receive it, please contact MassDOT's  
22 Office of Diversity and Civil Rights at 857-368-8580  
23 or [massdot.civilrights@dot.state.ma.us](mailto:massdot.civilrights@dot.state.ma.us). And, to the  
24 best of my knowledge, we did not receive any requests

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1 ahead of time.

2 Please note that the accessible  
3 versions of the meeting materials have previously been  
4 posted to the OOA website and will be referred to in  
5 the meeting. The materials are also available for  
6 download through GoToWebinar. They are in the handout  
7 section.

8 We are going to run this meeting as  
9 close to normal as our regular Outdoor Advertising  
10 hearings. I will go through the agenda. While the  
11 sign-in sheet cannot be physically signed, we will  
12 have a list of those who signed up for the webinar and  
13 we will use that as our sign-in sheet.

14 On the screen is the agenda. What we  
15 will do is I will go through each item. I will ask  
16 the questions of the proponents, just like I do in the  
17 hearing at the office in person at 10 Park Plaza.

18 Just so you know, everybody in the  
19 public is currently muted. In about two minutes, the  
20 organizer is going to unmute everyone and you should  
21 mute yourself at that time. Should the organizer, who  
22 is Gerry Kelleher from MassDOT, hear excessive  
23 background noise, he will mute people individually or  
24 the whole group if needed.

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1           If you would like to speak during --  
2 when public comment is requested, you can unmute  
3 yourself at that time. If you have any trouble  
4 unmuting yourself to make a comment, you can use the  
5 raise your hand function in GoToWebinar in order to  
6 indicate you would like to make a comment. To raise  
7 your hand in GoToWebinar, click the hand icon in the  
8 control panel. If you are connected by phone to the  
9 audio, you can press \*9 to raise your hand. On the  
10 phone, you can also press \*1 to play the features menu  
11 and \*2 to mute or unmute audio.

12           You can also post your comments or  
13 questions in the chat box. You will have a chance to  
14 make comments just like you do in the regular public  
15 hearing at the end of each item and then a final  
16 chance for overall comments at the end of the agenda.

17           For anybody who may be new to this  
18 hearing, we do not make any decisions at this actual  
19 hearing. Every item is taken under advisement and  
20 decisions are made usually within a few weeks,  
21 sometimes as early as a week, but we will give time  
22 for write-in comments to our email address, which is  
23 [OOAInformation@dot.state.ma.us](mailto:OOAInformation@dot.state.ma.us). You can send comments  
24 in writing there as well.

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1                   With that, Gerry, if you can unmute  
2 everybody, we will start.

3                   GERARD KELLEHER: Okay.

4                   STENOGRAPHER: I believe you muted  
5 everybody.

6                   JOHN ROMANO: Can you hear me?

7                   GERARD KELLEHER: Everyone should be  
8 unmuted now.

9                   JOHN ROMANO: All right. Can you hear  
10 me? All right. Sorry. So, I'll go back.

11                   We're going to go over the meeting  
12 minute approval for July 9, 2020 because that's the  
13 last meeting that we had. Okay?

14                   So, Gerry, can you put those meeting  
15 minutes up on the screen, please?

16                   GERARD KELLEHER: Okay.

17                   JOHN ROMANO: Okay. Does anybody have  
18 any comments or questions regarding the July 9<sup>th</sup>  
19 regular session minutes, which was the last public  
20 meeting that we had? We did not have a meeting in  
21 August or September.

22                   (No response.)

23                   JOHN ROMANO: Okay. I don't hear any  
24 questions.

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1                   And, Gerry, Lydia, no comments in the  
2 chat. I don't see any. So, with that, we will mark  
3 those approved.

4                   GERARD KELLEHER: Okay.

5                   JOHN ROMANO: Today is October 8, 2020.  
6 Okay.

7                   So, the next item on the agenda is  
8 applications for permits.

9                   Gerry, if you could put the agenda back  
10 up for a minute.

11                   And we will go to Carroll Advertising,  
12 LLC. This is an application, 1200 General Edwards  
13 Highway. This is for a two-sided structure, one side  
14 static facing north, and one side digital facing  
15 south. This is in Sharon, Massachusetts. The permit  
16 numbers are 2020007 facing north, 2020D009 facing  
17 south, which is the digital.

18                   Notification was provided to the  
19 municipality, to the town administrator and clerk, by  
20 my office, on August 18, 2020.

21                   Is the applicant present? And, if so,  
22 please state your name and your company.

23                   (No response.)

24                   JOHN ROMANO: Mr. Carroll, are you in

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1 attendance?

2 JOHN CARROLL: I am, John. I just -- I  
3 just popped with -- the unmute button popped up for  
4 me. So, I was able to hear you guys, but I don't  
5 think you heard me until the unmute went on.

6 JOHN ROMANO: Okay.

7 JOHN CARROLL: Can you hear me now?

8 JOHN ROMANO: Yes, we can.

9 State your name and company.

10 JOHN CARROLL: John Carroll, Carroll  
11 Advertising.

12 JOHN ROMANO: Okay. Great. Thank you.  
13 And is anybody here representing the  
14 municipality where the sign is being proposed?

15 (No response.)

16 JOHN ROMANO: Okay. I don't hear  
17 anyone, so I'm going to put "no."

18 Are there any abutters present today?

19 (No response.)

20 JOHN ROMANO: Okay. Seeing none -  
21 hearing none, I should say.

22 Is anybody present from the MassDOT  
23 District Highway Office?

24 (No response.)

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1                   JOHN ROMANO: We did receive an email  
2 from Bill Travers from District 5 in which this board  
3 is located. And the District has no comments or  
4 objections. And that's in an email sent to my office.

5                   Is anyone present from MassDOT Traffic  
6 Operations?

7                   (No response.)

8                   JOHN ROMANO: Okay. I do not hear or  
9 see anybody, but I did receive a memo from the state  
10 Traffic Engineer's Office regarding this application  
11 seeing that one board is a digital application. And  
12 the memo states that no traffic study, further traffic  
13 study, is required for this location.

14                   Okay. Mr. Carroll, these questions are  
15 for you, so if you could respond to these.

16                   So, was certified mail notice to  
17 abutters sent out by you at least 30 days prior to  
18 submitting your application to my office?

19                   JOHN CARROLL: There was an approval  
20 prior that where I think we were able to get -- the  
21 Town said that there was no new hearing required on  
22 their end because it was an existing board; it's being  
23 rebuilt on the exact same site.

24                   JOHN ROMANO: John, I'm asking about



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1 the abutter note. Did you send the abutter notice out  
2 30 days prior to submitting your application to me?

3 JOHN CARROLL: Yes.

4 JOHN ROMANO: Thank you. And I have a  
5 -- and I do have a copy of that letter, and I have  
6 your post office receipts. So, thank you for  
7 submitting them.

8 Have you received any written comments  
9 in support or opposition to this board?

10 JOHN CARROLL: No, sir.

11 JOHN ROMANO: Neither has my office.

12 And I believe you've already -- the  
13 next question you answered to my previous question.  
14 There is a special permit from the Town, but it is a  
15 previous permit that was given so a new hearing wasn't  
16 required. But the Town did sign off on your  
17 application. They did reference the special permit  
18 that was issued. And you did provide that to me. Is  
19 that your understanding?

20 JOHN CARROLL: Yes, sir.

21 JOHN ROMANO: Mr. Carroll, we'll have  
22 Marc, the inspector, give his field report on this.  
23 And my other inspector, Mr. Bean, is going to share  
24 his screen and show a Google Earth photo of where this

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1 location is. So, if you could give us a second.

2 Marc, wait till Jason gets his screen  
3 up there. We'll see if we can make this work.

4 MARC PLANTE: Yes, sir.

5 JOHN ROMANO: Gerry, want to take the  
6 agenda down for now? That might help.

7 GERARD KELLEHER: Yeah. Have you got  
8 it, Jason, now, the presenter?

9 JOHN ROMANO: There you go. All right.  
10 So, the location with - you can pinpoint that. Oh,  
11 you had it, Jason. There you go. Where the yellow  
12 pushpin is, that's the -- that's the spot on the  
13 property where the board will be located.

14 So, Marc, if you could give your  
15 inspector's report, I'd appreciate it.

16 MARC PLANTE: Yes, sir. Thank you.

17 This is an application for a monopole.  
18 One side is to be digital; the other side is to be  
19 static. It is located on U.S. Route 1 in the Town of  
20 Sharon, which General Edwards Highway, 1200, is the  
21 actual address.

22 The area is of business character, and  
23 there are two businesses within 500 feet of the  
24 proposed sign.

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1           There are no parks, reservations, or  
2 playgrounds within 300 feet of the site. And there is  
3 spacing between two static signs, one to the north,  
4 one to the south. They both exceed the 500-foot rule.

5           So, the site is conforming to the  
6 regulations.

7           JOHN ROMANO: Marc, thank you. Could  
8 you just give a little description? So, the board is  
9 on the lower end of the parcel. Is that the south end  
10 of the parcel? Which side -- the digital side is  
11 facing which way, and the north side -- and the static  
12 side is facing which way, just so --

13          MARC PLANTE: On the applications, the  
14 digital is marked facing south on the application.

15          JOHN ROMANO: All right.

16          MARC PLANTE: The static -- the static  
17 is marked facing north on the application.

18          JOHN ROMANO: Okay.

19          JOHN CARROLL: It's actually the other  
20 way around.

21          MARC PLANTE: Yes, it is. But it's  
22 marked on your application, and you marked it. The  
23 digital has a south-facing check on it, and the static  
24 has a north-facing check.

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1 JOHN ROMANO: Okay.

2 MARC PLANTE: On your application.

3 JOHN CARROLL: I think there was some  
4 confusion with the submission of that. I think we  
5 kind of checked the wrong boxes and then there was  
6 some confusion. But I know that when we did the site  
7 visit there, it was the digital face was on the side  
8 because the spacing was so close and it was up to the  
9 camera. And that was on the -- that was on the north  
10 face. So, the digital is on the north -- that's  
11 right. That's right, Marc. The south face is the  
12 traffic heading south, is that correct?

13 MARC PLANTE: Oh, I'm just quoting --  
14 I'm quoting what you have in the application. That's  
15 all.

16 JOHN CARROLL: Yeah.

17 MARC PLANTE: But if it was the --

18 JOHN ROMANO: I remember we fixed the  
19 application and Marc has it -- we have it right. If  
20 you remember, because I have -- I have your original  
21 application in front of me. And you originally had it  
22 switched and then you had to come in and change it, if  
23 you remember, and initial the change.

24 JOHN CARROLL: I do remember. I do

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1 remember.

2 JOHN ROMANO: So, the digital  
3 application 2020D009, the sign faces south, and the  
4 static sign faces north.

5 JOHN CARROLL: But it's the other way  
6 around, John.

7 MARC PLANTE: Actually, he wants to do  
8 it digital facing north, static facing south. His --

9 JOHN CARROLL: Which was -- that was  
10 what it was originally permitted for, too.

11 MARC PLANTE: And the 500-foot spacing  
12 situation applies. If you switch it also, it also  
13 applies. It exceeds the 500-foot spacing. So, it  
14 would be allowable.

15 JOHN ROMANO: Okay. So, we'll clarify  
16 before any final decision is made. We'll make sure  
17 we've got the right boxes checked on the application.

18 But, Marc, your inspection in the field  
19 matches and is correct, and the spacing and all of the  
20 items related to the CMR are correct, is that --

21 MARC PLANTE: Yes. Yes, they are.

22 JOHN ROMANO: Okay. Okay. We'll make  
23 sure that we've got the right box checked on the  
24 application -- well, that you have the right box

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1 checked on the application. We'll rectify that before  
2 any final decision is made.

3 JOHN CARROLL: Okay. Thank you. Sorry  
4 for the confusion.

5 JOHN ROMANO: Okay. So, you probably  
6 had the original thing checked correctly, and then we,  
7 for whatever reason, changed it. So, we'll double-  
8 check that and get the right boxes checked.

9 Okay. At that point -- at this point,  
10 do you have anything else you'd like to add to your  
11 application at this time?

12 JOHN CARROLL: No, sir, other than I  
13 appreciate all the help that the guys were for this  
14 application.

15 JOHN ROMANO: Okay. At this time, I'd  
16 like to open it up. Does anybody in attendance have  
17 any comments or questions on this sign or application  
18 or location?

19 (No response.)

20 JOHN ROMANO: Okay. I am not seeing  
21 anything in the chat, and I am not seeing any hand  
22 raised.

23 Gerry or Lydia, do you see any?

24 LYDIA QUICK: No. I haven't gotten any

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1 emails either.

2 JOHN ROMANO: We will to take this  
3 under advisement, Mr. Carroll. We will re-review the  
4 directions facing, which, as Mr. Plante said, the  
5 spacing requirement, which we know is, you know,  
6 critical here, works in either direction. So, we'll  
7 just make sure we've got the paperwork matching the  
8 way the signs will be facing so that there are no  
9 issues with that before any approval is decided upon  
10 on this location.

11 It is October 8, 2020.

12 Okay. Thank you.

13 Gerry, if you could put the agenda up.

14 Jason, you can unshare your screen, if  
15 you don't mind.

16 Put the agenda back up, Gerry.

17 We'll go to Item 4, which is For the  
18 Record.

19 GERARD KELLEHER: Can you see that?

20 JOHN ROMANO: Yeah. Can you scroll to  
21 the second page, "For the Record," please?

22 GERARD KELLEHER: How's that?

23 JOHN ROMANO: Yeah. And just scroll  
24 through to the next page because it goes right through

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1 to the end. Okay. You can go right through to the  
2 end. Thank you. Hold it right there, Gerry. Thank  
3 you.

4 Okay. Does anybody have any comments  
5 or question on any For the Record items?

6 I see Ed Harrington's got his hand  
7 raised. Ed, if you want to unmute yourself and ask  
8 your question? State your name and your affiliation,  
9 please.

10 ED HARRINGTON: Ed Harrington.

11 GERARD KELLEHER: Go ahead.

12 JOHN ROMANO: Hi.

13 ED HARRINGTON: Hi. I'm the Town  
14 Councilor for District 5 in South Weymouth where the  
15 Finnell board is proposed.

16 JOHN ROMANO: Yes, sir.

17 ED HARRINGTON: Is this an appropriate  
18 time for me to just state my piece here, make my  
19 piece? Can I speak to that?

20 JOHN ROMANO: If you give me 30,  
21 seconds, I will ask for general comment on anything  
22 and you can take it then if that's okay with you.  
23 Just hold your mic open for a second. All right?

24 ED HARRINGTON: I'll try.



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1                   JOHN ROMANO: All right. Just stay  
2 here. All right. You know what? You may as well.  
3 It's under For the Record. That application is on the  
4 For the Record piece. So, go right ahead.

5                   ED HARRINGTON: All right. Thank you  
6 very much.

7                   As I said, I'm Ed Harrington. I'm the  
8 Town Councilor for the area where the Finnell board is  
9 proposed to be located.

10                   There's a large neighborhood group that  
11 are of the opinion that they can get themselves on  
12 board here and fight against the location of this  
13 billboard. The billboard is proposed to go at the  
14 very end of a long 45-acre parcel of land owned by the  
15 Bristol Company. They are of the opinion that if they  
16 beat this, then they can also beat any kind of  
17 development within that 45-acre parcel of land. And I  
18 think they're suffering from a lack of good  
19 information. They're uninformed and they're  
20 disinformed in that if they have some luck here with  
21 you folks and they try to -- and they have some  
22 success at stopping the location of the billboard,  
23 they will then be able to go and fight the development  
24 of that 45-acre parcel, which is, in my opinion, and

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1 in the opinion of anybody who has been around, that  
2 45-acre parcel will be developed.

3 Right now, (inaudible - cutting out) is  
4 Bristol won't develop the acreage if the billboard  
5 goes up, but he will develop the acreage if it doesn't  
6 go up. But these people are of the opinion that they  
7 can -- they can do both things.

8 Mr. Bristol has the right to put up  
9 buildings that conform or a development that conforms  
10 with our zoning on that parcel, and he has the ability  
11 to do so. He's been around a long time. There's  
12 wetlands in there, but he knows how to do wetlands  
13 recreations. And it's just an impossible situation.

14 I just wanted it stated on the record  
15 that I personally believe the billboard at the very  
16 tip of this thing is far less -- has far less of an  
17 impact on the neighborhood than 45 acres of  
18 development, which might include light industrial.  
19 And Mr. Bristol has also indicated that he might put  
20 in 350 units of low-income housing. So, these people  
21 have been led to believe that they can have it all and  
22 that they can prevail in any event on both issue.

23 And I just wanted it on the record that  
24 I'm not crazy about billboards anyway, but I'm

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1 certainly not crazy about seeing that 45 acres  
2 developed to the max. And I think these people, if it  
3 works out that way, they're going to regret it in the  
4 long run.

5 I guess that's about all I have to say.

6 Thank you.

7 JOHN ROMANO: Thank you for your  
8 comment, Mr. Harrington. We will make sure that that  
9 is with the, you know, record of comments received on  
10 the 0 Finnell applications. As you know, no decision  
11 has been made on that particular application at this  
12 time.

13 ED HARRINGTON: Yeah.

14 JOHN ROMANO: But we appreciate your  
15 comment.

16 ED HARRINGTON: Yeah. Sure. Can you  
17 still hear me now?

18 JOHN ROMANO: Yes, we can.

19 ED HARRINGTON: I think a lot of these  
20 people are angry that they felt they were led astray  
21 into at first supporting the billboard relocation.  
22 And then they found out later that perhaps -- I think  
23 they feel somewhat used or whatever. So, I think  
24 that's one of the primary motivations and it's

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1 clouding their judgment and their ability to, you  
2 know, to hear other points of view.

3 But, that's it. I probably have said  
4 too much. Thank you.

5 JOHN ROMANO: No problem. Thank you  
6 for your comment.

7 Does anybody else have anything to add  
8 on the For the Record?

9 (No response.)

10 JOHN ROMANO: Okay. Seeing none  
11 others, the last item is general public comment. Is  
12 there any other general public comment on today's  
13 agenda or any other OOA items?

14 (No response.)

15 JOHN ROMANO: Okay, hearing or seeing  
16 none, no hands raised, nothing in the chat box, with  
17 that I will adjourn the meeting. Thank you all very  
18 much for attending. I appreciate you bearing with us  
19 as we do these meetings virtual. I appreciate all of  
20 your attendance and your patience. And we plan on  
21 having -- our next meeting is, I think it's November  
22 12. Is that correct, Lydia? And we plan on that  
23 going forward as of right now.

24 LYDIA QUICK: It is correct. Sorry.

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1                   JOHN ROMANO: We'll be doing it  
2 virtual, and notice will get out to you as it has,  
3 just like this. We'll get the link out to everybody.

4                   Thank you all very much. Have a great  
5 day. And we will talk to you soon.

6                   Meeting adjourned.

7                   (Whereupon, the proceedings were concluded  
8 on October 8, 2020.)

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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.