

Office of Outdoor Advertising
Public Meeting

October 14, 2021

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

(via Webinar)

Present:

John Romano, Executive Director

Office of Outdoor Advertising, October 14, 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 October
6 14, 2021 Office of Outdoor Advertising hearing.

7 This meeting is being held virtually by
8 the June 16th Act extending certain COVID-19 measures
9 adopted during the State of Emergency, which runs
10 through April 1, 2022.

11 We are running this hearing by Zoom
12 platform.

13 Please note that this meeting is being
14 recorded, and we have our stenographer, who is in
15 attendance, who will provide a transcript of the
16 meeting as he always does.

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.

23 Please note that accessible versions of
24 the meeting materials have been previously posted to

Office of Outdoor Advertising, October 14, 2021

1 the OOA website and will be referred to in the
2 meeting. A link to these documents is also posted in
3 the Q&A box.

4 We are going to try to run this meeting
5 as close to our regular Outdoor Advertising hearings
6 as possible. We will run it in the same manner. I
7 will go through the agenda. The sign-in sheet,
8 obviously cannot physically be signed, but by signing
9 up with the webinar, we have a list of those who are
10 in attendance based on that. So, that will be
11 included with the transcript.

12 Gerry, can you post the agenda on the
13 screen at this time?

14 GERRY KELLEHER: Yeah, I'm trying to do
15 that.

16 JOHN ROMANO: We are having a few --
17 may have a few technical difficulties. So, if not,
18 while Gerry is trying to get that done, we will
19 continue along. And if we don't get it up on the
20 screen, I will just make sure I read every item.

21 GERRY KELLEHER: There it is.

22 JOHN ROMANO: Okay. Here we go.

23 GERRY KELLEHER: Can you see it?

24 JOHN ROMANO: Yes, sir. All right.

Office of Outdoor Advertising, October 14, 2021

1 I will go through each item. I will
2 ask questions of the proponents, just like we used to
3 do at the hearing in-person at 10 Park Plaza.

4 Everybody in the public is currently
5 muted and your cameras turned off. If you would like
6 to speak at some point during the meeting when public
7 comment is requested, you should raise your hand --
8 excuse me -- raise your hand.

9 Gerry, do you have the --

10 GERRY KELLEHER: Yes?

11 JOHN ROMANO: Gerry, do you have the --
12 that shows the where to raise your hand and
13 everything? Can you put that up? I apologize. There
14 we go.

15 So, as you can see, there's the Zoom
16 webinar controls. There's a dropdown menu to check
17 your microphone. You can ask a question, comments.
18 There's a raise your hand button. And if you cannot
19 access the Internet, you can dial-in using that phone
20 number and also that passcode. The phone number is 1-
21 301-715-8592. The ID number is 81368515358. The
22 passcode is 000660.

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

Office of Outdoor Advertising, October 14, 2021

1 For anyone who may be new, we do not
2 make any decisions at this actual hearing. Every item
3 is taken under advisement and decisions are made
4 usually within a few weeks, sometimes as early as a
5 week, but we will give time for write-in comments
6 through our email address. The mail address is
7 OOAInformation@dot.state.ma.us.

8 You can send in your comments in
9 writing there.

10 Also, we will have public comments at
11 the end of each item as we always do, and then a final
12 chance for overall comments at the end of the agenda.

13 So, with that, Gerry, we are going to
14 start the meeting. And if you could put the agenda
15 back up, we will go back to the agenda.

16 Okay. So, the first item on our agenda
17 is the meeting minutes for the September 9 public
18 hearing for Outdoor Advertising, our regular session
19 minutes.

20 Are there any questions, comments, or
21 anything on those?

22 (No response.)

23 JOHN ROMANO: I am not seeing any hands
24 raised.

Office of Outdoor Advertising, October 14, 2021

1 Gerry, are you seeing any hands raised?

2 GERARD KELLEHER: No.

3 JOHN ROMANO: Okay. And with no
4 questions on those, I am going to mark those approved.

5 The first item on the agenda is an
6 application for a new license by Rodman Ford Sales, 53
7 Washington Street, Foxborough, MA.

8 Is there anybody here from Rodman Ford
9 today?

10 (No response.)

11 JOHN ROMANO: I do not hear or see
12 anybody from Rodman Ford. They do have their
13 paperwork all in order. Their application is here.
14 We received their W-9. And we do have their
15 Certificate of Good Standing and Tax Compliance. And
16 we did receive the appropriate payment, so everything
17 is in order.

18 Are there any comments or questions on
19 this application?

20 (No response.)

21 JOHN ROMANO: I am not seeing any.

22 Gerry, are you seeing any?

23 GERARD KELLEHER: I don't. I don't see
24 anything.

Office of Outdoor Advertising, October 14, 2021

1 JOHN ROMANO: Okay. So, we will take
2 that under advisement, and we will get back to them.

3 The next item on the agenda is American
4 Outdoor Media, LLC, 223 Puritan Road, Swampscott, MA.
5 The contact name is David Modica. Is Mr. Modica here
6 or anybody else here representing American Outdoor?

7 (No response.)

8 GERARD KELLEHER: No hands raised.

9 JOHN ROMANO: No. Okay. So, again, we
10 received the application. The application is in
11 order. We do have his W-9. We have his Certificate
12 of Good Standing and Tax Compliance. So, everything
13 appears to be in order here.

14 Does anybody have any comments or
15 questions on this application for a license?

16 (No response.)

17 JOHN ROMANO: I am not seeing any.

18 Okay. With that, we will take this one
19 under advisement as well.

20 Next under the license applications, we
21 have Lyft Bike and Scooters, LLC, Staci Bailey,
22 associate manager. Their address is 185 Berry Street,
23 Suite 5000, San Francisco, California.

24 Do we have anybody here, Staci or

Office of Outdoor Advertising, October 14, 2021

1 anybody here from Lyft Bikes?

2 (No response.)

3 JOHN ROMANO: I do not see anybody here
4 from them.

5 So, again, reviewing their application,
6 their application is in order. They did make their
7 payment. They did submit electronically their W-9.
8 And their Certificate of Good Standing and Tax
9 Compliance is here. Everything appears to be in
10 order.

11 Does anybody have any comments or
12 questions on this application?

13 (No response.)

14 JOHN ROMANO: I am not seeing any.

15 Gerry, are you seeing anybody?

16 GERARD KELLEHER: I haven't seen any
17 hands raised.

18 JOHN ROMANO: Okay. We will take this
19 one under advisement as well.

20 Okay. Next is applications for
21 permits. This is Intersection Media, LLC. And we
22 have -- this is 10 Hudson Yards, Suite Number 26, New
23 York, Rachel Bell, general manager. We have 46
24 applications for street furniture. Some are bus

Office of Outdoor Advertising, October 14, 2021

1 shelters. Some are information panels. There are
2 several cities. We are going to do these all together
3 as one batch. I will explain the reasoning for this.

4 These are all existing. None of these
5 are new. These all exist out in the streets. They
6 have been out in the street for years. Intersection
7 is just a new company that won the MBTA contract
8 recently, and so they need to be permitted in their
9 name versus the older company that used to have the
10 contract. So, these are not new structures. None of
11 these are new. They are all existing.

12 The towns included in this are Boston.
13 There are 12 locations in Boston. Let me do it over
14 here. Twelve locations in Boston, one in Braintree,
15 13 in Brookline. There are three in Quincy, 12 in
16 Watertown, three in Lynn, one in Everett, and one in
17 Waltham.

18 So, I am also going to read the actual
19 locations for all of them. So, it will take a couple
20 of minutes, but I am going to read them.

21 So, the first location is Sullivan
22 Station between Maffa Way and the bus entrance to the
23 station.

24 1150 Tremont Street, Ruggles Station in

Office of Outdoor Advertising, October 14, 2021

1 Boston.

2 MBTA Dudley Square at Washington
3 Street, Boston.

4 MBTA Dudley Square at Warren Street,
5 Boston.

6 Commonwealth Avenue at Blandford
7 Street, Boston. There are one, two, three, four,
8 five, six, seven, eight at various spots at the
9 various locations, bus shelter locations, on Blandford
10 Street in Boston.

11 Next is 43 Quincy Ave. at Commercial
12 Street in Braintree.

13 1101 Beacon Street in Brookline, there
14 are two locations.

15 1157 Beacon Street in Brookline.

16 1180 Beacon Street in Brookline.

17 1223 Beacon Street in Brookline.

18 1243 Beacon Street in Brookline.

19 1419 Beacon Street in Brookline.

20 1447 Beacon Street in Brookline.

21 1539 Beacon Street in Brookline.

22 1689 Beacon Street in Brookline,

23 there's two of them.

24 1765 Beacon Street in Brookline.

Office of Outdoor Advertising, October 14, 2021

1 1842 Beacon Street in Brookline.

2 These are all bus shelters.

3 Then we have 381 Elm Street in Everett.

4 We also have MBTA Lynn busway terminal
5 at Market Street in Lynn. There are three of them.

6 There is MBTA Wollaston Station, upper
7 level, in Quincy, MBTA Wollaston Station, lower level,
8 in Quincy.

9 And then MBTA Quincy Adams outside of
10 Quincy Adams Station.

11 Next is Waltham, 3 Carter Street.

12 Then we have Watertown, 1 Galen Street.
13 There are two locations.

14 MBTA Carhouse at Galen Street, there
15 are one, two, three locations. These are all in
16 Watertown.

17 84 Main Street, Watertown, there are
18 two locations -- excuse me, one location.

19 And then 27 Main Street in Watertown.

20 Next is 3 Mount Auburn Street in
21 Watertown.

22 195 Mount Auburn Street in Watertown.

23 695 Mount Auburn Street in Watertown.

24 550 Arsenal Street in Watertown.

Office of Outdoor Advertising, October 14, 2021

1 551 Arsenal Street in Watertown.

2 Again, all bus shelters that are along
3 bus routes.

4 So, those are the 46 locations for the
5 MBTA.

6 Do we have Rachel Bell or anybody else
7 from Intersection here with us today?

8 KATE DESANTIS: Hi, John. This is Kate
9 DeSantis with Intersection.

10 JOHN ROMANO: Kate, how are you today?

11 KATE DESANTIS: I'm good. Thanks.

12 JOHN ROMANO: As I said, we're doing
13 all of the locations together. I will let you know
14 that notification was sent to Quincy on 9/14, to the
15 mayor and the clerk; to Watertown on 9/14, to the town
16 manager and the clerk; to Everett on 9/15, to the
17 mayor and the clerk; to Lynn and Waltham on 9/14, to
18 the mayor and the clerk; and to the City of Brookline
19 and Braintree on 9/14, to the mayor and the clerk.
20 Those notices were sent by my office to inform them
21 that these would be on the agenda today.

22 And each of them have reviewed and all
23 of them, where appropriate, were signed off by the
24 appropriate person at that town and/or were signed

Office of Outdoor Advertising, October 14, 2021

1 off, if they were on MBTA property, they were signed
2 off by the MBTA.

3 In Watertown, they were signed off as
4 in conformity with the municipal zoning ordinances or
5 bylaws by the appropriate person, the town manager.

6 Everett, not subject to municipal
7 zoning ordinances and/or bylaws.

8 Waltham and Lynn were exempt because
9 they're on MBTA property.

10 And, also, the ones in Braintree,
11 Brookline, and Boston were exempt because they're on
12 MBTA property.

13 So, ones that are on MBTA property are
14 not required to get sign-off by the city or town.

15 So, that's all 46 locations. And due
16 to the fact that these are street furniture, there are
17 no notifications are required to be sent out by you
18 guys.

19 The Traffic Operations, because these
20 are static displays, Traffic Operations at MassDOT
21 were not required to review them.

22 And everything else seems to be in
23 order.

24 At this time, I'm going to have my

Office of Outdoor Advertising, October 14, 2021

1 inspector Jason Bean talk about these as my inspectors
2 did review and inspect all 46 sites.

3 JASON BEAN: Thank you, John.

4 Again, these are from Intersection
5 Media. Obviously, we're just doing one as an example.
6 These are all the same. As John mentioned, these were
7 existing locations that essentially are getting a new
8 number with the change of licensee.

9 This particular one is located at 1101
10 Beacon Street in Brookline. This is a bus shelter,
11 which the bulk of them are. There was very few CIPs.

12 This is Application Number 2021SF,
13 indicating street furniture, 056. The old number
14 there was 2012068. With some regulatory exemptions,
15 there was no spacing, park issues.

16 So at this point, John, we reviewed all
17 of them. We found none to have any issues going
18 forward at this moment. So we are all good with
19 these.

20 JOHN ROMANO: I did want to just read a
21 comment from Mark Kratman, who is from our District 4
22 Highway Office. And Mark said there are no issues
23 with any of them in his district location.

24 So, thank you, Mark, for that comment.

Office of Outdoor Advertising, October 14, 2021

1 Kate, at this time, is there anything
2 you would like to add to your application?

3 KATE DESANTIS: I think we're all set.
4 Thank you so much for your support.

5 JOHN ROMANO: Okay.

6 JASON BEAN: John, could I add to the
7 report just one more thing?

8 JOHN ROMANO: Sure. Absolutely.

9 JASON BEAN: As with all permitted
10 structures, accurate permit numbers on all these
11 locations will be needed once they get their new
12 number. That's all.

13 Thank you.

14 JOHN ROMANO: Kate, if and when these
15 new permit numbers are approved, we just want to make
16 sure that these new numbers are put on all of the
17 units, as Jason mentioned. Okay?

18 KATE DESANTIS: Yes. Thank you for the
19 reminder.

20 JOHN ROMANO: Any comments or questions
21 from anybody in attendance today on these 46
22 applications for existing street furniture?

23 GERARD KELLEHER: John, there's one in
24 the chat room from John Bookston. Do you want to just

Office of Outdoor Advertising, October 14, 2021

1 note it, or read it, or --

2 JOHN ROMANO: Yeah, so John says,
3 "Please be wary of electronic billboard furniture
4 agenda items," which there are no electronic -- these
5 are not electronic; they're all static. But anyways,
6 "This is very (indiscernible) area and will have a
7 negative impact on neighborhoods. Investigate that
8 negative impact when your oversight is the only
9 protection that residents have. Are you considering
10 calling the MBTA out for putting up an electronic
11 billboard without permission? Strong penalties will
12 give others a reason to think twice before misleading
13 you or bypassing you."

14 Thank you for your comment, Mr.
15 Bookston. We appreciate it.

16 Any other comments or questions from
17 anybody else on these specific 46 applications?

18 (No response.)

19 JOHN ROMANO: I am not seeing any. So,
20 at this time, we will take all 46 of those under
21 advisement. And, Kate, we will get back to you when
22 we have completed our review.

23 Okay. The next item we have up here is
24 from Media Vision, Inc. And the location is 617-619

Office of Outdoor Advertising, October 14, 2021

1 Broadway on the roof of the building. This is
2 Application 2021005, replacing an existing structure,
3 which formerly was Permit Number 28618, facing north.
4 This is a one-sided static structure. The Permit
5 Application Number, as I said, is 2021005.

6 Notification by my office was sent to
7 the municipality on 9/14/2021.

8 Is the applicant present? I believe
9 Mr. Lynds is here representing Media Vision.

10 RICHARD LYNDS: Good morning, Mr.
11 Director.

12 Yes, for the record, Richard Lynds, 245
13 Sumner Street, East Boston, on behalf of Media Vision.
14 Also with me is Dominic Serra.

15 JOHN ROMANO: Good morning.

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

18 (No response.)

19 JOHN ROMANO: I do not see anybody.

20 GERARD KELLEHER: I don't see anybody.

21 JOHN ROMANO: No, I don't see anybody.

22 So, none.

23 Are there any abutters present today?

24 (No response.)

Office of Outdoor Advertising, October 14, 2021

1 JOHN ROMANO: I am not seeing any.

2 Is there anyone here from the MassDOT
3 District Office?

4 (No response.)

5 JOHN ROMANO: I'm not seeing any.

6 Traffic Operations of MassDOT was not
7 applicable as this is a static board.

8 Mr. Lynds, was certified mail notice to
9 abutters sent out by you at least 30 days prior to
10 submitting your application to my office?

11 RICHARD LYNDS: That is correct. Media
12 Vision did send the required notice under the
13 regulations.

14 JOHN ROMANO: I do have copies of the
15 post office receipts and the letter that you sent.
16 You did submit those with your application.

17 RICHARD LYNDS: We did. I believe
18 those are part of the record, Mr. Romano.

19 JOHN ROMANO: Has the -- have you guys
20 received any written comments in support or opposition
21 of the application?

22 RICHARD LYNDS: We did receive -- my
23 office received one letter in accordance with the
24 notice. It was from a Mary Goodwin, 89 High Street,

Office of Outdoor Advertising, October 14, 2021

1 indicating her objection to billboards, it seemed to
2 be billboards in general in the South Boston
3 neighborhood. I believe Ms. Goodwin also attempted to
4 call my office to express that opposition. I don't
5 believe she understood this had been a pre-existing
6 condition on the site for a number of years and that
7 we are simply replacing in-kind the structure that had
8 been there previously.

9 JOHN ROMANO: Okay. And I know you did
10 send me a copy of that this morning. So, I do have a
11 copy of that letter. So, thank you.

12 Next, special permit or variance. Upon
13 reviewing your application, and based on what the City
14 of Boston has signed off, that they signed off that it
15 was in conformance. And it was signed off by them and
16 that there was an alteration permit. And all of that
17 is provided and signed off by the City of Boston.

18 Is that your understanding?

19 RICHARD LYND: That is correct, Mr.
20 Romano.

21 JOHN ROMANO: Okay. With that, I am
22 going to have my field inspector, Chris Chaves, give
23 his field report.

24 CHRISTOPHER CHAVES: Thanks, John.

Office of Outdoor Advertising, October 14, 2021

1 As you mentioned, this is a proposed
2 static rooftop sign facing East Broadway in South
3 Boston. There was a sign at this location for many
4 years, as you guys mentioned. It has been recently
5 removed and surrendered. There is no field issue with
6 this site. There hasn't been in the past and there
7 isn't today. It is a conforming site, according to
8 our Mass. regulations.

9 JOHN ROMANO: Okay. Great.

10 Mr. Lynds, is there anything you'd like
11 to add to your application at this time?

12 RICHARD LYND: Nothing further, Mr.
13 Romano. And I'm happy to answer any questions.

14 JOHN ROMANO: Okay. Thank you very
15 much.

16 Is there anybody in attendance that has
17 any questions or comments on this particular
18 application?

19 (No response.)

20 GERARD KELLEHER: Jason, you're a host,
21 right?

22 JOHN ROMANO: I'm not seeing any hands.
23 Gerry, do you see anything?

24 GERARD KELLEHER: I don't see any

Office of Outdoor Advertising, October 14, 2021

1 raised hands.

2 JOHN ROMANO: Okay. I don't see
3 anything in the chat.

4 So, with that, Mr. Lynds, we will take
5 this application under advisement and we will get back
6 to you.

7 Thank you very much for your
8 attendance.

9 RICHARD LYND: Thank you very much,
10 and have a great day.

11 JOHN ROMANO: You, too.

12 Okay. I think I need a bigger desk in
13 my house here or my table here.

14 Okay. So, next, I have an application,
15 these are for electronic permits. This is Clear
16 Channel Outdoor, LLC, location: 478 Merrimack Street,
17 Methuen, MA. This is Application Numbers 2021D023 and
18 D024. These are converting from existing static
19 permit 2000012 and 013.

20 Notification was provided to the
21 municipality by my office on September 10th to the
22 mayor and the city clerk.

23 Is the applicant present? I saw Mike
24 Morello on the list. Mike?

Office of Outdoor Advertising, October 14, 2021

1 MICHAEL MORELLO: Yes. Good morning,
2 Director Romano. Mike Morello, Clear Channel Outdoor,
3 89 Maple Street, Stoneham, MA.

4 JOHN ROMANO: Good morning, Mike. How
5 are you doing today?

6 MICHAEL MORELLO: Good. How are you
7 doing?

8 JOHN ROMANO: Good. Are there any
9 abutters to this location present today?

10 (No response.)

11 JOHN ROMANO: I am not seeing any hands
12 raised.

13 GERARD KELLEHER: No.

14 JOHN ROMANO: I don't see anything in
15 the chat, so I'll say no.

16 Is there anyone present from the
17 District Office that would like to make a comment?

18 (No response.)

19 JOHN ROMANO: I'm not seeing anything.

20 GERARD KELLEHER: No, I don't see
21 anything.

22 JOHN ROMANO: Okay. Traffic
23 Operations, I received a memo from the State Traffic
24 Engineer's Office. At this location, no traffic study

Office of Outdoor Advertising, October 14, 2021

1 will be required, Mr. Morello.

2 Mike, was certified mail notice to
3 abutters sent out by you at least 30 days prior to
4 submitting your application to my office?

5 MICHAEL MORELLO: Yes.

6 JOHN ROMANO: And I have copies of post
7 office receipts, and, also, I have a copy of the
8 letter that you sent out. That was included in your
9 submittal of your application, is that correct?

10 MICHAEL MORELLO: Yes.

11 JOHN ROMANO: Great. Thank you for
12 doing that.

13 Have you guys received any written
14 comments in support or opposition of this application?

15 MICHAEL MORELLO: None either way.

16 JOHN ROMANO: Neither have we. Okay.

17 Special permits or variance. Mike,
18 upon reading the application, there was a City Council
19 Ordinance number 5638, as signed by the mayor,
20 application signed by the mayor citing that ordinance.
21 And so, per that, that gave you the authority to do
22 this conversion. Is that your understanding?

23 MICHAEL MORELLO: Correct.

24 JOHN ROMANO: Okay. Great. Just a

Office of Outdoor Advertising, October 14, 2021

1 couple things to note. There are, in that agreement,
2 there are three signs, 280056 and 6A that you guys
3 will surrender if this should be approved. And you
4 did submit paperwork as to that effect, is that
5 correct?

6 MICHAEL MORELLO: Yes.

7 JOHN ROMANO: And then, also, I did
8 notice that you guys will be giving five hours of PSA
9 time to the City. I just want to note that that's in
10 addition to the state requirement of 15 hours.

11 MICHAEL MORELLO: Yes, that's correct.

12 JOHN ROMANO: So, with that, I am going
13 to ask my inspector, Jason Bean, to give his field
14 report.

15 JASON BEAN: Yes. Thank you, John.

16 As stated, this is a Clear Channel
17 Outdoor application located at 478 Merrimack Street.
18 There's an existing structure there. It's 2000012 and
19 2000013, facing north and south along 495. So, the
20 application is to -- it's a digital application to
21 replace it with 2021D023 and 2021D024.

22 So, as John explained, there are some
23 existing signs along Merrimack Street that would need
24 to be removed. There is a spacing issue with these.

Office of Outdoor Advertising, October 14, 2021

1 The new structure, which is going to be a few feet
2 north of the existing one asking to be built, the
3 distance was 435 feet from those three existing
4 permits. That was the only issue that we ran into,
5 John. No parks and no other spacing issues.

6 So, again, 2008005, 6 and 6A would need
7 to be surrendered as well as the current 2000012 and
8 2000013 at that location.

9 Other than that, these signs have no
10 other issues.

11 JOHN ROMANO: Great. Mike, is there
12 anything you would like to add to your application at
13 this time?

14 MICHAEL MORELLO: No.

15 JOHN ROMANO: Okay. Great.

16 Is there anybody in the audience who
17 has any specific questions or concerns about this
18 particular application?

19 LYDIA QUICK: Excuse me, John.

20 JOHN ROMANO: Yes?

21 LYDIA QUICK: There's a detailed chat
22 in the box. I also noticed a raised hand from John
23 Bookston that doesn't seem to be up anymore. But
24 there's a Dan Newman who is making a comment. I'd be

Office of Outdoor Advertising, October 14, 2021

1 happy to read it.

2 JOHN ROMANO: I see Mr. Newman's
3 comment.

4 LYDIA QUICK: Okay.

5 JOHN ROMANO: And it's a comment that
6 he's complaining about other billboards that Clear
7 Channel has in another part of the City. And I will
8 be glad to have him speak on that at the end when we
9 have general public comments.

10 LYDIA QUICK: Very good. Thank you.

11 JOHN ROMANO: This is specific to this
12 billboard. So, Mr. Newman, if you can hang on, we'll
13 get to you before the end.

14 So, seeing no other -- let me just
15 double-check and make sure there are no other
16 questions.

17 GERARD KELLEHER: No other hands were
18 raised.

19 JOHN ROMANO: No other hands raised,
20 right, Gerry?

21 GERARD KELLEHER: Right.

22 JOHN ROMANO: Okay. Mr. Morello, we
23 will take this application under advisement, and we
24 will get back to you on it.

Office of Outdoor Advertising, October 14, 2021

1 MICHAEL MORELLO: Thanks.

2 JOHN ROMANO: So, next in line is Clear
3 Channel again, 145-151 Pelham Street in Methuen. This
4 is also an existing structure, Permits 97028 and 029.
5 These are for Applications 2021D025 and D026,
6 converting from static to digital.

7 Notification was provided to the
8 municipality by my office on September 10th, to the
9 mayor and the clerk's office.

10 Again, Mike, for the record, would you
11 state your name?

12 MICHAEL MORELLO: Mike Morello, Clear
13 Channel Outdoor, 89 Maple Street, Stoneham, MA.

14 JOHN ROMANO: Is there anybody here
15 representing the municipality at this time?

16 (No response.)

17 JOHN ROMANO: I'm not seeing anyone.

18 GERARD KELLEHER: Nothing indicated.

19 JOHN ROMANO: Okay. Are there any
20 abutters to this location present today?

21 (No response.)

22 GERARD KELLEHER: None apparent here.

23 JOHN ROMANO: No, I don't see anything.

24 Okay, none.

Office of Outdoor Advertising, October 14, 2021

1 Is there anyone present from the
2 District Office that would like to speak on this?

3 (No response.)

4 JOHN ROMANO: Okay. I have a note from
5 Mark Kratman that says that District 4 has no
6 objections.

7 So, thank you, Mark.

8 Okay. Traffic Operations. Mr.
9 Morello, as I let you know the other day, our State
10 Traffic Engineer's Office reviewed this site and they
11 are going to require a detailed traffic study at this
12 location. After the hearing, probably tomorrow, we
13 will send you a terms and conditions letter that will
14 detail the requirements of the traffic study and a
15 copy of the memo from the State Traffic Engineer. You
16 will have a copy of that. And we will get that to you
17 tomorrow.

18 MICHAEL MORELLO: Okay. Yeah.

19 JOHN ROMANO: Okay. Mike, was
20 certified mail notice to abutters sent out by you at
21 least 30 days prior to submitting your application to
22 my office?

23 MICHAEL MORELLO: Yes.

24 JOHN ROMANO: Okay. And I do have

Office of Outdoor Advertising, October 14, 2021

1 copies of post office receipts and a copy of the
2 letter. You did submit those in the package. So,
3 thank you for sending those in.

4 Have you received any written comments
5 in support or opposition to this location?

6 MICHAEL MORELLO: None either way.

7 JOHN ROMANO: Same thing as with the
8 other site, Mike, as signed off by the mayor on your
9 application and authorized by City Council Resolution,
10 this one was 5637. Is that correct? Is that your
11 understanding?

12 MICHAEL MORELLO: Yes, that's correct.

13 JOHN ROMANO: Okay. So, with that, I
14 am going to have Jason give his inspection report.

15 JASON BEAN: Thank you, John.

16 Again, this is Clear Channel Outdoor.
17 The location is 145-151 Pelham Street in Methuen.
18 These will be facing north and south, Application
19 Numbers 2021D025 and D026. There are existing permit
20 numbers there, 97029 and 97028.

21 This sign is within 500 feet of a ramp,
22 but the population for Methuen is beyond 50,000, so it
23 solved that issue.

24 There are two businesses within 500

Office of Outdoor Advertising, October 14, 2021

1 feet, no park issues, no other spacing issues.

2 The one issue that was glaring is that
3 this was infringing on the right of way a bit. So, to
4 -- the new applications are requested to be built in
5 that same location. So, we would ask that these get
6 built outside of the right of way.

7 And, also, the existing permits, 97029
8 and 28 would need to be surrendered at this location
9 for these applications to be approved.

10 Other than that, no other issues at
11 this point, John.

12 Thank you.

13 JOHN ROMANO: Okay. Thanks, Jason.

14 So, Mike, a couple of things. So, I
15 believe, and my thing is not on, but I believe you did
16 send me the surrender paperwork, contingent upon the
17 approval of this application for the existing. Am I
18 correct on that?

19 MICHAEL MORELLO: Yes.

20 JOHN ROMANO: Yeah. And then, as Jason
21 mentioned, that this board slightly overhands the
22 right of way line, the state highway line. So, just
23 make sure when this new board gets built, you've got
24 to shift it over just a little bit so that it's not

Office of Outdoor Advertising, October 14, 2021

1 crossing over the state highway line. If there's any
2 questions with that, you can ask Jason to go out there
3 and take a look at that so that we can make sure that
4 that's rectified. Okay?

5 MICHAEL MORELLO: Yes. If I may
6 comment, the submitted survey shows that the new sign
7 would be completely out of the right of way and on
8 private property, at least by five feet from the state
9 property line.

10 JOHN ROMANO: Great. And then, last
11 but not least, same as the previous application, the
12 five hours that the City has promised is in addition
13 to the 15 hours of the state requirement --

14 MICHAEL MORELLO: Correct.

15 JOHN ROMANO: -- for public service.

16 MICHAEL MORELLO: Correct.

17 JOHN ROMANO: Great. Jason, are you
18 okay with Mike's follow-up comments?

19 (No response.)

20 JOHN ROMANO: I'll take that as a yes.

21 Okay. So, with that, I do have a
22 comment in the chat from Mr. Bookston, which John, I
23 did read your earlier comment. So, I'm not sure if
24 there's something in addition to that. But I don't --

Office of Outdoor Advertising, October 14, 2021

1 I'm not quite sure what it is you're asking for. But
2 if you want to speak, you can go ahead and speak. I'd
3 be happy to take your comments. But I did read your
4 earlier comment in the chat out loud. So, I know you
5 have some question about the definition or you don't
6 agree with the definition of abutter. So, that's for
7 another time. So, you know, the regulation is what
8 the regulation is. We're not here to debate the
9 regulations.

10 So, any other comments or questions on
11 this particular application?

12 (No response.)

13 JOHN ROMANO: I don't see any.

14 Gerry, do you see anything? Lydia?

15 GERARD KELLEHER: I do not.

16 JOHN ROMANO: Okay. With that, Mike,
17 we will take this application under advisement, and we
18 will get you that paperwork on the traffic study.

19 MICHAEL MORELLO: Okay. Thank you.

20 JOHN ROMANO: So, last but not least,
21 we will go to Braintree. So, this is Application
22 Number 2021D027 and 28. This is by Harbor Outdoor,
23 LLC, 290 Wood Road, Braintree. This is a new
24 structure.

Office of Outdoor Advertising, October 14, 2021

1 Is the applicant present? I believe we
2 spoke to a Mr. Haney.

3 Mr. Haney, please identify yourself for
4 the record.

5 BRIAN HANEY: Good morning, Mr. Romano.
6 Brian Haney from Casner & Edwards for the applicant
7 Harbor Outdoor, LLC.

8 JOHN ROMANO: Good morning, Mr. Haney.
9 Is there anybody here from the
10 municipality where the location is being proposed?

11 BRIAN HANEY: There is. Melissa
12 SantucciRozzi is here. She is the Director of
13 Braintree Planning and Community Development.

14 JOHN ROMANO: Okay. Melissa, would you
15 like to say anything?

16 We need to unmute her. Gerry, I think
17 we need to unmute Melissa. She is going to be
18 attending.

19 GERARD KELLEHER: Okay.

20 BRIAN HANEY: And her hand is raised,
21 probably just --

22 GERARD KELLEHER: I see it.

23 Jason, can you hit that?

24 JOHN ROMANO: Jason, I'm sorry. Yeah,

Office of Outdoor Advertising, October 14, 2021

1 we need Jason to do that.

2 JASON BEAN: I'm sorry?

3 JOHN ROMANO: Can you unmute Melissa
4 SantucciRozzi?

5 GERARD KELLEHER: In the attendees. Or
6 you can bump her up to a panelist perhaps.

7 JASON BEAN: Yeah, I'm just trying to
8 get her -- I'm not seeing her. Melissa? I'm sorry.

9 JOHN ROMANO: You've got to go into the
10 attendees.

11 GERARD KELLEHER: In the attendees'
12 list. She has her hand raised.

13 JASON BEAN: I've got you. There you
14 go.

15 Melissa, you're on.

16 MELISSA SANTUCCIROZZI: Hi. Can
17 everyone hear me?

18 ALL: Yes.

19 MELISSA SANTUCCIROZZI: Great. Melissa
20 Santucci here. I'm the Town of Braintree Planning
21 Director. I'm accompanied by Nicole Taub, our Chief
22 of Staff and Town Solicitor. We did submit a letter
23 in support of this application and available to
24 comment when appropriate, Mr. Romano.

Office of Outdoor Advertising, October 14, 2021

1 Thank you.

2 JOHN ROMANO: Okay. Thank you very
3 much. Okay.

4 Next, are there any abutters present
5 today?

6 (No response.)

7 JOHN ROMANO: I'm not seeing anybody.

8 GERARD KELLEHER: Not seeing anything.

9 JOHN ROMANO: Okay. Any comments from
10 anybody in the District Office?

11 (No response.)

12 GERARD KELLEHER: No.

13 JOHN ROMANO: No. Okay.

14 And, Traffic Operations. Mr. Haney, as
15 I did instruct you about yesterday, our State Traffic
16 Engineer sent us a memo. And based on a review and
17 operations, a detailed traffic study at this location
18 will need to be conducted. We will get to you
19 tomorrow the paperwork with the terms and conditions
20 of that, along with a copy of the traffic memo from
21 the traffic engineer.

22 Now, I know that you're away. There is
23 like a five-day turnaround on signing that terms and
24 conditions letter. Given the elements, are you still

Office of Outdoor Advertising, October 14, 2021

1 okay?

2 BRIAN HANEY: It will be fine, Mr.
3 Romano. Thank you.

4 JOHN ROMANO: Great. Just wanted to
5 make sure you get it. That's all.

6 BRIAN HANEY: I appreciate that. Thank
7 you.

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

12 BRIAN HANEY: Yes, Mr. Romano, it was.
13 And those receipts, as well as a copy of the letter,
14 was included with our application.

15 JOHN ROMANO: Great. Thank you. And
16 we do have that as part of your application package.
17 So, we appreciate you sending that in.

18 Have you received any written comments
19 in support or opposition of your application?

20 BRIAN HANEY: The Town of Braintree
21 letter that Ms. SantucciRozzi referenced is on file
22 with OOA in support. We have not received anything
23 directly in opposition. As you know, there is an
24 appeal pending regarding the special permit; however,

Office of Outdoor Advertising, October 14, 2021

1 nothing with respect to the application itself, Mr.
2 Romano.

3 JOHN ROMANO: And I do have that.
4 Thank you very much. That is in the file.

5 Which that does bring me to the special
6 permit. As you mentioned, there is a challenge to the
7 special permit. You know that you are proceeding at
8 risk as the Town of Braintree allows you. I do have
9 all of that paperwork, a letter from you explaining
10 that. A letter from the Town of Braintree does
11 acknowledge that and acknowledges that you are allowed
12 to move forward based on what they've laid out. They
13 are in support of that. And you know that should this
14 be -- permit awarded to you and should that challenge
15 be won and you lose, that anything that you build may
16 have to be taken down, removed, or changed, in some
17 way, shape, or form, is that correct?

18 BRIAN HANEY: Yes, Mr. Romano. We are
19 aware of that, and we are still intending to proceed
20 should the Office of Outdoor Advertising grant the
21 permits requested.

22 JOHN ROMANO: Ms. SantucciRozzi, is
23 there anything you'd like to add about the special
24 permit or the challenge at this time? You don't have

Office of Outdoor Advertising, October 14, 2021

1 to if you don't want to, but I figured I'd give you
2 the opportunity to speak now if you wanted to.

3 Can you make sure she's unmuted again,
4 Jason?

5 JASON BEAN: All right.

6 MELISSA SANTUCCIROZZI: Can you hear
7 me?

8 JASON BEAN: Yes.

9 MELISSA SANTUCCIROZZI: Okay.
10 Wonderful.

11 Thank you for the opportunity, Mr.
12 Romano.

13 Just to emphasize again, in our letter,
14 you know, this application has been with the Town of
15 Braintree for some time now. We recently permitted
16 this pursuant to a land court judge advisement based
17 on the previous application. We worked diligently
18 with the applicant to make provisions to the proposal
19 in accordance with the land court direction, and we're
20 eager to get this billboard up and constructed. And
21 we respectfully request your support of this
22 application today.

23 Thank you.

24 JOHN ROMANO: Thank you for your

Office of Outdoor Advertising, October 14, 2021

1 comments. Appreciate it.

2 I will now have my inspector, Chris
3 Chaves, give his field report on this location.

4 Chris?

5 CHRISTOPHER CHAVES: Thank you, John.

6 This is a proposed monopole, digital
7 monopole, located in Braintree on 290 Wood Road facing
8 I-93 north and south. This location is 632 feet from
9 Point C on the on-ramp from Granite Ave. to I-93
10 South, which meets the criteria. Also, it is 1,374
11 feet from an existing digital permit on the same side
12 of the roadway just to the south, which, again, meets
13 the criteria, over 1,000. There is nothing else to
14 report on this location. It meets the field criteria,
15 and there are no issues.

16 JOHN ROMANO: Great. Thank you very
17 much, Chris. I appreciate it.

18 Mr. Haney, anything you'd like to add
19 to the application at this time?

20 BRIAN HANEY: No, Mr. Romano. We'll
21 look forward to the Traffic Engineer materials. And,
22 as Braintree indicated, we are eager to proceed should
23 the permits be allowed.

24 JOHN ROMANO: Okay. Just as a

Office of Outdoor Advertising, October 14, 2021

1 reminder, and if Mr. Morello is still on -- I know you
2 are -- we'll send out the paperwork to you guys for a
3 traffic study. This is called a pre-installation
4 study. So you will get that letter. You will do the
5 pre-installation study. You will submit it to myself.
6 We will forward it to the State Traffic Engineer's
7 Office. They will review it. Once they review and
8 approve it, you know, providing -- so, we will review
9 your application and make sure that there are no other
10 issues. Along with that and the traffic study, if
11 that's all good, we will then issue the permit to you
12 for the billboard. And then there is a requirement
13 for a post-installation study, which is actually like
14 one month after you install and then one year after
15 that month after you install. It's like a comparison
16 of dates. So that will all be in the letter that we
17 send you, but just so you're both aware, which I'm
18 sure you are.

19 So, with that, are there any other
20 comments or questions on this particular application
21 from anybody in attendance?

22 (No response.)

23 JOHN ROMANO: I am not seeing anything.

24 GERARD KELLEHER: No.

Office of Outdoor Advertising, October 14, 2021

1 JOHN ROMANO: No. Okay. With that,
2 Mr. Haney, we will take this application under
3 advisement, and we will get you the information on the
4 traffic study tomorrow.

5 BRIAN HANEY: Thank you very much, Mr.
6 Romano.

7 JOHN ROMANO: Okay. So, next on the
8 agenda, For the Record. We have several actions that
9 were taken since the last public hearing.

10 Maverick Media, LLC was approved.

11 Harbor Outdoor, 290 Wood Road, their
12 previous application in 2018 was withdrawn as they
13 applied today for a new one.

14 That is basically it. Are there any
15 comments, questions, on those actions taken since the
16 last public hearing?

17 (No response.)

18 JOHN ROMANO: I am not seeing any.

19 Seeing none. So, next, public comment.
20 So, is there --

21 JASON BEAN: John, Melissa's hand is
22 raised, Santucci.

23 JOHN ROMANO: I think it's from before.

24 Melissa, you don't have anything else,

Office of Outdoor Advertising, October 14, 2021

1 did you?

2 MELISSA SANTUCCIROZZI: No, I don't.

3 I'm sorry. Thank you.

4 JOHN ROMANO: No problem. Thanks for
5 checking that.

6 GERARD KELLEHER: Dan Newman's hand is
7 raised.

8 JOHN ROMANO: Dan Newman, now is the
9 time if you want to make your comment, you can.

10 He's not muted. Mr. Newman? Make sure
11 he's unmuted, Jason.

12 JASON BEAN: Yeah. There we go.

13 DAN NEWMAN: So, my name is Dan Newman,
14 and I'm from the Eggleston Square Neighborhood
15 Association. We're located in Eggleston Square.

16 And there is a property owned by Clear
17 Channel at 3127 Washington Street, Boston,
18 specifically, billboards 34115 and 34118. They're
19 located on parcels of land owned by Clear Channel.
20 And we've submitted a number of complaints to the
21 Office of Outdoor Advertising information email, but I
22 wanted to definitely make sure that our concerns are
23 heard, which deals with the state of upkeep for the
24 property beneath said billboards.

Office of Outdoor Advertising, October 14, 2021

1 We had to forfeit a \$150,000 grant from
2 the Community Preservation Act, because Clear Channel
3 was unable to come to the table to help us generate a
4 lease to maintain such space. And there's been
5 continued disruptions. It's classified as a problem
6 property by District E-13. There's a number of trash,
7 refuse, and maintenance issues. Clear Channel has
8 increased the amount of trash pickup from trash
9 barrels, but has not contributed to the overall
10 upkeep. And while they haven't prevented us from
11 trying to do things there, we have no legal right or
12 reason to upkeep the public space.

13 So we wanted to voice our concerns with
14 firmer further permitting with Clear Channel,
15 specifically for this neighborhood, which is a high
16 risk for environmental justice, a lot of lower-income,
17 middle-income families. And we're just having a lot
18 of difficulty working with them.

19 Our state representatives are trying to
20 connect. But the rationale is that they own the
21 billboards, and they own the land, and they don't have
22 to do anything to keep it clean.

23 We would love to have them come to the
24 table. And we hope that the Office of Outdoor

Office of Outdoor Advertising, October 14, 2021

1 Advertising can assist us in finding an amenable
2 situation where the community can make the space
3 beautiful.

4 Thank you.

5 JOHN ROMANO: Mr. Newman, thank you
6 very much for your comments. I want you to know that
7 your emails to us have not gone unnoticed. I
8 responded to several of them that I received. I can
9 tell you that I have been in contact several times
10 with Rick Waechter at the Clear Channel. Rick has
11 actually been in contact with me more times than I've
12 been in contact with him. And I know that he has
13 taken the situation very seriously.

14 And many of the situations which are
15 involved in this are outside of the area of Outdoor
16 Advertising's realm, if you would. And I am not going
17 to get into those here, nor am I going to get involved
18 in those in the community or elsewhere. I have been
19 working with Rick, you know, based on my discussions
20 with him and his own commitment.

21 As you mentioned yourself, they have
22 increased the amount of cleanups that they have doing.
23 I suspect that everything is not exactly the way the
24 community would want it. But, as I said, many of the

Office of Outdoor Advertising, October 14, 2021

1 items that you guys bring up are way outside the realm
2 of the Office of Outdoor Advertising.

3 Your State Representative's office has
4 contacted me. I have returned their call. I am, you
5 know, waiting to connect with them to see, you know,
6 just to have a discussion with them. I'm happy to do
7 that. So, I think it's Mike Rogers. We've traded a
8 couple of phone calls. So I know that they're on top
9 of it as well. But the bulk of these issues here as
10 well beyond the scope of the Office of Outdoor
11 Advertising.

12 So, I do continue a dialogue with Mr.
13 Waechter. And, he does continue dialogue with me.
14 And we will do that. And I know that he is trying to
15 work on things way outside the Office of Outdoor
16 Advertising's realm, and I am not taking a position
17 either way, on either side, as what's right, wrong, or
18 indifferent. But I do continue to communicate with
19 him on the issues. And as I receive communications
20 from you all, I do share them all with him so that he
21 is aware of what the issues are.

22 DAN NEWMAN: Thank you very much. I
23 appreciate it.

24 JOHN ROMANO: And, you know, Mr.

Office of Outdoor Advertising, October 14, 2021

1 Morello, if you want to say anything, I'm happy to
2 have you say something. But you're not required to if
3 you don't want to.

4 (No response.)

5 DAN NEWMAN: Well, thank you very much
6 for listening. Thank you.

7 JOHN ROMANO: No problem. Any other --
8 and thank you for bringing the issue up.

9 Anybody else have any other general
10 comments related to Outdoor Advertising today or any
11 other place?

12 (No response.)

13 GERARD KELLEHER: Nothing here.

14 JOHN ROMANO: Nothing else. So, with
15 that, at 12:02, we are adjourned. Thank you all very
16 much. I appreciate all of your help. And we look
17 forward to seeing -- just a note. The November
18 meeting is actually a week later because the second
19 Thursday is the Veteran's Day Holiday. So our hearing
20 will actually be on the third Thursday of November,
21 November 18th. So, please note that on your calendar.

22 Thank you all very much. Have a nice day.

23 (Whereupon, the proceedings were
24 concluded on October 14, 2021, at 12:03 p.m.)

Office of Outdoor Advertising, October 14, 2021

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.**