

Office of Outdoor Advertising
Public Meeting

October 12, 2023

11:00 AM

State Transportation Building

10 Park Plaza

2nd Floor

Boston, MA 02116

(via Webinar)

Present:

Tim McCarthy, Executive Director

Office of Outdoor Advertising, October 12, 2023

1 P R O C E E D I N G S

2

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TIM MCCARTHY: Good morning, everybody.

4

My name is Tim McCarthy. For the record, I am the

5

Director of the Outdoor Advertising Unit for MassDOT.

6

We are here on October 12, 2023 Office of Outdoor

7

Advertising hearing.

8

This meeting is being held virtually by

9

the Governor's Act, extending virtual public meetings

10

through March 2025.

11

We are running this hearing by Zoom

12

platform.

13

Please note that this meeting is being

14

recorded by our stenographer, who is in attendance.

15

He will provide a transcript of the meeting that will

16

be posted on our website when it is available.

17

The OOA team is also present. Again, I

18

want to thank Lydia, Jerry, Jason, Marc, and Chris for

19

your continued great work and support.

20

The 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 Unit at 857-368-

Office of Outdoor Advertising, October 12, 2023

1 8580 or you can email them at
2 massdot.civilrights@dot.state.ma.us.

3 Jerry Kelleher of our team will go
4 through the Zoom controls for this meeting.

5 Jerry?

6 GERARD KELLEHER: Thank you very much,
7 Tim.

8 The October meeting, before we get
9 started, just make sure you check your microphone icon
10 on your own computer so you know your speakers and
11 your microphone are working.

12 Only the panelists would be on camera
13 for this.

14 The chat and interpretation features
15 are not functional for this webinar.

16 And if you can't access the Internet or
17 if you have any technical problems as we go, you can
18 call in on the phone at the number shown, which is
19 301-715-8592.

20 And the Webinar ID for this October
21 meeting is 963 3766 6031.

22 During the presentation, if you'd like
23 to ask a question, you just have to hit the question
24 icon to raise your hand, and I will unmute you at the

Office of Outdoor Advertising, October 12, 2023

1 appropriate time.

2 Please state your name before asking a
3 question for the public record, and only ask one
4 question at a time please. And make sure that the
5 question is pertinent to the agenda item that we are
6 discussing at that particular time.

7 There will be an opportunity for
8 general comments towards the end of the meeting.

9 And you can also put written questions
10 into our Q&A feature, and we'll endeavor to answer
11 them as we go along.

12 Finally, if you're listening on the
13 phone and would like to make a comment, you can dial
14 *9, and I'll call out the last three digits of your
15 phone number and unmute your audio when it's your turn
16 to speak.

17 Again, identify yourself for the
18 record.

19 Those are the basic outlines of the
20 meeting here. And, thank you.

21 Back to our Director, Tim McCarthy.

22 TIM MCCARTHY: Thanks so much, Jerry.

23 Please note that accessible versions of
24 this meeting materials have been previously posted on

Office of Outdoor Advertising, October 12, 2023

1 the OOA website and will be referred to in this
2 meeting. And we will post it on the Question and
3 Answer box, if needed.

4 I'll also go through the agenda.

5 The sign-in sheet, obviously, we can't
6 physically sign it. But by signing up for the
7 webinar, we have a list of those who are in attendance
8 based on that.

9 On the screen is the agenda. And what
10 we will do is go through each item, and I will ask
11 questions of the proponents.

12 Just so you know, everybody in the
13 public is currently muted, and your camera is off, as
14 Jerry said.

15 If you would like to speak at some
16 point during the meeting, you can raise your hand
17 function or you can go to the Question and Answer box,
18 as Jerry had said.

19 Also, please note that you can provide
20 comments in writing to us. You can do that always by
21 email.

22 For anyone who may be new, we do not
23 make any decisions at this actual hearing. Every item
24 is taken under advisement, and decisions are made

Office of Outdoor Advertising, October 12, 2023

1 usually within a couple of weeks, sometimes as early
2 as a week. But we will give you the time for write-in
3 comments to our email address, which is
4 OOAInformation@dot.state.ma.us. And you can send your
5 comments in writing there.

6 Also, we'll have public comments at the
7 end of each item and then a final chance for overall
8 comments at the end of the agenda.

9 So, with that, Jerry, we can start the
10 meeting.

11 GERARD KELLEHER: Okay. Very good.

12 You want to see the minutes from the last --

13 TIM MCCARTHY: Yes, please.

14 If there are any comments or issues
15 with that, let me know now or we'll move on to the
16 next agenda item.

17 (No response.)

18 TIM MCCARTHY: Okay. Seeing none,
19 hearing none, I approve the minutes of the meeting
20 from September 14, 2023.

21 The new agenda items. Our first on the
22 agenda is New Application for License: Mourad
23 Enterprises.

24 Is there anybody from Mourad

Office of Outdoor Advertising, October 12, 2023

1 Enterprises here?

2 DEREK MOURAD: Yes, this is Derek
3 Mourad.

4 GERARD KELLEHER: Good morning.

5 TIM MCCARTHY: Good morning. How are
6 you, Derek?

7 DEREK MOURAD: I'm well. Thank you.
8 How are you, sir?

9 TIM MCCARTHY: Great. It's all good.
10 We have all of your paperwork. All
11 your paperwork seems to be in order.

12 Your Certificate of Good Standing, your
13 W-9, we seem to have everything.

14 So, I will take this application into
15 advisement. You'll hear from us within a week or two.

16 DEREK MOURAD: Thank you very much.

17 TIM MCCARTHY: Thank you very much,
18 Derek. I look forward to meeting you.

19 The next item on the agenda is a new
20 application for transfer. It's Carroll Advertising,
21 LLC, applying for transfer to Rodman Ford Sales, Inc.
22 The application for transfer permit number is 2023D005
23 and D006 at 45 Washington Street in Foxborough.

24 The structure was recently constructed

Office of Outdoor Advertising, October 12, 2023

1 and was subject to a traffic study.

2 Do we have anybody from Carroll
3 Advertising here?

4 CURTIS RODMAN: Yes, Curtis Rodman
5 here, Rodman Ford.

6 TIM MCCARTHY: Oh, how are you doing?
7 Nice to meet you.

8 CURTIS RODMAN: I'm doing good. Thank
9 you. How are you?

10 TIM MCCARTHY: I'm great. I did see
11 the sign a couple of weeks ago. I went to the -- I'm
12 a season ticketholder myself.

13 CURTIS RODMAN: Okay.

14 TIM MCCARTHY: It's not exactly like
15 what I'm seeing across the street from your sign, but
16 it is what it is.

17 CURTIS RODMAN: No comment.

18 TIM MCCARTHY: Smart.

19 CURTIS RODMAN: Yeah.

20 TIM MCCARTHY: Our inspector went out
21 there. It was Marc. So, I can turn it over to Marc
22 real quick.

23 Marc? Marc, you're on mute.

24 MARC PLANTE: Okay. Thank you,

Office of Outdoor Advertising, October 12, 2023

1 Director.

2 This is a newly built structure on
3 Route 1 across from Patriot Place at Rodman Ford. And
4 they have submitted a transfer application. And there
5 is no issues at all with this sign.

6 CURTIS RODMAN: Thank you.

7 TIM MCCARTHY: Thank you, Marc.

8 You were required to have a traffic
9 study. We did receive that traffic study, and it was
10 reviewed by our traffic engineers. So, we are going
11 to take this application into advisement. And you'll
12 hear from us within a week or so, Curtis.

13 CURTIS RODMAN: Okay. Yeah, I believe
14 it's already in process.

15 TIM MCCARTHY: Yeah, it absolutely is.
16 Yeah.

17 CURTIS RODMAN: Thank you.

18 TIM MCCARTHY: Thank you very much.

19 CURTIS RODMAN: All right.

20 TIM MCCARTHY: Okay. We have Agenda
21 Item C, new application for electronic permits, Media
22 Partners MRV LLC, application for a two-sided sign.
23 The application number is 2023D022 and D023 at 818
24 Jefferson in Fall River. The application is to

Office of Outdoor Advertising, October 12, 2023

1 construct a new structure.

2 The OOA notified Mayor Coogan's office
3 and the office of the city clerk about the
4 applications on 9/12/2023.

5 The Office of the State Traffic
6 Engineer has determined that a detailed traffic study
7 will not be required for this location.

8 The OOA office has not received any
9 comments on this application as of yet.

10 The applicant received a special permit
11 from the municipality as a part of this application.

12 The OOA field inspection staff member
13 that will present his findings to summarize the field
14 report is Chris.

15 Chris, good morning.

16 CHRISTOPHER CHAVES: This is actually
17 Marc's.

18 MARC PLANTE: Actually, I have that.

19 TIM MCCARTHY: Oh, I'm sorry.

20 MARC PLANTE: Yes.

21 TIM MCCARTHY: Marc, you're up again.
22 You're a popular guy this morning.

23 MARC PLANTE: Okay. Thank you.

24 This is a digital application on Route

Office of Outdoor Advertising, October 12, 2023

1 24 in Fall River, two-sided facing north and south.

2 The situation is there's two legitimate
3 businesses within 500 feet.

4 The area is zoned by the City of Fall
5 River as CMD, which is Commercial Mill District.

6 There's no spacing issues with any
7 other signs. And there are no parks, playgrounds, or
8 recreational areas within 300 feet.

9 The only thing that I can note is there
10 is a considerable residential property in close
11 proximity, and just wanted to make that note.

12 Thank you.

13 TIM MCCARTHY: Right. We appreciate
14 that note.

15 So, we have -- sorry about that. I
16 lost my place there.

17 Okay. So we do have some people from
18 the Media Partners here.

19 Could you just introduce yourself?

20 NEAL ROSSI: Neal Rossi and Peter
21 McClary from Media Partners.

22 TIM MCCARTHY: Thanks, Neal and Peter.

23 Okay. We're going to be moving on and
24 taking this under consideration, under advisement.

Office of Outdoor Advertising, October 12, 2023

1 But, please note Marc's comments regarding the houses
2 next door. There may be some issues with the
3 brightness of the signs, you know, later on at night.

4 The applicant must abide by the 15-hour
5 public service announcement requirement in addition to
6 any commitment to the municipality for PSA services,
7 as well as all of the provisions set forth in the 700
8 CMR 3.00 for curfew, sensor, brightness limit, and the
9 ten-second static delay. And I know you're aware of
10 that.

11 NEAL ROSSI: Thank you, Director.

12 TIM MCCARTHY: Okay. We'll put this
13 into advisement. You'll hear from us within a week or
14 so.

15 NEAL ROSSI: Thank you.

16 TIM MCCARTHY: Thanks, Neal. Thanks,
17 Peter.

18 Okay. Last but not least is a permit
19 application, Intersection Media, LLC, application for
20 a digital kiosk unit, Number 2023SFD011 at 120 Mass.
21 Ave. (Newbury Street), Boston. The application is to
22 construct a new digital kiosk unit.

23 The OOA notified Mayor Wu's Office and
24 the office of the city clerk about the application on

Office of Outdoor Advertising, October 12, 2023

1 9/12/2023.

2 The Office of the State Traffic
3 Engineer has determined that a detailed traffic study
4 will not be needed for this location.

5 We have yet to receive any comments
6 regarding this application.

7 And the field inspection staff member
8 was Chris.

9 CHRISTOPHER CHAVES: Thank you,
10 Director.

11 TIM MCCARTHY: Thanks, Chris.

12 CHRISTOPHER CHAVES: As you mentioned,
13 this is a proposed digital kiosk, street furniture,
14 located on an MBTA property on Mass. Ave. near Newbury
15 Street.

16 The display will display ads as well as
17 MBTA information to meet the criteria for street
18 furniture as a public service.

19 There are no spacing requirements for
20 street furniture.

21 So, there are no issues with this
22 location.

23 TIM MCCARTHY: Okay. Do we have
24 anybody from Intersection Media?

Office of Outdoor Advertising, October 12, 2023

1 JENNIFER SALERNO: Yes. Hi, Director.

2 Jennifer Salerno.

3 TIM MCCARTHY: Hi, Jennifer. How are
4 you today?

5 JENNIFER SALERNO: I'm good. How are
6 you?

7 TIM MCCARTHY: I'm fantastic.

8 We haven't heard any comments on this
9 application.

10 If you have any questions or comments
11 to make, let her rip. If not, we'll take this under
12 advisement.

13 JENNIFER SALERNO: No, we're good.
14 Thank you.

15 TIM MCCARTHY: Thank you. Appreciate
16 it.

17 JENNIFER SALERNO: Appreciate it.

18 TIM MCCARTHY: So that ends our
19 application and transfer section.

20 Fourth on the agenda is Actions Taken
21 Since the Last Public Hearing. If anybody has any
22 questions regarding Section 4?

23 (No response.)

24 TIM MCCARTHY: Section 4B was New

Office of Outdoor Advertising, October 12, 2023

1 Application for Transfer of Permit(s), if anybody has
2 any comments or questions regarding that.

3 (No response.)

4 TIM MCCARTHY: 4C is the New
5 Applications for Electronic Permit(s). Does anybody
6 have any comments for Section 4C, which has five
7 subsections?

8 (No response.)

9 GERARD KELLEHER: No hands.

10 TIM MCCARTHY: No hands.

11 Section 4D, a new application from
12 Outfront. Did anybody have any comments on that?

13 (No response.)

14 TIM MCCARTHY: No hands. No comments.

15 Is there any general public comments to
16 be made?

17 (No response.)

18 TIM MCCARTHY: It looks like it's all
19 of our team on here and nobody else.

20 GERARD KELLEHER: Well, there's
21 attendees, but nobody has their hand up.

22 TIM MCCARTHY: Okay. Great. Okay.

23 Seeing/hearing no public comments necessary, the time
24 is now 11:15. It was short and sweet, gentlemen and

Office of Outdoor Advertising, October 12, 2023

1 ladies. So, we'll adjourn the meeting for today.

2 Thank you very much for attending.

3 (Whereupon, the proceedings were
4 concluded on October 12, 2023 at 11:15 a.m.)

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Office of Outdoor Advertising, October 12, 2023

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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