

Office of Outdoor Advertising
Public Meeting

September 9, 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, September 9, 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
6 September 9, 2021 Office of Outdoor Advertising
7 hearing.

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

12 We are running this hearing by Zoom
13 platform.

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

18 This meeting is accessible to people
19 with disabilities and individuals with limited English
20 proficiency. If you filed a request to be available
21 today 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.

24 Please note that accessible versions of

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

5 We are going to try to run this meeting
6 as close to our regular Outdoor Advertising hearings
7 as possible, although I should say these virtual
8 hearings have become the regular meetings over the
9 last 18 months, and it will be run in the same manner.
10 I will go through the agenda. The sign-in sheet,
11 obviously physically can't be signed, but by signing
12 up with the webinar, we will have a list of those who
13 are in attendance based on that. So, that will be the
14 sign-in part of our agenda.

15 On the screen, we will put the agenda
16 up in a few minutes. I will go through each item. I
17 will ask questions of the proponents, just like I do
18 in the hearing in the office at 10 Park Plaza.

19 Just so you know, everybody in the
20 public is currently muted with your cameras turned
21 off. If you would like to speak at some point during
22 the meeting when public comment is requested, you
23 should raise your hand.

24 Oh, shoot. Hold on one second. Here

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1 we go. Sorry about that.

2 You can also use the raise your hand
3 icon, as you can see on the screen. You can also put
4 your questions or comments in the Q&A box.

5 You will have a chance to make
6 comments, just like you do in the regular public
7 hearing as we held it at 10 Park Plaza. We will run
8 this in the same type of fashion. So, after each
9 item, we ask for public comment. And then, at the end
10 of the hearing, we do as well.

11 Please note that you can provide
12 comments in writing to us by email as always.

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

20 You can send your comments in writing
21 there.

22 As stated before, we will have public
23 comments at the end of each item and then a final
24 chance for overall comments at the end of the agenda.

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1 As you can see on the screen, there are
2 various ways to submit or ask a question.

3 You can use the raise your hand icon.

4 You can submit questions; there's a Q&A
5 feature.

6 And we ask that you state your name
7 before asking a question. We ask that you -- one
8 question or one comment at a time, limited to two
9 minutes, so we can enable others to participate.

10 And, also, if you are calling in by
11 phone, you can ask a question by dialing *9. And the
12 host, which is Gerry Kelleher, will call out the last
13 three digits of your phone number and unmute your
14 audio when it is your turn to speak.

15 With that, we are going to get going
16 and go to the agenda.

17 Gerry, if you could put the agenda up
18 on the screen, please?

19 Thank you.

20 Go to the next page.

21 As mentioned, we talked about the sign-
22 in sheet.

23 The first item is the minutes' approval
24 from the August 12, 2021 public hearing.

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1 Are there any comments, questions about
2 the regular session minutes on August 12, 2021?

3 (No response.)

4 JOHN ROMANO: I do not see any hands
5 raised at this point.

6 Gerry, do you see anything, hands
7 raised or anything like that?

8 GERARD KELLEHER: I do not.

9 JOHN ROMANO: Okay. So, with that, we
10 will mark these as approved.

11 Okay. So, the first application up on
12 the agenda is an application by Maverick Media, LLC,
13 120 Interstate Drive, West Springfield. This is a new
14 digital structure, application permit numbers 2021D021
15 and D022. Notification was provided by my office to
16 the municipality on 8/10/21 to the mayor and the
17 clerk.

18 Is the applicant present?

19 JAMES COSTELLO: Yes, we are, Director
20 Romano.

21 JOHN ROMANO: Could you please state
22 your name for the record, please?

23 JAMES COSTELLO: My name is Attorney
24 James Costello, and I represent Maverick Media. Also,

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1 we have Valerie Barsom, who is the owner of Maverick
2 Media, present.

3 JOHN ROMANO: All right. Can you spell
4 Valerie's last name for the stenographer, please?

5 JAMES COSTELLO: B-a-r-s-o-m as in
6 Michael.

7 JOHN ROMANO: Very good. Thank you.

8 Okay. Is anybody here representing the
9 municipality where the sign is proposed?

10 (No response.)

11 JOHN ROMANO: I do not see any hands
12 raised. Okay. None.

13 Are there any abutters present today?

14 (No response.)

15 JOHN ROMANO: I'm not seeing any hands
16 raised.

17 Gerry?

18 GERARD KELLEHER: No hands. No, I
19 don't see any hands.

20 JOHN ROMANO: Okay, none.

21 Is there anybody from the MassDOT
22 District Office, Highway Office?

23 (No response.)

24 JOHN ROMANO: I'm not seeing any.

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1 GERARD KELLEHER: No.

2 JOHN ROMANO: Okay. Is there anybody
3 from the MassDOT Traffic Operations office?

4 (No response.)

5 JOHN ROMANO: I'm seeing none.

6 GERARD KELLEHER: None.

7 JOHN ROMANO: Attorney Costello, we did
8 get a memo from the Traffic Operations Department. As
9 you know, the State Traffic Engineer's Office reviews
10 all digital applications. And they did their
11 analysis, as they do. And, based on their review, it
12 is their judgment that a detailed traffic study at
13 this location will not be required. So no traffic --
14 further traffic evaluation is needed.

15 JAMES COSTELLO: Thank you, Director.

16 JOHN ROMANO: You're welcome.

17 Okay. Attorney Costello, a couple of
18 questions for you.

19 Was certified mail notice to abutters
20 sent out by the applicant at least 30 days prior to
21 submitting your application to my office?

22 JAMES COSTELLO: Yes, it was, Director
23 Romano.

24 JOHN ROMANO: And I have copies -- you

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1 guys submitted copies of the post office receipts and
2 I have those. That is correct, right?

3 JAMES COSTELLO: That's correct,
4 Director Romano.

5 JOHN ROMANO: And I've also received a
6 copy of the letter that was sent out to the abutters,
7 is that correct?

8 JAMES COSTELLO: That's also correct,
9 Director Romano.

10 JOHN ROMANO: Okay. Attorney Costello,
11 have you received any written comments in support or
12 opposition of your application?

13 JAMES COSTELLO: There's been no
14 comments of opposition to our application.

15 JOHN ROMANO: Okay. We have not
16 received any either.

17 Looking through your application, I see
18 that a special permit was granted by the Town of West
19 Springfield and as submitted and signed by the
20 Planning Director by the Town. Is that your
21 understanding?

22 JAMES COSTELLO: Yes, on May 18th of
23 2021, the Planning Board of West Springfield
24 unanimously, a 5-0 vote, granted the approval of a

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1 special permit.

2 JOHN ROMANO: Great. Thank you.

3 Is there, Attorney Costello, anything
4 you would like to add to your application at this
5 time?

6 JAMES COSTELLO: Basically, we're here
7 before you for state approval. As we already
8 discussed, we went out all the necessary and
9 appropriate notification to all the abutters and even
10 plus some abutters. And as we already discussed
11 earlier, you have proof of all of that.

12 As we -- I don't mean to reiterate, but
13 there's been no opposition whatsoever to this project.
14 And we're here before you today respectfully
15 requesting your approval because we believe we met all
16 the requirements required by the state.

17 JOHN ROMANO: Thank you, Mr. Costello.

18 I'm going to have my inspector, Jason
19 Bean, give his field report for this application.

20 JASON BEAN: Thank you, John.

21 Again, just to reiterate, this is a new
22 sign, 2021D021 and 022. It will be located at 120
23 Interstate Drive in West Springfield. It will be
24 facing Interstate 91 facing north and south. There

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1 are no park issues, no spacing issues, no zoning
2 issues. And, at this time, we did not find any
3 problems at this moment.

4 Thank you.

5 JOHN ROMANO: Very good. Thank you for
6 your report.

7 Okay. Great. Any questions, comments,
8 or other feedback from anybody in the public that's in
9 attendance today on this application?

10 (No response.)

11 GERARD KELLEHER: I'm not seeing any.

12 JOHN ROMANO: I'm not seeing any hands
13 raised. I'm not seeing anything in the Q&A.

14 Okay. With that, Attorney Costello, we
15 will take this application under advisement and we
16 will get back to you within a couple of weeks.

17 JAMES COSTELLO: Thank you for your
18 time, Director Romano. And the other members of the
19 Board, thank you also.

20 JOHN ROMANO: Okay. Have a great day.
21 Thank you.

22 Okay. That's the only application that
23 we had on the agenda for today.

24 We have For the Record - Actions taken

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1 since the last public hearing, which is Item 4A, B, C.
2 Anybody have any comments, questions on those?

3 (No response.)

4 JOHN ROMANO: I am not seeing any hands
5 raised.

6 GERARD KELLEHER: No, no hands at this
7 moment.

8 JOHN ROMANO: Okay. Next item on the
9 agenda is further public comment. Is there any other
10 public comment related to anything with Outdoor
11 Advertising, our agenda today, or anything in general?

12 (No response.)

13 JOHN ROMANO: I am not seeing anything.
14 Are you seeing anything, Gerry?

15 GERARD KELLEHER: I don't see anything
16 in the Q&A nor any hands raised.

17 JOHN ROMANO: Great. With that, at
18 11:13, we will call the meeting adjourned. Thank you
19 all very much. I appreciate it. And we will see you
20 next month. Thank you all.

21 (Whereupon, the proceedings were
22 concluded on September 9, 2021, at 11:13 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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