

Office of Outdoor Advertising  
Public Meeting

September 14, 2023

11:00 AM

State Transportation Building

10 Park Plaza

2<sup>nd</sup> Floor

Boston, MA 02116

(via Webinar)

Present:

Tim McCarthy, Executive Director

Office of Outdoor Advertising, September 14, 2023

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

2 TIM MCCARTHY: Good morning, everybody. My  
3 name is Tim McCarthy. I am the Director of  
4 Outdoor Advertising here at MassDOT. We are here for  
5 our September 14, 2023 Outdoor Advertising hearing. This  
6 meeting is being held virtually by the Governor's Act,  
7 extending the virtual public hearings through March 2025.

8 We are running this hearing by  
9 Zoom platform.

10 Please note that this meeting is  
11 being recorded by our stenographer, who is in  
12 attendance. He will provide a transcript of the meeting,  
13 and it will be posted on our website when it is  
14 available. The OOA team is also present. Thanks, again, to  
15 Lydia, Jerry, Jason, Marc, and Chris for your continued  
16 great work.

17 This meeting is accessible to people with  
18 disabilities and individuals with limited  
19 English proficiency. If you filed a request to be  
20 available today and did not receive it, please contact  
21 MassDOT's Office of Diversity and Civil Rights at 857-368-  
22 8580 or you can email them at Office of Civil  
23 Rights, [massdot.civilrights@dot.state.ma.us](mailto:massdot.civilrights@dot.state.ma.us).

24 Jerry Kelleher of our team will go through  
25 the Zoom controls for this meeting at this point. GERARD  
26 KELLEHER: Okay. Thank you, Tim. Check your microphone icons

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1 on your own computers, please. Ensure your own speakers  
2 are working. Only panelists will be on the camera today.  
3 And the chat and interpretation features are not functional  
4 for this webinar. If you cannot access the Internet or  
5 if you have a problem technically as we go along, you  
6 can call into the meeting with the phone number  
7 shown, which is 301-715-8592. And the Webinar ID for this  
8 meeting is 935 3843 6355. During our meeting, if you'd like  
9 to ask a question, you just have to hit the question  
10 icon on Zoom to raise your hand, and I'll unmute you at  
11 the appropriate time. You can also put written questions  
12 in the Q&A feature and we'll answer them as we go. Office  
13 of Outdoor Advertising, September 14, 2023 And, please,  
14 state your name before asking a question for the public  
15 record. Also, one question at a time and keep it pertinent  
16 to the agenda item we're discussing at that time. There  
17 will be an opportunity for general questions about Outdoor  
18 Advertising towards the end of the meeting. Finally, if  
19 you're listening on the phone and would like to make a  
20 comment, dial \*9, and I'll call out the last three digits  
21 of your phone number and unmute your audio when it's your  
22 turn to speak. Again, please identify yourself for  
23 the record. Those are the basic outlines for our meeting  
24 today, and I'll turn it back to our Director, Tim  
25 McCarthy. TIM MCCARTHY: Thank you, Jerry. Please note that  
26 accessible versions of this meeting and materials have been

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1 previously posted the OOA website and will be referred to  
2 in this meeting. And I will post the links in the Q&A  
3 box. I'll go through the agenda. The sign-in sheet  
4 physically cannot be Office of Outdoor Advertising,  
5 September 14, 2023 signed, obviously. But by signing up for  
6 the webinar, we have a list of those who are in attendance.  
7 And, based on that, we can have our attendance sheet. On  
8 the screen is the agenda. And what we'll do is I will go  
9 through each item and I will ask questions of the  
10 proponents. Just so you know, everybody in the public is  
11 currently muted and your camera is off, as Jerry stated. If  
12 you would like to speak at some point during the meeting,  
13 the public meeting, you can raise your hand, as Jerry said,  
14 or you can put a Q&A in the Q&A box, your question in the  
15 Q&A box. Also, please note that you can provide your  
16 comments in writing to us by emails as always. And for  
17 anybody who may be new, we do not make any decisions at  
18 this hearing. Everything is taken under advisement and  
19 decisions are usually made within a week or two, sometimes  
20 earlier. But I'll give time for everybody to have write-in  
21 comments. And if you need to write in through our email  
22 address, our email address is  
23 [OOAInformation@dot.state.ma.us](mailto:OOAInformation@dot.state.ma.us). And you can send us your  
24 comments in writing to us. 24 Also, we'll have public  
25 comments at the Office of Outdoor Advertising, September  
26 14, 2023 end of each item and a final chance for

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1 overall comments for anybody at the end of the agenda. So,  
2 with that, we're going to start the meeting. So, the first  
3 item on the agenda, first, I'll approve the minutes of the  
4 August 10<sup>th</sup> meeting. The agenda items, new application is  
5 JW Media, new license application, JW Media. Is Faisal on  
6 board? I think I saw him on there. FAISAL WAGED: Yes, sir.  
7 This is Faisal Waged on behalf of JW. TIM MCCARTHY: Good  
8 morning. How are you doing? FAISAL WAGED: Good morning. I'm  
9 doing well. How are you? TIM MCCARTHY: Great. FAISAL WAGED:  
10 Great. TIM MCCARTHY: Okay. So, can you just state your name  
11 and title for the stenographer, please? FAISAL WAGED: Sure.  
12 Faisal Waged. That's president and principal of JW  
13 Media. TIM MCCARTHY: Thanks. License Office of Outdoor  
14 Advertising, September 14, 2023 paperwork has been reviewed  
15 and is in order. We have your W-9, Certificate of  
16 Good Standing. Do you have anything to add to  
17 your application? FAISAL WAGED: No, sir. Not at  
18 this time. TIM MCCARTHY: Does anybody else have any  
19 comments on this application? (No response.) GERARD  
20 KELLEHER: I don't see any hands. TIM MCCARTHY: Great. Okay.  
21 We will take this into -- under advisement. Thanks very  
22 much, Faisal. Appreciate it. FAISAL WAGED: Thank you. TIM  
23 MCCARTHY: Okay. We have another license app, J&J Outdoor  
24 Media Incorporation. Is anybody from J&J here? JENISH  
25 PATEL: Good afternoon. That would be me. TIM MCCARTHY:  
26 Okay. Can you state your name and position for the

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1 record? JENISH PATEL: Yeah, my name is Jenish Office of  
2 Outdoor Advertising, September 14, 2023 Patel. I am  
3 president of J&J Outdoor Media. TIM MCCARTHY: We have your  
4 -- the additional documentation seems to be in order, your  
5 W- 9, Certificate of Good Standing and Tax Compliance. Do  
6 you have anything to add to your application? JENISH PATEL:  
7 No, not at this time. TIM MCCARTHY: Not at this time. Does  
8 anybody have any comments on this application at this  
9 time? (No response.) GERARD KELLEHER: No hands raised. TIM  
10 MCCARTHY: No hands raised. Okay. We're cruising  
11 along. Thanks very much, Jenish. We appreciate it. We'll be  
12 in touch. JENISH PATEL: Thank you. FAISAL WAGED: Just one  
13 question here. This is Faisal from JW. TIM MCCARTHY:  
14 Yeah. FAISAL WAGED: Will we be able to get a copy of the  
15 agenda and the items at all? TIM MCCARTHY: Yes, all of it  
16 is public information. We can email you that right after  
17 this Office of Outdoor Advertising, September 14,  
18 2023 meeting. GERARD KELLEHER: It's posted in the Q&A  
19 section right here on your Zoom. FAISAL WAGED: Okay.  
20 Thanks. GERARD KELLEHER: It's a direct link. TIM MCCARTHY:  
21 Okay. The next new application is American Outdoor (sic)  
22 Advertising. I think I saw Steve on there. STEPHEN ROSS:  
23 Yes, I'm here. Stephen Ross, manager, American Outside  
24 Advertising. Good morning. TIM MCCARTHY: Good morning,  
25 Steve. How are you doing? STEPHEN ROSS: I am well. How  
26 about yourself? TIM MCCARTHY: No complaints here.

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1 No complaints here. We have all your documentation, your  
2 W- 9 form, Certificate of Good Standing. Do you have  
3 anything to add to your application? STEPHEN ROSS: No,  
4 sir. TIM MCCARTHY: Does anybody have any comments regarding  
5 this application? Office of Outdoor Advertising, September  
6 14, 2023 (No response.) GERARD KELLEHER: No hands are  
7 raised. TIM MCCARTHY: All right. That was tough to process.  
8 Thanks very much for being here, Steve. Appreciate  
9 it. STEPHEN ROSS: Thank you. TIM MCCARTHY: Okay. We have  
10 new application for transfer. This is American  
11 Outdoor Advertising, Permit Number 2022D016. The permit  
12 is located at 0 South Washington Street. Is anyone present  
13 from the party? STEPHEN ROSS: Yes, Stephen Ross  
14 here, American Outdoor Advertising. For the record, the Town  
15 has given that address a new number. Instead of 0, it's 280  
16 now, South Washington. TIM MCCARTHY: 280. Okay, we'll make  
17 a note of that. Thanks, Steve. Appreciate that. 280. Okay.  
18 Steve, can you do it one more time just for the  
19 stenographer, your name and title? STEPHEN ROSS: Stephen  
20 Ross, manager of American Outdoor Advertising. TIM  
21 MCCARTHY: Okay. It seems that the paperwork is all in  
22 order. And I know we have a field Office of Outdoor  
23 Advertising, September 14, 2023 report. So, why don't I  
24 just skip right to our field report from Marc  
25 Plante. Marc? MARC PLANTE: Thank you, Tim. This is a new  
26 build, two-sided electronic monopole facing north and south

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1 on Interstate 495 in the Town of Norton. There are  
2 two businesses within 500 feet. There is no spacing  
3 issue with any other sign. There is no measurement to  
4 any ramps in the immediate area. And there is no  
5 parks, playgrounds, or recreational area within 300  
6 feet. This location meets the field criteria and is  
7 conforming. No issues. Thank you. TIM MCCARTHY: Thank you  
8 very much, Marc. Appreciate your well-written field  
9 inspection report. And we will take this under  
10 consideration. Does anybody have any other  
11 comments regarding 280 South Washington Street? (No  
12 response.) TIM MCCARTHY: All right. Seeing none, we'll take  
13 that under advisement. Thanks so much, Steve. STEPHEN ROSS:  
14 Thank you. Office of Outdoor Advertising, September 14,  
15 2023 TIM MCCARTHY: Okay. We have a new application,  
16 Outfront Media, application for a digital sign, numbers  
17 2023D017 and D018. And that's at 67 Millbrook Street in  
18 Worcester. The application is to convert an existing static  
19 to a two-sided digital. We've notified the office of the  
20 city manager and the city clerk about the applications  
21 in August, August 15, 2023. The Office of the State  
22 Engineer has determined that a traffic study will not be  
23 required for this location. Is there anybody present for  
24 the applicant? AMANDA GULINELLO: Yes, Amanda Gulinello,  
25 real estate representative of Outfront Media. TIM MCCARTHY:  
26 Hi, Amanda. How are you this morning? AMANDA GULINELLO:

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1 Good. How are you? TIM MCCARTHY: Fantastic. Is  
2 there anybody representing the municipality here? (No  
3 response.) TIM MCCARTHY: And, Amanda, could you state your  
4 name, again, just for the stenographer? Office of Outdoor  
5 Advertising, September 14, 2023 I'm sorry. AMANDA  
6 GULINELLO: Amanda Gulinello. TIM MCCARTHY: Are there any  
7 abutters present today? (No response.) TIM MCCARTHY: Okay.  
8 Is there anyone from the District Office? (No  
9 response.) TIM MCCARTHY: Anybody from  
10 Traffic Operations? (No response.) TIM MCCARTHY: I'm  
11 not very popular today. Amanda, was certified mail  
12 to abutters sent out 30 days before submitting your  
13 application? AMANDA GULINELLO: Yes. TIM  
14 MCCARTHY: Okay. And you've provided us with a copy of  
15 that letter. Has the applicant received any  
16 written comments in support or opposition of this sign  
17 at this time? AMANDA GULINELLO: Not at this  
18 time, no. TIM MCCARTHY: Okay. And, at this Office of  
19 Outdoor Advertising, September 14, 2023 time, I'll hand it  
20 over to our field inspection staff to summarize the field  
21 report on the site. Jason? JASON BEAN: Yes, good morning.  
22 Thank you, Tim, Director Tim. This is, as said, this is 67  
23 Millbrook Street in Worcester. 2023D017 and 18 are  
24 the application numbers. Currently, at this location, there  
25 is 2005039 and 034 facing north and south, currently as it  
26 sits. So, these are looking to be converted to digital. So,

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1 looked at a few things. There are some -- there's some  
2 signs to the north and also signs to the south. None are  
3 within -- violate any measurement issues. There's also a  
4 ramp in the area, but Worcester is over 50,000 in  
5 population, so that does not pose an issue. There are no  
6 issues other than that at the time. If the application is  
7 successful, the 2005039 and 034 will need to be surrendered  
8 before these are built. Office of Outdoor Advertising,  
9 September 14, 2023 And, as always, if the application  
10 is successful, the appropriate company logo and  
11 permit numbers need to be affixed as well. So, through you,  
12 Director McCarthy, there are no issues at this time. And if  
13 the applicant has any questions, I could answer  
14 them. AMANDA GULINELLO: No questions. TIM MCCARTHY: Thank  
15 you so much. Thanks, Jason, for a clear report. As, Amanda,  
16 you know, you must abide by the 15-hour public service  
17 announcement requirement in addition to any commitments to  
18 the municipality for PSA services as well as the provisions  
19 set forth I 700 CMR 3.00 for curfew, sense of brightness,  
20 and a ten- second static display. I know you're aware of  
21 all of that. So, we'll take this into consideration. Does  
22 anybody else have any comments regarding 2023D017 and  
23 D018? (No response.) TIM MCCARTHY: All right. We'll  
24 take this into consideration. Thanks, Amanda. Appreciate  
25 it. AMANDA GULINELLO: Thank you. Office of Outdoor  
26 Advertising, September 14, 2023 TIM MCCARTHY: Okay.

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1 Permit application, Media Vision, Inc., application for  
2 a digital sign, 2023D019 and D020 at 67 Millbrook  
3 Street (sic) in Taunton. The application is for a  
4 new digital two-sided board. Oh, okay. There's a correction  
5 in my notes. I'm sorry. It's 729 Country (sic) Street  
6 in Taunton. So, that's my fault. I apologize for that. Bear  
7 with me. Sorry. Okay. So, the application is 229 (sic)  
8 Country (sic) Street, applications for new digital two-  
9 sided board. The OOA notified the town manager and the town  
10 clerk of the applications on August 15<sup>th</sup>. Bill Travers of  
11 District 5 provided an email stating that any disturbance  
12 to the edge of the road or abutting area within the state  
13 highway layout as a result of the sign installation will  
14 require restoration under the access permit issued by  
15 the District. The Office of the State Engineer  
16 has determined that a detailed traffic study will not  
17 be required for this location. We have not received any  
18 comments on this application at this time. Office of  
19 Outdoor Advertising, September 14, 2023 The applicant  
20 received a variance from the municipality as a part of this  
21 application. The OOA field inspection staff is ready. I do  
22 have a report from Chris. If I could just get whoever is  
23 representing Media Vision, please? Is the applicant  
24 present? RICHARD LYND: Yes. Good morning, Director  
25 McCarthy. Nice to see you again. Attorney Richard Lynds, L-  
26 y-n-d-s, on behalf of Media Vision as counsel. With me,

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1 also, is Domenic Serra from Media Vision. TIM MCCARTHY:  
2 Okay. Great. Nice to see you, again, Dom. Are there any  
3 abutters present today? (No response.) TIM MCCARTHY: Do we  
4 have anyone from the District Office? I know we have Bill's  
5 comments already. (No response.) TIM MCCARTHY: Is there  
6 anyone from Traffic Operations? (No response.) TIM  
7 MCCARTHY: So, Richard, did you send out the certified mail  
8 notice to the abutters 30 days before submitting the  
9 application? RICHARD LYNDS: Yes, we did, Mr. Director. I  
10 believe we provided the office with the certified  
11 receipts. TIM MCCARTHY: Correct. Have you received any  
12 comments, written or calls, in support or opposition of  
13 this project? RICHARD LYNDS: I don't have any in my files.  
14 At the moment, I'm not in my office today. If I received  
15 any this morning, I could certainly supplement that answer.  
16 But nothing as of today. TIM MCCARTHY: Okay. Thank you. So,  
17 our inspector went out there. Chris, I'll hand it off to  
18 you. CHRISTOPHER CHAVES: Thank you, Director. This is a  
19 proposed two-sided electronic monopole facing north and  
20 south on Route 140, County Street, in Taunton. The area is  
21 commercially zoned. There are no signs north or south  
22 within 500 feet of this location. There are two businesses  
23 and multiple businesses within 500 feet of the location.  
24 There are no parks, recreational area, conservation land,  
25 etc. within 300 feet. And there are no issues from a  
26 field Office of Outdoor Advertising, September 14,

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1 2023 standpoint. TIM MCCARTHY: Okay. Thanks, Chris. Okay.  
2 So, we're going to be taking this under advisement. And,  
3 the applicant knows that they must abide by the 15-hour  
4 public service announcement requirement in addition to any  
5 other commitments to the municipality for PSAs as well  
6 as the provisions set forth in the 700 CMR 3.00 for curfew,  
7 sense of brightness, the brightness limit, as well as a  
8 ten-second static display. RICHARD LYNDS: Yes, that's  
9 confirmed. Thank you, Mr. Director. TIM MCCARTHY: Great.  
10 Thanks so much. We'll take this into consideration. Thanks  
11 so much. Appreciate it. RICHARD LYNDS: Thanks. Have a  
12 great day. TIM MCCARTHY: You, too. Okay. We have a new  
13 application for permit. It's Lamar Central Outdoor, LLC.  
14 The application is for a single digital face,  
15 number 2023D021 at the west side of Clinton Street at  
16 Route I-91 in Springfield. The application is to convert  
17 an existing north face and static sign to a digital  
18 face. Our office has notified the city manager as well as  
19 the office of the city clerk on August 15<sup>th</sup>. The Office of  
20 the State Traffic Engineer has determined that a detailed  
21 traffic study will not be required at this location. We  
22 have yet to receive any notices regarding this application  
23 or comments. The application received a special permit from  
24 the municipality as a part of the application. The  
25 inspection was done by Jason Bean, who I'll turn it over to  
26 in a second. Do we have the applicant present on Lamar

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1 Central Outdoor, LLC? Can you state your name and  
2 position for the record? (No response.) TIM MCCARTHY:  
3 Patrick is on mute. PATRICK KEOUGH: Pat Keough with  
4 Lamar Central Outdoor. TIM MCCARTHY: Thank you,  
5 Patrick. Are there any abutters today? (No response.) TIM  
6 MCCARTHY: Is there anyone from the District Office? (No  
7 response.) TIM MCCARTHY: Anyone present from Traffic  
8 Operations? (No response.) TIM MCCARTHY: Patrick, was  
9 certified mail notice sent to abutters at least 30 days  
10 prior to submitting your application? PATRICK KEOUGH: Yes,  
11 it was. TIM MCCARTHY: Thank you. Have you received any  
12 written comments in support or opposition? PATRICK KEOUGH:  
13 I have not. TIM MCCARTHY: Okay. At this point in time, I'll  
14 turn it over to the field inspector, Jason. JASON BEAN:  
15 Yes. Thank you, Director McCarthy. So, this is west side of  
16 Clinton Street at Route I-91 in Springfield, Application  
17 2023D021. And there's an existing structure there, 2005001  
18 and 002. The applicant is looking to convert 2005001, which  
19 is the north-facing static face at this point. So,  
20 measurements were taken north and Office of Outdoor  
21 Advertising, September 14, 2023 south. There are sign  
22 structures, existing permits, north and south of this. They  
23 are outside of any issues. And, also, there are some  
24 potential parks down south of this, southwest of this, but  
25 they are outside the 300-foot requirement. So, no  
26 issues there. As always, if the application is successful,

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1 the 2005001 will need to be surrendered and the appropriate  
2 logo and -- company logo and permit number needs to be  
3 affixed to the sign. So, at this time, Director, there  
4 are no issues. TIM MCCARTHY: Thanks, Jason. Appreciate that  
5 thorough report. Patrick, as you've heard a couple of times  
6 already, you must abide by the 15-hour public service  
7 announcement requirement in addition to any commitments to  
8 the municipality or PSA services, as well as the provisions  
9 set forth by 700 CMR 3.00 for curfew, sense of brightness  
10 limit, as well as a ten- second static display. PATRICK  
11 KEOUGH: We will comply with all of them. TIM MCCARTHY:  
12 Thank you so much, Office of Outdoor Advertising, September  
13 14, 2023 Patrick. I appreciate that. We will take this  
14 under advisement. Thank you PATRICK KEOUGH: Thank  
15 you. GERARD KELLEHER: We have one person's hand up. TIM  
16 MCCARTHY: Okay. GERARD KELLEHER: Is it on this subject,  
17 Charles? CHARLES TEVNAN: Yes. Well, it's -- I was raising  
18 my hand in reference to an item that's under advisement,  
19 Number 4. GERARD KELLEHER: We haven't got to the point with  
20 comment part of the -- is it on a specific item? CHARLES  
21 TEVNAN: Yes, it is a specific item. In fact, it's one of  
22 the matters that's under advisement. It's Item Number 4  
23 under Item Number 4. So, I will wait until that  
24 time. GERARD KELLEHER: Yeah, thank you very much. CHARLES  
25 TEVNAN: Thank you. GERARD KELLEHER: Please do. TIM  
26 MCCARTHY: So, we have some -- no worries. We have some

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1 items taken under Item 4, Office of Outdoor Advertising,  
2 September 14, 2023 Actions Taken. We can go into -- we can  
3 go into public comment right now. So, Charlie, let it  
4 rip. CHARLES TEVNAN: Okay. I'm not sure if you can see  
5 me. (Stenographer lost connection.) CHARLES TEVNAN: -- the  
6 urging of the urging of the Outdoor Advertising Board to  
7 appeal to the Appeals Court. I just want to say that the  
8 lack of -- I hate to say this because I know, Mr.  
9 McCarthy, you were -- you inherited this. This was not a  
10 hearing that you handled. But my concern is that the lack  
11 of transparency over whether or not this decision of  
12 the Superior Court, which was wrongly decided and should be  
13 appealed, just the lack of transparency on the part of the  
14 DOT whether this appeal was going to be pursued or not is,  
15 frankly, appalling. And I'm sorry to put that on the  
16 record. I'm sorry to have to put that on the record, but  
17 there's been a lot of time and effort being spent by  
18 activists, such as myself, to urge the Office of Outdoor  
19 Advertising to simply enforce its own regulations. This is  
20 -- if this billboard is allowed Office of Outdoor  
21 Advertising, September 14, 2023 to be constructed, it will  
22 be a blight on the visual landscape for the next 100 years,  
23 right next to the Dorchester Waterfront Park, which,  
24 ironically, MassDOT itself is spending millions of dollars  
25 to construct a bike path. There are hundreds of residential  
26 units being constructed by the same applicant on the



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1 site. So, I just want to ask, respectfully, but in the  
2 strongest possible terms, that the Office of Outdoor  
3 Advertising inform the Attorney General's Office, direct  
4 the Attorney General's Office, if possible, to file a  
5 notice of appeal, which is due tomorrow to be filed and  
6 allow the Appeals Court to take to take this up. I don't  
7 think that the Superior Court decision will stand. I think  
8 that if there is a -- if there is a conflict between the  
9 Superior Court's decision and what the Outdoor Advertising  
10 regulations say, I believe that the Outdoor  
11 Advertising regulations will prevail. And so I just want to  
12 say that on the record. And I do believe that it may be on  
13 this hearing as well, the president of the Port  
14 Norfolk Civic Association, Attorney John Lyons. And if he  
15 is, I would ask if he possibly could make a comment  
16 as Office of Outdoor Advertising, September 14,  
17 2023 well. Thank you. TIM MCCARTHY: Thanks very  
18 much, Charlie. You know, we've spoken a couple of times  
19 now, and I really appreciate your comments. They've been  
20 noted. And we'll take those under advisement. Obviously,  
21 you've put that on the record, and I actually appreciate  
22 that. We have 60 days from the decision date to determine  
23 the next steps. And I will tell you that we are working on  
24 it with -- (Internet connection disrupted.) (Whereupon,  
25 the proceedings were concluded on September 14, 2023.)

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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