



Maura Healey, Governor  
Kimberley Driscoll, Lieutenant Governor  
Monica Tibbitts-Nutt, Secretary and CEO  
Jonathan L. Gulliver, Highway Administrator



By Email on 12/17/2024 & By Certified Mail: 7020 2450 0002 0132 8888

**Office of Outdoor Advertising  
Ten Park Plaza, Suite 7760  
Boston, MA 02116**

December 17, 2024

Alex Geourntas, City Clerk  
City of Boston  
1 City Hall Square, Room 601  
Boston, MA 02201-2014

**RECEIVED**  
*By City Clerk at 4:40 pm, Dec 17, 2024*

Re: Notice of application for permit for existing billboard

Dear Mr. Geourntas:

Please be advised that on Thursday, January 16, 2025 the Office of Outdoor Advertising will hold a virtual public meeting at 11 AM via Zoom. A registration link will be forwarded to your office.

The agenda includes application by New Tradition Holdings for permit for an existing, static billboard at the following locations:

- 1) 53 - 85 Canal Street at Valenti Way (façade of building)  
New Application # 2025001 (existing structure, permit #'s 14846 & 25311 facing north)

Public comment regarding the proposed billboard(s) and/or display(s) may be presented at the meeting or in writing prior to the meeting to:

MassDOT · Office of Outdoor Advertising,  
Attention Timothy P. McCarthy, Director  
Ten Park Plaza, Suite 7760  
Boston, MA 02116

Thank you for your attention to this matter.

Sincerely,

Timothy P. McCarthy, Director  
MassDOT – Office of Outdoor Advertising

cc: Mayor Michelle Wu

Ten Park Plaza, Room #: 7760, Boston, MA 02116  
Tel: 857-368-9700, TTY: 857-368-0655  
[www.mass.gov/outdoor-advertising-and-signage](http://www.mass.gov/outdoor-advertising-and-signage)