
By Mr. Silva, petition of Antone L. Silva and the Massachusetts Roadside Council, by Hubert P. Gleason, for legislation to clarify the powers and duties of the Outdoor Advertising Board. Mercantile Affairs.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Sixty-Three.

AN ACT CLARIFYING THE POWERS AND DUTIES OF THE OUTDOOR
ADVERTISING BOARD.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

- 1 SECTION 1. Chapter 93 of the General Laws is hereby
2 amended by striking out section 29 and inserting in place
3 thereof the following section: —
4 *Section 29.* The outdoor advertising board, herein and in
5 sections twenty-nine A, thirty A and thirty-one called the
6 board, may make, amend or repeal rules and regulations for
7 the proper control and restriction of billboards, signs and other
8 advertising devices on public ways or within public view of
9 any highway, public park or reservation. Such rules and regu-
10 lations shall require that said billboards, signs or other devices
11 be located only in business, commercial, industrial, marketing
12 or mercantile areas, or on unrestricted commercial arteries
13 and adjacent to commercial enterprises and comply with such
14 local zoning by-laws and ordinances as may from time to time
15 be in effect; may prescribe standards of size, set-back and
16 clearance, considering the public interest; shall require said
17 billboards, signs or other advertising devices to be licensed by
18 the board by the issuance of permits in accordance therewith
19 and with this section; and may prescribe permit fees to be
20 fixed with regard to the cost of administering this section, and
21 said fees need not be uniform throughout the commonwealth.
22 No permit, whether permanent or temporary, shall be issued

23 for the erection or maintenance of a billboard, sign or other
24 advertising device which moves or displays any moving part,
25 or which is designed to be seen primarily from limited access
26 ways as defined in section 7C of chapter 81 of the general
27 laws; nor shall any permit, whether permanent or temporary,
28 be issued for the erection or maintenance of a billboard, sign
29 or other advertising device unless written notice of the appli-
30 cation therefor stating the proposed location shall have been
31 given at least thirty days earlier to the city or town in which
32 the proposed billboard, sign or other advertising device is to
33 be located. The board may delegate to the executive director
34 authority to issue licenses or permits, subject to the provisions
35 of section 29A where no objection has been received to the
36 pending application. Except as hereinafter provided, before
37 amending or establishing rules and regulations under this sec-
38 tion, the board shall hold duly advertised public hearings in
39 Boston and in such other cities and towns within the common-
40 wealth as it deems necessary.

1 SECTION 2. Said chapter 93 is hereby further amended by
2 striking out section thirty-two.