

# HOUSE . . . . No. 1548

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## The Commonwealth of Massachusetts.

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HOUSE OF REPRESENTATIVES, March 28, 1924.

The committee on Legal Affairs, to whom was referred the Bill (taken from the files of last year) relative to billboards, signs and other advertising devices, and to the regulation thereof by cities and towns (Senate, No. 143), report that the same ought to pass in a new draft herewith submitted.

For the committee,

WALTER D. ALLEN.

Senator HENNESSEY and Representatives HOURIHAN of Boston and GOEWY of Pittsfield dissenting.

## The Commonwealth of Massachusetts.

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In the Year One Thousand Nine Hundred and Twenty-Four.

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An Act relative to Billboards, Signs and Other Advertising Devices, and to the Regulation thereof by Cities and Towns.

*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 twenty-nine of chapter ninety-three of the  
2 General Laws is hereby amended by striking out, in the  
3 thirteenth and fourteenth lines, the words "Subject to  
4 the approval of the division", and inserting in place  
5 thereof the words:— Cities and, — so as to read as fol-  
6 lows:— *Section 29.* The division of highways of the de-  
7 partment of public works, hereinafter called the division,  
8 shall make and may amend or repeal rules and regula-  
9 tions for the proper control and restriction of billboards,  
10 signs and other advertising devices, except as provided  
11 in section thirty-two, on public ways or on private prop-  
12 erty within public view of any highway, public park or  
13 reservation. Said rules and regulations may require that  
14 said billboards, signs or other devices be licensed in ac-  
15 cordance therewith and with this section, may prescribe  
16 license fees, to be fixed with regard to the cost of admin-  
17 istering this section, and need not be uniform throughout  
18 the commonwealth. Before establishing or amending  
19 rules or regulations under this section, the division shall  
20 hold duly advertised public hearings in Boston and else-  
21 where within the commonwealth as it deems necessary or

22 expedient. Cities and towns may further regulate and  
23 restrict said billboards or other devices within their  
24 respective limits by ordinance or by-law not inconsistent  
25 with sections twenty-nine to thirty-three, inclusive, or  
26 with said rules and regulations.

