

HOUSE No. 648

By Mr. Whitney of Concord, petition of Gorham Dana and others for legislation amending the law regulating the use of signs and advertising devices. Mercantile Affairs.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Thirty-Nine.

AN ACT TO PROVIDE REGULATIONS FOR SIGNS AND ADVERTISING DEVICES NOT NOW SUBJECT TO REGULATION.

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. Section thirty of chapter ninety-three
2 of the General Laws, Tercentenary Edition, is hereby
3 amended by adding thereto at the end of said section
4 the following: — Signs and other devices exempted
5 from regulation under the preceding sentence, except
6 signs or advertising devices placed on or affixed to
7 business buildings, shall not exceed four in number and
8 an aggregate advertising area of seventy-two square
9 feet on any one lot or premises, — so as to read as
10 follows: — No person, firm, association or corporation
11 shall post, erect, display or maintain on any public
12 way or on private property within public view from
13 any highway, public park or reservation any bill-
14 board or other advertising device, whether erected
15 before August twenty-fifth, nineteen hundred and

16 twenty, or not, which advertises or calls attention
17 to any business, article, substance or any other thing,
18 unless such billboard or device conforms to the rules
19 and regulations and ordinances or by-laws established
20 under the preceding section; provided, that this
21 section shall not apply to signs or other devices
22 erected and maintained in conformity with law and
23 which advertise or indicate either the person occupy-
24 ing the premises in question or the business transacted
25 thereon, or advertise the property itself or any part
26 thereof as for sale or to let and which contain no other
27 advertising matter. Signs and other devices exempted
28 from regulation under the preceding sentence, except
29 signs or advertising devices placed on or affixed to
30 business buildings, shall not exceed four in number
31 and an aggregate advertising area of seventy-two
32 square feet on any one lot or premises.

1 SECTION 2. Section thirty-three of said chapter is
2 hereby amended by inserting in the second line, after
3 the words "twenty-nine", the following:— or vio-
4 lates the provisions of section thirty as amended, —
5 so as to read as follows:— Whoever violates any
6 rule, regulation, ordinance or by-law established or
7 adopted under section twenty-nine, or violates the
8 provisions of section thirty as amended, shall be
9 punished by a fine of not more than one hundred
10 dollars, and whoever after conviction of such viola-
11 tion unlawfully maintains such a billboard, sign or
12 other device for twenty days thereafter shall be
13 punished by a fine of not more than five hundred
14 dollars.