

By Mrs. Gray of Framingham, petition of Barbara E. Gray for legislation to reduce the number of billboards in the Commonwealth. Commerce and Labor.

The Commonwealth of Massachusetts

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

AN ACT TO REDUCE THE NUMBER OF BILLBOARDS AND TO BAN THE ADVERTISEMENT OF TOBACCO AND ALCOHOL PRODUCTS ON BILLBOARDS IN THE COMMONWEALTH.

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 adding the following new sections:

3 Section 30B. Definitions

4 (a) "Adjusted market value" shall be defined as the value of the
5 number of years the sign has been standing, multiplied by ten
6 percent, deducted from the original cost of the sign including the
7 cost of installation.

8 (b) "Billboard" a structure for the display of advertisements in
9 public places or alongside highways.

10 (c) "Off-premise sign or billboard" a sign or billboard which
11 is erected and maintained on a location which is not upon the real
12 property that the business, facility or point of interest is located.

13 "Sign" a board, poster, or placard displayed in a public place
14 to advertise or to convey information. It does not include the flag,
15 pennant, or insignia of any nation, state or town.

16 Subsection a. This Act is to eliminate the proliferation of
17 billboards and off-premise signs. Cities and towns may require
18 removal of all signs and billboards; not within six hundred sixty
19 feet of federally funded highways; following expiration of an
20 amortization period. That period shall be computed in accordance
21 with the adjusted market value of the sign or billboard.

22	Adjusted Market Value	Abatement Date
23		
24	Less than \$1,000.00	January 1, 1990
25	1,000 to 1,499.99	April 1, 1990
26	1,500 to 1,999.99	July 1, 1990
27	2,000 to 2,999.99	October 1, 1990
28	3,000 to 3,999.99	January 1, 1991
29	4,000 to 4,999.99	April 1, 1991
30	5,000 to 7,499.99	July 1, 1991
31	7,500 to 9,999.99	October 1, 1991
32	10,000 to 12,499.99	January 1, 1992
33	12,500 to 14,999.99	April 1, 1992
34	15,000 to \$19,999.99	July 1, 1992
35	20,000 to and over	October 1, 1992

36 It shall be the responsibility of the owner of the sign or billboard
37 to provide for its removal.

38 Subsection b. Cities and towns may require removal of all signs
39 and billboards within six hundred sixty feet of federally funded
40 highways by fairly compensating the owners. A fund is hereby
41 established for said purpose consistent with guidelines established
42 by the 1965 Highway Beautification Act.

43 It shall be the responsibility of the owner of the sign or billboard
44 to provide for its removal.

45 Subsection c. Notwithstanding any other provisions of this
46 Act, cities and towns may require removal of all billboards within
47 public view of parks, public buildings, and churches within ninety
48 days of the effective date of this Act. The owners of said billboard
49 shall be responsible for its removal.

50 Subsection d. This section is to operate in addition to any other
51 law or provisions, whether federal, state or municipal.

52 Section 30C. No person, firm or association, or corporation
53 shall erect a new sign or billboard advertising any form of tobacco
54 and alcohol within the Commonwealth. The Outdoor Advertising
55 Board upon request for renewal of existing billboards shall renew
56 said requests provided that no alcohol or tobacco advertising shall
57 be allowed.

58 It is the intent of this act to protect public health, safety, and
59 general welfare, to ease the danger to the public health caused by

60 said advertising and to preserve and improve the appearance of
61 the Commonwealth as a place to live and work.

1 SECTION 2. Section 29 of Chapter 93, as appearing in the
2 1988 Official Edition of the General Laws, is hereby amended by
3 inserting after the word “commonwealth” in line 16 the
4 following: —

5 “Said fees are to be expressly allocated for the purpose of
6 reducing the total number of billboards in the commonwealth.
7 The outdoor advertising board shall have the authority to increase
8 the fees for certain billboards based on the volume of traffic
9 passing by said billboard on a daily basis.”

