

city or town where such billboard, sign or other advertising device is to be located. If the city or town objects to the location it shall, within thirty (30) days from the date of said notice, file with the Division its objections, in writing, and thereupon the Division will notify the applicant, who will be allowed ten (10) days from the date of such notice to file reasons, if any, why a Permit should be granted. A hearing may be given by the Division before final action is taken upon such application.

E. Every billboard and sign erected under this section shall bear the number of the Permit authorizing its erection, and such number shall be painted in figures not less than two and one-half (2½) inches in height, upon and in the following named parts of such billboards and signs: Poster Boards, — on the top moulding, at the left hand end. Painted Boards, — in the lower left hand corner. Signs erected on a single post, — on the face of the post under the sign.

F. Applications for Permits under this section shall be accompanied by a fee of two (2) dollars, to be known as the examination fee. Upon the issuance of a Permit an additional fee of two (2) dollars, to be known as the inspection fee, shall be paid by the permittee within ten (10) days from the date of the permit.

G. All Permits granted under this section shall expire June 30 next following the date thereof, unless sooner revoked by the Division.

H. Application for the renewal of a Permit granted under this section shall be made not later than thirty (30) days prior to the expiration of such Permit, and shall be accompanied by a fee of two (2) dollars, to be known as the renewal fee. Upon the issuance of a Permit in renewal an additional fee of two (2) dollars to be known as the renewal inspection fee, shall be paid by the permittee within ten (10) days from the date of the receipt of the Permit in renewal.

I. The Division reserves the right to revoke for cause a Permit granted by it under the provisions of this section.

J. All billboards, signs or other advertising devices erected under the provisions of this section shall be removed within ninety (90) days from the date of expiration or revocation of the Permits under which they were erected.

### SECTION 3. PERMITS TO PERSONS NOT ENGAGED IN CARRYING ON THE BUSINESS OF OUTDOOR ADVERTISING.

A. No person, firm, association or corporation not engaged in carrying on the business of outdoor advertising shall post, erect, display or maintain within public view from any highway, public park or reservation any billboard, sign or other advertising device, except as hereinafter provided.

B. No billboard, sign or other advertising device shall be posted, erected, or displayed on any property until an application has been filed with the Division, a Permit therefor granted by the Division, and the consent of the owner thereof, or the tenant, has been obtained.

C. Applications under this section shall be made on forms furnished by the Division.

D. Permits granted under this section may be either permanent or temporary: —

(1) Permanent Permits may be granted under the various provisions of Section 2.

(2) Temporary Permits may allow the posting, erection, display or maintenance of signs or other advertising devices for such period as the Division may prescribe. A fee of one (1) dollar will be charged for Permits issued under this section, with an additional charge of one cent for a period of thirty (30) days for every seven (7) square feet or fraction thereof, provided, however, that signs or other advertising devices under seven (7) square feet in area shall be considered as having an area of seven (7) square feet for the purpose of computing the additional charge to be made under the Permit, and only one sign or other advertising device containing the same advertising matter shall be placed on the same structure. The locations for all signs or other advertising devices to be erected or posted under the provisions of this section, shall be subject to approval by the Mayor and Aldermen, if in a city, and the Board of Selectmen, if in a town.

E. All signs or other advertising devices posted, erected, displayed or maintained under a temporary Permit shall be removed by the permittee not later than fourteen (14) days from the expiration of such Permit.

F. The Division reserves the right to revoke for cause a Permit issued by it under the provisions of this section.

### SECTION 4. LOCATIONS.

A. No outdoor advertising will be permitted within the limits of any public way except as provided in Section 8 of Chapter 85 of the General Laws.

B. No Permits will be issued for outdoor advertising in any location which is within three hundred (300) feet of any public park or reservation, if within view of any portion of the same, except that the Division may grant Permits for the maintenance of billboards, signs or other advertising devices in any such location, which may be for a period not later than June 30, 1925; and may also grant Permits for the location of electrical display signs on buildings in any such location, under such restrictions as the Division may impose.

C. No outdoor advertising shall be painted or affixed upon any rock or tree. No outdoor advertising shall be painted or affixed upon any fence or pole within fifty (50) feet of any public way nor directly on the wall of any building.

### SECTION 5. CHARACTER, SIZE AND MAINTENANCE.

A. All billboards, signs or other advertising devices, shall be of such dimensions and material as the Division may prescribe.

B. The Division reserves the right to require the permittee to remove from any billboard, sign or other advertising device any matter displayed thereon which in the opinion of the Division is objectionable.

C. No renewal Permit will be granted for the further maintenance of any billboard, sign or other advertising device unless the front, back, braces, anchors and lattice work thereof are painted and kept in proper condition.

D. It shall be the duty of the permittee maintaining a billboard, sign or other advertising device, to keep the same, and the ground about it, free from all rubbish or from any material used in connection therewith which, in the opinion of the Division is objectionable.

### SECTION 6. RESTRICTIONS.

A. No Permit will be granted for the location or maintenance of billboards, signs or other advertising devices near certain public ways where, in the opinion of the Division, having regard to the health and safety of the public, the danger of fire, and the unusual scenic beauty of the territory, signs would be particularly harmful to the public welfare.

B. No Permit will be granted for the location, erection or maintenance of any billboard, sign or other advertising device within a radius of one hundred and fifty (150) feet from the point where the center lines of two or more public ways intersect. This provision shall not apply to districts which the Division may determine are of a business character.

C. No billboard, sign or other advertising device shall be erected, displayed or maintained in any block in which one-half of the buildings on both sides of the street are used exclusively for residential purposes, except that if the written consent of the owners of a majority of the frontage on both sides of the street in such block is obtained and is attached to the application for a Permit to erect, display or maintain such billboard, sign or other advertising device, the Division may permit the erection, display or maintenance of the same.

D. No Permit will be granted for the erection or maintenance of any billboard, sign or other advertising device if said billboard, sign or other advertising device is to be located: —

- (1) Nearer than fifty (50) feet to the boundary line of any public way;
- (2) Nearer than one hundred (100) feet to the boundary line of any public way, if within view of any portion of the same, if said billboard, sign or other advertising device exceeds an area of thirty-two (32) square feet;