

C O P Y.
THE COMMONWEALTH OF MASSACHUSETTS

DEPARTMENT OF PUBLIC WORKS.

Division of Highways.

The following Rules and Regulations for the control and restriction of billboards, signs and other advertising devices, as authorized by Section 29, Chapter 93 of the General Laws are hereby adopted, to be in force on and after January 24, 1924. All previous Rules and Regulations made and adopted by the Division under authority of Section 29 aforesaid are hereby repealed.

DEPARTMENT OF PUBLIC WORKS,
DIVISION OF HIGHWAYS.

WILLIAM F. WILLIAMS,
JAMES W. SYNAN,
FRANK E. LYMAN,
Commissioners.

Boston, Mass., January 24, 1924.

RULES AND REGULATIONS FOR THE CONTROL AND RESTRICTION OF BILLBOARDS,
SIGNS AND OTHER ADVERTISING DEVICES.

Section 1. Licenses.

A. No person, firm, association or corporation shall engage in the business of outdoor advertising in this Commonwealth by means of billboards, signs or other advertising devices without first obtaining a License therefor from the Division of Highways of the Department of Public Works, hereinafter referred to as the Division.

B. Applications for Licenses shall be made on forms furnished by the Division and shall be accompanied by a fee of fifty (50) dollars.

C. Licenses granted under the provisions of this section shall be in force for one year from their date unless sooner revoked by the Division.

D. Applications for the renewal of Licenses granted under the provisions of this section shall be made not later than thirty (30) days prior to the date of expiration, and shall be accompanied by a fee of fifty (50) dollars.

E. The Division reserves the right to revoke any License granted by it under the provisions of this section.

Section 2. Permits to Persons Engaged in Carrying on the Business of
Outdoor Advertising.

A. No person, firm, association or corporation 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 the consent of the owner thereof, or the tenant has been obtained, and an application filed with the Division, together with a sketch showing the exact location, and a Permit therefor has been granted by the Division.

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

D. Upon receipt by the Division of an application for a Permit to post, erect or maintain a billboard, sign or other advertising device under this section, notice thereof and a copy of application will be sent by the Division to the 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 prominently displayed on the billboard or sign.