

ter lines of two public ways intersect; or between an established building line and the corresponding public way.

Outside of districts defined in the by-laws or set apart on a legally adopted town plan as of a business character, no part of any such bill board, sign or device not on a building shall be nearer than fifty feet to any public way, to another such bill board, sign or device or to the boundary of adjacent premises unless the written consent of the owner of said premises for the term of the permit is attached to the application therefor.

No such bill board, sign or other device for which a permit is lawfully required shall be erected, displayed or maintained on private property in the town of..... until an application for a permit therefor has been made to the Division of Highways of the Massachusetts Department of Public Works or the agency authorized by law to issue such permits, the permit issued and a copy of the application and of the permit filed with the building inspector or other officer designated by the selectmen to receive the same.

Every such application for a permit for the erection, display or maintenance of a bill board, sign or other advertising device, shall specify the outside vertical and horizontal dimensions, the material and construction thereof and of its supports; and its proposed location, so as to show clearly its distance from the neighboring public ways and intersections thereof, and, unless it is proposed to be on the wall of a building, its distance from the ground and from the boundaries of adjacent premises, and whether or not it is within fifty feet of another such bill board, sign or device, within eight feet of the wall of a building, or within view of a public park or recreation ground, church or public building less than three hundred feet distant.

Such application shall have attached to it the written consent of the owner or tenant of the premises on which it is proposed to locate the device, and of the owner of adjoining premises if within fifty feet of the proposed location and not in a business district as herein described, both for the term of the permit applied for.

It shall be the duty of the building inspector or other authorized officer, on receipt of a copy of such applica-

tion, to inform the said agency charged with the duty of issuing permits, within thirty days of the date of the notice, whether or not the application or the location or device described therein appears to be contrary to any of the municipal regulations for outdoor advertising, and, if so, in what respects; also, what other objections, if any, there may be to the granting of said permit. This information shall be on a form containing a copy of said regulations. No permit shall be issued or renewed until all the provisions hereof have been complied with.

The foregoing requirements shall not apply to a sign or sign board legally maintained in a public way under the provisions of section 8 of chapter eighty-five of the General Laws of Massachusetts; nor to any advertising device maintained in conformity with a valid permit granted before the taking effect of this by-law until ninety days after the expiration or revocation of said permit; nor to signs or other advertising devices on or in the rolling stock, stations, subways or structures of or used by common carriers, except advertising signs or other advertising devices on bridges or viaducts or abutments thereof; nor to a signboard not exceeding two square feet in area on any face and not nearer than six feet to another sign; nor shall the special requirements applicable only outside of business districts as herein described or the requirements relative to permits apply to signs that advertise goods produced or sold, activities carried on, or persons or institutions carrying on the same, on the premises on which said signs respectively are located, or advertise the premises themselves or a part thereof as for sale or to let, and that carry no other advertising matter.

The area of a bill board, sign or other advertising device in the preceding paragraphs refers to that enclosed by the outside outline of the structure, not including the supports, on a plane parallel to its face.

It shall be the duty of the Selectmen and the building inspector or any officer authorized by them for the purpose to take such action as may be necessary under sections 30-A, 31 and 33 of chapter ninety-three of the General Laws of Massachusetts to secure the enforcement of the foregoing requirements; and it shall be the duty of the board of health, on complaint from any officer or citizen of the town of an unauthorized bill