

MAINE STATE LEGISLATURE

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ONE HUNDRED AND FIFTH LEGISLATURE

Legislative Document

No. 807

H. P. 605

House of Representatives, February 11, 1971

Referred to Committee on Natural Resources. Sent up for concurrence and ordered printed.

BERTHA W. JOHNSON, Clerk

Presented by Mrs. Brown of York.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-ONE

AN ACT to Revise Laws Relating to Outdoor Advertising.

Be it enacted by the People of the State of Maine, as follows:

Sec. 1. R. S., T. 32, § 2714, sub-§ 4, repealed. Subsection 4 of section 2714 of Title 32 of the Revised Statutes, as enacted by section 1 of chapter 257 of the public laws of 1969, is repealed as follows:

~~4. \$7 for each panel, affixed to an advertising structure, the total area of which exceeds 700 square feet but does not exceed 900 square feet.~~

Sec. 2. R. S., T. 32, § 2715, sub-§ 6, additional. Section 2715 of Title 32 of the Revised Statutes, as enacted by section 1 of chapter 257 of the public laws of 1969, is amended by adding a new subsection 6 to read as follows:

6. Size. On-premise advertisements and structures advertising the business or profession conducted on the premises or advertising the sale or lease of property shall not extend more than 25 feet above ground level or, if the sign is attached to or is part of a building, 10 feet above the roof of the building.

Sec. 3. R. S., T. 32, § 2716, sub-§ 1, paragraph I, amended. Paragraph I of subsection 1 of section 2716 of Title 32 of the Revised Statutes, as enacted by section 1 of chapter 257 of the public laws of 1969, is amended to read as follows:

I. That shall exceed ~~900~~ 700 square feet in area; or

Sec. 4. R. S., T. 32, § 2716, sub-§ 2, ¶ D, sub-¶ (1), div. (a), amended. Division (a) of subparagraph (1) of paragraph D of subsection 2 of section

2716 of Title 32 of the Revised Statutes, as enacted by section 1 of chapter 257 of the public laws of 1969, is amended to read as follows:

- (a) The maximum area of a sign facing, including all finish mouldings, but not including lattice work or base trim used only for ornamental purposes, shall be ~~900~~ 700 square feet;

STATEMENT OF FACT

The increasing number of on-premise advertising signs on land adjacent to our highways create a greater nuisance than off-premise advertising and the introduction of high rise signs and other on-premise signs shall be curtailed and limited as to height. The increasing number of large panel signs under license and permit being erected on land adjacent to our highways to overcome the intent expressed in the existing advertising law should be limited by the reduction of the total area of the permitted signs. The existing signs in excess of 700 square feet are only .8% of the total signs under license and permit.