

MAINE STATE LEGISLATURE

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STATE OF MAINE
HOUSE OF REPRESENTATIVES
108TH LEGISLATURE
FIRST REGULAR SESSION

HOUSE AMENDMENT "D" to H.P. 1505, L.D. 1738, Bill, "AN ACT
Relating to Providing Information Services to Maine Travelers."

Amend the bill by striking out everything after the enacting
clause and inserting in its place the following:

'Sec. 1. 32 MRSA §2711-A is enacted to read:

§2711-A. Legislative findings

The Legislature of the State of Maine makes the following
findings of fact.

1. Tourist industry. A large and increasing number of tourists
has been coming to Maine, and as a result the tourist industry is
one of the important sources of income for Maine citizens, with
an increasing number of persons directly or indirectly dependent
upon the tourist industry for their livelihood.

2. Information discrimination. Very few convenient means
exist in the State to provide information on available public
accommodations, commercial services for the traveling public and other
lawful businesses and points of scenic, historic, cultural,
educational and religious interest. Provision of those facilities
can be a major factor in encouraging the development of the
tourist industry.

3. Scenic resources. Scenic resources of great value are
distributed throughout the State, and have contributed greatly to
its economic development by attracting tourists, permanent and
part-time residents and new industries and cultural facilities.

4. Preservation of scenic resources. The scattering of outdoor advertising throughout the State is detrimental to the preservation of those scenic resources, and so to the economic base of the State, and is also not an effective method of providing information to tourists about available facilities.

5. Proliferation of outdoor advertising. The proliferation in number, size and manner of outdoor advertising is hazardous to highway users.

Sec. 2. 32 MRSA §2713, 1st ¶, as last amended by PL 1971, c. 593, §22, is further amended by adding at the end the following new sentence:

The Commissioner of Transportation shall not issue new permits for outdoor advertising directly by contract with an advertising or otherwise, and no licensee may contract with a state agency or commission for advertising permitted under this section.

Sec. 3. 32 MRSA §2713-A is enacted to read:

§2713-A. Removal of outdoor advertising

All licensees under this chapter shall, in each calendar year beginning with the ^{first} calendar year following the effective date of this section, remove approximately 5% of their outdoor advertising panels in a manner so that 50% of their panels ^{are} removed at the end of 10 years, and 100% at the end of 20 years.

Statement of Fact

This amendment is to control the problem addressed in the original bill and to follow the intent to preserve the natural scenic beauty of the State.

It allows for a gradual removal of such signs, protects the employment of many Maine citizens and also allows for re-investments by the companies.

Filed by Mr. LaPlante of Sabattus.

Reproduced and distributed under the direction of the Clerk of the House.
6/28/77

(Filing No. H-864)