

MAINE STATE LEGISLATURE

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STATE OF MAINE
HOUSE OF REPRESENTATIVES
99th LEGISLATURE

SENATE AMENDMENT "B" to S. P. 401, L. D. 1169, Bill, "An Act Relating to Outdoor Advertising Devices on the Interstate System."

Amend said Bill by striking out section 2 thereof and inserting in place thereof a new section 2 to read as follows:

"Sec. 2. R.S., c. 23, §§ 147-A, additional. Chapter 23 of the Revised Statutes is amended by adding a new section to be numbered 147-A, and to read as follows:

'Sec. 147-A. Interim restrictions. Prior to the effective date of laws enacted by the 100th Legislature no person shall erect or maintain in the rural area within 660 feet of the nearest right of way boundary line of any portion of the interstate system, including ramps and interchange areas, any advertising sign or advertising structures or devices of any kind. As used in this section "advertising signs or advertising structure or devices" shall mean any outdoor sign, display, device, figure, painting, drawing, message, placard, poster, billboard, or other thing which is designed, intended, or used to advertise or inform, traffic on the main-travelled way, including ramps and interchange areas of the interstate system.

This section shall not apply to the following:

I. Official signs. Directional or other official signs or notices erected and maintained by the State Highway Commission for the purpose of directing the movement of or control of traffic or intended exclusively to provide for the safety of persons using such highways.

II. On-premise signs. Signs which advertise the sale or lease of property or activity being conducted upon the real property where the signs are located. Not more than one such sign advertising the sale or lease of the same property may be permitted which is visible to traffic proceeding in any one direction on any portion of the interstate system, including ramps and interchange areas. Not more than one such sign advertising activities being conducted upon the real property where the sign is located which is visible to traffic proceeding in any one direction on any portion of the interstate system, including ramps and interchange areas, may be permitted more than 50 feet from the building, structure or permanently implaced fixture where the goods advertised are sold or the business or profession advertised is carried on. No sign shall exceed 20 feet in length, width or height, or 150 square feet in area, including border and trim, but excluding supports, and no sign that displays any trade-name which refers to or identifies any service rendered or product sold, or otherwise handled, may be permitted unless the name of the

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advertised activity is displayed as conspicuously as such trade-name; except that this sentence shall not apply to signs located not more than 50 feet from the building, structure or permanently implaced fixture where the goods advertised are sold, or the business or profession advertised is carried on.

III. Signs in urban areas. Advertising signs or advertising structures or devices in the area contiguous to or near the interstate system, including ramps and interchanges, which is within the urban areas of municipalities.

IV. Any portion of the interstate system for which the right of way was initially acquired prior to July 1, 1956."

Further amend said Bill by striking out Section 3 thereof and inserting in place thereof a new section to read as follows:

"Sec. 3 R.S., c. 23, § 148, amended. Section 148 of chapter 23 of the revised statutes, as amended by section 5 of chapter 267 of the public laws of 1957, is further amended to read as follows:

"Sec. 148. Penalty. Any person, firm or corporation who shall erect, maintain or display an advertisement, sign or billboard, or any structure designed for the display of advertising matter contrary to sections 137 to 147, section 147-A and section 148 shall be punished by a fine of not less than \$10 nor more than \$100. The display of each sign shall constitute a separate offense. Whoever, after conviction for a violation of any of the provisions of sections 137 to 147, section 147-A, and section 148 unlawfully maintains any such advertisement, sign or billboard or structure designed for the display of advertising matter for 10 days after the conviction may be punished by a fine of not more than \$50 for each day upon which such advertisement, sign or billboard or structure designed for display of advertising matter is maintained. The fines and costs imposed and collected under this section shall be paid to the Treasurer of State and deposited in accordance with section 141."

Presented by Senator Stilphen of Knox.

Read and Adopted in the Senate May 28, 1959.

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