



Office of Outdoor Advertising

State Transportation Building
Ten Park Plaza - Room 6133
Boston, MA 02116
Tel: 857-368-9700

www.mass.gov/massdot/ooa

Edward Farley, Director

Christopher Quinn, Legal Counsel

Presentation Preview

- “About Us” – [MassDOT](#) Office of Outdoor Advertising
- Federal & State Laws that govern Outdoor Advertising
- Recent Revisions to Code of Massachusetts Regulations **(700 CMR 3.00)** *Control and Restriction of Billboards, Signs & Other Advertising Devices*
- **OOA Application Process**
 - **700 CMR 3.05** – Procedure for processing New Permits, Temporary Permits, Permit Renewals and Permit Transfers
 - **700 CMR 3.07** – Requirements for New Permits
 - Electronic Permit Requirements & Restrictions
- **OOA Interactive Website:**
www.mass.gov/massdot/ooa

Key Federal & State Laws and Regulations

- Federal Highway Beautification Act of 1965
- Federal Law - United States Code (23 U.S.C., Section 131)
- Code of Federal Regulations (23 CFR 750)
- Federal/State Agreement of 1971
- M.G.L. Chapter 93D (Sections 1 through 7)
- M.G.L. Chapter 6C (Transportation Reform)
- 700 CMR 3.00
 - Detailed information available at: www.mass.gov/massdot/ooa

Recent Changes to 700 CMR 3.00

- All proposed locations must be in areas zoned for **industrial/commercial** use.
- Signs must be spaced a minimum of **500 feet apart** on same side of a roadway.
- All **abutters within 500 feet** of a new sign location must be notified by certified mail.
- Electronic signs **may be permitted** with local and state approval.

Application Process Highlights

- All permit applications (electronic or otherwise) must be signed by a **duly authorized municipal official** 60 days before filing the application to the OOA. CMR 3.06 1 (i).
- Municipal **notification letter** sent to chief municipal officer.
- A **field inspection** is performed by OOA to ensure proposed sign conforms with federal and state guidelines.
- Public meetings are held on **all new permit applications** at the State Transportation Building in Boston.
- **Comments** “for” or “against” new applications are welcome.
- Applications for electronic permits will be available on **February 4, 2013** at: www.mass.gov/massdot/ooa.

Municipal Notification Letter

- Upon receipt of a new permit application, OOA sends a notification letter to chief municipal officer via certified mail.



Deval L. Patrick, Governor
Timothy P. Murray, Lt. Governor
Richard A. Davey, Secretary & CEO
Frank DePaola, Administrator



Office of Outdoor Advertising
Ten Park Plaza, Suite 6160, Room 6133
Boston, MA 02116

CERTIFIED MAIL: 7012 1010 0003 1115 3486

January 24, 2013

Mayor Edward A. Bettencourt, Jr.
City of Peabody – Mayor's Office
24 Lowell Street
Peabody, MA 01960

Dear Mayor Bettencourt:

Please be advised that on February 14, 2013 The Office of Outdoor Advertising will hold a public meeting at 11 AM in Conference room/s 5 & 6 on the second floor of the Transportation Building at 10 Park Plaza, Boston MA. The agenda includes an application for permit at the following three location[s]

108 Newbury Street Peabody, MA 01960
258 Newbury Street Peabody, MA 01960
210 Andover Street Peabody, MA 01960

Public comment regarding the proposed billboard[s] and/or display[s] may be presented at the meeting or in writing prior to the meeting to:

The Office of Outdoor Advertising,
Attention Edward J. Farley, Director
Ten Park Plaza, Room 6133
Boston, MA 02116

Thank you for attention to this matter.

Sincerely,

Edward J. Farley, Director
MassDOT – Office of Outdoor Advertising

cc: Timothy Spanos, City Clerk
City of Peabody – City Clerk's Office

Electronic Application Form – Pg. 1

- Applicant contact information



Office of Outdoor Advertising
Ten Park Plaza, Room 6133
Boston, MA 02116-3969

Telephone: (857) 368-9700
<http://www.mass.gov/massdot/ooa>

For Internal Office Use
Application # _____
Vendor Unit # _____

APPLICATION FOR ELECTRONIC SIGN PERMIT(S) TO LOCATE OUTDOOR ADVERTISING

Application is hereby made to erect and maintain an electronic sign in accordance with the rules and regulations under the provisions of 700 C.M.R. 3.00 et. seq. and all applicable state and federal laws at the location(s) stated herein. I certify that to the best of my knowledge and belief the information set forth in this application is true and complete.

PLEASE PRINT OR TYPE:

1) Applicant Name _____

Principal Business Address: (Street address must be included) _____

City/Town _____ State _____ Zip _____

Contact (Name & Title) _____

Telephone # _____ Fax # _____

Email: _____

2) Property Owner Name: _____

(if different from Applicant)

Address _____

City/Town _____ State _____ Zip _____

Contact (Name & Title) _____

Telephone # _____ Fax # _____

Email _____

REVISED: ejf/leq, 1/23/2013

Page 1 of 6
Permit Application



Electronic Application Form – Pg. 2

- **Details of proposed sign:**
 - Location
 - Height
 - Dimensions
 - Illumination

3) EXACT LOCATION OF PROPOSED ELECTRONIC ADVERTISING SIGN *fill out 1 page per permit*

a. Does applicant own the property? YES or NO *(circle one)*

b. Street and Number _____ Route # _____
City/Town _____ Zip Code _____

c. Name of road sign is intended to face _____

d. Distance from the road on which the sign is located, to nearest edge of sign _____

e. Distance from the road the sign is intended to face to nearest edge of sign _____

f. Sign Location *(check one)* on Wall? _____ on Roof? _____ on Ground? _____

g. Applicant Proposes to Construct New Structure
 Dismantle, Remove Existing Structure and / or Construct, Modify New Structure

h. Sign faces *(check one)*: N _____ S _____ E _____ W _____

4) DIMENSION OF SIGN *(do not include any extensions or cutouts)*

a. LENGTH _____ feet _____ inches

b. HEIGHT _____ feet _____ inches

c. DEPTH _____ feet _____ inches

d. HEIGHT *from Ground to Top of Sign* _____ feet _____ inches

e. HEIGHT *from Roof to Top of Sign (if applicable)* _____ feet _____ inches

f. HEIGHT *above Road sign is intended to face to Top of Sign* _____ feet _____ inches

5) CONSTRUCTION OF SIGN

a. Materials _____

b. Number of upright supports _____

6) SPECIFICATIONS OF PROPOSED ELECTRONIC SIGN

a. Format _____

b. Board Size (pixels) _____

c. Resolution (D.P.I.) _____

d. Image Area _____ feet _____ inches
x _____ feet _____ inches



Electronic Application Form – Pg. 3

- Emergency and Public Service Announcement Contact
 - Amber Alerts
 - Weather Alerts
 - PSA

7) CONTACT(S) FOR THE MAINTENANCE, EMERGENCY AND PUBLIC SERVICE ANNOUNCEMENT OF ELECTRONIC SIGN

Per 700 C.M.R. 3.17(8) (9) (10) (11) (12), please provide contact(s) for access to, management of, electronic display. THE FOLLOWING IS/ARE DESIGNATED (7 DAYS / WEEK & 24 HOURS / DAY):

Contact Name: _____
Telephone 1: _____ Telephone 2: _____
Email: _____
Alt. Email: _____

Alt. Contact: _____
Telephone 1: _____ Telephone 2: _____
Email: _____
Alt. Email: _____

I hereby certify that I will abide by the requirements of 700 CMR 3.17(2) and 3.17(5) concerning sign message display, light intensity, sound restrictions, nuisance lighting, distance from any other sign(s), animation or other moving/scrolling video messages.

I further certify that I will abide by the requirements of 700 CMR 3.17(12) designating the number and distribution of, operational hours dedicated to airing monthly Public Service Announcement messages. I further agree to submit monthly Proof Of Play Reports to the MassDOT Office of Outdoor Advertising as stipulated by 700 CMR 3.17(12).

Applicant Name (please print) _____

Authorized Signature _____ Date _____

Electronic Application Form – Pg. 4

- Application Checklist
- Applicant's Notice of Certification

8) DOCUMENTATION ATTACHED

- In accordance with 700 C.M.R. 3.00, the following information must accompany each application. Each individual permit request requires the submission of the below documentation.
- A copy of a plan or map showing the area within a 680 foot radius of the proposed sign and including therein all public parks, reservations, public ways, businesses, water bodies or water ways, residential properties, historic properties or districts, and any other buildings, signs and other natural features and structural improvements viewable from the principal highways which the sign is to be located. 700 C.M.R. 3.06 (1) (c)
- A certified plot plan showing the exact location of proposed sign. 700 C.M.R. 3.06 (1) (e)
Any plan/blue print document(s) submitted must be no larger than 11 x 17 inches.
- Plans and specifications showing the proposed dimensions, materials, location, number of faces, anchorage and other construction details of the sign sufficient to satisfy 780 CMR 1401.0 of the Massachusetts State Building Code. 700 C.M.R. 3.06 (1) (b)
Any plan/blue print document(s) submitted must be no larger than 11 x 17 inches.
- As stated in 700 C.M.R. 3.06 (1) (f), a list identifying by name and address the two separate businesses, industrial or commercial activities.
- A set of photographs of the proposed sign location and the surrounding area. 700 C.M.R. 3.06 (1) (g)

9) PERMIT NOTICE OF CERTIFICATION

I hereby certify that the proposed sign(s) is/are beyond 300 feet of any public park, playground, cemetery, forest, reservation and or any other scenic or recreational area and will be maintained in conformity with the standards for permits set forth in 700 CMR and the sign(s) is/are in compliance with applicable local, state and federal law.

I hereby certify that if the proposed sign(s) does not currently exist, I will notify the Office of Outdoor Advertising's Director on the date the proposed sign is operational.

Date sign is operational (if applicable): _____

I hereby certify that liability insurance for sign will be maintained pursuant to 700 CMR 3.04 (5) (c).

I hereby certify that all property owners within 500 feet of the proposed location of the sign have been notified by certified mail at least 30 days prior to submitting the application to the Department pursuant to 700 CMR 3.06 (1)(j).

I hereby certify that I have given written notification to the city/town where the proposed sign is to be located. *If this section of application is not completed by applicant, the written notification date will be considered to be the date that the municipality's duly authorized official signs off on application pursuant to 700 CMR 3.06 (1)(i).*

(Notification Date) _____

Municipal Office(s) Notified: Mayor's Office
(check all that apply) Administrator / Manager
 Board of Selectmen

(Other – list office)

The undersigned warrants and represents that he/she is duly authorized to sign this document, and that the information provided on application and any accompanying documents to be true and accurate. The undersigned warrants and represents that he/she has permission from the landowner and signowner (if different than landowner) to erect/maintain a sign at the proposed location and that he/she has legal access to the property. The undersigned hereby authorizes the Office of Outdoor Advertising to enter the property whereon the proposed sign is located.

Applicant Name (please print) _____

Authorized Signature _____ Date _____

REVISED: ejf/leq, 1/23/2013

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Permit Application

Please submit all pages of application: incomplete applications will not be processed.

Electronic Application Form – Pg. 5

- All permit applications (electronic or otherwise) must be signed by a **duly authorized municipal official** 60 days before filing the application to the OOA. CMR 3.06 1 (i).

**THE FOLLOWING AUTHORIZATIONS MUST BE OBTAINED BEFORE
SUBMITTING THE APPLICATION TO THE OFFICE OF OUTDOOR ADVERTISING**

700 C.M.R. 3.06(1)(j): Each application shall contain the following certification which must be signed by a duly authorized official of the city/town no earlier than 60 days before the filing of the application under 700 CMR 3.05. *The written approval of the municipality is required prior to the submission of application unless otherwise exempted by state law. 700 C.M.R. 3.17(1).*

To be completed and signed by a duly authorized municipal official.

The location of the proposed sign(s) is/are in an area zoned: Commercial Industrial

Applicant proposes to: Construct New Structure
 Dismantle, Remove Existing Structure and / or Construct, Modify New Structure

Please indicate any restrictions on hours of operation applicable to electronic signs:
 No restrictions on hours of operation.
 Hours of operation restricted. *(please indicate)* _____ AM / PM to _____ AM / PM

The proposed sign(s) is/are authorized for off-premise use: YES or NO (circle one)

The Boston Redevelopment Authority (BRA) has been notified about the proposed sign: YES or NO (circle one)
*Applicable only to the City of Boston.

Option 1 – Please select *either* Option 1 or Option 2 and sign where indicated. **(Do not sign both).**
I hereby certify that the proposed sign(s) is/are: (check one box)
 IN CONFORMITY WITH municipal zoning ordinances and/or by-laws.
 AUTHORIZED BY A SPECIAL PERMIT / VARIANCE FROM _____ (include all relevant documents)
 NOT SUBJECT TO municipal zoning ordinances and/or by-laws. (Explain) _____

The undersigned warrants and represents that he/she is duly authorized to sign this document.

 Name & Title of City / Town Official (please print) Telephone _____

 Signature of City / Town Official Date _____

Option 2 – Please select *either* Option 1 or Option 2 and sign where indicated. **(Do not sign both).**
I hereby certify that the proposed sign(s) is/are:
 NOT IN CONFORMITY WITH municipal zoning ordinances and/or by-laws.
 The undersigned warrants and represents that he/she is duly authorized to sign this document.

 Name & Title of City / Town Official (please print) Telephone _____

 Signature of City / Town Official Date _____

Electronic Application Form – Pg. 6

- OOA approval or denial

For Internal Office Use

Applicant _____ Application #: _____

10) FEES

A new permit fee must accompany this application as defined in 700 C.M.R. 3.03 (2)(a)
Please indicate the number of each of the requested permits under the appropriate category below.

_____ \$1000 ea. (Electronic)

Check or money order enclosed in the sum of: \$ _____

**Make payable to: MassDOT*

DIRECTOR'S REPORT

APPLICATION APPROVED

APPLICATION DENIED

If denied, please state reason(s) _____

Date _____ Director _____

REVISED: ejf/leq, 1/23/2013

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Permit Application

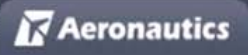

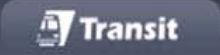


Please submit all pages of application: incomplete applications will not be processed.





Outdoor Advertising Interactive Website

Updated OOA Website

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The Official Website of The Massachusetts Department of Transportation - Highway Division 



Office of Outdoor Advertising

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The Office of Outdoor Advertising is charged with regulating and controlling, the erection and maintenance of off-premise billboards, signs and other advertising devices in the Commonwealth.

Licenses are issued to firms and individuals wishing to engage in the business of outdoor advertising, and permits are issued on an annual basis for the erection and maintenance of signs, in accordance with 700 CMR 3.00, et seq.

Requirements applicable to off-premise advertising devices in the Commonwealth and application forms are provided below. Questions concerning off-premises signs in the Commonwealth or the functions of the Office of Outdoor Advertising should be addressed to its Director:

*MassDOT c/o Office of Outdoor Advertising
Ten Park Plaza, Room 6133
Boston, MA 02116-3973
Tel: 857-368-9700
Email: OOAInformation@dot.state.ma.us*

Office of Outdoor Advertising

Edward J. Farley, Director

700 CMR Update

The Massachusetts Department of Transportation (MassDOT) has promulgated new regulations to govern its Office of Outdoor Advertising (OOA). The effective date of the new OOA regulations is December 7, 2012.

The regulatory revisions include increases to the permit fees for outdoor advertising signs, as well as provisions which authorize electronic signs in the Commonwealth.

massDOT
Massachusetts Department of Transportation

Questions?



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