

An Ordinance to Remove Old Billboards



Framingham Council

April 2022

Purpose

- Finally remove nine billboards within the downtown area and one billboard in historic Framingham Centre
- Beautify community to improve the appearance and economics of commerce centers
- Generate revenue and market Framingham
- Support local teams and non-profits

Framingham's battle with Billboards

- From as early as 1974 the town has taken an opposition to billboards
- The Sign By-Laws of 1975-1996 and 2007 have consistently supported the towns position of improving beautification and removing and reducing sign clutter
- The Sign By-Law of 2007 § 1.3.2 Applicability requires that Billboards be removed by September 8, 2008
- 2009-2010 Town Meeting rejected a similar proposal to remove these billboards

Legal Standing of Billboards

- The Zoning By-Law Part III § 4.d. has permitted Billboards as early as March 15, 1939 through the board of appeals
- The Present Zoning By-Law prohibits Billboards as a use.
- Up and until 1996 MGL c.40A:The Zoning Enabling Act § 6. Non-Conforming Uses and Structures
 - Did not apply to Billboards, signs and other advertising devices
 - This exemption was removed and now 40A is silent where signs are concerned
- Billboards have legal protections that other signs do not
- The Courts have backed billboards

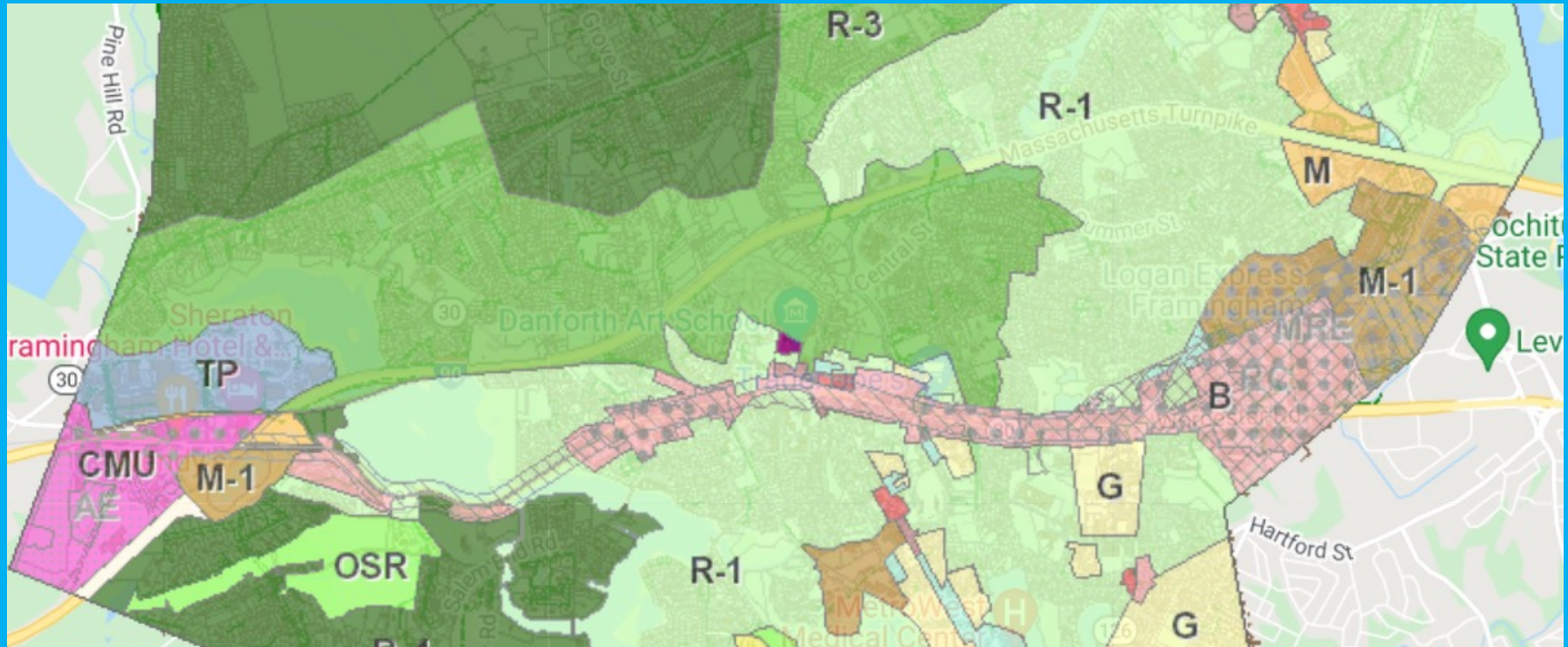
Requirements of Proposed Ordinance

- Incentivize billboard owners to remove all old billboard in exchange for one electronic billboard
- Electronic billboard location limited to Manufacture Zone
- Electronic billboard must have minimal visual intrusiveness
- Generate \$25,000 per year in new revenue
- Provide Framingham and local organizations with valuable marketing opportunities to convey community messages
- Must meet strict noise and light requirements
- New local tax revenue

Process in Proposed Ordinance

- All land area is privately owned
- Applicants will require land owners approval
- License Agreement from Mayor
- License from Mass Outdoor Advertisement Board

Allowed Only in Manufacture Zone within 250 feet of Mass Turnpike



Permitted Only in Manufacturing Zone

Property within 250 feet of the centerline of Mass Turnpike

Except Lands within 250 feet of ramps, Service Area, or
residential zoning districts

Additional Requirements

- **Screening from adjoining premises or from the street by walls, fences, plantings or other devices to mitigate adverse impacts.**
- **Mitigate adverse impacts to the neighborhood and abutters caused by lighting, glare or hours of operation.**
- **Executed Licensing Agreement with Mayor.**
- **All billboards must comply with M.G.L. regulating the placement, size and licensing requirements of said billboards.**
- **No negative impacts to any adjacent neighborhoods.**

Howard Street Issued 1958



← Existing

Proposed →



Permit # 29024 A

Howard Street Issued 1958

← Existing

Proposed →

Permit # 29024



2 Cedar Street Issued 1958

← Existing



Proposed →

Permit # 29076



102 Waverly Street Issued 1936



← Existing

Proposed →



Permit # 12877a

102 Waverly Street Issued 1936



Permit # 12877

957 Worcester Road Issued 1965



← Existing

Proposed →



Permit # 32832

37 Waverly Street Issued 1958

← Existing



Proposed →



478 Waverly Street Issued 1940



← Existing



Proposed →

Permit # 17044

478 Waverly Street Issued 1940

← Existing



Proposed →

Permit # 17044a

Electronic Billboard Stoneham Mass



Community Service & Community Events

Local Events



Local Events

