

## **Mexico Changeable Sign Ordinance**

1. **SHORT TITLE:** This Ordinance shall be known and may be cited as the “Mexico Changeable Sign Ordinance.”

2. **PURPOSE:** The purpose of this ordinance is to regulate the frequency and manner of change of a display on each side of the changeable sign and to do so in a manner that promotes highway safety and to protect the public health, safety and welfare of the inhabitants of the Town of Mexico.

3. **AUTHORITY:** This ordinance is enacted pursuant to the Constitution of the State of Maine and the laws of the United States of America and the laws of the State of Maine, in particular to, but not limited to, 23 M.R.S.A. §1914 (11-A) and 30-A M.R.S.A. §3001.

### **4. DEFINITIONS:**

a. **Changeable Sign-**“Changeable sign” means an on-premises sign created, designed, manufactured or modified in such a way that its message may be electronically, digitally or mechanically altered by the complete substitution or replacement of one display by another on each side.

b. **Display-**“Display” means that portion of the surface area of a changeable sign that is, or is designed to be or is capable of being periodically altered for the purpose of conveying a message.

c. **Flash-**“Flash” means a brief sudden burst of bright light.

d. **Message-**“Message” means a communication conveyed by means of a visual display of text.

e. **Phasing-**“Phasing” means the gradual appearance or disappearance of text on a display.

f. **Scrolling-**“Scrolling” means the moving of text across a display as if by unrolling a scroll.

g. **Time and temperature sign-**“Time and temperature sign” means a changeable sign that electronically or mechanically displays the time and temperature by complete substitution or replacement of a display showing the time with a display showing the temperature.

### **5. REGULATIONS:** The display on each side of a changeable sign:

(i) may be changed no more frequently than once every two (2) seconds;

(ii) must change as rapidly as technologically practicable, provided, however, that a display may change by scrolling, or phasing; and

(iii) Time and temperature signs are specifically permitted so long as the display changes no more or frequently than every two seconds.

6. PROHIBITION: In no event shall a display or any changeable sign flash.

7. STATE LAW: Except as provided herein, changeable signs within the Town of Mexico shall comply with all requirements of state law, in particular, but not limited to, 23 M.R.S.A. §1914 (11-A).

8. ADMINISTRATION: The town shall notify the Maine Department of Transportation in writing that it has adopted this ordinance and shall send it a copy of the same. The Maine Department of Transportation shall administer the provisions of this ordinance.

Date adopted: 6/12/2007

Attest: Penny S. Duguay, Clerk