

TOWN OF MERCER CHANGEABLE SIGN ORDINANCE

1. AUTHORITY.

The Town of Mercer hereby enacts this "Changeable Signs Ordinance" (hereinafter the "Ordinance") pursuant to 23 M.R.S.A. §1914 (11-A), 30-A M.R.S.A. §3001.

2. PURPOSE.

The purpose of this Ordinance is to regulate the frequency and manner of change of display on each side of a changeable sign and to do so in a manner that promotes highway safety and to protect the health, safety and welfare of the Inhabitants of the Town of Mercer.

3. 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. Message – "Message" means a communication conveyed by means of a visual display of text.

4. REGULATIONS.

- a. The display on each side of the changeable sign may be changed no more frequently than once every two (2) seconds.
- b. The display on each side of the changeable sign must change as rapidly as technologically practicable, and the display may change through phasing, rolling, scrolling and blending; provided.

5. PROHIBITION. In no event shall a display on any changeable sign flash.

6. ADMINISTRATION.

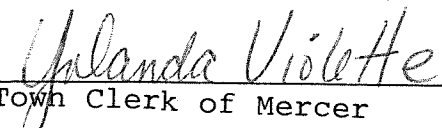
Pursuant to 23 M.R.S.A § 1914 (11-A), the changeable signs within the Town of Mercer and displays on each side of those changeable signs shall comply with all other requirements of State law. The Town of Mercer shall notify the Maine Department of Transportation in writing that it has adopted this Ordinance and shall send it a copy of the same. The Town of Mercer shall administer the provisions of this Ordinance. The portions of 23 M.R.S.A. § 1914 (11-A) not specifically addressed herein shall remain under the administration of the Maine Department of Transportation.

7. EFFECTIVE DATE: This ordinance shall become effective on the date of its enactment.

DATE OF ENACTMENT: June 9, 2010

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Attest: A true copy of an ordinance entitled "Changeable Sign Ordinance", as certified to me by the municipal officers of Mercer on the 9th day of June, 2010.



Town Clerk of Mercer