

# TOWN OF WINDSOR

## CHANGEABLE SIGN ORDINANCE

ENACTED: June 14, 2017

A TRUE COPY ATTEST CERTIFIED BY:

Angela T. Hinds  
Angela T. Hinds, Clerk

# TOWN OF WINDSOR, MAINE CHANGEABLE SIGN ORDINANCE

## 1. SHORT TITLE

This Ordinance shall be known as the "Windsor 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 a Changeable or Electronic Message Sign and to do so in a manner that promotes highway safety and protects the public health, safety, and welfare of the Inhabitants of and visitors to the Town of Windsor.

## 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, to, but not limited to, 23 M.R.S.A. §1914 and 30-A M.R.S.A. §3001.

## 4. DEFINITIONS

- a. Changeable or Electronic Message Sign – "Changeable or Electronic Message 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, a graphic element or pictorial or photographic image.
- d. Numbered State Roads – These are State Routes 17, 32, and 105 in the Town of Windsor.

## 5. REGULATIONS

- a. Location and Number. Changeable or Electronic Message Signs may be located only on Numbered State Roads in Windsor. Only one (1) sign is permitted at locations employing this device.
- b. Display Frequency. Changeable or Electronic Message Sign displays may be changed with a minimum hold time of ten seconds (0:10) between display changes. Displays of time and/or temperature may be changed with a minimum hold time of two seconds (0:02).
- c. Display Content. Changeable or Electronic Message Sign displays may consist of alphabetic, numeric, or symbolic characters on a plain or colored background and may include graphic, pictorial, or photographic images.
- d. Other Display Criteria. Changeable or Electronic Message Sign displays shall be static images with no flashing, intermittent, or moving light or lights. Messages may be changed using a scroll, phase, roll, blend and drop down/up, or similar segue between displays provided lighting does not vary in intensity. In no case, shall a Display flash or show continuous streaming of information or video animation.

## 6. ADMINISTRATION

- a. Permitting. No local permit is required to erect, install, and operate a Changeable or Electronic Message Sign. The portions of 23§1914 not specifically addressed in this ordinance (all parts except 11-A Changeable Signs) shall remain under the administration of the Maine Department of Transportation.

- b. Enforcement. The enforcing authority for this Ordinance is the Town of Windsor's Code Enforcement Officer.
- c. Noncompliance. Operators of a Changeable or Electronic Sign failing to adhere to this Ordinance will be subject to written warning of noncompliance and continued noncompliant operation shall result in a written order to cease sign operations until compliance is achieved. Noncompliance of this Ordinance may be subject to a monetary penalty set by the Board of Selectmen.

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