

## **CHANGEABLE SIGNS ORDINANCE**

### **1. AUTHORITY.**

The Town of Naples hereby enacts this “changeable Signs Ordinance” (hereinafter the “Ordinance”) pursuant to 23 M.R.S.A. §1914 (11-A), 3—A M.R.S.A. § 3001 and

### **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 in a manner contrary to that provided by State law, and to do so in a manner that promotes highway safety.

### **3. DEFINITIONS.**

- a. Changeable Sign – “Changeable Sign” means any on-premises sign existing on the effective date of this ordinance 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 one (1) minute.
- b. The display on each side of the changeable sign must change as rapidly as technologically practicable, but the display may change through phasing, rolling, scrolling or blending; provided, however, that the display on each side of a changeable sign shall not flash.

### **5. ADMINISTRATION.**

Pursuant to 23 M.R.S.A. §1914 (11-A), the changeable signs within the municipality and displays on each side of those changeable signs shall comply with all other requirements of State law. 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.

**6. ENFORCEMENT.**

This Ordinance shall be enforced by the Code Enforcement Officer pursuant to Title 30-A, Section 4452, as amended from time to time.

**DATE OF ENACTMENT: June 21, 2006**

**Attested by Town Clerk**