

TOWN OF JAY

CHANGEABLE SIGN ORDINANCE

ENACTED: April 24, 2006

FIRST AMENDMENT: June 10, 2008

TOWN OF JAY CHANGEABLE SIGN ORDINANCE

1. SHORT TITLE: This Ordinance shall be known and may be cited as the “Jay 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 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 Jay.
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. Message – “Message” means a communication conveyed by means of a visual display of text, a graphic element or pictorial or photographic image.
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 phasing, rolling, scrolling and blending;
 - (iii) may consist of alphabetic or numeric text on a plain or colored background and may include graphic, pictorial or photographic images.
6. PROHIBITION: In no event shall a Display on any Changeable Sign flash or display continuous streaming of information or video animation.
7. STATE LAW: Except as provided herein, Changeable Signs within the Town of Jay 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 of Jay 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.
9. NOTIFICATION: 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.

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