

MAINE STATE LEGISLATURE

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117th MAINE LEGISLATURE

FIRST REGULAR SESSION-1995

Legislative Document

No. 37

H.P. 43

House of Representatives, January 12, 1995

**An Act to Permit Illuminated Advertisements on Motor Vehicles When
Used for Commercial Purposes.**

Reference to the Committee on Transportation suggested and ordered printed.

A handwritten signature in black ink that reads "Joseph W. Mayo".

JOSEPH W. MAYO, Clerk

Presented by Representative TOWNSEND of Portland.
Cosponsored by Representative KERR of Old Orchard Beach, Senator RAND of Cumberland
and
Representative: CAMERON of Rumford, Senator: ABROMSON of Cumberland.

Be it enacted by the People of the State of Maine as follows:

2
4 **Sec. 1. 29-A MRSA §1922, sub-§1**, as enacted by PL 1993, c. 683, Pt. A, §2 and affected by Pt. B, §5, is repealed.

6 **Sec. 2. 29-A MRSA §1922, sub-§§2 to 6**, as enacted by PL 1993, c. 683, Pt. A, §2 and affected by Pt. B, §5, are amended to read:

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10 **2. Display rules.** For purposes of ~~vehicle-identification,~~
12 ~~in-addition-to-the-provisions-of-section-1951,--a-motor-truck,~~
14 ~~truck-tractor-or-semitrailer~~ commercial advertising, an owner or operator of a motor vehicle may display an illuminated sign in accordance with rules adopted by the Commissioner of Public Safety according to the Maine Administrative Procedure Act.

16 **3. Standards.** Among other standards determined by the Commissioner of Public Safety to be necessary to protect the welfare and safety of the general public, an illuminated sign:

20 A. ~~Must~~ On a motor truck, truck tractor or semitrailer,
22 must bear the name of the owner of the vehicle, the lessee of the vehicle or the person for which the operator is transporting property or goods; and

24 B. May identify the cargo in transit; ~~and~~

26 C. On any motor vehicle, other than a motor truck, truck tractor or semitrailer, used for commercial purposes must bear the name of the business.

30 **4. Location of sign.** An illuminated sign may only be displayed as follows:

34 A. On truck tractors, on the wind deflector on the roof of the truck tractor;

36 B. On a semitrailer, on the front portion of the semitrailer; and

40 C. On a truck, on the front portion of the storage compartment above and behind the cab; ~~and~~

42 D. On any other motor vehicle used for commercial purposes, as determined by the Commissioner of Public Safety.

46 **5. Lights prohibited.** An illuminated sign may not be lighted by a flashing, blinking or neon light and the sign may not be illuminated when the motor vehicle is not being used.

2 **6. Form, size and light of sign.** An illuminated sign must
3 be in a form, size and light ~~so-as-not-to-distract-or-impair-the~~
4 ~~visien-of-the-operator-of-another-motor-vehiele~~ to be determined
5 by the Commissioner of Public Safety.

6
7 **STATEMENT OF FACT**

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9 This bill allows an owner or operator of a motor vehicle
10 that is used for commercial purposes to place an illuminated sign
11 on the motor vehicle for advertisement purposes. The
12 Commissioner of Public Safety is to establish standards for the
size, color and placement of the sign.