

MAINE STATE LEGISLATURE

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123rd MAINE LEGISLATURE

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Legislative Document

No. 830

H.P. 627

House of Representatives, February 20, 2007

An Act To Permit the Use of Pictorial Graphics and Photographs on Changeable Signs

Received by the Clerk of the House on February 16, 2007. Referred to the Committee on Transportation pursuant to Joint Rule 308.2 and ordered printed pursuant to Joint Rule 401.

Millicent M. MacFarland
MILLICENT M. MacFARLAND
Clerk

Presented by Representative BROWNE of Vassalboro.
Cosponsored by Senator GOOLEY of Franklin and
Representatives: AYOTTE of Caswell, CEBRA of Naples, FITTS of Pittsfield, HOGAN of
Old Orchard Beach, McLEOD of Lee, THOMAS of Ripley, Senator: SHERMAN of
Aroostook.

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

2 **Sec. 1. 23 MRSA §1914, sub-§11-A, ¶A**, as enacted by PL 2001, c. 268, §3, is
3 amended to read:

4 A. As used in this subsection, unless the context otherwise indicates, the following
5 terms have the following meanings.

6 (1) "Changeable sign" means an on-premise sign created, designed,
7 manufactured or modified in such a way that its message may be electronically,
8 digitally or mechanically altered by the complete substitution or replacement of
9 one display by another on each side.

10 (2) "Display" means that portion of the surface area of a changeable sign that is;
11 or is designed to be or is capable of being periodically altered for the purpose of
12 conveying a message.

13 (3) "Lot of record" means a lot for which the deed was legally recorded, or
14 ~~which that~~ was created by a plan legally recorded, in the registry of deeds for the
15 county where the lot is located. Contiguous lots of record in the same ownership
16 are considered one lot.

17 (4) "Message" means a communication conveyed by means of a visual display of
18 text, a graphic element or pictorial or photographic image.

19 (5) "Sign assembly" means the display, border, trim and all supporting apparatus,
20 including posts, columns, pedestals and foundation.

21 (6) "Time and temperature sign" means a changeable sign that electronically or
22 mechanically displays the time and temperature by the complete substitution or
23 replacement of a display showing the time with a display showing the
24 temperature.

25 **Sec. 2. 23 MRSA §1914, sub-§11-A, ¶B**, as amended by PL 2005, c. 482, §3, is
26 further amended to read:

27 B. The display on each side of a changeable sign:

28 (1) May be changed no more than once every 20 minutes, unless the
29 municipality in which the sign is located adopts an ordinance to the contrary and
30 notifies the Department of Transportation in writing of that ordinance. If a
31 municipal ordinance is adopted, the municipality is responsible for the
32 administration of that ordinance;

33 (2) Must change as rapidly as technologically practicable, with no phasing,
34 rolling, scrolling, flashing or blending, unless the municipality in which the sign
35 is located adopts an ordinance to the contrary and notifies the Department of
36 Transportation in writing of that ordinance. If a municipal ordinance is adopted,
37 the municipality is responsible for the administration of that ordinance.
38 Notwithstanding this subparagraph, a municipality may not adopt an ordinance
39 that allows the sign to flash or display continuous streaming of information or
40 video animation; and

1 (3) May consist ~~only~~ of alphabetic or numeric text on a plain or colored
2 background and may ~~not~~ include ~~any~~ graphic, pictorial or photographic images.

3 **Sec. 3. 23 MRSA §1914, sub-§11-A, ¶C**, as enacted by PL 2001, c. 268, §3, is
4 repealed.

5 **SUMMARY**

6 This bill allows the use of graphic, pictorial or photographic images on changeable
7 signs.