

Town of Randolph

CHANGEABLE SIGN ORDINANCE

Authority

The Town of Randolph, Maine hereby enacts this “Changeable Signs Ordinance” (hereinafter the “Ordinance”) pursuant to 23 M.R.S.A §1914 (11-A), 30-A M.R.S.A §3001.

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 and to also assist local businesses to compete with businesses in other cities and towns.

Definitions

1. Changeable Sign means an on-premises sign created, designed, manufactured or modified in such a way that its message may be electronically or digitally altered by the complete substitution or replacement of one display by another on each side.
2. Display means that portion of the surface area of the changeable sign that is, or is designed to be, or is capable of being periodically altered for the purpose of conveying a message.
3. Dissolve is a mode of message transition of accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second message.
4. Fade is a mode of message transition accomplished by varying light intensity, where the first message gradually reduces the intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.
5. Flashing is the conspicuous intermittent exhibit of changing light or color effects with a period of change of less than 1 second.
6. Frame is a complete, static display screen on a changeable sign.
7. Frame Effect is a visual effect used to change from one message to another.
8. Lot means a lot for which the deed was legally recorded, or that was created by a plan, legally recorded in the Kennebec County Registry of Deeds at the time of the enactment of this Ordinance. Contiguous lots of record in the same ownership are considered one lot for the purposes of this Ordinance.
9. Message means a communication conveyed by means of a visual display of text, a graphic element or pictorial or photographic image.
10. Scroll is a mode of message transition where the message appears to move vertically across the display surface.
11. Sign Assembly means the display, border, trim and all supporting apparatus, including posts, columns, pedestals and foundations.
12. Time and Temperature Sign means a changeable sign that electronically or mechanically displays the time and temperature by the complete substitution or replacement of a display showing the time with a display showing the temperature.
13. Travel is a mode of message transition where the message appears to move horizontally across the display surface.

Regulations

1. Each message shall be a fixed static display with a minimum 10 (ten) minute hold rate of change between changes. Time and/or temperature can change at a rate of every 1 (one) second. Displays that include any form of flashing are not allowed. In addition, the sign cannot contain, include, or be illuminated by any intermittent or moving light(s), or have any sort of information streaming or video animation.
2. The message may be alphabetic or numeric text on a plain or colored background and may include graphic, pictorial, or photographic images.
3. The display may comprise up to 100% of the surface area of a changeable sign.
4. The intensity of any message cannot cause glare or impair the vision of any motor vehicle driver or to otherwise interfere with any driver's operation of a motor vehicle.
5. The sign must be located outside State and/or Town right of way and cannot project beyond the property line of the lot on which it is placed.
6. No sign may be located so as to obstruct a traffic control device or in a manner which would obscure the view of approaching or merging traffic.
7. No more than 1 (one) changeable sign may be permitted within 300 (three hundred) feet of another changeable sign per lot on the same side of the traveled way.
8. The highest point of the display of a changeable sign may not exceed a height of 25 ~~20~~ feet above either the center line of the nearest public way or actual ground level adjacent to the sign, whichever is lower.
9. Rooftop. No changeable sign may be mounted on any rooftop.
10. No sign shall be illuminated between the hours of 10 PM and 6 AM, unless the establishment is open for business during those hours.
11. No sign which advertises or calls attention to any products, businesses, or activities which are no longer sold or carried on shall remain on the premises for more than six months after the product, business, or activity has ceased being sold or carried on.

Non-conforming Signs

All signs legally in existence at the time of the enactment of this Ordinance and which are nonconforming in terms of height or setback from right of way and/or lot lines shall be exempted from the height and setback provisions of this Ordinance until such time as the sign may be removed, replaced, or reconstructed. However, all signs must immediately comply with the remaining provisions of this Ordinance, including the display hold rate and prohibition on flashing.

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 Town of Randolph shall administer the provisions of this Ordinance

Effective Date: 9/26/2017 at Special Town Meeting