

**CHANGEABLE SIGN ORDINANCE  
FOR THE  
MUNICIPAL TOWN OF OXFORD**

Enacted:

November 20, 2008

# Town of Oxford Changeable Sign Ordinance

1. Short Title:

This ordinance shall be known and cited as the “Oxford 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 Oxford.

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 – 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 – 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 – A communication conveyed by means of a visual display of text.
- d. Phasing – A communication conveyed by means of a visual display of text.
- e. Scrolling – the moving of text across a display as if by unrolling a scroll.
- f. Time and Temperature Sign – a Changeable Sign that electronically or mechanically displays the time and temperature by complete substitution

or replacement of a display showing the time with a display showing the temperature.

5. Standards – The Display on each side of a Changeable Sign:
  - a. May be changed no more frequently than once every five (5) seconds;
  - b. Must change as rapidly as technologically practicable, provided, however, that a display may change by scrolling, or phasing; and
  - c. Time and Temperature Signs are specifically permitted so long as the display changes no more frequently than every five (5) seconds.
6. Prohibition: In no event shall a Display on any changeable Sign Flash.
7. State Law: Except as provided herein, changeable Signs within the Town of Oxford shall comply with all requirements of State Law, in particular, but not limited to, 23 M.R.S.A. §1914(11-A)
8. Enforcement: this ordinance shall be enforced by the Code Enforcement Officer.
9. Penalty: The minimum penalty for violation of this Ordinance is \$100.00 and the maximum penalty is \$2,500.00 each day a violation exists shall be separate violation. The Town shall also recover reasonable attorney's fees and costs for the prosecution of violations of this Ordinance. The Town may also seek injunctive relief to correct violations of this Ordinance.

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