

TOWN OF DOVER-FOXCROFT

CHANGEABLE ELECTRONIC COPY SIGN (ELECTRONIC SIGN) REGULATIONS

Amended January 2, 2014

Section 1.0 Authority

These regulations are adopted by the Town of Dover-Foxcroft Planning Board pursuant to the authority granted by section 5.7(G) of the town of Dover-Foxcroft Land Use Ordinance, governing Changeable Electronic Copy Signs.

Section 2.0 Applicability and Scope

These regulations shall apply to all applications for approval of Changeable Electronic Copy Signs, as defined in these regulations and in section 5.7(G) of the Land use Ordinance. .

For purposes of these regulations, Changeable Electronic Copy Signs are referred to as “Electronic Signs”.

Definitions:

Changeable electronic copy signs: a sign or portion of a sign that displays electronic pictorial and/or alpha numeric information and is changeable by electronic means. If any portion of a sign meets the definition of a changeable electronic copy sign, the entire sign shall be considered a changeable electronic copy sign for the purposes of these regulations.

Highway Corridor: For the purpose of this section the highway corridor is defined as a lot with frontage on State Route(s) 6 and 16 (Milo Rd.), 6,15,16 (West Main St./Guilford Rd), 15 (East Main St./Bangor Rd.) and & Rt. 7 (Dexter Rd.)

Existing Commercial Site For the purpose of this section, an existing commercial site is any lawful and conforming commercial land use as defined in Section 5.7 (G) of the Land Use Regulation Ordinance. .

Section 3.0 Approval Standards

All Electronic Signs must comply with the following approval criteria to receive permit approval.

3.1 Districts. Electronic Signs may be permitted within certain highway corridors and at existing commercial sites as defined in the Land Use Regulation Ordinance section 5.7(G).

3.2 Location. No off-premises Electronic Signs shall be permitted.

Changeable Electronic Copy Signs shall not be permitted in a land use district exclusively Shoreland. Lots along a highway corridor as defined may have a changeable electronic copy sign subject to performance and design standards listed in these regulations.

3.3 Number. No more than one (1) Electronic Sign shall be permitted on any business premises.

3.4 Display Standards. All displays must be static for the duration of each individual display. No part of the Electronic Sign shall blink, flash, roll, rotate, scroll, twirl, change in color, fade in or out or in any way imitate movement. Electronic signs shall not change in illumination intensity, or otherwise change in outward appearance, except to change to another display. All displays must have a minimum individual duration of one minute (60 seconds). All display changes must be instantaneous.

3.5 Hours of Operation. No Electronic Sign shall be operated earlier than 6:00 a.m. or later than 9:00 p.m.; provided that Electronic Signs may be operated later than 9:00 p.m., until close of business, for any business on the same premises that is lawfully open to the public.

3.6 Brightness and Illumination Level.

Undue brightness is prohibited. No Electronic Sign may be approved at a location or with an illumination that interferes with any traffic sign, device or signal.

All changeable electronic copy signs shall have installed ambient light monitors, and shall at all times allow such monitors to automatically adjust the brightness level of the sign based on ambient light conditions.

Light levels shall be deemed acceptable if they sustain a minimum of 102.2 foot candles or 1,100 lux and do not exceed a factor of 3 above the ambient light intensity at any point on the ground when measured with a light meter and the following procedure:

- a. The intensity of the sign illumination, in foot candles, is measured with all normal background and ambient illumination on.
- b. With the sign off, measure again
- c. The ratio of the measurement in (a) to that in (b) shall not exceed 3 times

It shall be the responsibility of the applicant to provide documentation, acceptable to the CEO, that the proposed sign meets the above standards.

Performance standards:

Sign content shall be in accordance with the Land Use Regulation Ordinance Section 5.7 (G). . The color of the changeable message in districts Rural Residential District (RR1), Village (V), Residential District (RES), Rural District (RR2), shall be one color on a dark background.

Pictorial images are not allowed in any location outside the highway corridor.

Changeable message shall be limited in text in order to allow passing motorists to read message with minimal distraction.

Design Standards

3.7 Size. Sign dimensions must be in accordance with current Dover Foxcroft Land Use Regulation Ordinance.

Electronic Signs fixed to the ground must be encompassed at the base by a permanent landscaped foundation.

Overall height of sign on foundation shall not exceed 16 feet as measured from finished grade at foundation base.

The changeable portion of an electronic sign shall be no more than 20 square feet .

Electronic signs attached to a building façade shall be fixed within a frame.

Electronic signs fixed to a building perpendicular to the façade such that both sides of the sign are visible from the street shall have a total sign area not exceed 12 square feet.

Signs with a total sign area of 12 square feet or less may have a changeable area of 90%. Signs attached to a building façade in non-perpendicular manner such that only one side is visible are not limited to 12 square feet and must be fixed within a placed beneath an awning, canopy, similar structure, or similarly incorporated into the building façade.

Letter size on electronic signs shall fall into the range of a minimum letter size of 8” to a maximum letter size of 14”.

3.8 Malfunctions. Every Electronic Sign must be designed and equipped to automatically freeze the sign in a static display if a malfunction occurs. The Electronic Sign must also be equipped with a means to immediately discontinue the display if it malfunctions and the automatic device fails to freeze the display. The sign owner must stop the display when noticed by the Town that it is not complying with the requirements of these regulations. Failure to stop the display within thirty (30) minutes after and attempt by the Town to contact the owner may be a basis for revocation of the Electronic Sign permit issued under these regulations.

3.9 Other Requirements. Electronic Signs must comply with all applicable requirements of the Land Use Ordinance, including setback requirements applicable to other types of signs. It's the responsibility of the permittee to ensure that the sign is located on the property of the permittee and not within the road right of way.

Written certification from the sign manufacturer must be provided at the time of application for a permit certifying that the light intensity has been preset not to exceed the illumination levels

established by ordinance or regulation and that the preset intensity level is protected from end user manipulation.

The sign shall not employ any devices within the sign to record any images other than ambient light as required by these regulations. .

Application for a permit shall be accompanied by such drawings, plans, specifications, and engineering designs as may be necessary to fully advise and acquaint the reviewers with the proposed sign and its environs. The application shall contain the following information: distance from proposed sign to closest off premise sign on the same side of the street, street setback, and distance from the adjacent zoning district boundary.

4.0 Reviewing Authority. The Planning Board shall review all applications for approval of Electronic Signs under these regulations. Planning Board approval will be guided by determinations that the signs meet standards set out by the Land Use Regulation Ordinance and regulations adopted by the Planning Board.

All approved permits for Electronic Signs shall be issued by the Code Enforcement Officer.

Permits for electronic signs shall be issued to the business or entity using the property. . Permits shall transfer with change in business or entity using the property. Permits shall expire upon change of land use.

4.1 Permit Expiration. All approved permits for Electronic Signs shall expire six (6) months after the date of issuance if the Electronic Sign has not been installed and utilized within that 6 month period.

Fees: Application fees for changeable electronic copy signs shall be twenty five percent more than the standard sign application fee described in Section