



STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION  
16 STATE HOUSE STATION  
AUGUSTA, MAINE  
04333-0016

ANGUS S. KING, JR.  
GOVERNOR

JOHN G. MELROSE  
COMMISSIONER

May 21, 1998

VIP  
35 Riverside Street  
Portland, Maine 04101

*File*

To Whom It May Concern:

This 30 day notice is to let you know that it has been identified that your on-premise electronic sign is not in compliance with current Maine law.

This type of on-premise sign with a changeable message board must comply to Title 23 (copy enclosed) §1914 on-premise signs, Section 11, changeable signs.

This section clearly states that the message must not change for at least a four (4) hour period. It states that only time and temperature may change by complete substitution or replacement.

There is no provision for a message to change repeatedly with time and temperature at any interval other than 4 hours. Title § 1914 Section 6 paragraph C and E clearly prohibits any movement other than allowed in section 11.

The Department of Transportation hopes that all local municipalities would advise business owners of this law as well as the sign companies who are promoting their sale.

The reason the legislature does not want moving or continuously changing messages on any signs is a highway safety issue creating driver distraction and inattention.

Your support and compliance in this matter would be greatly appreciated. If any questions need to be addressed please contact me at your convenience.

Sincerely,

*William W. McFarland*  
William W. McFarland  
Supv., R/W Maint. Control

WWM:lah



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*206-A-4*

STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION  
TRANSPORTATION BUILDING AUGUSTA, MAINE 04333

30 DAY  
SIGN REMOVAL NOTICE

To: VIP  
35 Riverside Street  
Portland, Maine 04101

Date: May 21, 1998  
Certified Mail # Z 361 392 481

The following sign(s) maintained by you are deemed to be in violation of the requirements for signs contained in Title 23 of the Maine Revised Statutes Annotated: 1901-1925.

"VIP Discount Auto Center"

*Changeable  
Message  
Board*

In accordance with Title 23, Section 1917 of the Maine Revised Statutes Annotated, you are hereby notified to bring the sign into compliance described above within thirty days following receipt of this notice. Failure to comply within the required thirty day period could result in legal action by the State of Maine at your expense and could in addition result in a penalty as set forth in Title 23, Section 1920 of the Maine Revised Statutes Annotated.

By:   
William McFarland

Title: Supv., R/W Maint. Control

Date: May 26, 1998

cc: Town of Portland, CEO

