

1 VIRGINIA ACTS OF ASSEMBLY — CHAPTER

2 *An Act to amend and reenact § 33.1-351 of the Code of Virginia, relating to outdoor advertising on*
 3 *public highways.*

[H 1456]

Approved

6 **Be it enacted by the General Assembly of Virginia:**7 **1. That § 33.1-351 of the Code of Virginia is amended and reenacted as follows:**

8 § 33.1-351. Policy; definitions.

9 In order to promote the safety, convenience, and enjoyment of travel on and protection of the public
 10 investment in highways within this Commonwealth, to attract tourists and promote the prosperity,
 11 economic well-being, and general welfare of the Commonwealth, and to preserve and enhance the
 12 natural scenic beauty or aesthetic features of the highways and adjacent areas, the General Assembly
 13 declares it to be the policy of the Commonwealth that the erection and maintenance of outdoor
 14 advertising in areas adjacent to the rights-of-way of the highways within the Commonwealth shall be
 15 regulated in accordance with the terms of this article and regulations promulgated by the Commonwealth
 16 Transportation Board pursuant thereto.

17 The following terms, wherever used or referred to in this article, shall have the following meanings
 18 unless a different meaning clearly appears from the context:

19 "Advertisement" means any writing, printing, picture, painting, display, emblem, drawing, sign, or
 20 similar device which is posted or displayed outdoors on real property and is intended to invite or to
 21 draw the attention or to solicit the patronage or support of the public to any goods, merchandise, real or
 22 personal property, business, services, entertainment, or amusement manufactured, produced, bought, sold,
 23 conducted, furnished, or dealt in by any person; the term shall also include any part of an advertisement
 24 recognizable as such.

25 "Advertising structure" means any rigid or semirigid material, with or without any advertisement
 26 displayed thereon, situated upon or attached to real property outdoors, primarily or principally for the
 27 purpose of furnishing a background or base or support upon which an advertisement may be posted or
 28 displayed.

29 "Business of outdoor advertising" means the erection, use or maintenance of advertising structures or
 30 the posting or display of outdoor advertisements by any person who receives profit gained from rentals
 31 or any other compensation from any other person for the use or maintenance of such advertising
 32 structures or the posting or display of such advertisements, except reasonable compensation for materials
 33 and labor used or furnished in the actual erection of advertising structures or the actual posting of
 34 advertisements. *The business of outdoor advertising shall not include the leasing or rental of advertising*
 35 *structures or advertisements used to advertise products, services, or entertainment sold or provided on*
 36 *the premises where the advertising structures or advertisement is located.*

37 "Certification Acceptance Program" means a program which will allow any person, firm, or
 38 corporation owning five or more signs, advertisements, or outdoor advertising structures within a
 39 municipality to inspect their own signs, advertisements, or outdoor advertising structures two times
 40 during each calendar year, with inspections at least four to six months apart, and certify to the
 41 Commonwealth Transportation Commissioner that the inspections have been performed and that their
 42 outdoor advertising structures meet all applicable laws, rules, and regulations in lieu of paying an annual
 43 permit fee as required in §§ 33.1-360, 33.1-361, and 33.1-362. The Commonwealth Transportation
 44 Commissioner may, after a hearing, de-certify any person, firm, or corporation that fails to perform the
 45 required inspections annually or whose sign, advertisement, or outdoor advertising structures are found
 46 in violation of any federal, state or local law, rule, or regulation and shall collect all permit fees for the
 47 year the de-certification occurs and all subsequent years if the Commissioner finds that the violation has
 48 been committed.

49 "Highway" means every way or place of whatever nature open to the use of the public for purposes
 50 of vehicular travel in this Commonwealth.

51 "Municipalities" means cities and incorporated towns.

52 "Person" includes an individual, partnership, association or corporation.

53 "Post" means post, display, print, paint, burn, nail, paste or otherwise attach.

54 "Real property" includes any property physically attached or annexed to real property in any manner
 55 whatsoever.

56 "Town" means an incorporated town.

57 "Historic place, museum or shrine" includes only places that are maintained wholly at public expense
58 or by a nonprofit organization.

59 "Information center" means an area or site established and maintained at rest areas for the purpose of
60 informing the public of places of interest within the Commonwealth and providing such other
61 information as the Commonwealth may consider desirable.

62 "Rest area" means an area or site established and maintained within or adjacent to the right-of-way
63 or under public supervision or control, for the convenience of the traveling public.

64 "Centerline of the highway" means a line equidistant from the edges of the median separating the
65 main traveled ways of a divided highway, or the centerline of the main traveled way of a nondivided
66 highway.

67 "Interchange" means a grade separated intersection with one or more turning roadways for travel
68 between intersection legs, or an intersection at grade, where two or more highways join or cross.

69 "Legible" means capable of being read without visual aid by a person of normal visual acuity.

70 "Maintain" means to allow to exist.

71 "Main traveled way" means the traveled way of a highway on which through traffic is carried. In the
72 case of a divided highway, the traveled way of each of the separated roadways for traffic in opposite
73 directions is a main traveled way. It does not include such facilities as frontage roads, turning roadways,
74 or parking areas.

75 "National highway system" means the federal-aid highway system described in subsection (b) of
76 § 103 of Title 23, United States Code, and regulations adopted pursuant thereto. For the purpose of this
77 article, outdoor advertising controls on the national highway system shall be implemented as those
78 highways are designated and approved by congressional action and such designation and approval shall
79 be kept on file in the central office of the Department of Transportation and placed in the minutes of the
80 Commonwealth Transportation Board by the Commonwealth Transportation Commissioner. Prior to
81 congressional approval, highways classified as National System of Interstate and Defense Highways,
82 Dwight D. Eisenhower National System of Interstate and Defense Highways, Interstate System, or
83 federal-aid primary as defined herein shall be considered as the national highway system.

84 "National System of Interstate and Defense Highways," "Dwight D. Eisenhower National System of
85 Interstate and Defense Highways," and "Interstate System" means the system presently defined in
86 subsection (e) of § 103 of Title 23, United States Code.

87 "Federal-aid primary highway" means any highway within that portion of the State Highway System
88 as established and maintained under Article 2 (§ 33.1-25 et seq.), Chapter 1, Title 33.1, including
89 extensions of such system within municipalities, which has been approved by the Secretary of
90 Transportation pursuant to subsection (b) of § 103 of Title 23, United States Code, as that system
91 existed on June 1, 1991.

92 "Scenic area" means any public park, area of particular scenic beauty or historical significance
93 designated as a scenic area by the Commonwealth Transportation Board.

94 "Sign" means any outdoor sign, display, device, figure, painting, drawing, message, placard, poster,
95 billboard, or other thing which is designed, intended, or used to advertise or inform, any part of the
96 advertising or informative contents of which is visible from any highway.

97 "Trade name" shall include brand name, trademark, distinctive symbol, or other similar device or
98 thing used to identify particular products or services.

99 "Traveled way" means the portion of a roadway for the movement of vehicles, exclusive of
100 shoulders.

101 "Turning roadway" means a connecting roadway for traffic turning between two intersection legs of
102 an interchange.

103 "Visible" means capable of being seen (whether or not legible) without visual aid by a person of
104 normal visual acuity.

105 "Distance from edge of a right-of-way" shall be the horizontal distance measured along a line normal
106 or perpendicular to the centerline of the highway.

107 "Urban area" means an urbanized area or, in the case of an urbanized area encompassing more than
108 one state, that part of the "urbanized area" within the Commonwealth, or an urban place.

109 "Urban place" means an area so designated by the United States Bureau of the Census having a
110 population of 5,000 or more and not within any urbanized area, within boundaries fixed by the
111 Commonwealth Transportation Commissioner, in his discretion, in cooperation with the governing bodies
112 of the several counties, towns or cities affected and the appropriate federal authority. Such boundaries
113 shall, as a minimum, encompass the entire urban place designated by the United States Bureau of the
114 Census.

115 "Urbanized area" means an area so designated by the United States Bureau of the Census, within
116 boundaries fixed by the Commonwealth Transportation Commissioner, in his discretion, in cooperation
117 with the governing bodies of the several counties, towns or cities affected and the appropriate federal

118 authority. Such boundaries shall, as a minimum, encompass the entire urbanized area within a state as
119 designated by the United States Bureau of the Census.

120 A "nonconforming sign," "nonconforming advertisement," or "nonconforming advertising structure" is
121 one which was lawfully erected adjacent to any highway in the interstate, national highway system, or
122 federal-aid primary system as that system existed on June 1, 1991, but which does not comply with the
123 provisions of state law, state regulations, or ordinances adopted by local governing bodies passed at a
124 later date or which later fails to comply with state law, state regulations, or ordinances adopted by local
125 governing bodies due to changed conditions.

126 "Virginia byway" and "scenic highway" mean those highways designated by the Commonwealth
127 Transportation Board pursuant to Article 5 (§ 33.1-62 et seq.) of Chapter 1 of this title. For the purposes
128 of the article, a Virginia byway shall mean a scenic byway as referenced in Title 23, United States
129 Code, § 131 (s).

ENROLLED

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