



HOUSE BILL 308: Expand Agricultural Outdoor Advertising.

2019-2020 General Assembly

Committee:	House Rules, Calendar, and Operations of the House	Date:	April 1, 2019
Introduced by:	Reps. Dixon, Strickland, Barnes, Conrad	Prepared by:	Jeremy Ray* Staff Attorney
Analysis of:	Second Edition		

OVERVIEW: House Bill 308 would expand outdoor advertising near a highway right-of-way for bona fide farm property owned or leased by the owner or lessee, by increasing the size of the sign allowed, broadening the area where the sign could be placed, expanding who could place the sign, and allowing the sign to stand year-round.

CURRENT LAW: Outdoor advertising is generally prohibited within 660 feet of the nearest edge of the right-of-way of the interstate or primary highway systems in this State so as to not be visible from the main-traveled way thereof, subject to certain exceptions. One exception is for outdoor advertising that advertises the sale of any fruit or vegetable crop by the grower at a roadside stand or by having the purchaser pick the crop on the property on which the crop is grown is permitted, provided:

- The sign is no more than two feet long on any side;
- The sign is located on the property owned or leased by the grower where the crop is grown;
- The grower is also the seller; and
- The sign is kept in place by the grower for no more than 30 days.

BILL ANALYSIS: House Bill 308 would allow outdoor advertising within 660 feet of the nearest edge of the right-of-way of the interstate or primary highway systems in this State to promote a bona fide farm that is exempt from zoning regulations pursuant to G.S. 153-340(b), subject only to the following limitations:

- The sign is no more than three feet long on any side; and
- The sign is located on any bona fide farm property owned or leased by the owner or lessee of the bona fide farm.

EFFECTIVE DATE: This act would be effective when it becomes law.

**Kyle Evans, Staff Attorney for the Legislative Analysis Division, contributed to this summary.*

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