

## Article - Transportation

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§8-726.

(a) The General Assembly finds and declares that, except for on premise advertising, outdoor advertising along and adjacent to the federal-aid primary system of highways is a commercial use of these highways that should be regulated to:

- (1) Prevent unreasonable distraction of the drivers of motor vehicles;
- (2) Prevent confusion as to traffic lights, signs, controls, or signals, and prevent interference with the effectiveness of traffic regulations;
- (3) Promote the prosperity, economic well-being, health, safety, morals, order, convenience, and general welfare of this State;
- (4) Promote the enjoyment of travel on and protection of the public investment in highways in this State; and
- (5) Preserve and enhance the natural scenic beauty or esthetic features and values of these highways and their adjacent areas.

(b) (1) It is a policy of this State that:

(i) The erection and maintenance of outdoor advertising along the rights-of-way of the federal-aid primary system of highways in this State should be limited and regulated in accordance with this part and the rules and regulations adopted by the Administration under it; and

(ii) All outdoor advertising that does not meet the requirements of this part and these rules and regulations is not in the public interest.

(2) By enacting this part, the General Assembly intends to provide a statutory basis for the regulation of outdoor advertising consistent with the public policy for areas adjacent to federal-aid primary highways, as declared by the Congress in the federal Highway Beautification Act of 1965 and the Federal-Aid Highway Amendment of 1974.

(c) This part shall be liberally construed to carry out the legislative policy stated in this section.

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