

**GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2015**

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**SENATE BILL 304  
House Committee Substitute Favorable 8/19/15**

Short Title: Administration of Logo Sign Program.

(Public)

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Sponsors:

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Referred to:

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March 18, 2015

A BILL TO BE ENTITLED

1 AN ACT TO CLARIFY THAT LOGO SIGNS MAY BE PLACED ON THE  
2 RIGHT-OF-WAY OF FULLY AND PARTIALLY CONTROLLED-ACCESS  
3 HIGHWAYS AND TO PROVIDE THAT THE TRANSPORTATION MOBILITY AND  
4 SAFETY DIVISION OF THE DEPARTMENT OF TRANSPORTATION SHALL  
5 ADMINISTER THE LOGO SIGN PROGRAM.  
6

7 The General Assembly of North Carolina enacts:

8 **SECTION 1.** G.S. 136-89.56 reads as rewritten:

9 **"§ 136-89.56. Commercial enterprises.**

10 No commercial enterprises or activities shall be authorized or conducted by the Department  
11 of Transportation, or the governing body of any city or town, within or on the property acquired  
12 for or designated as a controlled-access facility, as defined in this Article, except for:

- 13 (1) Materials displayed at welcome centers which shall be directly related to  
14 travel, accommodations, tourist-related activities, tourist-related services,  
15 and attractions. The Department of Transportation shall issue rules  
16 regulating the display of these materials. These materials may contain  
17 advertisements for real estate; and
- 18 (2) Vending machines permitted by the Department of Transportation and  
19 placed by the Division of Services for the Blind, Department of Health and  
20 Human Services, as the State licensing agency designated pursuant to  
21 Section 2(a)(5) of the Randolph-Sheppard Act (20 USC 107a(a)(5)). The  
22 Department of Transportation shall regulate the placing of the vending  
23 machines in highway rest areas and shall regulate the articles to be  
24 dispensed. In order to permit the establishment of adequate fuel and other  
25 service facilities by private owners or their lessees for the users of a  
26 controlled-access facility, the Department of Transportation shall permit  
27 access to service or frontage roads within the publicly owned right-of-way of  
28 any controlled-access facility established or designated as provided in this  
29 Article, at points which, in the opinion of the Department of Transportation,  
30 will best serve the public interest. The location of such fuel and other service  
31 facilities may be indicated to the users of the controlled-access facilities by  
32 appropriate signs, the size, style, and specifications of which shall be  
33 determined by the Department of Transportation.

34 The location of fuel, gas, food, lodging, camping, and attraction facilities may be indicated  
35 to the users of the controlled-access facilities by appropriate logos placed on signs owned,  
36 controlled, and erected within the right-of-way of fully and partially controlled-access



1 highways by the Department of Transportation. The owners, operators or lessees of fuel, gas,  
2 food, lodging, camping, and attraction facilities who wish to place a logo identifying their  
3 business or service on a sign shall furnish a logo meeting the size, style and specifications  
4 determined by the Department of Transportation and shall pay the Department of  
5 Transportation a fee set by the Board of Transportation. The Board shall set the fee to cover the  
6 initial costs of signs, sign installation, and maintenance, and the costs of administering the logo  
7 sign program. The Transportation Mobility and Safety Division of the Department of  
8 Transportation shall administer the logo sign program, including receiving requests for  
9 information concerning the logo sign program."

10 **SECTION 2.** The Department of Transportation shall adopt temporary rules to  
11 implement this act.

12 **SECTION 3.** This act is effective when it becomes law.