

19A NCAC 02E. 0214 STANDARDS FOR DIRECTIONAL SIGNS

- (a) For the purposes of this Section, the following directional signs shall be prohibited:
- (1) signs that are erected or maintained upon trees or painted or drawn upon rocks or other natural features;
 - (2) signs that move or have any animated or moving parts;
 - (3) signs located in rest areas, parklands, or scenic areas.
- (b) For the purposes of this Section, the following size requirements shall be permissible:
- (1) No directional sign shall exceed the following limits:
 - (A) maximum area 150 square feet;
 - (B) maximum height 20 feet; and
 - (C) maximum length 20 feet.
 - (2) all dimensions include border and trim, but exclude supports.
- (c) Directional signs may be illuminated, subject to the following:
- (1) signs that contain, include, or are illuminated by any flashing, intermittent, or moving light or lights shall be prohibited;
 - (2) signs that are not shielded so as to prevent beams or rays of light from being directed at any portion of the traveled way of an interstate or primary highway or National Highway System (NHS) route or that are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or that otherwise interfere with the operation of a motor vehicle shall be prohibited; and
 - (3) no sign may be so illuminated as to interfere with the effectiveness of or obscure an official traffic sign, device, or signal.
- (d) The spacing of signs shall be determined as follows:
- (1) each location of a directional sign must be approved by the District Engineer's office;
 - (2) no directional sign may be located within 2,000 feet of an interchange, or intersection at grade along the interstate system or other controlled access highways (measured along the highway from the nearest point of the beginning or ending of pavement widening at the exit from or entrance to the main-traveled way);
 - (3) no directional sign may be located within 2,000 feet of a rest area, parkland, or scenic area;
 - (4) no two directional signs facing the same direction of travel shall be spaced less than one mile apart;
 - (5) No more than three directional signs pertaining to the same activity and facing the same direction of travel may be erected along a single route approaching the activity;
 - (6) directional signs located adjacent to the interstate system shall be within 75 air miles of the activity; and
 - (7) directional signs located adjacent to the primary system shall be within 50 air miles of the activity.
- (e) The message on directional signs shall be limited to the identification of the attraction or activity and directional information useful to the traveler in locating the attraction, such as mileage, route number, or exit numbers.
- (f) For directional signs for privately-owned activities, the activity shall meet both of the following criteria:
- (1) privately-owned activities or attractions eligible for directional signing are limited to the following: natural phenomena, scenic attractions; historic, educational, cultural, scientific, and religious sites; and outdoor recreational areas; and
 - (2) privately-owned attractions or activities must be nationally or regionally known. For purposes of this Rule, the following meanings shall apply:
 - (A) national known means the attraction has drawn attention through various forms of media within the continental United States; and
 - (B) regionally known means the attraction is known in a specific region of the State such as the mountains, piedmont, or coastal region, through published articles or paid advertisements available to a regional audience.

*History Note: Authority G.S. 136-129; 136-130;
Eff. July 1, 1978;
Amended Eff. August 1, 2000; November 1, 1993;
Readopted Eff. January 1, 2021.*