

**GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2009**

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**HOUSE BILL 2011**

Short Title: Moratorium on Electronic Billboards. (Public)

Sponsors: Representatives Harrison, Luebke, Insko (Primary Sponsors); Gill and Jackson.

Referred to: Commerce, Small Business, and Entrepreneurship, if favorable, Transportation, if favorable, Appropriations.

May 26, 2010

1 A BILL TO BE ENTITLED  
2 AN ACT TO PLACE A MORATORIUM ON THE CONSTRUCTION OR ERECTION OF  
3 NEW COMMERCIAL ELECTRONIC VARIABLE MESSAGE SIGNS, ALSO  
4 REFERRED TO AS DIGITAL BILLBOARDS OR ELECTRONIC BILLBOARDS,  
5 VISIBLE FROM ANY PUBLIC STREET OR HIGHWAY THAT IS NOT  
6 CONSTRUCTED OR ERECTED BY THE DEPARTMENT OF TRANSPORTATION  
7 FOR TRAFFIC SAFETY INFORMATION.

8 Whereas, the U.S. Department of Transportation's Federal Highway Administration  
9 commissioned a report, *The Possible Effects of Commercial Electronic Variable Message Signs*  
10 *(CEVMS) on Driving Safety – Phase 1*, in an effort to better understand the relationship  
11 between CEVMS exposure and crash rates; and

12 Whereas, the conclusion of the report shows that the current body of knowledge  
13 available represents inconclusive results, regarding the demonstration of driver safety effects  
14 due to exposure to CEVMS and therefore, a long-term program of research was recommended;  
15 and

16 Whereas, the General Assembly finds that in order to prevent unreasonable  
17 distraction of operators of motor vehicles, to prevent confusion with respect to compliance with  
18 traffic lights, signs, signals, and regulations, to promote the safety, convenience, and enjoyment  
19 of travel upon highways within this State, and to protect the public investment therein, to  
20 preserve and enhance the natural scenic beauty or aesthetic features of the highways and  
21 adjacent areas, and in the general welfare of the people of this State; Now, therefore,  
22 The General Assembly of North Carolina enacts:

23 **SECTION 1.** There shall be a one year moratorium on the construction or erection  
24 of new commercial electronic variable message signs, also referred to as digital billboards or  
25 electronic billboards, visible from any public street or highway in this State that is not  
26 constructed or erected by the Department of Transportation for traffic safety information.

27 **SECTION 2.** Of funds appropriated to the Department of Transportation, the sum  
28 of twenty-five thousand dollars (\$25,000) shall be used to enforce the provisions of this  
29 moratorium.

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

