

VERMONT

C. *Unzoned commercial or industrial area* means:

1. Any area where, within a space not exceeding one thousand feet along the centerline of the traveled part of the highway, there are located not less than three places of business which conduct their business activities on a year around basis.
2. Such an area shall not include land predominantly used for residential purposes or land zoned by State or local law, regulation or ordinance.
3. Business activities for purposes of this definition shall mean those activities generally recognized as commercial or industrial by zoning authorities within the State.

VIRGINIA

B. *Commercial or industrial activities* mean those activities generally recognized as commercial or industrial by zoning authorities in this Commonwealth, except that none of the following activities shall be considered commercial or industrial:

1. Outdoor advertising structures.
2. Agricultural, forestry, grazing, farming, and related activities, including, but not limited to, wayside fresh produce stands.
3. Transient or temporary activities.
4. Activities not visible from the main traveled way.
5. Activities more than 300 feet from the nearest edge of the right-of-way.
6. Activities conducted in a building principally used as a residence.
7. Railroad tracks and minor sidings.

D. *Unzoned commercial or industrial areas* mean those areas on which there is located one or more permanent structures devoted to a business or industrial activity or on which a commercial or industrial activity is actually conducted, whether or not a permanent structure is located thereon, and the area along the highway extending outward 500 feet from and beyond the edge of such activity. Each side of the highway will be considered separately in applying this definition.

All measurements shall be from the outer edges of the regularly used buildings, parking lots, storage or processing areas of the activities, not from the property lines of the activities, and shall be along or parallel to the edge or pavement of the highway.

DISTRICT OF COLUMBIA

None.

PUERTO RICO

None.

APPENDIX 3

Premise: The public interest demands that appropriately placed rural signs be saved. *Please see following pages*

THE FEDERAL ACT'S PURPOSE OF PROMOTING OUTDOOR ADVERTISING APPLIES TO RURAL SIGNS

The correlative purpose of the Act ("*to promote the reasonable, orderly and effective display of outdoor advertising*"), expressly written into subsection (d) of Section 131, indisputably applies to rural signs at least as forcibly as to city signs:

- (1) No differentiation between the two segments of the total industry was made in the Act or in the assurances of prosperity given before its passage;
- (2) The Highway Advertising Industry (rural signs) is much the larger in terms of numbers of companies, signs, employees, and customers served;
- (3) Its customers, mainly the owners of highway-oriented businesses, cannot survive without rural signs; for them, there is no effective alternative medium (page 4 hereof).
- (4) Such customers (many of them very small businessmen) have invested (often their life savings) in their business in reliance on a continuing reasonable freedom to advertise; to condemn the signs on which they depend for existence would be to jerk the rug out from under them;