



## Virginia Department of Planning and Budget **Economic Impact Analysis**

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**24 VAC 30-120 Rules and Regulations Controlling Outdoor Advertising and Directional and Other Signs and Notices**  
**Department of Transportation**  
**Town Hall Action/Stage: 6884 / 11120 Proposed**  
May 21, 2026

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The Department of Planning and Budget (DPB) has analyzed the economic impact of this proposed regulation in accordance with § 2.2-4007.04 of the Code of Virginia (Code) and Executive Order 19. The analysis presented below represents DPB's best estimate of the potential economic impacts as of the date of this analysis.<sup>1</sup>

### **Summary of the Proposed Amendments to Regulation**

The Commonwealth Transportation Board (Board) proposes to update the regulatory text to conform to the timeframes set in the Code, to reflect timeframes followed in practice, and to improve organization of the regulation.

### **Background**

This regulation establishes rules for the construction and maintenance of signs and outdoor advertising adjacent to highway rights-of-way. After reviewing this regulation, the Board proposes to repeal and to replace existing text to remove obsolete information, and to provide more clarity by streamlining the text.

In addition to the general changes to streamline and reorganize the regulation, the Board proposes to conform the regulation to current practice in two primary ways. First, the Board would reduce the number of days that the owner of a blank sign must display a message after receiving a written notice from the Virginia Department of Transportation (VDOT) that a nonconforming sign must come into compliance. This timeframe would be reduced to 30 days instead of the current 120 days, to conform to the timeframe established by Chapter 818 of the

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<sup>1</sup> See Code § 2.2-4007.04 (A).

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2012 Acts of Assembly.<sup>2</sup> Second, since 2012 VDOT has allowed a nonconforming sign to be blank for up to 24 months in practice rather than the 18 months stipulated in the current text. In essence, VDOT's six-month extension for nonconforming signs more than made up the 90-day reduction in the timeframe that a nonconforming sign owner has to come into compliance, which has been the practice since 2012.

### **Estimated Benefits and Costs**

According to VDOT, there would be no impact on current practices as a result of this proposed repeal-and-replace action. Thus, no significant economic impact is expected other than improving the clarity and organization of the regulatory text as well as updating the timeframes to reflect current practices.

### **Businesses and Other Entities Affected**

This regulation applies to owners of outdoor advertising and highway signage. According to VDOT, there are currently approximately 4,000 such permits. No permit holder appears to be disproportionately affected.

The Code requires DPB to assess whether an adverse impact may result from the proposed regulation.<sup>3</sup> An adverse impact is indicated if there is any increase in net cost or reduction in net benefit for any entity, even if the benefits exceed the costs for all entities combined.<sup>4</sup> As noted above, the proposed action is not expected to affect any current practices. Thus, no adverse impact is indicated.

### **Small Businesses<sup>5</sup> Affected:<sup>6</sup>**

The proposed amendments do not appear to adversely affect small businesses.

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<sup>2</sup> <https://legacylis.virginia.gov/cgi-bin/legp604.exe?121+ful+CHAP0818>

<sup>3</sup> See Code § 2.2-4007.04 (D).

<sup>4</sup> Statute does not define "adverse impact," state whether only Virginia entities should be considered, nor indicate whether an adverse impact results from regulatory requirements mandated by legislation. As a result, DPB has adopted a definition of adverse impact that assesses changes in net costs and benefits for each affected Virginia entity that directly results from discretionary changes to the regulation.

<sup>5</sup> Pursuant to § 2.2-4007.04 of the Code of Virginia, small business is defined as "a business entity, including its affiliates, that (i) is independently owned and operated and (ii) employs fewer than 500 full-time employees or has gross annual sales of less than \$6 million."

<sup>6</sup> See Code § 2.2-4007.04 (A.2). and Code § 2.2-4007.1 (C).

**Localities<sup>7</sup> Affected<sup>8</sup>**

The proposed amendments do not introduce costs for local governments, nor do they disproportionately affect any locality.

**Projected Impact on Employment**

No impact on employment is expected.

**Effects on the Use and Value of Private Property**

No effects on the use and value of private property nor on real estate development costs are expected.

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<sup>7</sup> “Locality” can refer to either local governments or the locations in the Commonwealth where the activities relevant to the regulatory change are most likely to occur.

<sup>8</sup> Code § 2.2-4007.04 defines “particularly affected” as bearing disproportionate material impact.