

Division Standard - Additional Guidelines for Approval of Shopping Center Signs:

Shopping Center signs are intended for locations where all these conditions exist: 1) a motorist has traveled at least 10 miles along the route without access to a shopping center, 2) a shopping center would not be expected such as in a rural undeveloped area, and 3) a shopping center is not visible from the highway at or near the requested exit. Shopping Center signs are not intended for urban or developed areas or for locations with specific service (Logo) signs in place. Shopping Center signs are not intended for the purpose of advertising.

NCDOT Mobility and Safety Division
Signing and Delineation Unit
03/22/2010