

signs and the regulations shall be consistent with and in the interest of the safety and welfare of the traveling public. However, the Administration may not make any rule or regulation relating to on-premise advertising along the expressway and interstate system of highways contrary to the provisions of § 258. No permit is required to erect a sign denoting a place of religious worship or historical monument or location, but such sign shall be located in accordance with rules and regulations of the State Highway Administration. The Administration may make rules and regulations relating to the erection of signs and furnish a copy thereof to any interested person upon request. The Administration may erect such traffic and other signs along highways as, in its judgment, are required for the safety or convenience of the persons using the highways, provided further, nothing herein shall prevent the owner of land abutting a highway other than an expressway, which runs parallel or partially parallel to an expressway and which is within six hundred and sixty (660) feet of an expressway, from using or permitting the use of said land for outdoor advertising purposes provided any advertising sign erected thereon shall face the highway which is not constructed as an expressway.

252.

After July 1, 1968, a person, firm or corporation may not use, lease, rent or permit the use of his, her, or its property or buildings thereon within 660 FEET of the nearest edge of the right-of-way of the federal-aid primary system except in zoned and unzoned commercial and industrial areas within this State, for the purpose of erecting or maintaining thereon any new outdoor advertising sign which is wholly or partially visible from the main-traveled way of such highway, and after July 1, 1975, a person, firm, or corporation may not use, lease, rent, or permit the use of his, her, or its property or buildings thereon located outside of urban areas beyond 660 feet of the nearest edge of the right-of-way of the federal-aid primary system, for the purpose of erecting or maintaining thereon any new outdoor advertising sign which is visible from the main-traveled way of the highway, and erected with the purpose of its message being read from such main-traveled way, unless otherwise provided in this section.

(a) General: The following signs shall not be permitted:

(i) Signs which imitate or resemble any official traffic sign, signal, or device.

(ii) Signs which are erected or maintained upon trees or painted or drawn upon rocks or other natural features.

(iii) Signs which are erected or maintained in such