

FIRST REGULAR SESSION

SENATE BILL NO. 77

96TH GENERAL ASSEMBLY

INTRODUCED BY SENATOR STOUFFER.

Read 1st time January 5, 2011, and ordered printed.

TERRY L. SPIELER, Secretary.

0675S.011

AN ACT

To repeal section 226.520, RSMo, and to enact in lieu thereof one new section relating to directional signs.

Be it enacted by the General Assembly of the State of Missouri, as follows:

Section A. Section 226.520, RSMo, is repealed and one new section
2 enacted in lieu thereof, to be known as section 226.520, to read as follows:

226.520. On and after March 30, 1972, no outdoor advertising shall be
2 erected or maintained within six hundred sixty feet of the nearest edge of the
3 right-of-way and visible from the main traveled way of any highway which is part
4 of the federal-aid primary highways as of June 1, 1991, and all highways
5 designated as part of the National Highway System by the National Highway
6 System Designation Act of 1995 and those highways subsequently designated as
7 part of the National Highway System in this state except the following:

8 (1) Directional and other official signs, including, but not limited to, signs
9 pertaining to natural wonders, scenic, **cultural (including agricultural**
10 **activities or attractions), scientific, educational, religious sites,** and
11 historical attractions, which are required or authorized by law, and which comply
12 with regulations which shall be promulgated by the department relative to their
13 lighting, size, number, spacing and such other requirements as may be
14 appropriate to implement sections 226.500 to 226.600, but such regulations shall
15 not be inconsistent with, nor more restrictive than, such national standards as
16 may be promulgated from time to time by the Secretary of the Department of
17 Transportation of the United States, under subsection (c) of Section 131 of Title
18 23 of the United States Code;

19 (2) Signs, displays, and devices advertising activities conducted on the
20 property upon which they are located, or services and products therein provided;

21 (3) Outdoor advertising located in areas which are zoned industrial,
22 commercial or the like as provided in sections 226.500 to 226.600 or under other
23 authority of law;

24 (4) Outdoor advertising located in unzoned commercial or industrial areas
25 as defined and determined pursuant to sections 226.500 to 226.600;

26 (5) Outdoor advertising for tourist-oriented businesses, and scoreboards
27 used in sporting events or other electronic signs with changeable messages which
28 are not prohibited by federal regulations or local zoning ordinances. Outdoor
29 advertising which is authorized by this subdivision (5) shall only be allowed to
30 the extent that such outdoor advertising is not prohibited by Title 23, United
31 States Code, Section 131, as now or thereafter amended, and lawful regulations
32 promulgated thereunder. The general assembly finds and declares it to be the
33 policy of the state of Missouri that the tourism industry is of major and critical
34 importance to the economic well-being of the state and that directional signs,
35 displays and devices providing directional information about goods and services
36 in the interest of the traveling public are essential to the economic welfare of the
37 tourism industry. The general assembly further finds and declares that the
38 removal of directional signs advertising tourist-oriented businesses is harmful to
39 the tourism industry in Missouri and that the removal of directional signs within
40 or near areas of the state where there is high concentration of tourist-oriented
41 businesses would have a particularly harmful effect upon the economies within
42 such areas. The state highways and transportation commission is authorized and
43 directed to determine those specific areas of the state of Missouri in which there
44 is high concentration of tourist-oriented businesses, and within such areas, no
45 directional signs, displays and devices which are lawfully erected, which are
46 maintained in good repair, which provide directional information about goods and
47 services in the interest of the traveling public, and which would otherwise be
48 required to be removed because they are not allowed to be maintained under the
49 provisions of sections 226.500 through 226.600 shall be required to be removed
50 until such time as such removal has been finally ordered by the United States
51 Secretary of Transportation;

52 (6) The provisions of this section shall not be construed to require removal
53 of signs advertising churches or items of religious significance, items of native
54 arts and crafts, woodworking in native products, or native items of artistic,
55 historical, geologic significance, or hospitals or airports.

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