

FIRST REGULAR SESSION

SENATE BILL NO. 355

99TH GENERAL ASSEMBLY

INTRODUCED BY SENATOR ROMINE.

Read 1st time January 25, 2017, and ordered printed.

ADRIANE D. CROUSE, Secretary.

1582S.011

AN ACT

To repeal section 226.520, RSMo, and to enact in lieu thereof one new section relating to road signs for educational institutions.

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Section A. Section 226.520, RSMo, is repealed and one new section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 activities
10 or attractions), scientific, educational, religious sites, and historical attractions,
11 which are required or authorized by law, and which comply with regulations
12 which shall be promulgated by the department relative to their lighting, size,
13 number, spacing and such other requirements as may be appropriate to
14 implement sections 226.500 to 226.600, but such regulations shall not be
15 inconsistent with, nor more restrictive than, such national standards as may be
16 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, **and two-year colleges, community colleges,**
19 **and professional or technical schools shall qualify for substantially the**
20 **same signs as traditional four-year colleges, theological schools, and**

21 seminars;

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

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

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

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

55 (6) The provisions of this section shall not be construed to require removal
56 of signs advertising churches or items of religious significance, items of native

57 arts and crafts, woodworking in native products, or native items of artistic,
58 historical, geologic significance, or hospitals or airports.

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