

FIRST REGULAR SESSION  
[P E R F E C T E D]  
SENATE COMMITTEE SUBSTITUTE FOR  
**SENATE BILL NO. 355**  
99TH GENERAL ASSEMBLY

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Reported from the Committee on Transportation, Infrastructure and Public Safety, March 15, 2017, with recommendation that the Senate Committee Substitute do pass and be placed on the Consent Calendar.

Senate Committee Substitute adopted March 28, 2017.

Taken up March 28, 2017. Read 3rd time and placed upon its final passage; bill passed.

ADRIANE D. CROUSE, Secretary.

1582S.02P

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**AN ACT**

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

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*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Section A. Section 226.520, RSMo, is repealed and one new section  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 shall qualify for**

19 **substantially the same signs as traditional four-year colleges,**  
20 **irrespective of differences in student housing or types of degrees**  
21 **offered;**

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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