

HB 1194 -- SEXUALLY ORIENTED SIGNS

SPONSOR: Pearce

COMMITTEE ACTION: Voted "do pass" by the Committee on Tourism and Cultural Affairs by a vote of 12 to 2 with 3 present.

This bill prohibits billboards or other advertising signs for an adult cabaret or sexually oriented business within one mile of any state highway. Businesses located within one mile of a state highway may display a maximum of two exterior signs on the premises. The bill specifies the size and information allowed on the sign.

Existing signs which do not conform to this requirement may be allowed to continue as a nonconforming use but must be made to conform within three years.

Adult cabarets and sexually oriented businesses are prohibited from allowing persons under 21 years old to physically place their advertising signs and billboards.

Any violation of the bill is a class C misdemeanor.

FISCAL NOTE: No impact on state funds in FY 2005, FY 2006, and FY 2007.

PROponents: Supporters say that this type of advertising is distasteful and inappropriate and gives the wrong impression to those traveling through Missouri.

Testifying for the bill were Representatives Pearce and Skaggs; Philip Green; Missouri Family Network; Missouri Baptist Convention; and Christian Life Commission.

OPponents: There was no opposition voiced to the committee.

OTHERS: Others testifying on the bill say many outdoor advertising industries do not accept or allow this kind of advertising in their business but do have concerns with mandatory legislation.

Others testifying on the bill was Missouri Outdoor Advertising Association.

Robert Triplett, Legislative Analyst