HCS SB 870 -- BILLBOARDS

SPONSOR: Bartle (Pearce)

COMMITTEE ACTION: Voted "do pass" by the Committee on Transportation and Motor Vehicles by a vote of 19 to 1.

This substitute 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 minimum of two exterior signs on the premises. The substitute specifies the size and information allowed on the sign.

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

The Attorney General will represent the state in all actions and proceedings arising from the substitute. All costs incurred by the Attorney General to defend or prosecute this provision, including payment of all court costs; civil judgments; and, if necessary, any attorney fees, must be paid from the General Revenue Fund.

FISCAL NOTE: No impact on General Revenue Fund in FY 2005, FY 2006, and FY 2007. Estimated Cost on Other State Funds of Unknown in FY 2005, FY 2006, and FY 2007. Expected to be less than \$100,000.

PROPONENTS: Supporters say that various studies and court cases of these businesses have been shown to have harmful effects in the surrounding areas and to society. The bill will help protect minors from being exposed to lurid advertising, improve traffic safety by removing unnecessary distractions, and help to minimize negative effects on property values.

Testifying for the bill were Senator Bartle; Missouri Outdoor Advertising Association; Missouri Family Network; Missouri Eagle Forum; and Missouri Women for America.

OPPONENTS: There was no opposition voiced to the committee.

Robert Triplett, Legislative Analyst