

FIRST REGULAR SESSION
HOUSE COMMITTEE SUBSTITUTE FOR
SENATE BILL NO. 77
96TH GENERAL ASSEMBLY

0675L.02C

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To repeal sections 226.520 and 227.410, RSMo, and to enact in lieu thereof six new sections relating to roadway signs.

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

Section A. Sections 226.520 and 227.410, RSMo, are repealed and six new sections
2 enacted in lieu thereof, to be known as sections 226.520, 227.410, 227.424, 227.425, 227.429,
3 and 227.430, to read as follows:

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

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

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

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.

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

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

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

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

227.410. [The portion of U.S. Highway 160 in Greene County from the intersection of
2 Farm Road 142 to the intersection of West Sunshine Street shall be designated the "Rabbi
3 Abraham Joshua Heschel Memorial Highway".] **The portion of U.S. Highway 160 in Greene
4 County from the intersection of West Mount Vernon Street to one-half mile south of the
5 intersection of West Sunshine Street shall be designated the "Rabbi Ernest I. Jacob
6 Memorial Highway".** The department of transportation shall erect and maintain appropriate

7 signs designating such highway, with the costs for such designation to be paid for by private
8 donation.

227.424. The portion of Interstate 40/64 in St. Louis County from the Boone's
2 Crossing overpass at mile marker 17.0 west to the Spirit of St. Louis Airport overpass at
3 mile marker 13.8 shall be designated as the "Missouri State Highway Patrol Sergeant
4 Joseph G. Schuengel Memorial Highway". The department of transportation shall erect
5 and maintain appropriate signs designating such highway, with the costs to be paid for by
6 private donations.

227.425. 1. The portion of Interstate 70 from the eastern city limits of
2 Independence west to the Kansas state line shall be designated the "Truman/Eisenhower
3 Presidential Highway", with signs erected at both ends of the designated highway. At a
4 later point in time, two signs designating such highway may be placed at the intersection
5 of Interstate 70 and Interstate 435, and two signs may be placed at the intersection of
6 Interstate 70 and Interstate 29/35. All appropriate signage shall be paid for, prior to
7 installation, by private donations.

8 2. The naming of the Truman/Eisenhower Presidential Highway under this section
9 shall be contingent upon the designation by the state of Kansas of the portion of Interstate
10 70 in Kansas from the Missouri state line west to Abilene, Kansas, as the
11 "Eisenhower/Truman Presidential Highway".

227.429. The portion of Highway 25 from US Route 412 to Route U/Route Z in
2 Dunklin and Stoddard counties shall be designated the "Representative Otto Bean
3 Memorial Highway". The department of transportation shall erect and maintain
4 appropriate signs designating such highway, with the cost to be paid for by private
5 donations.

227.430. The portion of Missouri Highway 30 from State Route NN north three
2 miles to one tenth of a mile southwest of old Missouri 30 in Jefferson County shall be
3 designated the "SFC Wm. Brian Woods, Jr. Memorial Highway". The department of
4 transportation shall erect and maintain appropriate signs designating such highway, with
5 the cost to be paid for by private donations.