

FIRST REGULAR SESSION

# HOUSE BILL NO. 317

## 99TH GENERAL ASSEMBLY

---

INTRODUCED BY REPRESENTATIVE FITZPATRICK.

0256H.011

D. ADAM CRUMBLISS, Chief Clerk

---

### AN ACT

To repeal section 226.540, RSMo, and to enact in lieu thereof one new section relating to outdoor advertising.

---

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

Section A. Section 226.540, RSMo, is repealed and one new section enacted in lieu thereof, to be known as section 226.540, to read as follows:

226.540. Notwithstanding any other provisions of sections 226.500 to 226.600, outdoor advertising shall be permitted within six hundred and sixty feet of the nearest edge of the right-of-way of highways located on the interstate, federal-aid primary system as it existed on June 1, 1991, or the national highway system as amended in areas zoned industrial, commercial or the like and in unzoned commercial and industrial areas as defined in this section, subject to the following regulations which are consistent with customary use in this state:

(1) Lighting:

(a) No revolving or rotating beam or beacon of light that simulates any emergency light or device shall be permitted as part of any sign. No flashing, intermittent, or moving light or lights will be permitted except scoreboards and other illuminated signs designating public service information, such as time, date, or temperature, or similar information, will be allowed; tri-vision, projection, and other changeable message signs shall be allowed subject to Missouri highways and transportation commission regulations;

(b) External lighting, such as floodlights, thin line and gooseneck reflectors are permitted, provided the light source is directed upon the face of the sign and is effectively shielded so as to prevent beams or rays of light from being directed into any portion of the main traveled way of the federal-aid primary highways as of June 1, 1991, and all highways designated

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 as part of the National Highway System by the National Highway System Designation Act of  
19 1995 and those highways subsequently designated as part of the National Highway System and  
20 the lights are not of such intensity so as to cause glare, impair the vision of the driver of a motor  
21 vehicle, or otherwise interfere with a driver's operation of a motor vehicle;

22 (c) No sign shall be so illuminated that it interferes with the effectiveness of, or obscures,  
23 an official traffic sign, device, or signal;

24 (2) Size of signs:

25 (a) The maximum area for any one sign shall be eight hundred square feet with a  
26 maximum height of thirty feet and a maximum length of seventy-two feet, inclusive of border  
27 and trim but excluding the base or apron, supports, and other structural members. The area shall  
28 be measured as established herein and in rules promulgated by the commission. In determining  
29 the size of a conforming or nonconforming sign structure, temporary cutouts and extensions  
30 installed for the length of a specific display contract shall not be considered a substantial increase  
31 to the size of the permanent display; provided the actual square footage of such temporary  
32 cutouts or extensions may not exceed thirty-three percent of the permanent display area. Signs  
33 erected in accordance with the provisions of sections 226.500 to 226.600 prior to August 28,  
34 2002, which fail to meet the requirements of this provision shall be deemed legally  
35 nonconforming as defined herein;

36 (b) The maximum size limitations shall apply to each side of a sign structure, and signs  
37 may be placed back to back, double faced, or in V-type construction with not more than two  
38 displays to each facing, but such sign structure shall be considered as one sign;

39 (c) After August 28, 1999, no new sign structure shall be erected in which two or more  
40 displays are stacked one above the other. Stacked structures existing on or before August 28,  
41 1999, in accordance with sections 226.500 to 226.600 shall be deemed legally nonconforming  
42 and may be maintained in accordance with the provisions of sections 226.500 to 226.600.  
43 Structures displaying more than one display on a horizontal basis shall be allowed, provided that  
44 total display areas do not exceed the maximum allowed square footage for a sign structure  
45 pursuant to the provisions of paragraph (a) of this subdivision;

46 (3) Spacing of signs:

47 (a) On all interstate highways, freeways, and nonfreeway federal-aid primary highways  
48 as of June 1, 1991, and all highways designated as part of the National Highway System by the  
49 National Highway System Designation Act of 1995 and those highways subsequently designated  
50 as part of the National Highway System:

51 a. No sign structure shall be erected within [~~one thousand four hundred~~] **nine hundred**  
52 **fifty** feet of an existing sign on the same side of the highway;

53           b. Outside of incorporated municipalities, no structure may be located adjacent to or  
54 within five hundred feet of an interchange, intersection at grade, or safety rest area. Such five  
55 hundred feet shall be measured from the beginning or ending of the pavement widening at the  
56 exit from or entrance to the main traveled way. For purpose of this subparagraph, the term  
57 "incorporated municipalities" shall include "urban areas", except that such "urban areas" shall  
58 not be considered "incorporated municipalities" if it is finally determined that such would have  
59 the effect of making Missouri be in noncompliance with the requirements of Title 23, United  
60 States Code, Section 131;

61           (b) The spacing between structure provisions of this subdivision do not apply to signs  
62 which are separated by buildings, natural surroundings, or other obstructions in such manner that  
63 only one sign facing located within such distance is visible at any one time. Directional or other  
64 official signs or those advertising the sale or lease of the property on which they are located, or  
65 those which advertise activities on the property on which they are located, including products  
66 sold, shall not be counted, nor shall measurements be made from them for the purpose of  
67 compliance with spacing provisions;

68           (c) No sign shall be located in such manner as to obstruct or otherwise physically  
69 interfere with the effectiveness of an official traffic sign, signal, or device or obstruct or  
70 physically interfere with a motor vehicle operator's view of approaching, merging, or intersecting  
71 traffic;

72           (d) The measurements in this section shall be the minimum distances between outdoor  
73 advertising sign structures measured along the nearest edge of the pavement between points  
74 directly opposite the signs along each side of the highway and shall apply only to outdoor  
75 advertising sign structures located on the same side of the highway involved;

76           (4) As used in this section, the words "unzoned commercial and industrial land" shall  
77 be defined as follows: that area not zoned by state or local law or ordinance and on which there  
78 is located one or more permanent structures used for a commercial business or industrial activity  
79 or on which a commercial or industrial activity is actually conducted together with the area along  
80 the highway extending outwardly seven hundred fifty feet from and beyond the edge of such  
81 activity. All measurements shall be from the outer edges of the regularly used improvements,  
82 buildings, parking lots, landscaped, storage or processing areas of the commercial or industrial  
83 activity and along and parallel to the edge of the pavement of the highway. Unzoned land shall  
84 not include:

85           (a) Land on the opposite side of the highway from an unzoned commercial or industrial  
86 area as defined in this section and located adjacent to highways located on the interstate,  
87 federal-aid primary system as it existed on June 1, 1991, or the national highway system as

88 amended, unless the opposite side of the highway qualifies as a separate unzoned commercial  
89 or industrial area; or

90 (b) Land zoned by a state or local law, regulation, or ordinance;

91 (5) "Commercial or industrial activities" as used in this section means those which are  
92 generally recognized as commercial or industrial by zoning authorities in this state, except that  
93 none of the following shall be considered commercial or industrial:

94 (a) Outdoor advertising structures;

95 (b) Agricultural, forestry, ranching, grazing, farming, and related activities, including  
96 seasonal roadside fresh produce stands;

97 (c) Transient or temporary activities;

98 (d) Activities more than six hundred sixty feet from the nearest edge of the right-of-way  
99 or not visible from the main traveled way;

100 (e) Activities conducted in a building principally used as a residence;

101 (f) Railroad tracks and minor sidings;

102 (6) The words "unzoned commercial or industrial land" shall also include all areas not  
103 specified in this section which constitute an "unzoned commercial or industrial area" within the  
104 meaning of the present Section 131 of Title 23 of the United States Code, or as such statute may  
105 be amended. As used in this section, the words "zoned commercial or industrial area" shall refer  
106 to those areas zoned commercial or industrial by the duly constituted zoning authority of a  
107 municipality, county, or other lawfully established political subdivision of the state, or by the  
108 state and which is within seven hundred fifty feet of one or more permanent commercial or  
109 industrial activities. Commercial or industrial activities as used in this section are limited to  
110 those activities:

111 (a) In which the primary use of the property is commercial or industrial in nature;

112 (b) Which are clearly visible from the highway and recognizable as a commercial  
113 business;

114 (c) Which are permanent as opposed to temporary or transitory and of a nature that  
115 would customarily be restricted to commercial or industrial zoning in areas comprehensively  
116 zoned; and

117 (d) In determining whether the primary use of the property is commercial or industrial  
118 pursuant to paragraph (a) of this subdivision, the state highways and transportation commission  
119 shall consider the following factors:

120 a. The presence of a permanent and substantial building;

121 b. The existence of utilities and local business licenses, if any, for the commercial  
122 activity;

123 c. On-premise signs or other identification;

124 d. The presence of an owner or employee on the premises for at least twenty hours per  
125 week;

126 (7) In zoned commercial and industrial areas, whenever a state, county or municipal  
127 zoning authority has adopted laws or ordinances which include regulations with respect to the  
128 size, lighting and spacing of signs, which regulations are consistent with the intent of sections  
129 226.500 to 226.600 and with customary use, then from and after the effective date of such  
130 regulations, and so long as they shall continue in effect, the provisions of this section shall not  
131 apply to the erection of signs in such areas. Notwithstanding any other provisions of this section,  
132 after August 28, 1992, with respect to any outdoor advertising which is regulated by the  
133 provisions of subdivision (1), (3) or (4) of section 226.520 or subsection 1 of section 226.527:

134 (a) No county or municipality shall issue a permit to allow a regulated sign to be newly  
135 erected without a permit issued by the state highways and transportation commission;

136 (b) A county or municipality may charge a reasonable one-time permit or inspection fee  
137 to assure compliance with local wind load and electrical requirements when the sign is first  
138 erected, but a county or municipality may not charge a permit or inspection fee for such sign after  
139 such initial fee. Changing the display face or performing routine maintenance shall not be  
140 considered as erecting a new sign;

141 (8) The state highways and transportation commission on behalf of the state of Missouri,  
142 may seek agreement with the Secretary of Transportation of the United States under Section 131  
143 of Title 23, United States Code, as amended, that sections 226.500 to 226.600 are in  
144 conformance with that Section 131 and provides effective control of outdoor advertising signs  
145 as set forth therein. If such agreement cannot be reached and the penalties under subsection (b)  
146 of Section 131 are invoked, the attorney general of this state shall institute proceedings described  
147 in subsection (1) of that Section 131.

✓