

FIRST REGULAR SESSION
HOUSE COMMITTEE SUBSTITUTE FOR
HOUSE BILL NO. 272
103RD GENERAL ASSEMBLY

1025H.02C

JOSEPH ENGLER, Chief Clerk

AN ACT

To repeal sections 226.510, 226.540, and 226.550, RSMo, and to enact in lieu thereof eight new sections relating to outdoor advertising.

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

Section A. Sections 226.510, 226.540, and 226.550, RSMo, are repealed and eight new sections enacted in lieu thereof, to be known as sections 71.025, 226.006, 226.510, 226.540, 226.550, 226.1170, 227.850, and 227.855, to read as follows:

71.025. Beginning August 28, 2024, city populations shall be included on city limit signs on state highways.

226.006. 1. The department of transportation shall limit the messages displayed on roadside dynamic message signs to the fewest number of characters necessary to practically convey the intended information. Messages displayed on roadside dynamic message signs generally shall be limited to information related to traffic conditions, weather, or emergency alerts, and shall not contain commercial advertisements.

2. For purposes of this section, "dynamic message sign" means a changeable message traffic control device used for traffic warning, regulation, routing, and management.

226.510. As used in sections 226.500 to 226.600, the following words or phrases mean:

(1) "Freeway primary highway", that part of a federal-aid primary highway system, as of June 1, 1991, which has been constructed as divided, dual lane fully controlled access facilities with no access to the throughways except the established interchanges. When existing two-lane highways are being upgraded to four-lane limited access, the regulations for

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.

7 freeway primary highways shall apply as of the date the state highways and transportation
8 commission acquires all access rights on the adjoining right-of-way;

9 (2) "Interstate system", that portion of the national system of interstate highways
10 located within the boundaries of Missouri, as officially designated or may be hereafter
11 designated by the state highways and transportation commission with the approval of the
12 Secretary of Transportation, pursuant to Title 23, United States Code, as amended;

13 (3) "Outdoor advertising", an outdoor sign, display, device, figure, painting, drawing,
14 message, plaque, poster, billboard, or other thing designed, intended or used to advertise or
15 inform, any part of the advertising or information contents of which is visible from any point
16 of the traveled ways of the interstate or primary systems; **except that none of the preceding**
17 **items shall be deemed "outdoor advertising" when located on, attached to, or erected as**
18 **part of, a fence, fences, or walls that enclose, in whole or in part, an athletic field that is**
19 **owned or leased by a school or an entity described in section 501(c)(3) of the Internal**
20 **Revenue Code, as amended. When the audience of such signs is intended to be the**
21 **patrons, participants, or attendees of an event occurring at the athletic field, the signs**
22 **shall not require permitting from the Missouri department of transportation;**

23 (4) "Primary system", the federal-aid primary highways as of June 1, 1991, and all
24 highways designated as part of the National Highway System by the National Highway
25 System Designation Act of 1995 and those highways subsequently designated as part of the
26 National Highway System;

27 (5) "Rest area", an area or site established and maintained within or adjacent to the
28 highway right-of-way under public supervision or control, for the convenience of the
29 traveling public, except that the term shall not include automotive service stations, hotels,
30 motels, restaurants or other commerce facilities of like nature;

31 (6) "Urban area", an urban place as designated by the Bureau of the Census, having a
32 population of five thousand or more within boundaries to be fixed by the state highways and
33 transportation commission and local officials in cooperation with each other and approved by
34 the Secretary of Transportation, or an urbanized area as designated by the Bureau of the
35 Census within boundaries to be fixed by the state highways and transportation commission
36 and local officials and approved by the Secretary of Transportation. The boundary of the
37 urban area shall, as a minimum, encompass the entire urban place as designated by the Bureau
38 of the Census.

226.540. Notwithstanding any other provisions of sections 226.500 to 226.600,
2 outdoor advertising shall be permitted within six hundred and sixty feet of the nearest edge of
3 the right-of-way of highways located on the interstate, federal-aid primary system as it existed
4 on June 1, 1991, or the national highway system as amended in areas zoned industrial,
5 commercial or the like and in unzoned commercial and industrial areas as defined in this

6 section, subject to the following regulations which are consistent with customary use in this
7 state:

8 (1) Lighting:

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

15 (b) External lighting, such as floodlights, thin line and gooseneck reflectors are
16 permitted, provided the light source is directed upon the face of the sign and is effectively
17 shielded so as to prevent beams or rays of light from being directed into any portion of the
18 main traveled way of the federal-aid primary highways as of June 1, 1991, and all highways
19 designated as part of the National Highway System by the National Highway System
20 Designation Act of 1995 and those highways subsequently designated as part of the National
21 Highway System and the lights are not of such intensity so as to cause glare, impair the vision
22 of the driver of a motor vehicle, or otherwise interfere with a driver's operation of a motor
23 vehicle;

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

26 (2) Size of signs:

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

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

41 (c) After August 28, 1999, no new sign structure shall be erected in which two or
42 more displays are stacked one above the other. Stacked structures existing on or before

43 August 28, 1999, in accordance with sections 226.500 to 226.600 shall be deemed legally
44 nonconforming and may be maintained in accordance with the provisions of sections 226.500
45 to 226.600. Structures displaying more than one display on a horizontal basis shall be
46 allowed, provided that total display areas do not exceed the maximum allowed square footage
47 for a sign structure pursuant to the provisions of paragraph (a) of this subdivision;

48 (3) Spacing of signs:

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

53 a. No sign structure shall be erected within one thousand four hundred feet of an
54 existing sign on the same side of the highway;

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

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

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

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

78 (4) As used in this section, the words "unzoned commercial and industrial land" shall
79 be defined as follows: that area not zoned by state or local law or ordinance and on which

80 there is located one or more permanent structures used for a commercial business or industrial
81 activity or on which a commercial or industrial activity is actually conducted together with
82 the area along the highway extending outwardly seven hundred fifty feet from and beyond the
83 edge of such activity. All measurements shall be from the outer edges of the regularly used
84 improvements, buildings, parking lots, landscaped, storage or processing areas of the
85 commercial or industrial activity and along and parallel to the edge of the pavement of the
86 highway. **On nonfreeway primary highways where there is an unzoned commercial or**
87 **industrial area on one side of the road in accordance with this section, the unzoned**
88 **commercial or industrial area shall also include those lands located on the opposite side**
89 **of the highway to the extent of the same dimensions.** Unzoned land shall not include:

90 (a) Land on the opposite side of the highway from an unzoned commercial or
91 industrial area as defined in this section and located adjacent to highways located on the
92 interstate~~], federal aid primary system as it existed on June 1, 1991, or the national highway~~
93 ~~system as amended, unless the opposite side of the highway qualifies as a separate unzoned~~
94 ~~commercial or industrial area]~~ **or freeway primary highways; or**

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

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

99 (a) Outdoor advertising structures;

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

102 (c) Transient or temporary activities;

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

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

106 (f) Railroad tracks and minor sidings;

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

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

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

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

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

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

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

128 c. On-premise signs or other identification;

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

131 (7) In zoned commercial and industrial areas, whenever a state, county or municipal
132 zoning authority has adopted laws or ordinances which include regulations with respect to the
133 size, lighting and spacing of signs, which regulations are consistent with the intent of sections
134 226.500 to 226.600 and with customary use, then from and after the effective date of such
135 regulations, and so long as they shall continue in effect, the provisions of this section shall not
136 apply to the erection of signs in such areas. Notwithstanding any other provisions of this
137 section, after August 28, 1992, with respect to any outdoor advertising which is regulated by
138 the provisions of subdivision (1), (3) or (4) of section 226.520 or subsection 1 of section
139 226.527:

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

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

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

226.550. 1. No outdoor advertising which is regulated by subdivision (1), (3) or (4) of section 226.520 or subsection 1 of section 226.527 shall be erected or maintained on or after August 28, 1992, without a one-time permanent permit issued by the state highways and transportation commission. Application for permits shall be made to the state highways and transportation commission on forms furnished by the commission and shall be accompanied by a permit fee of two hundred dollars for all signs; except that, tax-exempt religious organizations as defined in subdivision (11) of section 313.005, service organizations as defined in subdivision (12) of section 313.005, veterans' organizations as defined in subdivision (14) of section 313.005, and fraternal organizations as defined in subdivision (8) of section 313.005 shall be granted a permit for signs less than seventy-six square feet without payment of the fee. **The permit fee of two hundred dollars shall be waived for landowners, provided that the landowner is the permit holder and owns both the land upon which the outdoor advertising is placed and the business being advertised on the sign, so long as the business being advertised is located within seven hundred fifty feet of the sign location.** In the event a permit holder fails to erect a sign structure within twenty-four months of issuance, said permit shall expire and a new permit must be obtained prior to any construction.

2. No outdoor advertising which is regulated by subdivision (1), (3) or (4) of section 226.520 or subsection 1 of section 226.527 which was erected prior to August 28, 1992, shall be maintained without a one-time permanent permit for outdoor advertising issued by the state highways and transportation commission. If a one-time permanent permit was issued by the state highways and transportation commission after March 30, 1972, and before August 28, 1992, it is not necessary for a new permit to be issued. If a one-time permanent permit was not issued for a lawfully erected and lawfully existing sign by the state highways and transportation commission after March 30, 1972, and before August 28, 1992, a one-time permanent permit shall be issued by the commission for each sign which is lawfully in existence on the day prior to August 28, 1992, upon application and payment of a permit fee of two hundred dollars. All applications and fees due pursuant to this subsection shall be submitted before December 31, 1992. **The permit fee of two hundred dollars shall be waived for landowners, provided that the landowner is the permit holder and owns both the land upon which the outdoor advertising is placed and the business being advertised on the sign, so long as the business being advertised is located within seven hundred fifty feet of the sign location.**

3. For purposes of sections 226.500 to 226.600, the terminology "structure lawfully in existence" or "lawfully existing" sign or outdoor advertising shall, nevertheless, include the following signs unless the signs violate the provisions of subdivisions (3) to (7) of subsection 1 of section 226.580:

38 (1) All signs erected prior to January 1, 1968;

39 (2) All signs erected before March 30, 1972, but on or after January 1, 1968, which
40 would otherwise be lawful but for the failure to have a permit for such signs prior to March
41 30, 1972, except that any sign or structure which was not in compliance with sizing, spacing,
42 lighting, or location requirements of sections 226.500 to 226.600 as the sections appeared in
43 the revised statutes of Missouri 1969, wheresoever located, shall not be considered a lawfully
44 existing sign or structure;

45 (3) All signs erected after March 30, 1972, which are in conformity with sections
46 226.500 to 226.600;

47 (4) All signs erected in compliance with sections 226.500 to 226.600 prior to August
48 28, 2002.

49 4. On or after August 28, 1992, the state highways and transportation commission
50 may, in addition to the fees authorized by subsections 1 and 2 of this section, collect a
51 biennial inspection fee every two years after a state permit has been issued. Biennial
52 inspection fees due after August 28, 2002, and prior to August 28, 2003, shall be fifty dollars.
53 Biennial inspection fees due on or after August 28, 2003, shall be seventy-five dollars.
54 Biennial inspection fees due on or after August 28, 2004, shall be one hundred dollars; except
55 that, tax-exempt religious organizations as defined in subdivision (11) of section 313.005,
56 service organizations as defined in subdivision (12) of section 313.005, veterans'
57 organizations as defined in subdivision (14) of section 313.005, and fraternal organizations
58 as defined in subdivision (8) of section 313.005 shall not be required to pay such fee. **The**
59 **biennial inspection fee shall be waived for landowners, provided that the landowner is**
60 **the permit holder and owns both the land upon which the outdoor advertising is placed**
61 **and the business being advertised on the sign, so long as the business being advertised is**
62 **located within seven hundred fifty feet of the sign location.**

63 5. In order to effect the more efficient collection of biennial inspection fees, the state
64 highways and transportation commission is encouraged to adopt a renewal system in which
65 all permits in a particular county are renewed in the same month. In conjunction with the
66 conversion to this renewal system, the state highways and transportation commission is
67 specifically authorized to prorate renewal fees based on changes in renewal dates.

68 6. Sign owners or owners of the land on which signs are located must apply to the
69 state highways and transportation commission for biennial inspection and submit any fees as
70 required by this section on or before December 31, 1992. For a permitted sign which does not
71 have a permit, a permit shall be issued at the time of the next biennial inspection.

72 7. The state highways and transportation commission shall deposit all fees received
73 for outdoor advertising permits and inspection fees in the state road fund, keeping a separate

74 record of such fees, and the same may be expended by the commission in the administration
75 of sections 226.500 to 226.600.

226.1170. The department of transportation, in consultation with the Ozark
2 Highland Distillers Guild, shall erect and maintain suitable markings and informational
3 signs designating the Ozark Highlands Spirits Region in accordance with the map
4 produced pursuant to subsection 4 of section 311.028. Signs shall be located along
5 highways approaching or entering the region, with the costs to be paid by private
6 donation.

227.850. Notwithstanding any provision of law to the contrary, the department
2 of transportation shall not erect any sign designating a highway named for any person
3 who has been convicted of the killing of, or the attempted killing of, a law enforcement
4 officer or permit any signage in the convicted person's memory. Any such sign in place
5 prior to August 28, 2025, shall be removed.

227.855. 1. The department of transportation shall place a sign at the city limits,
2 or other suitable location as determined by the department of transportation, of the
3 hometown of any Missouri resident who is a recipient of the Medal of Honor, with the
4 sign location based on available right-of-way, coordination with existing traffic control
5 devices, and impact on roadway safety. Such signs shall be erected, maintained, and
6 paid for by the department of transportation by appropriation from the Missouri medal
7 of honor recipient's fund, established under section 226.925.

8 **2.** The signs shall include the words "Medal of Honor Recipient", the name of
9 the recipient, and the year in which such person received the award. The overall design
10 of the sign, including size, color, and lettering, shall be designated by the department
11 based on available space in the right-of-way and to conform with the guidelines
12 provided in the Department of Transportation Manual on Uniform Traffic Control
13 Devices.

14 **3.** For purposes of this section, "hometown" means the city, town, or village in
15 which the award recipient resided for a majority of his or her lifetime. Only one city,
16 town, or village shall be designated as a recipient's hometown and signs honoring such
17 recipient shall be placed on only one route through the recipient's hometown.

18 **4.** The department of transportation may promulgate rules and regulations to
19 implement and administer the provisions of this section. Any rule or portion of a rule,
20 as that term is defined in section 536.010, that is created under the authority delegated
21 in this section shall become effective only if it complies with and is subject to all of the
22 provisions of chapter 536 and, if applicable, section 536.028. This section and chapter
23 536 are nonseverable and if any of the powers vested with the general assembly
24 pursuant to chapter 536 to review, to delay the effective date, or to disapprove and annul

25 a rule are subsequently held unconstitutional, then the grant of rulemaking authority
26 and any rule proposed or adopted after August 28, 2025, shall be invalid and void.

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