

HCS HB 272 -- OUTDOOR ADVERTISING

SPONSOR: Kalberloh

COMMITTEE ACTION: Voted "Do Pass with HCS" by the Standing Committee on Transportation by a vote of 15 to 0, with 3 voting Present. Voted "Do Pass" by the Standing Committee on Rules-Legislative by a vote of 9 to 0.

The following is a summary of the House Committee Substitute for HB 272.

This bill requires city populations to be placed on city limits signs on state highways.

The bill requires the Department of Transportation to limit the text on dynamic message signs to the fewest number of characters necessary to convey a message. The contents of the messages will generally be limited to traffic conditions, weather, or emergency alerts and will not contain commercial advertisements.

This bill excludes from the definition of "outdoor advertising" any outdoor sign or other device that is attached to or part of the fencing or walls of an athletic field owned by a school or other 501(c)(3) entity. Such signs will not require a permit from the Department as long as the intended audience of the signs is the patrons, participants, or attendees of an event occurring at the athletic field.

The bill waives the current \$200 outdoor advertising fee and biennial inspection fee for certain highway signs under Section 226.550, RSMo, for a sign displayed by a landowner who also is the permit holder and owns the business advertised on the sign if the business has a physical location within 750 feet of the sign.

This bill requires the Department, in consultation with the Ozark Highland Distillers Guild, to erect and maintain markings and informational signs designating the Ozark Highlands Spirits Region, with costs to be paid by private donation.

The bill prevents the Department from erecting any sign designating a highway named for any person who has been convicted of the killing of, or the attempted killing of, a law enforcement officer or permit any signage in the convicted person's memory. Any such sign in place prior to August 28, 2025, will be removed.

This bill requires the Department to place signs at the city limits of the hometowns of Missouri Medal of Honor recipients. The signs and their maintenance will be paid for by the Missouri Medal of

Honor Recipient's Fund. Requirements for the sign and an explanation of what constitutes a person's "hometown" are detailed in the bill.

The Department will have rulemaking authority to implement and administer the Medal of Honor signage.

This bill is similar to HB 2324 (2024).

The following is a summary of the public testimony from the committee hearing. The testimony was based on the introduced version of the bill.

PROPONENTS: Supporters say that there are many rules about advertising with signs by highways. Constituents with businesses on the side of the highway who own property on both sides of that highway sometimes need to place signs across the road for reasons relating to terrain or visibility. The same rule would still apply regarding the distance a sign can be from the business.

Testifying in person for the bill was Representative Kalberloh.

OPPONENTS: Those who oppose the bill say that eliminating safety inspections causes a safety issue. This is also unfair to other advertisers.

Testifying in person against the bill was Arnie Dienoff.

Written testimony has been submitted for this bill. The full written testimony and witnesses testifying online can be found under Testimony on the bill page on the House website.