

FIRST REGULAR SESSION  
[TRULY AGREED TO AND FINALLY PASSED]  
HOUSE COMMITTEE SUBSTITUTE FOR

# SENATE BILL NO. 77

96TH GENERAL ASSEMBLY

2011

0675L.02T

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## AN ACT

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

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Section A. Sections 226.520 and 227.410, RSMo, are repealed and six new  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

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

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

**EXPLANATION—Matter enclosed in bold-faced brackets [thus] in this bill is not enacted and is intended to be omitted in the law.**

18 23 of the United States Code;

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

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

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

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

52 (6) The provisions of this section shall not be construed to require removal  
53 of signs advertising churches or items of religious significance, items of native

54 arts and crafts, woodworking in native products, or native items of artistic,  
55 historical, geologic significance, or hospitals or airports.

227.410. [The portion of U.S. Highway 160 in Greene County from the  
2 intersection of Farm Road 142 to the intersection of West Sunshine Street shall  
3 be designated the "Rabbi Abraham Joshua Heschel Memorial Highway".] **The**  
4 **portion of U.S. Highway 160 in Greene County from the intersection of**  
5 **West Mount Vernon Street to one-half mile south of the intersection of**  
6 **West Sunshine Street shall be designated the "Rabbi Ernest I. Jacob**  
7 **Memorial Highway".** The department of transportation shall erect and  
8 maintain appropriate signs designating such highway, with the costs for such  
9 designation to be paid for by private donation.

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

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

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

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

227.430. **The portion of Missouri Highway 30 from State Route**

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

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Bill

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