



# Directional, Service Club & Religious Notices

The Missouri Department of Transportation (MoDOT) is responsible for regulating off-premises outdoor advertising adjacent to the National Highway System, the interstate system, and highways classified as Federal Aid Primary as of June 1, 1991. Off-premises signs located along these travelways are required to obtain an outdoor advertising permit from MoDOT. On-premises signs are not required to meet the permit requirements or obtain a permit from MoDOT. Missouri’s rules and regulations regarding the control of outdoor advertising are located in [Sections 226.500 to 226.600, RSMo and 7 CSR 10-6.](#)

**Outdoor advertising structures may not be accessed or maintained from the state right of way. Additionally, these structures may not be located on or overhang onto state right of way.**

## Directional Signs

Directional signs are signs containing directional messages about public places owned or operated by federal, state or local governments or their agencies; publicly or privately owned natural phenomena, historic, cultural (including agricultural activities or attractions), scientific, educational and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation, deemed by the commission to be in the interest of the traveling public.

Signs with messages that meet the directional criteria require a \$200 application fee with \$100 biennial renewal fees; except religious, service, veteran and fraternal organizations that are less than 76 square feet do not require an application fee or biennial renewal fee.

### Standards for Directional Signs:

- Maximum area shall not exceed 150 square feet with a maximum height of 20 feet and maximum length of 20 feet.
- May not be located within 2,000 feet of an interchange or intersection at grade along the interstate or freeway primary highway, rest area, parkland or scenic area.
- Located minimum of one mile or more apart with a maximum of three signs along any one route in the same direction of travel.
- Message shall be limited to the identification of the attraction or activity and information. May not contain descriptive words or phrases and pictorial or photographic representations of the activity.



## Service Club and Religious Notices

Service Club and religious notices are signs and notices relating to religious, fraternal, service, and veteran organizations. These signs are issued to the organization; limited to 8 square feet or less; and cannot bear an advertising message.



For more information on outdoor advertising please contact the [area specialist](#) for your county.

Missouri Department of Transportation  
Right of Way– Outdoor Advertising  
1-888-ASK-MODOT (1-888-275-6636)

[www.modot.org/business/Outdoor\\_Advertising](http://www.modot.org/business/Outdoor_Advertising)