



# Outdoor Advertising Rules and Regulations

The Missouri Department of Transportation (MoDOT) is responsible for regulating off-premises outdoor advertising adjacent to controlled travelways; which includes the enhanced National Highway System, the interstate system, and highways classified as Federal Aid Primary as of June 1, 1991. Off-premises signs located along these controlled 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 shall not be accessed or maintained from the state right of way. Additionally, these structures shall not be located on or overhang onto state right of way.**

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## Application

An [Application for Permit to Erect and/or Maintain Outdoor Advertising](#) must be submitted prior to the erection of outdoor advertising. The application must be completed in its entirety, notarized, and submitted to the appropriate outdoor advertising area office along with the required documentation, and a check or money order for \$200 payable to the "Director of Revenue- Credit State Road Fund" (if applicable).

Upon receipt of the application, a site inspection is performed to determine compliance. If approved, the permit is issued and the applicant has two years to erect the sign. Proposed modifications must first be submitted in writing and approved by the [area permit specialist](#). Applicants shall contact their local county and municipality regarding local outdoor advertising ordinances.

If the permit is denied, the application and fee will be returned to the applicant. The applicant may request an informal hearing to review the denial. These hearings are held in Jefferson City.

Permit owners are responsible to keep informed of any changes regarding outdoor advertising rules and regulations and maintain their signs in accordance to the rules and regulations. A complete list of state rules and regulations regarding billboard maintenance can be viewed online at [www.modot.org/business/Outdoor\\_Advertising](http://www.modot.org/business/Outdoor_Advertising).

## Permit Requirements

The maximum size for outdoor advertising signs is 800 square feet, with a maximum length of 72 feet and height of 30 feet. Two displays are allowed side by side, but not stacked one above another. There are no above grade height restrictions.

Minimum spacing between a proposed sign location and a permitted sign on any controlled travelway is 1400 feet as measured on the same side of the travelway.

In unzoned areas or areas zoned commercial or industrial, the proposed sign location must be located within 750 feet of a visible and recognizable commercial or industrial activity .

The facility of the qualifying commercial or industrial activity must be affixed to a foundation with an enclosed area of 200 square feet or more, have approved access, normal utilities, identification such as an on-premises sign, necessary business licenses, and sufficient inventory. The business may not be located in a residence; and must be in active operation a minimum of 180 days and meet all business requirements before an outdoor advertising permit can be issued. Additionally, an owner or employee must be present a minimum of 20 hours per week during posted business hours.

### **Conforming Out of Standard Status**

A sign is classified as *conforming out of standard* when it fails to meet the current statutory and administrative rule requirements for outdoor advertising but currently complies with the terms of the federal/state agreement and meets the August 27, 1999, statutory and administrative rule requirements that governed outdoor advertising and the Highway Beautification Act of 1965.

*Conforming out of standard* signs shall not be substantially rebuilt except in accordance with Section 226.541, RSMo. Substantially rebuilt is any reconstruction or repair of a sign that requires the replacement of more than 50 percent of the sign structure's support poles in a twelve (12) month period.

### **Nonconforming Status**

A sign is classified as *nonconforming* when it fails to comply with current outdoor advertising rules and regulations. Reasonable maintenance and repair of a *nonconforming* sign is permissible; however, cannot be relocated, rebuilt or enlarged from the size it was on the day it became *nonconforming* pursuant to [7CSR 10-6.060](#). Additionally, you may not add lights, raise or lower the height of the sign, change the mode of advertising to trivision, digital or other changeable message sign, or add to the stabilization of *nonconforming* signs.

Repair of any deteriorated or damaged *nonconforming* sign after the date the sign becomes *nonconforming* is prohibited. A deteriorated or damaged *nonconforming* sign is a sign upon which more than 50% of the support pole(s) have been damaged or replaced within a 12 month period.

**Permit holders should contact their area permit specialist prior to making changes to a permitted billboard structure.**

### **Cutting/Trimming Vegetation**

A permit is required to cut or trim vegetation located on right of way that is obscuring a permitted sign. An [Application for Outdoor Advertising Vegetation Permit](#) can be obtained on-line, by calling 573-522-1725 or from your area permit specialist.

### **Cutout and Extensions**

A cutout or extension may be added to a structure for a period of time no more than three years or the term of the display contract, whichever is the shortest. After an outdoor advertising structure has had a cutout or extension for that time period, a cutout or extension cannot be placed on that structure for a period of six months. The cutout or extension area must be thirty-three percent or less of the total display area for each side of the sign, prior to the cutout or extension addition.

### **Billing**

Permitted signs in each county will be inspected during the same month biennially, regardless of the issue date. It may be necessary to charge a one time pro-rated fee to adjust for the difference between the anniversary date and the county billing date. For subsequent biennial billing cycles, a biennial inspection fee in the amount of \$100.00 shall be collected every two years. The fee will be considered delinquent if not paid within sixty days after the due date on the statement.

### **Transfer**

It is the responsibility of the permit owner to inform MoDOT of sign transfers. When a permitted sign is sold, the permit must be transferred to the new owner. An [Application to Transfer Outdoor Advertising Permit\(s\)](#) and statement of intent to transfer the permit should be provided to the buyer when the sign is sold. The completed transfer application along with the statement of transfer and \$10.00 transfer fee should be submitted to the area permit specialist. Outstanding permit fees must be satisfied before a transfer can be processed.

### **Address Changes**

It is the responsibility of the permit owner to notify MoDOT in writing of permit owner and landowner address changes. Contact the area permit specialist with any changes.

**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)