

Title 7—DEPARTMENT OF TRANSPORTATION  
Division 10—Missouri Highways and Transportation Commission  
Chapter 6—Outdoor Advertising

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SECRETARY OF STATE  
ADMINISTRATIVE RULES

PROPOSED AMENDMENT

**7 CSR 10-6.020 Directional and Other Official Signs.** The Missouri Highways and Transportation Commission is amending sections (2)(D), (5)(A), and (7)(A) through (7)(F).

*PURPOSE: This amendment removes unnecessary restrictive language.*

(2) Categories of Directional and Other Official Signs. Directional and other official signs include the following five (5) classes of signs:

(D) Public service signs are signs located on school bus stop shelters *[which shall—]***that** identify the donor, sponsor, or contributor of the shelters; contain public service messages~~*[, which shall]*~~ occupying not less than fifty percent (50%) of the area of the sign; contain no other message; and *[be]* **are** located on school bus shelters which are authorized or approved by city, county, or state law, regulation or ordinance and at places approved by the city, county or state agency controlling the highway involved; and

(5) Standards for Service Club and Religious Notices.

(A) Size. Any number of displays or emblems may be secured to a single structure. Each display or emblem *[shall]* **will** not exceed eight (8) square feet in area. Note: For multiple emblem signs to be considered fee exempt, the total outdoor advertising display area on each side must be less than seventy-six (76) square feet.

(7) Standards for Directional Signs. The following standards apply only to directional signs:

(A) General. The following directional signs are *[prohibited]* **not allowed**: signs advertising activities that are illegal under federal or state laws or regulations in effect at the location of those signs or at the location of those activities; signs which obstruct or interfere with the driver's view of approaching, merging, or intersecting traffic; signs which move or have any animated or moving parts; signs located in rest areas, parklands, or scenic areas; and signs not lawfully existing under section 226.550.2., RSMo, or unlawful signs under section 226.580, RSMo;

(B) Size. No sign *[shall]* **may** exceed the following limits: maximum area—one hundred and fifty (150) square feet; maximum height—twenty feet (20'); and maximum length—twenty feet (20'). All dimensions include border and trim but exclude supports;

(C) Lighting. Signs may be illuminated, subject to the following restrictions: signs which contain, include or are illuminated by any flashing, intermittent, or moving lights are *[prohibited]* **not allowed**; signs which are not effectively shielded so as to prevent beams or rays of light from being directed to any portion of the traveled way of an interstate or primary highway or which are of an intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operation of a motor vehicle are *[prohibited]* **not allowed**; and no sign may be so illuminated as to interfere with the effectiveness of or obscure an official traffic sign, device, or signal;

(D) Spacing. No directional sign may be located within two thousand feet (2,000') of an

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interchange or intersection at grade along the interstate system or freeway primary highway (measured along the interstate or freeway primary highway from the nearest point of the beginning or ending of pavement widening at the exit from or entrance to the main traveled way). No directional sign may be located within two thousand feet (2,000') of a rest area, parkland, or scenic area; no two (2) directional signs facing the same direction of travel *[shall]* **may** be spaced less than one (1) mile apart. Not more than three (3) directional signs facing the same direction of travel may be erected along a single route approaching the activity or attraction. Signs located adjacent to the interstate system *[shall]* **will** be within seventy-five (75) air miles of the activity or attraction. Signs located adjacent to the primary system *[shall]* **will** be within fifty (50) air miles of the activity or attraction;

(E) Message Content. The message on directional signs *[shall be]* **is** limited to the identification of the attraction or activity and directional messages useful to the traveler in locating the attraction or activity, such as mileage, route numbers, or exit numbers. Descriptive words or phrases and pictorial or photographic representations of the activity or attraction, or its environs are *[prohibited]* **not authorized** and **will** disqualify the sign from being maintained as a directional sign; and

(F) Selection Method and Criteria.

1. Criteria. Activities and attractions qualifying for directional signing *[shall be]* **are** limited to—public places owned or operated by federal, state, or local governments or their agencies; publicly- or privately-owned natural phenomena, historic, cultural, scientific, educational, and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation. *[Privately-owned activities or attractions must be deemed by the commission to be nationally or regionally known and of outstanding interest to the traveling public.]*

2. Selection. To promote highway safety, the commission *[shall]* determines those public and private activities and attractions **that are nationally or regionally known and of outstanding interest to the traveling public**, which qualify for directional signing. After filing an application for a directional sign permit, the applicant may petition the commission to determine whether or not a specific public or private activity or attraction is eligible for directional signing. The petition may be in letter form and *[shall]* **will** include: a statement by the owner of the activity or attraction describing the activity or attraction and evidence that the activity or attraction is nationally or regionally known and is of outstanding interest to the traveling public. In the case of any publicly-owned activity or attraction, the petition *[must also be accompanied by]* **will also have** the written consent or approval of the federal, state, or local political subdivision having legal authority or control over the activity or attraction where the authority is not the applicant requesting that the activity or attraction be designated as eligible for directional signing. The commission may grant the applicant, upon request, a public hearing to aid the commission in reaching a decision of whether or not the activity or attraction qualifies for directional signing. This hearing would be informal and would not be subject to the procedural requirements of Chapter 536, RSMo. *[In exceptional cases, t]*The commission may require review and concurrence by the United States Secretary of Transportation before reaching a decision. Petitions and requests for public hearing *[must]* **will** be in writing and addressed to the department's authorized representative.

*AUTHORITY: section 226.150, RSMo 2000, and sections 226.500–226.600, RSMo 2000 and Supp. 2013. \* Original rule filed May 16, 1977, effective Oct. 15, 1977. Amended: Filed Jan. 16, 1990, effective June 11, 1990. Amended: Filed June 15, 1993, effective Jan. 31, 1994. Amended:*

*Filed April 15, 2003, effective Nov. 30, 2003. Amended: Filed Oct. 3, 2013, effective May 30, 2014. Amended: Filed September 8, 2017.*

*\*Original authority: 226.150, RSMo 1939, amended 1977 and 226.500–226.600, see **Missouri Revised Statutes** 2000 and Supp. 2013.*

*PUBLIC COST: This proposed amendment will not cost state agencies or political subdivisions more than five hundred dollars (\$500) in the aggregate.*

*PRIVATE COST: This proposed amendment will not cost private entities more than five hundred dollars (\$500) in the aggregate.*

*NOTICE TO SUBMIT COMMENTS: Anyone may file a statement in support of or in opposition to this proposed amendment with the Missouri Highways and Transportation Commission, Pamela J. Harlan, Secretary to the Commission, 105 W. Capitol Avenue, PO Box 270, Jefferson City, Missouri 65102 or [Pamela.Harlan@modot.mo.gov](mailto:Pamela.Harlan@modot.mo.gov). To be considered, comments must be received within thirty (30) days after publication of this notice in the **Missouri Register**. No public hearing is scheduled.*