



Missouri Highways and Transportation Commission Policies

Category: HIGHWAYS
Subcategory: Highway Beautification

Related Statutes: Billboards (Outdoor Advertising)-Sections 226.500 through 226.600 RSMo
Junkyards - Sections 226.650 through 226.720 RSMo
Beautification and Rest Areas – Sections 226.750 – 226.801 RSMo

While there were limited Federal regulations, state statutes, and Commission actions pertaining to roadside beautification in the early 1930s and 1940s, the controversial Highway Beautification Act signed by President Lyndon B. Johnson on October 22, 1965, brought about the greatest focus on the appearance of roadsides. This act called for control of outdoor advertising along the Interstate System and the Federal-aid Primary System. It also required removal or screening of junkyards located along interstate and primary routes and it encouraged scenic enhancement and roadside development. Enactment of the act was controversial at the time because it diverted funds previously dedicated to construction and maintenance of highways to roadside beautification.

HIGHWAY BEAUTIFICATION

The Commission desires to provide a highway system that allows the motoring public to have both a safe and pleasurable traveling experience. Toward that end the Commission directs the MoDOT staff to give thorough consideration to practical aesthetics treatments during the design of new highway facilities and improvements to existing highway facilities, in addition to adhering to federal and state statutory provisions related to highway beautification.

Effective Date: November 7, 2013
Supersedes Policy Dated:
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Related Commission Minutes: November 7, 2013 – Comprehensive Policy Review.