

# Laws Governing Outdoor Advertising in Missouri

- There are many federal and state laws governing outdoor advertising in Missouri. This brochure highlights those laws. All outdoor advertising within 660 feet of the right of way and visible from the National Highway System (NHS), including interstate and federal aid primary (FAP) highways as of 6/1/91, must have a permit from the Missouri Department of Transporta-



*This brochure does not include all laws pertaining to outdoor advertising in Missouri. For a complete booklet, contact your area MoDOT office.*

tion (MoDOT). On-premise signs are not required to be permitted or to meet permit requirements.

- Your outdoor advertising structure cannot be accessed, maintained, or extend onto state right of way.
- You must submit a permit application to the MoDOT office in your area and include the sign owner's name and address; size and location of the sign; property owner's name and address; and the name of the qualifying business.
- The application must be completed entirely, notarized, and a check or money order for \$200.00 made payable to the "Director of Revenue - Credit State Road Fund" must be included. Once the application is received, a site inspection is performed to determine compliance. If approved, the permit is issued.
- If denied, the application and fee are returned. The applicant may request a hearing to review the denial to the outdoor advertising manager. These hearings are held in Jefferson City.
- The sign cannot maintain flashing, intermittent, or moving lights or imitate or resemble an official traffic sign.
- The maximum size for outdoor advertising signs is 800 square feet, with a maximum length of 72 feet and maximum height of 30 feet. Two (2) displays are allowed side by side but not stacked one above another. There are no height restrictions above grade.
- Minimum spacing between signs on any roadway is 1400 feet on the same side of the roadway.
- If the proposed sign location is in an area that is zoned commercial or industrial, the proposed sign location must also be within 750 feet of a visible and recognizable commercial or industrial activity on the same side of the roadway.
- If the proposed sign location is in an unzoned area, the proposed sign location must be within 750 feet of a visible and recognizable commercial or industrial activity on the same side of the roadway.
- The qualifying commercial or industrial facility must be affixed to a foundation with an enclosed area of 200 square feet or more, have approved access, normal utilities, have identification such as an on-premise sign, have all necessary business licenses, and have sufficient inventory. The business cannot be located in a residence, must be in active operation a minimum of 180 days, and meet all business requirements before an outdoor advertising permit can be issued. The owner or an

employee must be present at the business a minimum of 20 hours per week during posted business hours.

- When ownership of the sign changes, a permit must be transferred. A \$10 transfer fee and a transfer form are required per structure.
- A sign may become nonconforming for reasons such as the qualifying business goes out of operation, the zoning changes use other than commercial or industrial, or other changes that create a nonconforming status. Once nonconforming, a sign cannot be enlarged, raised, material changed, or rebuilt if destroyed.
- You can apply for a permit to cut or trim 450 feet of vegetation or trees parallel to the pavement that is blocking a legally permitted billboard on state right of way. A sign must be five years old before vegetation can be cut, and the sign must be two years old before any trimming can be done. For a fee schedule, contact the MoDOT office in your area.



For more information, contact:

**Missouri Department of Transportation**

**1-888-ASK-MODOT**

**(1-888-275-6636)**

[www.modot.org/business/outdoor\\_advertising](http://www.modot.org/business/outdoor_advertising)

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State of Missouri's  
Rules Governing

# Outdoor Advertising