

# Missouri Department of Transportation Right of Way Division

## Control of Outdoor Advertising



## Early History of Outdoor Advertising



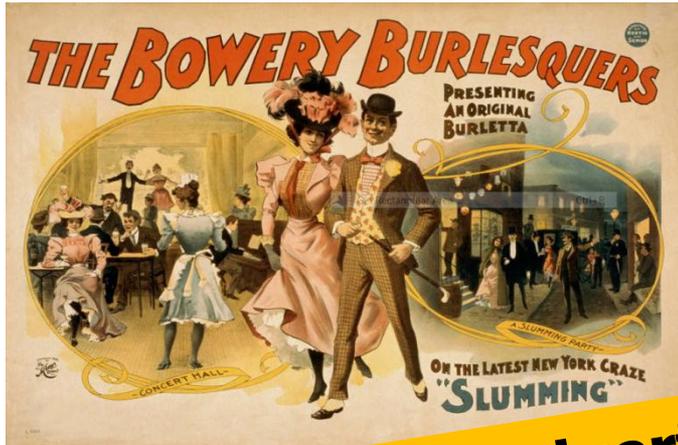
Romans posted notices of contest for public games on temple columns

First attempt to control was in 1718 during King Charles' reign – a sign fell and killed four people.

**EAT AT AHMAD'S**



In 1762, cities of London and Westminster outlawed hanging signs.



**Outdoor Advertising comes to America**



**What is the first name you think of when you think outdoor advertising control?**



## Federal-Aid Highway Act of 1958

- Established a **voluntary** Bonus Program to control outdoor advertising signs adjacent to the Interstate System.
- **First** federal government attempt to control outdoor advertising signs adjacent to highways.
- Provided a monetary incentive to the States of **1/2 of 1 percent** of the construction cost of Interstate highways. 
- Controls signs within 660 feet of the Interstate.



Facts: \$44 million has been paid to the 23 Bonus States to date under this program.

No Federal funds are available to pay \$10 million in outstanding claims from 21 Bonus States.

- Be thankful we are not a bonus state.

## Federal-Aid Highway Act of 1958 (incentive program)

Provided **1/2 of one percent** of interstate construction costs.

## Highway Beautification Act of 1965 (penalty program)

A mandatory program that stipulates a **10 percent** penalty if the State does not provide effective control of outdoor advertising.



After signing the Highway Beautification Act on October 22, 1965, President Johnson hands the bill signing pen to Lady Bird in the East Room of the White House

# Bonus States

California  
Colorado  
Connecticut  
Delaware  
Hawaii  
Illinois  
Iowa  
Kentucky  
Maine  
Maryland  
Nebraska  
New Hampshire  
New Jersey  
New York  
Pennsylvania  
Ohio  
Oregon  
Vermont  
Virginia  
West Virginia  
Rhode Island  
Wisconsin  
Washington



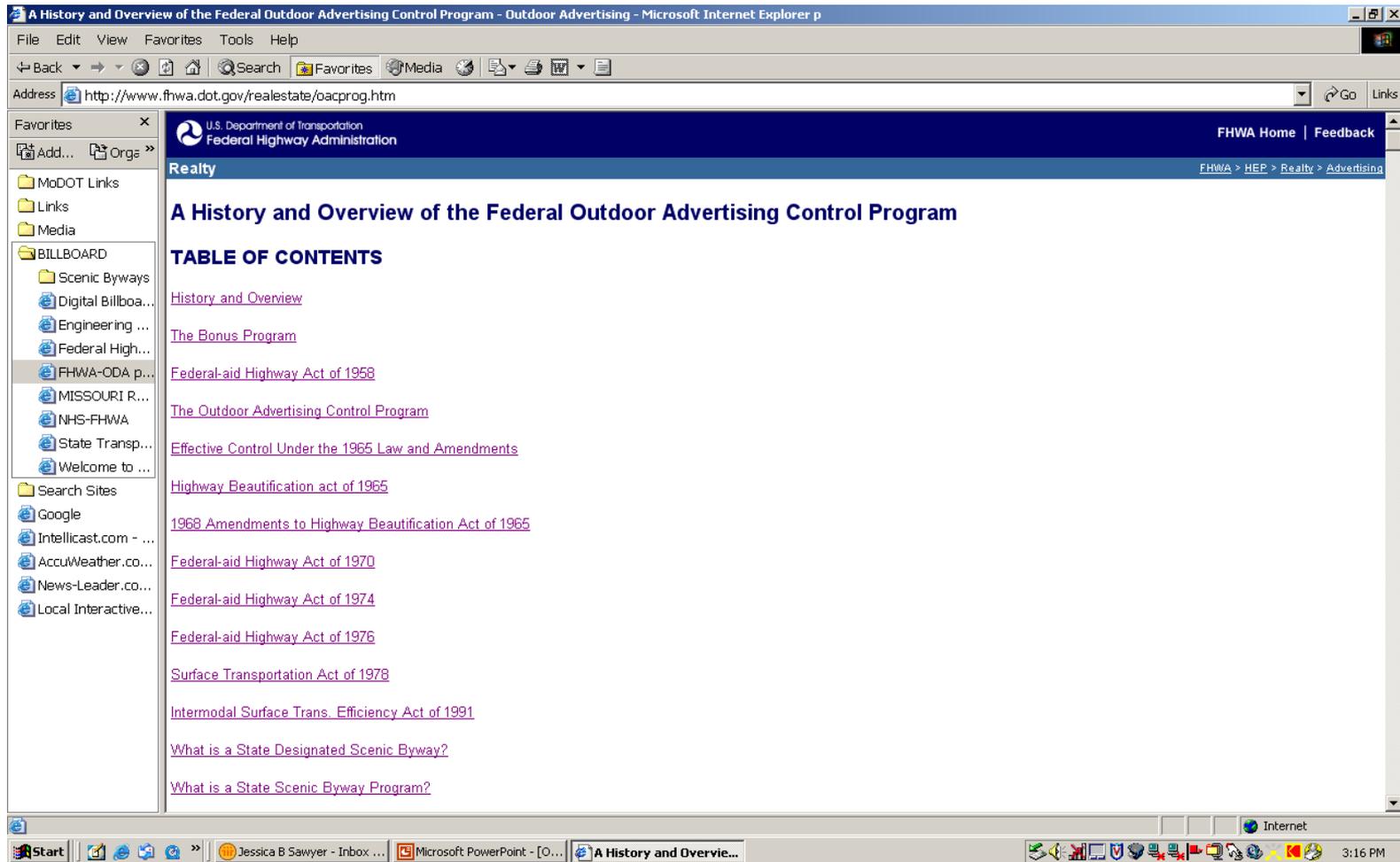
Bonus states must comply with both the Federal-Aid Highway Act of 1958 & the Highway Beautification Act of 1965

**Georgia and North Dakota withdrew from Bonus program.**

**States that don't allow billboards:**

**Alaska, Hawaii, Maine, Vermont and the District of Columbia**

To learn more about the federal law go to FHWA website:  
<http://www.fhwa.dot.gov/realstate/oacprog.htm>  
NHI Course – free on-line class on ODA control



The screenshot shows a Microsoft Internet Explorer browser window. The address bar displays the URL <http://www.fhwa.dot.gov/realstate/oacprog.htm>. The page content includes the FHWA logo and navigation links for 'FHWA Home' and 'Feedback'. The main heading is 'A History and Overview of the Federal Outdoor Advertising Control Program', followed by a 'TABLE OF CONTENTS' section with the following links:

- [History and Overview](#)
- [The Bonus Program](#)
- [Federal-aid Highway Act of 1958](#)
- [The Outdoor Advertising Control Program](#)
- [Effective Control Under the 1965 Law and Amendments](#)
- [Highway Beautification act of 1965](#)
- [1968 Amendments to Highway Beautification Act of 1965](#)
- [Federal-aid Highway Act of 1970](#)
- [Federal-aid Highway Act of 1974](#)
- [Federal-aid Highway Act of 1976](#)
- [Surface Transportation Act of 1978](#)
- [Intermodal Surface Trans. Efficiency Act of 1991](#)
- [What is a State Designated Scenic Byway?](#)
- [What is a State Scenic Byway Program?](#)

The browser's taskbar at the bottom shows the Start button, several open applications including 'Jessica B Sawyer - Inbox...', 'Microsoft PowerPoint - [O...', and the current page 'A History and Overview...'. The system tray on the right shows the Internet icon and the time '3:16 PM'.

MoDOT's website: [www.modot.mo.gov](http://www.modot.mo.gov) or [www.modot.org](http://www.modot.org)

# **To achieve effective control a state must:**

- **Enact legislation**
- **Enter into a federal/state agreement**
- **Enforce state law**



**Missouri  
Senate Bill 8  
passed in 1968**



To establish outdoor  
advertising control of signs  
within 660' of R/W

**Federal/State  
Agreement for  
Missouri was  
signed on  
February 22, 1972**



Established:

- Size requirements
- Lighting requirements
- Location requirements
- Spacing requirements

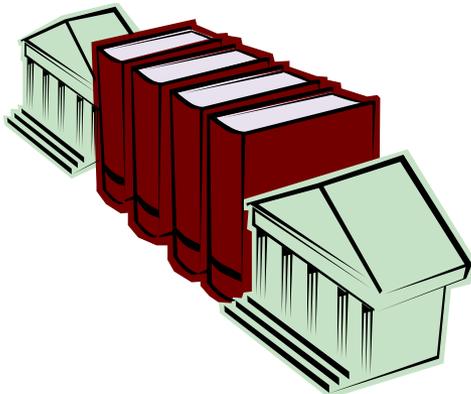
\* Enforcement was given to  
the departments  
of transportation

## Senate Bill 382 (1972)

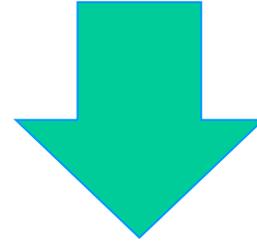
- gave authority to remove obsolete and illegal signs

Change was made from:

- 150 feet to 300 feet spacing on primary routes
- 500 feet spacing on interstates & freeways



## Statutes (laws)



## Administrative Rules (code or regulations)

### - tells us how to carry out the laws

- promulgated by State Highways Commission to aid regulation of outdoor advertising, 7 CSR 10-6

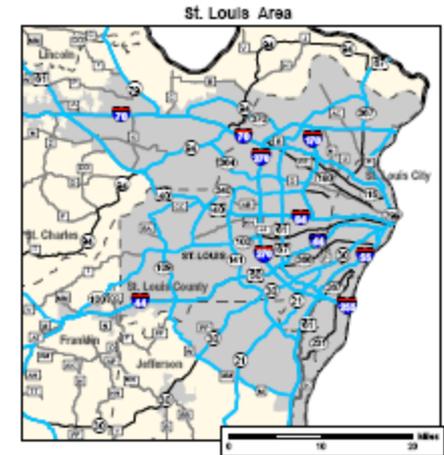
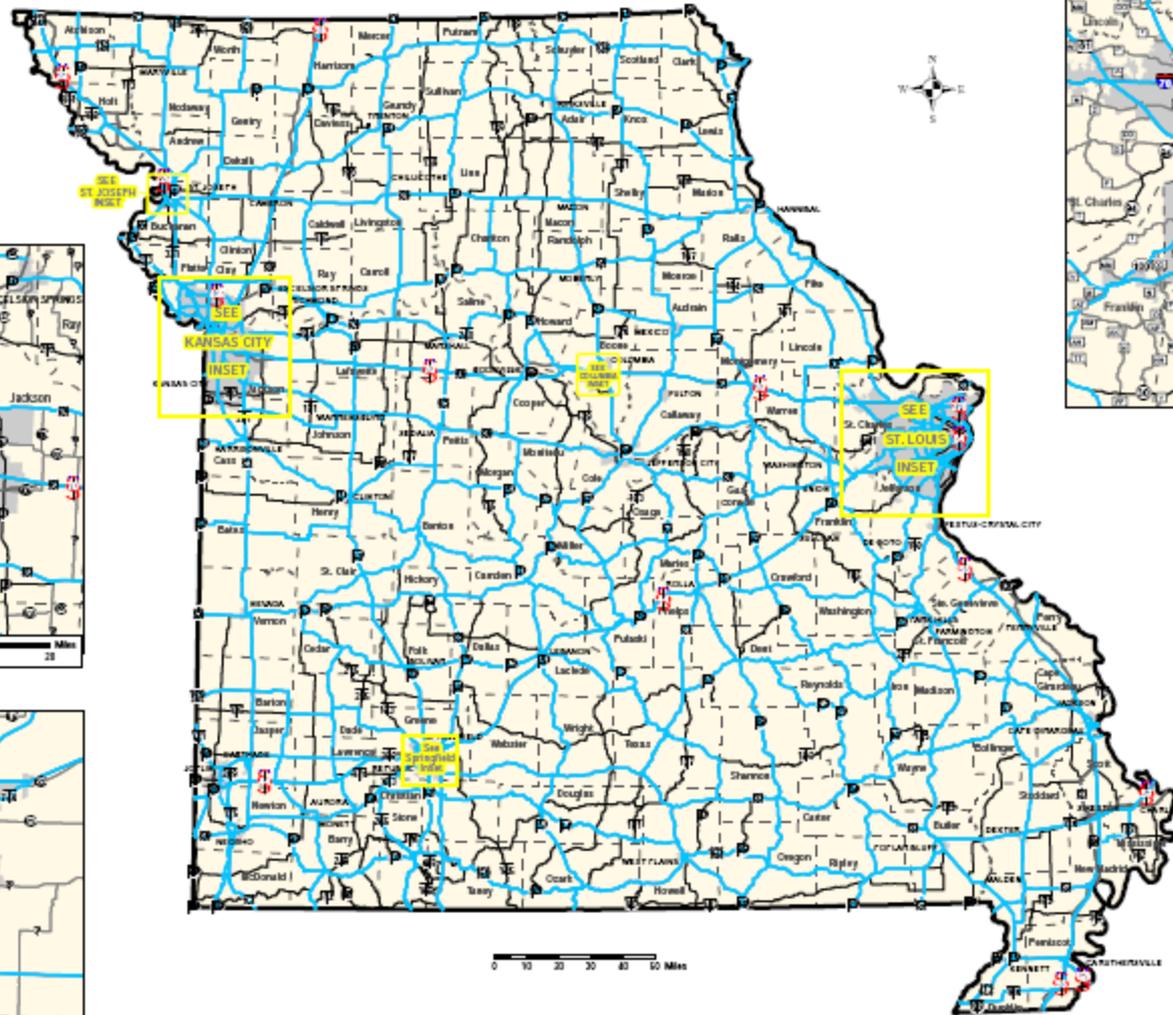
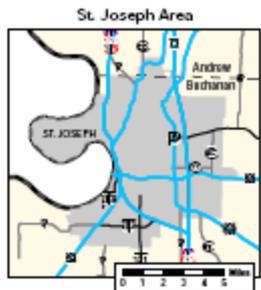
Note: In 1998, SB 883 passed allowing cities and counties to be more restrictive than state.

# How do we enforce the law?

- Permitting process
- Establish inventories
- Periodic surveillance of the controlled routes
- Any illegal signs expeditiously removed



# MoDOT Outdoor Advertising Controlled Routes



J:\BISHOK\GIS\MAPS\00A\00A\_controlled\_routes\_final\_b0.mxd

Controlled Routes are defined as the Interstate and Primary system (Federal Aid Primary) as it existed on **June 1, 1991** and all highways designated as a part of the National Highway System

“Snap shot in time”

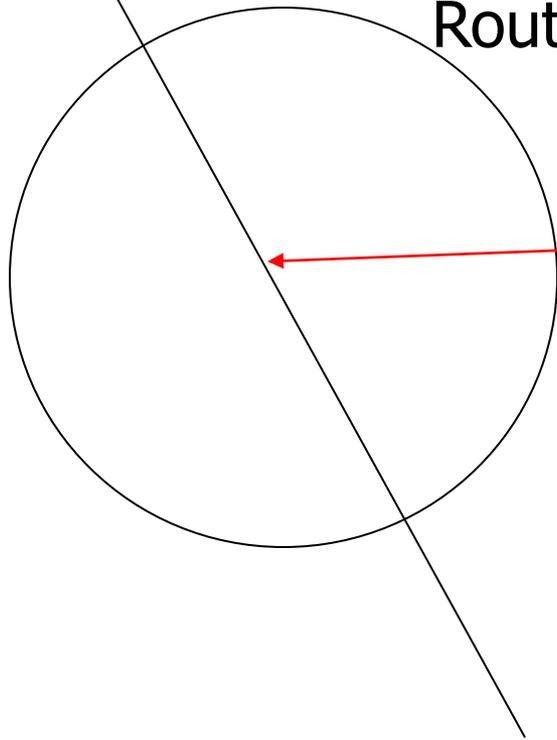
# What is controlled?

## example 1

Route 1(FAP)

Route 11 Bypass  
(NHS)

still controlled  
regardless of  
ownership

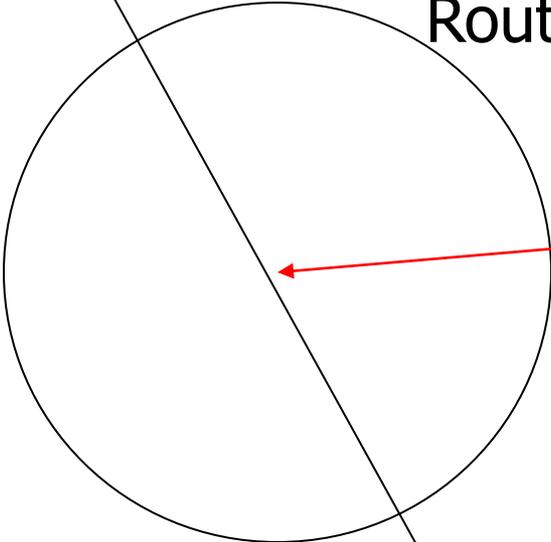


# What is controlled?

## example 2

Route 1(NHS)

Route 11 Bypass  
(NHS)



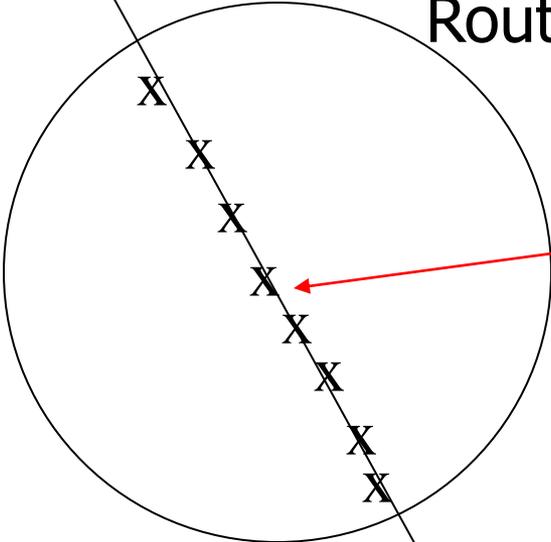
Not controlled  
not FAP on 6/1/91

# What is controlled?

## example 3

Route 1(FAP)

Route 11 Bypass  
(NHS)



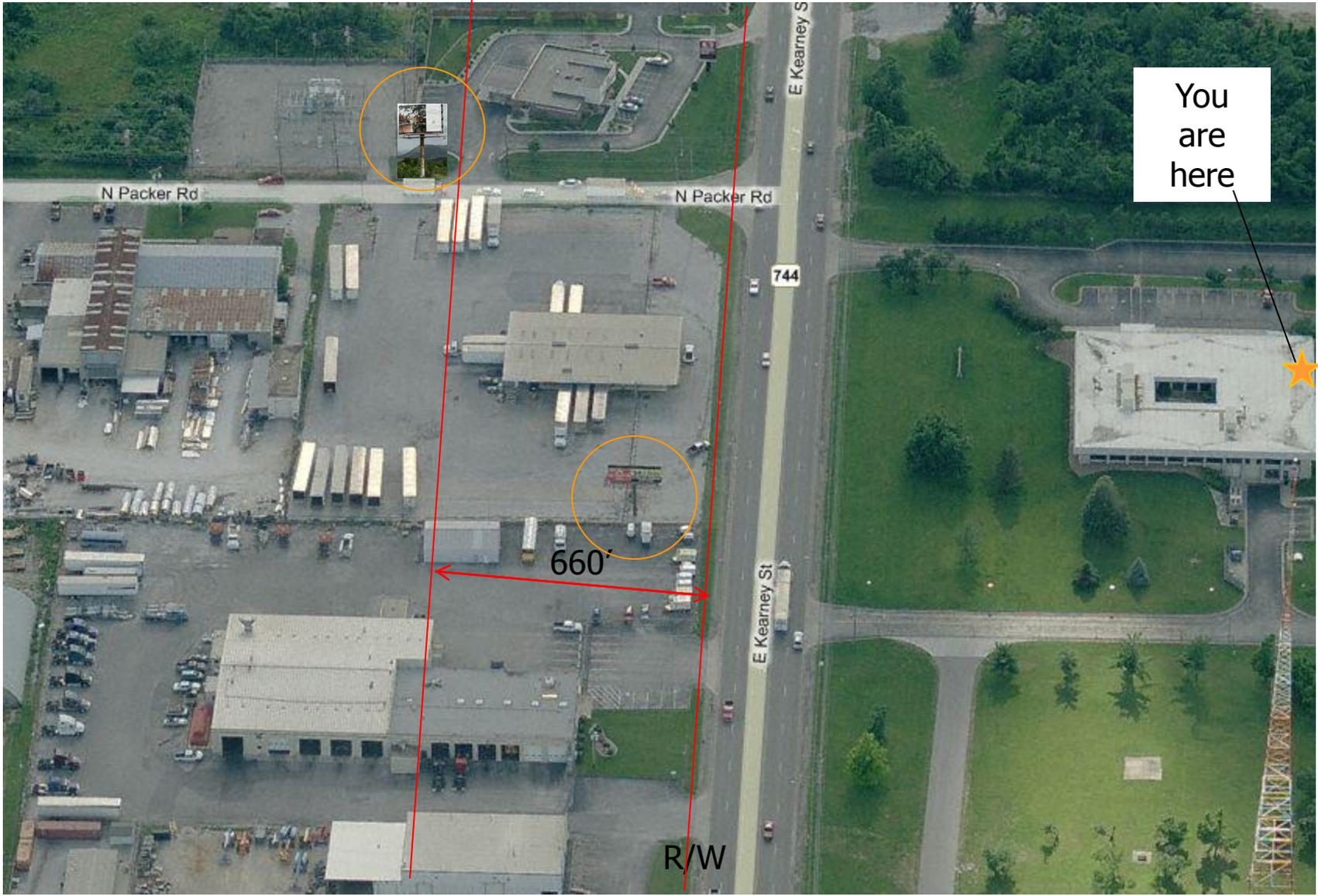
Road obliterated  
Do not control

# Control Areas

- Outdoor advertising is controlled and permits issued within 660' of R/W in urban areas.
- Outside urban areas, outdoor advertising is controlled within the limits of visibility (includes the 660' corridor).

\*Regardless of location, a sign can only be **permitted** within the 660' corridor.





You are here

660'

R/W

# Missouri's Statutes

(RSMo 226.500 – 226.600)

LAW

&

# Missouri's Code of State Regulations

(7 CSR 10-6.010-100)

REGS

specify

## Size, Lighting, Spacing and Location Requirements

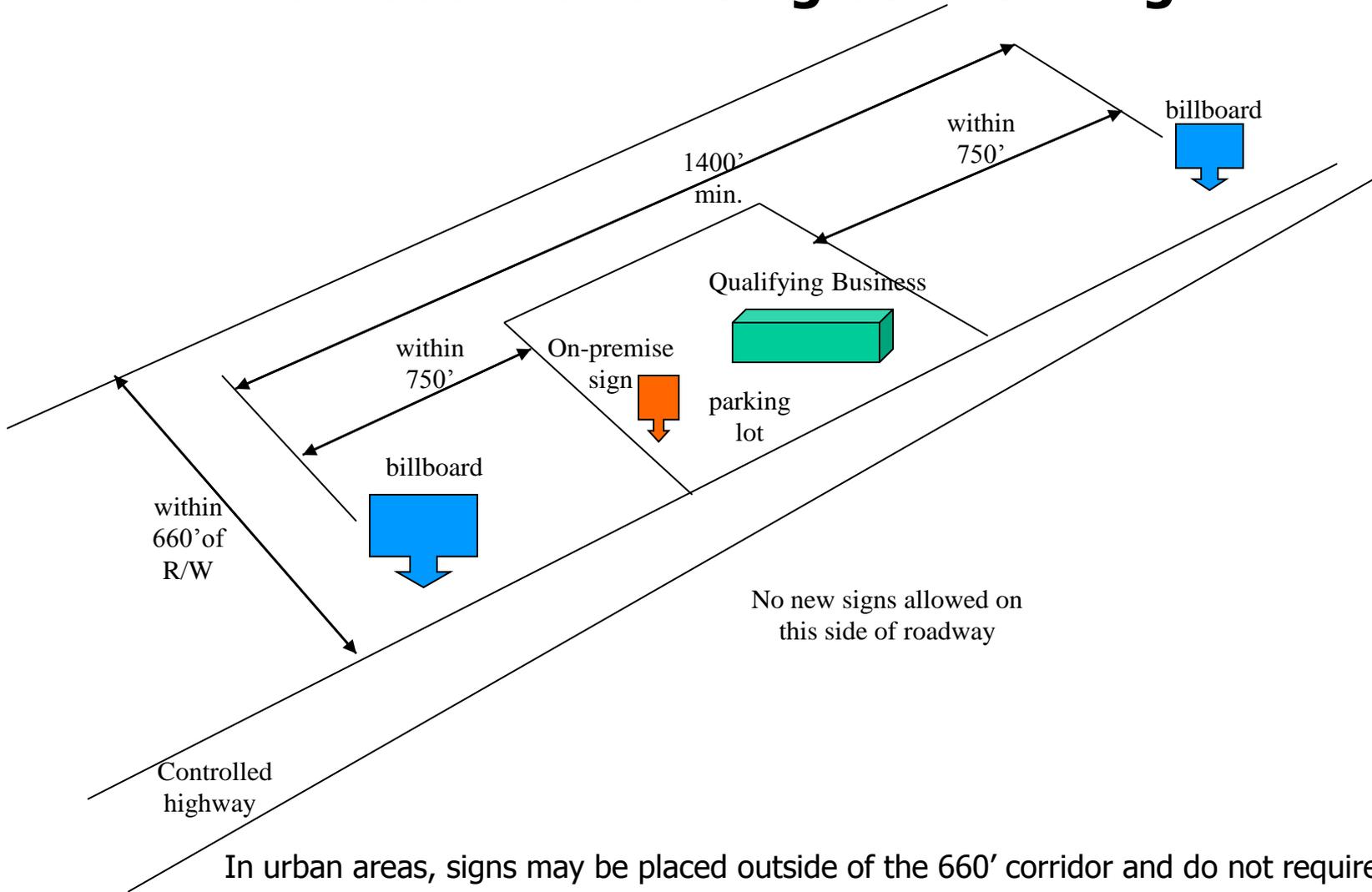
Current requirements are:

- Size: Maximum **800 square feet** per side
- Lighting: No moving or flashing lights
- Spacing: **1400'** between sign structures
- Location: Sign located within **750'** of a qualifying business and properly zoned if there is zoning



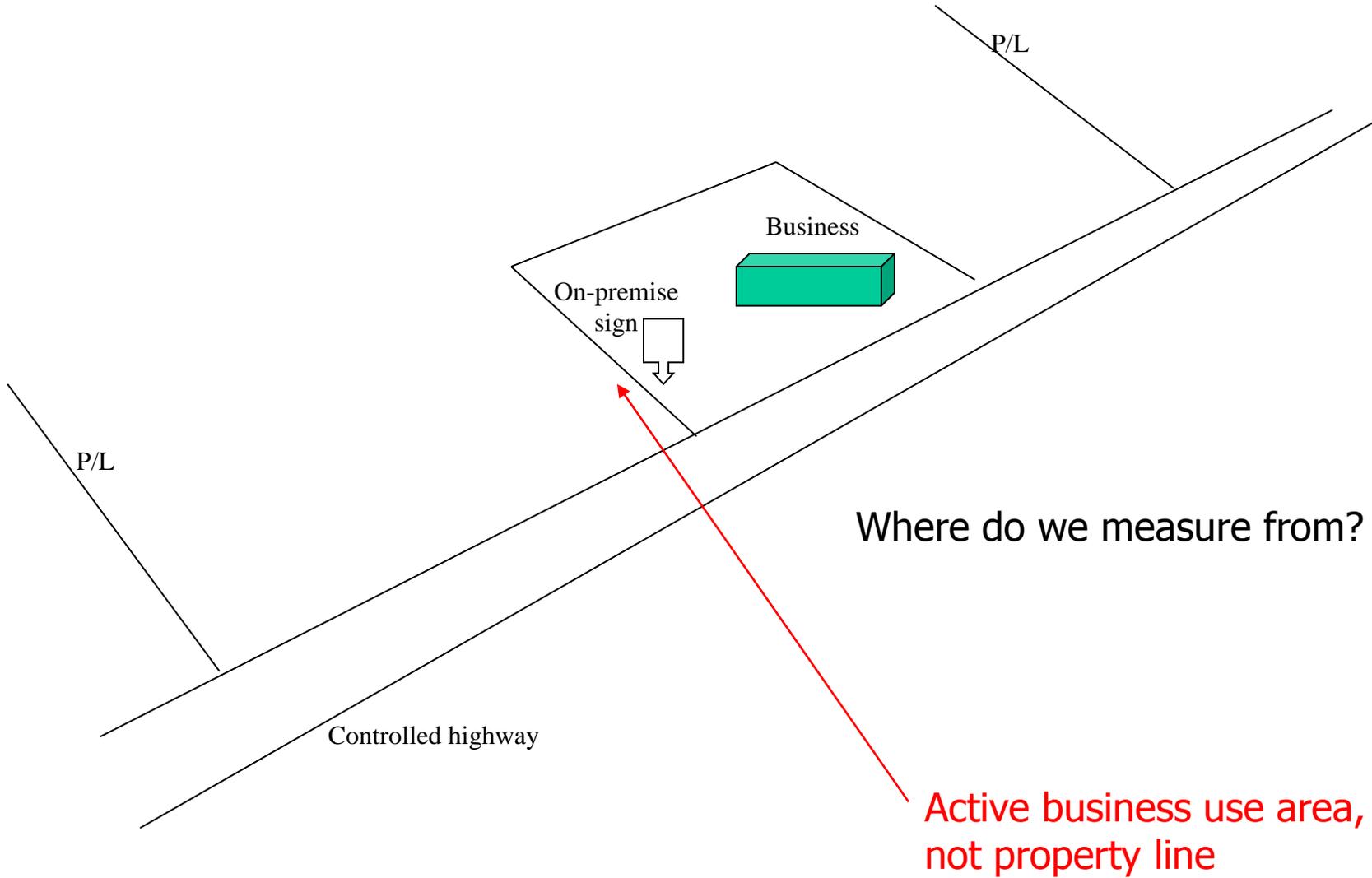


# Outdoor Advertising Control Diagram



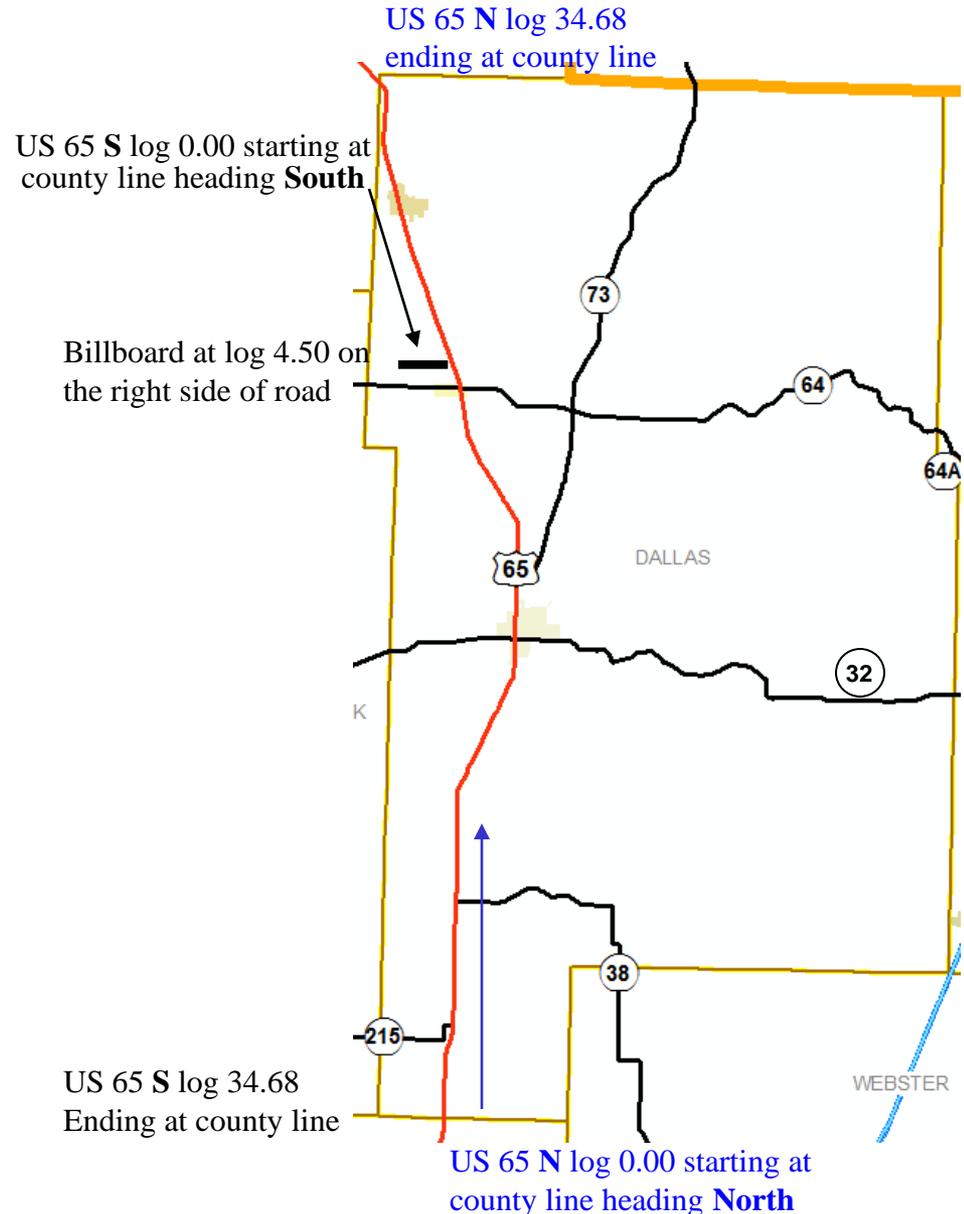
In urban areas, signs may be placed outside of the 660' corridor and do not require a permit. Outside urban areas, signs cannot be placed outside the 660' and are regulated due to limits of visibility.

# Outdoor Advertising Control Diagram 2



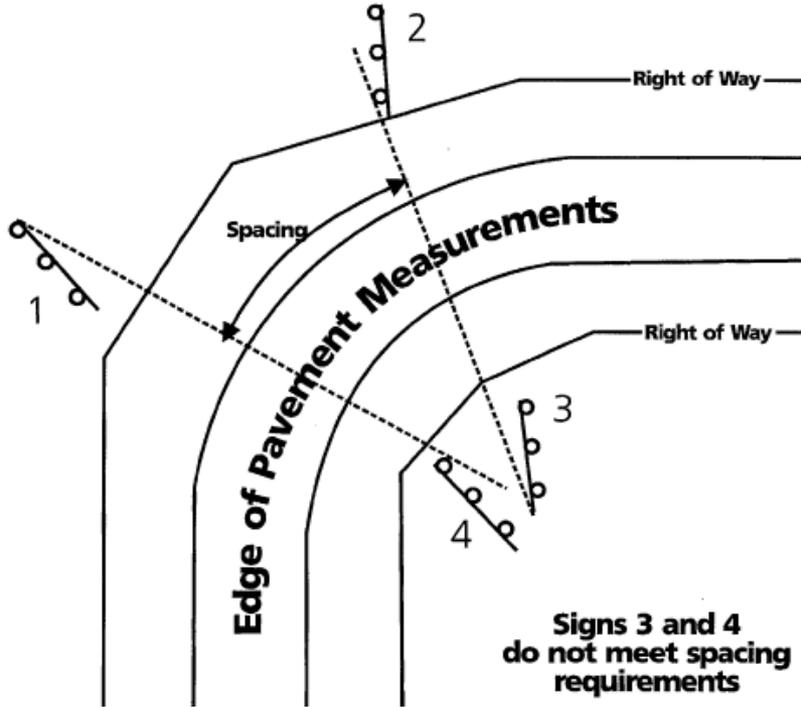
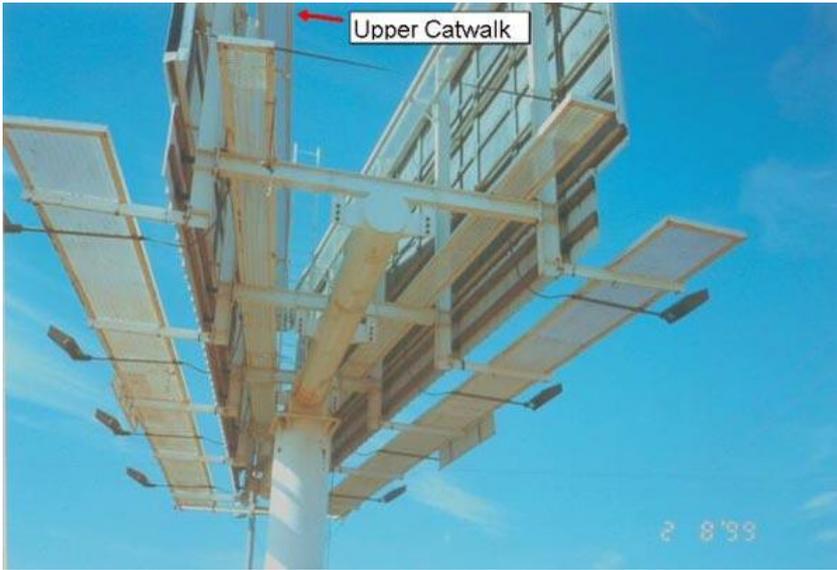
# Understanding County Logs

- **Odd** numbered routes run north and south ex. 65, 73. **Even** numbered run east and west ex. 32, 64, I-44.
- Starting at the county line the log starts at 0.00 and increases as you drive the route.
- Signs are typically on the **right** except for divided highways with private property between lanes of travel.



# Measurements

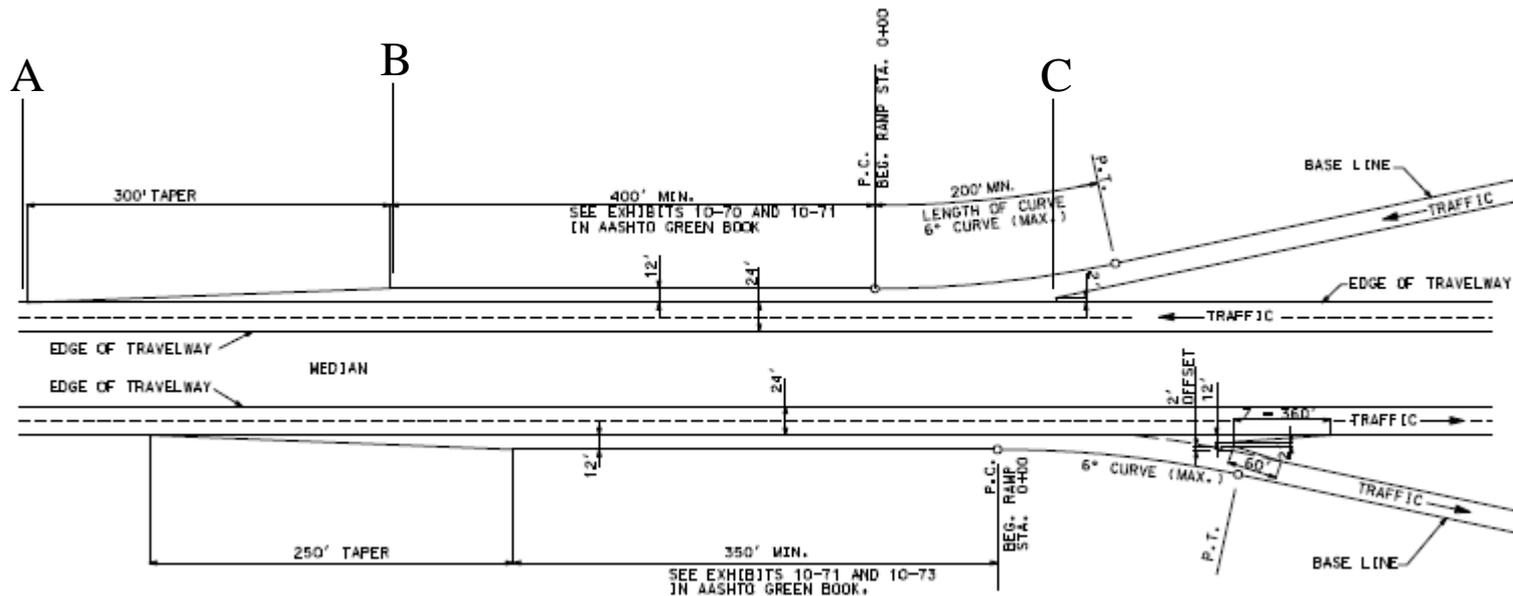
“nearest points of the structures to each other are to be used”



# Measurements

Outside of incorporated municipalities, no structure may be located adjacent to or within five hundred feet of an interchange or safety rest area

## Where do we measure from?



“beginning or ending of pavement widening at the exit from or entrance to the main traveled way”

Signs must be placed on private property.

Signs are not allowed on state **right of way** nor can they overhang or be maintained via state right of way.

It is the sign applicant's responsibility to see that the sign is erected off state right of way.



# Other type of signs that require a permit:

- Directional
- Official
- Exempt (service club, veterans, fraternal, religious organizations)



These signs follow different requirements for size, lighting, spacing and location requirements and some are exempt from fees and cannot contain advertising.



# Number of Signs in Missouri

58,000 – 1966

38,000 – 1972

13,140 – 1985

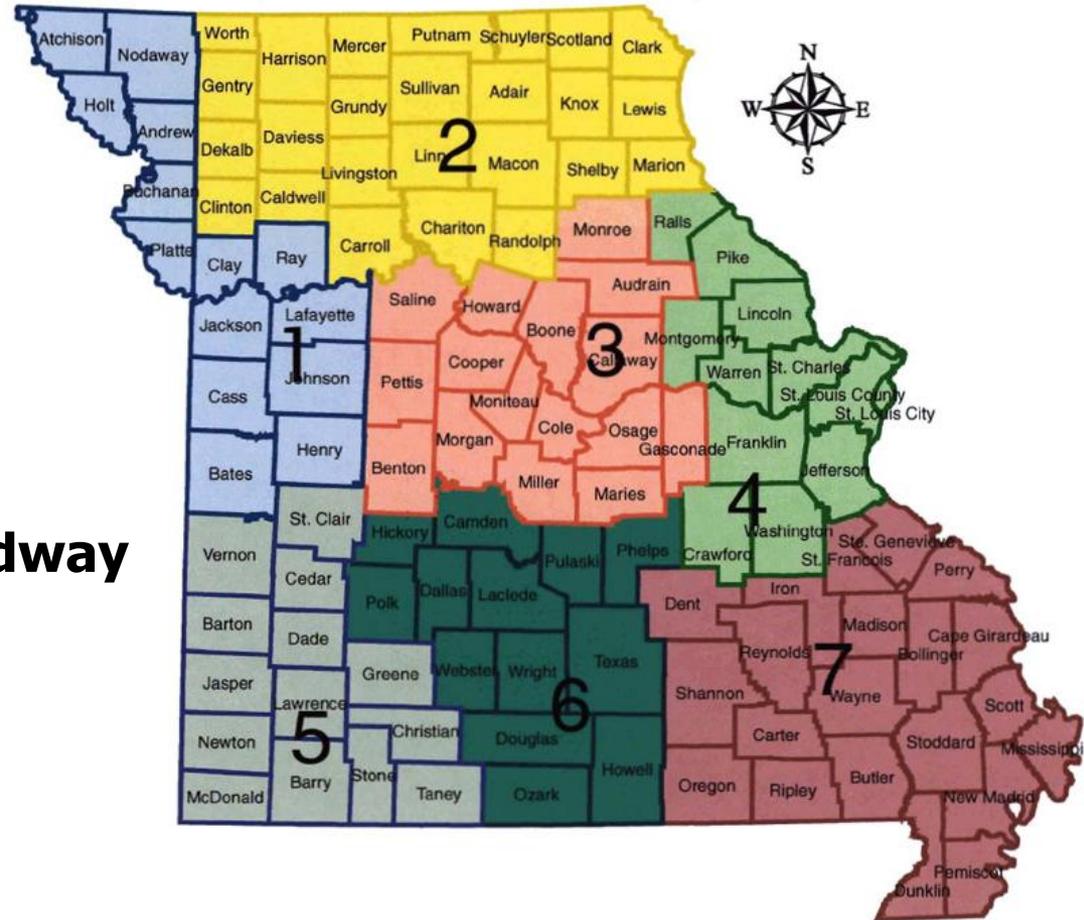
11,400 – Current

**Approximate miles of roadway  
we regulate: 8560**

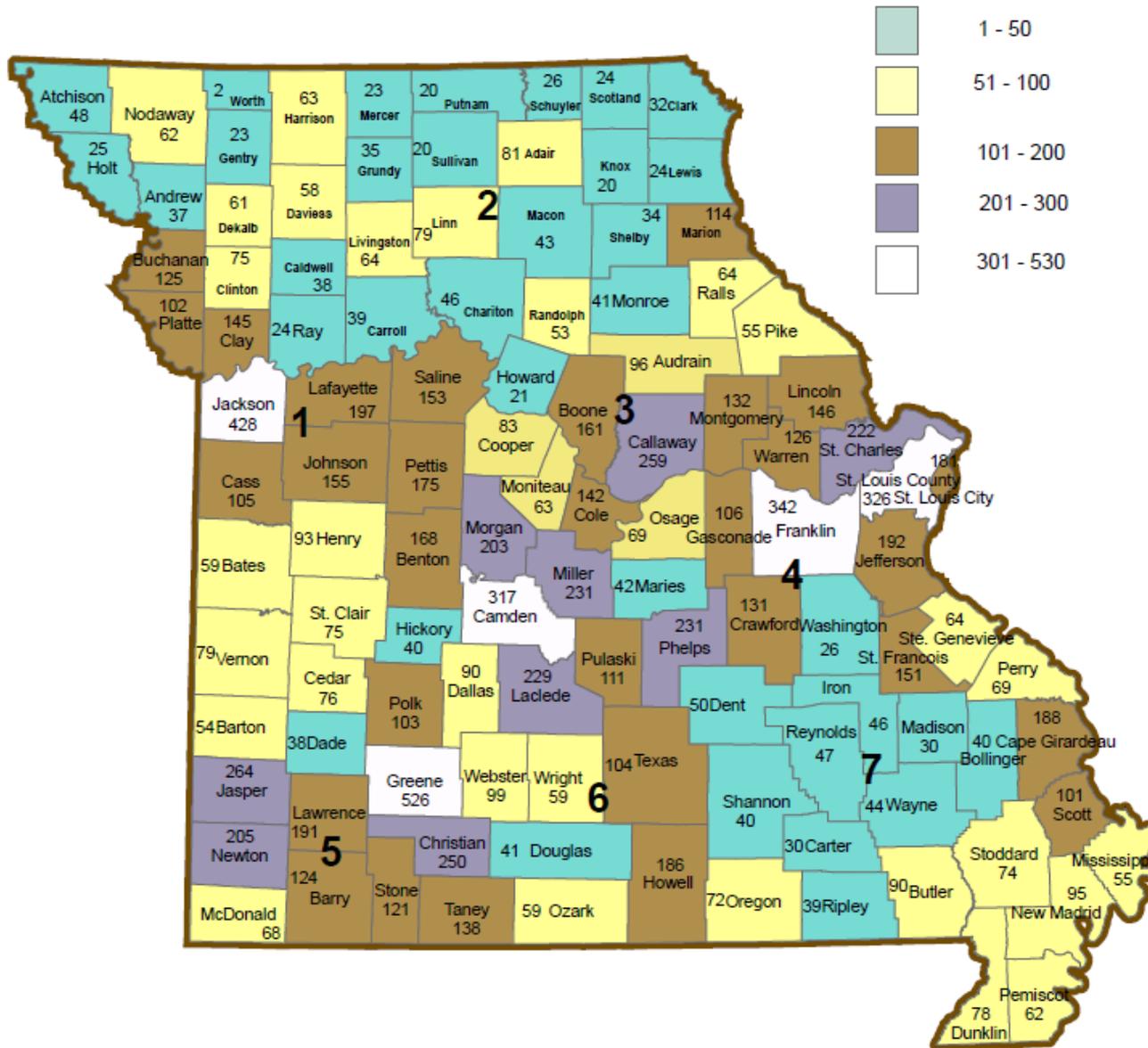
## **MoDOT/ODA Staff:**

1 ODA manager, 7 specialists,

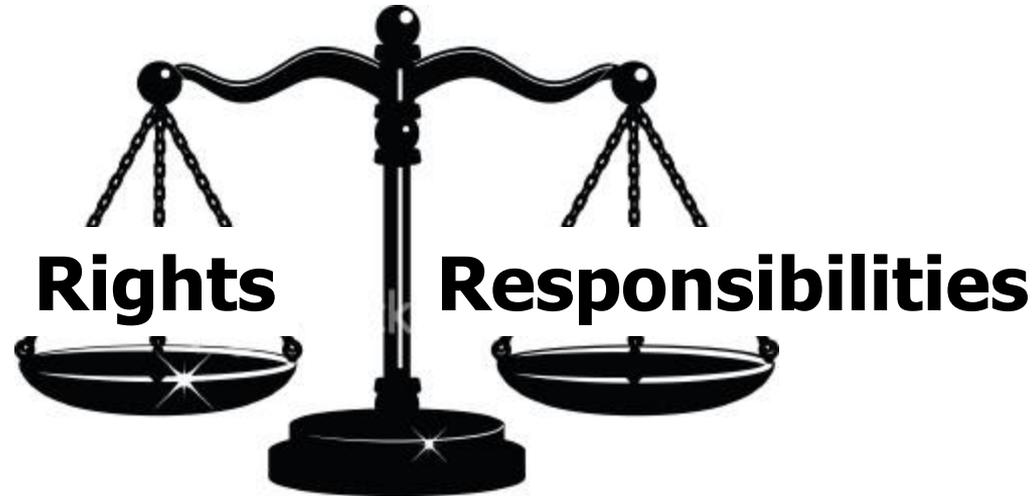
3 technicians



# Billboard Concentration Map



# What is a permit?



“Oftentimes, a potential sign owner is more than ready to erect their sign in hopes of making revenue but when it comes time to pay their biennial fee or make necessary repairs they are not so enthusiastic.”

\* MoDOT considers the permit holder the sign owner.

# I'm ready to apply: How do I fill out an Application for Permit?

## APPLICATION FOR PERMIT TO ERECT AND/OR MAINTAIN OUTDOOR ADVERTISING

IN ACCORDANCE WITH  
SECTION 226.550 RSMo AND  
7 CSR 10-6.070



For Official Use Only
TMS #: _____
Trans #: _____
Check #: _____
Log Point: _____

### MISSOURI DEPARTMENT OF TRANSPORTATION

TYPE OF SIGN:

PART I: PERMIT OWNER INFORMATION	PROPERTY OWNER INFORMATION
Permit Applicant Name: <input type="text"/>	Property Owner Name: <input type="text"/>
Contact Person: <input type="text"/>	Contact Person: <input type="text"/>
Mailing Address: <input type="text"/>	Mailing Address: <input type="text"/>
City: <input type="text"/> State: <input type="text"/> Zip Code: <input type="text"/>	City: <input type="text"/> State: <input type="text"/> Zip Code: <input type="text"/>
Telephone Number: <input type="text"/>	Telephone Number: <input type="text"/>
Email Address: <input type="text"/>	GPS Location (Optional): <input type="text"/>

- Permit holder is legally considered the sign owner
- **Prefer** one owner's name, not two owners (ownership issues)
- Need current sign owner & land owner information & copy of deed (please provide on Invoice Details sheet at biennial renewal time)
- Must list actual land owner, NOT lease holder

## PART II: LOCATION OF OUTDOOR ADVERTISING STRUCTURE

The sign will be visible from Highway/Route  in  County

Traveling:  N  S  E  W The sign will be located on the RIGHT side of the road and   MILES  FEET

BEFORE  AFTER  ( state or county intersecting route ).

Is the sign location within the City Limits?  Yes  No If yes, City name:

Land use or zoning:  Commercial  Industrial  Other   Unzoned

Name of Qualifying Business within 750 feet:

- prefer that directions are given so that the sign is on the right except rare occasions such as divided highways with private property between lanes
- if business is new (just over 6 months), provide evidence that the business was open for 6 months such as: electric bill, well installation, phone installation, etc.

### PART III: DESCRIPTION OF OUTDOOR ADVERTISING STRUCTURE

The structure is made of (check one):  Wood  Metal  Other (explain) \_\_\_\_\_

The pole construction is (check one):  Monopole  Multiple Poles (number) \_\_\_\_\_  Other (explain) \_\_\_\_\_

Size of sign face (in feet): Vertical \_\_\_\_\_ Horizontal \_\_\_\_\_ (Total size per side of structure cannot exceed 800 square feet)

Number of Faces: \_\_\_\_\_ Will the sign have lighting? \_\_\_\_\_

The faces will be positioned: \_\_\_\_\_ Technology: \_\_\_\_\_

**PLEASE NOTE, STACKED STRUCTURES ARE NOT PERMITTED**

Do not begin construction of the sign until you receive the outdoor advertising permit

### REQUESTED DOCUMENTATION

**With all applications enclose the following:**

- Enclose a copy of lease or a letter from the land owner granting permission to erect or maintain a sign on their property
- Enclose a diagram of the proposed sign location in relation to intersecting routes (include direction of travel and measurements)
- Back of this form must be notarized or it will be returned.

#### Billboard Checklist:

- If the property is zoned, enclose a letter from the Zoning Authority stating the zoning classification.
- Enclose copies of local business license(s) for the qualifying business, if applicable.
- Enclose a copy of the last deed of record for the property.
- Enclose a check or money order made payable to: **Director of Revenue, Credit State Road Fund**, in the amount of \$200.00

#### Tax Exempt Sign Checklist:

- Enclose a proof of tax-exempt status. No fees required for signs less than 76 sq. ft.
- Enclose a sketch of the desired message to be placed on sign.

#### Directional Sign Checklist:

- Enclose a sketch of the desired message to be placed on sign.
- Enclose a check or money order in the amount of \$200.00.
- Enclose a letter of intent and supporting documentation.

The appropriate documentation must be provided as well as notarization on the back of this completed form and permit fee, when applicable, or the application will be returned.

The Area Specialist may request additional information in order to process this application.

- On the lease agreement, dollar amounts can be blacked out due to Sunshine law.
- Prior to erecting the sign, if sign applicant decides to built a different configuration or size or other changes please request first in writing (e-mail will suffice) then wait for approval before continuing.

# County Billing Schedule

JANUARY		FEBRUARY		MARCH		APRIL		MAY	
EVEN	ODD	EVEN	ODD	EVEN	ODD	EVEN	ODD	EVEN	ODD
CAPE GIRARDEAU	ADAIR	CLARK	CLAY	BENTON	AUDRAIN	ANDREW	BUTLER	CARTER	BOONE
COLE	JASPER	DENT	COOPER	BOLLINGER	BARRY	DALLAS	CAMDEN	HOWARD	BUCHANAN
MONITEAU	LIVINGSTON	LEWIS	MISSISSIPPI	HICKORY	CARROLL	HOLT	CASS	REYNOLDS	DOUGLAS
PLATTE	OREGON	LINN	RAY	JACKSON	CHARITON	MACON	MONTGOMERY	SALINE	GREENE
ST. LOUIS	SCHUYLER	SHANNON	ST. LOUIS CITY	JEFFERSON	MCDONALD	PHELPS	RIPLEY	ST. CLAIR	WRIGHT
		SULLIVAN	STODDARD	WAYNE	TEXAS	POLK		WARREN	
		TANEY				RANDOLPH			
JUNE		JULY		AUGUST		SEPTEMBER		DECEMBER	
EVEN	ODD	EVEN	ODD	EVEN	ODD	EVEN	ODD	EVEN	ODD
ATCHISON	IRON	CEDAR	GRUNDY	GENTRY	BATES	FRANKLIN	CALDWELL	DAVISS	CRAWFORD
BARTON	LAFAYETTE	MARIES	KNOX	HARRISON	DUNKLIN	GASCONADE	CHRISTIAN	DEKALB	HENRY
CALLAWAY	LINCOLN	OSAGE	MERCER	HOWELL	MORGAN	JOHNSON	CLINTON	LAWRENCE	MILLER
DADE	MADISON	PERRY	NEWTON	MARION	PEMISCOT	NEW MADRID	MONROE	PIKE	SCOTT
LACLEDE	PETTIS	ST. FRANCOIS	PULASKI	STONE	ST. CHARLES		OZARK	RALLS	
NODAWAY		STE. GENEVIEVE	PUTNAM	WORTH	VERNON		SHELBY	WEBSTER	
		WASHINGTON	SCOTLAND						

Notice anything odd with this calendar?

## Conforming Signs

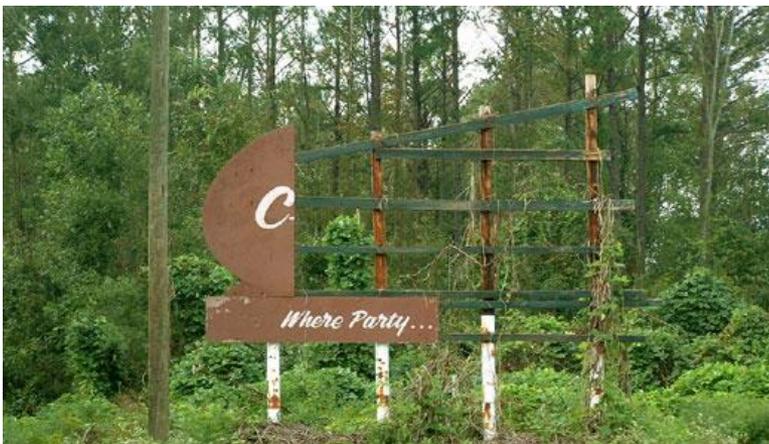
Lawfully erected signs that currently meet our state statutes and regulations for size, lighting, spacing and location requirements.

## Nonconforming Signs

Lawfully erected signs that fail to meet current state statutes and regulations in accordance with size, lighting, spacing or location requirements.

### Non-conforming signs may not:

- remain without an ad
- be in disrepair
- maintain no face
- maintain an obsolete ad for 12 months or longer
- be rebuilt if 50% or more of the support structure is destroyed or damaged
- be relocated
- be increased in size



## Non-conforming signs include:



- Most pre-1972 signs
- Landmark signs (ex. Meramec Cavern ads)
- signs that have stacked displays
- signs that are over 800 sq ft
- signs not located within 750' of a business or on same side of roadway as business
- signs in areas (that have zoning) not zoned Commercial or Industrial
- signs not spaced a minimum of 1400 feet apart on same side of roadway

Must remain relatively the same as date they became nonconforming

# Vegetation



Nonconforming signs cannot be maintained without an advertising message for a continuous period of twelve (12) months or longer. The following are examples of signs maintained without an advertising message: A sign with a message which is **partially obliterated so as not to identify a particular service or product ...**

# Vegetation Removal Procedures

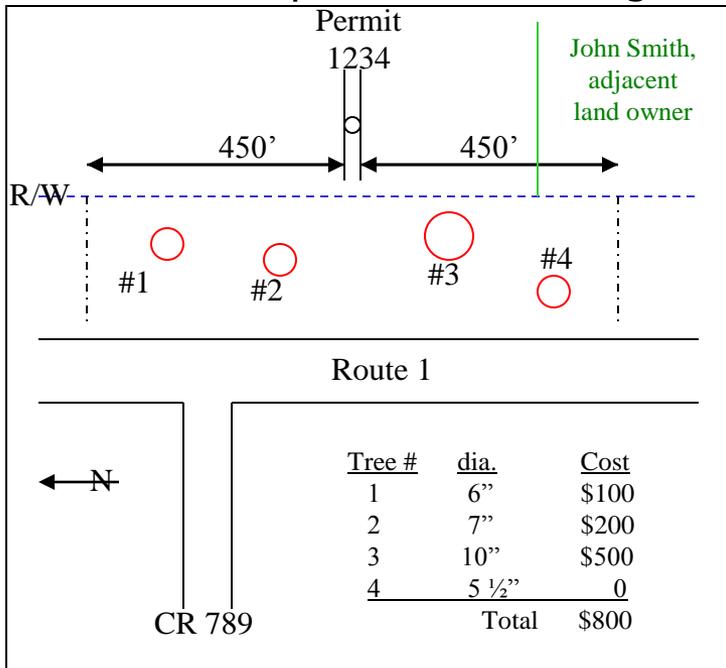
- Sign owners may cut vegetation that blocks visibility of the sign if the sign has been up for a specific amount of time. Signs must be 2 years old to trim vegetation, 5 years to cut trees.
- They cannot access site from R/W or park on the roadway, use large equipment or leave brush on R/W.
- Permits are denied based on safety or slope protection issues.



# Vegetation

- Vegetation permit is issued to the sign owner
- Contractor = the person/company doing the work
- Must list sign permit number, permit verifies location
- Trees are considered 6" in diameter or larger
- You may provide a \$1000 check in lieu of bond and a refund is issued when cutting is completed

## Example of Site Drawing:



## APPLICATION FOR OUTDOOR ADVERTISING VEGETATION PERMIT

IN ACCORDANCE WITH SECTION 7 CSR 10-6.085



MISSOURI DEPARTMENT OF TRANSPORTATION

For Official Use Only  
 TMS #: \_\_\_\_\_  
 Trans #: \_\_\_\_\_  
 Check #: \_\_\_\_\_  
 Log Point: \_\_\_\_\_

**PART I: PERMIT OWNER INFORMATION**

MoDOT Permit Number: \_\_\_\_\_

Owner Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**CONTRACTOR INFORMATION**

Contractor Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**PART II: LOCATION OF OUTDOOR ADVERTISING STRUCTURE**

The structure is adjacent to Highway/Route \_\_\_\_\_ in \_\_\_\_\_ County

Traveling:  N  S  E  W The structure will be located on the RIGHT side of the road and \_\_\_\_\_  MILES  FEET

BEFORE  AFTER \_\_\_\_\_ (state or county intersecting route)

**PART III: TYPE OF VEGETATION REMOVAL**

Trim Brush ( Sign must be > 2 yrs. old )  Trim Trees ( Sign must be > 2 yrs. old )  Cut Trees ( Sign must be > 5 yrs. old )

Cut Trees < 6 inches ( Sign must be > 2 yrs. old )

**PLEASE ATTACH THE FOLLOWING INFORMATION:**

- Itemized tabulation of fees for trees to be cut and payment.
- Proof of service of notification to adjacent property owners.
- Proof of liability insurance.
- Type of herbicides to be used, if any.
- Site drawing showing vegetation to be affected.
- Proof of \$1000 Performance Bond or \$1000 deposit.

Applicants shall agree to indemnify and hold harmless the commission against damage or harm to persons, including commission employees, or property which may occur as a result of or in the course of its cutting or trimming of vegetation and use of herbicides.

\_\_\_\_\_  
 Signature of Sign Owner Date Signature of Contractor Date

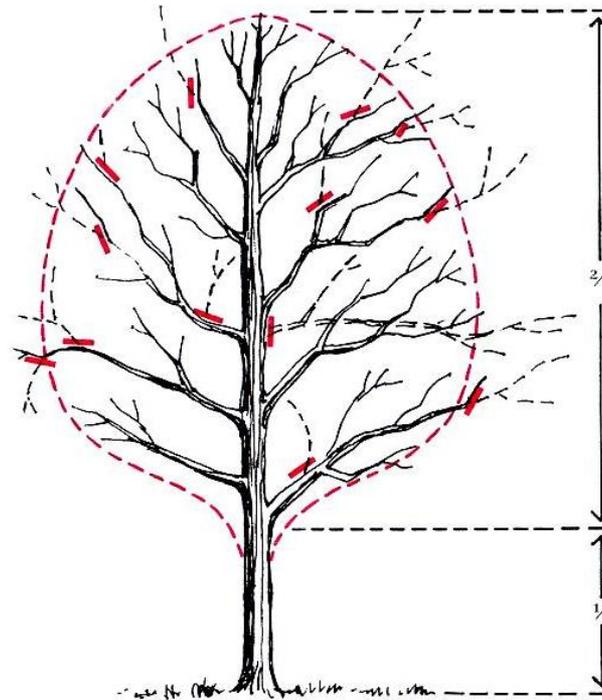
Mail application/payment to the area permit specialist for the county in which the sign is located. See back of application for addresses. Incomplete or incorrectly completed application shall be rejected and returned. Make checks payable to: Director of Revenue, Credit State Road Fund

# Vegetation

## PART III: TYPE OF VEGETATION REMOVAL

- Trim Brush ( Sign must be > 2 yrs. old )    
  Trim Trees ( Sign must be > 2 yrs. old )    
  Cut Trees ( Sign must be > 5 yrs. old )  
 Cut Trees < 6 inches ( Sign must be > 2 yrs. old )

Vegetation Fee Schedule Chart		
Circumference	Diameter	Fee
19"	6"	\$100
22"	7"	\$200
25"	8"	\$300
28"	9"	\$400
31"	10"	\$500
34 1/2"	11"	\$600
37 1/2"	12"	\$700
41"	13"	\$800
44"	14"	\$900
47"	15"	\$1,000
50"	16"	\$1,100



Good tree trimming websites:

[http://www.treesaregood.com/treecare/pruning\\_mature.aspx](http://www.treesaregood.com/treecare/pruning_mature.aspx)

[http://www.tlcfortrees.info/pruning\\_of\\_mature\\_trees.htm](http://www.tlcfortrees.info/pruning_of_mature_trees.htm)

# Vegetation Cutting Day

- Call and inform specialist that you will be working that day
- Have permit on hand at location
- Do not access R/W from roadway, use private property access
- Do not use large equipment on R/W ex. dozer, etc.
- Call specialist when job is completed



## Things to keep in mind:

- Roadside manager may allow some trees to be cut without cost “junk” trees ex. thorny locust, evasive vegetation
- Permits are denied based on safety or slope protection issues
- All vegetation must be removed unless otherwise approved (chips)
- **Good vegetation removal makes for good public image.**



APPLICATION FOR TRANSFER OF OUTDOOR ADVERTISING PERMIT(S)

IN ACCORDANCE WITH SECTION 7 CSR 10-6.070



For Official Use Only  
 TMS #: \_\_\_\_\_  
 Trans #: \_\_\_\_\_  
 Check #: \_\_\_\_\_  
 Log Point: \_\_\_\_\_

MISSOURI DEPARTMENT OF TRANSPORTATION

TYPE OF SIGN: \_\_\_\_\_

PART I: PERMIT OWNER INFORMATION		PROPERTY OWNER INFORMATION	
New Owner Name: _____	Contact Person: _____	Previous Owner Name: _____	Contact Person: _____
Mailing Address: _____	City: _____ State: _____ Zip Code: _____	Mailing Address: _____	City: _____ State: _____ Zip Code: _____
Telephone Number: _____	Email Address: _____	Telephone Number: _____	GPS Location (Optional): _____

PART II: PERMIT(S) TO BE TRANSFERRED - Attach additional pages if necessary

MoDOT Permit Number	Sign Company Number	Date of Purchase	Land Owner Name	Land Owner Address

PART III: DESCRIPTION OF OUTDOOR ADVERTISING STRUCTURE  
 Attach additional pages if necessary. All permit holders should contact the area specialist, in writing, prior to making any changes to a structure. If applicable, a nonconforming brochure will be sent with the transfer permits.

MoDOT Permit Number	Status (Conforming or Nonconforming)	Size: Height by Width	Does the Sign have Lighting?	Current Configuration	Current Technology	Zoning	City Limits (if within City Limits)

\_\_\_\_\_  
 Signature of New Owner                      Print Name                      Date

The appropriate documentation must be provided as well as notarization on the back of this completed form and transfer fee(s), or the application will be returned. The Area Specialist may request additional information in order to process this application.

Enclose the following with your application:  
 A check in the amount of \$10.00 per sign permit to be transferred, payable to: Director of Revenue, Credit State Road Fund  
 A letter or bill of sale from previous owner reflecting the permit number(s) for each permit being transferred.

# Transfer of Permits

- If just an address change, send written documentation (e-mail will work).
- If name change (same ownership), send written documentation such as Secretary of State.
- If one sign company purchases another permits must be transferred.
- Bill of sale must be included and specifically list each permit number.
- Since documents are subject to Sunshine law, you may black out dollar amount.
- Please transfer in a timely manner. Previous owners do not like to be billed.
- If permit remains in an owner's name they are responsible for the permit including fees.

# Sign Removal

- Signs that become illegal are subject to removal after proper notification
- MoDOT or our subcontractor has the police power to enter private property to remove a sign
- Sign is not returned to owner
- Sign owner is billed for the sign removal



# Cut-Outs & Extensions



# Cut-Outs & Extensions

(Time limit and size of cut-out regulated)

## Emergency and Permanent Rules enacted

- Cut-outs may be 33% or less of the original sign face
- Cut-outs on structure may be in place 3 years or display contract length, whichever is shorter
- Filling in not allowed between faces after December 2, 2007 unless by changing to one face allows the sign to be legal since all other requirements are met
- A cut-out cannot be re-added to sign prior to the 6 month minimum



# Examples



**Filling in between faces not allowed after 12-2-07 unless it meets all other regulations**

# Examples



**If cut-out on sign prior to becoming nonconforming, it can stay indefinitely**

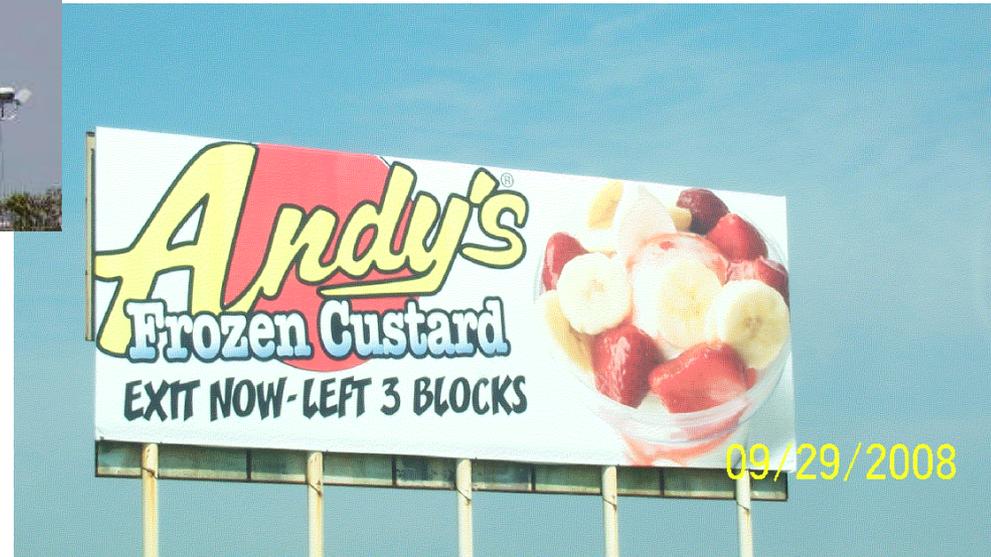
# Examples



**Changing to one face if size is reduced is allowed but cannot go back to stack configuration.**

**Changes should be pre-approved by MoDOT to avoid putting the sign in jeopardy.**

# Examples



**Placing ads or wrapping the border, trim or skirting is considered an extension**

# Other Regulations in the Emergency and Permanent Rules

Changing the mode of advertising  
prohibited after December 2, 2007

Adding to the stabilization is  
prohibited after May 30, 2008



# Scenic Byway

11. Scenic Byways and the Prohibition of Outdoor Advertising As provided at 23 U.S.C. 131(s), if a State has a State scenic byway program, the [State may not allow the erection of new signs not in conformance with 23 U.S.C. 131\(c\)](#) along any highway on the [Interstate System or Federal-aid primary system](#) which before, on, or after December 18, 1991, has been designated as a scenic byway under the State's scenic byway program. This prohibition would also apply to Interstate System and Federal-aid primary system highways that are designated scenic byways under the National Scenic Byways Program and All-American Roads Program, whether or not they are designated as State scenic byways.



See [www.byways.org](http://www.byways.org)



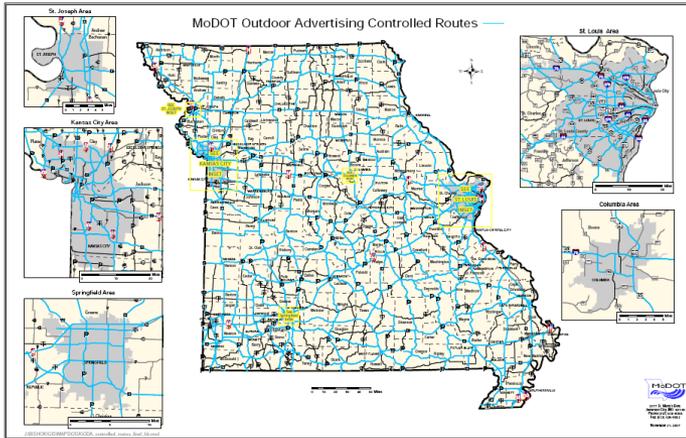
## Highway Beautification Act

Control of Junkyards adjacent to Interstate and Primary highways

- Junkyards within 1000 feet of a controlled route must be screened
- A junkyard doesn't have to be a commercial business, it can be any place where junk is kept or stored
- Screening can be a fence, earth berm or natural plantings (trees, bushes)
- Once the junkyard is screened, they must maintain a yearly license

# Website – Lots of good information

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



maps

<b>Senate Bill 678</b>	Prohibits trivision, projection, digital, or other changeable copy technologies from being used on billboards.
<b>Senate Bill 723</b>	Requires the State Highways and Transportation Commission to collect certain billboard fees to pay for the removal of billboards.
<b>Senate Bill 746</b>	Imposes various billboard standards to billboards adjacent to IS-70 and IS-44 during periods of interstate construction, and creates a new classification of conforming out of standard.
<b>House Bill 2097</b>	Imposes various billboard standards to billboards during periods of construction, and creates a new classification of conforming out of standard.
<b>House Bill 2202</b>	Prohibits electronic or digital signs or billboards within 1,500 feet of an intersection.

links to legislation

APPLICATION FOR PERMIT TO  
ERECT AND/OR MAINTAIN  
OUTDOOR ADVERTISING

IN ACCORDANCE WITH  
SECTION 216.56 RSMO AND  
7 CSR 108.0170



For Online Use Only  
This # \_\_\_\_\_  
Tram # \_\_\_\_\_  
Check # \_\_\_\_\_  
Log Print \_\_\_\_\_

**MISSOURI DEPARTMENT OF TRANSPORTATION**

**TYPE OF SIGN (check one):**  
 Billboard  Tax Exempt Service, Religious or Veterans Organization  
 Directional  Official  Public Utility  Public Service

**Missouri Department of Transportation**  
 Permit Applicant Name: \_\_\_\_\_ Land Owner Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_ Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Tax ID or Social Security number: (Required) \_\_\_\_\_ Telephone: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Zoned or Unzoned Commercial

**LOCATION OF OUTDOOR ADVERTISING STRUCTURE**

The sign will be adjacent to Highway Route \_\_\_\_\_ in \_\_\_\_\_ County  
 Traversing N S E W the sign will be located on the  RIGHT  LEFT side of the road and \_\_\_\_\_  MILES  FEET  
 BEFORE  AFTER \_\_\_\_\_ (state or county intersecting route)  
 Is the sign location within the City Limits?  YES  NO If yes, City Name: \_\_\_\_\_  
 Land Use or Zoning:  Commercial  Industrial  Other \_\_\_\_\_  Unzoned

**DESCRIPTION OF OUTDOOR ADVERTISING STRUCTURE**

The structure is made of (check one):  Wood  Metal  Other (explain) \_\_\_\_\_  
 The pole construction is (check one):  Monopole  Multiple Poles (number) \_\_\_\_\_  Other (explain) \_\_\_\_\_  
 Size of sign face (in feet): Height \_\_\_\_\_ Width \_\_\_\_\_ (Total size per side of structure cannot exceed 800 square feet)  
 Number of Faces: \_\_\_\_\_ Will the sign have lighting?  YES  NO  
 The faces will be:  Back To Back  Back To Back, Side-by-Side Technology:  Trivision  
 V-Type, Side-by-Side  Projection  
 Single Side  Side By Side (one structure)  Painted Face or Vinyl  
 (Detailed structures are not permitted)

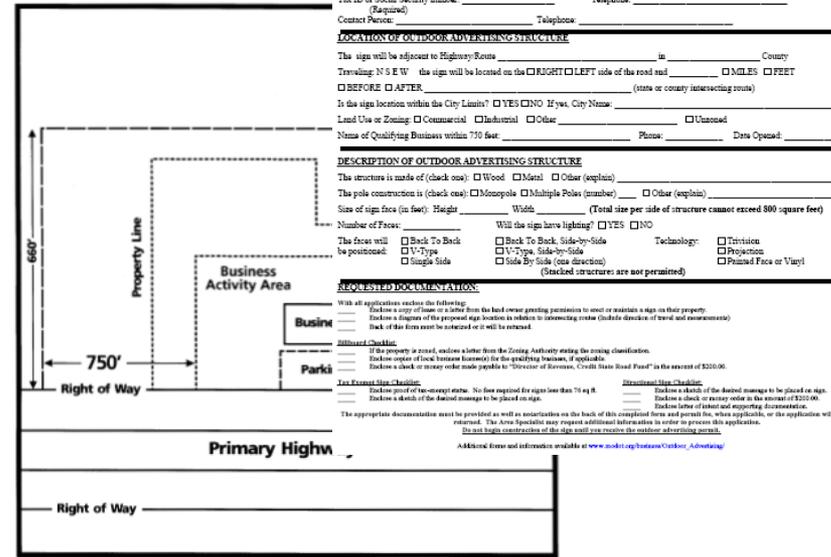
**REQUIRED DOCUMENTATION:**

With all applications include the following:  
 Include a copy of lease or letter from the land owner granting permission to erect or maintain a sign on their property.  
 Include a diagram of the proposed sign location in relation to intersecting route (include direction of travel and measurements).  
 Back of the form even be returned or it will be returned.

**Billboard Details:**  
 If the property is zoned, include a letter from the Zoning Authority stating the zoning classification.  
 Include copies of local business licenses for the qualifying business, if applicable.  
 Include a check or money order made payable to "Director of Revenue, Credit State Road Fund" in the amount of \$200.00.

**Fee Payment Slip Checklist:**  
 Include proof of fee payment status. No fee required for signs less than 75 sq ft.  Include a check or money order in the amount of \$200.00.  
 Include a check or money order payable to "Director of Revenue, Credit State Road Fund" in the amount of \$200.00.  
 Include letter of intent and supporting documentation.  
 The appropriate documentation must be provided as well as authorization on the back of this completed form and permit fee, when applicable, or the application will be returned. The Area Specialist may request additional information in order to process this application.  
 (Detailed structures are not permitted)

Additional forms and information available at [www.modot.org/business/Outdoor\\_Advertising/](http://www.modot.org/business/Outdoor_Advertising/)



**MoDOT Outdoor Advertising Permit Specialists**

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Fax: 816-622-6379  
Mobile: 816-907-4353
- Herman Sims**  
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**MoDOT**  
Outdoor Advertising  
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8/31/2007 [www.modot.org](http://www.modot.org)

contact information

diagrams & applications

# Other good info on website



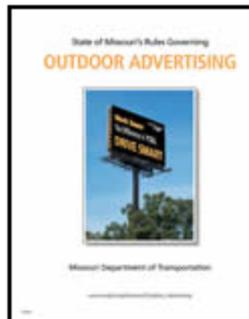
Laws Governing Outdoor Advertising  
*(183kb, 2 page pdf)*



Nonconforming Sign Regulations  
*(95kb, 2 page pdf)*



Non-Profit, Tax-Exempt and other Informational Signs  
*(463kb, 2 page pdf)*



Outdoor Advertising Manual  
*(3.70mb, 69 page pdf)*



# Open Records Law (Sunshine Law)

(available on web-site)

## Sunshine Law Records Request Questionnaire

RSMo. Chapter 610, Open Records Law

Date:	<input type="text"/>
Name:	<input type="text"/>
Company/Firm:	<input type="text"/>
Address:	<input type="text"/>
City/State/Zip:	<input type="text"/>
Email Address:	<input type="text"/>
Phone:	<input type="text"/>

*If requested information is based on an accident:*

Accident Date:	<input type="text"/>
Parties involved:	<input type="text"/>
Route:	<input type="text"/>
County:	<input type="text"/>

Description:

If there is a charge for this information, you will be advised of the fee before the documents are forwarded to you.

Submit

Reset

# MoDOT cost savings

- **County billing already in place**
- **New inventory system and staff reduction**
- **To save on mailing and printing costs, MoDOT will begin to utilize email for correspondence. This will also provide information sooner.**



# New Technology

The screenshot displays the TMS Maps web application interface. At the top, the MoDOT logo and "TMS Maps" title are visible. Below the title bar, there are navigation and search options: "Zoom To" (set to "Select"), "Select Name", "Travelway ID", and "Print". A toolbar with various icons for navigation and map manipulation is located on the right side of the top bar.

On the left side, there is a "Results" panel with a dropdown menu set to "Get Rectangular Area...". Below this is a "Select Data Type" section with several checkboxes: ASSOCIATIVE, FEATURES (checked), REAL PROPERTIES, SAFETY, and SOS. A "Display Layers" button is also present.

The "Layers" panel on the left lists various data types with expandable sections:

- FEATURES
  - ADULT ADVERTISING
  - ADOPT-A-HWY
  - BILLBOARD
  - CONCRETE BARRIER
  - CURFEW
  - GUARD CABLE
  - HPMS
  - JUNKYARD
  - ODOV RESTRICTION
  - RUMBLE STRIPS
  - SOUNDWALL
  - TRAFFIC IMPACT
  - WORK ZONE
  - UNREPORTED WORK ZONE INSPE
  - POINTS OF INTEREST
  - SPONSOR HIGHWAY
- ROUTES
- AERIAL

The main map area shows an aerial view of a residential and commercial area. A red line representing a travelway runs vertically through the center-right of the map. Yellow callout boxes with numbers are placed along this line, including 8551, 9155, 9427, 9426, 9007, 9621, 16161, 9632, and 16167. Other street names visible include NORA ST, MAYFAIR AVE, EASTGATE AVE, GREENE, KEARNEY ST, Packer Rd, BELCREST AVE, and SPRINGFIELD. Highway markers for 65 and 744 are also present.

# New Equipment



ODA is in the process of purchasing and training on GPS equipment and data collectors. We will obtain a GPS location for each sign as well as other traits such as sign face size.



44269 Rt 52, Morgan Co.



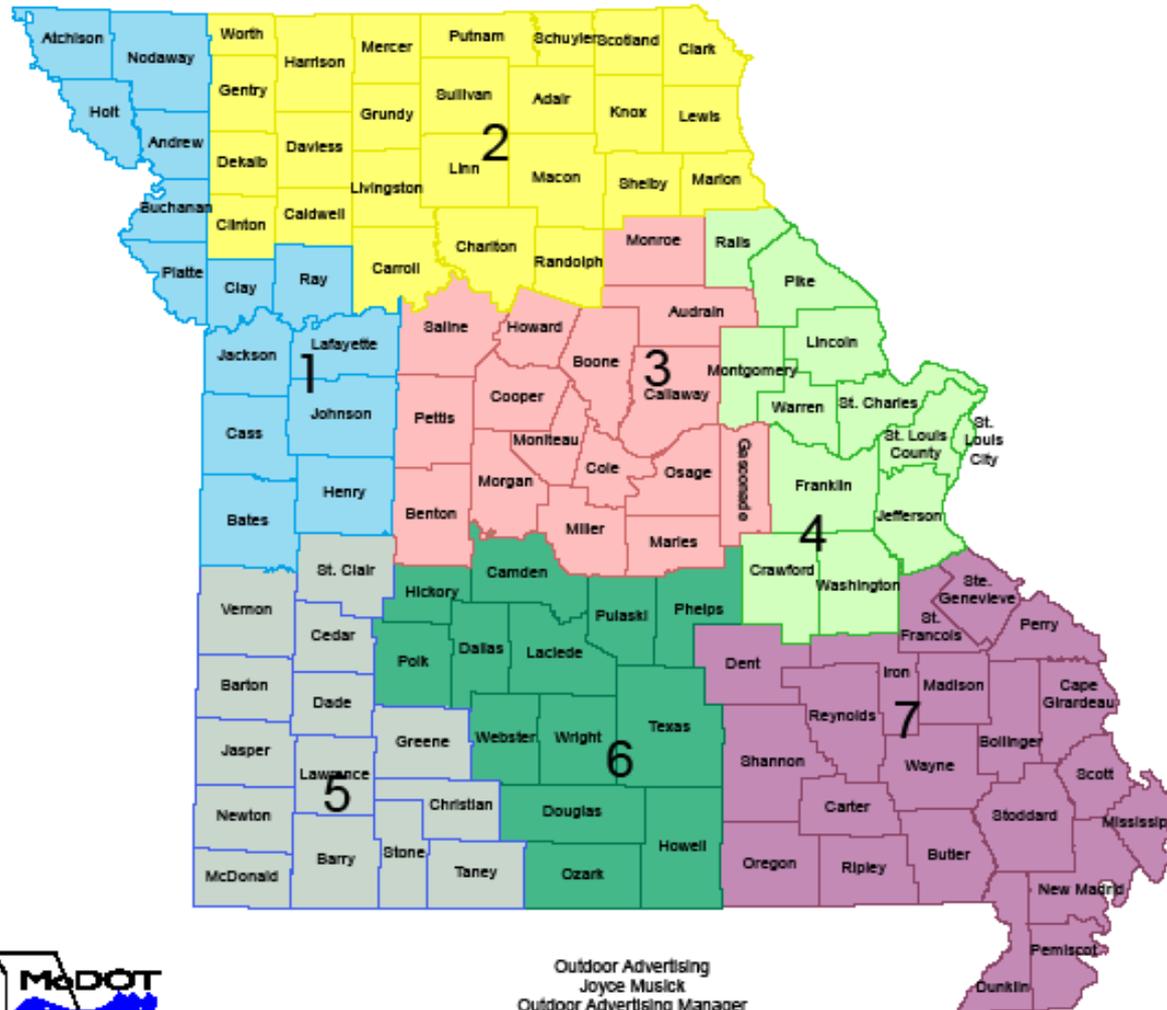
**If in doubt,  
give us a shout!**

**Contact your  
specialist with  
any questions  
prior to making  
changes.**



# Contact us with any questions

## MoDOT Outdoor Advertising Permit Specialists



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8/31/2007

J:\arr\habe map.mxd



# Keep looking up!

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