GOVERNOR OF MISSOURI

JEFFERSON CITY

65102

JEREMIAH W. (JAY) NIXON
GOVERNOR

P.O. Box 720
(573) 751-3222

July 8, 2011

TO THE SECRETARY OF STATE OF THE STATE OF MISSOURI

Herewith I return to you Conference Committee Substitute for Senate Substitute for Senate Committee Substitute for House Committee Substitute for House Bill No. 430, entitled:

AN ACT

To repeal sections 21.795, 70.441, 226.540, 227.107, 301.010, 301.147, 301.225, 301.559, 301.560, 301.562, 301.3084, 302.302, 302.309, 302.341, 302.700, 304.120, 304.180, 304.200, 387.040, 387.050, 387.080, 387.110, 387.207, 390.051, 390.061, 390.116, 390.280, and 577.023, RSMo, and to enact in lieu thereof forty-two new sections relating to transportation, with penalty provisions, a contingent effective date for certain sections, and an effective date for a certain section.

I disapprove of Conference Committee Substitute for Senate Substitute for Senate Committee Substitute for House Committee Substitute for House Bill No. 430. My reasons for disapproval are as follows:

This bill would severely restrict the authority of local communities to regulate billboards. By invalidating any local billboard regulation that is contrary to "customary usage" or one that prohibits billboards in certain areas, this bill would limit local government efforts to preserve community character and promote community values. Local control of billboards ensures that billboards are placed in areas that complement local economic development and local community values. It is unfortunately all too common for a poorly located billboard to define an area in a manner anathema to the morals and values of the local community. Local elected officials can make the best decisions about the location and placement of billboards within their communities in ways that preserve local character and promote business.

In accordance with the above stated reasons for disapproval, I am returning Conference Committee Substitute for Senate Substitute for Senate Committee Substitute for House Committee Substitute for House Bill No. 430 without my approval.

Respectfully submitted,

Jeremiah W. (Jay) Nixon
Governor