



Missouri Highways and Transportation Commission Policies

Category: HIGHWAYS
Subcategory: Highway Beautification
Sub-Subcategory: Outdoor Advertising (Billboards)

The Highway Beautification Act of 1965 brought about the greatest national focus on the appearance of roadsides. In addition to encouraging scenic enhancement and roadside development and removal or screening of junkyards located along interstate and primary route, the Act called for control of outdoor advertising along the Interstate System and the Federal-aid Primary System.

OUTDOOR ADVERTISING

The Commission endorses the General Assembly's declaration as stated in Section 226.500 RSMo (2012) that outdoor advertising is a legitimate commercial use of private property adjacent to the Interstate and Primary Highway Systems and that it is necessary to regulate and control same to promote highway safety, to promote convenience and enjoyment of highway travel, and to preserve the natural scenic beauty of highways and adjacent areas.

Effective Date: November 7, 2013

Supersedes Policy Dated:

Last Reaffirmed:

Date of Origin: November 7, 2013

Related Commission Minutes: November 7, 2013 – Comprehensive Policy Review.