



Directional, Service Club & Religious Signs

The Missouri Department of Transportation (MoDOT) is responsible for regulating off-premises outdoor advertising adjacent to the National Highway System, the interstate system, and highways classified as Federal Aid Primary as of June 1, 1991. Off-premises signs located along these travelways are required to obtain an outdoor advertising permit from MoDOT. On-premises signs are not required to meet the permit requirements or obtain a permit from MoDOT. Missouri's rules and regulations regarding the control of outdoor advertising are located in [Sections 226.500 to 226.600, RSMo and 7 CSR 10-6](#).

Outdoor advertising structures may not be accessed or maintained from the state right of way. Additionally, these structures may not be located on or overhang onto state right of way.

Directional Signs

Directional signs are signs containing directional messages about public places owned or operated by federal, state or local governments or their agencies; publicly or privately owned natural phenomena, historic, cultural (including agricultural activities or attractions), scientific, educational and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation, deemed by the commission to be in the interest of the traveling public.

Signs with messages that meet the directional criteria require a \$200 application fee with \$100 biennial renewal fees.

Standards for Directional Signs:

- Maximum area shall not exceed 150 square feet with a maximum height of 20 feet and maximum length of 20 feet.
- May not be located within 2,000 feet of an interchange or intersection at grade along the interstate or freeway primary highway, rest area, parkland or scenic area.
- Located minimum of one mile or more apart with a maximum of three signs along any one route in the same direction of travel.
- Message shall be limited to the identification of the attraction or activity and information. May not contain descriptive words or phrases and pictorial or photographic representations of the activity.



Service Club and Religious Signs

Service Club and religious notices are signs and notices relating to meetings of nonprofit service clubs, charitable associations, educational institutions, or religious services. These signs cannot bear an advertising message.

If the size of the sign face is 32 square feet or less, the sign may be permitted without payment of fees and does not have to meet spacing or location requirements.



If the size of the sign face is greater than 32 square feet, but 76 square feet or less, the sign may be granted a permit without payment of fees; however, it is required to meet spacing and location requirements.

If the size of the sign face is greater than 76 square feet and 800 square feet or less, the sign will be classified as a "billboard" and shall meet all statutory spacing and location requirements. These signs require a \$200 application fee with \$100 biennial renewal fees.

For more information on outdoor advertising please contact the [area specialist](#) for your county.

Missouri Department of Transportation

Right of Way– Outdoor Advertising

1-888-ASK-MODOT (1-888-275-6636)

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