

HOUSE RESOLUTION NO. 4119

102ND GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE PLANK.

5431H.02I

DANA RADEMAN MILLER, Chief Clerk

1 **WHEREAS**, the state of Missouri has outstanding natural beauty that Missourians
2 and visitors enjoy; and

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4 **WHEREAS**, there is an opportunity to rebuild Interstate 70 into a safe and rewarding
5 aesthetic experience that showcases Missouri's natural beauty and highlights the state's
6 topography and its cultural, historical, and tourist attractions; and

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8 **WHEREAS**, the rebuilding of Interstate 70 presents a unique opportunity to enhance
9 and improve that roadway in all respects including, but not limited to, safety, commerce, and
10 aesthetic experience; and

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12 **WHEREAS**, Missouri has on average 2.5 times as many billboards per mile on I-70
13 than any other state along the I-70 corridor from Maryland to Utah; and

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15 **WHEREAS**, studies indicate that billboards, especially digital billboards, contribute
16 to increased driver distraction, potentially compromising the safety of motorists and
17 passengers on Interstate 70; and

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19 **WHEREAS**, preserving Missouri's natural scenic beauty and promoting its safety,
20 tourism, and economic development potential are valid public purposes and should be
21 considered as Missouri rebuilds a deteriorating Interstate 70; and

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23 **WHEREAS**, this is a transportation, economic development, and quality-of-life issue,
24 and input should be sought from stakeholders in economic development, roadside business,
25 tourism, outdoor advertising, and historical, cultural, and scenic conservation; and

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27 **WHEREAS**, Missourians deserve safe, well-maintained, adequate, and more
28 beautiful highways that are a source of pride and commerce; and

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30 **WHEREAS**, establishing a billboard moratorium and maximum height limit for
31 billboards contributes to the preservation of visual landscapes and promotes a more
32 harmonious integration of signage along roadways:

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34 **NOW THEREFORE BE IT RESOLVED** that we, the members of the Missouri
35 House of Representatives, One Hundred Second General Assembly, Second Regular Session,
36 hereby recommend to the Missouri Department of Transportation that when addressing
37 proposals regarding the rebuilding of Interstate 70, the Department should enforce a
38 minimum five-year moratorium on new billboard installations and upgrades to existing
39 billboards, to be enacted immediately and remain effective throughout the construction
40 period; and

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42 **BE IT FURTHER RESOLVED** that the Speaker of the House of Representatives
43 shall appoint a House Commission on Interstate 70 Beautification composed of the chair of
44 the House Transportation Infrastructure Committee, the ranking member of the House
45 Transportation Infrastructure Committee, and all members of the Scenic Byways Advisory
46 Committee, as described in 7 CSR 10-12.030(3). The purpose of the Commission shall be to
47 study, discuss, and recommend to the Department of Transportation strategies to enhance the
48 safety and visual and scenic character of the I-70 corridor through reasonable landscaping,
49 sign control, and highway and bridge standards; and

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51 **BE IT FURTHER RESOLVED** that the Chief Clerk of the Missouri House of
52 Representatives be instructed to prepare a properly inscribed copy of this resolution for the
53 director of the Missouri Department of Transportation.

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