



FALL 2001

VIEWS

5650A South Sinclair Road
Columbia, MO 65203-8611 • 573-446-3129
scenic@scenicmissouri.org
Return Service Requested

Board of Directors

- Eugene G. Bushmann
- M. Elise Crain
- William Least Heat-Moon
- Darwin Hindman
- Gale S. Kessler
- Tom Nelson
- Kay K. Roberts
- Terry Schlemeier
- Ken Underhill
- Carol Williamson
- Karl Kruse

Executive Director

Letter from William Least Heat-Moon - continued from front page

As a founder of Scenic Missouri, I want you to know that if significant changes are not soon on our horizon, I will call upon the board to take this issue once more to all Missouri voters. None of us here has any doubt that we will win this time.

Until then, I call upon you to write or phone Scenic Missouri to learn a simple way you can significantly help us move along the notoriously recalcitrant politicians of our state. While they are listening to us as never before, they will do so to an even greater degree with vocal support from voters like you. In this, we are not asking for money--we are asking only for your voice.

This is now clear: sooner or later, one single Missourian's letter or call will be the very one to persuade the last legislator to cast the vote for cleaning up our state highways. Let it be you. May you become the citizen who changes the future of Missouri!

William Least Heat-Moon is a Missouri native, best selling author and Scenic Missouri Board Chairman.

How Can You Help?

Become a Scenic Advocate Now!

Scenic Missouri's highest priority for the next three months is to upgrade and expand its Legislative Alert System, in anticipation of the 2002 Missouri legislative session (January through May). This crucial effort will involve the recruitment of at least twenty-five Scenic Advocates in each of seventy-three targeted Senate and House districts. A Scenic Advocate is an individual who agrees to contact their Missouri State legislators (not U.S. Congress) several times during the 2002 legislative session.

Current Scenic Missouri members residing in targeted districts are the foundation of this recruitment effort. Members are asked to volunteer as Scenic Advocates and recruit others in their legislative districts to do the same. All members have received a special written request. If you have not responded to this request, please do so now.

Scenic Missouri is determined to pass meaningful billboard reform in 2002, but will do so only with the commitment



New Billboards on I-70

and determination of its membership. This is YOU!

It is urgent that we hear from you NOW. If you have any questions or suggestions, please contact us by phone or email.

Thank you for becoming a Scenic Advocate.

“Sham Businesses”



Flourish to Justify More Billboards

The Missouri Billboard Statute (Sections 226.500 to 226.600 RSMo) permits billboards next to interstate and primary

highways on land "zoned industrial, commercial or the like," and in "unzoned commercial or industrial areas." In practice, this means that billboards are permitted potentially almost everywhere. The only places where billboards may not be erected are in residentially and agriculturally zoned areas, representing only a minuscule percentage of land next to regulated highways.

Billboard companies often collude with landowners in rural and scenic areas to start "unzoned commercial or industrial" businesses in order to justify getting billboard permits from the Missouri Department of Transportation (MoDOT). While these "sham" businesses must meet the technical requirements of MoDOT regulations, they are often abandoned after the billboards are erected. The "businesses" are abandoned. The billboards remain.