

By: Representative Holland

To: Transportation

HOUSE BILL NO. 574

1 AN ACT TO REGULATE TOURIST-ORIENTED DIRECTIONAL SIGNS ON
2 CERTAIN RURAL ROAD; TO IMPOSE CERTAIN DUTIES UPON THE
3 TRANSPORTATION COMMISSION; AND FOR RELATED PURPOSES.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

5 SECTION 1. As used in this act:

6 (a) "Commission" means the Mississippi Transportation
7 Commission.

8 (b) "Department" means the Mississippi Department of
9 Transportation.

10 (c) "Eligible attraction" means a tourist-oriented
11 activity that is all of the following:

12 (i) Within ten (10) miles of a rural road;

13 (ii) Not visible from the rural road; and

14 (iii) No other outdoor advertising signs.

15 (d) "Rural Road" means a road that is:

16 (i) Not within the corporate limits; and

17 (ii) Not a controlled access facility, expressway
18 or freeway.

19 (e) "Tourist-oriented activity" means a lawful
20 cultural, historical, recreational, educational or commercial
21 (excluding fuel and food) activity for which a major portion of
22 the activity's income or visitors is derived during the normal
23 business season from motorists not residing within a twenty-five
24 (25) mile radius of the activity.

25 (f) "Tourist-oriented activity sign" means a sign used
26 to provide motorists with advanced notice of a tourist-oriented

27 activity.

28 SECTION 2. The Mississippi Transportation Commission may
29 enter into a written contract with a nongovernmental entity to
30 manufacture, install and maintain signs under this act. The
31 nongovernmental entity shall be selected by the commission through
32 the competitive selection process. The written contract shall not
33 prohibit the nongovernmental entity from making a reasonable
34 profit, which shall be determined by the commission.

35 SECTION 3. The commission may impose a reasonable fee for
36 each tourist-oriented directional sign in order to reimburse the
37 department for anticipated costs in implementing and administering
38 this activity. Funds derived from this fee shall be deposited
39 into the State Highway Fund.

40 SECTION 4. The nongovernmental entity may impose a
41 reasonable fee upon each tourist-oriented directional sign for the
42 purpose of reimbursing the nongovernmental entity for anticipated
43 cost, including a reasonable profit, associated with
44 manufacturing, installing, maintaining and administering this
45 activity. All fees imposed by the nongovernmental entity must be
46 approved by the commission.

47 SECTION 5. The size, location, design and arrangement of
48 each tourist-oriented directional sign subject to this act shall
49 conform to the polices and procedures of the department and the
50 Manual on Uniform Traffic Control Devices.

51 SECTION 6. Qualified activities shall be required to remove
52 any advertising device that was unlawfully erected or that is not
53 in compliance with state or federal outdoor advertising laws,
54 regulation, policies or procedures.

55 SECTION 7. The commission shall adopt and promulgate rules
56 and regulations deemed necessary by the department to carry out
57 the requirements of this act.

58 SECTION 8. No state funds shall be used for the
59 manufacturing, installation, maintenance or administration of this

60 activity.

61 SECTION 9. This act shall take effect and be in force from
62 and after its passage.