



January 01, 1999

OWNER NAME  
OWNER ADDRESS  
OWNER CITY, OWNER STATE OWNER ZIP

RE: Permit PERMIT NUMBER  
COUNTY County, ROUTE

Dear OWNER CONTACT:

The Federal Highway Beautification Act of 1965 requires the Missouri Department of Transportation to enforce outdoor advertising rules and regulations adjacent to ROUTE. Failure to enforce these rules and regulations could cause the State of Missouri to lose up to 10% of its annual share of Federal Highway construction money, amounting to millions of dollars each year.

A recent inspection of ROUTE in COUNTY County indicated that the sign advertising "ADV MESSAGE" no longer advertises an on premise activity.

**Section 7 CSR 10-6.030(2)(I)**

► Cessation of On-Premises Activity. Upon the cessation or termination of a business activity within the regulated area along the primary and interstate highway system, the sign owner shall have thirty (30) days to remove on-premises advertising. After thirty (30) days, the sign will no longer qualify as an on-premises sign and will be subject to the same conditions and requirements as off-premises outdoor advertising signs.

Please remove the advertising from the on-premises sign within thirty (30) days. Enclosed please find a brochure explaining the laws governing outdoor advertising. For additional information regarding outdoor advertising regulations, log onto [http://www.modot.org/business/Outdoor\\_Advertising](http://www.modot.org/business/Outdoor_Advertising). If you have any questions, please contact me at PHONE NUMBER.

Sincerely,

PERMIT SPECIALIST  
PERMIT SPECIALIST TITLE  
Enclosure

