

## **BILL ANALYSIS**

H.B. 3457  
By: Lozano  
Transportation  
Committee Report (Unamended)

### **BACKGROUND AND PURPOSE**

Commercial signage is prohibited from being installed on U.S. Highway 77 between State Highway 186 and State Highway 44. The bill author has informed the committee that this current prohibition limits economic opportunities, reduces advertising avenues for local businesses, and restricts the communication of locations and events to travelers along the highway. H.B. 3457 seeks to resolve this issue by reducing the area along U.S. Highway 77 subject to this prohibition with the aim of providing flexibility for property owners while maintaining current signage standards in specific segments of the highway.

### **CRIMINAL JUSTICE IMPACT**

It is the committee's opinion that this bill does not expressly create a criminal offense, increase the punishment for an existing criminal offense or category of offenses, or change the eligibility of a person for community supervision, parole, or mandatory supervision.

### **RULEMAKING AUTHORITY**

It is the committee's opinion that this bill does not expressly grant any additional rulemaking authority to a state officer, department, agency, or institution.

### **ANALYSIS**

H.B. 3457 amends the Transportation Code to replace the prohibition against a person erecting a commercial sign that is adjacent to and visible from U.S. Highway 77 between State Highway 186 and State Highway 44 with a prohibition against a person erecting a commercial sign that is adjacent to and visible from U.S. Highway 77 between State Highway 186 and State Highway 285.

### **EFFECTIVE DATE**

September 1, 2025.