

**CS FOR SPONSOR SUBSTITUTE FOR SENATE BILL NO. 181(FIN)**

IN THE LEGISLATURE OF THE STATE OF ALASKA

NINETEENTH LEGISLATURE - SECOND SESSION

BY THE SENATE FINANCE COMMITTEE

Offered: 3/26/96

Referred: Rules

Sponsor(s): SENATORS GREEN, Pearce, Halford, Frank, Miller, Sharp

REPRESENTATIVES Toohey, Ogan, James

**A BILL**

**FOR AN ACT ENTITLED**

1 "An Act relating to tourist oriented directional signs that are 90 inches in  
2 width and 18 inches in height and to penalties for violations related to outdoor  
3 advertising."

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

5 \* **Section 1.** LEGISLATIVE FINDINGS; INTENT. (a) The Alaska State Legislature finds  
6 that

7 (1) the scenic beauty of Alaska is unquestionably unique and is revered by  
8 residents of the state as well as visitors to Alaska;

9 (2) it is imperative that the State of Alaska maintain its scenic highway system  
10 throughout the state for the benefit of residents of Alaska and visitors to Alaska;

11 (3) it is also imperative that residents of Alaska and visitors to Alaska travel in  
12 a safe manner on the state highway system and that the safety of the residents of Alaska and  
13 visitors to Alaska be assured by a system of directional signing for traveler oriented attractions  
14 and services.

(b) It is the intent of the Alaska State Legislature to provide better information to motorists by authorizing a well planned and regulated system of directional signing for traveler oriented attractions and services in a manner similar to the current tourist oriented directional sign program that has been established under policies of the Department of Transportation and Public Facilities and in a manner consistent with standards established by the Federal Highway Administration and the Manual of Uniform Traffic Control Devices.

\* **Sec. 2.** AS 19.25.105(a) is amended to read:

(a) Outdoor advertising may not be erected or maintained within 660 feet of the nearest edge of the right-of-way and visible from the main-traveled way of the interstate, primary, or secondary highways in this state except the following:

(1) directional and other official signs and notices which include, but are not limited to, signs and notices pertaining to natural wonders, scenic and historic attractions, which are required or authorized by law, and which shall conform to federal standards for interstate and primary systems;

(2) signs, displays, and devices advertising the sale or lease of property upon which they are located or advertising activities conducted on the property;

(3) signs determined by the state, subject to concurrence of the United States Department of Transportation, to be landmark signs, including signs on farm structures, or natural surfaces, of historic or artistic significance, the preservation of which would be consistent with the provisions of this chapter;

(4) directional signs and notices pertaining to schools;

(5) advertising on bus benches or bus shelters, and adjacent trash receptacles, if the state determines that the advertising conforms to local, state, and federal standards for interstate and primary highways;

**(6) tourist oriented directional signs erected under (e) of this section.**

\* **Sec. 3.** AS 19.25.105(d) is amended to read:

(d) Outdoor advertising may not be erected or maintained within the right-of-way of an interstate, primary, or secondary highway except that outdoor advertising is allowed on

**(1)** bus benches and bus shelters, and adjacent trash receptacles, located within the right-of-way under the authority of a permit issued under AS 19.25.200, if

1 the bus benches or bus shelters are located within a borough or unified municipality  
2 and the buses that stop at that location operate during the entire year; and

3 (2) tourist oriented directional signs erected under (e) of this  
4 section.

5 \* **Sec. 4.** AS 19.25.105 is amended by adding a new subsection to read:

6 (e) The department shall establish a tourist oriented directional sign program.  
7 The department shall erect, or permit the erection of, directional signs for traveler  
8 oriented attractions and services within and outside of the rights-of-way of interstate,  
9 primary, and secondary highways in areas zoned industrial or commercial or in  
10 unzoned areas determined to be commercial or industrial areas. The signs may be  
11 erected on private land adjacent to the rights-of-way of interstate, primary, and  
12 secondary highways in this state if permission for the erection of the sign is granted  
13 by the owner of the private land. The sign, excluding posts, must be 90 inches in  
14 width and 18 inches in height and may contain only the name of the attraction or the  
15 business providing the attraction or service, an icon representing the attraction or  
16 service, the distance to the attraction or service, and a directional arrow. The location  
17 of directional signs within a right-of-way and the design and content of directional  
18 signs must be consistent with standards approved by the Federal Highway  
19 Administration. The department shall retain control over the location of directional  
20 signs. In scenic areas, the department shall control the location of directional signs in  
21 a manner that maintains the quality of scenic areas.

22 \* **Sec. 5.** AS 19.25.130 is amended to read:

23 Sec. 19.25.130. PENALTY FOR VIOLATION. A person who violates  
24 AS 19.25.080 - 19.25.180, or a regulation adopted under AS 19.25.080 - 19.25.180  
25 [THEM], is guilty of a violation [MISDEMEANOR] and upon conviction is  
26 punishable by a fine of not less than \$50 nor more than \$1,000.

27 \* **Sec. 6.** AS 19.45.002 is amended to read:

28 Sec. 19.45.002. PENALTIES. A person who violates a [ANY] provision of  
29 AS 19.05 - AS 19.25, other than a provision of AS 19.25.080 - 19.25.180, is guilty  
30 of a misdemeanor and upon conviction is punishable by a fine of not less than \$10 nor  
31 more than \$500, or by imprisonment in jail for a period not to exceed one year, or by

**1** both.

**2** \* **Sec. 7.** 17 AAC 20.010 is annulled.