

**SENATE BILL NO. 56 am H**

**IN THE LEGISLATURE OF THE STATE OF ALASKA**

**TWENTIETH LEGISLATURE - FIRST SESSION**

**BY SENATORS GREEN, Pearce, Mackie**

**REPRESENTATIVE Rokeberg**

**Amended: 3/6/97**

**Introduced: 1/21/97**

**A BILL**

**FOR AN ACT ENTITLED**

**1 "An Act relating to tourist oriented directional signs that are 90 inches in width**  
**2 and 18 inches in height, relating to penalties for violations related to outdoor**  
**3 advertising, and annulling a regulation of the Department of Transportation and**  
**4 Public Facilities."**

**5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

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

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

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

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

1 and services.

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

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

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

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

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

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

22 (4) directional signs and notices pertaining to schools;

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

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

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

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

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

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

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

(e) The department shall establish a tourist oriented directional sign program. The department shall erect, or permit the erection of, directional signs for traveler oriented attractions and services within and outside of the rights-of-way of interstate, primary, and secondary highways in areas zoned industrial or commercial or in unzoned areas determined to be commercial or industrial areas. The signs may be erected on private land adjacent to the rights-of-way of interstate, primary, and secondary highways in this state if permission for the erection of the sign is granted by the owner of the private land. The sign, excluding posts, must be 90 inches in width and 18 inches in height and may contain only the name of the attraction or the business providing the attraction or service, an icon representing the attraction or service, the distance to the attraction or service, and a directional arrow. The department may except a sign from the width and height requirements of this subsection if the sign does not exceed 90 inches in width or 18 inches in height and the department finds that the exception is consistent with the purposes of this subsection. The location of directional signs within a right-of-way and the design and content of directional signs must be consistent with standards approved by the Federal Highway Administration. The department shall retain control over the location of directional signs. In scenic areas, the department shall control the location of directional signs in a manner that maintains the quality of scenic areas.

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

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

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

1                   **Sec. 19.45.002. Penalties.** A person who violates a [ANY] provision of  
2           AS 19.05 - AS 19.25, **other than a provision of AS 19.25.080 - 19.25.180,** is guilty  
3           of a misdemeanor and upon conviction is punishable by a fine of not less than \$10 nor  
4           more than \$500, or by imprisonment in jail for a period not to exceed one year, or by  
5           both.  
6       \* **Sec. 7.** 17 AAC 20.010 is annulled.