

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

IN THE LEGISLATURE OF THE STATE OF ALASKA

NINETEENTH LEGISLATURE - SECOND SESSION

BY THE SENATE STATE AFFAIRS COMMITTEE

Offered: 3/6/96

Referred: Finance

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

**A BILL**

**FOR AN ACT ENTITLED**

1 "An Act relating to a tourist oriented directional sign program and to penalties  
2 for violations related to outdoor advertising."

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

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

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

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

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

14 (b) It is the intent of the Alaska State Legislature to provide better information to  
15 motorists by authorizing a well planned and regulated system of directional signing for traveler

1 oriented attractions and services in a manner similar to the current tourist oriented directional  
2 sign program that has been established under policies of the Department of Transportation and  
3 Public Facilities and in a manner consistent with standards established by the Federal Highway  
4 Administration and the Manual of Uniform Traffic Control Devices.

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

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

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

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

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

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

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

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

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

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

29 **(1)** bus benches and bus shelters, and adjacent trash receptacles, located  
30 within the right-of-way under the authority of a permit issued under AS 19.25.200, if  
31 the bus benches or bus shelters are located within a borough or unified municipality

1 and the buses that stop at that location operate during the entire year; and

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

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

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

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

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

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

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

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