

HB

267

# COMMITTEE REPORT

## HOUSE

FURTHER:

February 21, 1979

Date: \_\_\_\_\_

Mr. Speaker:

The Committee on STATE AFFAIRS has had HB 267

"An Act relating to motorist informational signs."

under consideration and (a majority of the committee) (the committee) reports it back with the following recommendations:

- do pass  do not pass
- do pass with attached amendments(s)
- replace with CS for \_\_\_\_\_  same title
- new title
- and recommends \_\_\_\_\_
- AND attaches a "Letter of Intent"  New Fiscal Note
- reports it back without recommendation
- referred to the \_\_\_\_\_ Committee

MEMBERS SIGNING  
DO PASS

MEMBERS HAVING  
OTHER RECOMMENDATIONS:

*[Handwritten signatures]*

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CHAIRMAN

Example No. 1

|   | Mortgage data     |              |
|---|-------------------|--------------|
|   | Existing mortgage | New mortgage |
| Interest rate.....  | 6 percent         | 8 percent    |
| Remaining term.....   | 10 years          | 8 years      |
| Remaining principal balance.....  | 7,285.93          | 6,070.00     |
| Monthly principal and interest payment.....   | 81.02             | 121.63       |
| Existing mortgage computation (maximum payment):  |                   |              |
| Monthly P&I payment—\$7,285.93 for 10 years at 6 percent.....                                       | 81.57             |              |
| Monthly P&I payment—\$7,285.93 for 10 years at 6 percent.....                                       | 81.02             |              |
| Monthly interest difference.....  | 7.55              |              |
| Present worth of \$7.55 monthly for 10 years discounted at 8% savings deposit rate (\$7.55@8%)..... | 711.52            |              |
| New mortgage computation: <sup>1</sup>  |                   |              |
| Monthly P&I payment—\$6,000 for 8 years at 8 percent.....   |                   | 171.66       |
| Monthly P&I payment—\$6,000 for 8 years at 8 percent.....   |                   | 115.99       |
| Monthly interest difference.....  |                   | 5.66         |
| Present worth of \$5.66 monthly for 8 years discounted at 8% savings deposit rate (\$5.66@8%).....  |                   | 290.59       |
| Amount of interest payment.....   |                   | 290.59       |

<sup>1</sup> New mortgage computation not necessary if new mortgage is for the same amount and term of the old mortgage. The Financial Compound Interest and Annuity Tables used for these computations.

## PARTS 741—749 [RESERVED]

## PART 750—HIGHWAY BEAUTIFICATION

Subpart A—National Standards for Regulation by States of Outdoor Advertising Adjacent to the Interstate System Under the 1958 Bonus Program

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- 750.102 Exclusions.
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- 750.305 Federal participation.
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Source: 38 FR 18044, June 20, 1973, unless otherwise noted.

Subpart A—National Standards for Regulation by States of Outdoor Advertising Adjacent to the Interstate System Under the 1953 Bonus Program<sup>1</sup>

Authority: Sec. 12, Pub. Law 85-381, 72 Stat. 93, as amended; 23 U.S.C. 131; delegation of authority in 49 CFR 1.48(b).

## § 750.101 Purpose.

(a) In section 12 of the Federal-Aid Highway Act of 1958, Pub. L. 85-381, 72 Stat. 93, hereinafter called the "act," the Congress declared that:

(1) To promote the safety, convenience, and enjoyment of public travel and the free flow of interstate commerce and to protect the public investment in the National System of Interstate and Defense Highways, hereinafter called the "Interstate System," it is in the public interest to encourage and assist the States to control the use of and to improve areas adjacent to such sys-

tem by controlling the erection and maintenance of outdoor advertising signs, displays, and devices adjacent to that system.

(2) It is a national policy that the erection and maintenance of outdoor advertising signs, displays, or devices within 660 feet of the edge of the right-of-way and visible from the main-traveled way of all portions of the Interstate System constructed upon any part of right-of-way, the entire width of which is acquired subsequent to July 1, 1956, should be regulated, consistent with national standards to be prepared and promulgated by the Secretary of Transportation.

(b) The standards in this part are hereby promulgated as provided in the act.

[38 FR 16044, June 20, 1973, as amended at 39 FR 28623, Aug. 9, 1974]

### § 750.102 Definitions.

The following terms when used in the standards in this part have the following meanings:

(a) Acquired for right-of-way means acquired for right-of-way for any public road by the Federal Government, a State, or a county, city, or other political subdivision of a State, by donation, dedication, purchase, condemnation, use, or otherwise. The date of acquisition shall be the date upon which title (whether fee title or a lesser interest) vested in the public for right-of-way purposes under applicable Federal or State law.

(b) Centerline of the highway means a line equidistant from the edges of the median separating the main-traveled ways of a divided Interstate Highway, or the centerline of the main-traveled way of a nondivided Interstate Highway.

(c) Controlled portion of the Interstate System means any portion which:

(1) Is constructed upon any part of right-of-way, the entire width of which is acquired for right-of-way subsequent to July 1, 1956 (a portion shall be deemed so constructed if, within such portion, no line normal or perpendicular to the centerline of the highway and extending to both edges of the right-of-way will intersect any right-of-way acquired for right-of-way on or before July 1, 1956);

(2) Lies within a State, the highway department of which has entered into an agreement with the Secretary of Transportation as provided in the act;

and

(3) Is not excluded under the terms of the act which provide that agreements entered into between the Secretary of Transportation and the State highway department shall not apply to those segments of the Interstate System which traverse commercial or industrial zones within the boundaries of incorporated municipalities, as such boundaries existed on September 21, 1959, wherein the use of real property adjacent to the Interstate System is subject to municipal regulation or control, or which traverse other areas where the land use as of September 21, 1959, was clearly established by State law as industrial or commercial.

(d) Entrance roadway means any public road or turning roadway, including acceleration lanes, by which traffic may enter the main-traveled way of an Interstate Highway from the general road system within a State, irrespective of whether traffic may also leave the main-traveled way by such road or turning roadway.

(e) Erect means to construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish.

(f) Exit roadway means any public road or turning roadway including deceleration lanes, by which traffic may leave the main-traveled way of an Interstate Highway to reach the general road system within a State, irrespective of whether traffic may also enter the main-traveled way by such road or turning roadway.

(g) Informational site means an area or site established and maintained within or adjacent to the right-of-way of a highway on the Interstate System by or under the supervision or control of a State highway department, wherein panels for the display of advertising and informational signs may be erected and maintained.

(h) Legible means capable of being read without visual aid by a person of normal visual acuity.

(i) Maintain means to allow to exist.

(j) Main-traveled way means the traveled way of an Interstate Highway on which through traffic is carried. In the case of a divided highway, the traveled way of each of the separated roadways for traffic in opposite directions is a main-traveled way. It does not include such facilities as frontage roads, turning roadways, or parking areas.

(k) Protected areas means all areas inside the boundaries of a State which are adjacent to and within 660 feet of the edge of the right-of-way of all controlled portions of the Interstate System within that State. Where a controlled portion of the Interstate System terminates at a State boundary which is not perpendicular or normal to the centerline of the highway, protected areas also means all areas inside the boundary of such State which are within 660 feet of the edge of the right-of-way of the Interstate Highway in the adjoining State.

(l) Scenic area means any public park or area of particular scenic beauty or historical significance designated by or pursuant to State law as a scenic area.

(m) Sign means any outdoor sign, display, device, figure, painting, drawing, message, placard, poster, billboard, or other thing which is designed, intended, or used to advertise or inform, any part of the advertising or informative contents of which is visible from any place on the main-traveled way of a controlled portion of the Interstate System.

(n) State means the District of Columbia and any State of the United States within the boundaries of which a portion of the Interstate System is located.

(o) State law means a State constitutional provision or statute, or an ordinance, rule, or regulation enacted or adopted by a State agency or political subdivision of a State pursuant to State constitution or statute.

(p) Trade name shall include brand name, trademark, distinctive symbol, or other similar device or thing used to identify particular products or services.

(q) Traveled way means the portion of a roadway for the movement of vehicles, exclusive of shoulders.

(r) Turning roadway means a connecting roadway for traffic turning between two intersection legs of an interchange.

(s) Visible means capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity.

### § 750.103 Measurements of distance.

(a) Distance from the edge of a right-of-way shall be measured horizontally along a line normal or perpendicular to the centerline of the highway.

(b) All distances under 750.107 (a) (2) and (b) shall be measured along the centerline of the highway between two vertical planes which are normal or per-

pendicular to and intersect the centerline of the highway, and which pass through the termini of the measured distance.

### § 750.104 Signs that may not be permitted in protected areas.

Erection or maintenance of the following signs may not be permitted in protected areas:

(a) Signs advertising activities that are illegal under State or Federal laws or regulations in effect at the location of such signs or at the location of such activities.

(b) Obsolete signs.

(c) Signs that are not clean and in good repair.

(d) Signs that are not securely affixed to a substantial structure, and

(e) Signs that are not consistent with the standards in this part.

### § 750.105 Signs that may be permitted in protected areas.

(a) Erection or maintenance of the following signs may be permitted in protected areas:

*Class 1—Official signs.* Directional or other official signs or notices erected and maintained by public officers or agencies pursuant to and in accordance with direction or authorization contained in State or Federal law, for the purpose of carrying out an official duty or responsibility.

*Class 2—On-premise signs.* Signs not prohibited by State law which are consistent with the applicable provisions of this section and § 750.108 and which advertise the sale or lease of, or activities being conducted upon, the real property where the signs are located.

Not more than one such sign advertising the sale or lease of the same property may be permitted under this class in such manner as to be visible to traffic proceeding in any one direction on any one Interstate Highway.

Not more than one such sign visible to traffic proceeding in any one direction on any one Interstate Highway and advertising activities being conducted upon the real property where the sign is located, may be permitted under this class more than 30 feet from the advertised activity.

*Class 3—Signs within 1/2 miles of advertised activities.* Signs not prohibited by State law which are consistent with the applicable provisions of this section and §§ 750.106, 750.107, and 750.108 and which advertise activities being conducted within 1/2 miles of such signs.

*Class 4—Signs in the specific interest of the traveling public.* Signs authorized to be erected or maintained by State law which are consistent with the applicable provisions of this section and §§ 750.106, 750.107, and 750.108 and which are designed to also be per-

mation in the specific interest of the traveling public.

(b) A Class 2 or 3 sign, except a Class 2 sign not more than 50 feet from the advertised activity, that displays any trade name which refers to or identifies any service rendered or product sold, used, or otherwise handled more than 12 air miles from such sign may not be permitted unless the name of the advertised activity which is within 12 air miles of such sign is displayed as conspicuously as such trade name.

(c) Only information about public places created by Federal, State, or local governments, natural phenomena, historic sites, areas of natural scenic beauty or naturally suited for outdoor recreation and places for camping, lodging, eating, and vehicle service and repair is deemed to be in the specific interest of the traveling public. For the purposes of the standards in this part, a trade name is deemed to be information in the specific interest of the traveling public only if it identifies or characterizes such a place or identifies vehicle service, equipment, parts, accessories, fuels, oils, or lubricants being offered for sale at such a place. Signs displaying any other trade name may not be permitted under Class 4.

(d) Notwithstanding the provisions of paragraph (b) of this section, Class 2 or Class 3 signs which also qualify as Class 4 signs may display trade names in accordance with the provisions of paragraph (c) of this section.

§ 750.106 Class 3 and 4 signs within informational sites.

(a) Informational sites for the erection and maintenance of Class 3 and 4 advertising and informational signs may be established in accordance with the Regulations for the Administration of Federal-Aid for Highways. The location and frequency of such sites shall be as determined by agreements between the Secretary of Transportation and the State highway departments.

(b) Class 3 and 4 signs may be permitted within such informational sites in protected areas in a manner consistent with the following provisions:

(1) No sign may be permitted which is not placed upon a panel.

(2) No panel may be permitted to exceed 13 feet in height or 25 feet in length, including border and trim, but excluding supports.

(3) No sign may be permitted to exceed 12 square feet in area, and nothing on such sign may be permitted to be legible from any place on the main-traveled way or a turning roadway.

(4) Not more than one sign concerning a single activity or place may be permitted within any one informational site.

(5) Signs concerning a single activity or place may be permitted within more than one informational site, but no Class 3 sign which does not also qualify as a Class 4 sign may be permitted within any informational site more than 12 air miles from the advertised activity.

(6) No sign may be permitted which moves or has any animated or moving parts.

(7) Illumination of panels by other than white lights may not be permitted, and no sign placed on any panel may be permitted to contain, include, or be illuminated by any other lights, or any flashing, intermittent, or moving lights.

(8) No lighting may be permitted to be used in any way in connection with any panel unless it is so effectively shielded as to prevent beams or rays of light from being directed at any portion of the main-traveled way of the Interstate System, or is of such low intensity or brilliance as not to cause glare or to impair the vision of the driver of any motor vehicle, or to otherwise interfere with any driver's operation of a motor vehicle.

[23 FR 8793, Nov. 13, 1970, as amended; at 35 FR 18719, Dec. 10, 1970]

§ 750.107 Class 3 and 4 signs outside informational sites.

(a) The erection or maintenance of the following signs may be permitted within protected areas, outside informational sites:

(1) Class 3 signs which are visible only to Interstate highway traffic not served by an informational site within 12 air miles of the advertised activity;

(2) Class 4 signs which are more than 12 miles from the nearest panel within an informational site serving Interstate highway traffic to which such signs are visible.

(3) Signs that qualify both as Class 3 and 4 signs may be permitted in accordance with either subparagraph (1) or (2) of this paragraph.

(b) The erection or maintenance of signs permitted under paragraph (a) of

this section may not be permitted in any manner inconsistent with the following:

(1) In protected areas in advance of an intersection of the main-traveled way of an Interstate highway and an exit roadway, such signs visible to Interstate highway traffic approaching such intersection may not be permitted to exceed the following number:

| Distance from intersection: | Number of signs | Average of one sign per mile. |
|-----------------------------|-----------------|-------------------------------|
| 0-2 miles.....              | 0.              |                               |
| 2-5 miles.....              | 0.              |                               |
| More than 5 miles.....      | 0.              |                               |

The specified distances shall be measured to the nearest point of the intersection of the traveled way of the exit roadway and the main-traveled way of the Interstate highway.

(2) Subject to the other provisions of this paragraph, not more than two such signs may be permitted within any mile distance measured from any point, and no such signs may be permitted to be less than 1,000 feet apart.

(3) Such signs may not be permitted in protected areas adjacent to any Interstate highway right-of-way upon any part of the width of which is constructed an entrance or exit roadway.

(4) Such signs visible to Interstate highway traffic which is approaching or has passed an entrance roadway may not be permitted in protected areas for 1,000 feet beyond the furthest point of the intersection between the traveled way of such entrance roadway and the main-traveled way of the Interstate highway.

(5) No such signs may be permitted in scenic areas.

(6) Not more than one such sign advertising activities being conducted as a single enterprise or giving information about a single place may be permitted to be erected or maintained in such manner as to be visible to traffic moving in any one direction on any one Interstate highway.

(c) No Class 3 or 4 signs other than those permitted by this section may be permitted to be erected or maintained within protected areas, outside informational sites.

§ 750.108 General provisions.

No Class 3 or 4 signs may be permitted to be erected or maintained pursuant to § 750.107, and no Class 2 sign may be permitted to be erected or maintained, in

any manner inconsistent with the following:

(a) No sign may be permitted which attempts or appears to attempt to direct the movement of traffic or which interferes with, imitates or resembles any official traffic sign, signal or device.

(b) No sign may be permitted which prevents the driver of a vehicle from having a clear and unobstructed view of official signs and approaching or merging traffic.

(c) No sign may be permitted which contains, includes, or is illuminated by any flashing, intermittent or moving light or lights.

(d) No lighting may be permitted to be used in any way in connection with any sign unless it is so effectively shielded as to prevent beams or rays of light from being directed at any portion of the main-traveled way of the Interstate System, or is of such low intensity or brilliance as not to cause glare or to impair the vision of the driver of any motor vehicle, or to otherwise interfere with any driver's operation of a motor vehicle.

(e) No sign may be permitted which moves or has any animated or moving parts.

(f) No sign may be permitted to be erected or maintained upon trees or painted or drawn upon rocks or other natural features.

(g) No sign may be permitted to exceed 20 feet in length, width or height, or 150 square feet in area, including border and trim but excluding supports, except Class 2 signs not more than 50 feet from, and advertising activities being conducted upon, the real property where the sign is located.

§ 750.109 Exclusions.

The standards in this part shall not apply to markers, signs and plaques in appreciation of sites of historical significance for the erection of which provisions are made in an agreement between a State and the Secretary of Transportation, as provided in the Act, unless such agreement expressly makes all or any part of the standards applicable.

§ 750.110 State regulations.

A State may elect to prohibit signs permissible under the standards in this part without forfeiting its rights to any benefits provided for in the act.

facing the same direction of travel may be erected along a single route approaching the activity;

(iii) Signs located adjacent to the Interstate System shall be within 75 air miles of the activity; and

(iv) Signs located adjacent to the primary system shall be within 50 air miles of the activity.

(e) *Message content.* The message on directional signs shall be limited to the identification of the attraction or activity and directional information useful to the traveler in locating the attraction, such as mileage, route numbers, or exit numbers. Descriptive words or phrases, and pictorial or photographic representations of the activity or its environs are prohibited.

(f) *Selection method and criteria.* (1) Privately owned activities or attractions eligible for directional signing are limited to the following: natural phenomena; scenic attractions; historic, educational, cultural, scientific, and religious sites; and outdoor recreational areas.

(2) To be eligible, privately owned attractions or activities must be nationally or regionally known, and of outstanding interest to the traveling public.

(3) Each State shall develop specific selection methods and criteria to be used in determining whether or not an activity qualifies for this type of signing. A statement as to selection methods and criteria shall be furnished to the Secretary of Transportation before the State permits the erection of any such signs under section 131(e) of title 23, United States Code, and this part.

§ 750.155 State standards.

This part does not prohibit a State from establishing and maintaining standards which are more restrictive with respect to directional and other special signs and notices along the Federal-aid highway systems than these national standards.

Subpart C [Reserved]

Subpart D—Outdoor Advertising (Acquisition of Rights of Sign and Sign Site Owners)

Authority: 23 U.S.C. 131 and 318; 23 CFR 32 and 1.48(b).

Source: 29 FR 27636, July 29, 1974, unless otherwise noted.

§ 750.301 Purpose.

To prescribe the Federal Highway Administration (FHWA) policies relating to Federal participation in the costs of ac-

quiring the property interests necessary for removal of nonconforming advertising signs, displays and devices on the Federal-aid Primary and Interstate Systems, including toll sections on such systems, regardless of whether Federal funds participated in the construction thereof. This regulation should not be construed to authorize any additional rights in eminent domain not already existing under State law or under 23 U.S.C. 131(g).

§ 750.302 Policy.

(a) Just compensation shall be paid for the sign and site owner's rights and interests in or pertaining to the following outdoor advertising signs, displays and devices:

(1) Those lawfully in existence on October 22, 1965;

(2) Those lawfully on any highway made a part of the Interstate or Primary System on or after October 22, 1965, and before January 1, 1968; and

(3) Signs lawfully erected on or after January 1, 1968 in accordance with 23 U.S.C. 131 (Highway Beautification Act).

(b) Federal reimbursement will be made on the basis of 75 percent of the acquisition, removal and incidental costs legally incurred or obligated by the State.

(c) Title III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1955 (42 U.S.C. 4651, et seq.) applies except where complete conformity would defeat the purposes set forth in 42 U.S.C. 4651, would impede the expeditious implementation of the sign removal program or would increase administrative costs out of proportion to the cost of the interests being acquired or extinguished.

(d) Projects for the removal of outdoor advertising signs including hardship acquisitions should be programmed and authorized in accordance with normal program procedures for right-of-way projects.

[39 FR 27476, July 29, 1974; 39 FR 30319, Aug. 22, 1974]

§ 750.303 Definitions.

(a) *Sign.* An outdoor sign, light, display, device, figure, painting, drawing, message, placard, poster, billboard or other thing which is designed, intended of the advertising or informative contents of which is visible from any place on the main-traveled way of the Interstate or Primary Systems, whether the

same be permanent or portable installation.

(b) *Lease* (license, permit, agreement, contract or easement). An agreement, oral or in writing, by which possession or use of land or interests therein is given by the owner or other person to another person for a specified purpose.

(c) *Leasehold value.* The leasehold value is the present worth of the difference between the contractual rent and the current market rent at the time of the appraisal.

(d) *Illegal sign.* One which was erected and/or maintained in violation of State law.

(e) *Nonconforming sign.* One which was lawfully erected, but which does not comply with the provisions of State law or State regulations passed at a later date or which later fails to comply with State law or State regulations due to changed conditions. Illegally erected or maintained signs are not nonconforming signs.

(f) *1966 Inventory.* The record of the survey of advertising signs and junkyards compiled by the State highway department.

(g) *Abandoned sign.* One in which no one has an interest, or as defined by State law.

§ 750.304 State policies and procedures.

The State's written policies and operating procedures for implementing its sign removal program under State law and complying with 23 U.S.C. 131 and its proposed time schedule for sign removal and procedure for reporting its accomplishments shall be submitted to the FHWA for approval within 90 days of the date of this regulation. This statement should be supported by the State's regulations implementing its program. Revisions to the State's policies and procedures shall be submitted to the FHWA for approval. The statement should contain provisions for the review of its policies and procedure to meet changing conditions, adoption of improved procedures, and for internal review to assure compliance. The statement shall include as a minimum the following:

(a) *Project priorities.* The following order of priorities is recommended.

- (1) Illegal and abandoned signs.
- (2) Hardship situations.
- (3) Nominal value signs.

(4) Signs in areas which have been designated as scenic under authority of State law.

(5) Product advertising on:

- (i) Rural Interstate highway.
- (ii) Rural primary highway.
- (iii) Urban areas.

(6) Nontourist-oriented directional advertising.

(7) Tourist oriented directional advertising.

(b) *Programming.* (1) A sign removal project may consist of any group of proposed sign removals. The signs may be those belonging to one company or those located along a single route, all of the signs in a single county or other locality, hardship situations, individually or grouped, such as those involving vandalized signs, or all of a sign owner's signs in a given State or area, or any similar grouping.

(2) A project for sign removal on other than a Federal-aid primary route basis e.g., a countywide project or a project involving only signs owned by one company, should be identified as CAF-000B( ), continuing the numbering sequence which began with the sign inventory project in 1966.

(3) Where it would not interfere with the State's operations, the State should program sign removal projects to minimize disruption of business.

(c) *Valuation and review methods.*

(1) *Schedules—formulas.* Schedules, formulas or other methods to simplify valuation of signs and sites are recommended for the purpose of minimizing administrative and legal expenses necessarily involved in determining just compensation by individual appraisals and litigation. They do not purport to be a basis for the determination of just compensation under eminent domain.

(2) *Appraisals.* Where appropriate, the State may use its approved appraisal report forms including those for abbreviated or short form appraisals. Where a sign or site owner does not accept the amount computed under an approved schedule, formula, or other simplified method, an appraisal shall be utilized.

(3) *Leaseholds.* When outdoor advertising signs and sign sites involve a leasehold value, the State's procedures should provide for determining value in the same manner as any other real estate leasehold that has value to the lessee.

(4) *Severance Damages.* The State has the responsibility of justifying the recognition of severance damages pursuant to 23 CFR 710.24, and the law of the State before Federal participation will be allowed. Generally, Federal participation

**Subpart D—National Standards for Directional and Other Official Signs**

**AUTHORITY:** Issued under 23 U.S.C. 131, 315, 19 U.S.C. 1651; delegation of authority in 49 CFR 1.4(d).

**750.151 Purpose.**

(a) In section 131 of title 23, United States Code, Congress has declared that:

(1) The erection and maintenance of outdoor advertising signs, displays, and devices in areas adjacent to the Interstate System and the primary system should be controlled in order to protect the public investment in such highways, to promote safety and recreational value of public travel, and to preserve natural beauty.

(2) Directional and other official signs and notices, which signs and notices shall include, but not be limited to, signs and notices pertaining to natural wonders, scenic and historical attractions, which are required or authorized by law, shall conform to national standards authorized to be promulgated by the Secretary, which standards shall contain provisions concerning the lighting, size, number and spacing of signs, and such other requirements as may be appropriate to implement the section.

(b) The standards in this part are issued as provided in section 131 of title 23, United States Code.

**750.152 Application.**

The following standards apply to directional and other official signs and notices which are erected and maintained within 660 feet of the nearest edge of the right-of-way of the Interstate and Federal-aid primary system, and which are visible from the main traveled way of the system. These standards do not apply to directional and other official signs erected on the highway right-of-way.

**750.153 Definitions.**

For the purpose of this part—

(a) Sign means an outdoor sign, sign, sign, display, device, figure, paint, drawing, message, placard, poster, billboard, or other thing which is designed, intended, or used to advertise or inform, any part of the advertising or informative contents of which is visible from any place on the main traveled way of the Interstate or Federal-aid primary highway.

(b) Main traveled way means the through traffic lanes of the highway, ex-

clusive of frontage roads, auxiliary lanes, and ramps.

(c) Interstate System means the National System of Interstate and Defense Highways described in section 103(d) of title 23, United States Code.

(d) Primary system means the Federal-aid highway system described in section 103(b) of title 23, United States Code.

(e) Erect means to construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish.

(f) Maintain means to allow to exist.

(g) Scenic area means any area of particular scenic beauty or historical significance as determined by the Federal, State, or local officials having jurisdiction thereof, and includes interests in land which have been acquired for the restoration, preservation, and enhancement of scenic beauty.

(h) Parkland means any publicly owned land which is designated or used as a public park, recreation area, wildlife or waterfowl refuge or historic site.

(i) Federal or State law means a Federal or State constitutional provision or statute, or an ordinance, rule, or regulation enacted or adopted by a State or Federal agency or a political subdivision of a State pursuant to a Federal or State constitution or statute.

(j) Visible means capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity.

(k) Freeway means a divided arterial highway for through traffic with full control of access.

(l) Rest area means an area or site established and maintained within or adjacent to the highway right-of-way by or under public supervision or control for the convenience of the traveling public.

(m) Directional and other official signs and notices includes only official signs and notices, public utility signs, service club and religious notices, public service signs, and directional signs.

(n) Official signs and notices means signs and notices erected and maintained by public officers or public agencies within their territorial or zoning jurisdiction and pursuant to and in accordance with direction or authorization contained in Federal, State, or local law for the purposes of carrying out an official duty or responsibility. Historical mark-

ers authorized by State law and erected by State or local government agencies or nonprofit historical societies may be considered official signs.

(o) Public utility signs means warning signs, informational signs, notices, or markers which are customarily erected and maintained by publicly or privately owned public utilities, as essential to their operations.

(p) Service club and religious notices means signs and notices, whose erection is authorized by law, relating to meetings of nonprofit service club or charitable associations, or religious services, which signs do not exceed 8 square feet in area.

(q) Public service signs means signs located on school bus stop shelters, which signs—

(1) Identify the donor, sponsor, or contributor of said shelters;

(2) Contain public service messages, which shall occupy not less than 50 percent of the area of the sign;

(3) Contain no other message;

(4) Are located on schoolbus shelters which are authorized or approved by city, county, or State law, regulation, or ordinance, and at places approved by the city, county, or State agency controlling the highway involved; and

(5) May not exceed 32 square feet in area. Not more than one sign on each shelter shall face in any one direction.

(r) Directional signs means signs containing directional information about public places owned or operated by Federal, State, or local governments or their agencies; publicly or privately owned natural phenomena, historic, cultural, scientific, educational, and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation, deemed to be in the interest of the traveling public.

(s) State means any one of the 50 States, the District of Columbia, or Puerto Rico

**750.151 Standards for directional signs.**

The following apply only to directional signs:

(a) General. The following signs are prohibited:

(1) Signs advertising activities that are illegal under Federal or State laws or regulations in effect at the location of those signs or at the location of those activities.

(2) Signs located in such a manner as to obscure or otherwise interfere with the effectiveness of an official traffic sign, signal, or device, or obstruct or interfere with the driver's view of approaching, merging, or intersecting traffic.

(3) Signs which are erected or maintained upon trees or painted or drawn upon rocks or other natural features.

(4) Obsolete signs.

(5) Signs which are structurally unsafe or in disrepair.

(6) Signs which move or have any animated or moving parts.

(7) Signs located in rest areas, parklands or scenic areas.

(b) Size. (1) No sign shall exceed the following limits:

- (i) Maximum area—150 square feet
- (ii) Maximum height—20 feet.
- (iii) Maximum length—20 feet.

(2) All dimensions include border and trim, but exclude supports.

(c) Lighting. Signs may be illuminated, subject to the following:

(1) Signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights are prohibited.

(2) Signs which are not effectively shielded so as to prevent beams or rays of light from being directed at any portion of the traveled way of an Interstate or primary highway or which are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operation of a motor vehicle are prohibited.

(3) No sign may be so illuminated as to interfere with the effectiveness of, or obscure an official traffic sign, device, or signal.

(d) Spacing. (1) Each location of a directional sign must be approved by the State highway department.

(2) No directional sign may be located within 2,000 feet of an interchange, or intersection at grade along the Interstate System or other freeways (measured along the Interstate or freeway from the nearest point of the beginning or ending of pavement widening at the exit from or entrance to the main traveled way).

(3) No directional sign may be located within 2,000 feet of a rest area, parkland, or scenic area.

(4) (i) No two directional signs facing the same direction of travel shall be spaced less than 1 mile apart;

(ii) Not more than three directional signs pertaining to the same activity or

will not be allowed in the payment of severance damages to remaining signs, or other property of a sign company alleged to be due to the taking of certain of the company's signs. Unity of use of the separate properties as required by applicable principles of eminent domain law, must be shown to exist before participation in severance damages will be allowed. Moreover, the value of the remaining signs or other real property must be diminished by virtue of the taking of such signs. Payments for severance damages to economic plants or loss of business profits are not compensable. Severance damage cases must be submitted to the FHWA for prior concurrence, together with complete legal and appraisal justification for payment of these damages. To assist the FHWA in its evaluation, the following data will accompany any submission regarding severance:

(I) One copy of each appraisal in which this was analyzed. One copy of the State's review appraiser analysis and determination of market value.

(II) A plan or map showing the location of each sign.

(III) An opinion by the State highway department's chief legal officer that severance is appropriate in accordance with State law together with a legal opinion that, in the instant case, the damages constitute severance as opposed to consequential damage as a matter of law. The opinion shall include a determination, and the basis therefor, that the specific taking of some of an outdoor advertiser's signs constitutes a distinct economic unit, and that unity of use of the separate properties in conformity with applicable principles of eminent domain law had been satisfactorily established. A legal memorandum must be furnished citing and discussing cases and other authorities supporting the State's position.

(C) *Review of value estimates.* All estimates of value shall be reviewed by a person other than the one who made the estimate. Appraisal reports shall be reviewed and approved prior to initiation of negotiations. All other estimates shall be reviewed before the agreement becomes final.

(d) *Nominal value plan.* (1) This plan may provide for the removal costs of eligible nominal value signs and for payments up to \$250 for each nonconforming sign, and up to \$100 for each nonconforming sign site.

(2) The State's procedures may provide for negotiations for sign sites and sign removals to be accomplished simultaneously without prior review.

(3) Releases or agreements executed by the sign and/or site owner should include the identification of the sign, statement of ownership, price to be paid, interest acquired, and removal rights.

(4) It is not expected that salvage value will be a consideration in most acquisitions; however, the State's procedures may provide that the sign may be turned over to the sign owner, site owner, contractor, or individual as all or a part of the consideration for its removal, without any project credits.

(5) Programing and authorizations will be in accord with § 750.308 of this regulation. A detailed estimate of value of each individual sign is not necessary. The project may be programed and authorized as one project.

(e) *Sign removal.* The State's procedural statement should include provision for:

- (1) Owner retention.
- (2) Salvage value.
- (3) State removal.

#### § 750.305 Federal participation.

(a) Federal funds may participate in:

(1) Payments made to a sign owner for his right, title and interest in a sign, and where applicable, his leasehold value in a sign site, and to a site owner for his right and interest in a site, which is his right to erect and maintain the existing nonconforming sign on such site.

(2) The cost of relocating a sign to the extent of the cost to acquire the sign, less salvage value if any.

(3) A duplicate payment for the site owner's interest of \$2,500 or less because of a bona fide error in ownership, provided the State has followed its title search procedures as set forth in its policy and procedure submission.

(4) The cost of removal of signs, partially completed sign structures, supporting poles, abandoned signs and those which are illegal under State law within the controlled areas, provided such costs are incurred in accordance with State law. Removal may be by State personnel on a force account basis or by contract. Documentation for Federal participation in such removal projects should be in accord with the State's normal force account and contractual reimbursement procedures. The State should maintain a record of the number of signs removed.

These data should be retained in project records and reported on the periodic report required under § 750.308 of this regulation.

(5) Signs materially damaged by vandals. Federal funds shall be limited to the Federal pro-rata share of the fair market value of the sign immediately before the vandalism occurred minus the estimated cost of repairing and reerecting the sign. If the State chooses, it may use its FHWA approved nominal value plan procedure to acquire these signs.

(6) The cost of acquiring and removing completed sign structures which have been blank or painted out beyond the period of time established by the State for normal maintenance and change of message, provided the sign owner can establish that his nonconforming use was not abandoned or discontinued, and provided such costs are incurred in accordance with State law, or regulation. The evidence considered by the State as acceptable for establishing or showing that the nonconforming use has not been abandoned or voluntarily discontinued shall be set forth in the State policy and procedures.

(7) In the event a sign was omitted in the 1966 inventory, and the State supports a determination that the sign was in existence prior to October 22, 1965, the costs are eligible for Federal participation.

(b) Federal funds may not participate in:

(1) Cost of title certificates, title insurance, title opinion or similar evidence or proof of title in connection with the acquisition of a landowner's right to erect and maintain a sign or signs when the amount of payment to the landowner for his interest is \$2,500 or less, unless required by State law. However, Federal funds may participate in the costs of securing some lesser evidence or proof of title such as searches and investigations. State highway department personnel to the extent necessary to determine ownership, affidavit of ownership by the owner, bill of sale, etc. The State's procedure for determining evidence of title should be set forth in the State's policy and procedure submission.

(2) Payments to a sign owner where the sign was erected without permission of the property owner unless the sign owner can establish his legal right to erect and maintain the sign. However, such signs may be removed by State per-

sonnel on a force account basis or by contract with Federal participation except where the sign owner reimburses the State for removal.

(3) Acquisition costs paid for abandoned or illegal signs, potential sign sites or signs which were built during a period of time which makes them ineligible for compensation under 23 U.S.C. 131, or for rights in sites on which signs have been abandoned or illegally erected by a sign owner.

(4) The acquisition cost of support poles or partially completed sign structures in nonconforming areas which do not have advertising or informative content thereon unless the owner can show to the State's satisfaction he has not abandoned the structure. When the State has determined the sign structure has not been abandoned, Federal funds will participate in the acquisition of the structure, provided the cost are incurred in accordance with State law.

#### § 750.306 Documentation for Federal participation.

The following information concerning each sign must be available in the State's files to be eligible for Federal participation:

(a) *Payment to sign owner.* (1) Photograph of the sign in place. Exceptions may be made in cases where in the transaction the State has acquired a number of a company's nominal value signs similar in size, condition and shape. In such cases, only a sample of representative photographs need be provided to document the type and condition of the sign.

(2) Evidence showing the sign was nonconforming as of the date of taking.

(3) Value documentation and proof of obligation of funds.

(4) Satisfactory indication of ownership of the sign and compensable interest therein (e.g., lease or other agreement with the property owner, or an affidavit certification, or other such evidence of ownership).

(5) Evidence that the sign falls within one of the three categories shown in § 750.302 of this regulation. The specific category should be identified.

(6) Evidence that the right, title, or interest pertaining to the sign has passed to the State, or that the sign has been removed.

(b) *Payment to the site owner.* (1) Evidence that an agreement has been reached between the State and owner.

(2) Value documentation and proof of obligation of funds.

(3) Satisfactory indication of ownership or compensable interest.

§ 750.307 FHWA project approval.

Authorization to proceed with acquisitions on a sign removal project shall not be issued until such time as the State has submitted to FHWA the following:

(a) A general description of the project.

(b) The total number of signs to be acquired.

(c) The total estimated cost of the sign removal project, including a breakdown of incidental, acquisition and removal costs.

§ 750.308 Reports.

Periodic reports on site acquisitions and actual sign removal shall be submitted on FHWA Form 1424 and as prescribed.

PART 751—JUNKYARD CONTROL AND ACQUISITION

|        |  |
|--------|--|
| Sec.   |  |
| 751.1  | Purpose.   |
| 751.3  | Applicability.   |
| 751.5  | Policy.  |
| 751.7  | Definitions.   |
| 751.9  | Effective control.                                     |
| 751.11 | Nonconforming junkyards.                               |
| 751.13 | Control measures.                                      |
| 751.15 | Just compensation.                                     |
| 751.17 | Federal participation.                                 |
| 751.19 | Documentation for Federal participation.               |
| 751.21 | Relocation assistance.                                 |
| 751.23 | Concurrent junkyard control and right-of-way projects. |
| 751.25 | Programming and authorization.                         |

Authority: 23 U.S.C. 136 and 137, 42 U.S.C. 4321-4347 and 4601-4636, 23 CFR 123, 49 CFR 148.

Source: 40 FR 8551, Feb. 28, 1975, unless otherwise noted.

§ 751.1 Purpose.

Pursuant to 23 U.S.C. 136, this Part prescribes Federal Highway Administration (FHWA) policies and procedures relating to the exercise of effective control by the States of junkyards in areas adjacent to the Interstate and Federal-aid primary systems. Nothing in this Part shall be construed to prevent a State from establishing more stringent junkyard control requirements than provided herein.

[40 FR 12260, Mar. 18, 1975]

§ 751.3 Applicability.

The provisions of this Part are applicable to all areas within 1,000 feet of the nearest edge of the right-of-way and visible from the main traveled way of all Federal-aid Primary and Interstate Systems regardless of whether Federal funds participated in the construction thereof, including toll sections of such highways. This Part does not apply to the Urban System.

§ 751.5 Policy.

In carrying out the purposes of this Part:

(a) Emphasis should be placed on encouraging recycling of scrap and junk where practicable, in accordance with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.);

(b) Every effort should be made to screen nonconforming junkyards which are to continue as ongoing businesses; and

(c) Nonconforming junkyards should be relocated only as a last resort.

§ 751.7 Definitions.

For purposes of this Part, the following definitions shall apply:

(a) **Junkyard.** (1) A Junkyard is an establishment or place of business which is maintained, operated or used for storing, keeping, buying, or selling junk, or for the maintenance or operation of an automobile graveyard. This definition includes scrap metal processors, auto-wrecking yards, salvage yards, scrap yards, autorecycling yards, used auto parts yards and temporary storage of automobile bodies and parts awaiting disposal as a normal part of a business operation when the business will continually have like materials located on the premises. The definition includes garbage dumps and sanitary landfills. The definition does not include litter, trash, and other debris scattered along or upon the highway, or temporary operations and outdoor storage of limited duration.

(2) An **Automobile Graveyard** is an establishment or place of business which is maintained, used, or operated for storing, keeping, buying, or selling wrecked, scrapped, ruined, or dismantled motor vehicles or motor vehicle parts. Ten or more such vehicles will constitute an automobile graveyard.

(3) An **Illegal Junkyard** is one which was established or is maintained in violation of State law.

STATEMENT OF THE ALASKA VISITORS ASSOCIATION

RELATING TO  
MOTORIST INFORMATIONAL SIGNS

My name is Dean Ehrich and I am The Executive Director of The Alaska Visitors Association. For your records, AVA is a statewide trade association engaged in the promotion of Alaska as a visitor destination. Its membership of over 460 firms includes businesses ranging in size from the "one man" guide service to large hotels, airlines and tour operators. The Association also has Chapters located in Juneau, Fairbanks, Anchorage, Haines, Valdez, Sitka, Skagway and Seattle. Total membership in these Chapters currently stands at 500 individuals employed in the Alaska visitor industry.

We are speaking today in support of HB 267 which would amend the statute (A.S. 19.25.105) relating to motorist informational signs placed along Alaska's highways. The suggested amendments would basically permit the placement of tastefully designed motorist informational signs which could include the logos or the name of a business or businesses providing public accommodations to the motoring public. The amendments would also permit the highway department to grant a permit for an informational sign in cases where the service business may be located more than one mile off the highway, something that is not presently permitted under

Alaska law but may, as a practical matter, be reasonable under some of the special circumstances existing in Alaska.

The amendments were developed as a result of certain problems experienced by highway oriented businesses in our membership. Many of them have experienced difficulty in obtaining signs which would inform a motorist of the existence of their service or accomodation. Additionally, the signs which are permitted merely indicate that a service is available without really informing the motorist of precisely what is available. We have also been informed of cases where a service, accomodation or attraction may be the only thing available within many miles but, because the business is located more than one mile off the highway, does not qualify for an informational sign.

As representatives of the Alaska visitor industry, we are vitally interested in insuring that Alaska's highways are not cluttered by garrish, distasteful advertising or signs that detract from the natural beauty of the scenery. However, we are also concerned that tourists and, indeed our fellow Alaskans traveling the highways are provided with adequate information regarding the availability of fuel, hotel accomodations, food and visitor attractions.

We feel that our suggested changes will provide a much needed service to the motoring public while still maintaining a sign system that is tastefully designed and which would not detract from the beauties of the Alaska countryside.

Under the system we suggest, a service business could obtain a permit to place its logo or business name on a uniform sign to be designed by The Highway Department. Permit fees would be set by The Department in amounts sufficient to defray the costs involved in providing this service. The basic design for the signs would be prescribed by regulations developed by the Highway Department.

The amendments in HB 267 are based, in large part on Oregon statutes and regulations. Similar systems relating to motorist informational signs also exist in several other states including Washington and Hawaii.

A-Section of the bill relates specifically to conditions in Alaska. There are quite a number of service businesses and attractions which are located more than one mile off the highway and, consequently, do not qualify for a sign. However, these are very often the only available services within many miles. Further, some private attractions which would be of interest to tourists are located well off the road but may not qualify for an informational sign under our present law.

As you will note, the bill would allow a little more discretion on the part of The Highway Department to issue permits in cases where doing so would be of benefit to the traveling public.

According to information developed during our research on the issue of motorist informational signs, the system established by our suggested amendments would, in no way, conflict with Federal

laws or regulations. In fact, The Federal Highway Administration has encouraged states to develop comprehensive motorist information systems, including logo signing which, for example, indicate which lodging chains, auto service stations or other facilities are represented at a given interchange.

Further, under existing law, the Federal government would pay 75% of what it costs a state to design, build and administer its own system of informational signs to direct interstate travelers to the necessary tourist facilities. This provision, however, is mentioned just as a matter of interest as our recommended amendments provide that the system would be financed by fees in amounts sufficient to cover the costs of implementation.

For the information of the committee, we are providing copies of existing Federal law relating to highway signs. We would call your attention to the provisions of section 750.105 (a) of the regulations which outline the conditions under which signs of this type may be erected. Briefly, our amendments relate to the type of sign described in that section as class 3 and class 4 signs. Other provisions of the Federal regulations describe various conditions under which such signs may be erected. (Please see sections 750.106, 750.107, and 750.108.) It is our opinion that existing Federal provisions clearly permit the type of system which would be established by the legislation before us.

In addition to providing additional convenience to motorists, the new system would provide a much needed safety factor. Distances between services are often very great on Alaska's highways. The availability of adequate motorist informational signs could very well prevent tragedies along our highways, particularly during our long and sometimes severe winters.

We would once again emphasize that we are by no means advocating a system of advertising for highway related businesses. Our interest is in assuring that our visitors traveling Alaska's highways are provided with the greatest possible amount of information regarding available services and the various tourist attractions located along our highways.

We respectfully urge the Legislature's favorable consideration of HB 267.

Thank you for this opportunity to express our views on this important issue.



# **Tundra Lodge**

PO Box 336  
Tok, Alaska 99780  
(907) 883-2291

Winter Address:  
345 N. E. 8th Avenue  
Portland, Oregon 97232

April 18, 1979

The Honorable Mike Miller  
Chairman, House State Affairs Committee  
ALASKA STATE HOUSE OF REPRESENTATIVES  
Pouch V, State Capitol Building  
Juneau, Alaska 99811

Dear Mike:

It has come to my attention that you are the chairman of the House State Affairs Committee which has Measure HB 267, a highway bill, but still has not passed it for proper signing along the highway. As you know, I have been in the hotel and motel business for a number of years and have recently purchased Rita's Trail Inn in Tok, Alaska, which is now called the Tundra lodge. We have a large KOA campground, commercial laundry, car wash, liquor store, cocktail lounge and dining room. In fact, it is one of the finest facilities along the Alaska highway, but it is approximately one mile outside of Tok towards Fairbanks. Since we are unable to have any signing along the highway, or at least proper signing, a lot of folks stumble on to us quite by accident, particularly if they don't have a Milepost or some highway book that designates where everybody is.

It is certainly advantageous to the traveler here in Oregon to know where there is gas, lodging, food, campgrounds, etc., and it is equally advantageous in Alaska. This information could be distributed very neatly between the border and Tok in this particular instance as well as between Fairbanks and Tok and between Anchorage and Tok. It would also let people know what exactly is available.

Letter to The Honorable Mike Miller  
Page 2  
April 18, 1979

I certainly hope that something can be done to expedite this particular bill in favor of the signs as soon as possible.

I look forward with pleasure to seeing you sometime soon.

Kind regards,



Norman H. Kneisel

NHK:pj



**Tourism  
is everybody's  
business.**

# ALASKA VISITORS ASSOCIATION

*Please reply to:*

Post Office Box 2220  
Anchorage, Alaska 99510  
(907) 279-4116

April 2, 1979

The Honorable Mike Miller  
Chairman, House State Affairs  
Committee  
Alaska State House of Representatives  
Pouch "V" State Capitol Building  
Juneau, Alaska, 99811

Dear Mike:

During your hearing on March 2, 1979 on HB 267, relating to highway informational signs, most members of The State Affairs Committee appeared to be favorably disposed to the concept of the bill. Since that time, however, I understand some committee members have developed reservations, including the fear that the new system might create a proliferation of additional signage.

It is my hope that we can alleviate those concerns with the following points:

(1) The new informational signs which would include logos of businesses providing motorist accommodations would replace the present "gas, food, phone, lodging" signs. The logo concept is intended to provide information regarding available brands of fuel, type of lodging, etc.

(2) The bill provides that The Division of Highways would design a uniform style sign, thus precluding the possibility of a "forest" of garish and distasteful signs springing up along Alaska's highways.

(3) HB 267 is written so that the new informational sign system would be "self supporting" as persons wishing their logo on an informational sign would apply for a permit and pay fees set in amounts sufficient to defray the cost to the state.

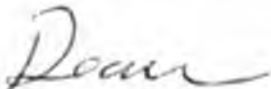
April 2, 1979  
The Honorable Mike Miller  
Page Two

(4) Signs of the type contemplated in the bill would be placed in locations outside of cities. Services within urban areas are already well advertised. Services in rural areas, however, are very often not adequately marked. Highway operators have received complaints from motorists in this connection. The intent of the new system is to insure that motorists traveling Alaska's highways may do so in complete comfort and safety. Adequately marked services are necessary to this concept.

(5) Finally, similar motorist informational sign systems are already working quite well in Oregon, Washington and several other states. We think such a system would work equally well in Alaska. Indeed, adequately marked services are even more necessary in Alaska because of the vast distances between available motorist services in some areas of the state.

We respectfully urge early favorable action on HB 267.

Sincerely yours,



Dean Ehrich  
Executive Director

DE/b

cc: All members of House State Affairs Committee

# innovations

## Vermont's New Signs of the Times

*In Brief—In March 1968, Vermont enacted a law controlling all outdoor advertising signs (Chapter 21, Title 10, Section 481-505). Billboards along highways, official highway directional signs, signs on the premises of businesses, and other business directional signs all are included in the law. The law sets criteria for the location of signs and the number of signs. Funds were appropriated for removing signs that are not in compliance with the law within a specific deadline.*

*In place of the former signs, the state has established tourist information centers which list services and businesses, sign plazas which permit a large number of standardized signs at one location, clusters of uniform signs along highways, and individual business directional signs in approved locations.*

*Implementation costs of the program are partially offset by fees from business advertisers. Businesses that want a standardized directional sign placed beside a highway must pay an annual fee of \$50.*

*After 10 years, there are still numerous critics of the sign program. The law has been amended slightly, but there have been no serious efforts to emasculate the law. It is doubtful anyone would claim that the sign program has increased the number of tourists visiting Vermont, nor is there evidence of economic decline as a result.*

### Background

Vermont began controlling highway signs with a 1927 law. As a result of that law, placement of a sign to be viewed from a public highway was "a privilege granted and not a right inherent in the ownership of land adjacent to the highway." It was a Vermont case, *Kelbro v. Myric* in 1943, that declared that withdrawal of permission to maintain a sign, given an adequate period for notification, was a valid exercise of the state's police power and not an unconstitutional taking of private property.

During the 1960's Vermonters' concern over the deteriorating scenic beauty of the state was reflected in the passage of a number of bills. Bills were passed that required screening of junkyards; removing derelict automobiles; setting mobile home park standards; banning nonreturnable beer and soda bottles and cans; and a local planning and zoning act encouraging historic districts, open spaces, and sign controls (including the 1968 law). By 1974, as a result of the various state initiatives, 104 Vermont cities had enacted ordinances controlling billboards.



*This Innovations Transfer report was prepared by Dick Howard, Director of the Innovation Transfer Program of the Council of State Governments. The author wishes to acknowledge the assistance provided by Leonard U. Wilson, Special Assistant to the Council of State Governments, and Hoynton R. Saia, Supervisor of Roadside Beautification Sign Control, Tourist Information Council.*

*State officials who would like additional information on the program should contact Mr. Saia, (802) 828-2651.*

*Copyright 1979, The Council of State Governments*

Vermont was an active participant in the federal government's grant bonus program for controlling outdoor advertising along interstate highways. Although Vermont's statute was stricter than the requirements of the Federal Highway Beautification Act of 1965, the state was not prepared for a decision of the U.S. Attorney General. That ruling required that states compensate sign owners (75 percent federal, 25 percent state) for removal of signs on primary

### DEFINITION OF TERMS

**Official Business Directional Signs:** Signs in the highway right-of-way indicating the location of a business. They may be single or in clusters up to three. With a few exceptions OBDS are permissible only for business on another road from that on which the sign appears. That is the traveler must change directions if the particular business is to be located.

**Multi-Facility Official Business Directional Signs:** These are official business directional signs for businesses that are grouped, such as in a shopping center. Individual businesses are not identified, only the type of service together with the appropriate symbol.

**Significant Area Identification Signs:** The signs ordinarily are used to describe the natural phenomena associated with a particular area or town. They are located outside of the highway right-of-way and there may not be more than four of these signs for any particular area.

**Travel Information Plazas:** Unmanned structures containing general state information, a state map and plaques for individual businesses in the area.

**State Welcome Centers:** State-manned information centers on interstate highways near Vermont's borders.

**Symbol Sign:** Announces a travel information plaza or information booth which may be on the same highway or require a direction change. They are not permitted on the interstate system.

**Local Information Booths:** Operated by localities frequently with travel information plazas adjacent to them.

roads. Vermont officials staunchly maintain that the U.S. Supreme Court would have overturned a district court decision supporting the attorney general's position. They also concluded that the cost to appeal the decision was not justifiable. As a result, the state has been settling claims on a by-one and there are still 12 nonconforming signs extant.

Initially, the 1968 Vermont law engendered considerable opposition from business interests. By the time legislative negotiations ended, most business groups had joined the garden clubs and preservation groups in support of the bill. The only group that remained adamantly opposed to passage of the legislation was the outdoor advertising enterprises.

### Implementing the Sign Program

The method and organization for implementing the program is addressed rather clearly in the law. A seven-member Travel Information Council, chaired by the secretary of state, was created. (In 1971 the secretary of state's functions were transferred to the secretary of the development and community affairs agency.) The six members appointed by the governor represent the restaurant, the lodging and recreation industries, agriculture, the highway department, and a representative from the Vermont Scenery Preservation Council. In addition, the law calls for the Travel Information Council (TIC) to appoint a three-member committee in each highway district to consider sign applications.

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*3,400 signs were removed voluntarily without compensation.*

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The Travel Information Council regulates the size, shape, lighting, and lettering of official business directional signs. The highway department is responsible for erecting and maintaining the signs although the law allows the department to contract with private vendors for erecting signs. The highway department does not contract with outside vendors at this time. However, the first signs were installed by a private firm.

State law permits: (1) privately owned signs on the premises of the business where the product or service is offered, and (2) the state-owned official business directional signs in one of several forms: (a) OBDS placed individually along the highway, (b) placed with one or two others on the same assembly and naming the specific businesses, (c) placed in a "multi-facility" OBDS which only names the types of services, or (d) placed in a group of up to 66 standardized signs (or plaques) in an information plaza.

For the first two years, the sign system was implemented in one highway district only. A consulting firm was hired to evaluate the program and recommend changes. The principal changes were that



*Vermont now has 75 Tourist Information Centers. Some are attended year-round. (Photo courtesy of Division of Maintenance Management, Vermont Agency of Transportation.)*

signs had to be in the same township as the business and that signs were to be used only when a change in direction was required.

Subsequently, other districts became involved as applications for directional signs were received. Not until August 1974 was the last district "adequately signed" so that removal could begin. During these six years, 3,400 signs were removed voluntarily without compensation.

In 1978, official business directional signs, for which businesses paid \$50 per sign, numbered 896. Most of these signs were put in place by highway department personnel. Generally, it takes about 45 days between the time of application and the time a business sign is placed along a road or highway. An application for a sign can be made at any time during the year.

**Sign Removal and Program Costs**

Sign removal occurred on a district-by-district basis as erection of the new signs and sign plazas was completed. The court battle and the decision requiring Vermont to provide compensation to sign owners greatly delayed sign removal, however.

Generally, signs were not removed until and unless owners waived compensation. In 1968 there were 4,700 licensed signs. By 1974, 3,400 had been removed without compensation. The remaining 1,300 required compensation negotiations and settlements and there are still about a dozen of the old signs yet to be removed. When the final negotiations and court costs are completed, between \$500,000 and \$600,000 will have been paid in compensation for sign removal. The state and federal shares of sign re-

moval compensation are estimated at 40 percent and 60 percent, respectively. Overall, program costs can not easily be determined. Much of the early work that went into plaza construction was contributed by an army reserve unit.

The highway department absorbs a substantial portion of necessary maintenance costs. The Agency of Development and Community Affairs also has provided considerable support to the program and continues to pay for a full-time information specialist in the Travel Division.

Over the life of a program, the signs and plaques have brought in approximately \$353,000 from initial fees and renewal fees from businesses using signs. The \$50 fee for signs in sign plaza plaques more than covers the cost of producing the plazas and a downward sliding scale is being considered for purchasers of additional signs. On the other hand, the \$50 fee for official business directional signs falls far short of construction, maintenance, and administration costs, and the Travel Information Council is asking the General Assembly to hike the fee to \$125. The \$50 renewal fee also is deemed inadequate.

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*the signs and plaques have brought in approximately \$353,000 from initial fees and renewal fees from businesses using signs*

---

Guidelines for the size, location, and message of information plaza plaques, individual official business directional signs, significant area identification signs, multi-facility official business directional signs, and on-premise signs are numerous and rather detailed. The major guidelines are listed on page 6. The color of signs and lettering material composition, size of lettering, number of lines in the message and their placement, types of sign supports and fastenings are also specified by the law and the TIC.

**Program Results**

A survey was conducted by the Vermont Agency of Transportation in cooperation with the Federal Highway Administration from the spring of 1977 until the winter of 1978. Vermont businessmen, representatives of business associations, and travelers were surveyed by questionnaire. Roadside interviews also were conducted. Results were mixed. Reaction to the uniform color-coded directional signs was positive. The most common complaints by all groups of respondents were that the information plazas were poorly maintained and provided insufficient information. Despite these and other criticisms, the general conclusion was that the Vermont Travel Information Program "is reasonably effective." Among the major findings of the survey are the following:

*(Continued on page 5)*

## SIGN SPECIFICATIONS

Official business directional signs (OBDS) are to be located inside the highway right-of-way and three sizes are permitted: full-sized, one-half sized, or one-quarter sized signs. Full-sized signboards are 16 inches high and 60 or 72 inches wide depending on whether a logo is incorporated in the sign. Half-sized signboards are 8 inches high by 30 or 36 inches wide. Quarter-sized signboards are 4 inches high by 24 inches wide.

- Content of OBDS is limited to the identification of the activity, facility, attraction, area or site, and useful information to the traveling public on locating the place.

- An OBDS is mounted on a support either as a single unit or in groups of two or three

- The letter form that must be used is Helvetica bold, used in upper and lower case arrangements. Letters are 5 inches high on full-sized signs.

- Two hundred feet must separate individual sign assemblies.

- An OBDS is to be located on the same town as the business, service or point of interest to which the sign directs attention.

- Signs or sign assemblies must be six feet outside the highway shoulder, 200 feet from a traffic control sign, 750 feet from a numbered route junction or signalized intersection, 200 feet from other public highway intersections, and 750 feet from a railroad crossing.

Full-sized signboards or clusters may be placed in 50-mile-per-hour zones on primary, secondary, and lesser highways, half-sized signboards may be located in 30-mile-per-hour zones, and quarter-sized signboards may be placed on back roads, town roads and in built-up areas where the speed limit is not more than 30 miles per hour.

**Information Plazas** These structures replace directional signs in some circumstances. They serve as a solution to the need for directional signs in built-up areas and as informational and orientation devices in downtown areas. The plazas provide descriptive plaques, symbols, travel information, directories and listings, maps of Vermont, and some local maps.

- The plaza has two faces and is four by eight feet in size. On one side is an official highway map of Vermont, the local map, and space for 60 six-by-six self-adhesive plaques indicating the location of businesses.

- On the reverse side, or second face, is information listing recreation places, sporting facilities, historic places, museums, and galleries; or it may be used for non-commercial local information.

- Businesses located within 20 miles of an information plaza shall have priority for space although if space is available, i.e., not rented, businesses from further away may apply for the space.

**Multi-Facility Official Business Directional Sign.** In the case of businesses that are located in a group, a multi-facility OBDS may be most appropriate. Examples might be shopping centers or resort and recreation areas. The names of specific businesses are not shown.

- The multi-facility OBDS can consist of up to three standard 16-inch by 72-inch signboards per assembly.

- Applying businesses in the group must apply to the Travel Information Council as a group.

- No multi-facility OBDS are permitted in urban areas.

- A maximum of two multi-facility OBDS assemblies will be permitted for any one group applicant.

**On-Premise Signs** The premises are the part of the owner's or occupant's real property to which the public is invited and on which the business, profession, commodity, service, or entertainment to which an on-premise sign directs attention is carried on, sold, or offered. In the guidelines the premises are not defined broadly.

- An on-premise sign shall not be located more than 1,500 feet from a main entrance from that highway to the activity or premises advertised.

- An on-premise sign advertising the sale of real estate by the owner or his agent shall not have an area of more than six square feet.

**Significant Area Identification Signs (SAIS)** Recently the Travel Information Council revised its rules permitting a new type of sign, the Significant Area Identification Sign, which enables a town or region to apply for signs in the terms by which it is popularly known. Examples are Wilmington, "The Mount Snow Region" and Proctor, "Vermont's Marble Center."

In general SAIS distinctive to a town or region are limited to four. SAIS must be located outside the right-of-way limits and not within 2,000 feet of an interstate or freeway intersection or within 2,000 feet of parklands. Fabrication, installation and maintenance of approved SAIS are the responsibility of the applicant.

## SYMBOLS

Symbols are integral to Vermont's tourist information program. The symbols adopted by the TIC and in use are shown below. Now, there is an international system of symbols that may be adopted. When Vermont began its program, there was not. Any business qualifying for a business directional sign is entitled to make use of only one of the TIC symbols in order to make it easier for the traveling public to identify the service offered.



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16



- 7. Water sports area
- 8. Marina
- 9. Camping
- 10. Rest or picnic area
- 11. Phone
- 12. Historic plaque
- 13. Winter sports area
- 14. Golf
- 15. Automobile
- 16. Bus

(continued from page 3)

- Almost two-thirds of the travelers interviewed at roadside parks (63.3 percent) believed the signs were helpful. However, a significant number thought the signs were too small. Only 4.2 percent of the travelers had trouble understanding the signs;

- The great majority of travelers had not stopped, and did not intend to stop, at the information plazas;

- Businessmen participating as sign licensees in the program viewed it more favorably than those who did not participate. Nevertheless, a plurality of the participants, 36.2 percent, would prefer to use conventional roadside signs than the new signs program or some combination of the new signs;

- Among participating businessmen, 39.9 percent thought business had increased compared to 21.2 percent of the nonparticipants who thought there had been an increase, and

- Forty-three percent of participating businessmen and 62.5 percent of nonparticipating businessmen thought the new sign program had had no effect on their business volume.

### Adopting a Tourist Information Sign Program

Based on the travel information council's survey results, a number of factors should be considered in implementing a state tourist information program that eliminates off-premise signs and billboards.

(1) If unmanned sign plazas are to be used and their effectiveness is questionable then thought should be given to how these plazas can be maintained, kept attractive and clean, visible from the road, and accessible year-round. Some of the Vermont information plazas are not easily accessible during parts of the winter months because of snow. It is clusters of signs that the TIC wants to transfer to municipalities.

(2) Map plazas should also be accessible year-round and 24 hours a day.

(3) The traveling public does not understand that not all area businesses are listed at the information plazas, hence the present system is somewhat misleading. The Vermont TIC suggests that a system could be devised whereby all area businesses are listed, but a full description is provided only for paid advertisers.

(4) The relationship between the cost of the program and the revenues from licensees should be closely examined. The \$50 fee in Vermont is meant to cover the program costs, but it does not. It is also believed that some businesses do not apply for business directional signs because of the \$50 fee. A federal court decision required compensation by the state to sign owners on taking of their signs. The likelihood of other states being harnessed with these costs cannot be dismissed if they implement a similar program. Furthermore, funding for the Federal Highway Beautification Program is being significantly reduced suggesting that 75-25 matching funds for primary highways may not be available, and



*The size and location of official business directional signs are strictly controlled by the state. Companies using directional signs may use their own logo or may use the symbols developed by the state. (Photo courtesy of Division of Maintenance Management, Vermont Agency of Transportation.)*

(5) This program may be practical only in scenic, rural areas. Heavily populated, industrial states might find costs prohibitive, the number of signs to be removed enormous, the mechanics of hardship waiver hearings, and the general administration and maintenance of the sign program extremely difficult, not to mention the confusion over the placement of 10,000 signs. Nevertheless, it might be possible to adopt a Vermont-type sign program in rural parts of industrial states.

A program to control outdoor advertising signs probably will not be a high priority item in the austere fiscal environment of 1979. Any program with billboard removal as its goal might only be possible if it is self-supporting. However, Vermonters seem pleased with their program. There have been no serious efforts to return to the conventional roadway advertising system for several years. One former state planning official observed, "The absence of roadside signs is a subject of much comment by travelers. Vermont is unique in the Canadian-American corridor. The approval and enthusiasm of visitors appears to easily overcome business resentment of deprivation and interference."

CS HB 267

Dick Holden

\$ 225,000 first year

Sec. 1 - fed reg require limited to

changes line 14, 21,

sec 2  
(2) → department will erect signs

wants 12 mo. to develop regulations

Gardiner -

businesses should pay ~~entire~~ costs  
(administrative & maintenance etc.)

THE LEGISLATURE OF THE STATE OF ALASKA  
ELEVENTH LEGISLATURE

FISCAL NOTE

I. REQUEST

Bill/Resolution No. House Bill 267  
 Title Motorists Information Signs  
 Requested by House State Affairs Committee Date March 5, 1979

II. FISCAL DETAIL

Agency Affected Department of Transportation and Public Facilities  
 Program Category Affected Transportation  
 Budget Request Unit(s) Affected Central, Interior, Southeast, Southcentral, & Western Regions

EXPENDITURES (Thousands of Dollars)

|                          | FY 79 | FY 80 | FY 81 | FY 82 | FY 83 | FY 84 |
|--------------------------|-------|-------|-------|-------|-------|-------|
| 100 PERSONAL SERVICES    |       | 28    | 28    | 28    | 28    | 28    |
| 200 TRAVEL               |       | 3     | 3     | 3     | 3     | 3     |
| 300 CONTRACTUAL          |       | 187   | 140   | 140   | 140   | 140   |
| 400 COMMODITIES          |       | 3     | 1     | 1     | 1     | 1     |
| 500 EQUIPMENT            |       | 5     | 7     | 7     | 7     | 7     |
| 600 LAND & STRUCTURES    |       |       |       |       |       |       |
| 700 GRANTS, CLAIMS, ETC. |       |       |       |       |       |       |
| TOTAL                    |       | 226   | 179   | 179   | 179   | 179   |

FUNDING (Thousands of Dollars)

|                 |  |     |     |     |     |     |
|-----------------|--|-----|-----|-----|-----|-----|
| GENERAL FUND    |  | 25  | 28  | 28  | 28  | 28  |
| FEDERAL FUNDS   |  | 140 | 20  | 20  | 20  | 20  |
| OTHER (Specify) |  |     |     |     |     |     |
| PROGRAM RECEIPT |  | 61  | 131 | 131 | 131 | 131 |

POSITIONS

|           |  |   |   |   |   |   |
|-----------|--|---|---|---|---|---|
| FULL TIME |  | 3 | 3 | 3 | 3 | 3 |
| PART TIME |  |   |   |   |   |   |
| TEMPORARY |  |   |   |   |   |   |

III. ANALYSIS (See Fiscal Note Preparation Instructions, Section III)

IV. DATE March 5, 1979

PREPARED BY M. H. Richardson

Original Legislative Finance

AGENCY DOT/TF

cc. Budget and Management

PHONE 256-2537

Printed Pursuant to Chapter 10, Section 10

Original sponsor: State Affairs Committee

1 IN THE HOUSE

2 CS FOR HOUSE BILL NO. 267

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 ELEVENTH LEGISLATURE - FIRST SESSION

5 A BILL

6 For an Act entitled: "An Act relating to motorist informational signs."

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

8 \* Section 1. AS 19.25.105 is amended by adding a new paragraph to read:

9 (4) signs displaying the business name or logo of a public  
10 accommodation or service, for the convenience of motorists and to inform  
11 them of the availability of the accommodations and services, including,  
12 ~~but not limited to,~~ gas, food, lodging, recreational services, and  
13 visitor attractions erected under permit and in accordance with AS  
14 19.25.107. *as provided in federal regulations ---*

5 \* Sec. 2. AS 19.25 is amended by adding a new section to read:

6 Sec. 19.25.107. MOTORIST INFORMATIONAL SIGNS. Motorist informa-  
7 tional signs authorized under AS 19.25.105(4) may be erected subject to  
8 the following conditions:

9 (1) an informational sign may display only the business name  
10 or logo of an applicant, in accordance with (3) of this section, and may  
11 be attached only to a sign, other than a traffic control ~~or warning~~  
12 sign, erected by the department;

13 (2) a person desiring to erect an informational sign shall  
14 apply to the department for a permit; application shall be on a form  
15 prescribed by the department and shall include the name and address of  
16 the applicant, name, address, and nature of the business to which the  
17 sign will relate, the proposed location of the sign, and any other  
18 information the department may request; the application shall include a  
19 permit fee, as prescribed by the department, for each sign; in addition,

1 if the permit is granted, the applicant shall pay for the cost of the  
2 sign and the cost of erecting it;

3 (3) the department shall prescribe by regulation the number,  
4 size, shape, color, lettering, manner of display of business logo or  
5 name, and lighting of informational signs;

6 (4) maintenance of informational signs is the responsibility  
7 of the ~~permittee~~ <sup>department</sup>; however, the permittee ~~may~~ <sup>shall</sup>, after payment of a fee  
8 prescribed by the department, contract with the department for main-  
9 tenance of the signs;

10 (5) informational signs relating to public accommodations or  
11 services that are closed for more than 14 consecutive days shall be  
12 removed or covered by the ~~permittee~~ <sup>department</sup> in a manner prescribed by the de-  
13 partment; and

14 (6) in determining whether to issue a permit to erect an infor-  
15 mational sign, the department shall consider, among other things, the  
16 distance from the highway of the public accommodations or services to be  
17 advertised.



copy of Bill to 3700  
Scott 1600  
Magnesen

720 West Fifth Avenue • Anchorage, Alaska 99510 • Phone (907) 276-3236, 276-2223

February 13, 1979

Representative Mike Miller  
STATE OF ALASKA  
Pouch V  
Juneau, Alaska 99801

Re: Highway Visitor Information Signs

Dear Mike,

We are glad to hear from John Munroe that you are working on the above need for law revision to accomplish improved signing along our highways.

Every reasonable effort should be made throughout Alaska to accurately and effectively direct and inform motorists, both Alaskan and visitors, alike, to all the visitor services and attractions available. Many new residents in our State have yet to travel extensively the great distances and to the various destinations along our highway system. Travelers need the convenience of informational signs whether they live here or visit us from out of state. We believe practices followed in Washington and Oregon and others of the Lower '49 States are appropriate in Alaska.

Although the Alaska State Auto Club is not yet an affiliate of the American Automobile Association, it is our objective to become so. Reflecting the position of that national organization, we quote from the AAA Compilation of Policies and Resolutions regarding highway informational signs:

"The American Automobile Association urges all governmental jurisdictions to take appropriate action for improving directional and informational signs on all classes of highways. The AAA emphasizes that improvements are urgently needed in routing and destination signs on freeways as well as on other highways. Special attention needs to be given to guiding strangers much more effectively through urban areas".

"The American Automobile Association urges highway authorities to give adequate consideration and continued research to the important problems which relate to the providing of motorist services and informational areas along controlled access highways. The Association urges that consideration be given to the establishment and improvement of safety-rest areas at appropriate points along controlled access highways. Such areas should be so designed, equipped, and maintained as to attract motorists to use them regularly for their own safety as an antidote to driving fatigue. There is also a separate need in some places for information sites which will provide a telephone facility, or other means of communication, and directory-type information on location of, distance to, and route to nearby service facilities, accommodations and attractions. AAA supports the provision of service areas along controlled access highways which should, whenever desirable and feasible, include information, communication, rest areas including toilet facilities and emergency facilities".

BOARD OF DIRECTORS

James E. Johnson, Chairman, Hubert M. Scott, President, Frank A. Seymour, Secretary/Treasurer, Ervin L. Brady, Executive Committee Members, Cornell L. Murray, William J. Shaffield, John V. Munroe, C.R. "Steve" Helling, Robert E. Bear, Joe D. Blackhard, Charles R. Cranston


AAA relates, perhaps, more to Interstate Highways than to our need, nonetheless, their position certainly reflects the same need to provide correct direction and informational signing.

Testimony and suggested revision in legislation and regulations provided to you by the Alaska Visitors Association certainly meets with our approval. We sat in on sessions with the committee to formulate those suggestions. There is no doubt in our minds that adoption of the recommendations will better serve Alaskans and our important visitor industry.

Many thanks for your constant good interest in behalf of our visitors and our industry. Please let us know if we can help provide further evidence of the highway signing need.

With all best personal regards.

Cordially,

  
Robert M. Scott  
ALASKA STATE AUTO CLUB

cc: John Munroe  
Gary Crabb  
Jerry Colrud  
John & Harriett Kimball  
Dean Ehrich  
Betty Oyster

TELETYPE

ALASCOM, INC.

02017 NL TDA VALDEZ ALASKA 5 PHONES 286-4141 ST

JUNEAU, AK 99802

PMS REP MIKE MILLER

JUNEAU AK

39

VISITORS TO OUR STATE MUST HAVE HIGHWAY INFORMATIONAL SIGNS  
TO KNOW WHAT THEY SEE AND WHERE TO GO. PLEASE VOTE YES ON HB 67  
ON MONDAY MARCH 3RD.

VILLAGE MOTEL - ED AND FRANCES WALPER

BOX 365 VALDEZ AK 99686

80 MAR 2 PM 12 17

# TELEGRAM

ALASCOM, INC.

PHONE: 155-8442

JUNEAU, AK 99802

02170 NL ANCHORAGE ALASKA 209 05-29 350P AST

PMS REP MIKE MILLER

JUN

3272

'80 FEB 29 PM 10 17

UNDERSTAND THAT HB267 RELATING TO MOTORIST INFORMATIONAL SIGNS IS UP FOR A RECONSIDERATION VOTE ON MONDAY MARCH 3RD. THE UNDERSIGNED URGES YOUR SUPPORT FOR PASSAGE OF THIS MEASURE. HB267 WOULD PERMIT ERECTION OF SIGNS WHICH COULD INCLUDE LOGOS INFORMING MOTORISTS OF THE TYPES OF SERVICES AVAILABLE ALONG THE ALASKAN HIGHWAY AND WOULD MORE CLEARLY OUTLINE THE CONDITIONS UNDER WHICH SUCH SIGNS MAY BE ERECTED. PRESENT LAW IS SOMEWHAT VAGUE. SIGNS PERMITTED BY HB267 WOULD BE ABSOLUTELY CONTROLLED BY THE HIGHWAY DIVISION AND OBTAINED ONLY BY PERMIT. PASSAGE OF THIS BILL HOWEVER WOULD SERVE TO PROVIDE ESSENTIAL INFORMATION TO TOURISTS AND ALASKANS TRAVELING OUR HIGHWAYS THAT IS NOT PRESENTLY AVAILABLE. LITTLE OR NO COST TO THE STATE WOULD BE INVOLVED AS PERMITTEES WOULD BE REQUIRED TO PAY UNDER A SET FEE SCHEDULE. FURTHER THE STYLE OF THE SIGNS AUTHORIZED UNDER HB267 WOULD NOT DETRACT FROM THE SCENIC BEAUTY OF THE STATE. CLARIFICATION OF THE PRESENT INFORMATIONAL SIGN LAWS AS WOULD BE ACCOMPLISHED UNDER THIS MEASURE IS ESSENTIAL TO THE WELLBEING OF THE HUNDREDS OF SMALL BUSINESSES LOCATED ALONG OUR HIGHWAYS AND INDEED TO THE TRAVELLING PUBLIC IN A STATE WHERE ESSENTIAL SERVICES ARE OFTEN FEW AND FAR BETWEEN. YOUR VOTE FOR PASSAGE OF HB267 WILL BE DEEPLY APPRECIATED BY YOUR CONSTITUENTS.

DEAN EHRICH, EXECUTIVE DIRECTOR

ALASKA VISITORS ASSOCIATION