

S B

5 6

SENATE COMMITTEE REPORT

First Committee of Referral

DATE: 1/21/97

FURTHER: Finance

Date of 5-Day Notice: 1/23/97
(in accordance with Uniform Rule 23)

DATE TURNED
IN TO OFFICE: 1/28/97

Transportation Committee considered SENATE BILL NO. 56

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

and recommends:

- be replaced with _____ CS _____ (_____)
- adopt previous _____ CS _____ (_____)
- attached amendment(s)
- adopt Letter of Intent by _____ Committee
- further referral to the _____ Committee

- Senate Bill:**
- same title
 - new title
- House Bill:**
- same title
 - technical title
 - new: SCR# _____

SIGNING DO PASS	DP	OTHER RECOMMENDATIONS	NR	DNP	AM
<i>Rick Halford</i>	✓	<i>Donna Wilken</i>	✓		
<i>Donna Wilken WILKEN</i>	✓				

<i>_____</i>	✓				
<i>_____</i>					
CHAIR: <i>_____</i>	X	CHAIR:			

NEW FISCAL NOTE(S):

Department	Date	Zero	Fiscal
DOT/PF	1/28		✓

PREVIOUS FISCAL NOTE(S):*

Department	Date	Zero	Fiscal

APPROPRIATION -- no fiscal note

*Include fiscal notes accompanying Governor's bill

Write a memo concurring

to

See 23.

Decided in caucus

- memo -

- Report back to Body -

Saura - Sen. Taylor -

FISCAL NOTE

STATE OF ALASKA
1997 LEGISLATIVE SESSION

BILL NO. SB 56

Revision Date: _____ Dept. Affected: DOT&PF
 Title: Business Signs/Outdoor Advertizing BRU: Engineering and Operations
 Component: Engineering and Operations
 Sponsor: Senator Green
 Requester: Senate Transportation COMPONENT SERIAL NO. 547

Expenditures/Revenues (Thousands of Dollars)

OPERATING EXPENDITURES	FY 98	FY 99	FY 00	FY 01	FY 02	FY 03
PERSONAL SERVICES	10.5	10.5	10.5	10.5	10.5	10.5
TRAVEL	1.0	1.0	1.0	1.0	1.0	1.0
CONTRACTUAL	10.0					
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING	21.5	11.5	11.5	11.5	11.5	11.5

CAPITAL EXPENDITURES	0.0	0.0	0.0	0.0	0.0	0.0
----------------------	-----	-----	-----	-----	-----	-----

CHANGE IN REVENUES ()	0.0	0.0	0.0	0.0	0.0	0.0
------------------------	-----	-----	-----	-----	-----	-----

FUND SOURCE (Thousands of Dollars)

1002 Federal Receipts						
1003 GF Match						
1004 GF	21.5	11.5	11.5	11.5	11.5	11.5
1005 GF/Program Receipts						
1006 GF/MHTIA						
Other						
TOTAL	21.5	11.5	11.5	11.5	11.5	11.5

Estimate of any current year (FY97) cost: \$ 0.0

POSITIONS

FULL-TIME	0	0	0	0	0	0
PART-TIME	0	0	0	0	0	0
TEMPORARY	0	0	0	0	0	0

ANALYSIS: (Attach a separate page if necessary)

It is assumed that owners of the businesses will be responsible for sign purchase, installation, permits, easments, other rental agreements and maintenance of the signs should this bill become law. It is also assumed that all admnistrative and organizational costs will rest with the business erecting the sign.

Currently, no other state allows placement of official directional signs on private property due to the difficulties in controlling and enforcing sign placement on private property

One technical engineer will be required to spend approximately one month to review and administer the state aspects of the program. Estimated cost on \$10,500 plus \$*000 for travel

Writing regulations is estimated to cost \$10,000, \$5,000 to write regulations and \$5,000 for public hearings.

Prepared by: Sam Kito III
Special Assistant
 Division: Office of the Commissioner
 Approved by: Joseph L. Puhlin
Commissioner
 Agency: Department of Transportation and Public Facilites

Phone: 465-3900
 Date: 1/28/97
 Date: 1/28/97

PREPARER TO PROVIDE ALL DISTRIBUTION COPIES TO GOVERNOR'S LEGISLATIVE OFFICE
 For further distribution information, call the Governor's Legislative Office

ALASKA STATE LEGISLATURE



Interim

600 East Railroad Avenue
Wasilla, Alaska 99654
(907) 376-3370
(907) 376-3157 Fax

Session

State Capitol
Juneau, Alaska 99801-1152
(907) 465-6000
Fax (907) 465-3805

SENATOR LYDA GREEN
SENATE DISTRICT N

Sponsor Statement

Senate Bill 56

Senate Bill 56 amends Alaska Statute Title 19 to allow certain restricted exceptions to current outdoor advertising law in order to better serve the traveling public and provide increased opportunity for Alaskan businesses.

SB 56 establishes a category of outdoor advertising for business entities of significant interest to the traveling public and allows their placement in zoned/unzoned commercial or industrial areas along a state highway, subject to stringent restrictions.

SB 56 provides these directional signs be consistent with format and size standards established by the Department of Transportation and limits their placement as to proximity to the business thereby further mitigating any potential impact on the scenery visible from Alaska's highways.

Other provisions of SB 56 would codify in statute the existing DOT Tourist Oriented Directional Signs (TODS) program and clarify language providing municipal authority to enact by ordinance standards for directional signs adopted by the DOT or standards more restrictive than those provided by this measure.

Passage of SB 56 would provide long sought assistance to Alaska businesses dependent on trade with the traveling public as well as enhance the state's ability to be user-friendly for its tourists further promoting a responsive visitor industry. Identical legislation, SB 181 was passed by both bodies (vote was 33-3 in the House, 13-6 in the Senate, an override failed by just one vote) in the 19th Legislature. I respectfully request your support of SB 56.

5.901

adway

al, or
ointed
plant,
nsmitt-
mmu-
light,
drain-
ire and
ectly or
y" also
tion of
er that
nishing
amway,
y other

utility to

ipe that

with the

5);

5.020(7).

165

120

230

CHAPTER 20. MAINTENANCE.

Section

- 10. Outdoor advertising
- 20. Closure and restriction

Section

- 30. Transfer of excess equipment
- 40. General

17 AAC 20.010. OUTDOOR ADVERTISING. It shall be unlawful to place, erect, or maintain any outdoor advertising sign within the right-of-way of any highway or highway lands, nor shall any permit be issued for the placement or erection of the sign. (Eff. 6/25/69. Register 30)

Authority: AS 19.05.020

Editor's note: The source of this section is former 14 AAC 2.391.2.

17 AAC 20.020. CLOSURE AND RESTRICTION. (a) The department may restrict the use of, or close, any highway whenever the department considers such closing or restriction of use necessary

- (1) for the protection of the public; or
- (2) for the protection of such highway from damage during storms, floods, thawing conditions or during construction or maintenance operations.

(b) The department will provide traffic guidance in case of restriction or provide suitable detour as soon as possible to minimize traffic delay.

(c) To notify the public that a highway is closed, or its use has been restricted, the department may

- (1) erect suitable barriers or obstructions at such locations upon the highway as will best serve the purpose;
- (2) post warnings or notices of the condition of any such highway;
- (3) post signs for the direction of traffic upon it, or to or upon other highway or detour open to public travel;
- (4) place warning devices upon such highways;
- (5) assign a flagman to warn, detour or direct traffic on such highway.

(d) Nothing within the above shall be construed to create any liability upon the state or any officer, employee, agent, or contractor of the state for failure to provide any or all of the above notices; however, willful failure or neglect to provide the notice shall be the subject of disciplinary action.

(e) Except in sudden emergencies, the department shall notify the nearest state police unit before closing or restricting the use of any highway, or before diverting traffic to any other highway or detour, in the manner provided in the preceding sections; whenever possible, such notice shall be in writing.

Title 19. Highways and Ferries.

Chapter

05. Administration (§§ 19.05.010 — 19.05.125)
10. State Highway System (§§ 19.10.010 — 19.10.270)
15. Financial Provisions (§§ 19.15.010 — 19.15.040)
20. Cooperation by and with the State (§§ 19.20.010 — 19.20.080)
22. Landscaping and Scenic Enhancement (§§ 19.22.010 — 19.22.030)
25. Protection and Use of State Highways and Roads (§§ 19.25.010 — 19.25.250)
27. Junk Yards (§§ 19.27.010 — 19.27.140)
30. Access Roads (§§ 19.30.020 — 19.30.320)
40. James Dalton Highway (§§ 19.40.010 — 19.40.290)
45. Miscellaneous Provisions; Definitions and Penalties (§§ 19.45.001, 19.45.002)
60. Ferry Terminal Facilities
65. Alaska Marine Highway System (§§ 19.65.011 — 19.65.100)

Revisor's notes. — In 1977, "commissioner of transportation and public facilities" and "Department of Transportation and Public Facilities" were substituted for "commissioner of highways" and "Department of Highways" throughout the title in order to

implement § 11, Executive Order No. 39 (1977). The provisions of this title were redrafted in 1988 to remove personal pronouns pursuant to § 4, ch. 58, SLA 1982 and in 1988 and 1996 to make minor word changes under AS 01.05.031.

Chapter 05. Administration.

Article

1. Department of Transportation and Public Facilities (§§ 19.05.010 — 19.05.070)
2. Acquisition of Property (§§ 19.05.080 — 19.05.123)
3. General Provisions (§ 19.05.125)

Cross references. — For definitions and penalties applicable to this chapter, see AS 19.45.001 and 19.45.002.

Article 1. Department of Transportation and Public Facilities.

Section

10. Department to supervise highway system
20. Regulations
30. Duties of department
40. Powers of department

Section

50. Roads in tourist and trailer camps
60. Sale of obsolete equipment and material
70. Vacating and disposing of land and rights in land

Sec. 19.05.010. Department to supervise highway system. The department is responsible for the planning, construction, maintenance, protection, and control of the state highway system. (§ 1 art III title I ch 152 SLA 1957)

Cross references. — See note to AS 19.05.030.
Opinions of attorney general. — Although there is no specific grant of authority to the Department of Transportation and Public Facilities to transfer highways to a municipality, the power to effectuate such a

transfer may be considered as implicit through the operation of AS 19.05.040, 19.05.060, 19.05.070, 19.10.020 and this section. January 1, 1987 Op. Att'y Gen.

The Department of Transportation and Public Fa-

Article 3. Encroachments In Highways.

Section

- 200. Encroachment permits
- 210. Relocation or removal of encroachment
- 220. Unauthorized encroachments

Section

- 230. Notice of removal
- 240. Summary removal
- 250. Removal after noncompliance: removal expense

Opinions of attorney general. — Encroachment under this article covers any intrusion into the highway right of way, including signs, or infringement of the limitations on use of the right of way. January 3, 1984 Op. Att'y Gen.

The Department of Transportation and Public Facilities may not collect the cost of removal of a sign or other object unless

the owner has had an opportunity to remove the object and save the cost. The department may use a fee payment schedule instead of figuring the actual removal cost in every case, as long as the schedule is based upon and reflects actual removal costs incurred by the department; and it may charge a reasonable fee for storing the sign. January 3, 1984 Op. Att'y Gen.

Sec. 19.25.200. Encroachment permits. (a) An encroachment may be constructed, placed, changed, or maintained across or along a highway, but only in accordance with regulations adopted by the department. An encroachment may not be constructed, placed, maintained, or changed until it is authorized by a written permit issued by the department, unless the department provides otherwise by regulation. The department may charge a fee for a permit issued under this section. The commissioner of administration shall separately account for encroachment permit fees that the department deposits in the general fund. The annual estimated balance in the account may be used by the legislature to make appropriations to the department to carry out the purposes of this section.

(b) The provisions under (a) of this section do not apply to a mailbox or a newspaper box attached to a mailbox. (§ 2 ch 64 SLA 1971; am § 41 ch 138 SLA 1986; am § 4 ch 142 SLA 1986)

Effect of amendments. — The first 1986 amendment added the third, fourth and fifth sentences and made grammatical changes in the second sentence.

The second 1986 amendment designated the existing language as subsection (a), in the second sentence of subsection (a) deleted "duly" preceding "authorized"

and added the language "unless the department provides otherwise by regulation" and added subsection (b).

Collateral references. — 3 Am. Jur. 2d, Advertising, §§ 2, 7, 11, 24-26, 39 Am. Jur. 2d, Highways, Streets and Bridges, § 288. 40 C.J.S., Highways, §§ 217-231.

Sec. 19.25.210. Relocation or removal of encroachment. If incidental to the construction or maintenance of a state highway, the department determines and orders that an encroachment previously authorized by written permit must be changed, relocated, or removed, the owner of the encroachment shall change, relocate, or remove it at no expense to the state (except as provided in AS 19.25.020), within a

reason
reloca
partm.
croaci
(§ 2

Sec
rized
depar
ner p

Sec
in AS
owne
any o
servi
encro
plain
Servi
1971)

Sec
time
struc
ch 64

Opin
safety
riding
the in
gally
public
Gen.
An
one's
struct

Se
pens
a not
19.25
caust
croac
(1)
(2)
clair
delay
cateo

reasonable time set by the department. If the owner does not change, relocate, or remove an encroachment within the time set by the department, the encroachment shall be considered an unauthorized encroachment and subject to the provisions of AS 19.25.220 — 19.25.250. (§ 2 ch 64 SLA 1971)

Sec. 19.25.220. Unauthorized encroachments. If an unauthorized encroachment exists in, on, under, or over a state highway, the department may require the removal of the encroachment in the manner provided in AS 19.25.230 — 19.25.250. (§ 2 ch 64 SLA 1971)

Sec. 19.25.230. Notice of removal. Except as otherwise provided in AS 19.25.200, 19.25.210 and 19.25.240, notice shall be given the owner, occupant, or person in possession of the encroachment, or to any other person causing or permitting the encroachment to exist, by serving upon any of them a notice demanding the removal of the encroachment. The notice must describe the encroachment complained of with reasonable certainty as to its character and location. Service of the notice may be made by certified mail. (§ 2 ch 64 SLA 1971)

Sec. 19.25.240. Summary removal. The department may at any time remove from a state highway or road an encroachment that obstructs or prevents the use of the highway or road by the public. (§ 2 ch 64 SLA 1971)

Opinions of attorney general. — The safety of persons using the road is of overriding importance when weighed against the interest of a sign owner who has illegally placed a sign where it threatens public safety. January 3, 1984 Op. Att'y Gen.

An encroachment which obstructs anyone's view of the road is one which "obstructs ... the highway or road" and also

presents a serious danger to the public. January 3, 1984 Op. Att'y Gen.

The Department of Transportation and Public Facilities may summarily remove a sign or other object it determines to be a visual obstruction or a safety hazard; so long as it protects the sign or other object upon removal, the department is protecting the owner's only recognizable interest. January 3, 1984 Op. Att'y Gen.

Sec. 19.25.250. Removal after noncompliance; removal expense. After a failure of the owner of an encroachment to comply with a notice or demand of the department under the provisions of AS 19.25.200, 19.25.210 and 19.25.230, the department may remove, or cause to be removed, the encroachment, and the owner of the encroachment shall pay to the department

- (1) the expenses of the removal of the encroachment;
- (2) all costs and expenses paid by the state as a result of a claim or claims filed against the state by third parties for damages due to delays because the encroachment was not changed, removed, or relocated according to the order of the department; and

TOURIST & BUSINESS ORIENTED

SIGN TASK FORCE

REPORT TO:

JOSEPH L. PERKINS, P.E., COMMISSIONER

DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES

Date of Report

JANUARY 15, 1997

Task Force Members

Mark Kasberg, DOT & PF Headquarters ROW, Chairperson

Linda Anderson, Member Alaska Campground Owners Association

Sandi Anderson, DOT & PF, Statewide Planning Section

James Bryson, Federal Highway Administration

Stephanie Gordor, Kenai Peninsula Tourist and Marketing Council

Margaret Holland, DOT & PF, Central Region Director's Office

John Stein, Member Mat-Su Visitors Association

Ron Tanner, DOT & PF, N. Region Traffic Engineer

Tyson Verse, Haines Visitors Association

Wendy Wolf, Division of Tourism

TABLE OF CONTENTS

	Page
INTRODUCTION.....	1
SUMMARY OF RECOMMENDATIONS.....	2
TOURIST ORIENTED DIRECTIONAL SIGNS.....	3
RECREATIONAL AND CULTURAL INTEREST AREA SIGNS.....	3
LOGO SIGNING.....	4
GENERAL SERVICE SIGNS.....	4
INFORMATIONAL PLAZAS (KIOSK).....	5
SIGN REVIEW.....	5
REVIEW BOARD.....	5
OTHER SUGGESTIONS AND COMMENTS.....	6
FUNDING FOR RECOMMENDATIONS.....	7

INTRODUCTION

A ten member sign task force was appointed by Deputy Commissioner Boyd Brownfield in November of 1996. The membership is comprised of representatives from the tourism industry, various visitors associations, Federal Highway Administration, and Department of Transportation and Public Facilities.

The goal of the task force was to suggest ways of addressing Alaska's tourist and business related signage needs while avoiding sign proliferation. We acknowledge that off-premise advertising sign programs will never address the perceived needs of all business owners. We hope to accomplish our goal by the recommendation of measures that will be beneficial to businesses, residents, and visitors to the State of Alaska.

Members of the task force reviewed the programs currently being used by the Department of Transportation and Public Facilities for tourist related activities and businesses. A matrix was suggested, and a preliminary draft developed showing the programs available for different road classes (controlled access and conventional road) as well as rural and urban environments.

The Current Programs Reviewed Include:

- TOURIST ORIENTED DIRECTIONAL SIGNAGE POLICY (TODS)
 - Individual TODS Signs
 - Community Service Signs
- GENERAL SERVICE SIGNS (Policy for their use is contained in the Alaska supplement to the federal Manual On Uniform Traffic Control Devices [MUTCD])
- RECREATIONAL & CULTURAL INTEREST AREA SIGNS (Draft Policy)
- SEEKER PANEL (Requirements for use are in the Alaska Supplement to the MUTCD)

New Programs Considered:

- A) Specific Service Signs (LOGO) are available for Camping, Lodging, Food, and Gas services. (It is possible that Tourist Activities may be included in the future.) This program is available and in compliance with the federal Manual on Uniform Traffic Control Devices (MUTCD). A Specific Service (LOGO) program is recommended in order to address areas where no policy exists. Guidelines would need to be developed before this signing program could be implemented.
- B) An Informational Plaza (Kiosk) system for the highway system, harbor facilities, and rural airports is one type of program being recommended.

SUMMARY OF RECOMMENDATIONS

- 1 The Department of Transportation and Public Facilities should develop comprehensive sign regulations which will cover existing and proposed tourist and business related signing programs. These programs include:
 - A. Tourist Oriented Directional Signing (TODS)
 - B. Recreational and Cultural Interest Area Signs
 - C. Specific Service Signs (LOGO)
 - D. General Service Signs
 - E. Informational Plazas (Kiosk)
2. Develop and fund a Sign Review, Replacement and Removal program for the National Highway System and those highways designated as State Scenic Highways
3. Create a review board to ensure the consistency of program implementation
4. Other suggestions and comments

COMPREHENSIVE SIGN REGULATIONS

There are five subsections to the proposed comprehensive sign regulations. Many of these subsections have sign programs that overlap each other. The existing and new programs need to be consistent amongst themselves. It will be necessary to review them as a package to insure consistency and priority.

Revise Existing Tourist Oriented Directional Signing (TODS)



TODS has proven itself to be a program that works well in rural environments. Many businesses which may be of interest or service to tourists are not visible from the main through-routes, and federal/state laws severely restrict off-premise outdoor advertising. The TODS program functions as a means to allow signing for businesses in these areas.

Recommendation: When incorporating TODS into the proposed comprehensive sign regulation, the Task Force recommends the following:

- *Adding a cancellation clause to the TODS permit*
- *Establish a duration for the TODS permit (Five years, then reevaluate)*
- *Set annual fees for TODS*
- *Review the Specific Eligibility Requirements*
- *Review the list of areas excluded from TODS participation (i.e., congested areas)*
- *Add further clarification in some areas of the current policy*
- *Better integration of the other programs which will become available*

Recreational and Cultural Interest Area Signs

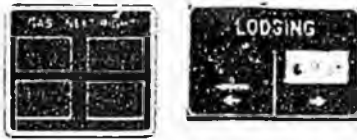


The tourism industry in Alaska has experienced significant expansion over the last several years. This has resulted in both increased development and demand for recreational and cultural facilities along our highway system. A number of current facilities and locations lack adequate directional signing, and can only be located by motorists through word of mouth, highway maps, and travel publications such as The Milepost.

DOT&PF has a "draft" policy for the Recreational and Cultural Interest Area Signs. The task force has reviewed this policy.

Recommendation: DOT&PF adopt and incorporate a Recreational and Cultural Interest Area Sign Policy in the proposed comprehensive sign regulation.

Specific Service Signing (LOGO)



A Specific Service (LOGO) sign consists of a main panel with from one to six individual logo panels. A business logo may consist of the business identification symbol, name, brand, trademark, or combination. The logo should have a blue background with a white legend and border. Where business identification symbols or trademarks are used alone for a logo, the border may be omitted, the symbol or trademark shall be reproduced in the colors and general shape consistent with customary use, and any internal legend shall be in proportionate size. Messages, symbols, and trademarks which resemble any official traffic control device shall not be used.

Currently DOT/PF has no LOGO program. LOGO signing could provide travelers with business identification and directional information for essential motorist services (gas, food, lodging, camping and possibly tourist attractions). **Unlike most other types of programs, LOGO signs may be used on any class of highway and in urban areas under special circumstances.**

Recommendation: DOT/PF develop a LOGO Signing Policy

General Service Signs



General Service Signing is the oldest of the programs utilized to inform motorist of the services that are available. The signs are generally not necessary where the service or facility is readily visible from the roadway; is marked by other signing; or is located within or immediately adjacent to the built-up part of an urbanized area. The signs typically cover the following types of services: Gas, Diesel, Food, Lodging, Camping, Rest Areas, Parking Areas, Scenic Viewpoints, Phone, Hospital, Emergency Services, Police or Troopers, Disposal Sites, and Tourist Information. The signs usually allowed within urban areas are Camping, Hospital, Emergency Medical Services, Disposal Site, and Tourist Information. Currently neither business or location names are allowed with this type of signing.

The Policy for these signs is contained in the Alaska Supplement to the MUTCD.

Recommendation: DOT&PF incorporate the General Service Signing in the proposed comprehensive regulation.

Informational Plazas (Kiosk)

A kiosk system could function in five ways:

1. An inexpensive and practical solution to the problem of providing tourist information at the approaches to built-up areas
2. A single, central information center in areas where there would otherwise be a heavy demand for individual signs
3. Information and orientation devices at harbor facilities, airports, and downtown areas
4. Emergency shelters at rural airports (If designed in such a manner)
5. A possible location for emergency phone service (call boxes)

Recommendation: Develop an informational plaza (Kiosk system) design that could be used statewide. The design should be made available to the public and private sector.

SIGN REVIEW

There are many state and federal sign designations for highways and cultural/recreational locations that have been addressed with sign programs such as Watchable Wildlife, the Forest Service Scenic Highway, State and Federal Parks, etc.. As the Scenic Highway designation is granted/awarded to state highways, DOT&PF should take it upon itself to review all existing signs and those being requested. To preserve the natural beauty of the roadway, DOT&PF will want to consider the elimination of as many unnecessary signs as possible.

Recommendation: Develop and fund a Sign Review, Replacement and Removal program for the National Highway System, and those highways designated as State Scenic Highways.

REVIEW BOARD

Currently the regional traffic sections handle the majority of the sign programs. Regional Right Of Way sections handle TODS and right of way leasing. With six different sections handling the signing functions statewide, there exists a possibility for inconsistency in the interpretation of the signing programs. It was felt that a review board would help to eliminate inconsistencies. It will still be necessary for the Traffic Section to review the application to make sure the existing regulatory, warning, and guide signs are not compromised by the installation of the new signs.

Recommendation: A review board would help ensure statewide consistency of the proposed comprehensive signing regulations.

OTHER SUGGESTIONS AND COMMENTS:

The task force recognizes that there are many sign-related issues that are important, but not necessarily addressed by the recommendations in the preceding pages. The following suggestions and comments may not warrant regulation, but should be addressed nonetheless:

- Signs which identify or designate special routes, areas, or sites such as scenic highways signs, the watchable wildlife logo, and the seeker panel, are exceptions to existing programs. Provisions need to be made to accommodate these non-standard signs within existing programs.
- DOT&PF should inform the traveling public about official business/tourist related signs on official state maps, and in publications such as The Milepost.
- DOT should review existing icons (and possibly logos) which are utilized in the media and literature distributed to Alaskan visitor, and to the extent possible, utilize those established features. When it is necessary to support new programs or signs for visitor activities, the Department should work with the media to facilitate a high recognition of the new programs.
- Many of the milepost markers are missing, and should be reinstalled as the traveling public uses The Milepost and other highway publications as part of their reference system. A separate evaluation should be made of those roads which do not currently have milepost markers, and determine which of them would benefit from having them installed.
- When comprehensive sign regulations are enacted, develop a brochure for businesses which explains (in laymen's terms) the sign programs available and discusses requirements and qualifications for each program.
- Emergency phones (call boxes) are needed along our transportation system. These could be incorporated into the proposed Informational Plazas (Kiosk) wherever possible.
- The task force supports the concept of an "intranet" for the Alaska Marine Highway System (AMHS). The onboard system would allow visitors to preview services and attractions available at the various ports of call. The system would have the look and feel of the internet, but would in fact be an "intranet", a closed system created specifically for the AMHS.

FUNDING FOR RECOMMENDATIONS

Please note that the Task Force has not researched the cost of these recommendations.

Recommendation number 1

"The Department of Transportation and Public Facilities should develop a comprehensive sign regulation which outlines the various existing and proposed tourist and business related signing programs. These programs include: Tourist Oriented Directional Signing (TODS); Recreational and Cultural Interest Area Signs; Specific Service Signs (LOGO); and Informational Plazas (Kiosk)."

Once this proposed comprehensive sign regulation is implemented, the cost of administration, materials, labor and maintenance could be passed on to the applicant who is directly benefiting from the sign.

Recommendation number 2

"Develop and fund a Sign Review, Replacement and Removal program for the National Highway System and those highways designated as State Scenic Highways."

Possible source(s) of funding will have to be identified.

Recommendation number 3

The creation of a review board.

This should consist of existing DOT&PF personnel, who would reserve the option of inviting other individuals with outside expertise into the process.