



STATE OF ALASKA
 Department of Transportation and Public Facilities
 Statewide Design and Engineering Services Division

Tourist Oriented Directional Signs Program

TODS Minimum Requirements - *checklist*

- ___1. 25% or more business income from motorists who are 20 miles or more away from subject activity.
- ___2. Tourist activity complies with all applicable laws and is open to the traveling public.
- ___3. Necessary business licenses are current and maintained.
- ___4. Tourist activity is less than 25 miles from highway, but gas & restaurants - less than 3 miles from highway.
- ___5. Tourist activity is not in a urban area of a community of 2,500 or more residents.
- ___6. Tourist activity or advertising sign cannot be seen within 1,250 feet of subject highway.
- ___7. Proposed location has fewer than 6 existing TODS. No more than 6 TODS in one location shall be allowed. (Up to 3 TODS may share a set of signposts. Permit holders shall share the expense of maintaining the posts.)
- ___8. Proposed sign location is not designated a "community services sign" location; or a tourist kiosk location. (A Community Services Sign or Kiosk replaces all TODS at that location.)

TODS may not be placed at the following highway locations:

- * Sterling @ Kenai Spur
- * Sterling @ Seward
- * Parks @ Glenn
- * Parks @ Palmer-Wasilla
- * Parks @ Seward Meridian
- * Glenn @ Palmer-Wasilla
- * Glenn @ Richardson
- * Richardson @ Tok Cutoff
- * Richardson @ Alaska Hwy
- * Alaska Hwy @ Tok Cutoff

TODS may not be placed on the following:

- *Freeway or Expressway
- *On-Ramp or Off-Ramp to Freeway or Expressway
- *Locations where a majority of traffic exits the highway at a subject driveway/roadway

TODS may be denied for reasons not covered in this checklist. Applicants should not incur any expense until the completed TODS permit has been delivered.

TODS Application Process	
Application + Fee (non refundable) Submitted to DOT	\$100
DOT Review of the Application	✓
Permit Preparation by DOT	✓
Applicant Signature & Fees Paid	\$400 – New \$300 renewal
Final Signatures by DOT	✓
Final Letter-Issuing Document	✓

Signs may be installed **only** after the application process is complete.

The Applicant must pay all costs associated with the TODS including the sign, signposts and installation.

Subsequent users may reimburse 1/3rd of the cost of the signposts and installation to the original Applicant.

Manufacture & Install TODS	Paid by Owner
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TODS Application Form

Name of Business: _____ Business Phone: _____

Name of Applicant: _____ Title: _____

Business Address: _____ City: _____ Zip: _____

Physical Address: _____ Milepost: _____

Property Legal Description/Tax ID No.: _____ Business Lic. No.: _____

MAIN SERVICE OFFERED: Please check ONLY one:

? GAS ? FOOD ? LODGING ? CAMPING ? ATTRACTION ? COMMERCIAL

Icon requested: _____ or ? None Suited

Requested sign Legend (Business Name): 11 Letters Per Line ONLY - The Spaces Between Words Count As One Letter

(Note: use abbreviations if more than 11 letters are required per line)

BUSINESS LOCATION DATA

TODS Requested at Intersection of:

_____ Highway at _____ Highway/Road/MP

Mileage from Highway to Business: _____ Is Business Within City Limits? ? Yes ? No

Is the advertised activity or the on-premise signing visible from proposed TODS location? ? Yes ? No

Number of Motorists Served Last Year _____ Number of Parking Spaces: _____

Use the space below to attach a photograph of your building or activity's main entrance.

Services: (Check the Services You Offer in Category Selected as your Main Service)

<p>GAS</p> <p>? Fuel (Regular & Unleaded)</p> <p>? Oil</p> <p>? Free Air & Water</p> <p>? Public Restrooms</p> <p>? Drinking Water</p> <p>? Continuous Operation 16 Hours/Day, 7 Days/Week</p> <p>? Open Year Around</p> <p>? Located within 3 mi.</p>	<p>FOOD</p> <p>? State License</p> <p>? Breakfast Daily</p> <p>? Lunch Daily</p> <p>? Dinner Daily</p> <p>? Seat 20 or More</p> <p>? Public Restrooms</p> <p>? Continuous Operation 16 Hours/Day, 7 Days/Week</p> <p>? Open Year Around</p> <p>? Located within 3 mi.</p>	<p>LODGING</p> <p>? State License</p> <p>? Off-street Parking</p> <p>? Public Telephone</p> <p>? 10 Units or More</p> <p>? Private Bath</p> <p>? Lodging is only service</p> <p>? Continuous Operation 10 Hours/Day, 7 Days/Week</p> <p>? Open Year Around</p> <p>? Located within 3 mi.</p>	<p>CAMPING</p> <p>? State License</p> <p>? 10 Units or More</p> <p>? Campsite Parking</p> <p>? Showers/Toilets</p> <p>? RV Dump Station</p> <p>? Continuous Operation 24 Hours/Day, 7 Days/Week</p> <p>? Open 4 Mos./Year</p> <p>? Located within 25 mi.</p>
<p>TOURIST ATTRACTION - Describe below</p> <p>? Major portion of income from non-local motorists</p> <p>? Continuous operation 8 Hours/Day and 6 Days/Week</p> <p>? Open at least 4 Months/Year</p> <p>? Located within 25 miles of Highway</p>		<p>OTHER COMMERCIAL ACTIVITY - Describe below</p> <p>? Major portion of income from non-local motorists</p> <p>? Continuous operation 8 Hours/Day and 6 Days/Week</p> <p>? Open at least 4 Months/Year</p> <p>? Located within 25 miles of Highway</p>	

In the space below, please comment on boxes within your category which are NOT checked.

IMPORTANT! Please provide a site layout drawing (Sample on Page 7) as listed and detailed on Page 6 including:

- ✓ all official traffic signs and devices within 800 feet of intersection
- ✓ proposed TODS location(s) measured in feet from intersection - 200' minimum from intersection
- ✓ business location and access into business
- ✓ all roads by name and other pertinent landmarks

(DRAWING may be attached on a separate page)

Applicant's Certification:

I certify that the above and foregoing statements are true and correct and that I will inform the Alaska Department of Transportation and Public Facilities of any changes to the above-indicated information that may affect the availability of the service provided. I further certify that I will not discriminate or deny such services of public accommodations based upon race, religion, color, age, sex, national origin or disability which is prohibited by law and that I have read and understood the Tourist Oriented Directional Signing (TODS) policy and application.

I understand that the use of illegal signs to promote the business is cause for denial of this application. I certify that there are no illegal signs advertising this business.

Date

Applicant's Signature

Please mail your application to:

Chief Right of Way Agent
Alaska Department of Transportation & Public Facilities
Box 196900
Anchorage, AK 99519-6900
Phone: 1-907-269-0700 or 1-800-770-5263

Please provide photographs showing the view of the main highway turn-off from a distance of 500 feet in each direction. Mark an arrow on the pavement depicting your turn-off.

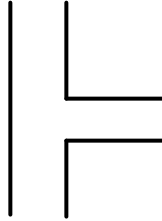
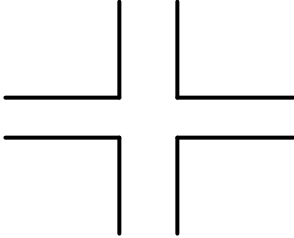
Intersection Information

Intersection where signs are requested:

_____ Highway/Road AT _____ Highway/Road/Milepost

Please check type intersection:

? Crossroad Intersection ? T-Intersection ? Other/Diagram



Speed Limit

If there are existing TODS at this intersection, please list business name:

1.	4.
2.	5.
3.	6.

Please list the names and types of tourist-oriented businesses which utilize the same intersection turn as access to their business as you use for your business.

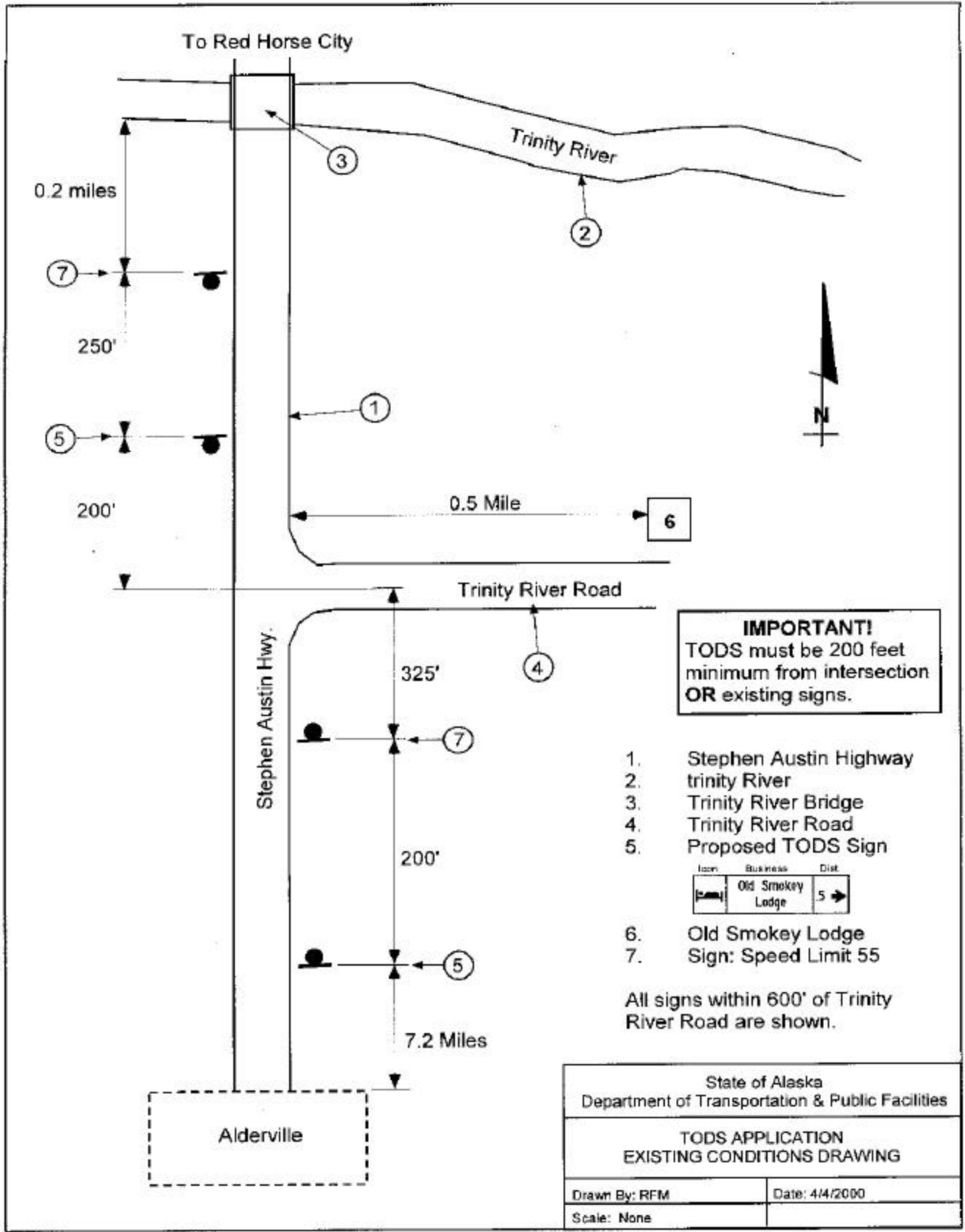
BUSINESS NAME	TYPE OF TOURIST-ORIENTED BUSINESS

If a crossroad intersection, include all tourist oriented businesses utilizing the opposite intersecting road as access to their business.

BUSINESS NAME	TYPE OF TOURIST-ORIENTED BUSINESS

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Scale Drawing (Sample Below). A scale drawing must be included on page 4 or attached showing the relationship of the signs to the directed attraction, roads and existing traffic control devices.

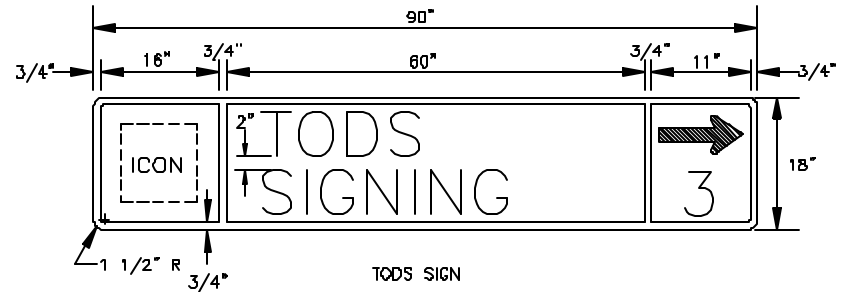
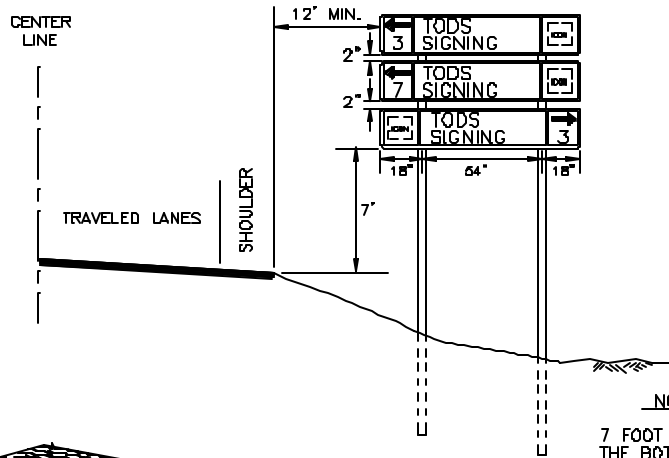


COMMONLY USED ICONS

(Only one icon may be selected per sign.)



TOURIST ORIENTED DIRECTIONAL SIGNS, TODS, INSTALLATION DETAILS



COLORS: Blue Background (Engineer Grade ReflectORIZATION)
White Legend & Borders (HI-Intensity ReflectORIZATION)

LETTERS 6" Upper Case, Series D *

* Use of Series C letters allowed when spacing is a problem

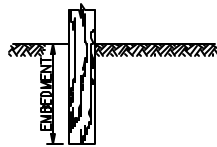
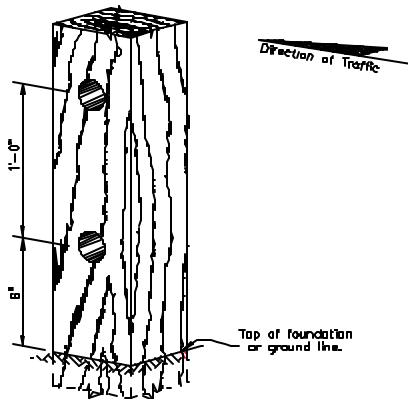
Message length not to exceed 54 inches. This includes spacing between words on the same line of text.

NOTE:

7 FOOT MINIMUM SPACE BETWEEN THE BOTTOM OF THE SIGN AND THE GROUND BELOW

NOTES:

1. ALL TODS SHALL BE FRAMED IN ACCORDANCE WITH STANDARD DRAWING S-00.
2. ALL MATERIALS SHALL CONFORM TO THE CURRENT EDITION OF THE ALASKA DEPARTMENT OF TRANSPORTATION & PUBLIC FACILITIES STANDARD SPECIFICATIONS FOR HIGHWAY CONSTRUCTION.
3. ALL POSTS SHALL BE 6"x6" PRESSURE TREATED, DRILLED, WOOD POSTS.
4. POSTS SHALL BE OF SUFFICIENT LENGTH TO ACCOMMODATE THREE TODS SIGN PANELS. THE FIRST SIGN PANEL SHALL BE PLACED IN THE UPPERMOST POSITION WITH THE SECOND AND THIRD PANELS LOCATED IMMEDIATELY BELOW AS SHOWN.
5. THE SIGN PANEL SHALL BE 0.125 INCH THICK ALUMINUM.
6. VERTICAL SPACING BETWEEN MULTIPLE SIGN PANELS SHALL BE TWO INCHES.
7. ARROW ORIENTATION ON MULTIPLE SIGN INSTALLATIONS SHOULD BE ARROW UP, ARROW LEFT, ARROW RIGHT READING FROM THE TOP OF THE ASSEMBLY DOWN.



POST SIZE	HOLE DIA.	EMBEDMENT DEPTH
6"x6"	1 1/2"	5'-0"

Note: If holes are field drilled after post has been treated, the holes shall be thoroughly swabbed with a 5% solution of pentachlorophenol and mineral spirits.

ALASKA ADMINISTRATIVE CODE (AAC)
Title 17, Chapter 60.HIGHWAY SIGNS FOR THE TRAVELING PUBLIC

Excerpts Relating to the TODS Program

17 AAC 60.001. PURPOSE OF THE TODS PROGRAM. The purpose of the tourist oriented directional sign (TODS) program is to provide a tourist oriented activity located near a rural highway with an opportunity to install within the highway right of way a sign that contains the name of the activity and directs the traveling public to the activity.

17 AAC 60.005. TODS APPLICATION PROCEDURE.

(a) A person who operates a tourist oriented activity may apply to the commissioner for a TODS permit by completing a TODS permit application. The applicant shall submit the application to the department representative specified on the application along with a non-refundable \$100 application fee.

(b) The commissioner will review the application submitted under (a) of this section. Not later than 30 days after the date the completed application was received by the department representative, the commissioner will send a written review decision to the applicant. If the commissioner approves a TODS permit application under 17 AAC 60.010, the written review decision will request from the applicant a nonrefundable TODS permit fee of \$400. However, if the applicant currently holds a TODS permit for the TODS and is seeking renewal of the permit, the nonrefundable TODS permit fee is \$300. Upon receipt of the permit fee, the commissioner will issue the permit and send it to the applicant.

17 AAC 60.010. REVIEW OF TODS PERMIT APPLICATIONS. The commissioner will approve a TODS permit application if

- (1) the applicant's tourist oriented activity derives at least 25 percent of its gross receipts, if any, from visiting motorists who reside more than 20 miles from the location of the tourist oriented activity;
- (2) the applicant's tourist oriented activity complies with all applicable laws, including AS 19.25.105 in this chapter;
- (3) the applicant maintains the necessary licenses for the tourist oriented activity;
- (4) the applicant's tourist oriented activity is not located more than 25 miles from the highway for which a TODS permit is requested, except the activity of an applicant who requests a gas or restaurant TODS permit must not be located more than three miles from the highway for which the TODS permit is requested;
- (5) the applicant's tourist oriented activity or the location of the driveway or intersecting road are not located within the urban portion of an organized borough that exceeds 2,500 permanent residents;

(6) neither the applicant's tourist oriented activity nor an advertising sign for the activity are visible to a motorist traveling the highway until the motorist is within 1,250 feet of the driveway or intersecting road;

(7) the TODS may be placed at the proposed location in a manner consistent with the documents described in 17 AAC 60.915(b);

(8) the proposed location has fewer than six current TODS permits; and

(9) the proposed sign location has not been designated a community services sign location under 17 AAC 60.305(a) or a tourist information kiosk location under 17 AAC 60.405(a).

17 AAC 60.015 TODS PLACEMENT LIMITATIONS.

(a) A TODS may not be placed at the following junctions:

- (1) Sterling Highway at Kenai Spur;
- (2) Sterling Highway at Seward Highway;
- (3) Parks Highway at Glenn Highway;
- (4) Parks Highway at Palmer-Wasilla Highway;
- (5) Parks Highway at Seward Meridian;
- (6) Glenn Highway at Palmer-Wasilla Highway;
- (7) Glenn Highway at Richardson Highway;
- (8) Richardson Highway at Tok Cutoff Highway;
- (9) Richardson Highway at Alaska Highway;
- (10) Alaska Highway at Tok Cutoff Highway.

(b) A TODS may not be placed

- (1) on a freeway or expressway;
- (2) on an on-ramp or off-ramp of a freeway or expressway; or
- (3) at a location where the majority of the traffic exits the highway at the driveway or intersecting road.

17 AAC 60.020 MULTIPLE TODS ON A SINGLE SET OF POSTS. Up to three TODS may share a set of sign posts. If two or three TODS share a set of sign posts, the TODS permit holders shall share the expense of maintaining the posts.

17 AAC 60.905. MANUFACTURE, INSTALLATION, MAINTENANCE, AND REMOVAL OF TOURIST SIGNS.

(a) Upon receipt of a tourist sign permit, the permit holder shall arrange, at the holder's expense, for a sign contractor to manufacture, install, and maintain the sign as specified in the permit.

(b) If an activity associated with a tourist sign is closed, or is expected to be closed, for more than one month, the permit holder shall arrange, at the holder's expense, for a sign contractor to remove the sign, symbol, or logo or to mask the sign, symbol, or logo with a plate. The permit holder shall ensure that the sign contractor removes the sign, symbol, or logo or installs the plate not later than seven days after the date of closure.

(c) If an activity associated with a tourist sign closes permanently or no longer meets the conditions under which the sign permit was issued, the permit holder shall

(1) immediately arrange, at the permit holder's expense, for a sign contractor to remove sign, symbol, or logo not later than 7 days after the closure or change; and

(2) not later than 14 days after the closure or change in conditions, send a written notice to the commissioner that describes the closure or change.

17 AAC 60.910 SIGN CONTRACTORS

(a) A person may not install, maintain, or remove a tourist sign unless the person is named on the list of sign contractors described in (b) of this section.

(b) The commissioner will maintain a list of sign contractors. The list consists of those persons known to the commissioner to have experience in working in public rights of way with active traffic and knowledge of the traffic control requirements necessary for safe operation on an active highway. The commissioner will add a person to the list if the person, in writing, demonstrates a reasonable basis for the commissioner, in the commissioner's discretion, to conclude that the person has experience in working in public rights of way with active traffic and knowledge of the traffic control requirements necessary for safe operation on an active highway. The commissioner will remove a person from the list if the person, in the commissioner's discretion, demonstrates an inability to work safely in public rights of way or fails to substantially comply with the requirements of this chapter.

(c) Before installing, maintaining, or removing a tourist sign, a sign contractor shall submit a written request for permission to work in the right of way to the commissioner. The request must include a traffic control plan. The commissioner will approve the request if the commissioner, in the commissioner's discretion, determines that the request is consistent with safe operation on an active highway and this chapter. In approving the request, the commissioner will, in the commissioner's discretion, impose other requirements that are necessary to ensure safe operation.

17 AAC 60.915 DESIGNS AND SPECIFICATIONS FOR TOURIST SIGNS.

(a) The documents described in (b) of this section contain the designs and specifications for the placement, manufacture, installation, and maintenance of tourist signs. The department will not issue a tourist

sign permit unless the sign may be installed in a manner consistent with the documents described in (b) of this section. A sign contractor shall manufacture, install, and maintain a TODS to meet, as closely as practicable, the design and specifications contained in the documents described in (b) of this section.

(b) The following documents are adopted by reference:

(1) Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD), 1988 edition, U.S. Department of Transportation, Federal Highway Administration, including revisions 1, 2, and 3.

(2) Alaska Supplement to the Federal Manual on Uniform Traffic Control Devices for Streets and Highways, January 27, 1992;

(3) Alaska Sign Design Specifications (ASDS), Second Edition, April 1983;

(4) Standard Highway Signs, U.S. Department of Transportation, Federal Highway Administration;

(5) Standard Specifications for Highway Construction, Alaska Department of Transportation and Public Facilities, 1988;

(6) Standard Drawings Manual, Alaska Department of Transportation and Public Facilities, February 18, 1997;

(7) Pre-Construction Manual, Alaska Department of Transportation and Public Facilities, January 1997.

Editor's note: Copies of the documents described in (b)(1) and (b) (4) of this section may be obtained by writing the Superintendent of Documents, U.S. Government Printing Office, Washington DC 20402. Copies of the remaining documents described in (b) of this section may be obtained by writing the Engineering and Operations Division, Alaska Department of Transportation and Public Facilities, 3132 Channel Drive, Juneau AK 99802.

17 AAC 60.920 SYMBOLS.

(a) In issuing a TODS permit, RCIA sign permit, or community services sign permit for a sign that includes a symbol, the commissioner will assign to the application the symbol found in the documents described in 17 AAC 60.915(b) that the commissioner, in the commissioner's discretion, determines most accurately conveys the nature of the associated activity.

(b) If the commissioner, in the commissioner's discretion, determines that no symbol contained in the documents described in 17 AAC 60.915(b) accurately conveys the nature of the associated activity, the

commissioner will withhold the sign permit and direct the applicant to design, at the applicant's expense, an appropriate symbol. The commissioner will, in the commissioner's discretion, direct the department to assist the applicant in designing the symbol. The commissioner will assign the applicant's resulting symbol to the permit and issue the permit if the commissioner, in the commissioner's discretion, determines that the symbol accurately conveys the nature of the associated activity and is stylistically similar to the symbols found in the documents described in 17 AAC 60.915(b). By accepting the permit, the applicant agrees to allow the commissioner to use the symbol for other purposes at the commissioner's discretion with out compensation.

17 AAC 60.925 SIGN PERMIT DURATION AND RENEWAL.

(a) A tourist sign permit allows the holder named on the permit to arrange for a sign contractor to manufacture, install, and maintain the sign as specified on the permit and in this chapter until the permit expires. Except as provided in 17 AAC 60.930, a sign permit issued under this chapter expires on December 31st of the fourth year following the date the permit was issued. For example, a permit issued on August 27, 1998 expires on December 31, 2002.

(b) A tourist sign permit holder may renew the permit by following the application procedure specified in this chapter for the particular tourist sign. A renewed permit expires five years following the date the older permit expired. For example, if the old permit expired on December 31, 2002, the renewed permit expires on December 31, 2007.

(c) A tourist sign permit holder shall arrange, at the holder's expense, for a sign contractor to remove the sign before the permit expires unless, before the expiration date, the holder receives a renewed permit for the sign.

17 AAC 60.930 PERMITS FOR EXISTING SIGNS.

(a) The department will issue a sign permit to a person who, on May 18, 1997, maintained a sign acknowledged by the department in a state right of way if the sign meets the requirements of this chapter. In recognition of the public interest in maintaining these existing signs, the department will waive the fee for the permit. The permit expires and may be renewed as provided in this chapter. The permit holder shall manage the tourist sign as required by this chapter.

(b) Subsection (a) of this section is repealed January 1, 2002.

17 AAC 60.935 PERMIT TRANSFERS. If a person who holds a tourist sign permit transfers the associated activity to another person, the new person shall notify the commissioner in writing within 10 days of the transfer. The commissioner will cancel the original permit and issue, without charge, a comparable permit to the new person if the commissioner, in the commissioner's discretion, determines that the material circumstances of the original permit have not changed. The replacement permit expires on the same date that the original permit was expected to expire.

17 AAC 15.940 ONE SIGN PER ACTIVITY. An activity may not be associated with more than one sign permit issued under this chapter at a time.

17 AAC 60.945 MORE RESTRICTIVE LOCAL CONTROLS. If a city or borough imposes a tourist sign standard that is more restrictive than the standards contained in this chapter, the department will administer this chapter to comply with the more restrictive standard.

17 AAC 60.950 STANDARDS FOR SIGNS RELATING TO GAS, FOOD, LODGING, AND CAMPING ACTIVITIES.

(a) The department may not issue a sign permit for a gas station unless the gas station owner affirms that the gas station will, while the sign is visible to the public,

(1) provide fuel, oil, tire air, water, restroom facilities, drinking water, and a telephone;
and

(2) maintain continuous operation for at least 12 hours per day, 7 days per week.

(b) The department may not issue a sign permit for a restaurant unless the restaurant owner affirms that the restaurant will provide three meals a day, 7 days a week and a telephone while the sign is visible to the public.

(c) The department may not issue a sign permit for a lodging facility unless the facility owner affirms that the facility will provide a telephone while the sign is visible to the public.

(d) The department may not issue a sign permit for a campground unless the campground owner affirms that the campground will provide modern sanitary facilities and drinking water while the sign is visible to the public.

(e) The requirements of this section are in addition to any other requirements of this chapter or other applicable law.

17 AAC 60.955 ADDITIONAL PROVISIONS.

(a) In determining whether to issue a permit under this chapter, the commissioner will

(1) not issue a permit if the resulting sign would interfere with an official regulatory, warning, or directional sign;

(2) recognize a priority for existing signs over proposed new sign;

(3) recognize a priority among competing applications as follows:

- (A) gas;
- (B) restaurant;
- (C) lodging;
- (D) camping;
- (E) other activities or general services;
- (F) RCIA's.

(4) require, as a condition of the permit, that the permit holder provide trailblazing signs as required under the documents described in 17 AAC 60.915(b); the permit holder shall arrange for permission to provide the required trailblazing signs along highways not maintained by the state;

(5) waive a fee required under this chapter if the person that would be charged the fee is a government entity.

(b) The department will relocate a sign installed under this chapter if necessary to accommodate a change in the traffic pattern at the location. If the sign cannot be relocated in a manner consistent with this chapter, the department will remove the sign and return it to the permit holder.

(c) A sign permit issued under this chapter allows for two similar signs to be placed along the highway, one from each direction, unless the permit specifies that the condition of the highway only allows for one sign to be placed.

17 AAC 60.960 VIOLATIONS.

(a) If the commissioner, in the commissioner's discretion, determines that a tourist sign permit holder or tourist sign violates AS 19.25.105 or this chapter, the commissioner will send a written notice to the permit holder. The notice must describe the violation and direct the permit holder to remedy the violation.

(b) If the commissioner determines under (a) of this section that the permit holder no longer qualifies for the permit, the notice must direct the permit holder to arrange, at the holder's expense, for a sign contractor to remove the sign. The commissioner will also cancel the permit.

(c) A notice issued under (a) of this section must provide the permit holder with at least 20 days from the date of the notice to remedy the violation.

(d) If a permit holder fails to remedy a violation described in a notice sent under (a) of this section, the department will

- (1) remove the sign;
- (2) cancel the permit if it has not already expired;

(3) bill the permit holder for the department's expenses;

(4) within 15 days of the date of removal send a written notice of action to the permit holder; the notice of action must describe the action and the reason for the action;

(5) return the sign to the permit holder no later than 15 days after the permit holder pays the department for its expenses as billed under (3) of this subsection.

17 AAC 60.965 APPEALS.

(a) A person may appeal an adverse decision made by the commissioner under this chapter. Not later than 15 days after the date of the decision appealed from, the person shall submit, in writing a notice of appeal, a description of the dispute, include any necessary evidence, and the person's reason for concluding that the commissioner's decision was in error. The commissioner will review these materials and investigate the matter further, as necessary. The commissioner will send a written final agency decision to the person not later than 60 days after the date the notice of appeal was received by the department.

17 AAC 60.995 DEFINITIONS.

(1) "activity" means a tourist oriented activity, specific service activity, RCIA, or general service;

(2) "commissioner" means the commissioner of the department or the commissioner's designee;

(3) "community services sign" means a highway sign that contains up to eight symbols representing available tourist oriented activities, RCIA's, and general services;

(4) "department" means the Department of Transportation and Public Facilities;

(5) "driveway or intersecting road" means the road that a motorist takes from a highway with a tourist sign to the activity associated with the sign;

(6) "general service" means a service available to the traveling public listed in 17 AAC 60.505(b);

(7) "location" means a 2,500 foot segment of highway right of way bisected by a driveway or intersecting road;

(8) "logo" means a square design used by a specific service activity to distinguish itself from similar specific service activities;

(9) "logo panel" means a highway sign and posts on which logos may be mounted;

- (10) “logo sign” means a sign on which logos for gas, food, lodging, and camping are mounted; a logo sign consists of a logo and a logo panel;
- (11) “recreational and cultural interest area” or “RCIA” has the meaning given the term at 17 AAC 60.205;
- (12) “sign contractor” means a person included in the list described in 17 AAC 60.910(b);
- (13) “specific service activity” means a commercial activity that offers gas, food, lodging, or camping;
- (14) “symbol” means a square icon that accurately conveys the nature of its associated service or activity but does not reflect the name or a logo for the service or activity;
- (15) “tourist information kiosk” means an area adjacent to a highway that is designed so that the motorists may park and receive tourist information;
- (16) “tourist oriented activity” means a motorist service, tourist attraction, or business of significant interest to the traveling public but does not include a RCIA;
- (17) “tourist oriented directional sign” or “TODS” means a sign erected in a highway right of way for the purpose of alerting the traveling public to a nearby tourist oriented activity;
- (18) “tourist sign” means a TODS, logo sign, RCIA sign, community services sign, or tourist information kiosk;
- (19) “trailblazing sign” means a sign that guides a motorist traveling from a sign regulated under this chapter to the activity, general service, or RCIA represented on the regulated sign;
- (20) “urban portion of an organized borough” means a location characterized by one or more of the following:
- (A) dense residential or commercial development;
 - (B) roads used primarily for short local transportation as opposed to long distance through traffic;
 - (C) numerous intersecting roads and driveways;
 - (D) traffic signals.