



STATE OF ALASKA  
DEPARTMENT OF TRANSPORTATION  
AND PUBLIC FACILITIES

RECEIVED BY DOT&PF

**APPLICATION FOR PARTICIPATION  
IN THE LOGO SIGN PROGRAM**

A logo sign permit allows a gas station, restaurant, lodging facility, or campground to install a logo within a State-owned highway right-of-way that reflects the identity of the activity and directs the traveling public to the activity. Please see attached checklist, instructions, and information. Please read the attached regulations carefully to determine eligibility and the obligations and responsibilities associated with the program. Also attached is a list of mandatory (already checked) and activity-specific conditions (some of which could be checked when the permit is issued) that will apply to the permit as DOT&PF determines appropriate to protect the public.



The State of Alaska, Department of Transportation and Public Facilities (DOT&PF) is pleased to announce the availability of online permitting for logo signs.

You may apply online at [www.dot.state.ak.us/permits](http://www.dot.state.ak.us/permits).

Computer access is available at all public libraries and at the main offices of DOT&PF's regional offices.

If you choose to complete this paper application, please mail it to the appropriate address below and DOT&PF personnel will input the information for you.

Southeast Region	Central Region	Northern Region
<p><b>Mailing Address:</b> AKDOT/PF ROW 6860 Glacier Hwy Mail Stop 2506 Juneau AK 99801-7909</p> <p>Voice: (907) 465-4540 or 1-800-575-4540 Fax: (907) 465-3506 TDD: (907) 465-4410</p> <p><b>Physical Address:</b> AKDOT/PF ROW 6860 Glacier Hwy Juneau AK 99801-7909</p>	<p><b>Mailing Address:</b> AKDOT/PF ROW P.O. Box 196900 Anchorage AK 99519-6900</p> <p>Voice: (907) 269-0700 or 1-800-770-5263 Fax: (907) 248-9456 TDD: (907) 269-0473</p> <p><b>Physical Address:</b> AKDOT/PF ROW 4111 Aviation Drive Anchorage AK 99502-1058</p>	<p><b>Mailing Address:</b> AKDOT/PF ROW 2301 Peger Road Mail Stop 2553 Fairbanks AK 99709-5316</p> <p>Voice: (907) 451-5400 or 1-800-475-2464 Fax: (907) 451-5411 TDD: (907) 451-2363</p> <p><b>Physical Address:</b> AKDOT/PF ROW 2175 South University Ave., #2 Fairbanks AK 99709-4910</p>

Name of Business: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Name of Applicant: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Physical Address: \_\_\_\_\_ Milepost: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Fax: \_\_\_\_\_

Legal Description/Tax ID No.: \_\_\_\_\_ Business License No. \_\_\_\_\_

APPLICATION PROCESS	
Application + Application Fee (nonrefundable) Submitted to DOT&PF + color image of the logo and other information (see attached instructions)	\$100
DOT&PF Review of the Application	
Permit Preparation by DOT&PF	
Applicant Signature Obtained and Permit (nonrefundable) Fee Paid For logo to be placed on a highway described in 17 AAC 60.115(b) -- attached	\$400 New / \$300 Renewal
Final Signatures by DOT&PF	
Final Letter Issuing Permit	
Manufacture & Installation Fees (Paid by Owner) For logo to be placed on a freeway/expressway under 17 AAC 60.115(a)-attached	\$4,500 New / \$1,000 Renewal

- Signs will be installed only after the application process is complete.
- The applicant must supply each logo to the department.
- The applicant must pay all costs associated with the logo sign including the permit fee, manufacture and delivery of the logo, and installation of the logo on the logo panel.

**A logo sign may be placed along the following segments of freeway or expressway:**

- \* Glenn Highway from Muldoon interchange to Parks Highway intersection
- \* Richardson Highway from Mitchell Expressway to Eielson Air Force Base Gate
- \* Mitchell Expressway from Richardson Highway interchange to Geist / Parks Highway interchange
- \* Steese Expressway from Johansen Expressway to Haglebarger intersection
- \* Egan Drive from Mendenhall Loop to Glacier Highway intersection at 2.5 mile Egan Drive

**A logo sign may be placed along a freeway or expressway within an organized borough if:**

- \* The borough has more than 2,500 permanent residents but no more than 10,000 permanent residents, and the location is not within the urban portion of an organized borough.

**A logo sign may NOT be placed where the majority of the traffic exits the highway at the driveway or intersecting road.**

## MINIMUM REQUIREMENTS CHECKLIST

**Additional requirements may apply as described in this application.  
An application may be denied for reasons not covered in this checklist.**

- The applicant's specific service activity complies with AS 19.25.105 and the applicable requirements of 17 AAC 60 (attached).
- The applicant maintains the necessary business licenses for the specific service activity.
- The applicant's specific service activity is not located more than 25 miles from the highway for which a logo sign permit is requested, except the activity of an applicant who requests a gas or restaurant logo sign permit must not be located more than three miles from the highway for which the logo sign permit is requested.
- Neither the applicant's specific service activity nor an advertising sign for the activity are visible to a motorist traveling the highway until the motorist is within 1250 feet of the driveway or intersecting road.
- The logo sign may be placed at the proposed location in a manner consistent with the standards set out in the documents described in 17 AAC 60.915(b).
- The proposed logo sign location has space for the logo under 17 AAC 60.115 and 17 AAC 60.120.
- The proposed sign location has not been designated as a traveler information kiosk location under 17 AAC 60.405(a).

## REQUIRED ATTACHMENTS FOR APPLICATION

### REQUIRED FOR ALL LOGO APPLICATIONS:

- Color image of the logo to be used for the Logo Sign
- Photos or digital images of the main highway turn-off from a distance of 500 feet in each direction (the turn-off must be clearly identifiable in the image)
- A detailed site layout drawing showing:
  - All official traffic signs and devices within 800 feet of proposed Logo Sign location
  - Proposed Logo Sign location(s) - 200' minimum from intersection
  - All roads by name, driveways, and other pertinent landmarks
- Applicable fee (waived for government entity)

### REQUIRED IF APPLICABLE:

- If Trailblazing Signs are required along a road not owned by the State, the applicant must provide evidence of approval from the government agency (borough, city, etc.) responsible for the road.
- A permittee for a logo sign to be located along a highway described in 17 AAC 60.115(b) shall provide an exit ramp sign on the off-ramp as provided in the standards set out in the documents described in 17 AAC 60.915(b). The exit ramp sign is covered under the logo sign permit and does not require a separate fee.

## REQUIRED APPLICATION INFORMATION

**SERVICES OFFERED:** Please check all that apply (and provide details on attachment):

GAS
  FOOD
  LODGING
  CAMPING

**Services:** (Check the Services You Offer in Categories Selected)

<b>GAS</b>	<b>FOOD</b>	<b>LODGING</b>	<b>CAMPING</b>
<input type="checkbox"/> Fuel <input type="checkbox"/> Oil <input type="checkbox"/> Free Air & Water <input type="checkbox"/> Public Restrooms <input type="checkbox"/> Public Telephone <input type="checkbox"/> Drinking Water <input type="checkbox"/> Continuous Operation 16 Hours/Day, 7 Days/Week <input type="checkbox"/> Open Year Around <input type="checkbox"/> Located within 3 miles of highway	<input type="checkbox"/> State License <input type="checkbox"/> Breakfast Daily <input type="checkbox"/> Lunch Daily <input type="checkbox"/> Dinner Daily <input type="checkbox"/> Seat 20 or More <input type="checkbox"/> Public Restrooms <input type="checkbox"/> Public Telephone <input type="checkbox"/> Continuous Operation 16 Hours/Day, 7 Days/Week <input type="checkbox"/> Open Year Around <input type="checkbox"/> Located within 3 miles of highway	<input type="checkbox"/> State License <input type="checkbox"/> Off-street Parking <input type="checkbox"/> Public Telephone <input type="checkbox"/> 10 Units or More <input type="checkbox"/> Private Bath <input type="checkbox"/> Lodging only service <input type="checkbox"/> Continuous Operation 10 Hours/Day, 7 Days/Week <input type="checkbox"/> Open Year Around <input type="checkbox"/> Located within 3 miles of highway	<input type="checkbox"/> State License <input type="checkbox"/> 10 Units or More <input type="checkbox"/> Campsite Parking <input type="checkbox"/> Showers/Toilets <input type="checkbox"/> Drinking Water <input type="checkbox"/> RV Dump Station <input type="checkbox"/> Continuous Operation 24 Hours/Day, 7 Days/Week <input type="checkbox"/> Open 4 Mos./Year <input type="checkbox"/> Located within 25 miles of highway
<p><b>In the space below, please comment on boxes <u>within your category</u> that are NOT checked.</b></p> <div style="border: 1px solid black; height: 150px; margin-top: 5px;"></div>			

**REQUESTED SIGN LOCATION INFORMATION:**

\_\_\_\_\_

\_\_\_\_\_

Speed Limit: \_\_\_\_\_ Mileage from Highway to Destination: \_\_\_\_\_

Is Destination Within City Limits?  Yes  No

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

No. of Motorists Served Last Year: \_\_\_\_\_ Number of Parking Spaces: \_\_\_\_\_

**INTERSECTION INFORMATION:**

Intersection where signs are requested:

\_\_\_\_\_ Highway/Road/Milepost AT  
\_\_\_\_\_ Highway/Road/Milepost

Speed Limit at Intersection: \_\_\_\_\_ miles per hour

Please check type intersection:

Crossroad Intersection     T-Intersection     Other/Diagram



If there are existing signs at this intersection, please list:

1.	5.
2.	6.
3.	7.
4.	8.

Use the space below to attach photographs of: 1) the business the Logo will advertise; 2) 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).

**IMPORTANT NOTE: ATTACH COLOR, PHOTO READY IMAGE OR DIGITAL FORMAT OF LOGO/IMAGE TO BE USED FOR SIGN.**

## SITE LAYOUT DRAWING

**IMPORTANT!** Please provide a detailed site layout drawing (example attached) that depicts:

- all official traffic signs and devices within 800 feet of intersection
- proposed Logo sign location(s) measured in feet from intersection – 200 feet minimum from intersection
- all roads by name and other pertinent landmarks

**APPLICANT'S CERTIFICATION**

I certify that the information and statements provided in this application are true and correct and that I will inform the Alaska Department of Transportation and Public Facilities of any changes that may affect the availability of the service provided. I further certify that all services are available, without restriction, to the general public, and 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 logo signs regulations, 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 area.

\_\_\_\_\_

Date

\_\_\_\_\_

Applicant's Signature



## TRAILBLAZER SIGN SPECIFICATIONS

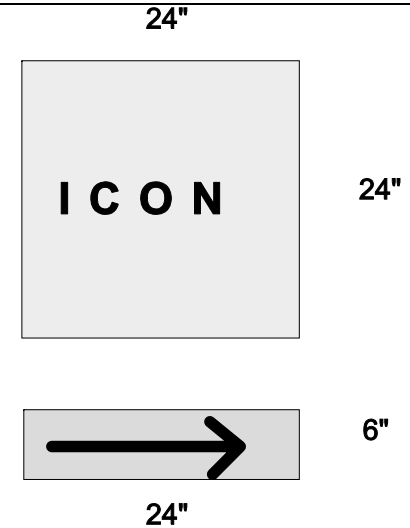
**Design:** Trailblazer Signs, if required, shall consist of two signs on one pole. One sign shall be square in shape and the other sign shall be rectangular in shape. Both signs shall have a blue background.

The square sign shall incorporate the appropriate icon to indicate a general class of business, service, or activity. Available icons are depicted on Page 12 of the *Policy for Tourist-Oriented Directional Signing*. In the case that no icon available is appropriate, the business may submit a design for consideration.

The rectangular sign shall incorporate the appropriate arrow to depict the direction of the business, service, or activity. Arrows should be as provided in Section 2D-8 of the Manual on Uniform Traffic Control Devices and should conform with Alaska Sign Design Specifications.

Background, icon, and arrows shall be reflective.

The 24" by 24" sign shall have one icon only. The 6" by 24" sign shall have a directional arrow only.



**Size of Signs:** The Trailblazer Signs consist of two signs; one sign measuring 24" by 24" and the other sign measuring 6" by 24". The 24" by 24" sign is located above the 6" by 24" sign on the same pole. Vertical spacing between the two signs shall be two inches. The sign panel thickness shall be 0.125 inches. All posts shall be 2 1/2 inch perforated steel tubes. All posts shall be installed in sleeve type concrete foundation.

**Installation Details:** The Trailblazer Signs shall conform to the Installation Details as outlined in the Application for Participation in Tourist-Oriented Directional (TODS) Program.

ALASKA STATUTE 19.25.105

**AS 19.25.105. Limitations of outdoor advertising signs, displays, and devices.** (a) Outdoor advertising may not be erected or maintained within 660 feet of the nearest edge of the right-of-way and visible from the main-traveled way of the interstate, primary, or secondary highways in this state except the following:

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

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

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

(4) directional signs and notices pertaining to schools;

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

(6) [Repealed, Sec. 4 1998 Ballot Measure No. 5].

(b) [Repealed, Sec. 21 ch 94 SLA 1980].

(c) Outdoor advertising may not be erected or maintained beyond 660 feet of the nearest edge of the right-of-way of the main traveled way of the interstate, primary, or secondary highways in this state with the purpose of their message being read from that travel way except those outdoor advertising signs, displays, or devices allowed under (a) of this section.

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

(1) bus benches and bus shelters, and adjacent trash receptacles, located within the right-of-way under the authority of a permit issued under AS 19.25.200, if the bus benches or bus shelters are located within a borough or unified municipality and the buses that stop at that location operate during the entire year.

(2) [Repealed, Sec. 4 1998 Ballot Measure No. 5].

(e) [Repealed, Sec. 4 1998 Ballot Measure No. 5].

ALASKA ADMINISTRATIVE CODE  
TITLE 17 CHAPTER 60 - HIGHWAY SIGNS FOR THE TRAVELING PUBLIC

EXCERPTS RELATING TO THE LOGO SIGNS PROGRAM

**17 AAC 60.101. PURPOSE OF LOGO SIGN PROGRAM.** The purpose of the logo sign program is to provide a gas station, restaurant, lodging facility, or campground with an opportunity to install within the highway right of way a logo that reflects the identity of the activity and directs the traveling public to the activity.

**17 AAC 60.105. LOGO SIGN APPLICATION PROCEDURE.** (a) A person who operates a specific service activity may apply to the department for a logo sign permit by completing a logo sign permit application. The applicant shall submit the application to the department representative specified on the application along with a

(1) nonrefundable \$100 application fee; and

(2) color image of the logo that the applicant wishes to include on the logo sign.

(b) The department 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 department will send a written review decision to the applicant.

(c) If the department approves a logo sign permit application under 17 AAC 60.110 for a logo to be placed on a highway described in 17 AAC 60.115(b), the written review decision will request from the applicant a nonrefundable logo sign permit fee of \$400. However, if the applicant currently holds a logo sign permit for the logo and is seeking renewal of the permit, the nonrefundable logo sign permit fee is \$300. Upon receipt of the permit fee, the department will issue the permit and send it to the applicant.

(d) If the department approves a logo sign permit application under 17 AAC 60.110 for a logo sign to be placed on a freeway or expressway listed in 17 AAC 60.115(a), the written review decision will request from the applicant a nonrefundable logo sign permit fee of \$4,500. However, if the applicant currently holds a logo sign permit for the logo and is seeking renewal of the permit, the nonrefundable logo sign permit fee is \$1,000. Upon receipt of the permit fee, the department will issue the permit and send it to the applicant.

**17 AAC 60.110. REVIEW OF LOGO SIGN PERMIT APPLICATIONS.** The department will approve a logo sign permit application if

- (1) the applicant's specific service activity complies with AS 19.25.105 and this chapter;
- (2) the applicant maintains the necessary licenses for the specific services activity;
- (3) the applicant's specific service activity is not located more than 25 miles from the highway for which a logo sign permit is requested, except the activity of an applicant who requests a gas or restaurant logo sign permit must not be located more than three miles from the highway for which the logo sign permit is requested;
- (4) neither the applicant's specific service activity nor an advertising sign for the activity are visible to a motorist traveling the highway until the motorist is within 1250 feet of the driveway or intersecting road;
- (5) the logo sign may be placed at the proposed location in a manner consistent with the standards set out in the documents described in 17 AAC 60.915(b);
- (6) the proposed logo sign location has space for the logo under 17 AAC 60.115 and 17 AAC 60.120 ; and
- (7) the proposed sign location has not been designated as a traveler information kiosk location under 17 AAC 60.405(a).

**17 AAC 60.115. LOGO SIGN PLACEMENT LIMITATIONS.** (a) A logo sign may be placed along the following segments of freeway or expressway:

- (1) Glenn Highway from Muldoon interchange to Parks Highway intersection;
- (2) Richardson Highway from Mitchell Expressway to Eielson Air Force Base Gate;
- (3) Mitchell Expressway from Richardson Highway interchange to Geist / Parks Highway interchange;
- (4) Steese Expressway from Johansen Expressway to Haglebarger intersection;
- (5) Egan Drive from Mendenhall Loop to Glacier Highway intersection at 2.5 mile Egan Drive.

(b) In addition to the segments of freeway or expressway listed in (a) of this section, a logo sign may be placed along a freeway or expressway within an organized borough if the

- (1) borough has more than 2,500 permanent residents but no more than 10,000 permanent residents; and
- (2) location is not within the urban portion of an organized borough.

(c) A logo sign may not be placed at a location where the majority of the traffic exits the highway at the driveway or intersecting road.

**17 AAC 60.120. LOGO PANELS.** (a) The department will install and maintain a logo panel needed along a freeway or expressway listed in 17 AAC 60.115(a). The department will install the panel as soon as weather conditions allow for successful installation.

(b) A logo sign permit holder who holds a logo sign permit for a logo to be located along a highway described in 17 AAC 60.115(b) shall arrange, at the holder's expense, for a sign contractor to manufacture, install, and maintain a logo panel for the logo if space on an existing logo panel is not available. If two or more holders share a logo panel, they shall share the expense of maintaining the logo panel.

(c) A logo sign location may accommodate up to four logo panels. Two logo panels at a location may not contain logos for the same type of specific service activity. Except as provided in (d) of this section, a logo panel may accommodate only one type of specific service activity logo. Except as provided in (e) of this section, a logo panel must be manufactured to accommodate four logos.

(d) A logo panel that is to accommodate four logos from one type of specific service activity may be modified to accommodate two logos from each of two different types of specific service activity if the department determines that during the next five years, the location is unlikely to generate more than two approvable logo sign permit requests for each of the two specific service types to be combined on the logo panel.

(e) A logo panel that is to be located along a highway described in 17 AAC 60.115(b) may be modified to accommodate just two logos from one type of specific service activity if the department determines that during the next five years, the location is unlikely to generate more than two approvable logo sign permit requests for the specific service type to be accommodated on the logo panel.

(f) A logo sign permit holder who holds a logo sign permit for a logo to be located along a highway described in 17 AAC 60.115 (b) shall provide an exit ramp sign on the off-ramp as provided in the standards set out in the documents described in 17 AAC 60.915 (b). The exit ramp sign is covered under the logo sign permit and does not require a separate fee.

**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 the sign, symbol, or logo not later than seven 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 department that describes the closure or change.

(d) A community services sign permit holder need not remove or mask a symbol under (b) or (c) of this section unless all of the activities represented by the symbol close or fail to meet the conditions under which the permit was issued.

**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 department will maintain a list of sign contractors. The list consists of those persons known to the department to have experience in working in public rights-of-way with active traffic and knowledge of the traffic control requirements necessary for safe operation. The department will add a person to the list if the person, in writing, demonstrates a reasonable basis for the department 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.

(c) The department will notify a person on the list that the department has received information that the person has demonstrated an inability to work safely in public rights-of-way or has failed to substantially comply with the requirements of this chapter. The notice will

(1) specify that the department will remove the person from the list if the department determines that the information received is accurate; and

(2) provide the person with 30 days to respond to the information.

(d) 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 department. The request must include a traffic control plan. The department will approve the request if the department determines that the request is consistent with safe operation on the highway and this chapter. In approving the request, the department will, in its discretion, impose other requirements that are necessary to ensure safe operation of the highway.

**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 the designs and specifications contained in the documents described in (b) of this section.

(b) The following documents are adopted by reference:

(1) *Alaska Sign Design Specifications (ASDS)*, Department of Transportation and Public Facilities, Second Edition, April 1983;

(2) the *Alaska Traffic Manual*, consisting of the

(A) *Manual on Uniform Traffic Control Devices for Streets and Highways*, 1988 edition, including revisions 1 through 7, issued by the United States Department of Transportation, Federal Highway Administration; and

(B) department's *Alaska Traffic Manual Supplement*, dated August 7, 2000;

(3) *Highway Pre-Construction Manual*, Department of Transportation and Public Facilities, revised as of March 1, 2001;

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

(5) *Standard Specifications for Highway Construction*, Department of Transportation and Public Facilities, revised as of 1998.

Editor's note: Copies of the *Manual of Uniform Traffic Control Devices for Streets and Highways*, adopted by reference in 17 AAC 60.915(b)(2)(A) may be obtained by writing the Superintendent of Documents, United States Government Printing Office, Washington, DC 20402. Copies of the documents adopted by reference in 17 AAC 60.915(b)(1), (b)(2)(B), (b)(3), (b)(4), and (b)(5) Division of Statewide Design and Engineering Services, 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 department will assign to the application the symbol found in the documents described in 17 AAC 60.915(b) that the department determines most accurately conveys the nature of the associated activity.

(b) If the department determines that no symbol contained in the documents described in 17 AAC 60.915(b) accurately conveys the nature of the associated activity, the department will withhold the sign permit and direct the applicant to design, at the applicant's expense, an appropriate symbol. The department will direct departmental staff to assist the applicant in designing the symbol. The department will assign the applicant's resulting symbol to the permit and issue the permit if the department 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 department to use the symbol for other purposes without 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 31 of the fourth year following the date the permit was issued.

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 old permit expired.

(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 TRANSFER.** If a person who holds a tourist sign permit transfers the associated activity to another person, the new person shall notify the department in writing within 10 days of the transfer. The department will cancel the original permit and issue, without charge, a permit to the new person if the department determines that the material circumstances of the original permit have not changed. The permit issued under this section expires on the same date that the original permit expires.

**17 AAC 60.940. ONE SIGN PERMIT 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.** The department will not issue a sign permit if the permit would violate a city or borough ordinance.

**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, seven 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, seven 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. SIGN PERMIT ISSUANCE AND SIGN RELOCATION.** (a) In determining whether to issue a permit under this chapter, the department will

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

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

(3) recognize a priority among competing applications, in the following order, among the listed activities:

- (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 standards set out in 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.

**17 AAC 60.957. TWO SIGNS PER PERMIT.** 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 department determines that a tourist sign permit holder or tourist sign violates AS 19.25.105 or this chapter, the department will send a written notice to the permit holder. The notice must describe the violation, give the permit holder an opportunity to respond, and provide notice of the acceptable remedy.

(b) If the department determines under (a) of this section that a violation has occurred, then the department will issue an order directing the permit holder to arrange, at the holder's expense, for a sign contractor to remove the sign. The department 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 respond to the notice or to remedy the violation.

(d) If a permit holder fails to remedy a violation described in the order sent under (b) 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; and
- (5) return the sign to the permit holder not 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 permit holder or applicant for a permit may file an appeal with the commissioner, of an adverse decision made by the department 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 department's decision was in error. The commissioner may grant an extension of an additional 15 days for good cause shown. The commissioner will review these materials and investigate the matter further, as necessary. The commissioner will send a written final agency decision to the appellant.

**17 AAC 60.995. DEFINITIONS.** In this chapter

- (1) "activity" means a tourist-oriented activity, specific service activity, or RCIA;
- (2) "commissioner" means the commissioner of the department;
- (3) "department" means the Department of Transportation and Public Facilities;
- (4) "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;

- (5) "highway rest stop or pullout" has the meaning given in 17 AAC 05.090;
- (6) "location" means a 2,500-foot segment of highway right-of-way bisected by a driveway or intersecting road;
- (7) "logo" means a square design used by a specific service activity to distinguish itself from similar specific service activities;
- (8) "logo panel" means a highway sign and posts on which logos may be mounted;
- (9) "logo sign" means a logo and a logo panel consisting of a sign on which logos for gas, food, lodging, and camping are mounted; a logo sign consists of a logo and a logo panel;
- (10) "RCIA" means recreational and cultural interest area;
- (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) "TODS" means a tourist-oriented directional sign;
- (16) "tourist-oriented activity" means a motorist service, tourist attraction, or business of significant interest to the traveling public; "tourist-oriented activity" does not include an 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, or traveler information kiosk;
- (19) "trailblazing sign" means a sign that guides a motorist traveling from a sign regulated under this chapter to the activity or RCIA represented on the regulated sign;
- (20) "traveler information kiosk" means an area in a highway rest stop or pullout with a structure housing traveler information about businesses, services, and activities in the local area;
- (21) "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.



<b>LOGO PERMIT CONDITIONS</b> <b>APPLICABLE TO THIS PERMIT IF THERE IS AN "X" IN THE "REQUIRED" COLUMN</b> <b>AT THE TIME THE PERMIT IS PREPARED FOR YOUR SIGNATURE</b>		
Required	Item Name	Paragraph
X	Services Offered	All services checked under each service category in the Services Information portion of this permit must be offered as a condition of this permit.
X	Violation of Permit Conditions	If any of the conditions of this permit are violated, the State reserves the right to require the removal of the Logo sign. A notice of violation must provide the Permittee with at least 20 days from the date of the notice to remedy the violation. If Permittee fails to remedy a violation, the Department will: <ul style="list-style-type: none"> <li>• remove the sign;</li> <li>• cancel the permit if it has not already expired;</li> <li>• bill the Permittee for the Department's expenses;</li> <li>• within 15 days of the date of removal send a written notice of action to the Permittee; the notice of action must describe the action and the reason for the action;</li> <li>• return the sign to the Permittee no later than 15 days after the Permittee pays the Department for its expenses as billed</li> </ul>
X	Repair Damaged Improvements	If Permittee damages any improvements within the State owned right of way, Permittee will be responsible to return them to their previous condition. The Department's Maintenance and Operations Section will inspect and approve the restored improvements. Improvements may include but are not limited to: pavement structures, sidewalks, curb and gutter, pathways, driveways, signs, traffic markings, guardrail, delineators, highway lighting systems, traffic signal systems, drainage structures and mailboxes.
X	Hold Harmless	Permittee shall indemnify, defend and hold harmless the State, and its officers, employees, and contractors, from any and all claims or actions resulting from injury, death, loss, or damage sustained by any person or personal property resulting directly or indirectly from Permittee's placement of the sign.
X	Removal of Sign	Permit is issued for a period not to exceed five years. Permittee may renew the permit by following the application procedure. A renewed permit expires five years following the date of the current permit. Permittee shall arrange, at their expense, for a sign contractor to remove the sign before the permit expires unless, before the expiration date, the Permittee receives a renewed permit for the sign.
X	Necessary Licenses	The Permittee shall maintain the necessary licenses for the Logo activity.
X	Additional improvements or signs	The Permittee shall not place additional improvements within the right of way, and if, at any time in the future, the permitted sign(s) are destroyed, removed or rebuilt for any reason whatsoever, they shall not again be placed within the right of way unless authorized by another permit. The Permittee shall not install other illegal business signs adjacent to or within the right of way. If additional signs are installed, they will be removed immediately without notice.
X	Closure	If the activity associated with this Logo permit is closed, or is expected to be closed, for more than one month, Permittee shall arrange, at their expense, for a sign contractor to remove the sign (if it is the only Logo on the panel), or cover the Logo symbol with a plate (if other Logo symbols are on the same panel) not later than 7 days after the date of closure.  If the business advertised by this sign permit closes permanently or no longer meets the conditions under which the permit was issued, Permittee shall immediately arrange for a sign contractor to remove the sign or cover the Logo not later than 7 days after the closure or change; and not later than 14 days after the closure or change in conditions, send a written notice to the Department describing the closure or change.

X	Transfer	If the Permittee transfers the activity associated with this permit to another person or organization, the new owner must notify the Department in writing within 10 days of the transfer. The Department will cancel the original permit and issue, without charge, a comparable permit to the new owner if the Department 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.
X	Installation	Sign shall be installed in accordance with the standard Logo sign detail drawing.
X	Applicable Laws, Regulations, Policies, and Procedures	This Permit is subject to any applicable federal law, regulations, or policy and procedure memorandum of the Federal Highway Administration (FHWA), and to all applicable State statutes and regulations.
X	Manufacture, Installation, and Maintenance of Sign/Panel	<p>Permittee shall arrange for a sign contractor to manufacture, install, and maintain the Logo panel if there is no existing panel. If there is an existing panel, and two or more holders share a Logo panel, they shall share the expense of maintaining the Logo panel. Up to four Logos may share one panel.</p> <p>Sign(s) approved by this permit shall be constructed and maintained by the Permittee in such a manner that the highway, and all its appurtenances or facilities including, but not limited to, all drainage facilities, pipes, culverts, and ditches and their safety shall not be impaired in any way by the construction or maintenance.</p> <p>Upon receipt of a sign permit, Permittee shall arrange, at their expense, for a sign contractor to manufacture, install, and maintain the sign as specified in the permit. A person may not install, maintain, or remove a Logo sign unless the person is named on the Department's list of approved sign contractors. The Department will maintain the list of approved sign contractors. The list consists of those persons known to the Department 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. Before installing, maintaining, or removing a Logo sign, a sign contractor shall submit a written request for permission to work in the right of way to the Department. The request must include a traffic control plan. The Department will approve the request if the Department, in the Department's discretion, determines that the request is consistent with safe operation on an active highway. In approving the request, the Department will, in the Department's discretion, impose other requirements that are necessary to ensure safe operation.</p> <p>A Logo sign location may accommodate up to four Logo panels. Two Logo panels at a location may not contain Logos for the same type of specific service activity.</p> <p>All cost and liability that relate to the sign(s) or their maintenance shall be at the sole expense of the Permittee. The Permittee shall adjust or relocate the sign(s) without cost or liability to the State if, at any time, or from time to time, the use or safety of the highway within which the sign(s) exist requires that they be adjusted or relocated.</p>
	Exit Ramp Sign	A permittee (for a logo sign permit for a logo to be located along a highway described in 17 AAC 60.115(b)) shall provide an exit ramp sign on the off-ramp. This sign is covered under the Logo sign permit and does not require a separate fee.
	Trailblazing Signs	Provide trailblazing signs as required by documents listed in 17 AAC 60.915(b). If signs will be located along a road not owned by the State, the applicant must provide evidence of approval from the government agency (borough, city, etc.) responsible for that road.
	Department Installation	The Department will install the panel as soon as weather conditions allow for successful installation, and will maintain the Logo panel.