

1 AN ACT relating to the naming of roads and bridges.

2 *Be it enacted by the General Assembly of the Commonwealth of Kentucky:*

3 ➔SECTION 1. A NEW SECTION OF KRS CHAPTER 177 IS CREATED TO  
4 READ AS FOLLOWS:

5 *(1) As used in this section:*

6 *(a) "County roads" has the same meaning as in KRS 178.010;*

7 *(b) "Local government" means any city, county, urban-county government,*  
8 *consolidated local government, charter county government, or unified local*  
9 *government of the Commonwealth responsible for maintaining a county*  
10 *road, street, or urban road; and*

11 *(c) "Streets" and "urban roads" have the same meaning as in KRS 177.365.*

12 *(2) The Transportation Cabinet or a local government may conduct a written bidding*  
13 *process to lease to a private entity the naming rights of a bridge, highway*  
14 *segment, county road or urban road segment, or street segment under its*  
15 *jurisdiction that has an annual average daily volume of more than fifteen*  
16 *thousand (15,000) vehicles.*

17 *(3) In addition to the amount of the bid for the naming rights, the winning bidder*  
18 *shall bear all costs to manufacture and install signage under this section.*

19 *(4) The Transportation Cabinet or the local government shall be the final arbiter of*  
20 *the location of signage placement under this section.*

21 *(5) The actual placement of signage installed as a result of a lease agreement for*  
22 *naming rights shall be the responsibility of the:*

23 *(a) Department of Highways for state-maintained highways; or*

24 *(b) Local government for county roads, streets, and urban roads.*

25 *(6) All moneys collected under this section, excluding payment of signage-related*  
26 *costs paid under subsection (3), shall be disbursed as follows:*

27 *(a) If the naming rights are for a road in the state primary road system, fifty*

1           percent (50%) shall be deposited into the state road fund. The remaining  
2           fifty percent (50%) shall be divided equally between the county and any  
3           cities the road passes through. Any moneys received by a local government  
4           under this paragraph shall be used to maintain streets or roads under its  
5           control;

6           (b) If the naming rights are for a county road or an urban road, the money  
7           shall be deposited into the county road fund; and

8           (c) If the naming rights are for a city street, the money shall be used to  
9           maintain streets under the city's control.

10          (7) A lease of naming rights under this section shall not be construed to require that  
11          any official state or local government road sign, or any mailing address, be  
12          altered.

13          (8) The Transportation Cabinet and the Department for Local Government may  
14          promulgate administrative regulations in accordance with KRS Chapter 13A to  
15          implement the provisions of this section, including but not limited to the:

16          (a) Written bidding process for the naming rights;

17          (b) Terms of the lease agreement for the naming rights which shall be for a  
18          period of no more than six (6) years, with the winning bidder entitled to one  
19          (1) automatic renewal of the lease agreement;

20          (c) Basic standards for the content, design and placement of signage; and

21          (d) Process to allow the private entity that has entered into a naming rights  
22          lease agreement to reimburse the Transportation Cabinet or the local  
23          government for the cost of manufacturing and installing the signage under  
24          the agreement.