

1 AN ACT relating to welcome centers and rest areas.

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) "Acknowledgment sign" means an official sign that:

7 1. Meets all design and placement guidelines for acknowledgment signs
8 as established in the Manual on Uniform Traffic Control Devices for
9 Streets and Highways as published by the United States Department of
10 Transportation;

11 2. Meets all sign design rules covered in the Standard Highway Signs
12 publication adopted by the United States Department of
13 Transportation;

14 3. Is located in the right-of-way; and

15 4. Is intended to inform the traveling public that a highway-related
16 service, product, or monetary contribution has been sponsored by a
17 private entity; and

18 (b) "Sponsorship agreement" means an agreement or contract between the
19 cabinet and a person or private entity, which is acknowledged for a
20 highway-related service, product, or monetary contribution provided.

21 (2) The cabinet may establish a sponsorship agreement that allows a person or
22 private entity to sponsor a welcome center or rest area. Any service, product, or
23 monetary contribution received by the cabinet shall be used for the maintenance
24 and upkeep of the welcome center or rest area.

25 (3) A person or private entity that enters into a sponsorship agreement with the
26 cabinet shall not be permitted to offer or make available commercial services or
27 products to the public at welcome centers or rest areas that they sponsor and

1 which are located on the:

2 (a) Interstate highway system; or

3 (b) State highway system for prices or fees below the prevailing market rate.

4 (4) A sponsorship agreement shall allow the installation of acknowledgment signs
5 within welcome centers and rest areas and on the portion of the interstate
6 highway system and state highway system and associated rights-of-way near
7 welcome centers and rest areas.

8 (5) The cabinet shall promulgate administrative regulations in accordance with KRS
9 Chapter 13A to establish a sponsorship policy and process to enter into
10 sponsorship agreements to install acknowledgment signs at welcome centers and
11 rest areas.

12 (6) The sponsorship policy for sponsorship agreements that applies to all welcome
13 centers and rest areas shall:

14 (a) Be subject to approval by the Federal Highway Administration;

15 (b) Include requirements that eligible sponsors comply with state and federal
16 law prohibiting discrimination based on race, color, national origin, age,
17 sex, religion, disability, or any other federally protected class;

18 (c) Include language requiring the cabinet to terminate a sponsorship
19 agreement if it determines the sponsorship agreement or acknowledgment
20 sign:

21 1. Presents a safety concern;

22 2. Interferes with the free and safe flow of traffic; or

23 3. Is not in the public interest; and

24 (d) Describe the types of sponsors and sponsorship agreements that are
25 acceptable and consistent with applicable state and federal law.

26 (7) A person or private entity that enters into a sponsorship agreement with the
27 cabinet shall pay the costs of:

- 1 (a) Manufacturing and installing an acknowledgment sign;
- 2 (b) Placing a sponsorship message on a sign or marker; and
- 3 (c) Removing all acknowledgment signs, messages, and markers after the
4 expiration or termination of the sponsorship agreement.
- 5 (8) An acknowledgment sign shall:
 - 6 (a) Identify the sponsor as a sponsor of the welcome center or rest area and
7 include the name and logo of the sponsor;
 - 8 (b) Not include, identify, or promote alcohol or tobacco products, adult-
9 oriented establishments, political candidacies, political issue advocacy, or
10 political campaign advertising;
 - 11 (c) Not resemble an official traffic control device; and
 - 12 (d) Comply with federal outdoor advertising regulations in accordance with 23
13 U.S.C. sec. 131.