

**CHAPTER 79****(SJR 52)**

A JOINT RESOLUTION relating to highway signage.

WHEREAS, quick service restaurants represent a large proportion of the type of restaurants the traveling public encounters at interchanges when exiting from the nation's interstate system; and

WHEREAS, a growing trend in the quick service restaurant industry is to combine two or three trademark menu brands into a single business; and

WHEREAS, these combined endeavors, known as "2-in-1's" and "3-in-1's", represent a single business with an expanded menu, not two or three businesses operating under one roof; and

WHEREAS, current federal guidelines for highway signage permit only one business logo per highway sign for each category of food, gas, and lodging with a limit of six logos per sign; and

WHEREAS, current federal law requires "2-in-1's" and "3-in-1's" to use separate logos for each brand represented ignoring the fact that it is a single business operating an expanded menu and unduly restricting access to very limited highway signage; and

WHEREAS, the Congressional Conference Report adopted on October 5, 2000, governing the United States Department of Transportation specifically addresses the use of dual logos on interstate signs as follows: "The conferees understand that in response to the establishment of shared facilities for restaurants and other services along interstate highways, there is a growing interest in the placement of dual logos on interstate signs to provide information to the traveling public. The Commonwealth of Kentucky is considering a demonstration project that would allow for the use of dual logos in one slot on the interstates marking gas, food, and lodging facilities. The conferees believe this proposal has merit and direct the Federal Highway Administration to approve Kentucky's request, should it be submitted.";

NOW, THEREFORE,

*Be it resolved by the General Assembly of the Commonwealth of Kentucky:*

Section 1. The Kentucky Transportation Cabinet shall, not later than thirty (30) days from the effective date of this Resolution, submit a request to the Federal Highway Administration (FHWA) relating to establishing a demonstration project on interstate highway signage for dual logos for gas, food, and lodging facilities. The request shall cite the Congressional mandate for approval.

Section 2. The Kentucky Transportation Cabinet shall coordinate the project with the Federal Highway Administration to facilitate the erection of dual logos on interstate highways in Kentucky as quickly as possible.

Section 3. The Kentucky Transportation Cabinet shall, not later than October 1, 2002, provide to the Interim Joint Committee on Transportation a status report on the dual logo demonstration project, including the Cabinet's recommendations and findings relating to the utilization of dual logos by the business community.

**Approved March 15, 2001**