

27:7-44.18 to 27:7-44.20 et al.

LEGISLATIVE HISTORY CHECKLIST

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LAWS OF: 2013 **CHAPTER:** 130

NJSA: 27:7-44.18 to 27:-44.20 et al. (Establishes highway-related sponsorship programs in DOT, NJTA, and SJTA)

BILL NO: A3461 (Substituted for S2514)

SPONSOR(S) Riley and others

DATE INTRODUCED: November 19, 2012

COMMITTEE: **ASSEMBLY:** Transportation, Public Works and Independent Authorities
SENATE: ---

AMENDED DURING PASSAGE: Yes

DATE OF PASSAGE: **ASSEMBLY:** May 20, 2013
SENATE: June 20, 2013

DATE OF APPROVAL: August 9, 2013

FOLLOWING ARE ATTACHED IF AVAILABLE:

FINAL TEXT OF BILL (Second reprint enacted) Yes

A3461

SPONSOR'S STATEMENT (Begins on page 4 of introduced bill): Yes

COMMITTEE STATEMENT: **ASSEMBLY:** Yes

SENATE: No

(Audio archived recordings of the committee meetings, corresponding to the date of the committee statement, *may possibly* be found at www.njleg.state.nj.us)

FLOOR AMENDMENT STATEMENT: Yes

LEGISLATIVE FISCAL ESTIMATE: No

S2514

SPONSOR'S STATEMENT: (Begins on page 4 introduced bill): Yes

COMMITTEE STATEMENT: **ASSEMBLY:** No

SENATE: Yes

FLOOR AMENDMENT STATEMENT: Yes

LEGISLATIVE FISCAL ESTIMATE: No

(continued)

VETO MESSAGE: No

GOVERNOR'S PRESS RELEASE ON SIGNING: No

FOLLOWING WERE PRINTED:

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REPORTS: No

HEARINGS: No

NEWSPAPER ARTICLES: No

LAW/RWH

§§1-3 -
C.27:7-44.18 to
27:7-44.20
§§4-6 -
C.27:23-55 to
27:23-57
§§7-9 -
C.27:25A-46 to
27:25A-48
§10 - T&E
§11 - Note

P.L.2013, CHAPTER 130, *approved August 9, 2013*
Assembly, No. 3461 (*Second Reprint*)

1 **AN ACT** ²**[**providing for sponsorship by private entities of certain
2 rest areas**]** concerning highway-related sponsorship programs² and
3 supplementing Title 27 of the Revised Statutes.
4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*
7

8 ²**[**1. a. For the purposes of this section:

9 “Acknowledgement sign” means an official sign, which meets all
10 design and placement guidelines for acknowledgement signs as
11 established pursuant to the provisions of the Manual on Uniform
12 Traffic Control Devices for Streets and Highways and all sign
13 design principles covered in the federal Standard Highway Signs
14 and Markings Book, located within the right-of-way, and which is
15 intended to inform the traveling public that a highway-related
16 service, product, or monetary contribution has been sponsored by a
17 private entity.

18 “Sponsorship agreement” means an agreement or contract
19 between the Department of Transportation and a private entity,
20 which is acknowledged for a highway-related service, product, or
21 monetary contribution provided.

22 b. (1) The department may enter into a sponsorship agreement
23 with a private entity to charge and collect monetary contributions,
24 accept services or products, or both in exchange for the placement
25 of acknowledgement signs on the main-traveled way of a highway
26 in advance of the exit for a rest area ¹or service area,¹ and within
27 the rest area ¹or service area¹ buildings. A sponsorship agreement
28 concerning any portion of the interstate highway system shall be
29 subject to approval by the Federal Highway Administration.

EXPLANATION – Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹Assembly ATR committee amendments adopted January 17, 2013.

²Assembly floor amendments adopted April 29, 2013.

1 (2) Any monetary contribution, service, or product received by
2 the department pursuant to paragraph (1) of this subsection shall be
3 used for the maintenance and upkeep of a rest area ¹or service area¹.

4 c. The department shall adopt, pursuant to the "Administrative
5 Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), rules or
6 regulations necessary to effectuate the purposes of this section.
7 These rules or regulations shall include, but need not be limited to:
8 qualifications for private entities to participate in the rest area ¹and
9 service area¹ sponsorship program; application requirements; terms
10 for sponsorship agreements with qualified private entities
11 participating in the program; and specifications for acceptable
12 acknowledgement signs and acknowledgement sign placement. **】**²

13
14 ²**【**2. a. For the purposes of this section:

15 "Acknowledgement sign" means an official sign, which meets all
16 design and placement guidelines for acknowledgement signs as
17 established pursuant to the provisions of the Manual on Uniform
18 Traffic Control Devices for Streets and Highways and all sign
19 design principles covered in the federal Standard Highway Signs
20 and Markings Book, located within the right-of-way, and which is
21 intended to inform the traveling public that a highway-related
22 service, product, or monetary contribution has been sponsored by a
23 private entity.

24 "Sponsorship agreement" means an agreement between the New
25 Jersey Turnpike Authority and a private entity, which is
26 acknowledged for a highway-related service, product, or monetary
27 contribution provided.

28 b. (1) The authority may enter into a sponsorship agreement with
29 a private entity to charge and collect monetary contributions, accept
30 services or products, or both in exchange for the placement of
31 acknowledgement signs on the main-traveled way of a highway in
32 advance of the exit for a rest area ¹or service area,¹ and within the
33 rest area ¹or service area¹ buildings. A sponsorship agreement
34 concerning any portion of the interstate highway system shall be
35 subject to approval by the Federal Highway Administration.

36 (2) Any monetary contribution, service, or product received by
37 the authority pursuant to paragraph (1) of this subsection shall be
38 used for the maintenance and upkeep of a rest area ¹or service area¹.

39 c. The authority shall adopt rules or regulations necessary to
40 effectuate the purposes of this section. These rules or regulations
41 shall include, but need not be limited to: qualifications for private
42 entities to participate in the rest area ¹and service area¹ sponsorship
43 program; application requirements; terms for sponsorship
44 agreements with qualified private entities participating in the
45 program; and specifications for acceptable acknowledgement signs
46 and acknowledgement sign placement. **】**²

1 ²[3. a. For the purposes of this section:

2 “Acknowledgement sign” means an official sign, which meets all
3 design and placement guidelines for acknowledgement signs as
4 established pursuant to the provisions of the Manual on Uniform
5 Traffic Control Devices for Streets and Highways and all sign
6 design principles covered in the federal Standard Highway Signs
7 and Markings Book, placed within the right-of-way, and which is
8 intended to inform the traveling public that a highway-related
9 service, product, or monetary contribution has been sponsored by a
10 private entity.

11 “Sponsorship agreement” means an agreement between the South
12 Jersey Transportation Authority and a private entity, which is
13 acknowledged for a highway-related service, product, or monetary
14 contribution provided.

15 b. (1) The authority may enter into a sponsorship agreement with
16 a private entity to charge and collect monetary contributions, accept
17 services or products, or both in exchange for the placement of
18 acknowledgement signs on the main-traveled way of a highway in
19 advance of the exit for a rest area ¹or service area.¹ and within the
20 rest area ¹or service area¹ buildings.

21 (2) Any monetary contribution, service, or product received by
22 the authority pursuant to paragraph (1) of this subsection shall be
23 used for the maintenance and upkeep of a rest area ¹service area¹.

24 c. The authority shall adopt rules or regulations necessary to
25 effectuate the purposes of this section. These rules or regulations
26 shall include, but need not be limited to: qualifications for private
27 entities to participate in the rest area ¹and service area¹ sponsorship
28 program; application requirements; terms for sponsorship
29 agreements with qualified private entities participating in the
30 program; and specifications for acceptable acknowledgement signs
31 and acknowledgement sign placement.]²

32
33 ²1. As used in sections 1 through 3 of P.L. , c. (C.)
34 (pending before the Legislature as this bill):

35 “Acknowledgement sign” means a sign that is intended to inform
36 the traveling public that a highway-related service, product, or
37 monetary contribution has been sponsored by a person, firm, or
38 entity and which meets all design and placement guidelines for
39 acknowledgement signs as established pursuant to the provisions of
40 the Manual on Uniform Traffic Control Devices for Streets and
41 Highways and all sign design principles provided in the federal
42 Standard Highway Signs and Markings Book.

43 “Advertising sign” means a sign that is intended to promote
44 commercial products or services through the use of slogans and
45 information and informs the public on where to obtain the products
46 or services.

47 “Department” means the Department of Transportation.

1 “Highway” means any street or roadway that is open to public
2 travel and includes, but is not limited to, the street or roadway,
3 shoulders, and sidewalks; the airspace above and below the street or
4 roadway; areas for drainage, utilities, landscaping, berms, and
5 fencing; and rest areas and service areas.

6 “Sponsorship agreement” means an agreement or contract
7 between the department and a person, firm, or entity to be
8 acknowledged for a highway-related service, product, or monetary
9 contribution provided.

10 “Sponsorship program” means a program administered by the
11 department, that complies with pertinent federal laws, rules,
12 regulations, and orders, and allows a person, firm, or entity to
13 sponsor department operational activities or other highway-related
14 services or programs through the provision of a highway-related
15 service, product, or monetary contribution.²

16
17 ². a. There is established in the department a sponsorship
18 program to allow for private sponsorship of department operational
19 activities or other highway-related services or programs.

20 b. The department shall adopt a policy on sponsorship
21 agreements that is applicable to all highways within the State as is
22 required by pertinent federal laws, rules, regulations, or orders to
23 administer the program established pursuant to this section. The
24 policy shall:

25 (1) include language requiring the department to terminate a
26 sponsorship agreement if it determines the sponsorship agreement
27 or acknowledgement sign present a safety concern, interferes with
28 the free and safe flow of traffic, or is not in the public interest;

29 (2) describe the sponsors and sponsorship agreements that are
30 acceptable and consistent with applicable State and federal laws;

31 (3) require that any monetary contribution received through the
32 program be used solely for highway purposes;

33 (4) include a requirement that a person, firm, or entity shall
34 comply with the State’s “Law Against Discrimination,” P.L.1945,
35 c.169 (C.10:5-1 et seq.) to be eligible to participate in the program;
36 and

37 (5) be approved by the Federal Highway Administration’s New
38 Jersey Division Office.

39 c. Under the sponsorship program established pursuant to this
40 section, the department may enter into a sponsorship agreement
41 with a person, firm, or entity to receive a highway-related service,
42 product, or monetary contribution in exchange for acknowledging
43 the person, firm, or entity on an acknowledgement sign. A
44 sponsorship agreement concerning any portion of the interstate
45 highway system shall be subject to approval by the Federal
46 Highway Administration.

47 d. Nothing in this section shall permit the use of or erection of
48 any advertising sign as part of a sponsorship program authorized

1 pursuant to P.L. , c. (C.) (pending before the Legislature as
2 this bill).²

3
4 ^{23.} The department shall adopt, pursuant to the "Administrative
5 Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), rules or
6 regulations necessary to effectuate the purposes of sections 1 and 2
7 of P.L. , c. (C.) (pending before the Legislature as this
8 bill).²

9
10 ^{24.} As used in sections 4 through 6 of P.L. , c. (C.)
11 (pending before the Legislature as this bill):

12 "Acknowledgement sign" means a sign that is intended to inform
13 the traveling public that a highway-related service, product, or
14 monetary contribution has been sponsored by a person, firm, or
15 entity and which meets all design and placement guidelines for
16 acknowledgement signs as established pursuant to the provisions of
17 the Manual on Uniform Traffic Control Devices for Streets and
18 Highways and all sign design principles provided in the federal
19 Standard Highway Signs and Markings Book.

20 "Advertising sign" means a sign that is intended to promote
21 commercial products or services through the use of slogans and
22 information and informs the public on where to obtain the products
23 or services.

24 "Authority" means the New Jersey Turnpike Authority
25 established pursuant to P.L.1948, c.454 (C.27:23-1 et seq.).

26 "Highway" means the Garden State Parkway and the New Jersey
27 Turnpike; their shoulders and sidewalks; the airspace above and
28 below the Garden State Parkway and New Jersey Turnpike; areas
29 for drainage, utilities, landscaping, berms, and fencing along the
30 Garden State Parkway and New Jersey Turnpike; and any highway
31 project as defined in section 4 of P.L.1948, c.454 (C.27:23-4).

32 "Sponsorship agreement" means an agreement or contract
33 between the authority and a person, firm, or entity to be
34 acknowledged for a highway-related service, product, or monetary
35 contribution provided.

36 "Sponsorship program" means a program administered by the
37 authority, that complies with pertinent federal laws, rules,
38 regulations, and orders, and allows a person, firm, or entity to
39 sponsor authority operational activities or other highway-related
40 services or programs through the provision of a highway-related
41 service, product, or monetary contribution.²

42
43 ^{25.} a. There is established in the authority a sponsorship
44 program to allow for private sponsorship of authority operational
45 activities or other highway-related services or programs.

46 b. The authority shall adopt a policy on sponsorship agreements
47 consistent with pertinent federal laws, rules, regulations, and orders

1 to administer the program established pursuant to this section. The
 2 policy shall:

3 (1) include language requiring the authority to terminate a
 4 sponsorship agreement if it determines the sponsorship agreement
 5 or acknowledgement sign present a safety concern, interferes with
 6 the free and safe flow of traffic, or is not in the public interest;

7 (2) describe the sponsors and sponsorship agreements that are
 8 acceptable and consistent with applicable State and federal laws;

9 (3) require that any monetary contribution received through the
 10 program be used solely for highway purposes;

11 (4) include a requirement that a person, firm, or entity shall
 12 comply with the State's "Law Against Discrimination," P.L.1945,
 13 c.169 (C.10:5-1 et seq.) to be eligible to participate in the program;

14 and

15 (5) be approved by the Federal Highway Administration's New
 16 Jersey Division Office.

17 c. Under the sponsorship program established pursuant to this
 18 section, the authority may enter into a sponsorship agreement with a
 19 person, firm, or entity to receive a highway-related service, product,
 20 or monetary contribution in exchange for acknowledging the
 21 person, firm, or entity on an acknowledgement sign. A sponsorship
 22 agreement concerning any portion of the interstate highway system
 23 shall be subject to approval by the Federal Highway Administration.

24 d. Nothing in this section shall permit the use of or erection of
 25 any advertising sign as part of a sponsorship program authorized
 26 pursuant to P.L. , c. (C.) (pending before the Legislature as
 27 this bill).²

28
 29 ^{26.} The authority shall adopt, pursuant to the "Administrative
 30 Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), rules or
 31 regulations necessary to effectuate the purposes of sections 4 and 5
 32 of P.L. , c. (C.) (pending before the Legislature as this
 33 bill).²

34
 35 ^{27.} As used in sections 7 through 9 of P.L. , c. (C.)
 36 (pending before the Legislature as this bill):

37 "Acknowledgement sign" means a sign that is intended to inform
 38 the traveling public that a highway-related service, product, or
 39 monetary contribution has been sponsored by a person, firm, or
 40 entity and which meets all design and placement guidelines for
 41 acknowledgement signs as established pursuant to the provisions of
 42 the Manual on Uniform Traffic Control Devices for Streets and
 43 Highways and all sign design principles provided in the federal
 44 Standard Highway Signs and Markings Book.

45 "Advertising sign" means a sign that is intended to promote
 46 commercial products or services through the use of slogans and
 47 information and informs the public on where to obtain the products
 48 or services.

1 “Authority” means the South Jersey Transportation Authority
2 established pursuant to P.L.1991, c.252 (C.27:25A-1 et seq.).

3 “Highway” means the Atlantic City Expressway; its shoulders
4 and sidewalks; the airspace above and below the Expressway; areas
5 for drainage, utilities, landscaping, berms, and fencing along the
6 Expressway; and any expressway project as defined in section 3 of
7 P.L.1991, c.252 (C.27:25A-3).

8 “Sponsorship agreement” means an agreement or contract
9 between the authority and a person, firm, or entity to be
10 acknowledged for a highway-related service, product, or monetary
11 contribution provided.

12 “Sponsorship program” means a program administered by the
13 authority, that complies with pertinent federal laws, rules,
14 regulations, and orders, and allows a person, firm, or entity to
15 sponsor authority operational activities or other highway-related
16 services or programs through the provision of a highway-related
17 service, product, or monetary contribution.²

18

19 ²8. a. There is established in the authority a sponsorship
20 program to allow for private sponsorship of authority operational
21 activities or other highway-related services or programs.

22 b. The authority shall adopt a policy on sponsorship agreements
23 consistent with pertinent federal laws, rules, regulations, and orders
24 to administer the program established pursuant to this section. The
25 policy shall:

26 (1) include language requiring the authority to terminate a
27 sponsorship agreement if it determines the sponsorship agreement
28 or acknowledgement sign present a safety concern, interferes with
29 the free and safe flow of traffic, or is not in the public interest;

30 (2) describe the sponsors and sponsorship agreements that are
31 acceptable and consistent with applicable State and federal laws;

32 (3) require that any monetary contribution received through the
33 program be used solely for highway purposes;

34 (4) include a requirement that a person, firm, or entity shall
35 comply with the State’s “Law Against Discrimination,” P.L.1945,
36 c.169 (C.10:5-1 et seq.) to be eligible to participate in the program;
37 and

38 (5) be approved by the Federal Highway Administration’s New
39 Jersey Division Office.

40 c. Under the sponsorship program established pursuant to this
41 section, the authority may enter into a sponsorship agreement with a
42 person, firm, or entity to receive a highway-related service, product,
43 or monetary contribution in exchange for acknowledging the
44 person, firm, or entity on an acknowledgement sign. A sponsorship
45 agreement concerning any portion of the interstate highway system
46 shall be subject to approval by the Federal Highway Administration.

47 d. Nothing in this section shall permit the use of or erection of
48 any advertising sign as part of a sponsorship program authorized

1 pursuant to P.L. , c. (C.) (pending before the Legislature as
2 this bill).²

3

4 ²9. The authority shall adopt, pursuant to the "Administrative
5 Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), rules or
6 regulations necessary to effectuate the purposes of sections 7 and 8
7 of P.L. , c. (C.) (pending before the Legislature as this
8 bill).²

9

10 ²10. The provisions of P.L. , c. (C.) (pending before the
11 Legislature as this bill) shall not apply to any contract entered into
12 prior to the effective date of P.L. , c. (C.) (pending before
13 the Legislature as this bill).²

14

15 ²[4.] 11.² This act shall take effect on the first day of the 18th
16 month next following the date of enactment except the
17 Commissioner of Transportation, the New Jersey Turnpike
18 Authority, and the South Jersey Transportation Authority may take
19 any anticipatory administrative action in advance as shall be
20 necessary for the implementation of this act.

21

22

23

24

25 Establishes highway-related sponsorship programs in DOT,
26 NJTA, and SJTA.

ASSEMBLY, No. 3461

STATE OF NEW JERSEY 215th LEGISLATURE

INTRODUCED NOVEMBER 19, 2012

Sponsored by:

Assemblywoman CELESTE M. RILEY
District 3 (Cumberland, Gloucester and Salem)
Assemblyman JOHN J. BURZICHELLI
District 3 (Cumberland, Gloucester and Salem)
Assemblyman CRAIG J. COUGHLIN
District 19 (Middlesex)

Co-Sponsored by:

Assemblyman Singleton

SYNOPSIS

Provides for sponsorship of certain rest areas by private entities.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 12/4/2012)

1 AN ACT providing for sponsorship by private entities of certain rest
2 areas and supplementing Title 27 of the Revised Statutes.

3

4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6

7 1. a. For the purposes of this section:

8 “Acknowledgement sign” means an official sign, which meets all
9 design and placement guidelines for acknowledgement signs as
10 established pursuant to the provisions of the Manual on Uniform
11 Traffic Control Devices for Streets and Highways and all sign
12 design principles covered in the federal Standard Highway Signs
13 and Markings Book, located within the right-of-way, and which is
14 intended to inform the traveling public that a highway-related
15 service, product, or monetary contribution has been sponsored by a
16 private entity.

17 “Sponsorship agreement” means an agreement or contract
18 between the Department of Transportation and a private entity,
19 which is acknowledged for a highway-related service, product, or
20 monetary contribution provided.

21 b. (1) The department may enter into a sponsorship agreement
22 with a private entity to charge and collect monetary contributions,
23 accept services or products, or both in exchange for the placement
24 of acknowledgement signs on the main-traveled way of a highway
25 in advance of the exit for a rest area and within the rest area
26 buildings. A sponsorship agreement concerning any portion of the
27 interstate highway system shall be subject to approval by the
28 Federal Highway Administration.

29 (2) Any monetary contribution, service, or product received by
30 the department pursuant to paragraph (1) of this subsection shall be
31 used for the maintenance and upkeep of a rest area.

32 c. The department shall adopt, pursuant to the "Administrative
33 Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), rules or
34 regulations necessary to effectuate the purposes of this section.
35 These rules or regulations shall include, but need not be limited to:
36 qualifications for private entities to participate in the rest area
37 sponsorship program; application requirements; terms for
38 sponsorship agreements with qualified private entities participating
39 in the program; and specifications for acceptable acknowledgement
40 signs and acknowledgement sign placement.

41

42 2. a. For the purposes of this section:

43 “Acknowledgement sign” means an official sign, which meets all
44 design and placement guidelines for acknowledgement signs as
45 established pursuant to the provisions of the Manual on Uniform
46 Traffic Control Devices for Streets and Highways and all sign
47 design principles covered in the federal Standard Highway Signs
48 and Markings Book, located within the right-of-way, and which is

1 intended to inform the traveling public that a highway-related
2 service, product, or monetary contribution has been sponsored by a
3 private entity.

4 “Sponsorship agreement” means an agreement between the New
5 Jersey Turnpike Authority and a private entity, which is
6 acknowledged for a highway-related service, product, or monetary
7 contribution provided.

8 b. (1) The authority may enter into a sponsorship agreement with
9 a private entity to charge and collect monetary contributions, accept
10 services or products, or both in exchange for the placement of
11 acknowledgement signs on the main-traveled way of a highway in
12 advance of the exit for a rest area and within the rest area buildings.
13 A sponsorship agreement concerning any portion of the interstate
14 highway system shall be subject to approval by the Federal
15 Highway Administration.

16 (2) Any monetary contribution, service, or product received by
17 the authority pursuant to paragraph (1) of this subsection shall be
18 used for the maintenance and upkeep of a rest area.

19 c. The authority shall adopt rules or regulations necessary to
20 effectuate the purposes of this section. These rules or regulations
21 shall include, but need not be limited to: qualifications for private
22 entities to participate in the rest area sponsorship program;
23 application requirements; terms for sponsorship agreements with
24 qualified private entities participating in the program; and
25 specifications for acceptable acknowledgement signs and
26 acknowledgement sign placement.

27

28 3. a. For the purposes of this section:

29 “Acknowledgement sign” means an official sign, which meets all
30 design and placement guidelines for acknowledgement signs as
31 established pursuant to the provisions of the Manual on Uniform
32 Traffic Control Devices for Streets and Highways and all sign
33 design principles covered in the federal Standard Highway Signs
34 and Markings Book, placed within the right-of-way, and which is
35 intended to inform the traveling public that a highway-related
36 service, product, or monetary contribution has been sponsored by a
37 private entity.

38 “Sponsorship agreement” means an agreement between the South
39 Jersey Transportation Authority and a private entity, which is
40 acknowledged for a highway-related service, product, or monetary
41 contribution provided.

42 b. (1) The authority may enter into a sponsorship agreement with
43 a private entity to charge and collect monetary contributions, accept
44 services or products, or both in exchange for the placement of
45 acknowledgement signs on the main-traveled way of a highway in
46 advance of the exit for a rest area and within the rest area buildings.

1 (2) Any monetary contribution, service, or product received by
2 the authority pursuant to paragraph (1) of this subsection shall be
3 used for the maintenance and upkeep of a rest area.

4 c. The authority shall adopt rules or regulations necessary to
5 effectuate the purposes of this section. These rules or regulations
6 shall include, but need not be limited to: qualifications for private
7 entities to participate in the rest area sponsorship program;
8 application requirements; terms for sponsorship agreements with
9 qualified private entities participating in the program; and
10 specifications for acceptable acknowledgement signs and
11 acknowledgement sign placement.

12
13 4. This act shall take effect on the first day of the 18th month
14 next following the date of enactment except the Commissioner of
15 Transportation, the New Jersey Turnpike Authority, and the South
16 Jersey Transportation Authority may take any anticipatory
17 administrative action in advance as shall be necessary for the
18 implementation of this act.

19
20

21 STATEMENT

22

23 This bill allows the New Jersey Department of Transportation
24 (“DOT”), New Jersey Turnpike Authority (“NJTA”), and South
25 Jersey Transportation Authority (“SJTA”) to enter into sponsorship
26 agreements with private entities to exchange monetary
27 compensation, accept products or services, or both from the private
28 entity to be used for the maintenance and upkeep of a rest area for
29 acknowledgement signs to be placed on the highway in advance of
30 the exit for a rest area and within rest area buildings.

31 In accordance with federal directives concerning
32 acknowledgement signs, the bill specifies that acknowledgement
33 signs may be posted on the main-traveled way of a highway in
34 advance of the exit for a rest area and within the rest area buildings.
35 The bill limits acknowledgement signs to those which meet existing
36 federal restrictions for such signs and which are intended to inform
37 the traveling public that a highway-related service, product, or
38 monetary contribution has been sponsored.

39 The DOT, NJTA, and SJTA are required under the bill’s
40 provisions to adopt rules and regulations necessary to implement
41 the program including, but not necessarily limited to: qualifications
42 for private entities to participate in the rest area sponsorship
43 program; application requirements; terms for sponsorship
44 agreements; and specifications for acceptable acknowledgement
45 signs and acknowledgement sign placement.

ASSEMBLY TRANSPORTATION, PUBLIC WORKS AND
INDEPENDENT AUTHORITIES COMMITTEE

STATEMENT TO

ASSEMBLY, No. 3461

with committee amendments

STATE OF NEW JERSEY

DATED: JANUARY 17, 2013

The Assembly Transportation, Public Works and Independent Authorities Committee reports favorably and with committee amendments Assembly Bill No. 3461.

As amended and reported, this bill allows the New Jersey Department of Transportation (DOT), New Jersey Turnpike Authority (NJTA), and South Jersey Transportation Authority (SJTA) to enter into sponsorship agreements with private entities to exchange monetary compensation, accept products or services, or both from the private entity to be used for the maintenance and upkeep of a rest area or service area in return for acknowledgement signs to be placed on the highway in advance of the exit for a rest area or service area and within rest area or service area buildings.

In accordance with federal directives concerning acknowledgement signs, the bill specifies that acknowledgement signs may be posted on the main-traveled way of a highway in advance of the exit for a rest area or service area and within the rest area or service area buildings. The bill limits acknowledgement signs to those which meet existing federal restrictions for such signs and which are intended to inform the traveling public that a highway-related service, product, or monetary contribution has been sponsored.

The DOT, NJTA, and SJTA are required under the bill's provisions to adopt rules and regulations necessary to implement the program including, but not necessarily limited to: qualifications for private entities to participate in the rest area or service area sponsorship program; application requirements; terms for sponsorship agreements; and specifications for acceptable acknowledgement signs and acknowledgement sign placement.

COMMITTEE AMENDMENTS:

The committee amended the bill to indicate that service areas are eligible for sponsorship.

STATEMENT TO
[First Reprint]
ASSEMBLY, No. 3461

with Assembly Floor Amendments
(Proposed by Assemblywoman RILEY)

ADOPTED: APRIL 29, 2013

These Assembly floor amendments create sponsorship programs in the Department of Transportation (department), New Jersey Turnpike Authority (NJTA), and South Jersey Transportation Authority (SJTA) to allow a person, firm, or entity to sponsor the appropriate agency's operational activities or other highway-related services or programs through the provision of highway-related services, products, or monetary contributions in exchange for acknowledgement on an acknowledgement sign. An acknowledgement sign is defined as a sign intended to inform the traveling public that a highway-related service, product, or monetary contribution has been sponsored by a person, firm, or entity and which meets all design and placement guidelines for acknowledgement signs as established pursuant to the provisions of the Manual on Uniform Traffic Control Devices for Streets and Highways and all sign design principles provided in the federal Standard Highway Signs and Markings Book.

The bill requires each agency to adopt a policy on sponsorship agreements that is consistent with pertinent federal laws, rules, regulations, and orders. In particular, the Federal Highway Administration's (FHWA) March 2012 order, "Policy on Sponsorship Acknowledgment and Agreements within the Public Right-of-Way." The policy is to: (1) require the termination of a sponsorship agreement if the sponsorship agreement or acknowledgement sign present a safety concern, interferes with the free and safe flow of traffic, or is not in the public interest; (2) describe the sponsors and sponsorship agreements that are acceptable and consistent with applicable State and federal laws; (3) require that any monetary contribution received through the program be used solely for highway purposes; (4) include a requirement that the private sponsor comply with the State's "Law Against Discrimination"; and (5) be approved by the FHWA's New Jersey Division Office.

In addition, the bill provides that a sponsorship agreement concerning any portion of the interstate highway system is subject to approval by the FHWA and that advertising signs are not permitted as part of the programs. Advertising signs are signs that are intended to promote commercial products or services through the use of slogans and information on where to obtain the products or services.

SENATE, No. 2514

STATE OF NEW JERSEY
215th LEGISLATURE

INTRODUCED FEBRUARY 4, 2013

Sponsored by:
Senator DONALD NORCROSS
District 5 (Camden and Gloucester)

SYNOPSIS

Provides for sponsorship of certain rest areas by private entities.

CURRENT VERSION OF TEXT

As introduced.



S2514 NORCROSS

1 AN ACT providing for sponsorship by private entities of certain rest
2 areas and supplementing Title 27 of the Revised Statutes.

3

4 **BE IT ENACTED** by the Senate and General Assembly of the State
5 of New Jersey:

6

7 1. a. For the purposes of this section:

8 “Acknowledgement sign” means an official sign, which meets all
9 design and placement guidelines for acknowledgement signs as
10 established pursuant to the provisions of the Manual on Uniform
11 Traffic Control Devices for Streets and Highways and all sign
12 design principles covered in the federal Standard Highway Signs
13 and Markings Book, located within the right-of-way, and which is
14 intended to inform the traveling public that a highway-related
15 service, product, or monetary contribution has been sponsored by a
16 private entity.

17 “Sponsorship agreement” means an agreement or contract
18 between the Department of Transportation and a private entity,
19 which is acknowledged for a highway-related service, product, or
20 monetary contribution provided.

21 b. (1) The department may enter into a sponsorship agreement
22 with a private entity to charge and collect monetary contributions,
23 accept services or products, or both in exchange for the placement
24 of acknowledgement signs on the main-traveled way of a highway
25 in advance of the exit for a rest area or service area, and within the
26 rest area or service area buildings. A sponsorship agreement
27 concerning any portion of the interstate highway system shall be
28 subject to approval by the Federal Highway Administration.

29 (2) Any monetary contribution, service, or product received by
30 the department pursuant to paragraph (1) of this subsection shall be
31 used for the maintenance and upkeep of a rest area or service area.

32 c. The department shall adopt, pursuant to the "Administrative
33 Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), rules or
34 regulations necessary to effectuate the purposes of this section.
35 These rules or regulations shall include, but need not be limited to:
36 qualifications for private entities to participate in the rest area and
37 service area sponsorship program; application requirements; terms
38 for sponsorship agreements with qualified private entities
39 participating in the program; and specifications for acceptable
40 acknowledgement signs and acknowledgement sign placement.

41

42 2. a. For the purposes of this section:

43 “Acknowledgement sign” means an official sign, which meets all
44 design and placement guidelines for acknowledgement signs as
45 established pursuant to the provisions of the Manual on Uniform
46 Traffic Control Devices for Streets and Highways and all sign
47 design principles covered in the federal Standard Highway Signs
48 and Markings Book, located within the right-of-way, and which is

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1 intended to inform the traveling public that a highway-related
2 service, product, or monetary contribution has been sponsored by a
3 private entity.

4 “Sponsorship agreement” means an agreement between the New
5 Jersey Turnpike Authority and a private entity, which is
6 acknowledged for a highway-related service, product, or monetary
7 contribution provided.

8 b. (1) The authority may enter into a sponsorship agreement
9 with a private entity to charge and collect monetary contributions,
10 accept services or products, or both in exchange for the placement
11 of acknowledgement signs on the main-traveled way of a highway
12 in advance of the exit for a rest area or service area, and within the
13 rest area or service area buildings. A sponsorship agreement
14 concerning any portion of the interstate highway system shall be
15 subject to approval by the Federal Highway Administration.

16 (2) Any monetary contribution, service, or product received by
17 the authority pursuant to paragraph (1) of this subsection shall be
18 used for the maintenance and upkeep of a rest area or service area.

19 c. The authority shall adopt rules or regulations necessary to
20 effectuate the purposes of this section. These rules or regulations
21 shall include, but need not be limited to: qualifications for private
22 entities to participate in the rest area and service area sponsorship
23 program; application requirements; terms for sponsorship
24 agreements with qualified private entities participating in the
25 program; and specifications for acceptable acknowledgement signs
26 and acknowledgement sign placement.

27

28 3. a. For the purposes of this section:

29 “Acknowledgement sign” means an official sign, which meets all
30 design and placement guidelines for acknowledgement signs as
31 established pursuant to the provisions of the Manual on Uniform
32 Traffic Control Devices for Streets and Highways and all sign
33 design principles covered in the federal Standard Highway Signs
34 and Markings Book, placed within the right-of-way, and which is
35 intended to inform the traveling public that a highway-related
36 service, product, or monetary contribution has been sponsored by a
37 private entity.

38 “Sponsorship agreement” means an agreement between the South
39 Jersey Transportation Authority and a private entity, which is
40 acknowledged for a highway-related service, product, or monetary
41 contribution provided.

42 b. (1) The authority may enter into a sponsorship agreement
43 with a private entity to charge and collect monetary contributions,
44 accept services or products, or both in exchange for the placement
45 of acknowledgement signs on the main-traveled way of a highway
46 in advance of the exit for a rest area or service area, and within the
47 rest area or service area buildings.

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1 (2) Any monetary contribution, service, or product received by
2 the authority pursuant to paragraph (1) of this subsection shall be
3 used for the maintenance and upkeep of a rest area or service area.

4 c. The authority shall adopt rules or regulations necessary to
5 effectuate the purposes of this section. These rules or regulations
6 shall include, but need not be limited to: qualifications for private
7 entities to participate in the rest area and service area sponsorship
8 program; application requirements; terms for sponsorship
9 agreements with qualified private entities participating in the
10 program; and specifications for acceptable acknowledgement signs
11 and acknowledgement sign placement.

12
13 4. This act shall take effect on the first day of the 18th month
14 next following the date of enactment except the Commissioner of
15 Transportation, the New Jersey Turnpike Authority, and the South
16 Jersey Transportation Authority may take any anticipatory
17 administrative action in advance as shall be necessary for the
18 implementation of this act.

19
20

21 STATEMENT

22

23 This bill allows the New Jersey Department of Transportation
24 (DOT), New Jersey Turnpike Authority (NJTA), and South Jersey
25 Transportation Authority (SJTA) to enter into sponsorship
26 agreements with private entities to exchange monetary
27 compensation, accept products or services, or both from the private
28 entity to be used for the maintenance and upkeep of a rest area or
29 service area in return for acknowledgement signs to be placed on
30 the highway in advance of the exit for a rest area or service area and
31 within rest area or service area buildings.

32 In accordance with federal directives concerning
33 acknowledgement signs, the bill specifies that acknowledgement
34 signs may be posted on the main-traveled way of a highway in
35 advance of the exit for a rest area or service area and within the rest
36 area or service area buildings. The bill limits acknowledgement
37 signs to those which meet existing federal restrictions for such signs
38 and which are intended to inform the traveling public that a
39 highway-related service, product, or monetary contribution has been
40 sponsored.

41 The DOT, NJTA, and SJTA are required under the bill's
42 provisions to adopt rules and regulations necessary to implement
43 the program including, but not necessarily limited to: qualifications
44 for private entities to participate in the rest area or service area
45 sponsorship program; application requirements; terms for
46 sponsorship agreements; and specifications for acceptable
47 acknowledgement signs and acknowledgement sign placement.

SENATE TRANSPORTATION COMMITTEE

STATEMENT TO

SENATE, No. 2514

STATE OF NEW JERSEY

DATED: MARCH 4, 2013

The Senate Transportation Committee reports favorably Senate Bill No. 2514.

As reported, this bill allows the New Jersey Department of Transportation (DOT), New Jersey Turnpike Authority (NJTA), and South Jersey Transportation Authority (SJTA) to enter into sponsorship agreements with private entities to exchange monetary compensation, accept products or services, or both from the private entity to be used for the maintenance and upkeep of a rest area or service area in return for acknowledgement signs to be placed on the highway in advance of the exit for a rest area or service area and within rest area or service area buildings.

In accordance with federal directives concerning acknowledgement signs, the bill specifies that acknowledgement signs may be posted on the main-traveled way of a highway in advance of the exit for a rest area or service area and within the rest area or service area buildings. The bill limits acknowledgement signs to those which meet existing federal restrictions for such signs and which are intended to inform the traveling public that a highway-related service, product, or monetary contribution has been sponsored.

The DOT, NJTA, and SJTA are required under the bill's provisions to adopt rules and regulations necessary to implement the program including, but not necessarily limited to: qualifications for private entities to participate in the rest area or service area sponsorship program; application requirements; terms for sponsorship agreements; and specifications for acceptable acknowledgement signs and acknowledgement sign placement.

STATEMENT TO
SENATE, No. 2514

with Senate Floor Amendments
(Proposed by Senator NORCROSS)

ADOPTED: MAY 13, 2013

These Senate floor amendments create sponsorship programs in the Department of Transportation (department), New Jersey Turnpike Authority (NJTA), and South Jersey Transportation Authority (SJTA) to allow a person, firm, or entity to sponsor the appropriate agency's maintenance and construction activities or other highway-related services through the provision of highway-related services, products, or monetary contributions in exchange for acknowledgement on an acknowledgement sign. An acknowledgement sign is defined as a sign intended to inform the traveling public that a highway-related service, product, or monetary contribution has been sponsored by a person, firm, or entity and which meets all design and placement guidelines for acknowledgement signs as established pursuant to the provisions of the Manual on Uniform Traffic Control Devices for Streets and Highways and all sign design principles provided in the federal Standard Highway Signs and Markings Book.

The amendments require each agency to adopt a policy on sponsorship agreements that is consistent with pertinent federal laws, rules, regulations, and orders. In particular, the Federal Highway Administration's (FHWA) March 2012 order, "Policy on Sponsorship Acknowledgment and Agreements within the Public Right-of-Way." The policy is to: (1) require the termination of a sponsorship agreement if the sponsorship agreement or acknowledgement sign present a safety concern, interferes with the free and safe flow of traffic, or is not in the public interest; (2) describe the sponsors and sponsorship agreements that are acceptable and consistent with applicable State and federal laws; (3) require that any monetary contribution received through the program be used solely for highway purposes; (4) include a requirement that the private sponsor comply with the State's "Law Against Discrimination"; and (5) be approved by the FHWA's New Jersey Division Office.

In addition, the amendments provide that a sponsorship agreement concerning any portion of the interstate highway system is subject to approval by the FHWA and that advertising signs are not permitted as part of the programs. Advertising signs are signs that are intended to promote commercial products or services through the use of slogans and information on where to obtain the products or services.