

HOUSE BILL NO. 1394

Introduced by

Representatives Steiner, Bahl, Hauck, Lefor, Marschall, Schatz

Senators Elkin, Piepkorn, Rummel

1 A BILL for an Act to create and enact a new section to chapter 39-13 of the North Dakota
2 Century Code, relating to a highway logo sign program.

3 **BE IT ENACTED BY THE LEGISLATIVE ASSEMBLY OF NORTH DAKOTA:**

4 **SECTION 1.** A new section to chapter 39-13 of the North Dakota Century Code is created
5 and enacted as follows:

6 **Highway logo sign program.**

- 7 1. Notwithstanding section 24-01-12, the department shall establish a logo sign program
8 for the purpose of providing on the right of way of the state highway system specific
9 information on gas, food, camping, and lodging for the benefit of the motoring public.
10 The department may erect and maintain signs under the logo sign program or, by
11 public negotiation or bid, contract with a qualified business to erect and maintain the
12 signs.
- 13 2. The department shall adopt rules for the program which conform with federal
14 standards adopted under 23 U.S.C. 131(f),(q) and the manual of uniform traffic-control
15 devices adopted under section 39-13-06. The rules must include sign standards and
16 requirements relating to the qualifying distance of the signs to the services, sign
17 placement, and logo placement and spacing. The department may not take any action
18 under this section which may result in the loss to the state of any federal highway
19 construction funds.
- 20 3. All costs incurred under the program must be paid under an agreement negotiated
21 between the department and an advertiser, or the business and an advertiser, unless
22 the contract between the department and the business provides otherwise.
- 23 4. If the department contracts with a business to erect and maintain the signs, the
24 contract must require the business to obtain liability insurance in an amount the

- 1 department determines, jointly insuring the state and the business against all liability
- 2 for claims for damages occurring because of the business.