

POLICY	ROADWAY NAMING	Resolution Number	25-185
		Revision Effective Date	11/19/25
		Original Effective Date	09/16/16
PURPOSE	To ensure clear, consistent, and useful names for North Texas Tollway Authority (NTTA) projects, help customers navigate and identify NTTA projects, and support NTTA's unified system branding and community recognition.		
RESPONSIBILITIES	NTTA Board – responsible for approving names for NTTA projects		
DEFINITIONS	NTTA project – includes all toll roads managed, owned, or operated by NTTA or by agreement Trailblazer sign – an official NTTA sign designating which toll road a driver is entering and including the name of the road and that it is tolled		
POLICY	The name of a new NTTA project should reflect its geographic location or one or more landmarks, major destinations, or infrastructure or historic sites located near or served by the project; references already commonly used in the community are preferred (e.g., Addison Airport Toll Tunnel or Lewisville Lake Toll Bridge). NTTA projects formerly on the state highway system must be renamed. Existing projects are not subject to this policy and will not be renamed. NTTA project names will not include: - names of businesses, products, or other commercial ventures; - names of charitable, benevolent, or professional organizations; - trademarked, licensed, or other names in which third parties have compensable rights; or - names of, or a direct or indirect reference to, any living person. NTTA may name an NTTA project for an individual who has made demonstrated and lasting contributions to the region, the		

	state, or the nation, provided that such person has been deceased at least five years. Names of NTTA projects should avoid referencing cardinal directions unless the designation is consistent with other established community references to transportation projects. NTTA limited-access highway toll projects will be designated as “tollways,” rather than “turnpikes,” “parkways,” or other designations. All other toll projects, including non-highway facilities, such as bridges or tunnels, will include the word “toll” in the project name.
REFERENCES	N/A