

W. BRENT RICE

Member

201 East Main Street, Suite 900
Lexington, KY 40507
T: 859.231.8780; ext. 1115 C: 859.221.8780 F: 859.231.6518
brice@mcbrayerfirm.com

HONORS & AWARDS

- The Best Lawyers in America®, "Lawyer of the Year", 2023, Utilities Law
- The Best Lawyers in America®, 2013-2027, Litigation - Real Estate, Real Estate Law, Utilities Law
- BV® Preeminent Peer Review Rated by Martindale-Hubbell®

PRIMARY PRACTICE

Commercial Lending

Planning and Zoning

Real Estate Development

Telecommunications

ADMISSIONS

Kentucky, 1978

U.S. District Court Eastern District of Kentucky, 1978

EDUCATION

University of Louisville School of

Brent Rice helped bring McBrayer to Lexington in 1979, when he and our founder Terry McBrayer opened the firm's first office in the city. Since then, Brent has made his mark on Lexington, both as an attorney and as a community leader.

Brent's practice focuses on telecommunications law and real estate development. He handles matters for clients in nearly every facet of communications law, from regulatory and transactional issues to legislative matters, wireless infrastructure, and land use. He has guided three Federal Communications Commission–licensed wireless carriers in their initial buildouts and expansions in Kentucky, and his practice group has obtained permissions for well over 2,000 siting locations from the Kentucky Public Services Commission and other local planning commissions.

He also has extensive experience in real estate development and finance, having served regional and national developers for well over 30 years in addition to being a private developer of numerous commercial, multi-family and student housing projects in Kentucky. Through his affiliated companies, including Rice Realty Company, he developed Spring House Community and the award-winning student housing project Grand Campus Community at Eastern Kentucky University. He also represented and participated in the development of the nationally acclaimed

W. BRENT RICE

Law, Louisville, Kentucky, J.D., 1978

University of Kentucky, Lexington, Kentucky, B.G.S., 1975

- Honors: Omicron Delta Kappa
- Honors: National Leadership Society

21c Museum Hotel in Lexington, Kentucky. Over the course of his legal career, he has cultivated relationships with banks and private equity lenders, building contractors, design professionals and elected officials at the local, state and federal levels. Clients seek him out for representation because of his well-known reputation for deal-making, getting approvals, and following every matter he handles through to completion.

Brent has also served as a leader in the Lexington community and as an advocate for progress and growth in the city. In 2011, he served as Chairman of the Rupp Arena Arts & Entertainment District Task Force, which was established to create a plan for the city's future by the development of 47 acres of public property around the Lexington Center. From 2013-2018, he served as Chairman of the Lexington Center Corporation, an agency of the Lexington Fayette Urban County Government responsible for the management and operations of Rupp Arena, the Lexington Center, and the Lexington Opera House. During this tenure, he led the initial planning and design of the $300,000,000 Lexington Convention Center Project and the renovation of Rupp Arena. He also served as the Co-Chairman of the Capital Campaign for the American Cancer Society Hope Lodge. Brent believes that as an attorney, it's his duty to give back to the community that has given him so much—and he has done just that.

News

IN THE MEDIA - Fifty McBrayer Attorneys Recognized by *Best Lawyers® for 2027*
August 20, 2026

McBrayer PLLC Achieves Record-Breaking Recognition in *Best Lawyers in America® 2026*
August 21, 2025

New Record Set: 51 McBrayer Attorneys Honored in Best Lawyers 2025
August 15, 2024

Another Record! 49 McBrayer Attorneys Named to Best Lawyers® 2024
August 17, 2023

A Record Number! Thirty McBrayer Attorneys Named to *Best Lawyers® in America* Lists for 2023
August 18, 2022

McBrayer Attorneys Named to *Best Lawyers® in America* List for 2022
August 19, 2021

McBrayer Attorneys Named to *Best Lawyers® in America* List for 2021
August 20, 2020

McBrayer Attorneys receive U.S. News Best Lawyers Distinction for 2020
U.S. News – Best Lawyers® in America, September 4, 2019

McBrayer Attorneys receive U.S. News Best Lawyers and Super Lawyers Distinctions for 2019
December 19, 2018

McBrayer attorneys named to U.S. News Best Lawyers including 3 Lawyer of the Year honors
Attorneys from McBrayer law offices in Lexington and Louisville achieved a 2018 listing in U.S. News Best Lawyers in America
August 15, 2017

Convention Facilities | Construction Will Keep Visitor Cash Flow Strong
The Lane Report, April 7, 2017

Lexington Center Corporation Board, headed by McBrayer attorney Brent Rice, honored at Commerce Lexington event
January 27, 2017

LCC, UK Agree to a new 15-year lease at Rupp Arena
ukathletics.com, December 2016

Telecommunications

For more than twenty years, I have developed the firm's telecommunications group into one of the largest practices of its kind in Kentucky. I practice in virtually every aspect of communications law, including regulatory, transactional, legislative, wireless infrastructure, and land use. I have guided three Federal Communications Commission licensed wireless carriers in their initial build-outs and expansion of their networks throughout Kentucky. My group has obtained approvals before the

Kentucky Public Service Commission and numerous local planning commissions for well over 2000 site locations. I have appeared before numerous legislative committees on behalf of wireless clients, and helped shape crucial statutory provisions and regulations relating to site locating and construction of telecommunications facilities.

By staying on the cutting edge of this unique industry and the specialized laws that govern it throughout my career, I have served the needs of most of the major wireless service carriers, including Verizon Wireless, T-Mobile USA, Inc., Cricket Wireless, and wireless infrastructure companies Crown Castle USA and Tower Access Group, LLC. I take pride in McBrayer being the go-to law firm in this ever-changing area of the law.

Real Estate Development

I have extensive experience in real estate development and finance, having served regional and national developers for well over 30 years. Additionally, my expertise comes from my own experience as a private developer of numerous commercial, multi-family and student housing projects in Kentucky. Through my affiliated companies, including Rice Realty Company, I developed Spring House Community and the award-winning student housing project Grand Campus Community at Eastern Kentucky University, and I represented and participated in the development of the nationally-acclaimed 21c Museum Hotel in Lexington, Kentucky.

Clients seek me out because of my well-known reputation for making deals, getting approvals and following through all the way to completion. I tailor my services to meet clients' goals, not vice versa. I have experience addressing all facets of real estate development, including:

- Negotiation of land acquisition
- Title examinations and due diligence
- Site plans and infrastructure planning
- Tax increment financing for rehabilitated properties
- Planning and zoning approvals
- Construction contracts
- Real estate financing
- Formation of ownership entities
- Land contracts and leases

Over the course of my legal career, I have cultivated relationships with banks and private equity lenders, building contractors, design professionals and elected officials at the local, state and federal levels. I regularly partner with national companies that need our firm's credibility and connections to obtain approvals from local government bodies.

Professional Activities

- Kentucky Bar Association, Member 1978-Present
- Fayette County Bar Association, Member, 1978-Present