



*Las Vegas Boulevard*  
MOBILE BILLBOARD STUDY 2022

Board of County Commissioners Presentation  
March 7, 2023





# STUDY PURPOSE

The purpose of the Mobile Billboard Study:

*Review current Clark County Code, observe conformance to the existing ordinance, and aid in the recommendation of measures to improve safety and reduce the impacts of Mobile Billboards on Las Vegas Boulevard*



# OVERVIEW

- Study corridor - 2.6 miles
- Las Vegas Boulevard: Tropicana Avenue to Elvis Presley Boulevard



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MOBILE BILLBOARD STUDY

# DATA COLLECTION

- The following data was collected to quantify the impacts of mobile billboards on safety and traffic flow:
  - Travel Times
  - Vehicle Volumes
  - Vehicle Headways
  - Travel Speeds
  - Lighting Measurements
- Study Times:
  - Typical weekday
  - Holiday Saturday
  - Non-holiday Saturday



# FIELD OBSERVATIONS

- Mobile billboards were observed in non-peak hour to travel approximately 35% slower (10-15 mph) than a typical vehicle
- Average travel times for vehicles for study corridor on non-peak days was 10 minutes
- Mobile billboard travel time for the same period was 6 minutes longer for the study corridor



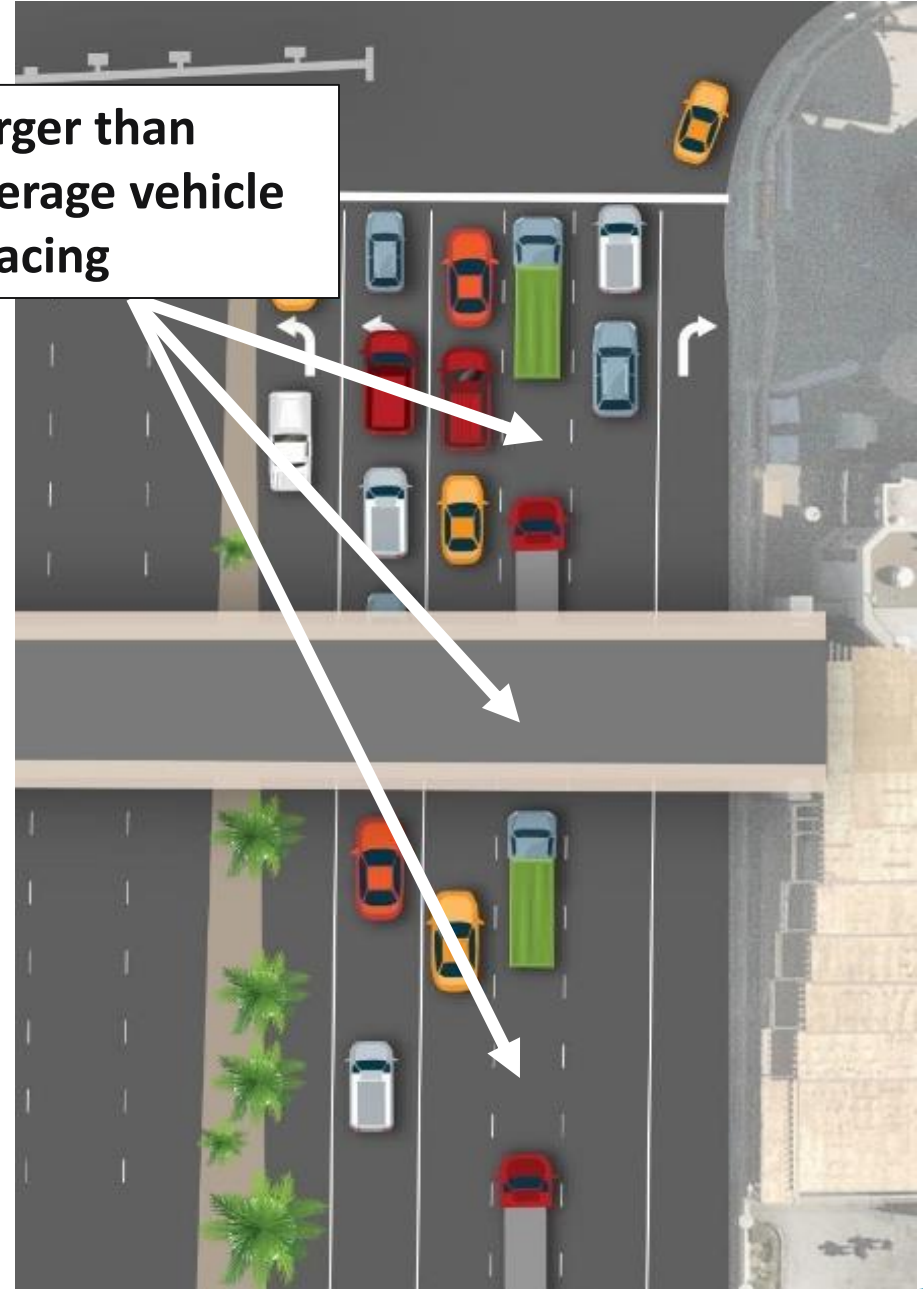


# FIELD OBSERVATIONS

Mobile billboards were observed to:

- Travel primarily in the middle lane
- Stop at intersections with 30 to 60 feet of space between cars
- Stop at least one car length before the stop bar at intersections

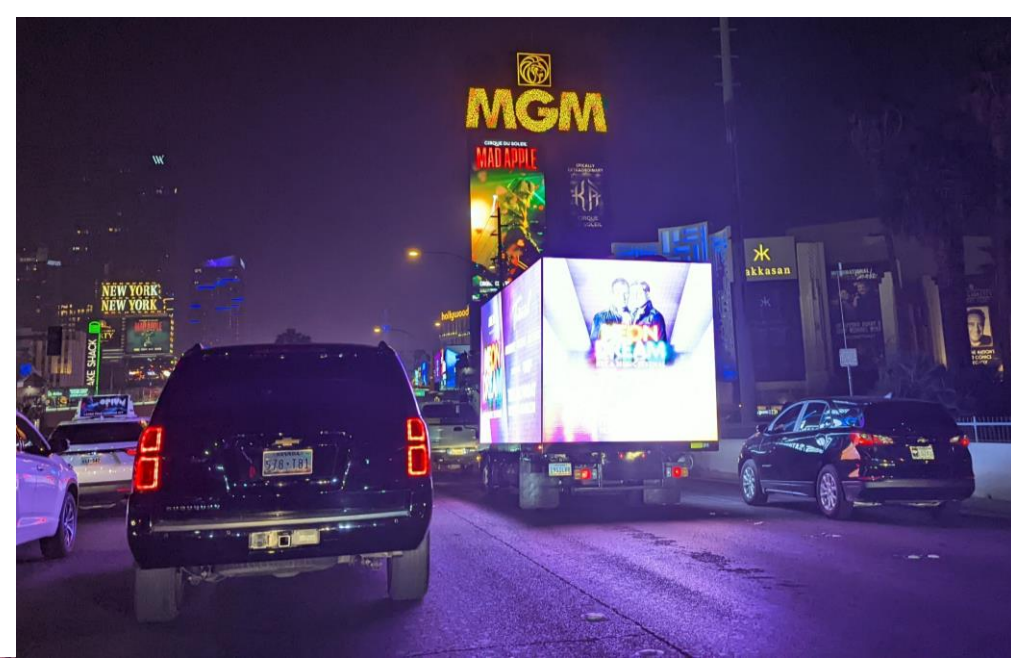
Larger than average vehicle spacing



# FIELD OBSERVATIONS

Several Mobile billboards were observed:

- Playing sounds
- Having flashing lights
- Having higher emitted light levels
- Caused eye strain to other drivers in adjacent lanes or behind due to proximity



# DATA EVALUATION - LIGHT LEVELS

- Billboards illuminance was measured to exceed the 0.3 foot-candle above ambient light levels per code
- Ambient light measured at night was 5 foot-candles
- Average mobile billboard light levels measured at night was 27 foot candles





# DATA EVALUATION - TRAFFIC

- Vehicle travel times on holiday weekend was observed at 30 minutes as compared to 10 minutes for regular weekday
- Vehicle travel times on holiday weekend was observed at 30 minutes as compared to 20 minutes non-holiday weekend



# CONCLUSIONS

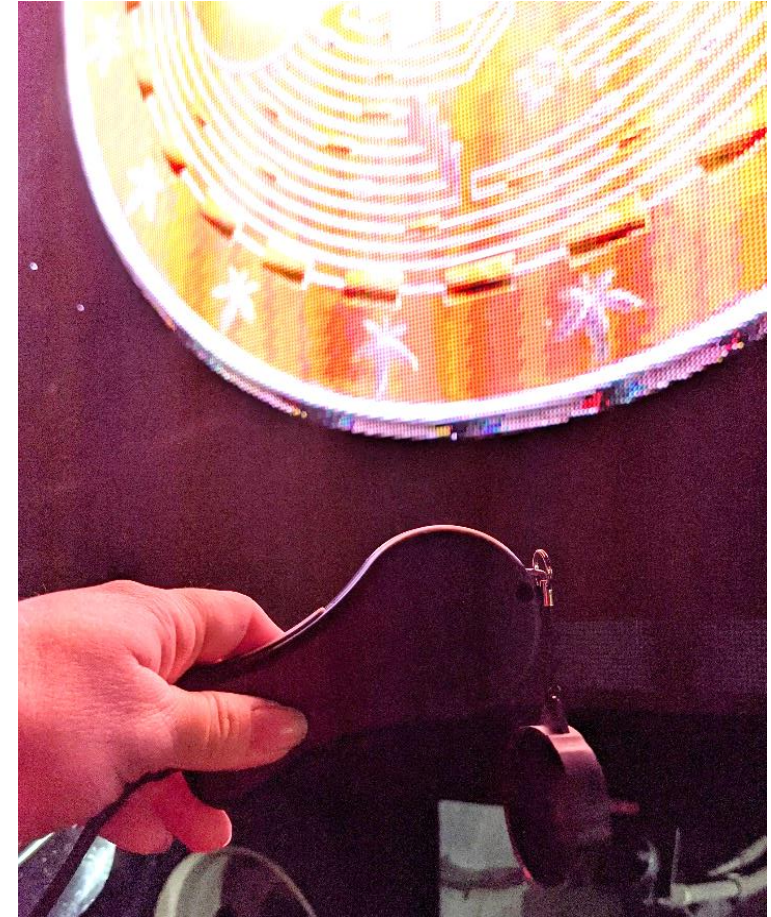
- Travel Time Findings
  - Mobile billboards drive slower, stopping with a 30–60-foot gap between vehicles, and at least one car length before the stop bar, and are contributing to the already poor LOS on Las Vegas Boulevard
- Lighting Levels
  - Average Mobile billboard light levels measured was 27 foot-candles. That is more than 5 times the ambient light levels on the strip





# RECOMMENDATIONS – LIGHTING LEVELS

- Perform a lighting study to recommend acceptable levels of billboard illuminance and revise code accordingly
- Revise code to require mobile billboards to decrease illuminance outside of the Gaming Corridor



# RECOMMENDATIONS – PERMITS

- No more than 100 mobile billboard licenses be permitted on Las Vegas Boulevard at any given time
- Each mobile billboard should have a permit and have an identifying decal on the rear bumper of the vehicle
- Conduct a lighting study to establish acceptable illuminance levels for mobile billboards
- Consider amending the current code with more strict code enforcement measures





# RECOMMENDATIONS – DRIVING

- Require mobile billboards not to travel back-to-back
- Require mobile billboards to travel in the travel lane closest to the pedestrian walkways
- Require mobile billboards not to project any sound for safety reasons
- Require mobile billboards to enter the strip at a traffic signal while making a right turn

