

Mobile Billboard Business Items to Discuss from Business License

03/07/2023





Items to Discuss

1. There are currently 14 decals that have been surrendered to date.
2. There are currently 86 decals that are in use by licensees.
3. All surrendered decals may be redistributed back into the system in the future.
4. Will do a code amendment to include a no more than 100 decal maximum.
5. Include language regarding the ability for licensees to transfer decals.



Items to Discuss

6. Increased enforcement:
 - a. Ability to revoke decals at a hearing for non-compliance
 - b. Include language that unlicensed mobile billboards will be towed
7. Require vehicles to be operational, demonstrate operability to the Department on a yearly basis, and provide GPS reports to the Department upon request.
8. Require mobile billboards not to travel back-to-back.
9. Require travel in the right lane only barring accidents, construction, etc. when on Las Vegas Blvd from Tropicana to Elvis Presley.



Items to Discuss

10. Make right turns only on Las Vegas Blvd from Tropicana to Elvis Presley. To enter or exit Las Vegas Blvd, operators must utilize a right-hand turn at an intersection with a traffic light.
11. Prohibit the mobile billboards to project any sound.
12. Only those with a Mobile Billboard License can utilize mobile billboard advertising on Las Vegas Blvd from Tropicana to Elvis Presley.
13. Only those with a mobile billboard decal can utilize mobile billboard advertising in unincorporated Clark County. The mobile billboards currently considered exempt as they only advertise for their own business will be required to obtain a decal from the Department and follow all the regulations that licensed mobile billboard businesses must comply with.