



Briefing on the proposed Digital Billboard Policy



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Digital Billboard Policy

- AB #305 passed in the 2013 legislative session
- Amended NRS 410.350 - Requires the Transportation Board to:
 - Create Operation requirements for Commercial Electronic Variable Message Signs or CEVMS



Digital Billboard Policy

- NRS Chapter 410 Beautification of Highways
- Consistent with the Federal Highway Beautification Act
- Permit required for any off-premise advertising sign located within 660' of any Interstate or Primary Highway System
 - Controlled routes All Interstate, US Routes & some State Routes



Digital Billboard Policy

- Off-Premise Advertising
 - Typically Rental Income for the property owner
 - Advertises National Brands or Events taking place in another location.





Digital Billboard Policy

- On-Premise Advertising
 - Services are available on-site
 - Products are produced on-site





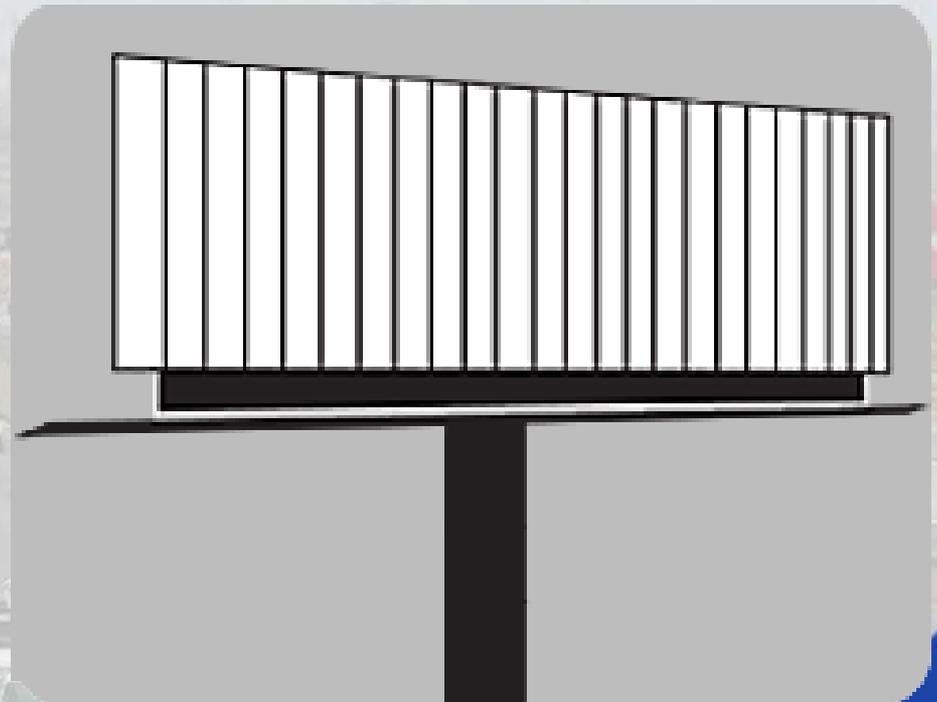
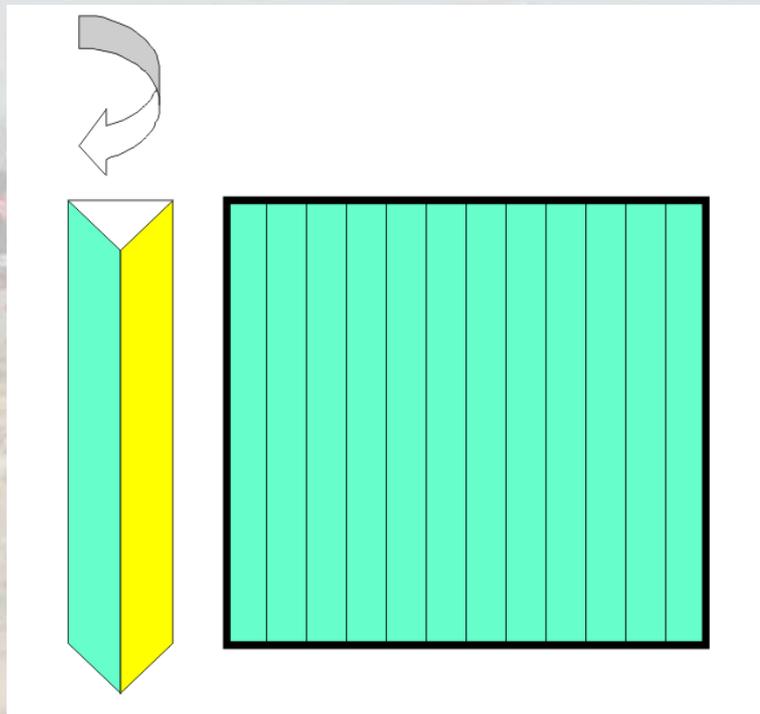
Digital Billboard Policy

- CEVMS (Commercial Electronic Variable Message Signs) –
- Definition: a self-luminous or externally illuminated advertising sign which contains only static messages or copy which may be changed electronically
 - Tri-vision Signs
 - Digital Billboard Signs



Digital Billboard Policy

Tri-vision Signs





Digital Billboard Policy





Digital Billboard Policy

- Workshops
 - Southern Nevada
 - Northern Nevada
- NAC 410.350 Proposed Amendment
 - Definition
 - Minimum Display times
 - Malfunction
 - Brightness



Digital Billboard Policy

- Proposed second round of workshops
- Re-worked the proposed regulations based on public input.
 - CEVMS definition
 - Security requirements to minimize hacking
 - Static displays conversion to Digital



Digital Billboard Policy

- Public Hearing
- Transportation Board consideration and possible vote
- If approved, back to LCB



Digital Billboard Policy

- Questions?