Briefing on the Proposed Digital Billboard Policy

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 feet 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

Feature	On-Premise Signs	Off-Premise Signs
Special effects	Typically allowed to display video, animation, movement and flashing light.	Static messages only with a minimum dwell time of 6 seconds.
Max brightness levels set by NDOT	NDOT does not regulate.	Proposed regulations provide a nighttime limit of 0.3 foot-candles maximum or a nighttime luminance not to exceed two-hundred-fifty 250 nits
Dimming	Almost never utilized.	Requirement under the proposed regulations.
Light sensor	Almost never utilized.	Requirement under the proposed regulations.
Change frequency (dwell time)	Not regulated by NDOT.	Content changes once every 6 seconds unless local jurisdictions have a longer dwell time requirement.
Content type	Can only display copy related to the business, product or service produce or available at the site.	Cannot display copy related to the business, product or service produced or available at the site.
Number of advertisers	A sign may have more than one project, but usually one.	May have multiple advertisers.
Local sign code	Typically governed by on-premise section of sign code.	Governed by NAC 410.
Standardization	None.	1200 sq. ft.: standard size and aspect ratio.

Digital Billboard Policy

Inventory as of June 15, 2016

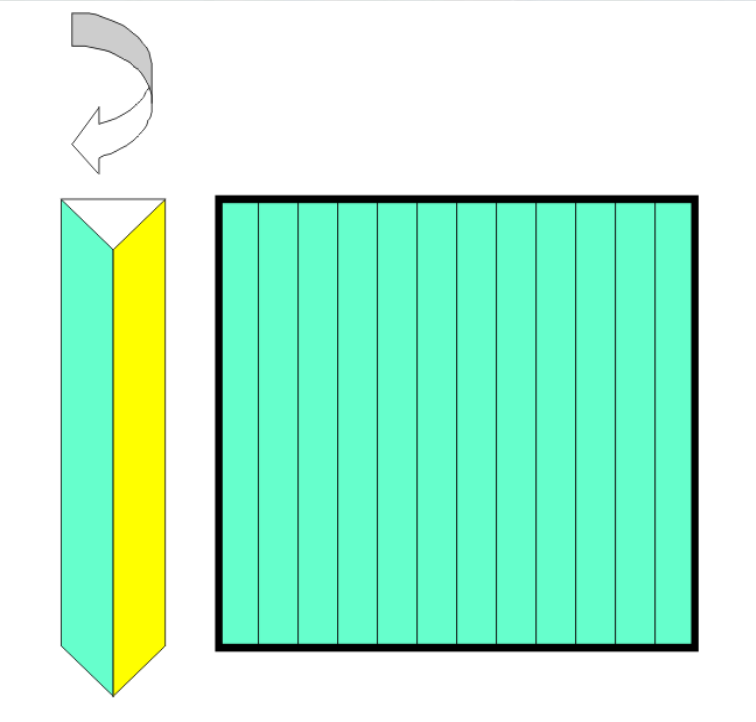
	How Many Total Billboards?	How Many Static Billboards?	How Many Digital Billboards?	How Many Trivision Billboards?	How Many Digital Billboards Along Controlled Routes? (NDOT)
LAMAR	665	616	47	2	37
CLEAR CHANNEL	995	925	52	18	24
REAGAN	41	33	5	3	5
YESCO	171	169	2	0	1

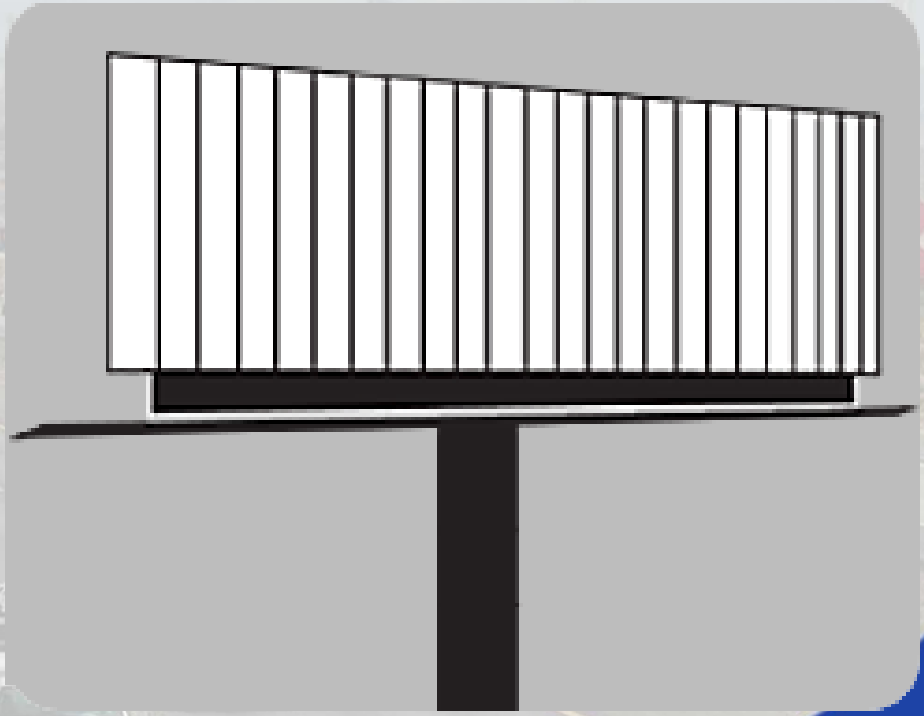
Digital Billboard Policy

- 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

Las Vegas and Reno

1,961.9 nits

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AT THE DRAGON OR
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WITH MASSAGE
PLUS
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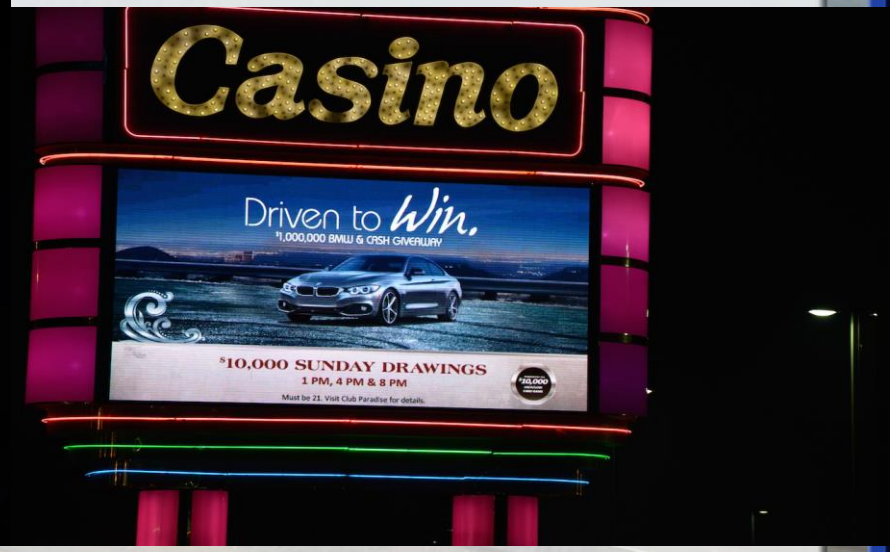
Comparisons



Digital Billboard Policy

- Core Team Members
  - Britta Kuhn, former Legal Researcher and Policy Analyst, Office of the Governor
  - Louis Holland, Senior DAG
  - Paul Saucedo, former Chief Right-of-Way Agent
  - Jerry Hoover, former Assistant Chief Right-of-Way Agent
  - Stewart Pratt, Permit Coordinator

Digital Billboard Policy

- Key Contributors included:
  - Scenic Nevada
  - Clear Channel Outdoor
  - Lamar
  - Yesco
  - Prismview
  - FHWA
- Workshops
  - Southern Nevada
  - Northern Nevada

Digital Billboard Policy

- Luminance vs Illuminance*
  - Luminance
    - Either light that is emitted or reflected from a surface
    - Measures in cd/m^2 = 1 nit
    - Measured using a nit gun
  - Illuminance
    - Measurement of light landing on falling on a surface
    - Measured in footcandles or lux
    - Measured using a footcandle or lux meter

*Report of Digital Sign Brightness, Jerry Whichtel, President, the Veridian Group, Inc.

Digital Billboard Policy

- Review
  - All the major studies on
    - Sign brightness
    - Drivers and visibility
  - FHWA recommendations
  - Existing and proposed Regulations in other States
  - Conducted field reviews

Digital Billboard Policy

- Adopted Digital Lighting *
  - 14 States plus Puerto Rico
    - 8 are using 0.3 foot candle criteria
      - Colorado includes a nighttime luminance not to exceed 300 nits
      - 5 have a standard table of distances based on face size
    - 3 States have NIT language
    - 3 State have custom criteria

* Best Practices Brief provided by Clear Channel Outdoor February 2015

Digital Billboard Policy

- Areas of Concern and Determinations
  1. Levels and Measurement of Brightness
  2. Safety
  3. Applying the most restrictive regulations
  4. Conversions of non-conforming billboards
  5. Dwell time
  6. Spacing
  7. Sign Size
  8. Data Mining
  9. Malfunction

Digital Billboard Policy

State	Max Face Size	Dwell Time	Transition Time	Brightness	Spacing
Arizona	1200 sq. ft.	8 seconds	< 2 seconds	Nits/Observatory restrictions	500’
California	1200 sq. ft.	4 seconds	Not addressed	Not addressed	500’/1000’ same side
Colorado	1200 sq. ft.	4 seconds	< 1 second	0.3 foot candle	500’/1000’ same side
Idaho	1000 sq. ft.	8 seconds	Not addressed	Not addressed	500’/2000’ same side
New Mexico	672 sq. ft.	8 seconds	< 2 seconds	0.3 foot candle	500’
Oregon	825 sq. ft.	8 seconds	< 2 seconds	0.3 foot candle	500’
Utah	1000 sq. ft.	8 seconds	< 3 seconds	Not addressed	500’ same side
NDOT	1200 sq. ft.	6 seconds	< 2 seconds	0.3 foot candle/250 nits	500’

Digital Billboard Policy

- NAC 410.350 Proposed Amendment
  - Definition which includes digital billboards
  - Minimum Display Times
    - 6 second dwell time
    - 2 second change time
  - Malfunction
    - Turn off
    - Black screen
    - Freeze on displayed image
  - Brightness
    - 0.3 foot candles
    - 250 nits

Digital Billboard Policy

- Re-worked the proposed regulations based on public input and maintained a neutral stance.
- Transportation Board consideration and possible vote
- If approved, back to LCB

Digital Billboard Policy

Questions?

nevadadot.com