

County OKs mobile billboard rules

Ordinance addresses safety, licensing, but not messages

By **Shea Johnson**
Las Vegas Review-Journal

The Clark County Commission on Tuesday adopted rules for mobile billboards that are primarily seen cruising on the Strip, formalizing what some have called the first comprehensive industry regulations in the U.S.

The rules don't affect the messages that appear on the billboards. They regulate things such as licenses,

how the billboards operate in traffic and where they can be stored.

County officials now expect a rush of operators seeking to license their vehicles after Jan. 1, when the new ordinance is slated to take effect.

"We take very seriously the fact that this is the first of its kind," said Commissioner Jim Gibson, who spearheaded the effort. "This is the gold standard, but we're not finished with it."

Officials view the ordi-

nance as a good start to creating so-called rules of the road, regulating the safety, size and brightness of the advertising. However, it will not address the sometimes-risky content of mobile billboards.

Beyond setting a county-wide standard, the rules provide officials with a tool to track the industry's footprint in Southern Nevada. Though officials believe the number

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A truck carries a mobile billboard along the Strip on Saturday.



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The Nevada Highway Patrol investigates after a wrong-way driver was killed on northbound Interstate 15 near Sahara Avenue on Tuesday.

Head-on collision leaves one dead

I-15 driver going wrong direction

By **Glenn Puit**
Las Vegas Review-Journal

One person was killed after driving the wrong way on northbound Interstate 15 early Tuesday near downtown Las Vegas.

Trooper Travis Smaka of the Nevada Highway Patrol said a motorist in a silver Jeep "was traveling southbound in the northbound side of the highway" at 3:30 a.m. when it collided head-on with an Amazon tractor-trailer near the Charleston Boulevard

off-ramp. The tractor-trailer then slammed into a UPS semitrailer.

The driver of the Jeep died at the scene. The driver of the Amazon truck was transported to University Medical Center with injuries that were not considered life-threatening. The driver and a passenger in the UPS semitrailer were not injured and remained at the scene.

Asked if impairment was suspected, Smaka said,

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A fatal crash early Tuesday on northbound Interstate 15 near Sahara Avenue was the latest in a series recent of Southern Nevada accidents involving wrong-way drivers.

NDOT tool may prevent crashes

Wrong-way system gets test

By **Glenn Puit**
Las Vegas Review-Journal

The Nevada Department of Transportation is implementing a pilot program to deter wrong-way drivers, whose crashes are far more likely to result in death or serious injury than other types of highway collisions.

NDOT spokesman Tony Illia said a system is being installed at the U.S. Highway 95 off-ramp at Durango Drive. It uses a camera and an electronic sensor to alert wrong-way drivers on the off-ramp by triggering strobe-like beacons on wrong-way signs.

"The flashing lights will go off, and hopefully the driver will self-correct," Illia said. "The system will be tied in to the Southern Nevada traffic command center so that first responders can be dispatched immediately."

The system is expected to be ready in early 2020, he said.

Solutions can't come soon enough for Nevadans. At 3:30 a.m. Tuesday, a wrong-way driver was killed on Interstate 15 at Charleston Boulevard, snarling traffic for much of the day. It was the third wrong-way crash on Las Vegas Valley roads in

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