

**Stockton Municipal Code, Charter, and Civil Service Rules**

[Up](#)      [Previous](#)      [Next](#)      [Main](#)      [Search](#)      [Print](#)      [No Frames](#)

[Municipal Code Title 5 BUSINESS LICENSES AND REGULATIONS](#)  
[Chapter 5.08 LICENSE TAXES](#)

**5.08.130 Advertising on vehicles.**

---

- A. Sound. Operating any vehicle equipped with music or musical device, loudspeaker, or other device for attracting attention, \$50.00 per annum, \$20.00 per month or \$5.00 per day for each vehicle used.
- B. Signs.
1. Operating any vehicle for advertising purposes and to which vehicle there are attached signs, placards, billboards or other advertising matter, \$50.00 per annum, \$20.00 per month or \$5.00 per day for each vehicle used.
  2. Each license for advertising on vehicles shall be subject to the following regulations:
    - a. The only sound permitted is music or human speech.
    - b. Sound advertising is permitted only between 9:00 a.m. and sunset.
    - c. The vehicle with the sound device shall not proceed at a speed of less than 10 miles per hour nor shall sound be issued while the vehicle is not in motion.
    - d. No sound shall be issued within 100 yards of a hospital, school, church, funeral parlor and/or funeral home.
    - e. The vehicle with the sound device in operation shall not proceed from east to west, or west to east, along Main Street or Market Street between El Dorado Street and Stanislaus Street.
    - f. Human speech amplified by the sound device shall not be lewd, indecent nor slanderous, nor shall it be specifically addressed to individual pedestrians or motorists as distinguished from the public in general.
    - g. The volume of sound shall be controlled so that it is not audible for a distance in excess of 100 yards.
    - h. The license fee on display ad advertising shall not apply to signs painted, rather than affixed, on delivery trucks or other vehicles used by the firm making the display for purposes other than advertising in excess of 12 hours per week.
    - i. The Chief of Police of the City shall monitor the operation of vehicles with sound devices and shall report to the City Manager violations of the above regulations. If the City Manager reasonably finds that a licensee has violated the regulations he or she shall direct the Director of Finance to refuse the issuance of a new license to the licensee until the further order of the City Manager and he or she may revoke the license already granted.
- C. Searchlight. Operating any vehicle equipped with a searchlight for attracting attention, \$50.00 per annum, \$20.00 per month or \$5.00 per day for each vehicle so used. (Prior code § 6-034.6)

---

View the [mobile version](#).