

5635

2009-2010 Regular Sessions

I N   A S S E M B L Y

February 17, 2009

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Introduced by M. of A. CAMARA, GREENE, WALKER, MAISEL, DenDEKKER, ERRI-  
GO, CASTRO, JAFFEE, WEISENBERG, LANCMAN, MILLMAN, SCHIMEL, THIELE,  
FINCH, ALFANO, REILLY, ARROYO -- Multi-Sponsored by -- M. of A.  
CALHOUN, GABRYSZAK, JOHN, KOON, MENG, MOLINARO, PEOPLES, TITONE --  
read once and referred to the Committee on Consumer Affairs and  
Protection

AN ACT to amend the general business law, in relation to billboards  
advertising alcoholic beverages

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEM-  
BLY, DO ENACT AS FOLLOWS:

1     Section 1.     The general business law is amended by adding a new  
2     section 397-b to read as follows:  
3     S 397-B.     BILLBOARDS ADVERTISING ALCOHOLIC BEVERAGES. NO BILLBOARD  
4     ADVERTISING ANY ALCOHOLIC BEVERAGE SHALL BE ERECTED OR MAINTAINED WITHIN  
5     ONE THOUSAND FEET OF (1) ANY PUBLIC OR PRIVATE ELEMENTARY OR SECONDARY  
6     SCHOOL OR (2) ANY PLAYGROUND ADJACENT TO OR WITHIN ONE THOUSAND FEET OF  
7     ANY PRIVATE OR PUBLIC ELEMENTARY OR SECONDARY SCHOOL. FOR PURPOSES OF  
8     THIS SECTION, THE TERM "BILLBOARD" SHALL INCLUDE ANY BILLBOARD, SIGN,  
9     NOTICE, POSTER, DISPLAY OR OTHER STATIONARY DEVICE INTENDED TO ATTRACT  
10    OR WHICH DOES ATTRACT THE ATTENTION OF OPERATORS OF MOTOR VEHICLES OR  
11    PEDESTRIANS.  
12    S 2. This act shall take effect one year after the date on which it  
13    shall have become a law.

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets  
[ ] is old law to be omitted.

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