

S T A T E O F N E W Y O R K

1987

2011-2012 Regular Sessions

I N A S S E M B L Y

January 12, 2011

Introduced by M. of A. ROSENTHAL -- read once and referred to the
Committee on Economic Development, Job Creation, Commerce and Industry

AN ACT to amend the general business law, in relation to digital bill-
boards

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 section
2 397-b to read as follows:
3 S 397-B. DIGITAL BILLBOARDS. NO BILLBOARD PROJECTING A DIGITAL IMAGE
4 SHALL DISPLAY ANY SINGLE IMAGE, DISPLAY, PICTURE, FRAME, MESSAGE OR
5 DESIGN FOR A PERIOD OF LESS THAN SIXTY CONSECUTIVE SECONDS FOR EACH SUCH
6 IMAGE, DISPLAY, PICTURE, FRAME, MESSAGE OR DESIGN. FOR THE PURPOSES OF
7 THIS SECTION, THE TERM "BILLBOARD" SHALL INCLUDE ANY BILLBOARD, SIGN,
8 NOTICE, POSTER, DISPLAY OR OTHER STATIONARY DEVICE INTENDED TO ATTRACT
9 OR WHICH DOES ATTRACT THE ATTENTION OF OPERATORS OF MOTOR VEHICLES.
10 S 2. This act shall take effect on the one hundred eightieth day after
11 it 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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