

3637

2011-2012 Regular Sessions

I N S E N A T E

February 28, 2011

Introduced by Sen. ADAMS -- read twice and ordered printed, and when
printed to be committed to the Committee on Consumer 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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