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

1019

2011-2012 Regular Sessions

I N A S S E M B L Y

(PREFILED)

January 5, 2011

Introduced by M. of A. ORTIZ, WEISENBERG, J. RIVERA, CLARK, MAYERSOHN -- Multi-Sponsored by -- M. of A. CAHILL, CYMBROWITZ, GALEF, LIFTON, MILLMAN, ROBINSON, SCARBOROUGH, SWEENEY, TOWNS -- 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 billboards advertising alcohol or tobacco products

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

Section 1. The general business law is amended by adding a new section 397-b to read as follows:

S 397-B. BILLBOARDS ADVERTISING ALCOHOL OR TOBACCO PRODUCTS. NO BILLBOARD ADVERTISING ANY ALCOHOL OR TOBACCO PRODUCT SHALL BE ERECTED OR MAINTAINED WITHIN A ONE MILE RADIUS OF (1) ANY PUBLIC OR PRIVATE ELEMENTARY OR SECONDARY SCHOOL, OR (2) ANY DAYCARE CENTER. FOR PURPOSES OF THIS SECTION, THE TERM "BILLBOARD" SHALL INCLUDE ANY BILLBOARD, SIGN, NOTICE, POSTER, DISPLAY OR OTHER STATIONARY DEVICE INTENDED TO ATTRACT OR WHICH DOES ATTRACT THE ATTENTION OF OPERATORS OF MOTOR VEHICLES OR PEDESTRIANS.

S 2. This act shall take effect January 1, 2012.

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

LBD03944-01-1