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 billboards

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. DIGITAL BILLBOARDS. NO BILLBOARD PROJECTING A DIGITAL IMAGE SHALL DISPLAY ANY SINGLE IMAGE, DISPLAY, PICTURE, FRAME, MESSAGE OR DESIGN FOR A PERIOD OF LESS THAN SIXTY CONSECUTIVE SECONDS FOR EACH SUCH IMAGE, DISPLAY, PICTURE, FRAME, MESSAGE OR DESIGN. FOR THE 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.

S 2. This act shall take effect on the one hundred eightieth day after 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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