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

3064

2011-2012 Regular Sessions

I N A S S E M B L Y

January 21, 2011

Introduced by M. of A. PRETLOW -- 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 alcoholic beverages

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 ALCOHOLIC BEVERAGES. NO BILLBOARD ADVERTISING ANY ALCOHOLIC BEVERAGE SHALL BE ERECTED OR MAINTAINED WITHIN ONE THOUSAND FEET OF:

1. ANY PUBLIC OR PRIVATE ELEMENTARY OR SECONDARY SCHOOL; OR

2. ANY PLAYGROUND ADJACENT TO OR WITHIN ONE THOUSAND FEET OF ANY PRIVATE OR PUBLIC ELEMENTARY OR SECONDARY SCHOOL.

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 one year 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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