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

5062

2011-2012 Regular Sessions

I N S E N A T E

May 3, 2011

Introduced by Sen. OPPENHEIMER -- read twice and ordered printed, and when printed to be committed to the Committee on Local Government

AN ACT to amend the general municipal law, in relation to authorizing counties, cities, towns or villages to sell advertising space on certain property

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

Section 1. The general municipal law is amended by adding a new section 77-f to read as follows:

S 77-F. AUTHORIZATION FOR COUNTIES, TOWNS, VILLAGES AND CITIES TO SELL ADVERTISING SPACE ON MUNICIPALLY OWNED PROPERTY. 1. THE GOVERNING BODY OF ANY COUNTY, CITY, TOWN OR VILLAGE MAY, THROUGH THE ENACTMENT OF A LOCAL LAW OR ORDINANCE, AUTHORIZE THE SALE OR LEASE OF ADVERTISING SPACE ON CERTAIN PROPERTY OWNED BY SUCH COUNTY, CITY, TOWN OR VILLAGE.

2. SUCH COUNTIES, CITIES, TOWNS OR VILLAGES SHALL HAVE THE POWER AND AUTHORITY TO:

(A) SPECIFY THE TYPES OF PROPERTY ON WHICH ADVERTISING SHALL BE PERMITTED, INCLUDING, BUT NOT LIMITED TO RECREATIONAL FACILITIES, SUCH AS SPORTS FIELDS AND BUILDINGS;

(B) SPECIFY THE TYPES OF PROPERTY ON WHICH ADVERTISING SHALL BE PROHIBITED, PROVIDED, HOWEVER, THAT ADVERTISING SHALL BE PROHIBITED ON BUILDINGS, PREMISES, MEMORIALS AND OTHER FACILITIES USED TO PERFORM ADMINISTRATIVE GOVERNMENTAL FUNCTIONS, INCLUDING, BUT NOT LIMITED TO COURT BUILDINGS AND TOWN, VILLAGE OR CITY HALLS;

(C) FIX FEES FOR SERVICES, LICENSES AND PRIVILEGES ASSOCIATED WITH RENTING SPACE FOR ADVERTISING ON SUCH FACILITIES;

(D) ENTER INTO LEASES WITH CORPORATIONS, ORGANIZATIONS OR ANY OTHER BUSINESS ENTITIES FOR SUCH ADVERTISING ACTIVITIES AND FIX A SCHEDULE OF CHARGES FOR SUCH ADVERTISING; AND

(E) PROMULGATE GUIDELINES, REGULATIONS AND/OR RULES FOR ADVERTISING ON SUCH PROPERTY.

S 2. This act shall take effect immediately.

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

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