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

4455--A

2015-2016 Regular Sessions

I N S E N A T E

March 20, 2015

Introduced by Sens. COMRIE, LATIMER, PARKER -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the general business law, in relation to advertising billboards on state owned property

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 INAPPROPRIATE CONTENT TO MINORS ON STATE OWNED PROPERTY. 1. NO BILLBOARD ADVERTISING THAT IS INAPPROPRIATE FOR MINORS SHALL BE ERECTED OR MAINTAINED ON THE PROPERTY OF OR UNDER THE AUTHORITY OF THE STATE.

2. FOR PURPOSES OF THIS SECTION:

A. "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.

B. "INAPPROPRIATE FOR MINORS" SHALL MEAN SEXUAL BEHAVIOR, SEXUALLY PROVOCATIVE, SALACIOUS, OR SUGGESTIVE BEHAVIOR, ADULT MATERIAL, NUDITY, OR PARTIAL NUDITY.

S 2. This act shall take effect on the ninetieth day after it shall have become a law.

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

LBD10098-03-5