

# STATE OF NEW YORK

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4227

2017-2018 Regular Sessions

## IN ASSEMBLY

February 1, 2017

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Introduced by M. of A. ROSENTHAL -- read once and referred to the  
Committee on Economic Development

AN ACT to amend the general business law, in relation to digital bill-  
boards

The People of the State of New York, represented in Senate and Assem-  
bly, do enact as follows:

1 Section 1. The general business law is amended by adding a new section  
2 397-b to read as follows:

3 § 397-b. Digital billboards. No billboard projecting a digital image  
4 shall display any single image, display, picture, frame, message or  
5 design for a period of less than sixty consecutive seconds for each such  
6 image, display, picture, frame, message or design. For the purposes of  
7 this section, the term "billboard" shall include any billboard, sign,  
8 notice, poster, display or other stationary device intended to attract  
9 or which does attract the attention of operators of motor vehicles.

10 § 2. This act shall take effect on the one hundred eightieth day after  
11 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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