STATE OF NEW YORK

7590

IN SENATE

January 29, 2020

Introduced by Sen. BAILEY -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to prohibiting residential and commercial properties from operating digital billboards or signs that use flashing, intermittent or moving lights near residential 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:

§ 397-b. Digital billboards. 1. All residential and commercial property within fifteen hundred feet of residential property shall be prohibited from operating a digital billboard or other type of billboard or sign that uses flashing, intermittent or moving lights.

2. As used in this section, the term "digital billboard" shall mean a one or multi-sided outdoor advertising sign that displays digital images using light-emitting diode technology or any such similar technology.

3. A city, village, or town may, by local law, expressly restrict or prohibit the use of outdoor advertising signage within fifteen hundred feet of residential property and commercial property.

4. A violation of the provisions of this section shall be subject to a civil penalty of one thousand dollars for the first violation, and five thousand dollars for all subsequent violations.

§ 2. This act shall take effect on the sixtieth 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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