

# STATE OF NEW YORK

5169

2021-2022 Regular Sessions

## IN ASSEMBLY

February 11, 2021

Introduced by M. of A. BENEDETTO, SAYEGH, WILLIAMS, GLICK, PICHARDO,  
L. ROSENTHAL, CRUZ, SIMON, GALEF, BRAUNSTEIN, JACKSON -- read once and  
referred to the Committee on Transportation

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

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. 1. All residential and commercial proper-  
4 ty within fifteen hundred feet of residential property shall be prohib-  
5 ited from operating a digital billboard or other type of billboard or  
6 sign that uses flashing, intermittent or moving lights.

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

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

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

16 § 2. This act shall take effect on the sixtieth day after it shall  
17 have become a law.

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

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