STATE OF NEW YORK

1036

2023-2024 Regular Sessions

IN SENATE

January 9, 2023

Introduced by Sen. JACKSON -- 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 implementing a moratorium on digital billboards and directing the commissioner of transportation to conduct a study on the impact of digital billboards on motor vehicle accidents

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. Notwithstanding any provision of law to the contrary, no person shall install a digital billboard after the effective date of this section, unless such billboard complies with the rules and regulations promulgated by the commissioner of transportation pursuant to subdivision two of this section. 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.

2. The commissioner of transportation shall conduct a study on the impact of digital billboards on the frequency and severity of motor vehicle accidents, including but not limited to, such motor vehicle accidents that result in severe bodily injury or death in proximity to such digital billboards. Within one year of the effective date of this section, the commissioner of transportation shall:

(a) submit a report of his or her findings, conclusions and recommendations to the governor, the temporary president of the senate and the speaker of the assembly; and

(b) promulgate rules and regulations regarding the installation and use of digital billboards based upon the findings of such study.

§ 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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