# STATE OF NEW YORK

4738

2023-2024 Regular Sessions

# IN ASSEMBLY

February 23, 2023

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

AN ACT to amend the general business law, in relation to billboards advertising alcoholic beverages

**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. Billboards advertising alcoholic beverages. No billboard advertising any alcoholic beverage shall be erected or maintained within one thousand feet of:**

**1. any public or private elementary or secondary school; or**

**2. any playground adjacent to or within one thousand feet of any private or public elementary or secondary school.**

**For purposes of this section, the term "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.**

§ 2. This act shall take effect one year 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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