STATE OF NEW YORK

4186

2025-2026 Regular Sessions

IN ASSEMBLY

January 31, 2025

Introduced by M. of A. GRAY, DeSTEFANO, GALLAHAN, SMULLEN, BLANKENBUSH, LEMONDES -- read once and referred to the Committee on Economic Development

AN ACT to amend the cannabis law, in relation to prohibiting roadside signage for the sale of cannabis

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

Section 1. This act shall be known and may be cited as the "roadside cannabis advertising prohibition act".

§ 2. The cannabis law is amended by adding a new section 86-a to read as follows:

§ 86-a. Prohibition of roadside signage for the sale of cannabis. 1. No person, business entity, or governmental entity shall erect or maintain any sign or billboard that advertises the sale of cannabis or cannabis products, as defined in this article, on a highway, road, or other vehicular pathway within the state.

2. This prohibition shall not apply to signs or billboards that identify an authorized retailer and are located on the premises of that business which is legally allowed to sell cannabis or cannabis products, so long as the signage only identifies the business. Cannabis product signage should only be affixed to a building and not readable on the highway, road, or other vehicular pathway.

3. A violation of this section shall be punishable by a civil penalty of up to one thousand dollars for the first offense, and up to two thousand five hundred dollars for each subsequent offense. Each day that a violation continues shall constitute a separate and distinct offense.

§ 3. This act shall take effect on the first of January next succeeding the date on which it shall have become a law and shall apply to signs and billboards erected or maintained on or after such date.

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

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