STATE OF NEW YORK

6809

2025-2026 Regular Sessions

IN SENATE

March 24, 2025

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. Section 397-b of the general business law is amended by adding two new subdivisions 3 and 4 to read as follows:

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

4. 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 subdivision, the commissioner of transportation shall:

(a) submit a report of their 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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