§ 569-b. Restrictions on signs and billboards. 1. No outdoor advertising sign or device which refers to any subject other than the business actually conducted on the premises or to sale or rental of such premises and no such outdoor advertising sign or device exceeding ten feet in height above the sidewalk adjacent to the property on which such sign or device is located, shall be erected, reconstructed, painted, or repainted, after the applicable date hereinafter specified in this section, within five hundred feet of the Whitestone bridge project, the Throgs Neck bridge project, the Narrows bridge project or the Hugh L. Carey tunnel project or the approaches and connections of such projects, if within view thereof.

2. In the case of the Whitestone bridge project, the applicable date shall be April three, nineteen hundred thirty-nine, except that with respect to reconstruction, painting or repainting of any such sign or device within view of such bridge project, the applicable date shall be the effective date of this subdivision two.

3. In the case of the Throgs Neck bridge project, the Narrows bridge project and the Hugh L. Carey tunnel project, the applicable date shall be the effective date of this subdivision three.

4. A violation of any of the provisions of this section may be restrained at the suit of the authority.