



Legislation Text

File #: Int 0541-2024, Version: *

Int. No. 541

By Council Members Brannan, Bottcher, Brewer and Restler

A Local Law to amend the administrative code of the city of New York, in relation to banning moving billboards

Be it enacted by the Council as follows:

Section 1. Subchapter 2 of chapter 1 of title 19 of the administrative code of the city of New York is amended by adding a new section 19-175.8 to read as follows:

§ 19-175.8 Moving billboards. a. No person shall operate, stand, or park a vehicle on any street or roadway for the purpose of commercial advertising. Advertising notices relating to the business for which a vehicle is used may be put upon a motor vehicle when such vehicle is in use for normal delivery or business purposes, and not merely or mainly for the purpose of commercial advertising, provided that no portion of any such notice shall be reflectorized, illuminated, or animated, and provided that no such notice shall be put upon the top of the vehicle and that no special body or other object shall be put upon vehicles for commercial advertising purposes. Advertisements may be put upon vehicles licensed by the taxi and limousine commission in accordance with the commission's rules.

b. Any person who violates the provisions of subdivision a of this section is subject to a civil penalty of not less than \$500.

§ 2. This local law takes effect immediately.

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