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|  | **The Council of the City of New York****Finance Division****Latonia McKinney, Director****Fiscal Impact Statement****Proposed Intro. No.: 287-A****Committee: Consumer Affairs** |
| **Title:** A local law to amend the administrative code of the city of New York, in relation to price displays on all signs posted by gas stations other than signs on dispensing devices | **Sponsor(s):** Council Members Arroyo, Koo and Espinal |

**Summary of Legislation:** The proposed legislation would require that if a gas station chooses to display any signs, posters or placards advertising the price of gasoline that the sign state, at minimum, the lowest grade of gasoline offered for sale and its price per gallon inclusive of all applicable taxes. The bill would also allow gas stations that choose to erect road signs for purposes of advertising their gasoline to oncoming traffic, to post LED signs. Currently, the Department of Consumer Affairs (DCA) issues violations for any signage that does not contain black lettering on white background, as per the Administrative Code.

**Effective Date:** This local law would take effect 180 days after it becomes law, except that the commissioner may take such measures as are necessary for the implementation of this local law, including the promulgation of rules, prior to such date.

**Fiscal Year In Which Full Fiscal Impact Anticipated:** Fiscal 2017

**Fiscal Impact Statement:**

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|  | **Effective FY16** | **FY Succeeding Effective FY17** | **Full Fiscal Impact FY17** |
| **Revenues** | $0 | $0 | $0 |
| **Expenditures** | $0 | $0 | $0 |
| **Net** | $0 | $0 | $0 |

**Impact on Revenues:** It is anticipated that there will be no impact on revenues resulting from the enactment of this legislation because, even though fines are authorized in cases of non-compliance, full compliance with the law is assumed.

**Impact on Expenditures:** It is anticipated that there would be no impact on expenditures resulting from the enactment of this legislation because DCA would use existing resources to implement and enforce this local law.

**Source of Funds To Cover Estimated Costs:** Not applicable.

**Source of Information:** New York City Council Finance Division

**Estimate Prepared by:** Aliya Ali, Legislative Financial Analyst

**Estimate Reviewed by:** Nathan Toth, Deputy Director

Rebecca Chasan, Assistant Counsel

Tanisha Edwards, Chief Counsel

**Legislative History:** This legislation was introduced to the full Council on April 29, 2014 as Intro. No. 287 and was referred to the Committees on Consumer Affairs. A hearing was held by the Committee on Consumer Affairs on September 18, 2014 and the bill was laid over. The legislation was subsequently amended, and the amended version, Proposed Intro. No. 287-A, will be considered by the Committee on Consumer Affairs on August 11, 2015. Upon successful vote by the Committee, Proposed Intro. No. 287-A will be submitted to the full Council for a vote on August 13, 2015.

**Date Prepared:** July 16, 2015