



Legislation Text

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Int. No. 1738

By Council Members Rodriguez, Lander, Reynoso, Cohen, Cornegy, Richards, Levine, Menchaca, Miller and Brannan

A Local Law to amend the administrative code of the city of New York, in relation to exterior advertising on for-hire vehicles

Be it enacted by the Council as follows:

Section 1. Subdivision e of section 19-525 of the administrative code of the city of New York is amended to read as follows:

e. The commission shall promulgate such rules and regulations as are necessary to carry out the provisions of this section, including but not limited to the type and size of any advertising matter. The commission shall not:

1. Prohibit the issuance of a permit to carry exterior advertising on any type of for-hire vehicle;
2. Prohibit the installation of advertising on the roof of any for-hire vehicle whose owner holds a permit to carry exterior advertising on such vehicle, provided such advertising complies with all applicable laws, rules and regulations; or
3. Prohibit the display of the name or logo of the advertising provider on exterior advertising.

§ 2. This local law takes effect immediately.

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