



Legislation Text

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Int. No. 899

By Council Members Nurse, Brannan and Gutiérrez

A Local Law to amend the administrative code of the city of New York, in relation to requiring a public education campaign on how to prevent unsolicited advertising on private property

Be it enacted by the Council as follows:

Section 1. Chapter 1 of title 16 of the administrative code of the city of New York is amended by adding a new section 16-118.2 to read as follows:

§ 16-118.2 Public education campaign on prevention of unsolicited advertising on private property. a. The commissioner shall conduct an ongoing education campaign for the public, including but not limited to owners of private property, to increase awareness of section 397-a of the general business law that prohibits unsolicited advertising on private property under certain conditions and any rules promulgated pursuant to such section. Through such campaign, the commissioner shall, at least:

1. Educate the public on the prohibition imposed by such section, exceptions to such prohibition, authorizations and requirements under such section for owners of private property, specifications under such section for the design and content of signs, and civil penalties imposed on violators of such section;
2. Create sample signs meeting the requirements of subdivision 2 of such section and make such signs available on the department's website for download and legible printing by the public; and
3. Educate the public on processes of the department and environmental control board that are applicable to owners of private property under such section, including the reporting of violations of such section to the department and adjudication of violations of such section.

b. In the event section 397-a of the general business law is repealed, the commissioner shall conduct an

ongoing education campaign for the public, including but not limited to owners of private property, on any state of New York or local law or regulation intended for the same purpose as such section.

§ 2. This local law takes effect immediately.

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