



NEW YORK STATE SENATOR

Brad Hoylman-Sigal

## State Legislature Passes Ban on Floating Billboards

BRAD HOYLMAN-SIGAL June 21, 2019

ALBANY, NY – State Senator Brad Hoylman and Assembly Member Richard Gottfried issued the following joint statement after the passage of their legislation ([S6541-A/A8290-B](#)) prohibiting boats from operating, anchoring, or mooring in the navigable waters[i] of New York State, including the Hudson River, while operating a billboard that uses flashing, intermittent or moving lights.

“Billboards belong in Times Square, not in the middle of the Hudson and East Rivers or the Erie Canal. These floating billboards are a dangerous distraction to boaters and drivers, not to mention an eyesore. Whether you're sailing on the Hudson or relaxing in a park along the water, you don't want to see a flashing billboard advertisement. New Yorkers already see way too much advertising in their daily lives. They don't need to see it on our waterways. We are proud to have worked together to prohibit boats from operating these offensive and unsightly billboards, and look forward to seeing this bill signed into law.”

Under Hoylman and Gottfried's legislation, boats are prohibited from operating digital billboards or other billboards that use flashing, intermittent or moving lights. The bill also expressly empowers local governments to restrict or prohibit the use of any outdoor advertising signage on vessels within 1,500 feet from shore. Violations of this law are subject to a \$1,000 civil penalty for the first violation and \$5,000 for subsequent violations.

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[i] Navigable waters include lakes, rivers and other waterways and water bodies on which water vessels with a capacity of one or more persons are operated or can be operated.