



NEW YORK STATE SENATOR

Brad Hoylman-Sigal

Statement By State Senator Brad Hoylman On The Federal Court Agreement To Ban Floating Digital Billboards In New York City

BRAD HOYLMAN-SIGAL October 8, 2019

| ISSUE: **SD 27, SENATOR HOYLMAN, FLOATING BILLBOARDS, HUDSON RIVER, ADVERTISING**

NEW YORK, NY - State Senator Brad Hoylman, author of the new law with Assembly Member Richard N. Gottfried prohibiting floating electronic billboards, issued the following statement today in response to the court order by Judge Louis L. Stanton prohibiting Ballyhoo Media, Inc. from operating such watercraft in New York City:

“Thanks to the federal court order today, floating digital billboards are sunk in New York.

I’m glad that Ballyhoo is no longer permitted to operate its floating digital billboards in New York’s waterways. The federal court order today reinforces our new state law that says floating digital billboards are unsafe and ruin the peaceful enjoyment of the riverfront. New Yorkers don’t want a floating version of Times Square in the Hudson, East River or anywhere else.

I’m extremely grateful to the advocacy from Mayor de Blasio and the City of New York on this issue, as well as legislative partner Assembly Member Gottfried and Governor Cuomo for signing this bill.”

Under Senator Hoylman's and Assembly Member Gottfried's legislation ([S6541-A/A8290-B](#)), 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. The legislation was signed into law on August 20, 2019 by Governor Andrew M. Cuomo.

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