



New York City Department of Buildings

Outdoor Sign Registration Program Local Law 31/2005 and RCNY Chapter 49 FACT SHEET

In an effort to reduce the visual clutter of illegal signs and to better regulate existing and new signs, the City of New York enhanced its sign regulation program. The Rules of the City of New York Chapter 49 (Rule 49) establish procedures for enforcing this new program and impose certain new registration requirements for outdoor advertising companies (OACs).

Local Law 31/2005

What is it?

Local Law 31/2005, amending Local Law 14/2001, was signed into law by Mayor Bloomberg on April 28, 2005. As of that date, the Voluntary Compliance Program provisions of LL14/2001 were repealed. The balance of the provisions of LL 14/2001 and LL 31/2005 are effective August 25, 2006.

How can I receive a copy?

The full text of [Local Law 14/2001](#) and [Local Law 31/2005](#) may be viewed at the [Sign's webpage](#), found in the violations section of our website, www.nyc.gov/buildings.

Rule 49 Outdoor Advertising Company and Inventory Registration Requirement

Who must comply?

This may include building owners and managers involved in outdoor advertising to a greater extent than leasing space to a registered OAC.

How does it work?

An OAC must apply for and obtain a registration number to engage in the outdoor advertising business in NYC. Registration further requires the OAC to report a detailed inventory of every sign, sign structure and sign location under its control and located within 900 feet and in view of an arterial highway or within 200 feet and in view of a public park of one-half acre or larger.



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How much does it cost?

Initial registration fees will be \$1,500 per OAC, plus \$125 per sign, sign structure or sign location. Biennial renewal fees are \$750 and \$50 respectively.

What about signs which are not legal?

Some signs that are expected under the auspices of an OAC may be illegal and must be brought into compliance or removed. Other signs may qualify as legal non-conforming following Department review.

When does it take effect?

Rule 49 will take effect on August 25, 2006, following the required publication period. At that time, the OACs will have 60 days to apply for registration. Applications will be reviewed by the Sign Unit for up to 60 days. Upon approval, OACs will be issued an registration number. Thereafter, within 90 days of application approval, the OAC name, OAC registration number and permit number(s) under which the sign was constructed, will have to be displayed on the sign.

What if an OAC fails to register?

An OAC may NOT engage in the business of outdoor advertising unless it has an active registration number. An OAC that continues to do business without a registration number will be subject to fines of up to \$25,000 per day as well as the loss of the ability to bid on city contracts. Additionally, the Department has the authority to remove any signs under the control of an unregistered OAC.

What if I don't include all appropriate signs and locations in the sign registration?

Those signs that the OAC fails to register are subject to fines and removal, and the OAC risks revocation of its registration.

How can I receive a copy of the Rule?

The complete text of [Rule 49](#) may be viewed at the [Sign's webpage](#), found in the violations section of our website, www.nyc.gov/buildings.

How can I register?

The forms are available online at www.nyc.gov/buildings under the [Forms -Signs](#) section.