

SENATE, No. 4698

STATE OF NEW JERSEY
222nd LEGISLATURE

INTRODUCED OCTOBER 1, 2026

Sponsored by:
Senator RAJ MUKHERJI
District 32 (Hudson)

SYNOPSIS

Authorizes certain cities to impose tax on billboard revenues to be collected by retail seller of billboard.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT authorizing certain municipalities to impose a tax on
2 billboard revenue and supplementing Title 40 of the Revised
3 Statutes.

4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*

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8 1. This act shall be known and may be cited as the "Local
9 Billboard Tax Act."

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11 2. As used in P.L. , c. (C.) (pending before the
12 Legislature as this bill):

13 "Advertising space" means the placement of advertising on an
14 outdoor sign;

15 "Billboard" means a sign required to be permitted pursuant to the
16 "Roadside Sign Control and Outdoor Advertising Act," P.L.1991,
17 c.413 (C.27:5-5 et seq.);

18 "End user" means the person purchasing the advertising space on
19 a billboard;

20 "Gross amounts collected by a retail seller for advertising space
21 on an outdoor advertising sign" include, but are not limited to,
22 amounts collected, whether received in money or otherwise, from
23 contracts to place advertising on billboards located in the city,
24 regardless of the location of the advertiser;

25 "Retail seller" means a permit holder or licensee who contracts
26 with the end user for outdoor advertising space on a billboard or a
27 party that is authorized on behalf of a permit holder or licensee to
28 sell advertising space on a billboard.

29

30 3. The governing body of a city of the first class may enact,
31 amend, repeal, and enforce an ordinance imposing in the city a tax,
32 not to exceed six percent, on the gross amounts collected by a retail
33 seller for advertising space on a billboard. The tax shall be imposed
34 on the end user.

35

36 4. a. A tax imposed by ordinance pursuant to section 3 of
37 P.L. , c. (C.) (pending before the Legislature as this bill)
38 shall be collected on behalf of the city by the retail seller of a
39 billboard.

40 b. A retail seller of a billboard who is required to collect a tax
41 imposed by ordinance pursuant to section 3 of P.L. , c. (C.)
42 (pending before the Legislature as this bill) shall, on a quarterly
43 basis, remit all amounts collected to the chief financial officer of
44 the city together with a return for the preceding quarter indicating
45 the revenue and taxes as well as any other information that the chief
46 financial officer deems necessary to determine the correct liability
47 for the tax during the preceding quarter. The tax and return shall be

1 due on or before the dates on which municipal real property taxes
2 are due.

3 c. The retail seller of a billboard shall be personally liable for
4 the tax imposed, collected, or required to be collected pursuant to
5 P.L. , c. (C.) (pending before the Legislature as this bill).

6 d. The city shall enforce the payment of delinquent billboard
7 taxes in the same manner as provided for municipal real property
8 taxes.

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10 5. The tax authorized pursuant to P.L. , c. (C.)
11 (pending before the Legislature as this bill) shall be in addition to
12 any other tax imposed by law.

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14 6. This act shall take effect immediately.

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17 STATEMENT

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19 This bill authorizes a city of the first class to impose by
20 ordinance a tax of up to six percent on amounts derived from the
21 rental of advertising space on a billboard. N.J.S.A.40A:6-4
22 provides that first class cities are cities having a population of more
23 than 150,000, according to the most recent Federal decennial
24 census. Currently, Newark City, Jersey City, and Paterson City are
25 the only New Jersey cities of the first class.

26 The bill provides that the retail seller of advertising space on a
27 billboard is to collect the tax on behalf of the city that has imposed
28 the tax and is to remit amounts collected to the chief financial
29 officer of the city on a quarterly basis. The bill also requires a retail
30 seller of advertising space on a billboard to provide the chief
31 financial officer with a return for the preceding quarter indicating
32 the revenue and taxes and any other information that the chief
33 financial officer deems necessary to determine the correct liability
34 for the tax during the preceding quarter. The tax and return is to be
35 due on or before the dates on which municipal real property taxes
36 are due.

37 Under the bill, the retail seller of advertising space on a billboard
38 is to be personally liable for the tax imposed, collected, or required
39 to be collected. The bill authorizes the city to enforce the payment
40 of delinquent billboard taxes in the same manner as provided for
41 municipal real property taxes.

42 The local billboard tax would be in addition to any other tax
43 imposed by law.