

Department of Legislative Services
Maryland General Assembly
2006 Session

FISCAL AND POLICY NOTE

House Bill 1355
Economic Matters

(Prince George's County Delegation)

**Prince George's County - Alcoholic Beverages - Signs on Windows of Premises of
Off-Sale Licensees
PG 307-06**

This bill provides that an alcoholic beverages licensee with off-sale privileges in Prince George's County may not place a sign in or on an exterior window of the licensed premises. The Prince George's County Board of License Commissioners may suspend or revoke the alcoholic beverages license of a violator.

Fiscal Summary

State Effect: None.

Local Effect: The bill's provisions would not materially impact Prince George's County finances.

Small Business Effect: Overall minimal. Potential negative impact for a small business holding an alcoholic beverages license with off-sale privilege.

Analysis

Current Law: None applicable.

Background: The Mayor and City Council of Baltimore are authorized to adopt an ordinance restricting the placement of signs, posters, placards, devices, graphic displays, or any other forms of advertising on the sides of the building of the licensed premises that advertise alcoholic beverages in publicly visible locations, provided that: (1) the

ordinance is necessary for the promotion of the welfare and temperance of minors exposed to these advertisements; and (2) the restrictions do not unduly burden legitimate business activities of persons licensed to sell alcoholic beverages at retail.

The ordinance may not restrict, among other things (1) the placement of signs inside licensed premises, on commercial vehicles used for transporting alcoholic beverages, or in conjunction with a one-day or temporary license; (2) any sign that contains the name or slogan of the licensed premises which is placed for identifying the licensed premises; (3) except for billboards and freestanding signboards, any sign for which zoning board approval or a minor privilege permit is required; (4) any neon or electrically charged sign provided as part of the promotion of a particular brand of alcoholic beverage; or (6) any sign on property adjacent to an interstate highway.

Small Business Effect: To the extent that sales for small businesses holding an alcoholic beverages license with off-sale privilege decrease from not being able to post advertisements in exterior windows, the bill could have a potentially negative impact on such establishments.

Additional Information

Prior Introductions: None.

Cross File: None.

Information Source(s): Prince George's County, Department of Legislative Services

Fiscal Note History: First Reader - February 28, 2006
mam/hlb

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