

# HOUSE BILL 344

C2

6lr0811

CF 6lr0810

---

By: Delegate Rosenberg

Introduced and read first time: January 19, 2026

Assigned to: Economic Matters

---

## A BILL ENTITLED

1 AN ACT concerning

### 2 **Business Regulation – Sale of Motor Fuel – Pricing Signage**

3 FOR the purpose of altering the requirements for certain signs of motor fuel prices at retail  
4 service stations; authorizing the Comptroller to assess certain penalties under  
5 certain circumstances; and generally relating to motor fuel price signs at retail  
6 service stations.

7 BY repealing and reenacting, with amendments,

8 Article – Business Regulation

9 Section 10–315

10 Annotated Code of Maryland

11 (2024 Replacement Volume and 2025 Supplement)

12 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,

13 That the Laws of Maryland read as follows:

### 14 **Article – Business Regulation**

15 10–315.

16 (a) (1) IN THIS SECTION THE FOLLOWING WORDS HAVE THE MEANINGS  
17 INDICATED.

18 (2) “CONDITIONAL PRICE” MEANS A PRICE THAT IS AVAILABLE TO A  
19 CUSTOMER ONLY IF A CONDITION IS MET, INCLUDING A SERVICE LEVEL,  
20 ENROLLMENT IN A MEMBERSHIP PROGRAM, A REQUIRED PURCHASE, A PAYMENT  
21 METHOD, OR ANY OTHER CONDITION MODIFYING THE STANDARD PRICE.

22 (3) “STANDARD PRICE” MEANS THE OFFERING PRICE AVAILABLE TO  
23 ALL CUSTOMERS WITHOUT CONDITIONS.

---

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1           **(B)**    This section supersedes any inconsistent provision of local law.

2           **[(b)] (C)**    A person who sells motor fuel at retail shall display signs in accordance  
3    with this section.

4           **[(c)] (D)**    (1)    All dispensing equipment for motor fuel shall be marked  
5    conspicuously to show in numerals of equal size the price, including taxes, of a gallon of the  
6    motor fuel offered for sale.

7           (2)    If numerals that show a fractional cent are used, the combined height  
8    and width of the numerator and denominator shall equal the height and width of the other  
9    numerals used.

10          **(E) (1) (I) EACH RETAIL SERVICE STATION DEALER SHALL KEEP A**  
11    **SIGN ON THE PREMISES THAT:**

12                  **1. PROMINENTLY DISPLAYS CLEARLY AND VISIBLY THE**  
13   **STANDARD PRICE FOR A WHOLE MEASUREMENT UNIT OF REGULAR GASOLINE SOLD**  
14   **ON THE PREMISES;**

15                  **2. STATES THE UNIT OF MEASUREMENT USED; AND**  
16                  **3. IS READABLE BY PASSING MOTORISTS.**

17                  **(II) A SIGN UNDER SUBPARAGRAPH (I) OF THIS PARAGRAPH**  
18   **MAY PROMINENTLY DISPLAY CLEARLY AND VISIBLY THE STANDARD PRICE FOR A**  
19   **WHOLE MEASUREMENT UNIT OF DIESEL AND OTHER MOTOR FUEL PRODUCTS SOLD**  
20   **ON THE PREMISES.**

21                  **(III) IF A SIGN REQUIRED UNDER SUBPARAGRAPH (I) OF THIS**  
22   **PARAGRAPH DISPLAYS A CONDITIONAL PRICE, THE CONDITIONAL PRICE MAY NOT**  
23   **BE DISPLAYED MORE PROMINENTLY THAN THE STANDARD PRICE.**

24                  **(2) ALL NUMERALS ON A SIGN SHALL:**

25                  **(I) BE UNIFORM;**  
26                  **(II) BE THE SAME SIZE;**  
27                  **(III) BE AT LEAST 8 INCHES HIGH AND 3.5 INCHES WIDE; AND**  
28                  **(IV) HAVE A BRUSH STROKE OF AT LEAST 1 INCH.**

4 (4) IF A NEW SIGN IS REQUIRED TO COMPLY WITH THIS SUBSECTION,  
5 THE SUPPLIER OF THE GASOLINE SHALL PROVIDE THE SIGN AND NUMERALS  
6 WITHOUT COST TO THE RETAIL SERVICE STATION DEALER.

7        [(d)] (F)     (1)     A sign or other means on the premises and approaches to a retail  
8 outlet that advertises the retail price of motor fuel:

9 (i) may list the price and each tax separately if the listing of the  
10 total of the price and all taxes is the same size as the separate listing of the price; but

11 (ii) shall list the total of the price and all taxes by numerals of  
12 uniform size.

15 (i) if a denominator is used, the numerator and denominator  
16 combined shall be the same size as the numeral that indicates the whole number; or

17 (ii) if a denominator is not used, the numerator shall be the same  
18 size as the numeral that indicates the whole number.

19        [e] (G)    If the retail price of motor fuel is advertised on a sign or by other means  
20 on the premises of and approaches to the retail outlet, the grade designation displayed for  
21 any motor fuel in the advertisement shall be the same as the grade designation that is  
22 required to be displayed for that motor fuel on the retail dispensing pump as specified by  
23 the Comptroller.

24 [f] (1) (i) Each retail service station dealer shall keep a sign on the  
25 premises that:

26 1. prominently displays clearly and visibly, for a whole  
27 measurement unit of regular gasoline sold on the premises:

28 A. the credit and debit price, if higher than the cash price; or

29 B. the credit and debit price and the cash price;

30 2. states the unit of measurement used; and

31 3. is readable by passing motorists.

1. the credit and debit price, if higher than the cash price; or
2. the credit and debit price and the cash price.

6 (2) All numerals on the sign shall:

- (i) be uniform;
- (ii) be the same size;
- (iii) be at least 8 inches high and 3.5 inches wide; and
- (iv) have a brush stroke of at least 1 inch.

(3) A numeral in a fraction or a letter shall be at least one-third the height of a numeral that indicates a whole number.

16        **(g) (H)**     A sign required at a service station by this section or any other State or  
17     federal law is exempt from the provisions of a local law, ordinance, or regulation for the  
18     purpose of determining:

- (1) the total number of signs permitted; and
- (2) the area of signs permitted.

(I) (1) SUBJECT TO PARAGRAPH (2) OF THIS SUBSECTION, THE  
COMPTROLLER MAY ASSESS AGAINST A PERSON THAT VIOLATES THIS SECTION:

23 (I) FOR THE FIRST VIOLATION, A FINE OF UP TO \$100; AND

### 5 (III) CONSIDER:

**1. THE SERIOUSNESS OF THE VIOLATION;**

15 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect June  
16 1, 2026.