

AT-A-GLANCE

OAR 845-007-0025 Advertising Signs on Licensed Premises

Initial Action

(To repeal an existing rule)

February 2009

This rule limits each licensed premises to only four alcoholic beverage signs that are visible from the outside.

The proposal to repeal this rule came from a Business Partners Joint Steering Committee workgroup and was subsequently supported by the entire Steering Committee. Industry and staff see the current rule as problematic in its application. Often signs can be seen from outside a licensed premises that are on the back wall of a business. Typically these signs are neon signs, banners, pendants or posters. The current rule prohibits pendants that can be seen from outside because each flag in the pendant is considered a separate sign.

Staff is supportive of this repeal. It would remove overly restrictive and often illogical prohibitions on how a business may utilize advertising inside its premises. Because advertising alcoholic beverage specials outside of a licensed premises would still be prohibited (OAR 845-007-0020(2)), regulation of our core public safety concerns, such as over consumption, would be maintained.

SUGGESTED MOTION:

I move to initiate rulemaking to repeal OAR 845-007-0025, and to hold a rulemaking hearing at staff's discretion.