

MAINE STATE LEGISLATURE

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120th MAINE LEGISLATURE

FIRST REGULAR SESSION-2001

Legislative Document

No. 295

S.P. 75

In Senate, January 25, 2001

An Act to Prohibit the Display of Liquor in Windows.

Submitted by the Department of Public Safety pursuant to Joint Rule 204.
Reference to the Committee on Legal and Veterans Affairs suggested and ordered printed.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN
Secretary of the Senate

Presented by Senator DOUGLASS of Androscoggin.
Cosponsored by Representative TUTTLE of Sanford and
Representatives: CHIZMAR of Lisbon, COTE of Lewiston, HEIDRICH of Oxford,
LABRECQUE of Gorham, MAYO of Bath.

2 **Be it enacted by the People of the State of Maine as follows:**

4 **Sec. 1. 28-A MRSA §710**, as amended by PL 1997, c. 373, §69,
is further amended to read:

6 **§710. Advertising signs and displays**

8 **1. Advertising outside of licensed premises.** A person,
10 except wholesale licensees and certificate of approval holders,
may not advertise or permit to be advertised, by more than one
12 sign, on the outside of any licensed premises, or on any
building, ground or premises under that person's control and
contiguous or adjacent to the licensed premises:

14 A. The fact that the licensee has liquor or any brand of
16 liquor for sale;

18 B. The price at which liquor is sold by the licensee; or

20 C. Any other advertisement that indicates any reference to
22 liquor.

24 **2. Advertising inside of licensed premises.** A licensee may
display no more than one sign inside the licensed premises, where
it may be seen from the outside, advertising the fact that the
26 licensee has liquor for sale. The sign may not be more than 750
square inches in total area. Liquor may not be displayed in a
28 window of the licensed premises.

30 **3. Exception.** Subsection 1 does not prohibit the display
of signs advertising sponsorship of specific sporting events and
32 cultural events or sponsorship of a transportation system for
transporting the public as long as the signs are not displayed
34 on a licensed establishment as defined in section 2, subsection
15. Signs on a licensed establishment advertising sponsorship
36 may be displayed with prior bureau approval.

38 The bureau shall adopt rules implementing this subsection.

40 **SUMMARY**

42 This bill prohibits a person licensed to sell liquor from
44 displaying liquor in a window of the licensed premises.