

BILL ANALYSIS

Senate Research Center

S.B. 484
By: Moncrief
State Affairs
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As Filed

DIGEST

Currently, the Texas Alcoholic Beverage Commission's (TABC) rules regarding the use of the words "beer," "wine," and/or "liquor" in a retail licensee or permittee's establishment which sells alcohol are very specific. In addition, TABC rules require no billboards to be located within 200 feet of a bar or establishment selling alcohol, and require a festival promoter to apply for an exemption for a temporary billboard. There are concerns that these rules should be reevaluated.

This bill would allow all establishments to have one sign containing the establishment's name, regardless of whether the name contained the words "beer," "wine," or "liquor" at each entrance or side of the building. This bill also authorizes TABC to promulgate rules allowing for temporary billboards at charitable or civic events.

PURPOSE

As proposed, S.B. 484 sets forth the provisions for advertizing alcoholic beverages.

RULEMAKING AUTHORITY

Rulemaking authority is granted to the Texas Alcoholic Beverage Commission in SECTION 1 (Section 108.53(d), Alcoholic Beverage Code) of this bill.

SECTION BY SECTION ANALYSIS

SECTION 1. Amends Section 108.52, Alcoholic Beverage Code, by adding Subsection (h), as follows:

(h) Authorizes any retail licensee or permittee to have one sign designating the trade name or corporate name of the retail licensee's or permittee's business. Authorizes the Texas Alcoholic Beverage Commission (commission) or administrator to permit a retail licensee or permittee's business to erect and maintain one sign at each entrance or side of a building occupied by the retail licensee or permittee if the building faces more than one street or highway.

SECTION 2. Amends Section 108.53, Alcoholic Beverage Code, by adding Subsection (d), as follows:

(d) Requires the commission to promulgate rules allowing for signs advertising alcoholic beverages at charitable or civic events such as fairs, rodeos, or other events of a temporary nature, notwithstanding the restrictions imposed by this section, but consistent with other provisions of this code.

SECTION 3. Effective date: September 1, 1997.

SECTION 4. Emergency clause.