

BILL ANALYSIS

Senate Research Center

H.B. 2997
By: Jones (Duncan)
State Affairs
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Engrossed

DIGEST

Under current law, the advertising of alcoholic beverages and establishments that legally sell alcohol is prohibited in an area or zone where the sale of alcoholic beverages is prohibited by law, also known as "dry" areas. In some instances, businesses that are licensed to sell alcoholic beverages are located on the very edge of a "wet" precinct. H.B. 2997 would allow such businesses to place billboard advertising in dry areas under very limited circumstances. Those limitations include that the sign must be within 1,500 feet of the premises being advertised and an interstate highway must separate the sign and the establishment being advertised.

PURPOSE

As proposed, H.B. 2997 authorizes the placement of a billboard advertising alcoholic beverages in an area or zone where the sale of alcoholic beverages is prohibited by law under certain conditions.

RULEMAKING AUTHORITY

This bill does not grant any additional rulemaking authority to a state officer, institution, or agency.

SECTION BY SECTION ANALYSIS

SECTION 1. Amends Section 108.56, Alcoholic Beverage Code, to set forth an exception. Authorizes a person to erect or maintain a billboard in an area or zone where the sale of alcoholic beverages is prohibited by law if the premises that the billboard advertises is located in a county with a population of 250,000 or less; and the billboard is within 1,500 feet of the premises that the billboard advertises; and a United States highway that merges into and becomes an interstate highway separates the premises and the billboard; or the billboard is located adjacent to a wet precinct separated by a United States highway that merges into and becomes an interstate highway in a county with a population of 250,000 or less and advertises directions to a winery located in the adjacent wet precinct.

SECTION 2. Emergency clause.
Effective date: upon passage.