

Secretary of State
Certificate and Order for Filing
PERMANENT ADMINISTRATIVE RULES

I certify that the attached copies* are true, full and correct copies of the PERMANENT Rule(s) adopted on August 21, 2009 by the
Date prior to or same as filing date.
Oregon Liquor Control Commission 845
Agency and Division Administrative Rules Chapter Number

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to become effective September 1, 2009 Rulemaking Notice was published in the May 1, 2009 Oregon Bulletin.**
Date upon filing or later Month and Year

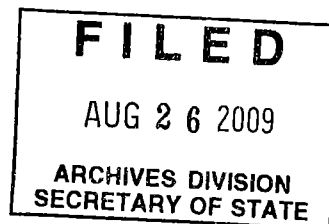
RULE CAPTION

Repeal rule which restricts how many inside alcoholic beverage signs can be seen from outside

Note more than 15 words that reasonably identifies the subject matter of the agency's intended action.

REPEAL: OAR 845-007-0025

ORS Chapter 471, including 471.030, 471.730
Stat. Auth
ORS 471.730(7)
Stats. Implemented



RULE SUMMARY

This rule limited 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 saw the 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 rule prohibited pendants that could be seen from outside because each flag in the pendant was considered a separate sign. Staff was supportive of this repeal. It removes overly restrictive and often illogical prohibitions on how a business may utilize advertising inside its premises.

Authorized Signer

Printed Name

Stephen A. Pharo

Date

8-21-09

*With this original, file one photocopy of certificate, one paper copy of rules listed in Rulemaking Actions, and electronic copy of rules.

**The *Oregon Bulletin* is published on the 1st of each month and updates the rule text found in the Oregon Administrative Rules Compilation. Notice forms must be submitted to the Administrative Rules Unit, Oregon State Archives, 800 Summer Street NE, Salem, Oregon 97310 by 5:00 pm on the 15th day of the preceding month unless this deadline falls on a Saturday, Sunday or legal holiday when Notice forms are accepted until 5:00 pm on the preceding workday.