

March 15, 1999

Mr. William Castelberg, Jr.
Sales Manager
ANTONIO ORIGLIO, INC.
2000 Bennett Road
Philadelphia, PA 19116

Dear Mr. Castelberg:

ISSUE: This is in response to your faxed letter of March 1, 1999 in which you ask whether it would be permissible for the licensed importing distributorship for which you work to obtain and put up a 3 feet x 15 feet lighted brand-identified sign, such as one you have seen at another distributorship.

OPINION: Whether or not you may have the sign depends in part on where it is to be located. If it is to be located inside the distributorship, which seems unlikely given its size, its cost cannot exceed \$70.00. [40 Pa. Code §13.43(a)]. Because it would be greater than 600 square inches, it could not be located in a doorway or window of your licensed premises. [40 Pa. Code §13.42(a)]. If it is to be located outside the distributorship, the size or cost is not a problem, but it cannot be placed within 300 feet of any church, school or public playground. [47 P.S. §4-498(e)(3)].

THIS OPINION APPLIES ONLY TO THE FACTUAL SITUATION DESCRIBED HEREIN AND DOES NOT INSULATE THE LICENSEE OR OTHERS FROM CONSEQUENCES OF CONDUCT OCCURRING PRIOR TO ITS ISSUANCE. THE PROPRIETY OF THE PROPOSED CONDUCT HAS BEEN ADDRESSED ONLY UNDER THE LIQUOR CODE AND REGULATIONS. THE LAWS AND POLICIES ON WHICH THIS OPINION IS BASED ARE SUBJECT TO CHANGE BY THE LEGISLATURE OR THE PENNSYLVANIA LIQUOR CONTROL BOARD.

Very truly yours,

FAITH S. DIEHL
Chief Counsel

c.c. Pennsylvania State Police
Bureau of Liquor Control Enforcement

Refer to: (717) 783-9454
FAX: (717) 787-8820

LCB Advisory Opinion No. 99-086