

**SUBSTITUTE NO. 2 TO ORDINANCE NO. 21-030**

**AN ORDINANCE AMENDING CHAPTER 41 OF THE CITY CODE TO LIMIT  
THE OUTDOOR ADVERTISING OF ALCOHOLIC BEVERAGES**

**Rev. 1  
#0065**

**Sponsor:**

**Council  
Member  
Darby**

**WHEREAS**, Council has a substantial interest in promoting the health and welfare of its citizens, especially youth and young adults within the City; and

**WHEREAS**, outdoor advertising is a unique and distinct medium which subjects the public to involuntary and unavoidable solicitation, and that children, simply by walking to school or playing in their neighborhood, are exposed daily to this advertising; and

**WHEREAS**, studies published in the Journal of the American Academy of Pediatrics have found that exposure to advertising may contribute significantly to childhood and adolescent obesity, poor nutrition, and cigarette and alcohol use; and

**WHEREAS**, the Centers for Disease Control (CDC) reports that youth who drink alcohol are more likely to experience higher rates of absenteeism and lower grades in school, social problems including increased risk of suicide and homicide, developmental issues stemming from changes in brain development that may have life-long effects, and a myriad of other alcohol related health risks; and

**WHEREAS**, as of 2004 young people typically view 2000 beer and wine commercials annually and this exposure increases the probability of engaging in underage consumption of alcohol with minority children being particularly at risk; and

**WHEREAS**, council deems it appropriate to reduce the number of alcoholic beverage advertisements that children and youth are exposed to in their daily lives.

**NOW, THEREFORE, THE COUNCIL OF THE CITY OF WILMINGTON  
HEREBY ORDAINS:**

**SECTION 1.** Chapter 41 of the City Code is hereby amended by the addition of the

new Section 41-402 containing the underlined language to read as follows:

**17-402. Alcoholic beverage advertising signs.**

(a) General prohibition. No person may place any sign, poster, placard, device, graphic display, or other item that advertises alcoholic beverages in any publicly visible location, including any outdoor billboard, side of a building, or freestanding sign.

(b) Exceptions.

(1) “Licensed premises” defined.

In this subsection, “licensed premises” means:

- (i) as to alcoholic beverage signs, a premises that operates under an alcoholic beverages license or permit issued by the Office of the Delaware Alcoholic Beverage Control Commissioner; and

(2) Permitted placements – General.

This section does not apply to the placement of signs:

- (i) inside a licensed premises;
- (ii) in conjunction with a temporary or 1-day alcoholic beverages license granted by the Office of the Delaware Alcoholic Beverage Control Commissioner; or
- (iii) on property owned, leased, or operated by the Delaware Stadium Corporation.

(3) Permitted placements – Identification of licensed premises.

- (i) In general.

This section does not apply to any window or exterior wall sign of a licensed premises that meets all of the following criteria:

(A) the sign is intended to identify the licensed premises, by containing its name, slogan, or logo;

(B) the sign covers no more than 15% of the window or exterior wall area on which it is displayed; and

(C) the licensed premises has no other window or exterior wall sign along the same street frontage.

(ii) Measurement methodology.

For purposes of this paragraph

(A) a “window” comprises all the glass panes within the main frame of the window area; and

(B) the maximum 15% coverage is calculated based on the total area within the external window frame.

(4) Permitted placements – Billboards.

Notwithstanding the foregoing, any billboard that advertises alcoholic beverages shall be located at least 500 linear feet from established and conspicuously identified elementary or secondary schools, places of worship, or public playgrounds.

**SECTION 2.** This Ordinance shall be effective upon its passage by City Council and approval by the Mayor.

First Reading .....June 3, 2021  
Second Reading .....June 3, 2021  
Third Reading .....

Passed by City Council,

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President of City Council

ATTEST: \_\_\_\_\_  
City Clerk

Approved this \_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
Mayor

**SYNOPSIS:** This ordinance limits the outdoor advertising of alcoholic beverages.

**FISCAL IMPACT STATEMENT:** There is no expected fiscal impact from this legislation.  
Any impact would come from costs associated with enforcement.

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