

(ii) The notice shall specify the name of the applicant; the kind of license for which application is made, the location of the place of business proposed to be licensed, and the time and place fixed by the Board for a hearing on the application.

(iii) The hearing may not be less than seven nor more than 30 days after the last publication.

(iv) At the time fixed by the notice for a hearing on the application or on any postponement of the time, any person shall be heard on either side of the question.

(2) (i) THIS PARAGRAPH DOES NOT APPLY IN BALTIMORE CITY, HARFORD COUNTY, OR ST. MARY'S COUNTY.

~~1. AN APPLICANT FOR A NEW LICENSE SHALL DEMONSTRATE TO THE SATISFACTION OF THE BOARD THAT THE LICENSE IS NECESSARY TO ACCOMMODATE THE PUBLIC AT THE PROPOSED LOCATION WHERE THE LICENSE WILL APPLY.~~

~~2. IN DETERMINING WHETHER THE APPLICANT HAS DEMONSTRATED THAT THE LICENSE IS NECESSARY TO ACCOMMODATE THE PUBLIC AT THE PROPOSED LICENSE LOCATION, THE BOARD SHALL CONSIDER:~~

~~A. THE NUMBER AND LOCATION OF EXISTING LICENSES IN THE SURROUNDING MARKET AREA;~~

~~B. THE EFFECT OF A SATURATION OF LICENSES IN THE SURROUNDING MARKET AREA ON EXISTING LICENSEES; AND~~

~~C. THE POTENTIAL EFFECT OF THE NEW LICENSE AT THE PROPOSED LICENSE LOCATION ON THE ACCOMMODATION OF THE PUBLIC IN THE SURROUNDING MARKET AREA IN LIGHT OF THE PURPOSES OF REGULATING THE SALE AND DISPENSING OF ALCOHOLIC BEVERAGES, WHICH ARE TO PROMOTE TEMPERANCE AND TO LIMIT COMPETITION WHILE PROVIDING ORDERLY, APPROPRIATE, AND USEFUL SERVICE AND CONVENIENCE TO THE PUBLIC.~~

~~3. IN DETERMINING WHETHER THE APPLICANT HAS DEMONSTRATED THAT THE LICENSE IS NECESSARY TO ACCOMMODATE THE PUBLIC AT THE PROPOSED LICENSE LOCATION, THE BOARD MAY CONSIDER:~~

~~A. THE AMOUNT AND VOLUME OF ALCOHOLIC BEVERAGES SALES IN THE SURROUNDING MARKET AREA, INCLUDING ANY INCREASE OR DECREASE IN SALES AND THE STABILITY OF SALES BY EXISTING LICENSEES;~~

~~B. THE POTENTIAL COMMONALITY OR UNIQUENESS OF THE SERVICES AND PRODUCTS TO BE OFFERED BY THE APPLICANT'S BUSINESS;~~

~~C. THE GENERAL MARKET NEED IN ADDITION TO THE ACTUAL NEED AND DESIRE FOR SERVICE OR CONVENIENCE FOR RESIDENTS AND BUSINESSES IN THE SURROUNDING MARKET AREA; OR~~