

CITY OF APPLETON POLICY		TITLE: GENERAL POLICY STATEMENT ON BEER/LIQUOR LICENSING	
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I. PURPOSE

The City of Appleton believes the safety and welfare of its citizens and neighborhoods are of highest priority and the judicious dispensing of alcohol is in keeping with this belief. The possession of a beer or liquor license in the city is a privilege not a right; a privilege that must not be taken for granted but rather must be continually conditioned by the holder's adherence to applicable laws and regulations.

II. POLICY

All licenses granted and issued for the sale of fermented or intoxicating liquors shall be carried out under the provisions of W.S.A. Chapter 125 and the City of Appleton Municipal Code, Chapter 9, Article III.

Safety and Licensing Committee shall consider the application at a public meeting at which all interested parties will be given an opportunity to be heard. The Committee will, by a majority vote of those present, make a recommendation to the Common Council which shall consider the application at its next regularly scheduled meeting.

In performing its review and preparing its recommendation for approval or disapproval, the Safety and Licensing Committee shall take the following matters under consideration:

- The existence of the community need will also be assessed by the committee. In this regard, such things as the type of operation proposed will be assessed for area and community impact.
- A building should not only be appropriate to the intended use, but should also be appropriate from an aesthetic and tax revenue standpoint.
- The number of licensed premises within the immediate geographic area of the proposed location will be considered.

III. DISCUSSION

No corporation, partnership or individual will be allowed to apply for a beer/liquor license until a Special Use Permit has been applied for, if required, for the premises. This would allow the Community Development Department to address the standards required for issuing such a Special Use Permit:

- 1) Zoning. The proposed use conforms to the underlying zone district purpose and development standards and is in harmony with the general purposes and intent of the Appleton zoning ordinance. When there is an existing nonconforming structure, the development standards may be waived by the Common Council.
- 2) Plans. The proposed use conforms to the VISION 20/20: Comprehensive Plan, any applicable urban design or other plan officially adopted by the Common Council.
- 3) Traffic. Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.
- 4) Landscaping and Screening. Appropriate landscaping and screening has been or will be provided to protect adjacent uses or properties from light, noise, and other visual impacts that are associated with the proposed use as established in Appleton Municipal Code Section 23-172(i), Perimeter parking lot and loading space landscaping and Section 23-601, Landscaping and screening standards.
- 5) Neighborhood Compatibility. The proposed use is compatible with the predominant or prevailing land use of the neighborhood surrounding the proposed development.
- 6) Services. Adequate facilities, access roads, drainage and/or necessary services have been or will be provided.

Additionally, the Special Use Permit may be granted with conditions and restrictions upon the establishment, location, construction, maintenance and method of the special use as deemed necessary for the protection of the public interest and to secure compliance with standards 1 through 6 listed above. In all cases in which special uses are subject to conditions, the Plan Commission may recommend and the City Council may require evidence and guarantees, as it may deem necessary (as proof that the stipulated conditions are being and will be complied with).

Special Use Permits shall be issued permanently or for a specified period of time as may be specified by the City Council upon recommendation of the Plan Commission and shall be an obligation of any party to whom a property may be transferred or assigned.

IV. DEFINITIONS

Abandonment or non-use – means a continuing refusal or failure of the licensee to use the license for the purpose or purposes for which the license was granted by the city council for a period of one (1) year. The Common Council may, for good cause shown, extend such period.

Class “A” License – A license to sell beer to consumers in original packages or containers for off-premises consumption.

“Class A” License - A license to sell intoxicating liquor to consumers only in original packages or containers for off-premises consumption.

Class “B” License – A license to sell beer to consumers for on-premises or off-premises consumption.

“Class B” License – A license to sell intoxicating liquor to consumers by the glass for on-premises consumption.

“Class C” License – A license to sell wine by the glass or in an opened original container for consumption on the premises where sold.

Grant – (or granting) – means the approval of a license application by the governing body.

Issuance – means completion of the licensing process by distributing the license to the licensee after proof of payment of the license fee has been received by the appropriate municipal official.

Temporary Class “B” or Temporary “Class B” – A license to sell beer or wine at a picnic or similar gathering of limited duration. Such license may be issued only to a bona fide club, local or county fair, agricultural societies, churches, lodges or societies that have been in existence for at least six months.

Reserve “Class B” license – A liquor license available under the quota system existing before Dec. 1, 1997 that were not granted or issued by the municipality as of Dec. 1, 1997 and determined by engaging in a series of calculations as described in Wis. Statutes.

Provisional Retail license – A license issued to a person who has applied for a Class “A”, Class “B”, “Class A”, “Class B”, or “Class C” license for a period of 60 days or when the license is issued to the holder, whichever is sooner.

V. PROCEDURES

All new and renewal license applications shall be filed with the Office of the City Clerk on State of Wisconsin approved application forms. No other form will be accepted. A minimum \$50.00 processing fee and publication fee (\$60.00 – new application, \$20.00 – renewal application) must be paid prior to the processing of the license application. All remaining fees must be paid prior to the issuance of the license.

When the license application is filed for all applications for Class “A”, “Class A”, Class “B”, “Class B”, and Class “C” with the City Clerk, it shall be forwarded to the Director of Community Development, the Inspection Supervisor, the Health Officer, the Police Chief, the Fire Chief, and the Finance Director, the Alderperson of the ward for information and review. The purpose of the review shall be to assemble information regarding applications for beer and liquor licenses which may be helpful to the Safety and Licensing Committee in its decision-making process.

When a provisional retail license is requested, the City Clerk shall inform the applicant that they must possess a Health license prior to operating this business. The City Clerk shall immediately notify the Health Department when such license has been issued.

Based upon the findings of the review, a written report by the staff member shall be submitted to the City Clerk who will present this information to the Safety and Licensing Committee. The Common Council shall not consider any application requiring staff review until it has been on file with the City Clerk for a minimum of fifteen (15) days.

The City Clerk will provide each applicant with a copy of all City policies and ordinances covering liquor and beer licensing. In addition, the Clerk will inform the applicant that one or more meetings will be scheduled at which the applicant’s request will be discussed.

Staff Inspection Procedures

All approving departments shall investigate and shall provide a written report to the City Clerk.

Police Department investigation:

1. The character and reputation of the applicant including the applicant’s criminal record based upon a local and state check.
2. A financial background investigation of the corporation, partnership or individual.
3. If the owner is a corporation, a complete listing of all corporate officers and stock holders owning more than 10% of the shares.
4. A detailed summary of the nature of the proposed operation, to include: Special features or operating policies which may impact the demand for police services.

5. Whether the applicant currently has or previously had another Class A, B or C license in the city or in the State or is involved in multiple ownership circumstances.
6. Also, to be considered will be the design, type and size of the proposed establishment and the operational details; number of floor personnel and door checkers; the groups to which the proposed establishment intends to cater; noise, crowd, parking lot control methods; outdoor facilities; and plans for live entertainment including decibel level and soundproofing measures.
7. The review of the operation should include if there is any agreed-to restriction that would enhance the application, i.e., a service bay only, beer only, the hours of operation, and the number of bar stools.

Fire Department Investigation:

1. Compliance with all State and Local Fire codes.
2. Proper posting of capacity sign in an approved location.
3. Fire inspection history with facility and/or owner.
4. Any other items of concern regarding fire prevention and/or suppression.

Health Department Inspection:

1. The proposed building's compliance with all health code provisions.
2. The condition of the building and equipment from a health-standard viewpoint.
3. Any previous problems from a Health Department standpoint with the proposed owner.
4. Other health matters of potential concern.

Community Development Department Investigation:

1. Insure that all requirements of the Special Use Permit have been met. Review and determine whether or not the applicant must apply for and receive approval of a Special Use Permit pursuant to the current Zoning Ordinance.
2. The property reflects the current zoning ordinance. Insure the use of the building or property is allowed as a permitted use or special use in the Zoning District in which it is located.
3. Such things as traffic, noise, parking and other related issues will be reviewed for their impact on the surrounding area.
4. Other planning and development factors.

Inspection Division Investigation:

1. Compliance with state building code and local building and zoning code requirements.

2. Any previous building code problems with the proposed owner.
3. Other items of concern from a building inspection standpoint.

Related Procedures for License Recommendations

1. The Police, Fire and Health departments shall make a minimum of one inspection during each license year. The most recent inspection shall be used to make recommendations on granting the renewal license.
2. Inspection Division shall inspect the licensed premise only when a new application is received, a change of ownership is requested, or a complaint against the property is received.
3. With regard to the license renewal period, all compliance shall be completed before issuance. All applicants who do not apply for renewal by April 15th will not receive the reduced renewal fee.
4. Throughout the license year, the Police and Health Departments shall notify the Safety and Licensing Committee of any convictions which result in the assessment of demerit points against any license.
 - a. Accumulation of demerit points shall be grounds for recommending non-renewal, revocation, suspension, denial or transfer or granting of the license. The Safety and Licensing Committee may recommend that prosecution be undertaken by the City Attorney. Such action shall not preclude independent prosecution by the City Attorney.
 - b. If the Safety and Licensing Committee recommends that prosecution be undertaken by the City Attorney, a hearing shall be scheduled before the Safety and Licensing Committee. If a hearing takes place, the Safety and Licensing Committee shall comply with the requirements of Section 9.54 of the Municipal Code and the suspension or revocation would take place the Friday following Council action. Prior to the hearing date, the City Attorney may work out a settlement agreement with the licensee in lieu of the hearing. Any settlement agreement shall comply with the requirements of Section 9.54 of the Municipal Code and must be approved by the Safety and Licensing Committee and the Common Council, and begin within a 13-day period of Council action.
 - c. If the license is suspended by the Safety and Licensing Committee and the Common Council, the City Clerk will provide that licensee with a sign that must be posted in a conspicuous location on the premise. The sign shall read as follows:

The (type of license) for this establishment:
(establishment name,
agent and address)
is suspended from
(date and time approved by Safety and Licensing Committee and
Common Council) through
(date and time approved by Safety and Licensing Committee and
Common Council)
due to the establishments violation of State Statute(s) and/or the
Appleton City Ordinance(s) prohibiting (type of violation(s)).

By Order of the City of Appleton Safety and Licensing Committee
and the Appleton Common Council on
(date suspension is approved).

Sale of fermented malt beverages in a park by the City

The City cannot grant a license to sell fermented malt beverages to itself. However, pursuant to W.S.A. 125.06, the sale of fermented malt beverages can occur in a public park operated by a municipality without a license as long as the municipality authorizes the sale. The Park and Recreation Committee has jurisdiction to consider whether the sale of fermented malt beverages shall be allowed in a park. The Committee will, by a majority vote of those present, make a recommendation to the Common Council. If the Park and Recreation Committee and the Common Council authorize the sale of fermented malt beverages in any park the following will apply:

1. Any person serving fermented malt beverages shall obtain an operator's license.
2. The police department will periodically conduct inspections and CAT checks at these locations.
3. The police department shall report any violations to the Park and Recreation Committee and the Safety and Licensing Committee.
4. Since technically a license cannot be obtained, demerit points cannot be assessed according to ordinance if a violation occurs at such a location. Therefore, demerit points shall be assessed to the location as if the location has a license in the same manner established in City Ordinance 9-54.
5. The Park and Recreation Committee shall suspend the authorization granted pursuant to W.S.A. 125.06 to sell fermented malt beverages in any public park for not less than 10 days nor more 90 days if the location accumulates demerit points totaling 150-199 within a 12 month period.
6. The Park and Recreation Committee shall revoke the authorization granted pursuant to W.S.A. 125.06 to sell fermented malt beverages in any public park

for at least 12 months if the location accumulates demerit points totaling 200 or more within an 18 month period.

Waiting List

1. If the City has met its quota on the issuance of “Class B” Beer/Liquor License a waiting list of those persons wishing to obtain a license will be established. The names will be added to the list in the order that they are received.
2. Every year at license renewal time, this list shall be updated. It shall be the requirement of the requestor to submit a written request no later than July 1 to the Office of the City Clerk indicating their name, company or corporation, and the proposed address, if known, indicating their desire to remain on the list. A letter confirming their placement will be sent after July 1.
3. If a license becomes available, the first person on the list will be notified and given 30 days to respond. If they do not respond within the 30 days, the next person on the list shall be notified.

Inactive (Abandoned) Licenses

1. Any licensee issued a license to sell alcohol beverages that abandons such business shall forfeit any right or preference the licensee may have to the holding of or renewal of such license.
2. Abandonment shall be sufficient grounds for revocation or non-renewal of any alcohol beverage license.
3. The Appleton Police Department will notify the City Clerk, in writing, of any establishment that has abandoned their license. An Inactive license will meet the definition of abandonment or non-use under Section 9-52(9) of the Appleton Municipal Code.
4. Upon receipt of this notification, the City Clerk will send a Certified letter to the owner(s) and/or Agent as indicated on the original application for the sale of intoxicating liquors. The date of letter will be the defining date for determining a one year period.
5. An extension may be granted for good cause. Any extension of the one year period shall be reviewed and approved by the Safety and Licensing Committee and Common Council prior to the expiration of the one year deadline.
6. If after one year, the establishment is still deemed as Inactive, a revocation or non-renewal hearing shall be held.

Convenience Store Beer License Regulations

The Safety and Licensing Committee and the Common Council of the City of Appleton issue Class A licenses to convenience stores with the provision that only Class “A” beer licenses will be issued to convenience stores also selling gasoline.

Certain limits will be placed on the issuance of those licenses:

1. The City of Appleton shall issue no more than one license for every 1500 persons residing in the City, to be reviewed every 5 years, with the next review to be done in the year 2011.
2. The establishment be limited to twenty (20) percent the amount of floor area used relating to the sale of alcoholic beverages.
3. The hours of operation for all Class “A” beverage sales will be 8:00 a.m. to 9:00 p.m.
4. If the applicant has previously held a license and has required an inordinate number of police calls to maintain order and public presence as a good neighbor, those facts may be considered as ground for denial of the license.

Reserve “Class B” Economic Development Grant

In December 1997 the State of Wisconsin passed a law which requires municipalities to charge a fee of \$10,000.00 for all “Class B” Beer/Liquor Licenses. This fee is in addition to the regular fees set by the municipality for this type of license.

The City of Appleton in February 1998 approved action to develop a grant program to refund all or part of the \$10,000.00 fee. This action states:

“That this grant be made available to any successful applicant who has paid the full \$10,500.00 application and processing fees for said license and can demonstrate that they have improved the property involved in an amount equal to or greater than the amount of the grant as long as state law requires the \$10,000 fee.”

We find that businesses such as restaurants, hotels and taverns make important contributions to the City’s economy. These establishments serve important public purposes including increasing the City’s property tax base, providing employment opportunities, attracting tourists and generally enhancing the economic and cultural climate of the community.

The grant application can be submitted to the Office of the City Clerk after the license is issued for all or any portion of the \$10,000.00 fee. The application is sent to various departments for their review and is then submitted to the Safety and Licensing and Common Council for approval. After the final Common Council approval, the Finance

Committee will take action to approve the budget appropriation prior to the refunding of the grant dollars. This process may take 6 to 8 weeks to complete.

Special Class “B” Beer, “Class B” Wine Licenses

Special Class “B” Beer and Special “Class B” Wine Licenses may be issued by the City Clerk after approval is granted by the Safety and Licensing Committee and all necessary department recommendations are satisfied.

All applications for Special Class “B” Beer Licenses must be on file in the Office of the City Clerk for at least ten (10) working days. All applications for Special “Class B” Wine licenses must be on file in the Office of the City Clerk for at least 15 days.

Should the Safety and Licensing Committee deny approval of any Special Class “B” Beer or “Class B” Wine License, such denial shall be considered as a recommendation to the Common Council. Said request is forwarded to the Common Council for its approval or denial.

Open Concept - Special Class “B” Beer License

The Safety and Licensing Committee may recommend approval of the OPEN STREET CONCEPT when granting a Special Class “B” Beer License and forward to the Common Council for final approval.

To develop a consistent procedure regarding licensure of Special Class “B” Fermented Malt Beverage sales at all events occurring within the City where the organizers are requesting open concept sales and provide for an environment that promotes public health and safety regarding alcohol consumption at these events, the Safety and Licensing Committee may require additional restrictions when considering requests for Special Class “B” Beer licenses involving open concept sales. “Open Concept” refers to the sale and consumption of beverages which are allowable with a Special Class “B” Beer license within a geographically defined area that is not secured or enclosed by fences or other physical barriers.

The Safety and Licensing Committee may require the organizers of such events to comply with beverage sale restrictions, or any other restrictions the Committee or the Common Council may deem appropriate.

In addition, the Safety and Licensing Committee reserves the right to limit the number of open concept events held within the City each license year.

OPEN CONCEPT - BEVERAGE SALE RESTRICTIONS

1. Fermented malt beverages should be served in single portion containers, not to exceed 16 oz.
2. Sale of fermented malt beverages should halt at least ½ hour prior to the end of the scheduled activities or entertainment.
3. Comparable non-alcoholic beverages (e.g., soda) should be made available in at least the same number of service sites as alcoholic beverages.
4. There must be at least one person per dispensing site on premises at all times who is licensed under Section 9-71 of the Municipal Code to supervise the service of beverages.
5. The sponsoring organization will:
 - provide and implement a plan and mechanism of identification to insure that persons under the legal drinking age are not served alcoholic beverages.
 - provide and implement a plan for event security.
 - promote designated driver programs which could include free non-alcoholic beverages, a contract with taxi or bus company for free rides, or other means to promote incentive for responsible choices.
 - provide and implement promotional advertising campaigns that incorporate messages of abstinence or responsible use, such as printed ads and radio/television spots that encourage such messages in conjunction with the event's promotional information.
 - provide and implement an onsite advertising campaign devoted to messages of abstinence, responsible use, and the health risks associated with alcohol consumption, such as posters, banners, etc.

Updated and approved by Council
August 4, 2010