

GUIDELINES TO BE USED FOR GRANTING & DENIAL OF LIQUOR LICENSES

1. Compliance with all statutory and ordinance requirements.
2. The character of the applicant, agent, managerial personnel, and the directors or stockholders of a corporation where disclosure of the stockholders is required, and past experience with the police, if any, of any of these individuals, all subject to sec. 111.335, Wis. Stats.
3. The experience of the applicant and manager in operating a licensed establishment and his or her capability to do so as they relate to the establishment for which the license is sought.
4. The applicant's and managerial personnel's level of knowledge of alcoholic beverage regulations.
5. The design, type, and size of the proposed establishment and the operational details, such as the number of floor personnel and door checkers, the groups to which the proposed establishment intends to cater, noise, crowd and parking lot control methods, the existence of outdoor facilities, and plans for live entertainment.
6. Proximity to other licensed establishments, to residential complexes or areas, to public buildings, and to unlicensed businesses, etc.
7. The availability of parking for patrons.
8. The ease of access to the premises by police, fire department, and building inspection personnel, for inspections, enforcement, and fire-fighting efforts.
9. The impact on surrounding neighbors and other businesses involving increased traffic, noise, litter, influx of additional persons into the neighborhood, and the impact on maintenance, development, or improvement of adjacent and nearby properties.
10. The impact on the ability or capability of police to provide service to the new establishment and the impact of the new establishment on police capability to provide service to the balance of the community at all times.
11. The economic impact of the business on the City, including any increase or decrease in tax base and tax collections, the expense of providing government services to the new establishment, and the willingness of the establishment to enter into a payment in lieu of taxes (PILOT) agreement, if applicable.
12. The level of community, neighborhood, and aldermanic support for, or opposition to the establishment.

13. The ability of the license applicant to show that operation of its premises is not detrimental to the community.

14. If there is a previous license at this location, what, if any, changes are being proposed.

15. No liquor or wine can be sold over the counter except by liquor stores and taverns.

16. The existence of agreed to restrictions that would enhance the application, including the hours they are open, the number of bar stools, the serving of beer only, service bar only, etc.

17. The existence of any associated business conducted on the premises in conjunction with the liquor license that could be potentially dangerous or not conducive to liquor dispensing.

By design, these criteria are fairly broad and general, although each relates specifically to the operation impact of the proposed establishment. We believe that generality is to be preserved to keep the committee's and the council's exercise of discretion fairly broad. The cases do not require specificity in the determination of whether to grant a new license and continually uphold the licensing authority's exercise of broad discretion. The committee believes that we must preserve the broad authority granted to licensing agencies by the statutes and the courts, in part, to avoid the implication that if all the criteria are met, a license must automatically be issued. The committee and the council have and bear the responsibility of exercising sound judgment based on rational decisions and logic in the granting of licenses. The myriad of circumstances which can exist cannot be legitimately covered by strict and detailed guidelines.