



MEMORANDUM

Date: February 5, 2026

To: Licensing Board

From: Ali Panagopoulos, City Attorney

RE: Request for Beer/Liquor License Premise Amendment
821 North Church Street, Watertown

An alcohol license issued by a municipality “must contain sufficient detail to identify the specific areas where the alcohol beverages will be stored or sold or both” and a license which fails to do so does not satisfy the statutory requirement that a license must “particularly describe premises for which issued.” **Wisconsin Dells, LLC v. Town of Dell Prairie.**

Further, Wis. Stat. Sec. 125.32(3m) lays out the following:

(3m) Limitations on other business; Class “B” premises. No Class “B” license or permit may be granted for any premises where any other business is conducted in connection with the premises, except that this restriction does not apply if the premises for which the Class “B” license or permit is issued is connected to premises where other business is conducted by a secondary doorway that serves as a safety exit and is not the primary entrance to the Class “B” premises. No other business may be conducted on premises operating under a Class “B” license or permit. These restrictions do not apply to any of the following:

- (a) A hotel.
- (b) A restaurant, whether or not it is a part of or located in any mercantile establishment.
- (c) A combination grocery store and tavern.
- (d) A combination sporting goods store and tavern in towns, villages and 4th class cities.
- (e) A combination novelty store and tavern.
- (f) A bowling center or recreation premises.
- (g) A club, society or lodge that has been in existence for 6 months or more prior to the date of filing application for the Class “B” license or permit.

(h) A movie theater.

(i) A painting studio.

(j) Premises for which a temporary Class "B" license is issued under s. 125.26 (6) if the license is one of multiple licenses issued by the municipality to the same licensee for the same date and times, the licensee is the sponsor of an event held at multiple locations within the municipality on this date and at these times, and an admission fee is charged for participation in the event and no additional fee is charged for service of alcohol at the event.

(k) Premises for which a Class "B" permit is issued under s. 125.27 (5).

Under the statute, a business applying for a Class "B" license cannot be connected to another business, except that business "is connected to premises where other business is conducted by a secondary doorway that serves as a safety exit and is not the primary entrance to the Class "B" premises."

The requirement that the two businesses can only share a secondary doorway that is intended to serve only as an emergency exit implies that the two businesses must be totally separate in the following ways:

1. The two businesses cannot permit cross access besides an emergency exit.
2. The two businesses must be completely walled off from one another.
3. Customers cannot easily go back and forth between the two businesses while consuming alcohol.
4. There are separate outside entrances to each of the two businesses.
5. There are separate counters at each location that can specifically monitor the requirements of each separate license.

At this time, City staff recommends approval of the Class A premises amendment and Class "B" at 821 North Church Street, Watertown with the above stated conditions (#1-#5), in addition to all other standard conditions connected to liquor license issuance.