

**GUIDELINES FOR USE IN GRANTING & DENIAL OF**  
**CLASS A 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. The presence of a business plan, market analysis and other reports to demonstrate applicant's evaluation/analysis of establishing a licensed premise at this location and their ability to operate the business.
4. The applicant's and managerial personnel's level of knowledge of alcoholic beverage regulations.
5. Proximity to other licensed establishments, to residential complexes or areas, to public buildings, or those used listed under 125.68(3) Wis. Stats.
6. The availability of parking and external lighting for patrons.
7. The ease of access to the premises by public safety personnel (Police, fire & EMS), and building inspection personnel, for inspections, enforcement, and calls to request aid and the expense of providing government services to the location.
8. 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.
9. The economic impact on the neighborhood and city from the new establishment (number of employees, average payroll, expected building value, participation in community organizations).
10. The level of community, neighborhood, and aldermanic support for, or opposition to the establishment.
11. If there is a previous license at this location, what, if any, changes are being proposed.

12. 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.
13. Applicant's precautions to insure safe and legal operation of the business (age verification of customers, presence and type of security surveillance, including recording and storage of surveillance video, etc.)
14. Description of goods and services to be sold at this location. Estimated % of gross sales devoted to alcohol, estimated % of gross sales to other products and services sold at the location.
15. Will new business occupy formerly vacant building, new construction or replace existing business?
16. Inspection reports from Building Inspector and Fire Inspector to demonstrate level of compliance with state and city code requirements.

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.