

**CITY OF WEST ALLIS
ORDINANCE O-2025-0383**

**ORDINANCE TO INCORPORATE STANDARD NOISE LEVEL LIMITS INTO
ALCOHOL LICENSING LAWS**

AMENDING SECTION 9.60

WHEREAS, Wis. Stat. 125.10(1) allows any municipality to prescribe additional regulations for the sale of alcohol beverages, not in conflict with Wis. Stat. Ch. 125;

NOW THEREFORE, the common council of the City of West Allis do ordain as follows

SECTION 1: **AMENDMENT** “9.60 Alcohol Beverage” of the City Of West Allis Municipal Code is hereby *amended* as follows:

A M E N D M E N T

9.60 Alcohol Beverage

1. License Required. [Wis. Stat. 125.04\(1\)](#) is adopted.
2. Exceptions. [Wis. Stat. 125.06](#) is adopted.
3. Application Process. The application process under [Wis. Stat. Ch. 125](#) is adopted, except as modified below:
 - a. License Fee. An applicant shall pay the applicable license fee listed in the [Fee Schedule](#) prior to date on which the license is to be issued. If a license is not granted, any paid license fee shall be refunded.
 - b. New License Applications. At the time of filing a new application for a Class "A" license under [Wis. Stat. 125.25\(1\)](#), a "Class A" license under [Wis. Stat. 125.51\(2\)](#), a Class "B" license under [Wis. Stat. 125.26\(1\)](#), a "Class B" license under [Wis. Stat. 125.51\(3\)](#), or a "Class C" license under [Wis. Stat. 125.51\(3m\)](#), the applicant shall submit:
 - i. A nonrefundable inspection fee in the amount stated on the [Fee Schedule](#)
 - ii. A detailed floor plan for each floor of the premises, which shall include the following as applicable:
 - (1) Area in square feet and dimensions of the premises
 - (2) All entrances and exits to the premises together with a description of how patrons will enter the premises, the proposed location of the waiting line, and the location where security searches or identification verification will occur
 - (3) Locations of all seating areas, bars, and food preparation areas
 - (4) Locations and dimensions of any alcohol beverage storage

and display areas

- (5) Locations and dimensions of any outdoor areas available at the premises for the sale, service, or consumption of alcohol beverages
- (6) Location and dimensions of any outside area that where customers, employees, or persons associated with the premises may smoke
- (7) The location of exterior and interior trash receptacles
- (8) Any other reasonable and pertinent information the Public Safety Committee may require either for all applicants or in a particular case

iii. A completed plan of operation for the business, which shall include as applicable:

- (1) The hours of operation for the premises
- (2) The legal capacity of the premises
- (3) Methods for maintaining the appearance and operation of the premises with respect to noise and litter
- (4) Any other business that will be conducted in connection with the premises.
- (5) Any other licenses and permits sought for the premises.
- (6) The number of security personnel expected to be on the premises, their responsibilities, and the equipment they will use in carrying out their duties.
- (7) Any other reasonable information the Public Safety Committee may require either for all applicants or in a particular case.

c. Time of Filing and Issuance. Pursuant to [Wis. Stat. 125.04\(3\)\(f\)2.](#), an application for a license to sell alcohol beverages and a request for a fixed full-service retail outlet shall be filed with the city clerk at least 15 days prior to the granting of the license or approval, except an application for a license issued under [Wis. Stat. 125.26\(6\)](#) or [125.51\(10\)](#) or a request for approval of an unlimited transfer full-service retail outlet shall be filed at least 5 business days prior to the granting of the license or approval.

d. Restrictions on Issuance. No license may be issued to any person in violation of the provisions below. Any license issued in violation of a provision below is void.

i. Liquor Sales at Fuel Stations. No "Class A" license may be granted for any premises where gasoline or diesel fuel is sold at retail in connection with the premises, except that this restriction does not apply if any of the following applies:

- (1) The "Class A" license contains the condition that retail sales of intoxicating liquor are limited to cider
- (2) The premises for which the "Class A" license is issued is connected to premises where gasoline or diesel fuel is sold at retail by a secondary doorway that serves as a safety exit and is not the primary entrance to the "Class A" premises.

- ii. Overlapping Premises. No retail alcohol license may be issued to any person if the premises overlaps with another retail alcohol license.
 - iii. Premises Includes Right-of-Way. No retail alcohol license may be issued to any person if the permanent premises overlaps with a right-of-way. A temporary extension of premises may extend into the right-of-way if approved under this section.
- e. Extension of Premises Application
 - i. Temporary Extension
 - (1) A licensee may apply for a temporary extension of premises by submitting a request to the city clerk in a form approved by the clerk and paying the fee listed on the [Fee Schedule](#).
 - (2) Each licensee shall provide a description of the temporary premises and any other information required by the city clerk. The seasonal term shall commence on the Friday preceding Memorial Day and expire on the Tuesday after Labor Day. The common council shall establish the term for any non-seasonal extension of premises.
 - (3) The common council shall determine whether to grant a request for temporary extension of premises under the same standards as a new license application. A temporary extension of premises creates a property interest only for the dates and times approved by the common council. Upon expiration of a temporary extension of premises, the temporary premises ceases to exist. Approval of a temporary extension of premises does not create a right to future approval.
 - ii. Permanent Extension. A licensee requesting a permanent extension shall pay the fee listed in the [Fee Schedule](#) at the time of the request. The council shall determine whether to grant the request for permanent extension of premises under the same standards as a new license application.
- 4. Regulations. The regulations in [Wis. Stat. Ch. 125](#) are adopted, except as modified below:
 - a. "Class B" Authorizations. Pursuant to [Wis. Stat. 125.51\(3\)\(b\)](#), a retail "Class B" license authorizes the sale of intoxicating liquor to be consumed by the glass on the premises where sold or off the premises if the licensee seals the container of intoxicating liquor with a tamper-evident seal before the intoxicating liquor is removed from the premises. The "Class B" license also authorizes the sale of intoxicating liquor in the original package or container, in any quantity, to be consumed off the premises where sold.
 - b. Outdoor Premises
 - i. Containers. No licensee may allow glass beverage containers in an outdoor premises.
 - ii. Noise Limit. ~~No outdoor premises may be the source of sound that measures over 100 decibels (A-weighted) within 100 feet from the outdoor premises~~ Licensees shall comply with WAMC 7.23 unless ~~T~~

the common council ~~may~~ sets different noise limits for a particular outdoor premises ~~if and~~ the affected licensee agrees to those alternate noise limits. If custom noise limits are set by the common council, licensees shall comply with those noise limits.

- iii. Bordering. The border of any outdoor premises shall be physically marked with fencing, vegetation, barriers, or other objects or markings accurately indicating the limits of the outdoor premises.
 - iv. Lighting. Any lighting for an outdoor premises may not project directly to an area beyond the indoor and outdoor premises.
 - v. Closing Hours. No outdoor premises may remain open between the hours of 8 p.m. and 10 a.m. from Sunday through Thursday. No outdoor premises may remain open between the hours of 10 p.m. and 10 a.m. on Fridays and Saturdays. The common council may set different closing hours for a particular outdoor premises if the licensee agrees to those alternate closing hours.
- c. Conditions Specific to Licensee. The common council may impose the following conditions upon a particular new retail alcohol license at the time the license is granted or impose the following conditions upon a particular existing retail alcohol licensee only with the licensee's consent. No licensee may violate any condition specifically imposed upon that retail alcohol license.
- i. The licensee shall conduct a principal business on the premises particularly described by the common council. Examples include those types of businesses described in [Wis. Stat. 125.32\(3m\)](#).
 - ii. The licensee shall maintain the property and premises so it is consistent with the landscaping and architectural design plans approved by the common council.
 - iii. The licensee shall video record all activities taking place on the premises, except within bathrooms and areas inaccessible to customers, and retain a copy of that video for at least 7 days. The video resolution must have at least 640 pixels horizontally and 480 pixels vertically. The licensee shall provide a copy of any video recording in the licensee's possession within 48 hours after receiving a request for video from a law enforcement officer.
 - iv. The licensee shall maintain certain security measures particularly described by the common council. Examples include lighting requirements, staffing minimums, and photographic identification scanners.
 - v. The licensee may not promote or conduct certain activities particularly described by the common council. Examples include live music and drink specials.
- d. Hours of Sale Limited. Between 9:00 p.m. and 8:00 a.m., no person may do any of the following:
- i. Sell alcohol beverages on a Class "A" or "Class A" premises.
 - ii. Sell alcohol beverages on a Class "B" or "Class B" premises in an original unopened package, container, or bottle.

- iii. Sell alcohol beverages on a Class "B" or "Class B" premises for consumption off the premises.
 - e. Presence After Hours. No licensee may allow any person to enter or remain on a premises licensed for retail alcohol sales during hours when the premises are not open for business, unless that person is the licensee, employees of the licensee, salespersons for the licensee, or service personnel for the licensee if those persons are performing job-related activities.
 - f. Underage Persons on Premises
 - i. No licensee may allow underage person to enter or remain on Class "B" or "Class B" premises under [Wis. Stat. 125.07\(3\)\(a\)10](#), unless the licensee has notified the police chief at least 7 days in advance of the times underage persons will be allowed on the premises.
 - ii. A licensee may allow an underage person to enter or remain on a temporary Class "B" premises under [Wis. Stat. 125.26\(6\)](#).
 - iii. A licensee may allow an underage person to enter or remain on a temporary "Class B" premises under [Wis. Stat. 125.51\(10\)](#) only for the purpose of acting as a designated driver and only if the licensee requires the underage person to display a means of identification, such as a wrist band, to identify underage persons as designated drivers.
 - g. Full-Service Retail Outlets. Unless specifically excepted, all regulations applicable to Class "B" premises shall be applicable to all full-service retail outlets that are approved to sell fermented malt beverages, all regulations applicable to "Class B" premises shall be applicable to all full-service retail outlets that are approved to sell intoxicating liquor, and all regulations applicable to "Class C" premises shall be applicable to all full-service retail outlets that are approved to sell wine.
- 5. Discipline Process. [Wis. Stat. 125.12](#) is adopted. In addition and to the extent allowed by law, the disciplinary events in [WAMC 9.51\(1\)\(a\)-\(e\)](#) are adopted under [Wis. Stat. 125.10](#) and shall be grounds for revocation, suspension, or nonrenewal of a license under [Wis. Stat. 125.12\(2\)\(ag\)1](#).

SECTION 2: EFFECTIVE DATE This Ordinance shall be in full force and effect on and after the required approval and publication according to law.

PASSED AND ADOPTED BY THE CITY OF WEST ALLIS COMMON COUNCIL
SEPTEMBER 16, 2025.

	AYE	NAY	ABSENT	ABSTAIN
Ald. Ray Turner	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Ald. Kimberlee Grob	<u> X </u>	<u> </u>	<u> </u>	<u> </u>

Ald. Chad Halvorsen	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Ald. Marissa Nowling	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Ald. Suzzette Grisham	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Ald. Danna Kuehn	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Ald. Dan Roadt	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Ald. Patty Novak	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Ald. Kevin Haass	<u>X</u>	<u> </u>	<u> </u>	<u> </u>
Ald. Marty Weigel	<u>X</u>	<u> </u>	<u> </u>	<u> </u>

Attest

Tracey Uttke

Tracey Uttke, City Clerk, City Of West
Allis

Presiding Officer

Dan Devine

Dan Devine, Mayor, City Of West
Allis

