

**CITY OF WEST ALLIS  
ORDINANCE O-2026-0406**

**ORDINANCE TO MAKE CORRECTIONS TO VARIOUS PARTS OF THE  
MUNICIPAL CODE - SPRING 2026**

**NOW THEREFORE**, be it ordained by the Common Council of the City Of West Allis, in the State of Wisconsin, as follows:

**SECTION 1:**        **AMENDMENT** “4.25 Vehicle Towing” of the City Of West Allis Municipal Code is hereby *amended* as follows:

**A M E N D M E N T**

**4.25 Vehicle Towing**

1. Towing Contract Let by Bid. The board of public works shall determine how to solicit for and accept bids for the West Allis towing contract. Bids shall be upon forms provided by the board. The towing contract shall be awarded to that bidder who, in the judgment of the common council, shall render the most satisfactory and dependable service to the City.
2. Minimum Qualifications for Bidders.
  - a. (Reserved).
  - b. Bidders may qualify for a contract only by presenting evidence that they meet the following requirements:
    - i. The towing service has experience in the towing and winching of vehicles.
    - ii. The towing service is financially responsible.
    - iii. The towing service shall have in service at least 4 towing vehicles, plus 1 flatbed vehicle, and have inside storage for 5 vehicles and outside storage for 10 vehicles on the same premises.
    - iv. The towing service is certified for law enforcement wrecked or disabled towing.
    - v. Trained personnel are available to tow vehicles at all times
    - vi. The towing service has a tow lot within West Allis or within a reasonable distance from West Allis in which all towed vehicles will be stored and available to be retrieved.
  - c. Bidders shall post a surety bond in the amount established by the board of public works as a guaranty of satisfactory performance of the contract; such bond to be approved by the City Attorney as to form and execution.
  - d. Bidders shall file, with the executed contract, proof of worker's compensation insurance and liability insurance in minimum amounts established by the board of public works covering all operations, premises, storage of vehicles

and the contents thereof, and vehicles used in carrying out the work required under the contract. The liability policy shall be endorsed to name the City of West Allis as an additional insured. The insurance policies shall provide for a 30-day notice to the City in the event of cancellation.

3. Contract; Terms to be Included.

- a. The contract shall be subject to approval by the common council and shall be executed by the mayor and city clerk on behalf of the City and shall be approved as to form by the city attorney.
- b. The term of the contract shall be for a period of time acceptable to the board of public works, except that the contract shall be terminable at will by the common council.
- c. The contractor shall respond to a request by a duly authorized officer or employee of the City, arrive on-site, and be prepared to remove a vehicle within 30 minutes after the request is made unless a bona fide emergency prevented the contractor from timely responding.
- d. The contractor shall have at least 2 tow trucks available to exclusively respond to calls from authorized City representatives during declared snow emergencies.
- e. The contractor's compensation for the rendition of services shall be paid by the owner of the vehicle or, where required by law, by the City according to the fee schedule submitted with the contractor's bid. The towing contractor may not charge a fee in excess of the fee schedule submitted with the contractor's bid, where an authorized agent of the City has called for the contractor's services.
- f. (Reserved).
- g. The contractor shall submit to the chief of police, on or before the tenth day of each month, a sworn statement covering all operations performed under the towing contract for the preceding month. The statement shall contain the following information:
  - i. Name and address of owner of vehicle.
  - ii. Date of removal of vehicle.
  - iii. Make and model of the vehicle.
  - iv. Location from which the vehicle was removed.
  - v. Location to which the vehicle was towed.
  - vi. The total charge made for such removal.
- h. (Reserved).
- i. The contractor shall agree to hold the City harmless for any and all claims and damages resulting from operations conducted under the towing contract, including damage or loss to vehicles and personal property contained in said vehicles held in storage by the contractor. The contractor further agrees to defend any claim on behalf of the City and to pay all costs, damages and attorneys fees which may result from such claims.
- j. The contractor shall post a list of prices in conformity with the bid in a form designed to give reasonable notice to a person retrieving a towed vehicle.

4. Police Department Fees for Services.

- a. Storage of Vehicles. In addition to any other fees set forth herein, the police department is authorized to charge a fee for the storage of vehicles on City property in the amount listed in the Fee Schedule and the indoor storage of vehicles on City property.
- b. Administrative fee. The police department is authorized to charge a fee listed in the Fee Schedule for services related to the towing of vehicles from a highway under Wis. Stat. 349.13(3) or from private property under Wis. Stat. 349.13(3m). All service fees collected by a towing service under this paragraph shall be aggregated and forwarded together to the City treasurer at the same time as the statement is submitted to the police chief under subsection (3)(g).

5. Vehicle Towing Regulations.

- a. Repossession. A person who repossesses a motor vehicle as collateral or goods subject to a motor vehicle consumer lease shall, before repossessing the motor vehicle, notify the chief of police about the repossession in the manner required by Wis. Stat. 425.2065
- b. Vehicles Used for Reckless Driving
  - i. Authority to Impound. Pursuant to Wis. Stat. 349.115, a law enforcement officer may impound any vehicle used in the commission of a violation of Wis. Stat. 346.62 or a local ordinance in strict conformity with Wis. Stat. 346.62 at the time of issuing a citation or making an arrest for the offense. The law enforcement officer impounding the vehicle shall make a reasonable effort to determine if the vehicle has been reported as stolen and, if the officer determines that the vehicle has been reported as stolen, make a reasonable attempt to contact the owner.
  - ii. Release of Vehicle. A vehicle impounded under this provision shall be released to its owner, if there is no other legal basis to keep it impounded, under any of the following circumstances:
    - (1) Upon the payment of all reasonable costs of impounding the vehicle, including towing or other transportation costs and storage costs, and any outstanding fine or forfeiture owed by the owner of the vehicle.
    - (2) Without the payment of a fee or charge, but only if the vehicle was reported as stolen.
  - iii. Disposal of Unclaimed Vehicle. A vehicle impounded under this provision may be disposed of following the same procedure as provided for disposing of an abandoned vehicle under Wis. Stat. 342.40 if:
    - (1) The vehicle was reported as stolen and remains unclaimed for more than 60 days after impoundment.
    - (2) The vehicle was not reported as stolen and remains unclaimed for more than 90 days after the disposition of the charge for which the vehicle was impounded.

6. Towing Under City Contract. Pursuant to Wis. Stat. 349.13(3), the common council finds it is in the public interest to contract with a towing company for the removal of:
  - a. Vehicles standing upon a highway in violation of a prohibition, limitation or restriction on stopping, standing or parking imposed under Wis. Stat. Chs. 346 or 349,
  - b. Abandoned vehicles under WAMC 6.015 and Wis. Stat. 342.40, and
  - c. Disabled vehicles that obstruct the roadway of a freeway or expressway.
7. Charges for Removal. The operator or owner of the vehicle removed shall pay the ~~following~~ reasonable charges for moving or towing or any storage involved.
8. Disposal of Impounded Vehicles
  - a. Each unregistered vehicle retained under Wis. Stat. 341.65 and not reclaimed by its owner or lienholder may be sold by sealed bid or auction sale, at the discretion of the police chief. The police chief shall advertise the sale by posting a public notice at the police department or an electronic version on the website of the police department. The posting of the notice at the police department or its website shall be in the same form as the certified mail notice sent to the owner or lienholders of record.
  - b. Each abandoned vehicle retained under Wis. stat. 342.40 and not reclaimed by its owner or lienholder may be donated to a nonprofit organization or sold by sealed bid or auction sale, at the discretion of the police chief. The police chief shall advertise the sale by posting a public notice at the police department or an electronic version on the website of the police department. The posting of the notice at the police department or its website shall be in the same form as the certified mail notice sent to the owner or lienholders of record.
  - c. All other vehicles shall be disposed of pursuant to applicable law.

**SECTION 2:**        **AMENDMENT** “9.47 General Provisions” of the City Of West Allis Municipal Code is hereby *amended* as follows:

## AMENDMENT

### 9.47 General Provisions

1. Vicarious Liability. Except where preempted by state law, a licensee is liable for any violations of any provision of this chapter committed in the course of conducting the licensed activity by the licensee's employee, agent, or contractor. Each licensee has the affirmative duty to see that every regulation is obeyed by employees, agents, and contractors. The licensee may be convicted for a violation committed by an employee, agent, or contractor only in a civil forfeiture action. None of the following are defenses to the liability imposed under this section:
  - a. The licensee was deceived about or ignorant of the violation.
  - b. The licensee was absent at the time of the violation.
  - c. The licensee had prohibited employees, agents, and contractors from doing the

act that resulted in a violation.

2. State Law Applicable. Any duty or authority assigned by state law to a City body, officer, or department shall be in effect unless explicitly declined or rejected in this code. Nothing in this chapter may be construed to implicitly preclude, decline, or reject any authority or duty in state law.
3. License List. The table below indicates by type of license which city officer issues the license, whether the issuing officer may grant the license without council approval, whether a record check is required, the term of the license, and which city departments receive notification of an application for that license.

| Type                                  | Issuing Officer | I.O. may Grant(a) | Expires        | Departments Notified                                 |
|---------------------------------------|-----------------|-------------------|----------------|------------------------------------------------------|
| <b>Adult-Oriented Entertainment</b>   | Clerk           | No                | June 30        | Code Enforcement, Clerk, Fire, Health, Police        |
| <b>Alcohol Beverages</b>              |                 |                   |                |                                                      |
| <u>Class "A" Beer (provisional)</u>   | <u>Clerk</u>    | <u>Yes(b)</u>     | <u>60 days</u> | <u>Code Enforcement, Clerk, Fire, Health, Police</u> |
| <u>Class "A" Beer (regular)</u>       | <u>Clerk</u>    | <u>No</u>         | <u>June 30</u> | <u>Code Enforcement, Clerk, Fire, Health, Police</u> |
| <u>"Class A" Liquor (provisional)</u> | <u>Clerk</u>    | <u>Yes(b)</u>     | <u>60 days</u> | <u>Code Enforcement, Clerk, Fire, Health, Police</u> |
| <u>"Class A" Liquor (regular)</u>     | <u>Clerk</u>    | <u>No</u>         | <u>June 30</u> | <u>Code Enforcement, Clerk, Fire, Health, Police</u> |
| Class "B" Beer (provisional)          | Clerk           | Yes(b)            | 60 days        | Code Enforcement, Clerk, Fire, Health, Police        |
| Class "B" Beer                        | Clerk           | No                | June 30        | Code Enforcement, Clerk, Fire,                       |

|                                                          |       |        |                         |                                                              |
|----------------------------------------------------------|-------|--------|-------------------------|--------------------------------------------------------------|
| (regular)                                                |       |        |                         | Health, Police                                               |
| Class "B" Beer<br>(temporary)                            | Clerk | Yes    | As stated<br>on license | Clerk, Police(d)                                             |
| "Class B"<br>Liquor<br>(provisional)                     | Clerk | Yes(b) | 60 days                 | Code<br>Enforcement,<br>Clerk, Fire,<br>Health, Police       |
| "Class B"<br>Liquor<br>(regular)                         | Clerk | No     | June 30                 | Code<br>Enforcement,<br>Clerk, Fire,<br>Health, Police       |
| "Class B" Wine<br>(temporary)                            | Clerk | Yes    | As stated<br>on license | Clerk, Police(d)                                             |
| "Class C" Wine<br>(provisional)                          | Clerk | Yes(b) | 60 days                 | Code<br>Enforcement,<br>Clerk, Fire,<br>Health, Police       |
| "Class C" Wine<br>(regular)                              | Clerk | No     | June 30                 | Code<br>Enforcement,<br>Clerk, Fire,<br>Health, Police       |
| Extension of<br>Premises                                 | Clerk | No     | As stated on<br>license | Code<br>Enforcement,<br>Clerk, Fire,<br>Health,<br>Police(d) |
| Full-Service<br>Retail Outlet<br>(fixed)                 | Clerk | No     | June 30                 | Code<br>Enforcement,<br>Clerk, Fire,<br>Health, Police       |
| Full-Service<br>Retail Outlet<br>(unlimited<br>transfer) | Clerk | Yes(g) | As stated on<br>license | Clerk, Police(d)                                             |
| Operator's<br>(provisional)                              | Clerk | Yes(c) | 60 days                 | Clerk, Police                                                |
| Operator's<br>(regular)                                  | Clerk | Yes(f) | Every other<br>June 30  | Clerk, Police                                                |

|                                                                            |                     |     |             |                                 |
|----------------------------------------------------------------------------|---------------------|-----|-------------|---------------------------------|
| Operator's (temporary)                                                     | Clerk               | Yes | 1-14 days   | Clerk, Police                   |
| <b>Animal Sales and Service</b>                                            | Health Commissioner | Yes | June 30     | Health                          |
| <b>Bed and Breakfast Establishment</b>                                     | Health Commissioner | Yes | June 30 (e) | Health                          |
| <b>Body Piercing</b>                                                       | Health Commissioner | Yes | June 30     | Health                          |
| <b>Campground and Camping Resort</b>                                       | Health Commissioner | Yes | June 30(e)  | Health                          |
| <b>Cigarette, Electronic Vaping Devices, and Tobacco Products Retailer</b> | Clerk               | Yes | June 30     | Clerk, Police                   |
| <b>Concrete Contractor</b>                                                 | Engineer            | Yes | June 30     | Clerk, Public Works             |
| <b>Escort Service</b>                                                      | Clerk               | No  | June 30     | Clerk, Police                   |
| <b>Fitness Center</b>                                                      | Health Commissioner | Yes | June 30     | Health                          |
| <b>Hotel or Motel</b>                                                      | Health Commissioner | Yes | June 30(e)  | Health                          |
| <b>Junk Picker</b>                                                         | Clerk               | Yes | 4 months    | Clerk, Police, Public Works     |
| <b>Lodging House</b>                                                       | Health Commissioner | Yes | June 30     | Health                          |
| <b>Manufactured and Mobile Home Community</b>                              | Clerk               | Yes | June 30     | Code Enforcement, Clerk, Police |
| <b>Nonintoxicating Beverage Retailer</b>                                   | Clerk               | Yes | June 30     | Clerk, Police                   |

|                                          |                     |     |                      |                                                         |
|------------------------------------------|---------------------|-----|----------------------|---------------------------------------------------------|
| <b>Pawnbroker</b>                        | Clerk               | No  | Dec. 31              | Clerk, Police                                           |
| <b>Public Entertainment</b>              |                     |     |                      |                                                         |
| Regular                                  | Clerk               | No  | June 30              | Code Enforcement, Clerk, Fire, Health, Planning, Police |
| Temporary                                | Clerk               | No  | As stated on license | Clerk, Police(d)                                        |
| <b>Public Swimming Pool</b>              | Health Commissioner | Yes | June 30(e)           | Health                                                  |
| <b>Recreational and Educational Camp</b> | Health Commissioner | Yes | June 30(e)           | Health                                                  |
| <b>Retail Food Establishment</b>         | Health Commissioner | Yes | June 30(e)           | Health                                                  |
| <b>Secondhand Article Dealer</b>         | Clerk               | No  | Dec. 31              | Clerk, Police                                           |
| <b>Secondhand Jewelry Dealer</b>         | Clerk               | No  | Dec. 31              | Clerk, Police                                           |
| <b>Tattoo</b>                            | Health Commissioner | Yes | June 30              | Health                                                  |
| <b>Tourist Rooming House</b>             | Health Commissioner | Yes | June 30(e)           | Code Enforcement, Health                                |
| <b>Transient Merchant</b>                | Clerk               | Yes | 4 months             | Clerk, Health, Police                                   |

- a. The issuing officer may only grant a license to an applicant who is clearly qualified.
- b. The issuing officer shall grant a provisional retail license under [Wis. Stat. 125.185](#) only to clearly qualified applicants whose applications are pending before the common council and one of the following applies:



- i. For a pending new application, the Public Safety Committee has recommended granting the license, the applicant has obtained all required licenses and permits, and the applicant has passed all required inspections.
  - ii. For a pending renewal application, the clerk has not received a notice of disapproval from a department head.
- c. The issuing officer shall grant a provisional operator's license to any applicant who meets the qualifications under [Wis. Stat. 125.17\(5\)](#).
- d. No record check is required.
- e. Licenses initially issued during the period beginning on April 1 and ending on June 30 expire on June 30 of the following year.
- f. The issuing officer may grant and issue a regular operator's license only if the applicant does not have any of the following:
  - i. A pending criminal charge for any offense under [Wis. Stat. 111.335\(4\)\(a\)](#)
  - ii. A conviction for an offense counted under [Wis. Stat. 343.307](#) within two years of the application date
  - iii. A second or subsequent conviction for an offense counted under [Wis. Stat. 343.307](#) within five years of the application date
  - iv. Convictions for three or more violations of [Wis. Stat. 343.44](#) within two years of the application date
  - v. A conviction for any offense under [Wis. Stat. Ch. 125](#) or any offense for which the consumption, possession, or sale of alcohol is an element within ten years of the application date, except no violation of [Wis. Stat. 125.07](#) may be considered unless the applicant has committed two or more violations within one year;
  - vi. A conviction for a felony offense where the sentence for confinement, extended supervision, or probation has ended within five years of the application date; or
  - vii. Convictions for three or more misdemeanors within five years of the application date.
- g. The issuing officer shall approve an unlimited transfer full-service retail outlet to a brewery under Wis. Stat. 125.29(7)(d)1. or a winery under Wis. Stat. 125.53(3)(d)1. only to clearly qualified applicants if all of the following applies:
  - i. The scope of alcohol beverages offered for sale at that full-service retail outlet are limited to the same type of alcohol as that produced by the permittee.
  - ii. The full-service retail outlet is one that may be relocated without limitation on frequency in each calendar year.
  - iii. Any one of the following applies:
    - (1) The approval dates, times, and premises align with the dates, times, and premises of a special event permit or a city-sponsored event.

- (2) The approval is for 1 day. The clerk may not approve more than 10 days for each permittee in a calendar year under this provision.
- h. Fees. An applicant for a license shall pay any applicable fees listed in the [Fee Schedule](#).

**SECTION 3:        AMENDMENT** “9.60 Alcohol Beverage” of the City Of West Allis Municipal Code is hereby *amended* as follows:

#### AMENDMENT

##### 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~~committee assigned responsibility 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~~committee assigned responsibility 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. Licensees shall comply with WAMC 7.23 unless the

- common council sets different noise limits for a particular outdoor premises 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](#).

PASSED AND ADOPTED BY THE CITY OF WEST ALLIS COMMON COUNCIL  
MAY 19, 2026.

|                     | <b>AYE</b>   | <b>NAY</b>        | <b>ABSENT</b>     | <b>ABSTAIN</b>    |
|---------------------|--------------|-------------------|-------------------|-------------------|
| 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           | <u>  X  </u> | <u>          </u> | <u>          </u> | <u>          </u> |

Halvorsen

Ald. Marissa

X

Nowling

Ald. Suzzette

X

Grisham

Ald. Danna

X

Kuehn

Ald. Dan Roadt

X

Ald. Patty Novak

X

Ald. Kevin Haass

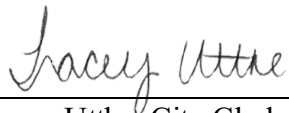
X

Ald. Marty Weigel

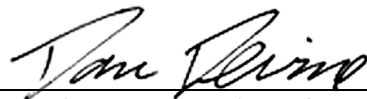
X

Attest

Presiding Officer



Tracey Uttke, City Clerk, City Of  
West Allis



Dan Devine, Mayor, City Of West  
Allis

