



# City of West Allis

Ordinance: O-2015-0047

7525 W. Greenfield Ave.  
West Allis, WI 53214

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**File Number: O-2015-0047**

**Sponsor(s): Ald. Probst**

**Final Action:**

**OCT 06 2015**

An Ordinance to Create SubSection 9.02(24) of the West Allis Revised Municipal Code Relating to Priority of License Applications.

The Common Council of the City of West Allis do ordain as follows:

PART I. SubSection 9.02(24) of the Revised Municipal Code of the City of West Allis is hereby created to read:

## 9.02 ALCOHOLIC BEVERAGES.

\* \* \*

(24) Priority of License Applications. Multiple applications for "Class B" liquor license(s) available under quota.

(1) If more than one complete license application is timely filed with the City Clerk for any available "Class B" liquor license, the City Clerk shall require each applicant to complete a supplemental questionnaire regarding the benefits/impacts of such proposed licensed establishment. Such supplemental questionnaire shall seek information from the applicant as to the following:

- (a) Number of jobs to be created should the license be granted to the applicant;
- (b) Scope and cost of any improvements the applicant intends to make to the location sought to be licensed;
- (c) Size of premise for which license is sought, including proposed seating capacity of such premise;
- (d) Certainty of such venture and expected opening date.
- (e) Potential negative impacts on the neighborhood and how they will be addressed/ameliorated.
- (f) Potential policing costs.
- (g) What type of business and clientele the establishment intends to cater to.

(2) The City Clerk shall forward all license application materials to the License & Health Committee for review.

(3) The License & Health Committee shall review all materials submitted. Its recommendation to the Common Council on granting such available "Class B" license(s) shall be based upon its determination as to which application will provide the most benefit to the city with the fewest negative impacts. In making its recommendation, the License & Health Committee shall evaluate the factors set forth in sub.

(1) for each license application. The License & Health Committee, in its recommendation, shall indicate how each factor is met and to what extent. The order in which applications were received shall be given

no weight.

(4) In granting such license, the Common Council shall give consideration to the recommendation of the License & Health Committee and shall also make its own determination regarding the factors set forth in paragraph (1) above. Any license decision to grant a license where multiple complete applications for such license are timely filed with the clerk's office shall be based upon the council's determination as to which application the council determines shall provide the most economic benefit to the city.

PART II. All ordinances or parts of ordinances contravening the provisions of this ordinance are hereby repealed.

PART III. This ordinance shall take effect and be in force from and after its passage and publication.

ATTO-CreateSubSection9.02(24)PriorityLicenseApplications

PASSED           OCT 06 2015          

APPROVED           10/13/15          

          Monica Schultz            
Monica Schultz, City Clerk

          Dan Devine            
Dan Devine, Mayor