



City of Madison

City of Madison
Madison, WI 53703
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Master

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Business

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Controlling Body: Attorney's Office

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File Name: Establishment License Alder Contact

Final Action:

Title: Amending 38.05(3)(c) of the Madison General Ordinances to change the deadline for an alcohol license establishment applicant to contact the premises location Alder and amending 38.05(3)(e) to change the deadline for posting the public information notification sign.

Notes: 6616EstablishmentLicenseContact

Sponsors: Grant Foster And Patrick W. Heck

Effective Date:

Attachments:

Enactment Number:

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Hearing Date:

Entered by: mglaeser@cityofmadison.com

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Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Attorney's Office	07/06/2022	Referred for Introduction				
Action Text:		This Ordinance was Referred for Introduction					
Notes:		Alcohol License Review Committee (7/20/22); Common Council (8/2/22)					

Text of Legislative File 72470

Fiscal Note

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Title

Amending 38.05(3)(c) of the Madison General Ordinances to change the deadline for an alcohol license establishment applicant to contact the premises location Alder and amending 38.05(3)(e) to change the deadline for posting the public information notification sign.

Body

DRAFTER'S ANALYSIS: This ordinance changes the deadlines for an alcohol license establishment applicant to contact the Alder for the district in which the premises is located and for posting the public information notification sign.

The Common Council of the City of Madison do hereby ordain as follows:

1. Subsection (c) entitled "Required Contacts and Informational Session" of Section (3) entitled "Application for Licenses" of Section 38.05 entitled "General Licensing Requirements" of the Madison General Ordinances is amended as follows:

"(c) Required Contacts and Informational Session . No less than seven (7) days ~~prior to the date the Alcohol License Review Committee first considers the application~~ after the applicant files their application with the City Clerk, the applicant shall contact the Alder for the district in which the premises is located. The applicant shall discuss their business plan and concept of operations with that Alder. No less than seven (7) days prior to the date the Alcohol License Review Committee first considers the application, the applicant shall also hold or attend an informational session with or host an open house for the local community to discuss their business plan and concept of operations. Members of the local community shall have the opportunity to ask questions of the applicant and state any concerns that they have with the application."

2. Subsection (e) entitled "Sign" of Section (3) entitled "Application for Licenses" of Section 38.05 entitled "General Licensing Requirements" of the Madison General Ordinances is amended as follows:

"(e) Sign. An applicant for a new license or for a change in licensed premises or for a sidewalk cafe shall post a sign, obtained from the City Clerk, on the property for which the license is desired. The sign shall list the times and locations of public hearings before the Alcohol License Review Committee and Common Council to consider the application. The sign shall also list the times and location of any public information presentations as required by sub. (c). For a change in licensed premises, the sign shall list the times and locations of the meetings of the ALRC and Common Council at which the application will be considered. The sign shall be posted no later than ~~three (3) days after the filing of the license application~~ two (2) weeks before the hearing of the Alcohol License Review Committee and shall remain posted until the Common Council renders a final decision on the license application. The sign shall be posted in a conspicuous place where it can be readily observed at or near the entrance of the premises to be licensed; or if the property is a vacant lot, it shall be posted on a post or stake of permanent material at the midpoint of the boundary fronting the public right of way and no more than ten (10) feet from the sidewalk or public right of way. If the sign is posted outdoors, it shall be the responsibility of the applicant to take precautions necessary to protect the sign against vandalism, weather damage or other destruction. If the sign is vandalized, damaged or destroyed, the applicant shall be responsible for obtaining a new sign and posting it within three (3) days. An applicant failing to post or maintain a sign in a manner consistent with the requirements of this Subdivision shall be subject to a forfeiture of not less than one hundred dollars (\$100) nor more than two hundred dollars (\$200) per day. If it is determined that the sign was not posted as provided herein, it may be considered sufficient cause for refusal to issue the license to the applicant or deny the application. This subdivision shall not apply to applicants for a Class B picnic beer or wine license."