

**CITY OF MADISON, WISCONSIN**

AN ORDINANCE \_\_\_\_\_

PRESENTED August 5, 2008  
REFERRED ALRC

Creating new Section 38.05(3)(d) and renumbering current Sec. 38.05(3)(d) through (m) to Sec. 38.05(3)(e) through (n) of the Madison General Ordinances to require the posting of a sign on premises where application has been made for a retail alcohol beverage license.

RULES SUSPENSION  
PUBLIC HEARING

Drafted by: Steven Brist

Date: July 25, 2008

SPONSORS: Ald. Verveer

DRAFTER’S ANALYSIS: This proposal requires an applicant for a retail alcohol beverage license to post a sign on the premises for which the license is desired at least 7 days prior to the first public hearing, listing the times and locations of public hearings on the granting of the license. The signs would be available from the City Clerk. Failure to post the sign could subject the applicant to a forfeiture of not less than \$50 nor more than \$100. The language in this proposal is based on language in Sec. 28.12(10)(e), of the City's Zoning Code.

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

1. New Subdivision (d) entitled “Sign” of Subsection (3) entitled “Application for Licenses” of Section 38.05 entitled “General Licensing Requirements” of the Madison General Ordinances is created to read as follows:

“(d) Sign. The applicant 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. It shall be posted at least seven (7) days prior to the first public hearing and shall be located in a position on the property so that it can be read from the sidewalk or other public right of way. If a property abuts more than one (1) public right of way, a sign shall be placed facing each public right of way. The sign shall be removed within seven (7) days of the last hearing listed on the sign. Failure to post a sign on the property listing the times and locations of the public hearings at least seven (7) days prior to the first public hearing shall be subject to a forfeiture of not less than fifty (\$50) dollars nor more than one hundred (\$100) dollars. Failure to post notices shall not affect the validity of the action taken on the application.”

2. Current Subdivisions (d) through (m) of Subsection (3) entitled “Application for Licenses” of Section 38.05 entitled “General Licensing Requirements” of the Madison General Ordinances are renumbered to (e) through (n), respectively.

**Approved as to form:**

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**Michael P. May, City Attorney**