



## Legislation Text

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File #: 23090, Version: 3

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### Fiscal Note

No appropriation is required. Existing staff resources will be used to develop the plan.

### Title

SUBSTITUTE - Directing the Alcohol Policy Coordinator and Economic Development staff to develop a downtown alcohol license management and business development plan by July 5, 2013.

### Body

WHEREAS, the City of Madison has had an Alcohol License Density Ordinance since October 5, 2007; and

WHEREAS, a modified version of the Alcohol License Density Ordinance is being proposed for Council approval on July 5, 2011; and

WHEREAS, regulation and management of alcohol licensed establishments are components in curbing over-consumption in downtown Madison; and

WHEREAS, all stakeholders agree that a diverse business mix is a desirable goal for the continued vibrancy of the Madison downtown area; and

WHEREAS, all stakeholders further agree that alcohol licenses are inherently linked to the business mix in the Madison downtown area; and

WHEREAS, comprehensive data is necessary to develop plans to support such a business mix;

NOW, THEREFORE, BE IT RESOLVED that the Madison Common Council directs the Alcohol Policy Coordinator, **and** Economic Development staff, **Public Health, and Police Department staff** to develop an alcohol license management and business development plan for the Central Commercial District. The plan should include:

- Basic data on downtown liquor licenses, alcohol-related crime and disorder, population, business mix, relative number of formula and non-formula stores, number of locally-owned businesses, rental rates, and market strengths and weaknesses.
- A review of how alcohol license holders are reviewed and regulated.
- A review of best practices in peer cities for both alcohol license management and downtown business development, including ways in which other cities promote a healthy mix of retail and entertainment and promote locally-owned, **and** non-formula businesses.
- Recommendations of policies to incentivize recruitment and retention of desired business models, potentially including alcohol license management, planning, zoning and other appropriate tools.
- How the City deploys and coordinates its resources (Alcohol Policy Coordinator, police, City Attorney's Office, Alcohol License Review Committee, Economic Development, **and** Business Resources staff, **Madison Police Department and Downtown Safety Initiative**).

**NOW, THEREFORE, BE IT FINALLY RESOLVED, that staff shall present progress reports to the Alcohol License Review Committee every six months and to the Council annually.**