

Policy No. 1.17 Awarding Alcohol Licenses

Date of Issuance: December 10, 2020

Revision Date:

PURPOSE: The Town of Rome believes that the safety and welfare of its citizens and neighborhoods of the highest priority, and the judicious dispensing of alcohol supports this priority. The possession of a beer or liquor license in the Town is a privilege and not a right. This is a privilege that must not be taken for granted, but rather must be continually reaffirmed by the holder's adherence to the applicable laws and regulations.

It is the responsibility of the Alcohol Beverage License Review Committee to screen applications for certain alcohol licenses in the Town of Rome. Due to the discretionary nature of the alcohol beverage licensing process, it is not possible to state every circumstance that may be considered in the approval or denial of a license application. However, it is possible to enumerate what the Alcohol Beverage License Review Committee will consider in making its recommendation and what circumstances are more likely to result in a denial of a license application.

POLICY: All licenses granted and issued for the sale of fermented beverages or intoxicating liquors shall be carried out under the provisions of Chapter 125 of the Wisconsin State Statutes and Town of Rome Code Chapter 234.

At or near April 15 of each year, or when an application is received or an alcohol license becomes available throughout other times in each year, the Alcohol Beverage License Review Committee will notice available Class B Liquor License(s), receive and review applications, and prepare a recommendation to the Town Board for approval or disapproval. In performing its review and preparing its recommendation for approval or disapproval, the Committee will use the following criteria on which to make recommendations to the Town Board.

1. Complete and truthful application
2. Adherence to qualifications for applicants and premises under Rome Town Code and Wisconsin State Statutes
3. Neighborhood compatibility
4. Zoning requirements (required zoning permits, rezoning, nonconforming use)
5. Traffic impact and parking availability
6. Economic impact to the neighborhood and Town in general
7. Impact of the proposed establishment on the ability of current law enforcement resources
8. Management experience of the owners and operator of the establishment
 - a. Training of staff (above State requirements)
9. Results of the criminal history and background check by the Rome Police Department
10. Density of other alcohol serving establishments within the surrounding neighborhood (1000 ft. radius)
11. Distance of establishment location to nearby residential areas, libraries, daycares, schools, churches, or hospitals
12. Results of past inspection reports by Rome Fire Department, Police Department and Building Inspector

13. Current existing establishment operating in the Town and holding a valid alcohol license

PROCEDURES:

Availability of “Class B” Liquor License: Where a “Class B” liquor license becomes available, the Alcohol Beverage License Review Committee shall establish a timeline for noticing of the availability of the license, and methods to notify of its availability. Such notification may include:

1. Publishing in the newspaper
2. Placement of a post on the Town website and social media page(s)
3. Notification to the local Tavern League
4. Notification to any potential applicants by which a “Notice of Interest” form has been received.

Potential applicants will have within the timeline established by the Committee to submit a complete application, including any supplemental forms/questionnaires for consideration by the Alcohol Beverage License Review Committee.

For all Alcohol Licenses Issued by the Town Board: The Alcohol Beverage License Review Committee will review all alcohol beverage application materials received at a public meeting at which all interested parties will be given an opportunity to be heard. The Committee will, by a majority vote of those present, make a recommendation to the Town Board regarding the issuance of licenses, to be considered at its next regularly scheduled meeting.