

ORDINANCE NO.:5323

AN ORDINANCE to amend sec. 4-72, to repeal sec. 4-74(4), and to amend sec. 4-142 of the Code of Ordinances of the City of La Crosse regarding alcohol beverage application requirements.

THE COMMON COUNCIL of the City of La Crosse do ordain as follows:

SECTION I: Section 4-72 is hereby amended to read as follows:

Sec. 4-72. - License ~~required~~ requirements.

- (a) License Required. No person shall vend, sell, deal or traffic in or, for the purpose of evading any law or ordinance, give away any intoxicating liquor in any quantity whatsoever, or cause the same to be done, without having procured a license therefor, nor without complying with all the provisions of this Code, and all statutes, ordinances and regulations applicable thereto. Such license shall be posted in a conspicuous place in the room or place where the licensed beverages are drawn or removed for sale or service. A separate license shall be required for each stand, place, room or enclosure where intoxicating liquor is kept, sold or offered for sale; except that only one license shall be required when a suite of rooms or enclosures are in direct connection and contiguous to each other, all of which must be on one land parcel, and operated by the licensee as one premises.
- (b) Application for Intoxicating Liquor License. Applications, on a form provided by the City Clerk pursuant to 125.04(3), Wis. Stats., shall be made in writing not less than 15 days prior to granting thereof. Application for an original alcohol beverage license shall include the following information:
 - a. Business plan including the following:
 - i. type of establishment, hours of operation, anticipated number of employees, other business conducted on premise;
 - ii. estimated or actual percent of gross receipts of beer, wine and liquor sold in relation to total goods sold;
 - iii. estimated capacity, parking, and how premise will be monitored;
 - b. A sketch of the floor plan showing overall dimensions, seating arrangements, the location of coolers and display space for off-sale merchandise,
 - c. A site plan showing building location, any outside areas where alcohol beverages may be sold or consumed, off-street parking, ingress and egress, and existing or proposed screening;
 - d. Statement that the applicant intends to actively use the license pursuant to Sec. 4.19.
 - e. Any such information that may be reasonable and pertinent information as the Common Council may from time to time require.
 - f. Any false statement contained in such application shall automatically nullify any license issued pursuant thereto.

SECTION II: Section 4-74(4) is hereby repealed.

SECTION III: Sec. 4-142 is hereby amended to read as follows:

Sec. 4-142. - License ~~required~~ requirements.

- (a) License Required. No person shall vend, sell, deal or traffic in or, or for the purpose of evading any law or ordinance, give away any fermented malt beverage in any quantity whatsoever, or cause the same to be done, without first procuring therefor, nor without complying with all the provisions of this Code, and all statutes, ordinances and regulations applicable thereto. Such license shall be posted in a conspicuous place in the room or place where the licensed beverages are drawn or removed for sale or service. A separate license shall be required for each stand, place, room or enclosure where fermented malt beverages are kept, sold or offered for sale; except that only one license shall be required when a suite of rooms or enclosures are in direct connection and contiguous to each other, all of which must be on one land parcel, and operated by the licensee as one premises.
- (b) Application for Fermented Malt Beverage License. Applications, on a form provided by the City Clerk pursuant to 125.04(3), Wis. Stats., shall be made in writing not less than 15 days prior to granting thereof. Application for an original alcohol beverage license shall include the following information:
- g. Business plan including the following:
 - i. type of establishment, hours of operation, anticipated number of employees, other business conducted on premise;
 - ii. estimated or actual percent of gross receipts of beer, wine and liquor sold in relation to total goods sold;
 - iii. estimated capacity, parking, and how premise will be monitored;
 - h. A sketch of the floor plan showing overall dimensions, seating arrangements, the location of coolers and display space for off-sale merchandise,
 - i. A site plan showing building location, any outside areas where alcohol beverages may be sold or consumed, off-street parking, ingress and egress, and existing or proposed screening;
 - j. Statement that the applicant intends to actively use the license pursuant to Sec. 4.19.
 - k. Any such information that may be reasonable and pertinent information as the Common Council may from time to time require.
 - l. Any false statement contained in such application shall automatically nullify any license issued pursuant thereto.

SECTION IV: Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this division shall not be affected.

SECTION V: This ordinance shall take effect and be in force from and after its passage and publication.

_____/s/_____
Mitch Reynolds, Mayor

_____/s/_____
Nikki M. Elsen, City Clerk

Passed:1/9/2025
Approved:1/13/2025
Published:1/18/2025