



Policy No. 16	Page: 1	Page 1 of 3
Title:	Liquor License Policy	
Authority:	Shorewood Village Board	

The Village Board is adopting Policy No. 16 for the purpose of establishing guidelines for the issuance of Liquor Licenses.

“Class A”, “Class B” and “Class C” Licenses

“CLASS A” AND “CLASS A” LICENSES

BACKGROUND:

With certain exceptions provided by state law, regulation of Shorewood Retail “Class A” licensed premises rests with the Village. The Village currently conducts extensive background investigations on all applicants for alcoholic beverages licenses prior to Board consideration of the applications.

At present the Village code authorizes the issuance of not more than four (4) annual “Class A” Fermented Malt Beverage licenses and not more than six (6) annual retail “Class A” Fermented Malt Beverage and Intoxicating Liquor licenses in the Village. Presently “Class A” Fermented Malt Beverage licenses are issued only to pharmacies; food markets whose principal business is the sale of groceries, meat and related products. Presently, “Class A” Fermented Malt Beverage and Intoxicating Liquor licenses are issued only to pharmacies, stores whose principal business is the sale of beer and liquor and to food markets whose principal business is the sale of groceries meat and related products. Under the police power the Village will not issue “Class A” Licenses to any business which sells fuel for motor vehicles.

“CLASS B” AND “CLASS B” LICENSES

BACKGROUND:

With certain exceptions provided by state law, regulation of Shorewood “Class B” licensed premises rests with the Village. The Village currently conducts extensive background investigations on all applicants for alcoholic beverage licenses prior to Board consideration of the applications.

At present, the Village Code authorizes the issuance of fourteen (14) “Class B” licenses for on-premises consumption of fermented malt beverages and intoxicating liquor and five (5) “Class B” for on premise consumption of fermented malt beverages.

“CLASS C” AND CLASS “C” LICENSES

Background:

With certain exceptions provided by state law, regulation of Shorewood “Class C” licensed premises rests with the Village. The Village currently conducts extensive background investigations on all applicants for alcoholic beverage licenses prior to Board consideration of the applications.

At present, the Village Code authorizes the issuance of four (4) “Class C” licenses for on-premises consumption of wine by the glass or from the opened original container. Each of the licensees must serve wine in connection with a restaurant operation.

POLICY FOR ALL “CLASS A”, “CLASS B” and “Class C” LICENSES:

1. The Village Board shall consider, without limitation by enumeration, each of the following when evaluating, on a case by case basis, applications for initial retail Class A and B licenses:
 - a. the total number of Class A and B licenses presently issued and, if an additional license is requested, the public need, desirability and purpose therefore;
 - b. the relevant experience and background of an individual applicant; if a partnership, the relevant experience and background of the partners; and if a corporation, the relevant experience and background of the directors, officers and agent;
 - c. whether the granting of a license is necessary for the financial success of a proposed business;
 - d. the effect of granting the license on local traffic and parking;
 - e. the proximity of the location at which the license is proposed to be used to, among other, schools, churches, residential neighborhoods and/or any other Class A or Class B establishments licenses by the Village;
 - f. past experience of the applicant or other license holders at the location at which the license is proposed to be used; and
 - g. the overall effect on the Shorewood community of the use of the license at the proposed location.
2. The Village Board shall consider, without limitation by enumeration, each of the following, when evaluating on a case by case basis an application for the renewal of Class A or B license:
 - a. the performance of the applicant under the previously issued license;
 - b. the effect of the prior use of the license on local traffic and parking;

- c. the effect, if any, of the prior use of the license on adjacent residential neighborhoods; and
- d. the overall effect of the prior use of the license on the Shorewood community.



*Adopted March 11, 1993
*Revised December 1, 2002
*Revised October 1, 2011
*Revised August 25, 2014
*Adopted March 2, 2015