

**LICENSE CONDITIONS**

To effectively control the circumstances by which alcohol is sold to consumers, municipalities should

license condition might be an excellent way to address the hours during which a business is allowed to play amplified music at an outdoor pat

They are also appropriate to prevent dangerous situations. For example, license conditions attached to the license for a large venue with sidewalk and parking areas, that outline specific exterior cleaning tasks or standards, might provide an effective solution to neighborhood concerns about littering and trash accumulation. Similarly, concerns about violence and/or underage drinking might be mitigated with license conditions that require a checkpoint at the door, an electronic ID scanner with memory, video cameras at specific locations, and records maintained for a defined time period

The following examples are a starting point for consideration and discussion.

Examples of conditions for Class B on and off premises licenses: restaurants, clubs, taverns

Security:

- Make the licensee responsible for maintaining an orderly queue or entrance
- Require all alcohol servers and bar staff to take Responsible Beverage Training
- Ban bar patrons who have been involved in a physical altercation on a certain number of days.

Management

- Establish a dress code, to reduce gang activity or set standards of decorum
- No flat fee or timed drink specials.
- Limitations on entertainment, such as no live bands after 10:00 pm, no amplified music in exterior seating areas
- Set an occupancy number – the total number of individuals in the building – that reflects the number of patrons based on concerns for public safety or crowd control. The number set by the fire or building inspector is the upper limit, but a lower number may be placed on the license.
- Establish and enforce employee rules prohibiting drinking or measurable alcohol in blood or breathe or limits employees to a .03 BAC.
- Set earlier closing time: Earlier closing time makes it less likely that a restaurant will operate as a club late in the evening. Earlier staggered closing times can help relieve over congested sidewalks and streets resulting from uniform closing time.
- Establish an acceptable sound level in cooperation with neighborhood representatives.

- Require staff to sweep and remove trash (cigarette butts) within 5 feet of the entrance.

Possible conditions for Class A off-premises licensees:

#### Merchandise

- Agrees to remove any product from the shelves immediately at the request of law enforcement.
- Will not sell single serving containers of alcohol.
- Separate coolers for alcohol and alcohol-free beverages.

#### Promotional Activities

- Prohibit alcohol tasting events where gasoline is sold.
- Limit the number of tasting events annually simultaneously.
- Restrict alcohol promotions to specific areas of the store.
- Limit or prohibit alcohol advertising in the store that is viewable from outside.

## Wisconsin Alcohol Policy Project

Comprehensive Injury Center, Medical College of Wisconsin  
Please contact us for questions, technical assistance, or training.

Maureen Busalacchi, Director, [mbusalacchi@mcw.edu](mailto:mbusalacchi@mcw.edu)