



Chapter 6: Alcoholic Liquor



Why the change?

- The food and beverage service industry is changing.
- All businesses outlined/mentioned in this draft are concepts that have approached the city and are awaiting these changes to move forward.
- Update our code to allow our local businesses to grow in these changing times, more flexibility for new concepts without re-writing code, ability to use spaces that have been vacant for years as well as re-inventing current areas.
- Easier process for staff and businesses – Performance Based Licensing
- The basis for the changes was to make the Liquor Code more user and business friendly without compromising some of the changes the Council has approved over more recent years.



Current State

- Currently, Sec. 6-8 has Classifications A –T.
- The current process for new businesses is to craft a classification specifically for that business, making it difficult for new businesses to utilize that license Class.
- Of our 24 license types, we have 14 that have three or less businesses in that classification, some of which have zero.
- The proposal before you today would modify it down to four different, broad classifications, shifting the details from the individual licenses to the definitions.



Proposed Classifications

- **Class A:** Package Sales
- **Class B:** On-Site Consumption
- **Class C:** Specialty On-Site Consumption
- **Class D:** Specialty by Area
- *Endorsements for each category.*



Proposed Classifications

Classifications:	Class A: Package Sales	Class B: On-Site Consumption	Class C: Specialty On-Site Consumption	Class D: Specialty By Area
Sample Categories:	Liquor Stores	Restaurant	Taproom	Downtown Core Entertainment District
	Grocery Stores	Catering (Within City Limits)	Brewery/Brewpub	Downtown Fringe Entertainment District
	Convenience Stores	Registered Caterer (Outside City Limits)	Bottle shop	Fox Valley Mall Entertainment District
	Beer/Wine Only	Banquet Halls	Winery	Farnsworth & Bilster Entertainment District
	Hotel	Tavern	Wine Bar	
	Florist/Basket	Social Club	Automatic Dispensing	
	Gas Station	Casino	Speak Easy	
	Farmer's Market	Hotel	Arts Facility/Arts Entertainment	
		Coffee Shop	Recreational	
		Complementary Service	Salon/Spa/Barbershop	
Endorsement Options:	Delivery	Package Sales	Package Sales	Package Sales
	Drive-Thru	Video Gaming (Limited)		Delivery
		Outdoor Seating		Outdoor Seating
				Strolling (Fox Valley Mall Entertainment District Only)



Class A: Package Sales

- Specifications for Liquor Stores and Grocery Stores will remain substantially the same.
 - Proposed change to Sec. 6-13 Allowed Areas.
- Convenience Stores & Gas Stations will remain the same.
- Florist/Basket propose to allow wine and liquor baskets, not just beer
- Farmer's Market: temporary permit for package sales
- **Proposed Endorsements:**
 - Delivery:
 - To car (in current ordinance under 6-14) and to an off-site location (new).
 - Language was taken from existing Chapter 6.
 - Drive-Thru (new)
 - The only category that would be eligible for a drive-thru would be a full Liquor Store or Grocery Store.
 - All local zoning laws still apply.



Class B: On-Site Consumption

- Eliminates the Beer/Wine only license for restaurants.
- Two different “restaurant” classifications, one that allows for gaming, one that allows for smaller locations to be eligible for a license.
- Removes the “Special Use” provision for residential, changes it to a process similar to 6-13 Allowed Areas. Review conducted by Liquor Hearing Officer and involves Ward Alderman.
- Reduction to overall square footage and change to seat counts to reflect the current business models we are seeing.
 - Full Service Restaurant (Gaming): 125 seats for stand alone and 75 for shopping center
 - Restaurant: 60 seats for stand alone and 30 seats for shopping center
 - Downtown core has no seating requirement.
 - Downtown fringe has requirement of 30 seats.
 - Proposal includes a 10 percent seating provision.



Class C: Specialty On-Site Consumption

- New classification/category created to accommodate new business models and better serve some of our existing models.
 - Taproom/Brewpub/Microbrewery: Small footprint, less of a restaurant and more industrial – the focus is on the production of the product.
 - Craft Winery/Distillery/Tasting Room
 - Very product focused, may include package sales
- A significant difference for Class C licensees is the proposal to relax food service requirements. The availability of food remains, but the service options will differ.
 - Mobile Food Units complying with all current regulations outlined in Chapter 25, Article XII “Mobile Food Unit Vendors”.
 - Partnership with neighboring restaurants, GrubHub/DoorDash or similar.
- Heavy appetizers/charcuterie trays



Class D: Specialty by Area

- Proposed Ordinance contemplates four “Entertainment Districts”. This does not mean extended hours.
- The proposed districts are:
 - Downtown Core Entertainment District – no seating requirements, kitchen requirement relaxed, outdoor seating on a case-by-case basis
 - Downtown Fringe Entertainment District – limited seating requirement, kitchen requirement relaxed in old buildings
 - Fox Valley Mall Entertainment District – strolling concept, self-service, and relaxed food service requirements
 - Farnsworth & Bilter Entertainment District - reserved



Questions?



Strolling Concept Kiosk





Section 6-14 – Current Drive-through and delivery service

- Sec. 6-14. - Drive-through and delivery service.
- (a)No licensee under this chapter shall sell alcoholic liquor at a drive-through facility.(b)Alcoholic liquor delivered to any premises located in the city which does not hold a valid liquor license or grocery store pick-up is subject to the following restrictions:(1)Alcoholic liquor must be delivered by an individual of at least twenty-one (21) years of age or older.(2)Deliveries must not be between the hours of 11:00 p.m. and 9:00 a.m. on weekdays and 11:00 p.m. and 11:00 a.m. on Sundays.(3)Payments may not be accepted nor orders placed at the delivery location.(4)The express carrier, common carrier or contract carrier or agent of a liquor license holder that carries or transports alcoholic liquor into or within the city shall not deliver or leave such deliveries without requiring signature of an individual twenty-one (21) years of age or older.(5)Adequate evidence of proof of age should be produced to the delivery agent in all instances of delivery.(6)A record shall be kept by the express company, common carrier or contract carrier or agent of a liquor license holder who delivers alcoholic liquor into or within the city indicating the purchaser's name, address, driver's license/state identification number, time, date and place of delivery and the individual's deliverer's identity.
- (Code 1969, § 6-14; Ord. No. 086-5553, § 2, 9-2-86; Ord. No. O18-119, § 1(Exh. A), 12-19-18)