



CITY OF APPLETON

MEMORANDUM

To: Chris Croatt, Chair
Members of the Safety and Licensing Committee
Members of the Common Council

From: Amy Molitor, City Clerk

Date: January 23, 2026

Re: Updates to the Alcohol License Policy

The Alcohol License Policy is a comprehensive document that consists of detailed information regarding license types, procedures of application and review of alcohol licenses, and guidelines for other alcohol license related processes. Revisions to this policy seek to adjust procedures to accurately reflect current practices, establish new processes, establish and clarify fees, and fix layout, wording, and grammar inconsistencies. The area with the most substantial change is the adjustment to the Community Development Department's investigation procedures. Additionally, new sections were added to address the process for place-to-place transfers of alcohol licenses and surrendering an alcohol license.

The Community Development Department Investigation section of Staff Inspection Procedures was updated by departmental staff to reflect the changes in their processes as a result of Municipal Code text amendments approved in 2024 regarding special use permits. The amendments to the Municipal Code made uses related to the consumption of alcohol a permitted use rather than a special use in C-1, C-2, and CBD zoning districts. The proposed revisions to the policy are reflective of the current investigative processes.

Two sections have been added to the policy to establish procedures for handling (1) place-to-place transfers of alcohol licenses and (2) the surrender of alcohol licenses. Their inclusion in the policy is intended to provide both applicants and staff clarity on these infrequent occurrences. The procedure for routing and approving a place-to-place transfer is consistent with current practice and follows the same procedures as new alcohol license applications. The procedure for surrendering an alcohol license establishes the requirement that the surrender is made in writing in a clear, identifiable manner.