



**City of New Berlin**  
City Clerk's Department  
3805 South Casper Drive  
New Berlin, WI 53151-0921  
262-786-8610

## **CITY OF NEW BERLIN GENERAL INFORMATION FOR OBTAINING AN ALCOHOL BEVERAGE LICENSE**

### **Applicant Qualifications**

#### **1. Age Requirement:**

Applicants, including all partners, officers, directors, and agents of corporations, LLCs, and nonprofit organizations, must be 21 years or older.

#### **2. Background Check:**

Applicants are subject to a criminal background check and must:

- Have no arrest/conviction records violating the Fair Employment Act.
- Not be habitual law offenders or have felonies substantially related to alcohol licensing.

The Common Council will review police-provided information.

#### **3. Seller's Permit:**

Retail applicants must provide a valid Wisconsin Seller's Permit.

#### **4. Residency Requirement:**

Agents appointed by corporations/LLCs must show 90 consecutive days of Wisconsin residency. Proof may include: - Voter registration, motor vehicle registration, driver's license, lease/purchase agreement, or income tax records.

#### **5. Responsible Beverage Server Training:**

Applicants must complete an approved course within two years unless:

- Renewing a license or previously holding a qualifying license in the past two years.

#### **6. Health Requirements:**

Premises for "Class B" liquor and "Class C" wine licenses must meet health standards.

- Schedule inspections with the City Inspections Department (262-797-2445).
- For food sales, contact Waukesha County Environmental Health (262-896-8300).

#### **7. Occupancy Permit:**

Required for newly constructed or renovated premises before license issuance. Contact the Community Development Department for any questions at: 262-797-2445

#### **8. Proximity Restrictions:**

Licenses cannot be issued within 300 feet of a church, school, or hospital unless waived by a governing body vote.

#### **9. License Relinquishment:**

Current license holders must provide a letter agreeing to relinquish their license before a new one is issued.

#### 10. **Good Standing:**

Applicants must have:

- No outstanding city bills (utilities, taxes).
- No delinquent liquor wholesaler accounts.

## **General License Requirements**

#### 1. **Waiting Period:**

Submit applications at least 15 days before approval. (Temporary Class "B" licenses are exempt.)

#### 2. **Publication:**

Applications must be published in the official city newspaper at the applicant's expense, including:

- Name, address, license type, and premises location.
- (Temporary Class "B" licenses are exempt.)

#### 3. **Approval Process:**

Applications require approval by the Committee of the Whole and Common Council, meeting on the 2nd and 4th Tuesdays.

## **License Holders**

#### 1. **Individuals:**

- Sole proprietors do not appoint agents or file Form AB-101.

#### 2. **Partnerships:**

- All partners must be listed on applications.
- Licenses are issued to all partners, with no agent appointed.
- Adding/removing partners requires a new license application.

#### 3. **Corporations and LLCs:**

- Officers, directors, and members/managers are exempt from residency requirements, but agents are not.
- Corporations/LLCs must appoint an agent with full control over alcohol-related activities.
- Notify the Clerk's Office within 10 days of changes to name, officers, directors, members, or managers. New officers/managers must submit an Auxiliary Questionnaire.