
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

February 7, 2012

Ald. Milele A. Coggs
(414) 286-2994

MPD alcohol license review measure approved by Common Council

The Common Council today approved an ordinance (**file# 111128 – see attached**) that requires applicants for new retail alcohol beverage licenses to meet face-to-face with a Milwaukee Police Department representative prior to having their application scheduled for hearing by the Licenses Committee.

Alderwoman Milele A. Coggs, sponsor of the ordinance, said the measure requires applicants to meet with police to review the applicant's floor plan and plan of operation and to conduct a crime-prevention through environmental design (CPTED) survey. She said the measure affords the opportunity for license applicants to connect with MPD “on a positive note” – and not just after disturbances or other problems occur.

“As vice chair of the Licenses Committee, I’ve seen firsthand how ill-prepared for problems some applicants are when they first receive their license,” said Alderwoman Coggs. “This ordinance builds in required and very valuable review on the front end that I believe will help reduce many of those problems, and I believe that will mean fewer issues for neighbors, police, and the applicants themselves.”

“Reducing the number of potential ‘problem establishments’ in our neighborhoods is worth pursuing, and as the saying goes, ‘an ounce of prevention is worth a pound of cure,’” she said.

Under the ordinance, new retail license applications will not be scheduled for a Licenses Committee hearing until the City Clerk receives written confirmation from MPD that the review requirement has been met.

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