

**AN ORDINANCE  
TO REPEAL SECTION 220-14 THROUGH 220-19 “ARTICLE II OUTSIDE SALES” OF  
CHAPTER 220, “ALCOHOL BEVERAGES AND OTHER BEVERAGES”  
OF THE CITY OF WATERTOWN GENERAL ORDINANCES**

Sponsor: Mayor Emily McFarland  
Committee: Licensing Board

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 220-14 through 220-19, “Article II Outside Sales” is hereby repealed.

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~~§ 220-14 Definitions.~~

~~As used in this article, the following terms shall have the following meanings:~~

~~OUTSIDE SALES AREA~~

~~An open area immediately adjacent to and abutting the licensed premises of the applicant's retail Class "B" alcohol beverage license where fermented malt beverages and alcohol beverages are sold, served or consumed.~~

~~§ 220-15 Legislative intent.~~

~~The Common Council of the City of Watertown hereby finds that the conduct of concerts or outside sales of alcohol beverages and consumption on premises licensed to sell alcohol beverages can have several negative effects upon the community, such as increased generation of litter or refuse on public streets, decreased supervision of sales to underage persons, increased noise levels and impact on neighboring residences or businesses, more intensive police protection and control, and increased safety issues due to the assembly of large groups of people, such that outside sales events shall be licensed and controlled by the City of Watertown as to the number and manner of their operation.~~

~~§ 220-16 License created.~~

~~There is created an outside sales event license, which may be issued only to a person or entity possessing a valid retail Class "B" alcohol beverage license issued by the City of Watertown.~~

~~§ 220-17 Application.~~

~~Application for the outside sales event license shall be made to the City Clerk/Treasurer on a form prescribed by the City of Watertown and shall be granted only upon approval of the Common Council. The application form shall contain the following information:~~

~~A. The name and address of the licensee.~~

~~B. A physical description and map of the outside sales area, showing abutting walls of the building, entrance(s) to the outside sales area from the licensed premises, fire exits, fencing and dimensions of the outside sales area.~~

~~C. Dates and hours of operation of the outside sales event.~~

~~D. Any special activities or service of food which will be conducted in the outside sales area.~~

~~§ 220-18 License fee and posting.~~

~~The fee for an outside sales event license shall be as set by the Common Council and provided under separate fee schedule per event, and the license, once issued, shall be posted conspicuously in the outside sales area at all times it shall be in use.~~

~~§ 220-19 Conditions of license.~~

~~No outside sales event shall be permitted, maintained or operated except in conformity with the following regulations:~~

~~A. At any part of the outside sales area not blocked by a building, there shall be maintained or constructed a temporary fence or enclosure at least four feet in height.~~

~~B. Entry to the outside sales area shall not be through an access point in the enclosure or fence and shall only be gained from the interior of the licensed premises.~~

~~C. The outside sales area shall not be greater than the floor space of the abutting licensed premises.~~

~~D. The outside sales area shall be limited to one person for each 10 square feet, and the maximum capacity shall be separately posted within the outside sales area.~~

~~E. The outside sales area shall not remain open for the sale, service or consumption of alcohol beverages between the hours of 9:00 p.m. and 9:00 a.m.~~

~~F. The noise levels emanating from any outside sales area shall not violate **§ 410-40** of the Watertown Code of General Ordinances.~~

~~G. No live performance or reproduction of concerts, music, sporting events, video or television programs, or similar entertainment events shall be broadcast or displayed on the exterior of the licensed premises or in the outside sales area, other than between a continuous block of not more than four hours between 12:00 p.m. (noon) and 8:00 p.m., to be requested by the applicant.~~

~~H. The retail Class "B" licensee, his/her employees or agents shall be responsible for preventing violations of this article and shall operate the outside sales area in conformity with Ch. **125**, Wis. Stats., and Article **I** of this chapter.~~

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SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

Adopted January 5, 2021

Signed – Elissa Friedl – Clerk Treasurer

Approved January 5, 2021

Signed – Emily McFarland – Mayor

Ord #20-31