Step 4: Application Review Process by City Departments

Finance Department
- Checks application for completeness and accepts filing fees.
- Verifies no outstanding balances are owed to the City for all charges and services including the University City business license.
- Verifies petition and recommendations (if applicable).

This review process will take between three to five days depending upon the completion of the application.

Community Development
- Reviews commercial occupancy, zoning codes, building and fire code compliance relative to the proposed business use.
- Reviews open permits, inspection, and property maintenance records to ensure compliance.
- Reviews proximity of the business to places of worship, public parks, daycare centers, etc. Business cannot be located within a distance of one hundred fifty (150) feet for such uses.

Failure to meet one or multiple criteria may result in an application rejection. Otherwise, this review process will take a maximum of three weeks from the date the application is received in community Development to the date the written response is provided.

Police
- Conducts a full investigation of the applicant, managing officer and business which includes:
  a. Verifying the general information of the applicant/business.
  b. Gathering information from other government entities such as the Department of Revenue, Secretary of State Business Division, Missouri Liquor Control Board, and the Immigrations and Naturalization Service, whenever applicable.
  c. Interviewing and conducting a background review with any of the applicant(s), owner(s), and/or director(s).
  d. Contacting the Better Business Bureau for additional business history.
  e. Contacting sellers if applicant is acquiring current business, and interview for more details.
  f. Running a query to determine calls for service, identify same for proposed location and any previous locations where the applicant lived or if this type of business existed. If applicant was relocated from another area, checking with the particular department for calls for service

This investigation will take approximately four to six (6) weeks.

Step 5: Approval and Submission to City Manager and City Council
- Upon receiving the approved application from Police and Community Development departments, Finance will summarize all the findings, address them to the City Council and deliver to the City Clerk.
- The City Clerk will add the application on the next city Council meeting agenda as a public hearing.
- City manager will report to City Council at its regular meeting/public hearing for council consideration. City Council will approve or reject the application during the meeting.
- Council meeting are held on the 2nd and 4th Monday of each month. Applicants should be present at the Council meeting to provide testimony or address any concerns regarding the liquor license application. Any person interested n or affected by such application shall have the right to attend such hearing.
- The applicant will be contacted to appear at the meeting/public hearing. It is important that the individual who signed and submitted the application attend. In the event the City Council has questions, and the applicant is not present, consideration of the application may be postponed to the next scheduled meeting.

Step 6: Issuance of Liquor License
- If approved, Finance will contact the applicant and inform him/her of the license fees due. The fees will be due immediately and payable to:
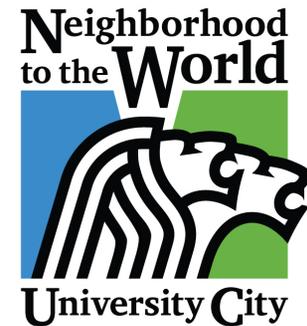
  City of University City
  Attn: Finance Department, 1st Floor
  6801 Delmar Boulevard
  University City, MO 63130

- Once the fees have been paid, Finance will issue the liquor license to the applicant/business.
- The applicant/business must then present the City license to the State of Missouri Division of Alcohol and Tobacco Control and complete a state liquor license application:

  Missouri Division of Liquor Control: 314.877.0324
  ATC Field Office
  3256 Laclede Station Road, Suite 102
  St. Louis, MO 63143

- After receiving the state license, then the applicant must present copies of licenses and submit an application to St. Louis County:

  St. Louis County Government—License Division
  41 S. Central Avenue, 4th Floor
  Clayton, MO 63105
  314.615.4217

Neighborhood to the World
University City

Guide
to
Liquor Licensing

In order for any person to manufacture, import, sell or expose for sale within the City of University City, intoxicating liquor at wholesale or retail, as defined by University City Municipal Code, Chapter 600.040, you must first obtain a Liquor License from the City.

Finance Department, 1st Floor
6801 Delmar Boulevard
University City, MO 63130

Telephone: 314.505.8544

Guide to Liquor Licensing

General Information

Fees— Fees vary based on the category/categories of liquor sales requested and approved. The initial liquor license fee may be pro-rated if the application is made after July 1.

License Expiration— Annual liquor licenses cover the period of January 1st through December 31st each year. Renewals are due by October 31st. It is the responsibility of each licensee to renew their license before the expiration date.

Change of Status— Applicant is required to notify the City of any change of management or ownership or other pertinent information as soon as possible.

Note: Any license issued under this article may be granted to a successor owner of the business at the same location, upon payment of the fee therefore; provided that such successor owner:
  1. Satisfies the requirements as stated in the procedures for new application above.
  2. Such application is made within sixty (60) days of expiration of such predecessor's license.

Step 1: Getting Started

Prior to submitting an application, applicants must do the following:

- ☐ Apply for or verify existing Commercial Occupancy with Community Development. 4th Floor—City Hall
- ☐ Verify Zoning and Code Compliance with Community Development. zgreatens@ucitymo.org
- ☐ Obtain the Liquor License Application from the Finance Department. 1st Floor—City Hall

Step 2: Complete the Liquor License Application

The application should be filled out completely before submitting. Any occupancy and/or zoning issues should be addressed before submitting and application.

Section I—General Information
- ☐ Provide general information about the business and the type of license (s) being requested.

Section II—Applicant Information
- ☐ Provide information about the individual (sole owner), corporation or partnership. All questions are to be answered relative to the individual (sole owner). If applicant is a corporation or partnership, then questions should be answered relative to the corporation, partners, stockholders, officers, and managing officer.

Section III— Other Information
- ☐ ITEM L: If this is an existing business, then include sales volume for the period in which the current liquor license exists.
- ☐ Applicant's signature must be notarized by City of University City Staff. This may be obtained at the City Hall Finance Department when submitting the application.

Section IV—Complete ONLY if Applying for a Sunday Liquor License.
- ☐ If the applicant wishes to conduct liquor sales on Sunday, then this section of the application must be completed.

Section V and VI—Recommendations and Petition
- ☐ Five recommendations from creditable residents that are real property-tax paying citizens of University City must be obtained by the applicant if the type of liquor license requested is one of the following:
  - All Kinds of Intoxicating Liquor, by the Drink, Retail (Type 2)
  - Malt Liquor in Excess of 3.2% and not in excess of 5% Alcohol, by the Drink, Retail (Type 10)
  - Malt Liquor not in excess of 5% Beer and 14% Wine, by the Drink, Retail (Type 11)
- ☐ A petition in favor of the liquor license must be completed by the applicant if the type of liquor requested is one of the following:
  - All Kinds of Intoxicating Liquor, by the Drink, Retail (Type 2)
  - Malt Liquor in Excess of 3.2% and not in excess of 5% Alcohol, by the Drink, Retail (Type 10)
  - Malt Liquor not in excess of 5% Beer and 14% Wine, by the Drink, Retail (Type 11)

Section VII—Additional Information
- ☐ Use this sheet for additional information if there is not sufficient space in previous sections of the application. Be sure to include page, section, and letter of the item being referred to.

Step 3: Submit Required Documents

All applicants are required to submit the following documents to the Finance Department when applying for a liquor license. Omission of this information will delay the application process or may cause the application to be rejected.

- ☐ **City of University City Liquor License Application.**
- ☐ **Application Fee**—$25.00
- ☐ **Complete Location Description**. The exact location of the place or premises where the applicant proposes to engage in such retail liquor business and particularly and fully describing the premises, setting forth all entrances to and exits from such premises. The kind of business, if any, which the applicant proposes to conduct in such premises in addition to the sale of intoxicating liquor, and the hours which such applicant plans to keep his or her place open for business of any kind.
- ☐ **Photograph of the front of the proposed location.**
- ☐ **Diagram of the location**. The diagram should show all entrances to and windows thereof, indicate the extent of the visibility of the interior of such premises from any street or sidewalk or other place on the outside of the premises. The diagram should show the location of counters, bars, dining areas, kitchen, and other facilities within the premises.
- ☐ **Voting Certificate for the individual, all partners, or managing officer**. This is issued by the election authority relative to where the applicant resides.
- ☐ **Copy of individual's, all partners', or managing officer's personal property or real estate tax receipt for the preceding year.**
- ☐ **A copy of the state issued identification** of the individual, all partners, or managing officer.
- ☐ **Certificate of No Sales Tax Due** from the Missouri Department of Revenue for the Business.