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MEMORANDUM

To: Mayor and City Council

From: Paul Leonhardt, Planning & Zoning Manager

Date: August 22, 2022

Subject: Discussion of Options for Easing Alcohol Permitting Requirements for Businesses

ITEM DESCRIPTION

This item presents options for easing the requirements for obtaining an alcohol permit for businesses in Dunwoody. Should the City Council express interest, the staff will prepare a text amendment for consideration at a future City Council meeting.

DISCUSSION

Dunwoody currently only provides liquor on-the-premises licenses to restaurants who generate at least 60% of their revenue through food sales. The attached presentation slides provide two options to ease these regulations.

ATTACHMENTS

Presentation slides



City of Dunwoody Georgia

Alcohol Licensing Options

August 22, 2022

Packet page:...

Current Regulations

- All businesses serving alcoholic beverages for consumption on the premises require a state and a municipal license
- Limited pouring license (beer and/or wine) is available to a variety of businesses
- Full pouring license (including liquor) requires a full service kitchen and at least 60% of annual sales from food sales

Economic Challenge

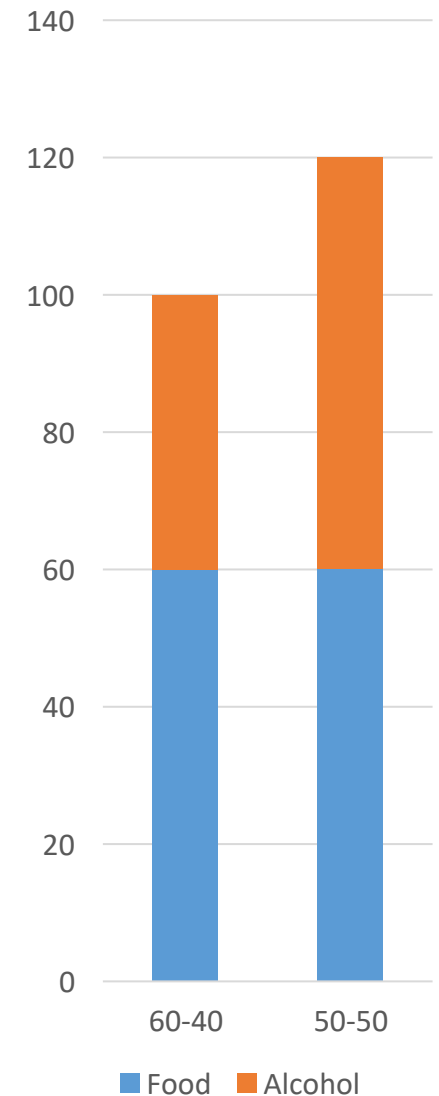
- Retail market continues to evolve, remaining difficult for traditional retail
- Trend towards selling experiences in traditional retail spaces
 - Axe throwing, Topgolf, The Friends Experience, “Paint and Sip”
- Alcohol as a component to provide additional revenue and to support the experiential component

Proposed Options

- Dunwoody does currently not accommodate liquor sales without food sales; this includes mix drinks like Margaritas
- Goal is to allow support new and experiential businesses to sustain Dunwoody's role as a retail destination
- Danger of creating regional nightlife destinations with associated crime and nuisance
- Option 1: Reducing food sales required for restaurants
- Option 2: Allowing new categories of businesses to sell liquor drinks

Restaurant Food – Alcohol Split

- Currently 60% food – 40% alcohol
- Eating establishments also must provide a full-service kitchen and food sales every hour they are open and
- Option to change to 50% food – 50% alcohol
- 50% - 50% split is common across the region
 - Sandy Springs, Alpharetta, Chamblee have 50% - 50% split
 - Brookhaven has 60% - 40% split
 - Tucker has no minimum food requirement, but requires food service during every open hour



Alcohol license for personal service/entertainment providers

- Currently, businesses without food service can obtain a limited pouring license (beer/wine)
- Businesses are interested in providing a full bar to serve liquor, mix drinks, and cocktails; liquor
- Alcohol sales would be tied to the primary purpose of the business, e.g. concert tickets, hair cutting, bowling
- No alcohol sales as primary use, e.g. bars, lounges, etc.
- To contain negative impacts, the City can consider the following:
 - Earlier closing hours, currently last sale 2:00am
 - Requiring minimum sales of the primary use
 - Excluding potentially problematic uses – massage, adult uses, etc.