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 Immigration 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 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