



Visit Denver Workshop

Common Consumption Area Liquor License

Denver Department of Excise and Licenses

May 25, 2021

History and Background

Liquor Common Consumption: History



Terminology

Common Consumption Area

- A designated area where patrons over the age of 21 can consume alcohol purchased from existing liquor-licensed establishments
- Each common consumption area must be located within an entertainment district

Entertainment District

- An area of the city that is no larger than 100 acres and contains at least 20,000 sq. ft. of total liquor-licensed premises
- Each entertainment district must be approved by City Council

Promotional Association

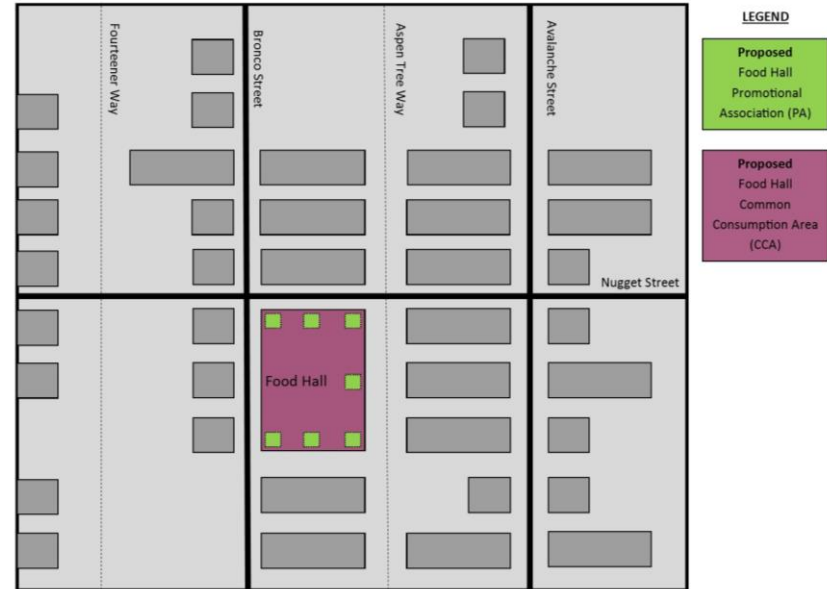
- A group of at least two liquor-licensed businesses that join together to apply for a common consumption area license
- Promotional associations must be certified to receive a common consumption area license

How do Common Consumption Areas work?

We want to have a CCA! What do we do?

A group of interested liquor-licensed business owners would form a PA comprised businesses surrounding the area where they would like to have the CCA.

The PA would apply with EXL for PA certification and licensure of the CCA.



The first applicant also proposes the ED boundaries

The first PA/CCA applicant in an area will also have to propose the boundaries for the ED.

Remember, an ED is an invisible layer that allows certified PAs within the ED to apply for a CCA license.

City Council must approve the ED boundaries.



City Council has established an ED. Now what?

Once City Council has established an ED, other businesses are free to form PAs and apply for CCA licenses within that ED.

CCAs can look very different:

- Some may consist of kiosks or separate rooms in a larger, enclosed space;
- Some may be located in an alleyway shut off to traffic;
- Some may connect to several freestanding businesses

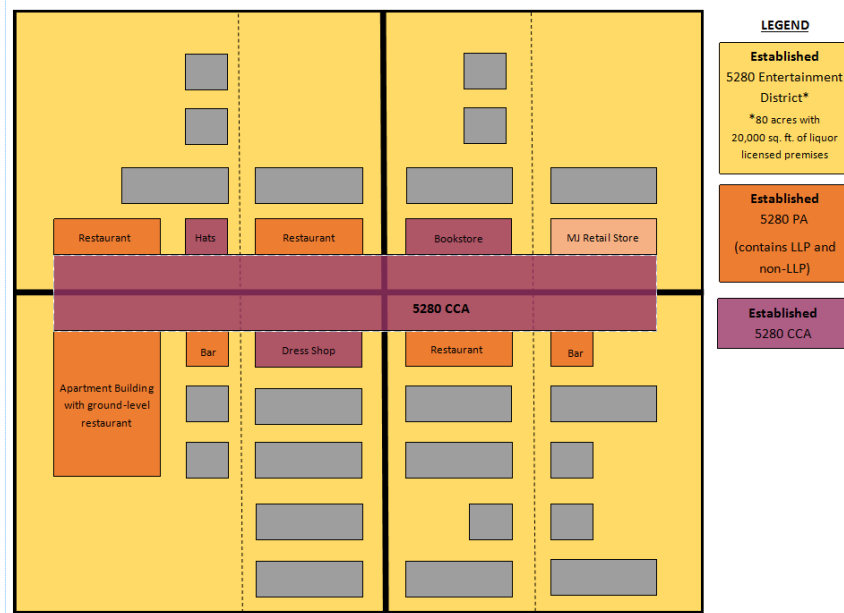


Where can patrons take beverages in a CCA?

In this special event example, patrons of the restaurants and bars may take their beverage into the CCA and consume there as they travel up and down the street.

Patrons may also take their beverages into the Hat Store, the Dress Shop, and the Bookstore if those businesses opt-in and join the Promotional Association.

Dispensaries that are adjacent to CCAs cannot allow consumption of alcohol on their premises, and no consumption of marijuana may take place within a CCA.



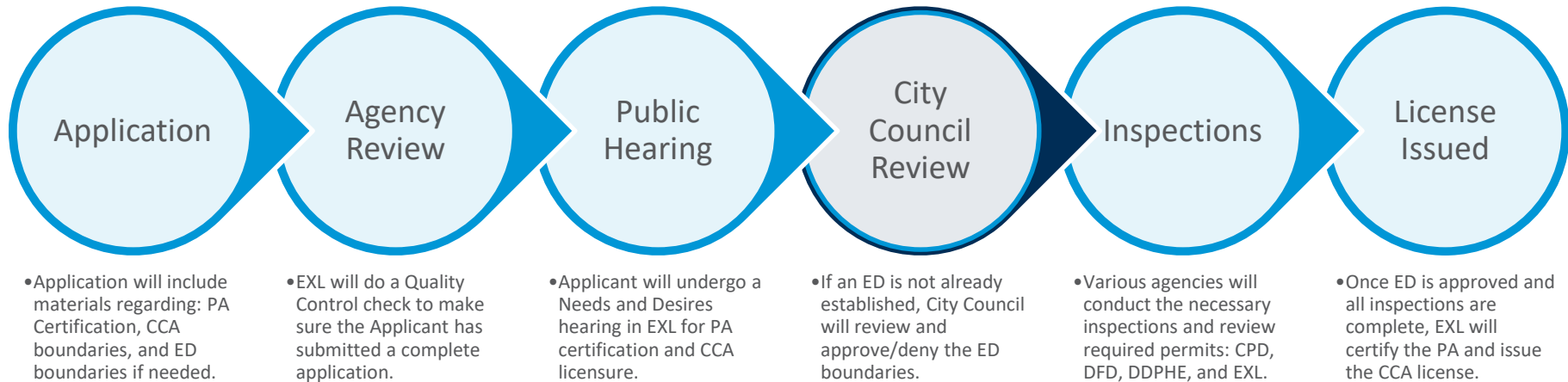
Is the Common Consumption Area license a good fit for me?

Things to consider:

- Does your neighborhood want this amenity?
- How many liquor-licensed businesses want to be responsible for patron activity in the consumption area?
- Is the area adjacent to any liquor-licensed establishments?
- Is the area closed to motor vehicle traffic and other transportation services, like the light rail or train?
- Do you want the consumption area for an event?
- Who will profit from alcohol sales?

Applying for a Common Consumption Areas License

Proposed Licensure Process



Your Application will have three parts:

Promotional Association

Common Consumption Area

Entertainment District

Application Section: Promotional Association

Characteristics

- An association incorporated in Colorado;
- Made up of at least two people who own or lease property adjacent to an area that they want to license as a common consumption area;
- Has a board of directors; and
- The board of directors has at least one director from each liquor-licensed premises that wants to attach to the common consumption area.

Required Application Information

- Name of association
- Mailing address
- Main contact information
- Promotional association members
- Promotional association board of directors

Required Application Documents

- Certificate of Insurance: commercial general liability insurance with a minimum limit of one million dollars (\$1,000,000) combined single limit for bodily injury and property damage for each occurrence and name the City as an additional insured.

Application Section: Common Consumption Area

Characteristics

- An area with at least two adjacent liquor-licensed establishments that are part of the promotional association;
- Closed to motor vehicle traffic

Required Application Information

- Name and location of the common consumption area
- Days and hours of operation

Required Application Documents

- Site Plan
- Area Map
- Proof of possession of the premises
- Evidence of Community Support
- Health and Sanitation Plan
- Parking and Transportation Plan
- Security and Admissions Control Plan
- Any required permits

Health and Sanitation Plan

- (i) A description of the retail food licenses at the location;
- (ii) A description of the applicant's emergency medical and disaster preparedness plan; and
- (iii) For any applicant applying for a permanent or temporary cabaret license, a description of any noise sources, such as amplified audio or mechanical noise, that will be utilized for the temporary consumption area, where they will be located, the direction they will face, how they will be set up and tore down, and a description for how neighbor complaints regarding noise will be mitigated.

Parking and Transportation Plan

- (i) A description for how the common area will be made accessible to all patrons;
- (ii) A description of the proposed parking plan for the Common Consumption Area;
- (iii) A description of how patrons will be prevented from exiting the Common Consumption Area and driving under the influence of alcohol;
- (iv) A description of the public transportation options available near the Common Consumption Area and flow of traffic at to and from the Common Consumption Area;
- (v) A description of how you will ensure that parking will be available for residents during street closures; and
- (vi) A description of the physical barriers that will be used to close the area to motor vehicle traffic, limit pedestrian access, and clearly inform patrons of the boundaries of the consumption area.

Security and Admission Control Plan

- (i) Procedures for removal or ejection of intoxicated persons;
- (ii) Procedures for ensuring that alcohol beverages purchased from the Attached Licensees will not be removed from the Common Consumption Area;
- (iii) Procedures for ensuring that underage persons will not obtain alcohol beverages from within the Common Consumption Area;
- (iv) Procedures that will be used by all staff, vendors, and security personnel for differentiating between persons under and over the age of 21 at the point of purchase of an alcohol beverage; and
- (v) A description of the security personnel who will be staffing the event, including where security staff will be stationed throughout the area.

Application Section: Entertainment District

Characteristics

- An area with at least two adjacent liquor-licensed establishments that are part of the promotional association;
- Closed to motor vehicle traffic

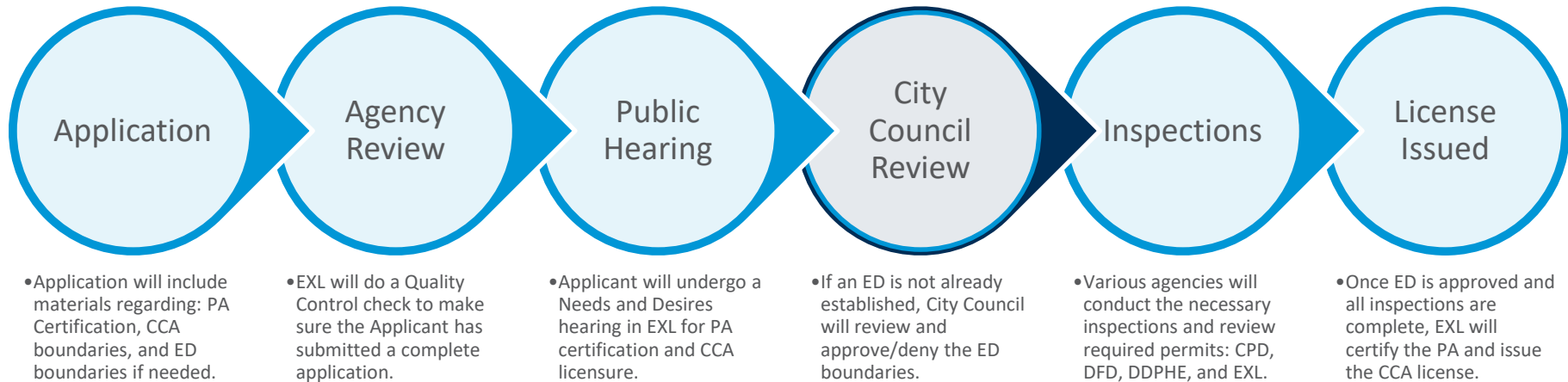
Required Application Information

- Name of the proposed or existing entertainment district

Required Application Documents

- Detailed area map that shows:
 - The boundaries of the proposed entertainment district outlined in red;
 - The total acreage of the proposed entertainment district; and
 - The name, address, license type, and square footage of each liquor licensed premises in the entertainment district. Do not include temporary modifications.

Proposed Licensure Process



Fees

	One-time Application Fee	Annual License Fee
Promotional Association certification	\$250	\$250
Common Consumption Area license	\$250	\$250

Once you have your license...

You must distribute and post your license

You must maintain your insurance policy and notify us of any changes

You must renew your license and certification every year

You must notify the City of any changes to your promotional association or common consumption area

You must maintain your community support



Questions?

Use the raise hand feature to ask a question.

Questions may also be submitted to licenses@denvergov.org

To stay up-to-date and receive future information, please sign up for the [liquor licensing bulletin](#).