

Aurora Liquor Informational Bulletin

This is the fifth edition of City of Aurora Liquor Licensee informational bulletin. If you know of others that would benefit from subscribing, please forward them this link:

<https://lp.constantcontactpages.com/su/kJWE3xN/liquor>

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Submitting Renewal and Application Documents

Thank you to everyone who has used the new document upload feature on the city's licensing portal over the past few months and feedback on the process/instructions is welcome at lkeith@auroragov.org. When you do upload documents, do not password protect them so we can sign off on them. Do get your renewal paperwork in ASAP. The State LED is still backed up on processing and having an expired license may cause delays with your distributor.

Noise Impacts and Regulations

Noise is a common complaint we receive regarding liquor licensed businesses near residential. Regulation 47-900 of the Colorado Liquor Rules states that licensees shall not permit undue noise, or other disturbances or activity offensive to the senses of the average citizen.

The City's zoning code requires that from 7am-9pm that sound not exceed 55 decibels "dbA" at adjacent residential land use (60 dbA commercial) and that level drops to 45 dbA after 9pm for adjacent residential. This basically means that any music, conversation, or noise from your business should not be heard at the residential property line after 9pm. You can verify this by downloading one of many free sound measurement applications to your phone. Also, dumping of bottles into a metal dumpsters creates a very loud noise that disturbs neighbors and should not be done after 9pm if your business is near residential. One other element that we have seen impacts neighbors is the propping open of a back door or a frequently opening door allowing noise to escape.

Noise impacts should be taken into account when planning any outdoor patio or dining areas. City approvals of these areas are contingent upon mitigation of noise impacts and can be later rescinded.

Also, you may need additional zoning approvals if you are a restaurant or lounge type bar and plan to have late night bands or night club type

environment, especially after midnight.

Retail Theft

The Aurora City Council recently approved ordinance 2022-47 for a mandatory three day jail sentence for shoplifters caught stealing more than \$300 of merchandise. Along those lines you can take steps to prevent theft and work together with the City to fight it. One of the first steps is reporting these incidents and filing a report even if the suspect is not caught at this link: [Shoplifting Report with NO suspect or NO suspect in custody](#)

Also consider joining the Colorado Organized Retail Crime Alliance: [COORCA.org](https://www.coorca.org)

Some tips: Locate counter or front register near front door. Greet everyone who enters your business. Keep limited amounts of cash in the cash register. Empty tip jars frequently. Remove posters, signs, etc from windows so citizens and officers can see into your business from the outside. Add security cameras.

Quick Links: Applications, Outdoor Dining, Takeout Permits

- [City application checklists and forms](#)
- [Guide for temporary outdoor restaurant and retail](#)
- [Takeout and delivery permits from the state \(DR8496\)](#)
- [City liquor licensing page and past newsletters](#)
- [Aurora South Metro Small Business Development Center](#)

Good Things To Know

1. At any time alcohol is served in all taverns, restaurants, and lodging and entertainment licensees must serve at least sandwiches and light snacks. Since this is considered a safety item and easy to comply, no warnings are given for non-compliance before issuance of a violation.
2. We are finding too many fruit flies in bottles. Keep the lids on top shelf items and be sure to have air tight caps on any bottles in the well that have pour spouts.
3. Keep windows clear of blinds, posters, coverings etc. This is a safety issue and also an aesthetic issue. Police officers will need to be able to see into your business and may hesitate to enter. Also, it is more attractive and welcoming to customers and the neighborhood.
4. Aurora has a visitors promotional organization. Check out Visit Aurora: www.visitaurora.com.

Other Aurora Newsletters

The city also has several other newsletters that you may be interested in that you can sign up for at the following links:

https://www.auroragov.org/city_hall/media___news_updates/newsletters

and one specifically for businesses at

<https://www.AuroraGov.org/BusinessEmails>.