



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
248.656.4630
www.rochesterhills.org

Legislative File No: 2018-0449 V2

TO: Mayor and City Council Members
FROM: Sara Roediger, Director of Planning and Economic Development, ext. 2573
DATE: November 8, 2018
SUBJECT: Request for conditional use approval to allow alcoholic beverage sales for on-site consumption at X-Golf Rochester Hills, located at 1134 S. Rochester Rd. in Winchester Mall near the southwest corner of Rochester and Avon – City File No. 18-020

REQUEST:

Approval of a conditional use to allow alcoholic beverage sales for onsite consumption at X-Golf Rochester Hills located at 1134 S. Rochester Rd. in the Winchester Mall, zoned B-3 Shopping Center Business with an FB-3 Flexible Business Overlay.

BACKGROUND:

X-Golf is a franchise operation that offers indoor golf simulation with programs and golf lessons, leagues, private/corporate events and club sales. Their business model offers food and drinks, and as such, the applicant was advised that he would need a Conditional Use to sell alcohol beverages onsite. The applicant plans to hold a soft opening on November 16, 2018 and would like the ability for customers to partake by that time. This is the second location for the owners.

The business will be entirely contained within the leased space so no food or beverages will be taken out of the facility. Hours of operation will be 9:00 a.m. to 10:00 p.m. Monday through Friday and until midnights on weekends, with the exception of a closing at 8:00 p.m. on Sunday. According to the applicant, the business is seasonal with the peak season from November to March and a slow season in the summer months.

The City Council approved an ordinance in June 2015 which requires a conditional use approval for all new, on-premise consumption, liquor license establishments in all appropriate zoning districts. At its November 7, 2018 meeting, the Planning Commission unanimously recommended approval of the conditional use with several findings, as reflected in the attached resolution. Please refer to the Planning Commission minutes dated November 7, 2018 for further details.

RECOMMENDATION:

Finding that the proposed request for the sale of alcoholic beverages for on-site consumption meets the criteria of the Zoning Ordinance, the Planning Commission recommended that City Council approve the conditional use for X-Golf Rochester Hills, City File No. 18-020, to be located at 1134 S. Rochester Rd., subject to the findings noted in the attached resolution.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		

Deputy City Clerk		
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