



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
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[www.rochesterhills.org](http://www.rochesterhills.org)

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Legislative File No: 2016-0515 V3

**TO:** Mayor and City Council Members  
**FROM:** Ed Anzek, Director of Planning and Economic Development, ext. 2572  
**DATE:** December 21, 2016  
**SUBJECT:** Request for conditional use approval to allow sales of on-site consumption of alcoholic beverages at Life Time Fitness, located at 200 W. Avon, west of Rochester - City File No. 16-031

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**REQUEST:**

Approval of a conditional use to allow alcoholic beverage sales for on-site consumption at Life Time Fitness, a health and fitness center located at 200 W. Avon, west of Rochester Rd., zoned I Industrial with an FB 1 Flex Business Overlay.

**BACKGROUND:**

Life Time Fitness has operated on W. Avon Rd. for many years, doing a large addition with amenities such as an outdoor pool with eating area, an indoor bistro café and tennis viewing area in 2000. The applicant has advised that the on-site consumption of alcohol is being requested to be able to offer a “social country club atmosphere, and because the facility holds many other social events.” According to the letter of intent, Life Time has 120 facilities in the country and has procured 30 onsite consumption licenses. Please refer to the letter from the attorney for the applicant, Adam Luebke, for more information.

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. After much discussion at its December 20, 2016 meeting, the Planning Commission recommended approval of the conditional use with several findings and four conditions, as reflected in the attached resolution. Please refer to the Planning Commission minutes dated December 20, 2016 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 recommends that City Council approves the conditional use for Life Time Fitness, City File No. 16-031, located at 200 W. Avon, subject to the findings noted in the attached resolution.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		