



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
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Legislative File No: 2012-0047

**TO:** Mayor and City Council Members  
**FROM:** Jane Leslie, CMC, City Clerk  
**DATE:** February 3, 2012  
**SUBJECT:** Discussion – Liquor License Policy/Procedure

**REQUEST:**

To discuss the procedure to be used for review of applications for the additional quota license recently received from the Michigan Liquor Control Commission (MLCC).

**BACKGROUND:**

The 2010 Census data identified that the City of Rochester Hills has a population count of 70,995. Liquor licenses are awarded to municipalities by the MLCC at a ratio of one per 1,500 of population. As such, we have been awarded one additional Class C license.

For the past several years, City Council has reviewed and approved transfer licenses only, as there were no quota licenses available. The last quota license issued was in 2007 to Shield’s Pizza. All other applicants have transferred licenses, either from another business in the city or transferred in from another location in Oakland County. Currently, the city licenses include 43 operating licenses, two licenses held in escrow by the MLCC, and 10 licenses that have been transferred out of the city but still counted in the city’s quota for a total of 55 licenses. The new quota license addition brings that total to 56.

There have been numerous inquiries regarding the quota license that is available; a number of people have taken applications to begin the process. The discussion being suggested will allow City Council to determine if it wishes to set criteria beyond what is currently in the Alcoholic Liquor Ordinance (Chapter 6 of the Code of Ordinances) or consider re-establishing a Liquor Technical Review Committee.

**RECOMMENDATION:**

Discussion

| APPROVALS:           | SIGNATURE | DATE |
|----------------------|-----------|------|
| Department Review    |           |      |
| Department Director  |           |      |
| Mayor                |           |      |
| City Council Liaison |           |      |