

City requesting delisting. He commented that while there may be some value in the seven or eight properties left, they have already been reviewed twice by two state preservation organizations, with no indication that they should be designated.

**Vice President Morita** commented that she does not like the fact that this list is hanging out there as it causes difficulty for the property owners and for the City. She pointed out that the inclusion of this particular property on the Potential List is holding up an estate being litigated in Macomb County. She stated that the City should do whatever it can to deal with the list, including contacting property owners to determine whether they have any interest in being designated. She pointed out that one of the problems of the current legislation is that once designated there are many requirements to be met; and she noted that there are no longer any grants or benefits available to help a property owner. She stated that whatever the Administration can do to make this list go away should be done.

**Mr. Anzek** responded that this is a policy question that must be addressed. He pointed out that when the Historic Districts program began, it was not voluntary. He noted that if owners are consulted, it would become voluntary. He stated that he would contact the City Attorney to determine how this could be resolved moving forward.

**Mr. Hetrick** stated that he would concur with amending the City's policy to make it more expeditious to resolve these types of requests.

**A motion was made by Hetrick, seconded by Kubicina, that this matter be Adopted by Resolution. The motion carried by the following vote:**

**Aye** 7 - Bowyer, Brown, Hetrick, Kubicina, Morita, Tisdell and Wiggins

Enactment No: RES0001-2017

**Resolved**, that the Rochester Hills City Council hereby removes 1171 E. Auburn Road from the Historic Districts Potential List.

2016-0515

Request for Conditional Use Approval - Lifetime Fitness, for the sale and service of alcoholic beverages for on-site consumption, located at 200 W. Avon, west of Rochester Rd., zoned I Industrial with an FB-2 Flex Business Overlay; LTF (Lifetime Fitness) Club Operations Company, Inc., Applicant

**Attachments:** [010917 Agenda Summary.pdf](#)  
[Map aerial.pdf](#)  
[Staff Report 122016.pdf](#)  
[Letter Luebke.pdf](#)  
[Site Plans.pdf](#)  
[PC Draft Minutes 122016.pdf](#)  
[Public Hearing Notice - Plg Comm.pdf](#)  
[Resolution \(Draft\).pdf](#)

**Ed Anzek**, Director of Planning and Economic Development, introduced **Adam Luebke**, Corporate Council, Lifetime Fitness, **Vince Orsini**, Lifetime's Area Director, and **Joe Miller**, General Manager for the Rochester Facility. He explained that the City requires a conditional land use for a liquor license. He noted that this item was before the Planning Commission on December 20,

2016, and after a lengthy discussion the Planning Commission supported the conditional land use. He commented that it was discussed at that meeting that Lifetime's atmosphere is more of a social club or country club, hosting tennis tournaments and providing gathering spots.

**Mr. Orsini** noted that Lifetime does not fit as a typical fitness club and is more of a resort destination.

**Council Discussion:**

**Mr. Tisdell** mentioned that he was a Lifetime member for eight or nine years. He stated that while in general it is not his nature to comment whether he approves of a certain business model, he had concerns that Lifetime has not done this anywhere else in the state of Michigan. He commented that it is his feeling that he would like to see this model as a success somewhere else.

**Mr. Wiggins** stated that he is a member, and he commented that he is trying to get a handle on how monitoring will occur. He stated that this is not a country club, and has different clientele than one. He expressed concern over how the pool area will be monitored, noting that the pool serves many children and families. He questioned who will monitor those who will be drinking too much. He commented that the parking lot is already crazy. He stated that he does not see how it would be a good fit, and he noted that alcohol consumption is another inhibitor to exercise. He questioned how having a license would benefit the community.

**Mr. Luebke** responded that their clubs all over the country have licenses. He stated that it is not any different than a golf course or restaurant where a variety of individuals are in the building. He noted that most of the sales will take place in the warmer months of the year near the pool. He pointed out that the Bistro serves a full menu of food and other drinks besides alcoholic beverages. He commented that from their experience, most members would drink one to two drinks at the most. He explained that Lifetime is moving more toward the atmosphere of a social or country club. He mentioned that some of their clubs have full-scale bars. He stressed that alcohol is limited to certain areas of the club except for certain events. He stated that a Barbecue and Boot Camp event is geared to get participants engaged and more in depth with their workouts, and then move to a social time afterward. He commented that people who work out with other people tend to work out more often, and he stated that this would open their business up to more individuals who may otherwise not choose membership.

**Mr. Wiggins** questioned who their target audience would be.

**Mr. Luebke** responded that the Boot Camp and Barbecue type of event is geared to the younger generation, or those who might utilize the daycare center for their children. He stated that Lifetime is moving toward an event-gearred atmosphere and is introducing more and more of these types of events each year. He commented that this type of atmosphere sets Lifetime apart from the other clubs such as LA Fitness or Anytime. He stated that Lifetime is a whole scale health, fitness and social club, and hosts full-service salons, and cafes. He pointed out that this would be a beer/wine license and would not include full alcohol.

**Dr. Bowyer** questioned whether the company contemplates a name change.

**Mr. Luebke** responded not to his knowledge.

**Dr. Bowyer** stated that she did not believe it was a good fit, as alcohol does not promote fitness. She pointed out that an entire group of individuals who are Alcoholics Anonymous members would be excluded as they would wish to avoid temptation. She commented that working out and then having a 200-calorie alcoholic beverage was not health-friendly. She stated that socialization can occur in a juice bar, and family-friendly activities can happen there as well. She commented that she did not believe that alcohol at a fitness club is a good fit.

**Mr. Orsini** stated that the idea of lifetime fitness is that other things can be enjoyed, including a drink here and there. He commented that his club is not like any other fitness club around and is more like a destination. He noted that several tennis clubs offer beer and wine, such as Franklin Racquet or Deer Lake. He pointed out that the team members at Lifetime are healthy life minded, and the goal is for the enjoyment of the club by all members. He commented that tennis members have been asking for this for several years. He stated that this is the direction that the company is going.

**Dr. Bowyer** commented that Lifetime is trying to turn the business into more of a country club. She pointed out that children run everywhere and monitoring alcohol consumption will be difficult. She questioned how many of the current licenses are in California and Nevada.

**Mr. Luebke** responded that Nevada has one license with one more pending. California has one or two with another pending. He noted that three or four licenses are in Minnesota, a couple are in Florida, Texas, Massachusetts, Maryland and Canada. He reiterated that their members have been asking for this, and he stressed that many health clubs are moving in this direction.

**Dr. Bowyer** pointed out that in the states where Lifetime has many facilities, there are only one or two facilities with licenses. She questioned whether the facility has let its members know that it wishes to add alcohol.

**Mr. Miller** responded that primarily the tennis members have been overwhelmingly supportive. He noted that the club's diamond membership has access to lounges and setups, and has poolside service for food. He explained that managers on duty will go through certification. He noted that business members have been bringing up their desire for this as well.

**Dr. Bowyer** questioned whether the club has heard from its major members.

**Mr. Miller** responded that they have not heard of any detractors moving forward, and he commented that it would not be a good business move if there were objections. He mentioned that Lifetime's competitors include Franklin

*Racquet Club, which has a pool, tennis club and fitness house.*

**Mr. Hetrick** stated that he would agree with Mr. Tisdell that Lifetime is trying to reinvent itself into something different that competes with the Franklin Racquet Clubs of the world. He commented that this is a different business model, and he noted that it raises concern. He questioned who would be monitoring on behalf of Lifetime Fitness.

**Mr. Orsini** responded that the cafe team members and manager on premises would monitor. He mentioned that Lifetime has its own alcohol safety training, along with State of Michigan training required.

**Mr. Hetrick** questioned how the pool and tennis areas are accessed, whether only cafe people are trained, and what would happen in the summer.

**Mr. Miller** responded that Lifetime has two restaurant locations, including an outside Bistro, which is enclosed by fencing, and a cafe inside the club. He stated that bistro and cafe employees are a part of the same team, and he noted that managers on duty would also go through training. He commented that the cafe and bistro areas are completely enclosed and similar rules would apply such as not having food leave the area.

**Mr. Hetrick** commented that while he thinks it is good that Lifetime does additional training, he believes the risk is high with the pool deck adjacent to the bistro. He noted that the tennis area is the most enclosed, while the bistro is separated by a fence where a drink could be handed over to the pool. He commented that from a City standpoint, this is not something he would wish to see.

**Mr. Luebke** commented that while he understands Mr. Hetrick's point, in that case no restaurant should be able to serve alcohol. He pointed out that he could carry a drink from a restaurant bar to another area. He reviewed the bistro and tennis area site plans and noted how they were surrounded by enclosures. He mentioned that 13 to 15 lifeguards and five to ten team members would be in place. He noted that there are no problems with other clubs that have licenses. He mentioned that a news article about their facility licensed in Gaithersburg, Maryland highlighted how fitness centers are getting liquor licenses. He commented that Lifetime has 30 to 35 licenses currently, and by the end of the year expects to have 50 to 70. He stated that Lifetime is not new to this and has systems in place to ensure this will be successful.

**Mr. Hetrick** stated that he is still not convinced that this is the right thing to do. He commented that as Lifetime builds and reframes its business model, it might help Council to understand how it can better support what it wishes to do.

**Vice President Morita** questioned whether pool hours at the facility were originally limited due to the fact that the property is directly adjacent to a church.

**Mr. Anzek** responded that he does not recall this, and he noted that the project was just getting underway when he joined the City.

**Vice President Morita** questioned whether there was a limit to pool hours, or if anything would prevent serving alcohol on a Sunday morning. She pointed out that the property is also adjacent to Rochester College property. She mentioned that there are certain factors that must be met for a conditional land use, including that the use must be harmonious with adjacent neighboring uses. She expressed concern having alcohol out at a pool and stated that it is not harmonious with having a church or college campus adjacent, and noted that it would be disrespectful to the neighbors to be serving alcohol at 10:00 a.m. on a Sunday morning. She commented that perhaps this was not the right club in Michigan to start with, and noted that a Commerce Lifetime Facility along M-5 might be an option. She stated that she would like to see this tried somewhere else first. She stated that this does not meet the elements that need to be considered.

**Mr. Brown** commented that while he is not a member of Lifetime, he has been a guest there. He stated that he would not consider it truly a fitness club. He noted that he is the type of person who would work out and leave. He commented that while he understands what his fellow Council Members are saying, he would be surprised that someone having a beer in the bistro would be heard over 30 to 50 children. He pointed out that liquor licenses are in other locations such as movie theaters where alcohol could be passed in a room with minors. He noted that the State would require controls and checks for underage drinkers. He commented that he does not see an individual paying \$150.00 for a family membership and risking shutting the facility down. He stated that while he would not sign up for Lifetime Fitness because he would be able to have a beer, he does not believe the request is out of bounds in terms of what the City allows businesses to do.

**Mr. Tisdel** stated that while he is not in a position to pass judgment on a business model, this is one of the areas where he would prefer to follow some other city's lead.

**Mr. Kubicina** concurred with Mr. Brown, stating that he did not believe that anyone would be corrupted by serving alcohol. He expressed his appreciation for the other Council Members' comments.

**President Tisdel** noted that Council is requested to consider the Conditional Land Use. He asked if any Council Member wished to move the approval of the request or deny it.

**Mr. Brown** moved the motion in the packet to approve the Conditional Land Use.

The motion died for lack of a second.

**Discussed.**

~~2017-0004 Request for Michigan Liquor Control Commission approval of a Tavern License application for LTF Club Operations Company, Inc. (a/k/a Life Time Fitness)~~