

# The Highland Room

Conditional Use – PCU2025-0005

CITY OF ROCHESTER HILLS  
CITY COUNCIL  
NOVEMBER 10, 2025



# The Highland Room

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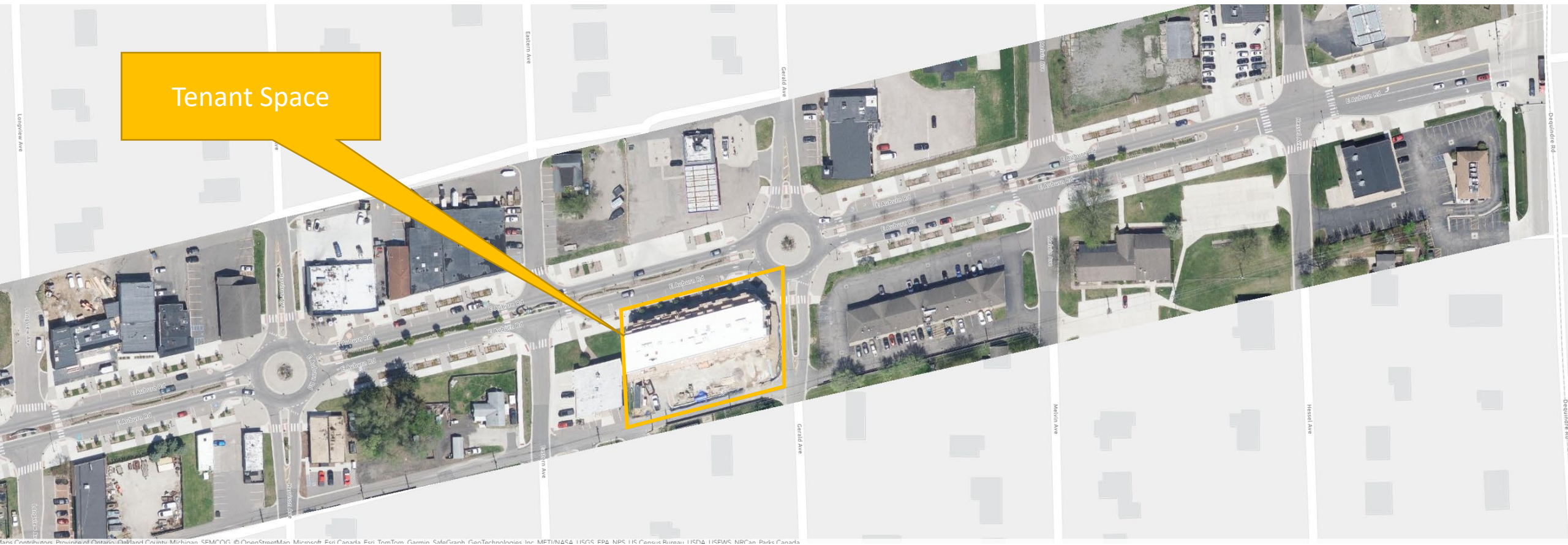
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## Conditional Use – PCU2025-0005



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PCU2025-0005  
Conditional use for the ancillary sales of alcoholic beverages onsite for onsite consumption.

	Zoning	Existing Land Use	Future Land Use
Site	BD Brooklands District	Newly constructed mixed use building (commercial and residential units)	Commercial Residential Flex 2
North (across Auburn Rd.)	BD Brooklands District	Gas station	Commercial Residential Flex 2
South (across alley)	R-4 One Family Residential District	Single family residential homes and a City parking lot	Residential 4
East (across Gerald Ave.)	BD Brooklands District	Multi-tenant commercial building including a Greek restaurant, a salon, an insurance agent	Commercial Residential Flex 2
West	BD Brooklands District	Marcoin Business Services	Commercial Residential Flex 2

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Conditional use for the ancillary sales of alcoholic beverages onsite for onsite consumption.

**Overall Site –** Approx. 0.5 acres  
Mixed Use Building  
The proposed use represents the first potential tenant in the building.

**Hours of Operation –**  
8:00 a.m. -11:00 p.m.

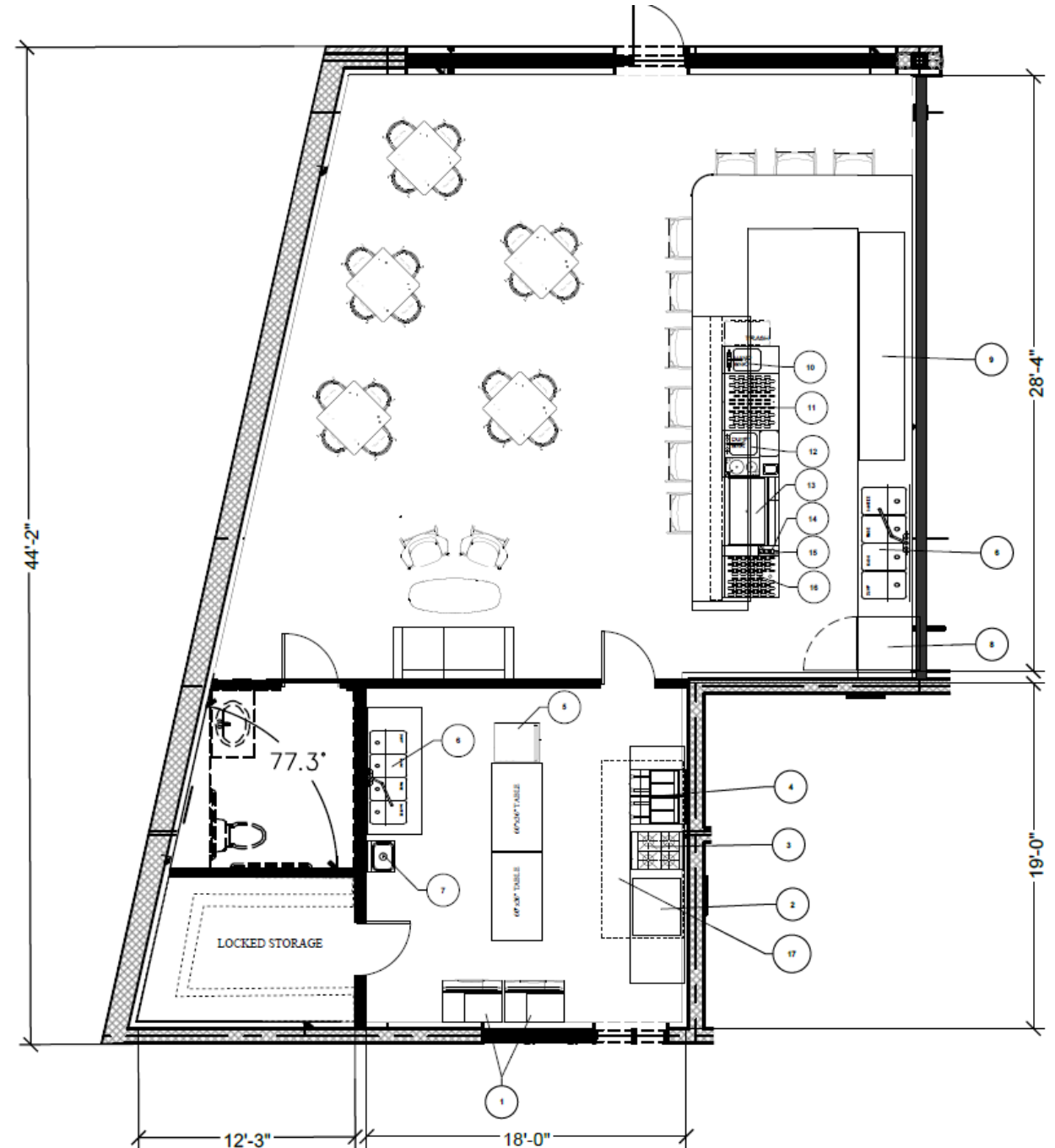
**Tenant Space Size –**  
Approx. 1,260 sq. ft.

**Seating –**  
Approx. 33 persons

**Parking –**  
Parking in the Brooklands is based on a residential vs. nonresidential calculation. Parking for nonresidential use is provided on street and in City lot.

**Liquor License –**  
Applicant was originally seeking a quota license and that has not been recommended for approval but the applicant wishes to move forward with the Conditional Use request.

EQUIPMENT SCHEDULE	
1	CLOCK
2	GRILL
3	OVEN/TOASTER
4	POT
5	SOFT ICE CREAM MACHINE
6	REAR PALETTE WINE PALLET
7	LAND SIDE
8	SEALS ON REFRIGERATOR
9	BACK BAR CLOCKS
10	BAR HAND SIDE
11	UNDERBAR DRINKBOARD
12	CAMP SIDE
13	UNDERBAR ICE BIN
14	WINE CUP HOLDER
15	WINE CUP
16	UNDERBAR DRINKBOARD
17	WINE CUP HOLDER SYSTEM





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## Review Standards

- *Will promote the intent and purpose of (the Ordinance).*
- *Will be designed, constructed, operated, maintained, and managed so as to be compatible, harmonious, and appropriate in appearance with the existing or planned character of the general vicinity, adjacent uses of land, the natural environment, the capacity of public services and facilities affected by the land use and the community as a whole.*
- *Will be served adequately by essential public facilities and services, such as highways, streets, police and fire protection, drainage ways, refuse disposal, or that the persons or agencies responsible for the establishment of the land use or activity shall be able to provide adequately any such service.*
- *Will not be detrimental, hazardous, or disturbing to existing or future neighboring land uses, persons, property, or the public welfare.*
- *Will not create additional requirements at public cost for public facilities and services that will be detrimental to the economic welfare of the community.*