



Department of Planning and Economic Development

Staff Report to the Planning Commission

November 2, 2018

X-Golf Rochester Hills

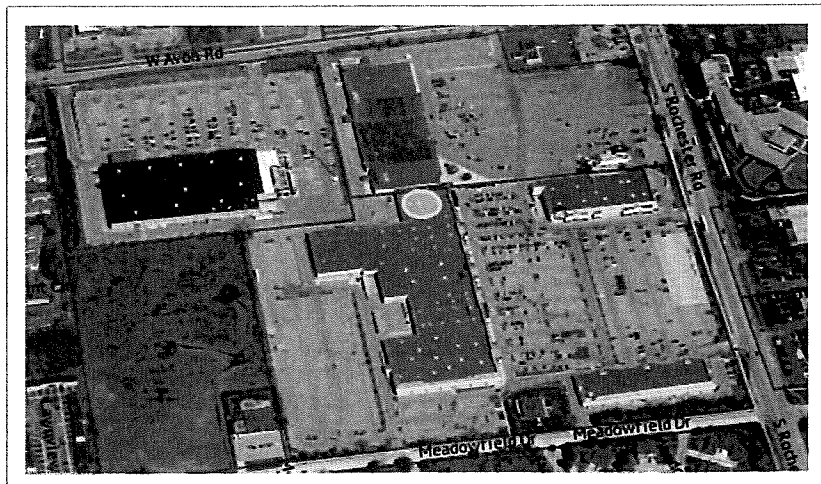
REQUEST	Conditional Use Recommendation
APPLICANT	Jared Vinson 73550 McKay Rd. Bruce Twp., MI 48065
LOCATION	Near Southwest corner of Avon and Rochester Roads (Winchester Mall)
FILE NO.	18-020
PARCEL NO.	15-22-226-019
ZONING	B-3 Shopping Center Business with an FB-3 Flexible Business Overlay
STAFF	Kristen Kapelanski, AICP, Manager of Planning

Summary

The applicant is planning a grand opening of a new X-Golf franchise located in the Winchester Mall at Avon and Rochester Roads, the second location for the owners. X-Golf focuses on indoor golf simulation with programs and golf lessons, leagues, private/corporate events and club sales. Their business model offers food and drinks, and the owners are requesting approval for the sales of alcoholic beverages for consumption on site prior to the grand opening. A liquor license requires a Conditional Use from the City, per the adopted Ordinance amendment from June 2015. 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 midnight on weekends (except Sunday, closing at 8:00 p.m.). The business, according to the applicant, is seasonal with peak season from November to March which slows in the summer. The applicant received Building Dept. permit approval when it was realized that a Conditional Use would be required to serve alcoholic beverages.

Per *Section 138-2.302* of the Zoning Ordinance, there are five areas of consideration for the Planning Commission to regard in the discretionary decision of a conditional use. Each of the criterion are listed below in *italics*, followed by staff comments on the proposed conditional use's compliance with each.

1. *Will promote the intent and purpose of (the Ordinance).* Ordinance 175 was adopted by Council on June 1, 2015 which specifically allows for conditional use requests for new alcoholic beverage sales and on-site consumption.
2. *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*



Reference: Plans dated received by the Planning Department October 15, 2018

Attachments: Building Department memo dated 10/24/18

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