



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
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Legislative File No: 2025-0476

TO: Mayor and City Council Members

FROM: Leanne Scott, City Clerk

DATE: November 6, 2024

SUBJECT: Quota Class C Liquor License Request – DMC Consultants dba The Highland Room

REQUEST:

DMC Consultants dba The Highland Room, LLC, to be located at 1760 E Auburn Road, is requesting to be considered for a Class C Liquor License from the City's authorized quota licenses granted by the Michigan Liquor Control Commission (MLCC).

BACKGROUND:

The MLCC requires applicants seeking a quota license to obtain a resolution of local government approval. Council approved an Ordinance which requires conditional use approval for all new, on-premise consumption liquor license establishments. Should Council approve the Conditional Use, Council would then recommend/not recommend that the application be considered for approval by the MLCC.

On Monday, October 27, 2025 the Liquor License Technical Review Committee (LLTRC) met with the applicant and reviewed the application packet provided by DMC Consultants dba The Highland Room, LLC. After careful consideration, the LLTRC recommends that this application for one of the City's Class C quota licenses NOT be considered for approval by the MLCC.

RECOMMENDATION:

The Liquor License Technical Review Committee voted unanimously to deny recommendation of the approval of the request from DMC Consultants dba The Highland Room, LLC, to be located at 1760 E Auburn Road, Rochester Hills, Oakland County, Michigan for a Quota Class C Liquor License to the MLCC.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
City Clerk		

Contract Reviewed by City Attorney ☐ Yes ☒ N/A