



cityofnovi.org

CITY of NOVI CITY COUNCIL

Agenda Item G
October 6, 2014

SUBJECT: Approval of liquor license request from Rojo Six, LLC (d/b/a Rojo Mexican Bistro) to transfer ownership of 2014 Class C Licensed Business with New SDM, Dance-Entertainment, Sunday Sales (AM & PM), and Outdoor Service from Luna Properties Novi LLC to be located at 42875 Grand River Avenue, Suite 103, Novi, MI 48375.

SUBMITTING DEPARTMENT: City Clerk

City Clerk

CITY MANAGER APPROVAL:

[Signature]

BACKGROUND INFORMATION:

Rojo Six, LLC is owned by sole owner Daniel Linnen, and will be operating as Rojo Mexican Bistro in the space which was formerly Gus O'Conner's and Bluefin on Main Street, south of Grand River Avenue. Mr. Linnen is currently operating Rojo of Novi, which is located within Twelve Mile Crossing at Fountain Walk and is scheduled to close on November 30, 2014. The anticipated opening of the new location on Grand River is December 1, 2014.

The Police Department has no objection to the request; however cites two specific civil issues in the past that are detailed in the memo included in this packet. The Fire Department has no objections at this time. The Building Division has no objections to the request; however final approval is pending due to interior renovations that are still scheduled to be performed at the property. This request did not require a Special Land Use application because the previous use(s) of the space included the service of alcohol.

The general licensing policy as stated in Chapter 3 of the City Code states, at Section 3-13, that an applicant must demonstrate in particular that the proposed facility:

- (a) Will provide a service, product, or function that is not presently available within the city or that would be unique to the city or to an identifiable area within the city.
- (b) Is of a character that will foster or generate economic development or growth within the city, or an identifiable area of the city, in a manner consistent with the city's policies.
- (c) Represents an added financial investment on the part of a long-term business or resident with recognized ties to the city and the local community.

More specific review criteria are set forth at subsection 3-15(g), and in addition to the general information regarding the applicant and the facility or building at issue, they require a review of the benefits to the community of the proposed use:

(3) **Benefits to community:**

- a. The effects that the issuance of a license would have upon the economic development of the city or the surrounding area.

- b. The effects that the issuance of a license would have on the health, welfare, and safety of the general public.
- c. Whether the applicant has demonstrated a public need or convenience for the issuance of the liquor license for the business facility at the location proposed, taking into consideration the following, together with other factors deemed relevant by the council:
 - 1. The total number of licenses for similar establishments and/or operations in the city, considered both in terms of whether such number of similar establishments is needed and whether there may be a need for other types of establishments that could go unmet if the requested license were granted.
 - 2. The proximity of the establishment to other licensed liquor establishments, the type of such establishments, whether such other establishments are similar to that proposed, and the anticipated impact of all such determinations.
 - 3. Whether the proposed location is in an area characterized as developed, redeveloping, or undeveloped, and the anticipated impact of approving the newly proposed establishment in light of such character, taking into consideration the need for any type of additional licensed establishment in the area, and the need the particular type of establishment proposed.
- d. The uniqueness of the proposed facility when contrasted against other existing or proposed facilities, and the compatibility of the proposed facility to surrounding architecture and land use.
- e. The permanence of the establishment in the community, as evidenced by the prior or proposed contributions to the city or community by the applicant or business, and the extent to which the issuance of the license will assist in the further investment of the applicant or business in the city or the community.
- f. The character and extent of investment in improvements to the building, premises, and general area.

RECOMMENDED ACTION: Approval of liquor license request from Rojo Six, LLC (d/ b/a Rojo Mexican Bistro) to transfer ownership of 2014 Class C Licensed Business with New SDM, Dance-Entertainment, Sunday Sales (AM & PM), and Outdoor Service from Luna Properties Novi LLC to be located at 42875 Grand River Avenue, Suite 103, Novi, MI 48375.

	1	2	Y	N
Mayor Gatt				
Mayor Pro Tem Staudt				
Council Member Casey				
Council Member Fischer				

	1	2	Y	N
Council Member Markham				
Council Member Mutch				
Council Member Wrobel				