



CITY OF NOVI CITY COUNCIL
APRIL 17, 2023

SUBJECT: Consideration of a request from Maples Hospitality, LLC for a new Class C quota license to be located at 31260 Wakefield Dr, Novi, MI 48377, and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders.

SUBMITTING DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

This request was reviewed by City Council on December 19, 2022, and was postponed awaiting further improvements. As of April 13, 2023, Maples Hospitality has presented an updated menu, photos of renovations, and Certification of Plan Review letter from the Oakland County Health Division.

The city currently has seven new class c quota liquor licenses available. Chapter 3 of the city code contains the review criteria for considering a new license. Section 3-13 establishes the city's general licensing policy, which considers whether the 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.

In addition, Section 3-15 (g) establishes specific criteria, evaluating the application with regard to:

The applicant (subsection [g][1]), such as:

- The applicant's management experience in the alcohol/liquor business

The facility (subsection [g][2]), such as:

- Compliance with building, zoning, and other code requirements
- Effects on traffic
- Effects on the surrounding businesses and neighborhood
- Proximity of the proposed business facility to other similarly situated licensed liquor facilities

Benefits to the community (subsection [g][3])

- Effects upon the economic development of the city
- Effects on the health, welfare, and safety of the general public
- 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, among other things:
 1. total number of licenses for similar establishments and/or operations in the city; and
 2. proximity of the establishment to other licensed liquor establishments
- The uniqueness of the facility contrasted with other existing or proposed facilities
- The permanence of the proposed facility in the community.

Section 3-17 of the City Code allows for an agreement on the prohibition on profiteering by Class C liquor license holders. Under the terms of the agreement, the City Council shall not approve the transfer of a Class C liquor license within three (3) years of the date of the original issuance of the license. A draft agreement is included in this packet.

Opening the restaurant would offer job opportunities to the community and surrounding area. The restaurant would provide staffing, vendors, and many opportunities for businesses both locally and from the surrounding area. The proposed location is situated adjacent to a 9-hole golf course that winds its way through the surrounding neighborhood. Additionally, this is a public golf course, which brings more people to the area as opposed to a private club, so it will attract more business to the area. The proposed restaurant at the facility is in an existing building that would allow families a place to gather and dine. As the restaurant is an existing structure it is already compatible with the surrounding area and will not have any negative impact on the surrounding architecture since it is already a part of it. The proposed facility is more than just a bar and grille. There is also a swimming pool on the premises and it being a public golf course creates a unique atmosphere that cannot be found nearby. Most public golf courses do not have a restaurant that serves alcohol and a pool.

The Police Department has no objection to the request. Approvals from the Fire Department and Community Development are conditional, pending compliance with City regulations.

RECOMMENDED ACTION: Consideration of the request from Maples Hospitality, LLC for a new Class C quota license to be located at 31260 Wakefield Dr, Novi, MI 48377 and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders because the premises was previously occupied by a similar business licensed to sell alcohol and such use is not incompatible with other uses in the area, the existing use will continue and has not adversely affected surrounding uses, because the use provides for a unique dining experience not otherwise available in the immediate area which includes a public golf course and a pool, and because the applicant appears to qualify for a license under the City's ordinance.