



**CITY OF PLYMOUTH
MEETING MINUTES**

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MEETING MINUTES

Local Liquor License Review Committee (LLRC)

Monday, April 11, 2016

City Hall – 5:00 p.m.

CALL TO ORDER: Members Present- Joe Valenti, Colleen Pobur, Dan Dwyer

APPROVAL OF MEETING MINUTES of April 4, 2016 - It was moved by Member Dwyer and seconded by Member Valenti to approve the Meeting Minutes of April 4, 2016.

MOTION PASSED

REVIEW OF POTENTIAL CRITERIA FOR EXPANSION OF ALLOWABLE NUMBER OF LIQUOR LICENSES –

Chairperson Pobur opened the discussion on this issue and suggested that perhaps we could work towards what each member of the LLRC felt were the most significant impacts of a liquor license review.

Member Valenti indicated that his top review items would be the impact on the community and City Services. Member Dwyer stated that his review would be the Business Plan and Parking, but his top review items could be different outside of the DDA. Member Dwyer also indicated that his least concern related to the review would be the resume of the licensee. Chairperson Pobur indicated that her top review would be impact on the community and the business plan.

There was then a discussion related to providing a weight or percentage of review score to each major category of review. After discussion the Members of the Committee came to the consensus that the following “weights” should be applied to review criteria, inside and outside the DDA:

DDA	Non-DDA	Review Category
30%	30%	Business Plan of Operation and Concept
20%	25%	Impact on the Community
20%	10%	Parking
20%	25%	Impact on City Services, including Public Safety
10%	10%	Proposed Licensee’s Resume

There was additional discussion related to Section 6-33, sub-sections E & F related to an earlier amendment to the Liquor Management Ordinance, but that section is outdated as it dealt with an issue that was only in effect until November 1, 2011. The consensus of the Members was to delete this section in future amendments of the Ordinance.

There was also a brief discussion related to typographical error in Section 6-36, Sub-Section A. The consensus of the Members was to change the word “lire” with LLRC in future amendments to the Ordinance.

There was also public comment; in which Vince representing the Penn Grill asked the Members of the LLRC about the scoring and what is the lowest score that the LLRC and City would approve? There was general discussion of this point, but no consensus came forward.

The Members of the LLRC continued discussion related to the various major categories of a potential review. The discussion resulted in the following:

- **Business Plan of Operation and Concept** – Applicant should describe in detail the plan of operation of the proposed establishment, by providing renderings, a business plan and any other information that can provide a clear idea of the proposed project, as well as a complete description of the proposed establishment’s concept. Further, the applicant shall explain how the proposed establishment will differ from current licensed establishments in Plymouth and how the applicant believes this establishment would enhance the quality of life in Plymouth. In addition, the applicant shall answer and provide a clear response to the following questions or statements:
 - Is this proposed establishment a “Sit Down Full Service Restaurant”?
 - What is the proposed establishment’s anticipated Food to Alcohol sales volume?
 - Provide a Floor Plan that clearly identifies dining area versus bar area.
 - What is the size of bar and bar area?
 - What is the proposed size of Dance Floor, if any?
 - Describe in detail what the character or concept of establishment is?
 - Provide a self evaluation to describe the number of similar licenses/concepts – including the diversity of concepts.

- **Impact on the community** – Applicant should describe in detail how the proposed establishment will fit into its surrounding neighborhood and exist with the community. Further, the applicant shall provide a detailed description of how they will handle noise, refuse, patrons, and alcohol management. If applicable, describe how the applicant’s proposed establishment would be a part of a multi-use development, and/or historic redevelopment. In addition, the applicant shall answer and provide a clear response to the following questions or statements:
 - Describe how will the establishment’s operation limit the expenditure of public funds through the use of private parking, private clean up of trash, debris and grease, as well limited use of public safety and municipal services?
 - Did the applicant seek any input from residents and businesses or business groups?
 - What is the anticipated impact on surrounding businesses and neighborhoods?
 - Is the proposed establishment part of a larger facility and/or development?
 - How will this proposed concept be of benefit to the City and broader community?
 - Is the proposed establishment a part of a preservation or restoration of a historic building?
 - Is the establishment locating in an underdeveloped or underserved area?

- **Parking** – Applicant shall describe in detail the parking plan to handle the proposed establishment’s customers. Include a drawing of the plan. Include any information about payment in lieu of parking and/or any anticipated use of public parking. In addition, the applicant shall answer and provide a clear response to the following questions or statements:
 - What is the current parking availability for the proposed establishment?
 - Does the proposed establishment have private parking?
 - Is the proposed establishment dependant on the availability of public parking?

- What is the number of required parking spaces for the proposed establishment?
- **Impact on City Services, including Public Safety** – Explain how the applicant envisions the impact of its establishment opening in the city on Plymouth’s Public Safety Department. Discuss plan for crowd control and how the establishment would handle overcrowding. Discuss the establishment’s plan for adhering to state and local laws governing the sale of liquor. Further, the applicant shall describe in detail how they will handle debris (cigarette butts & trash) clean up of their site as well as their neighbors and street area. Applicant will describe in detail their plans for trash removal, grease pick up and grease trap cleaning. The applicant shall answer and provide a clear response to the following questions or statements:
 - Applicant shall provide a detailed plan for crowd control.
 - Applicant shall indicate if they anticipate any special policing requirements.
- **Proposed Licensee’s resume** – Applicant shall provide a detailed history of the applicant’s/partnership’s business history and business experience, especially in similar licensed establishments. List all Michigan Liquor Control Commission violation attributed to all members of the proposed licensee team. The applicant shall state if the proposed licensee owes the city any taxes or other municipal payments at the time of the application. The applicant shall answer and provide a clear response to the following questions or statements:
 - Shall provide a business history for the applicant(s).
 - Shall provide

There was once again discussion related to any revisions in the Liquor Application Packet should send potential applicants over to the Zoning Code – Special Land Use Permits. This section deals with specific requirement of liquor serving establishments and the requirement to obtain a Special Land Use Permit from the Planning Commission.

TABLED ITEM – REQUEST FOR CLASS C LICENSE TRANSFER INTO THE CITY FOR WESTBORN MARKET

– No action was taken and this item remains on the table.

OTHER REPORTS AND BUSINESS FOR THE LLRC – The members determined that the next meeting of the LLRC should be on Monday, May 2, 2016 at 6:00 p.m. at the Plymouth City Hall.

ADJOURNMENT- There being no further business to come before the LLRC it was moved by Member Valenti and seconded by Member Dwyer to adjourn the meeting.

MOTION PASSED

Respectfully submitted:
 Paul Sincock
 City Manager