

MEMORANDUM



TO: Melissa Morris, Deputy City Clerk

FROM: Alan Hall, Deputy Director of Community Development *ASH*

SUBJECT: ROUND1 BOWLING AND ARCADE LIQUOR LICENSE

DATE: 07/17/26

The property located at **27600 NOVI RD 201** with the business name of Round1 Bowling and Arcade has received Special Land Use permit PSLU26-0003 for the purpose of:

- ☐ Auctions
- ☒ Liquor license – Round1 Bowling and Arcade
- ☐ Arcade license
- ☐ Massage license
- ☐ Outdoor gathering
- ☐ Outdoor seating
- ☐ Other: _____

From a building and safety standpoint, the Building Division does not object to the proposed license. Should you have any further questions with regards to this matter please feel free to contact me at (248) 347-0417.

A public hearing was held on July 9, 2026, at 10:00 a.m. in the Novi Civic Center for consideration of the Special Land Use (SLU) request for approval for service of alcoholic beverages at Round1 Bowling and Arcade, in accordance with section 4.89 of the Novi Zoning Ordinance. The Community Development Department has reviewed the required application and plans and found the documents to be complete. Jan Zozios, Assessor, Charles Boulard, Community Development Director and Jeff Herczeg, Director of Public Works, considered the request in accordance with the standards for review specified in Section 4.89 of the Zoning Ordinance and determined to forward a recommendation to City Council for approval of the Special Land Use.



MINUTES SPECIAL LAND USE HEARING CITY OF NOVI

July 9, 2026, 10:00 AM

Mayor's Conference Room | Novi Civic Center
45175 Ten Mile Road

Present: Charles Boulard, Director of Community Development; Jeff Herczeg, Director of Public Works; Jan Ziozios, Assessor; Nina Schaffrath, Recording Secretary; Matthew Strong, Round1 Representative; Patrick Howe, Round 1 Attorney (Via Phone); Dorothy Duchesneau, Member of the public

Applicant: Round1 Entertainment (Round1 Bowling and Arcade)

Hearing called to order at 10:02 A.M.

Correspondence Received: None

Public Participation:

None – Mrs. Duchesneau stated she was just there to listen

1. PSLU26-0003 – 27600 Novi Road – Parcel Number: 50-22-14-100-042

The applicant, **Round1 Bowling and Arcade** are requesting Special Land Use approval at **27600 Novi Road** parcel number **50-22-14-100-042**. The applicant is requesting approval to use a portion of the parcel for service of alcoholic beverages in accordance with Section 4.89 of the Zoning Ordinance.

Round1 Bowling and Arcade (Round1 Entertainment is asking for Special Land Use approval for the service of alcoholic beverages. Mathew Strong explained Round1 has been in the country since 2010, first location was in California, they have just opened their 60th store. He stated that it is a family entertainment concept, they have bowling, karaoke, billiards, Ping-Pong, party rooms, and some locations have a sport entertainment area. Mr. Strong stated that the focus is on family, but that when adults come in, they typically want to drink, alcohol is the side concept, not the main concept. He stated that food is mostly a snack bar, but the main focus is the massive arcade room. He stated it is what they are most known for, and that they have a following that come from all over to use their facilities for tournaments and different activities. Mr. Strong states that Round1 is a concept like Dave and Busters but better and more expanded. He stated that they have around 300 machines per location, plus cranes. Charles Boulard asked what their main demographic is. Mr. Strong replied that the demographic does have a range, but the main focus is families, with young kids to teenagers, and adults into their 40's and 50's. Mr. Boulard asked how their team members are trained in terms of liquor and bottle service. Mr. Strong stated every location has whatever the State's certification is, and any state that doesn't have their own training body they use their private training service. Mr. Boulard confirmed that includes ServSafe. Mr. Strong confirmed ServSafe certification and all others that are required by the State of Michigan. Mr. Boulard asked if the team and management are not only trained in alcohol service but also crowd control. Mr. Strong stated that Round1 has a third-party security for crowd control but that, yes, management is trained in how to handle disruptive situations. He stated that he expects this location to be very busy for the first 36 months but then to taper off. Patrick Howe asked Mr. Strong if he would walk everyone through what a typical Friday night would look like and the safety measures Round1 takes to ensure there is no underage drinking or overserving. Mr. Strong agreed and stated that on a typical busy night, security typically starts around 7 PM and there is a curfew of 10 PM, which is 18 and older so anyone under that age would be

required to be accompanied by an adult who is over 25 years of age, they do not need to be a guardian but an adult that is actively with the minors. He stated there is 1 guardian/ adult per every four minors. He stated at midnight it becomes 21 and older but that same rules apply, if there is anyone under the age of 21, they must be accompanied by someone who is 25 or older. Mr. Strong stated that at 10 PM and Midnight security would be walking around and checking IDs to ensure that no one underage remains past curfew. Additionally, they card everyone at the door and if the location requires it, they have metal detectors or off duty Police Officers, he is unsure if that would be needed at the Twelve Oaks location. Mr. Strong stated that at the bar they check all ID's, if someone is over 21, they will receive a wristband so that security and bar staff can recognize that they are over 21 and are able to consume. He stated that it is one drink per person and that if someone wants to buy a drink for someone else, then that person is required to be there to verify they are over 21 years of age. Mr. Strong stated that they do not have full service so there are no servers walking around, there is staff but not full service. There is one bar and if you want to drink you have to purchase the drink at the bar. Mr. Howe states that the Auburn Hills location has been open ten years and of those ten years there has been one liquor related incident and that Round1 has very thorough training with staff and security and that they are experts in this area. Mr. Howe stated that they are purchasing a liquor license from Novi, and that this is not a new license coming in that would add to the number of licenses in the city. Mr. Howe states that in terms of Special Land Use, Round1 is a destination people will travel to, in addition to shopping and dining at the Twelve Oaks location and promotes the goals of zoning ordinance requirements for special land use. He stated that it provides a unique experience that is not already in the city and it won't be a drain on public resources or the health, safety and welfare of the community. Mr. Boulard asked if there were any questions, Jan Ziozios stated she has none. Jeff Herczeg stated that he has none and given the location, use and infrastructure he does not see it having a negative impact on the surrounding area or traffic. Jeff Herczeg made a motion to recommend approval to City Council for the Special Land Use for a Liquor License for Round1 Bowling and Arcade (Round1 Entertainment) based on information gathered during the public hearing and provided in the application packet and in accordance with section 4.89 - 4-A, 4-B, and 4-C of the City of Novi Zoning Ordinance. Ms. Ziozios agrees and states that the Assessing Department has no objections and seconded the motion. The motion passed 3-0.

IN CASE NO. PSLU26-0003 Motion to recommend approval, because:

- 1. The proposed establishment will promote the City's economic development goals and objectives, and will be consistent with the City's master plan and zoning ordinance**
- 2. Given the character, location, development trends and other aspects of the area in which the proposed use or change in use is requested, it is demonstrated that the use 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 and that the addition of the use or proposed change in use will be an asset to the area.**
- 3. The use or change in use as constructed and operated by the applicant is compatible with the area in which it will be located, and will not have any appreciable negative secondary effects on the area, such as:**
 - a. Vehicular and pedestrian traffic, particularly during late night or early morning hours, that might disturb the area residents.**
 - b. Noise, odors, or lights that emanate beyond the site's boundaries onto property in the area on which there are residential dwellings.**
 - c. Excessive number of persons gathering outside the establishment.**
 - d. Peak hours of use that add to congestion or other negative effects in the neighborhood.**
 - e. Fighting, brawling, outside urination or other behavior that can accompany intoxication.**

Motion approved 3-0 Voice Vote.

Meeting was adjourned at 10:15 A.M.