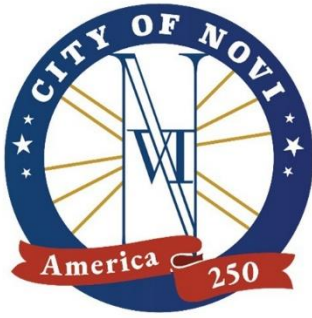




CITY OF NOVI CITY COUNCIL
JULY 27, 2026

SUBJECT: Approval of request for a special land use for service of alcoholic beverages and to transfer ownership of an escrowed 2025 Class C and SDM license from OTB Acquisition LLC to Round One Entertainment Inc. located at 27600 Novi Rd., Suite 201, Novi, MI 48377,

SUBMITTING DEPARTMENT: City Clerk

KEY HIGHLIGHTS:

- Round One Entertainment LLC is opening a state-of-the-art family entertainment center within Twelve Oaks Mall.
- They operate over 150 facilities around the world, with over 50 in the United States.

BACKGROUND INFORMATION:

Round One Entertainment LLC requests to transfer ownership of an escrowed 2025 Class C license to open a new state of the art family entertainment facility at Twelve Oaks Mall. It will provide a full offering of food and drinks and offer bowling, arcade games, billiards, karaoke, ping pong, pickle ball, and darts.

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.
 4. The impact of the establishment on city policing and code enforcement activities;
 5. The overall benefits of the proposed establishment to the city;
 6. The overall detriments of the proposed establishment to the city; and
 7. Any other factors that may affect the health, safety, and welfare relative to the need for and/or the convenience of the proposed establishment in the city.

A public hearing was held on July 9, 2026 for consideration of the Special Land Use request for approval for service of alcoholic beverages at the new construction restaurant, Round One, 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.

RECOMMENDED ACTION: Approval of request for a special land request for service of alcoholic beverages and to transfer ownership of an escrowed 2025 Class C and SDM license from OTB Acquisition LLC to Round One Entertainment Inc. located at 27600 Novi Rd., Suite 201, Novi, MI 48377. The business will be operated in the City in a manner consistent with City ordinances and provide unique dining experience to the extent that food service will be provided alongside games and entertainment. Additionally, the location within Twelve Oaks Mall is within an identifiable area within the city that has complementary services available and the new restaurant concept will help foster or generate economic development or growth within Twelve Oaks Mall, in a manner consistent with the city's policies.