



CITY OF NOVI
CITY CLERK'S OFFICE
2025 JUL 15 10 32 AM

SHAKE SHACK
CITY OF NOVI, MICHIGAN

Liquor License Application

Questionnaires A and B

**Questionnaires A and B are to be
completed and returned to the
Novi City Clerk's Office**

Questionnaire A – Applicant Cover Information and Procedures for Liquor License

The Novi City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license applications are subject to final approval by the Novi City Council. Please refer to Novi Alcoholic Liquor Ordinance, Articles I-II.

1(a). Name, address and phone number of applicant:

Shake Shack Michigan LLC

225 Varick St

Suite 301

New York, NY 10014

1(b). Name, address and phone number of business:

Shake Shack

43335 Crescent Blvd

Novi, MI 48375

Store Gm: Chris Bogoski
734-812-5838

NOTE: If the applicant is a partnership, you must include the name and address of each partner and attach a copy of the partnership agreement. If the applicant is a privately held corporation, you must include the name and address of each corporate officer, member of the board of directors and/or stockholders. Attach a copy of the articles of incorporation.

2. Type of liquor license applying for (circle all those that apply):

☒ Class C ☐ Resort ☐ Tavern ☐ Club ☐ Hotel A B ☒ Quota ☐ Transfer ☐ Microbrewery/Brewpub

Theme of Proposed Business:

Roadside burger and shakes restaurant

3. Street address and legal description of the property where liquor license is to be located:

43335 Crescent Blvd, Novi, MI 48375

Questionnaire B – Administrative Background Information for Liquor License

The Novi City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license applications are subject to final approval by the Novi City Council.

1. What is the applicant's management experience in the alcohol/liquor business?
20+ years of restaurant and alcohol experience

2. What is the applicant's general business management experience?
20+ years of restaurant and alcohol experience

3. What is the applicant's general business reputation?
Publicly traded business with high standing reputation

4. What is the applicant's financial status and ability to build and/or operate the proposed facility on which the proposed liquor license is to be located?
Good financial health, building already built and business is currently open

5. What are the applicant's past criminal convictions involving moral turpitude, violence or alcoholic liquors?
N/A

6. Does the applicant use alcoholic beverages to excess?
N/A

7. What is the effect that the issuance of a license would have upon the economic development of the surrounding area?

Issuance would attract more patrons to the surrounding areas

8. What effect would the issuance of a license have on the health, welfare and safety of the general public?

Little to none

9. Has the applicant received responses from the Police Department, Building Department and/or Fire Department with regard to the proposed facility?

Yes, all approved. Business is currently open

10. What is the public need or convenience for issuance of a liquor license for this facility at the proposed location?

Shake Shack provides an upscale fast casual with alcohol being part of an elevated experience

11. What is 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?

N/A

12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

Yes

13. What effect will the facility to which the proposed liquor license is to be issued have upon vehicular and pedestrian traffic in the area?

Little to none

14. What is the proximity of the proposed business facility to other similarly situated licensed liquor facilities?

Multi other businesses offering alcohol within 1000 ft

15. What is the proximity of the proposed facility to complimentary uses such as office and commercial development?

N/A

16. What effect would the proposed facility have upon the surrounding neighborhood and/or business establishments, including impacts upon residential areas, church and school districts?

Shake Shack enhances neighborhoods with upscale fast casual with elevated accompaniments

17. What proposed or actual commitments are being made by the applicant to establish permanency in the community?

Shake Shack teams up with many 501 c3 organizations to give back to the community

18. What utilities are available to serve the facility?

All

19. What other factors should the Novi City Council consider?

N/A



BURGERS

Our custom 100% Angus beef blend, no added hormones or antibiotics, humanely raised and grazed in the USA

		Cal
ShackBurger®	Single 7.49	500
Cheese, lettuce, tomato, ShackSauce	Double 9.99	760
SmokeShack®	Single 8.99	570
Cheese, bacon, cherry peppers, ShackSauce	Double 11.79	830
Shack Stack®	12.29	770
Cheeseburger topped with a 'Shroom Burger, lettuce, tomato, ShackSauce		
Avocado Bacon Burger	Single 10.29	610
Cheese, avocado, bacon, ShackSauce	Double 12.79	870
Cheeseburger	Single 7.29	440
Add your choice of toppings	Double 9.99	700
Veggie Shack  vegetarian	8.99	630
Veggie burger made with mushrooms, carrots, quinoa; topped with cheese, crispy onions, pickles, ShackSauce		
'Shroom Burger  vegetarian	9.29	510
Crisp-fried portobello mushroom stuffed with cheese; topped with lettuce, tomato, ShackSauce		

Add fresh avocado	+1.99	60
Add applewood-smoked bacon	+1.99	70
GF Gluten-free bun	+0.99	160



CHICKEN

Hand-breaded to order, no added antibiotics,
never frozen, always fresh

Chicken Shack™

8.79

Cal
550

Crispy chicken breast, buttermilk herb mayo,
lettuce, pickles

Avocado Bacon Chicken

10.99

680

Crispy chicken breast, avocado, bacon,
buttermilk herb mayo, lettuce, pickles

Chicken Bites™

6-count 5.49

300

Crispy whole white-meat bites with
honey mustard, BBQ, or ranch

10-count 8.29

510



FLAT-TOP DOGS

Cal

Hot Dog

4.49

350

100% beef from Vienna® Beef

Add our cheese sauce

+0.99

80



CRINKLE CUT FRIES

Cal

Crispy and cut from golden potatoes

Fries

4.49

470

Cheese Fries

5.49

710

Topped with cheese sauce

Bacon Cheese Fries

6.79

840

Topped with cheese sauce and bacon



SHAKES & FROZEN CUSTARD

Soft, premium ice cream, made in-house daily only with the good stuff: real cane sugar and cage-free eggs

Cal

Place Limited-time Shakes Insert Here

Classic Shakes

Reg 6.29 680–850

Hand-spun every single time

Mini 4.99 340–430

Vanilla

Chocolate

Cookies & Cream

Black & White

Strawberry

Make it malted

+0.49 90

Add whipped cream

+0.49 70

Floats

6.49 430/440

Root beer, Creamsicle®

Custard Cups

Single 4.79 280/310

Vanilla or Chocolate

Double 5.99 450/490

2,000 calories a day is used for general nutritional advice, but calorie needs vary. Additional nutritional information available upon request.



DRINKS

Cal

Place Limited-time Drinks Insert Here

Fresh Lemonade	S 3.99	160
Made in-house with real cane sugar	L 4.99	270
Fifty/Fifty™	S 3.99	80
Half lemonade, half organic iced tea	L 4.99	140
SHACK 2O® Bottled Water	3.29	0
Still or Sparkling		
Organic Brewed Iced Tea	S 3.49	5
Brewed fresh daily	L 3.99	5
Fountain Soda	S 3.49	0–160
Coke, Diet Coke, Dr Pepper, Fanta Orange, Sprite, Ginger Ale, Coca-Cola Zero Sugar	L 3.99	0–240
Abita Root Beer	12oz can 3.79	180
Made with real Louisiana cane sugar		
Organic Apple Juice Drink	3.49	40
Honest Kids®		



WINE

More than your average pour—vinted exclusively for us, served in an 8.4oz can (one and a half glasses)

White

Sauvignon Blanc, California
Bright, crisp, refreshing

8.4oz can 9.99 Cal
200

Rosé

Syrah, Washington
Dry, fruity, lively

8.4oz can 9.99 Cal
210

Red

Cabernet Sauvignon, California
Ripe, rich, spice

8.4oz can 9.99 Cal
210



BEER

Ask about our local beer selection!

ShackMeister® Ale

Brewed just for us by Brooklyn Brewery

16oz can 6.99 Cal
210

INSTR.	ELECTION	REMARKS	EXPLANATION
	RE-VIATION (ALL ROOM)		
	RE-VIATION (PARTIAL RE-IG)		
	SELECT FOR NEW CLOSING		
	CLOSING PARTITION	(1)	
	PARTIAL WALLS BY P.C.		

1	PULL STATION	14	WASTE RECEPTACLE
2	SEAL AIR/WATER RESISTANT	15	BAR HEIGHT TABLE
3	PICK-UP COUNTER	16	HAND-TIME CLOCK
4	SHOCK-PROOF PICK-UP	17	WATER-TIGHT HAND-ARTICLE

[illegible]

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Expires: 04/30/2026

Issued To: **SHAKE SHACK 1605 NOVI
43335 CRESCENT BLVD
NOVI MI 48375-1208**

Responsible Party and Address:

**SHAKE SHACK MICHIGAN, LLC
1223 N LEE HWY PMB 262
LEXINGTON VA 24450-3307**

State of Michigan
Department of Agriculture &
Rural Development
Bureau of Food Safety and
Animal Health

SFE-4063-359185

**FOOD SERVICE - FIXED
ESTABLISHMENT**

Display for Public View



Issued by the Michigan Department of Agriculture and Rural Development to operate a Food Service Establishment in accordance with provisions of Act 92, P.A. of 2000, as amended.

This license is not transferrable.

Failure to post in a conspicuous place is a misdemeanor. (See Section 4119)

Notify the Local Health Department before a change of ownership. (See Section 4123)

Direct Inquiries to the Oakland County Health Division

Dr. Tim Boring
Director



CERTIFICATE OF OCCUPANCY

OF24-0138

CITY OF NOVI
OAKLAND COUNTY
STATE OF MICHIGAN

Issued: 10/15/2024

Owner/Occupant:

SHAKE SHACK
2830 BAKER RD
DEXTER MI 48130

A Certificate of Occupancy is hereby granted for the building or structure located at:

Address: 43335 CRESCENT BLVD
Parcel Number: 50-22-14-351-063
Subdivision: NOVI TOWN CENTER
Lot/Unit #:
Occupant: SHAKE SHACK

This is to certify that this building/structure has been duly inspected and is acceptable for occupancy or use as stated below in accordance with the City of Novi Zoning Ordinance and Building Code, Chapter 8, Article II, Section 7-16 and other ordinances of the City of Novi Codes of Ordinance as enforced by the Building Inspector.

Building Information:

Use Group: **A-2**

Occupant Load: **75**

Automatic Sprinkler System:

Construction Type: **2B**

Zoning District:

Provided: **Y**

Required: **Y**

Portion of the structure for which certificate is issued:

Permit Number: **PBC24-0055**

Work Description:

NEW INTERIOR BUILD OUT.

The permits for this building/structure have been issued under the State of Michigan Construction Codes: **MBC 2015**



Building Official

It is specifically understood that this Certificate becomes null and void when secured through fraud or by reason of latent violations not ascertainable at the time of inspection or when changes in construction, installation, or occupancy are made without the Building Inspector(s) approval.

Contractor:

BREN-MAR CONSTRUCTION COMPANY
111 1/2 SOUTH WALNUT ST
FENTON MI 48430

RECEIVED



OCCUPANCY REQUEST FORM NON-RESIDENTIAL PROJECTS

Community Development Department
(248) 347-0415 FAX: (248) 735-5600
To schedule inspections please visit www.cityofnovi.org
☐ TCO ☒ C/O

OCT 14 2024
CITY OF NOVI
COMMUNITY DEVELOPMENT

Please do not submit this form until all approvals for this project are received.

2 working days notice are required for processing (does not start until all approvals are received)

Applicant's Name: Matt Cook Email: Matt@Bren-MatConstruction.com
Cell Phone Number: 586-530-1651 Permit Number: PBC24-0055
Project Name: Shake Shack Project Address: 43335 CRESCENT BLVD.

PERMIT NUMBERS ARE REQUIRED FOR TCO OR C/O PROCESSING

BUILDING APPROVAL (FINAL)

☒ Approved Permit #: PBC24-0055
☐ Not Required Permit #:

OAKLAND COUNTY / HEALTH DEPARTMENT APPROVAL

☒ Approved Permit #:
☐ Not Required

ELECTRICAL APPROVAL (FINAL)

☒ Approved Permit #: DE24-0026
☐ Not Required Permit #:

DEPARTMENT OF AGRICULTURE APPROVAL

☐ Approved Permit #:
☒ Not Required

PLUMBING AND/OR GENERAL APPROVAL (FINAL)

☒ Approved Permit #: PP24-0305
☐ Not Required Permit #:

STATE OF MICHIGAN - ELEVATOR APPROVAL

☐ Approved Permit #:
☒ Not Required

HEATING APPROVAL (FINAL)

☒ Approved Permit #: PH24-0569
☐ Not Required Permit #:

STATE OF MICHIGAN - BOILER APPROVAL

☐ Approved Permit #:
☒ Not Required

FIREPLACE APPROVAL (FINAL)

☐ Approved Permit #:
☒ Not Required

SITE / TRAFFIC INSPECTION(S)

☐ Approved
☒ Not Required

REFRIGERATION APPROVAL (FINAL)

☐ Approved Permit #: PR24-0314
☐ Not Required

LANDSCAPING / STREET TREE INSPECTION(S)

☐ Approved
☒ Not Required

FAÇADE APPROVAL

☐ Approved Permit #:
☒ Not Required

FINANCIAL GUARANTEE(S) PAID

☐ Approved
☐ Not Required

SIGN APPROVAL (FINAL)

☒ Approved Permit #: PS24-0068
☐ Not Required Permit #:

FIRE DEPARTMENT APPROVALS

FIRE ALARM APPROVAL (FINAL)

☒ Approved Permit #: PFA24-0043
☐ Not Required

SIGN FOUNDATION APPROVAL (FINAL)

☐ Approved Permit #:
☒ Not Required

FIRE SUPPRESSION APPROVAL (FINAL)

☒ Approved Permit #: PFS24-0066
☐ Not Required

SWIMMING POOL - STATE/COUNTY APPROVAL

☐ Approved Permit #:
☒ Not Required

HOOD SUPPRESSION SYSTEM APPROVAL (FINAL)

☒ Approved Permit #: PFS24-0073
☐ Not Required

Signature: Matt Cook

FINAL FIRE DEPT INSPECTION

☒ Approved
☐ Not Required

Date: 10/11/24



cityofnovi.org

Receipt: 14787

01/16/26

Page

The sum of: \$1,420.00

SHAKE SHACK ENTERPRISES LLC

**225 VARICK ST, STE 301
NEW YORK NY 10014**

LIQUOR LL WITH 2 APPLICANTS

1,420.00

Total

1,420.00

TENDERED:

CHECKS

129907

1,420.00

Signed: _____