



CITY OF NOVI CITY COUNCIL
FEBRUARY 9, 2026

SUBJECT: Approval of request to transfer ownership of an existing 2025 Class C license from CH Novi LLC to Bloomfield 14, LLC (dba Emagine Theater), located at 44425 W Twelve Mile Rd., Novi, MI 48377.

SUBMITTING DEPARTMENT: City Clerk

KEY HIGHLIGHTS:

- Bloomfield 14, LLC has purchased the business currently operated by CH Novi LLC, and has requested to transfer the existing liquor license between companies.
- Emagine Theater will continue current operations with no changes to the premises.
- The new owner has experience in the ownership and operation of movie theaters and has broad experience in responsibly serving alcoholic beverages within its theaters.

BACKGROUND INFORMATION:

Bloomfield 14, LLC requests to transfer ownership of an existing Class C & SDM license from CH Novi LLC. Bloomfield 14, LLC has purchased all of CH Novi, LLC's assets in the Emagine Theater and will continue to operate in a similar manner as it currently functions.

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.

RECOMMENDED ACTION: Approval of request to transfer ownership of an existing 2025 Class C license from CH Novi LLC to Bloomfield 14, LLC (dba Emagine Theater), located at 44425 W Twelve Mile Rd., Novi, MI 48377. The transfer will promote the continuing availability of the movie-going experience in the same location under a new owner. The business will be operated in the City in a manner consistent with City ordinances and will be in a location that continues to demonstrate a need for this particular type of establishment.