



MINUTES
SPECIAL LAND USE HEARING
CITY OF NOVI
November 5, 2025, 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; Eric Mai, Owner of The Chubby Cattle Novi LLC; David Draper, Attorney for Eric Mai

Applicant: The Chubby Cattle – Eric Mai

Hearing called to order at 10:00 A.M.

Correspondence Received: None

Public Participation:
None

1. PSLU25-0004 - 42768 Grand River Ave C101 – Parcel Number: 50-22-23-127-002

The applicant, **The Chubby Cattle Novi LLC** is requesting Special Land Use approval at **42768 Grand River Ave C101**, parcel number **50-22-23-127-002**. 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.

The Chubby Cattle Novi LLC is asking for Special Land Use approval for the service of alcoholic beverages. David Draper and Eric Mai explained the concept of the restaurant of The Chubby Cattle, it will be an authentic Japanese Wagyu Steak and Shabu-Shabu dining experience. The primary alcoholic sales will be Sakae, Soju and beer. This restaurant is unique to Novi and to the Midwest. Mr. Mai does not have extensive background experience in owning/managing restaurants. However, he does own and manages a franchise nail salon called Tulip Nails, that does have a location in Novi. The Chubby Cattle Franchise is supporting Mr. Mai, with managers and chefs currently training at the Chubby Cattle headquarters on the west coast, that will be coming to work at the Novi location. The owners of The Chubby Cattle Franchise will be coming in to support and help the restaurant open to ensure success. All managers and servers undergo extensive training on serving alcoholic beverages including ServSafe, and other additional training sources on how to monitor customer consumption and limits and when to recognize when a customer may have had too much. Alcohol is a part of the full Shabu-Shabu experience. Mr. Mai wants to make sure that The Chubby Cattle is family-orientated and has something to offer all people, older and younger, to create a special experience. The Chubby Cattle offers all you can eat wagyu steak at an affordable price. This is very difficult due to wagyu steak vendor locations and inflation on top of the already higher price of the steak. In addition to the Shabu-Shabu experience, alcohol sales will help offset the price of all you can eat wagyu steak and keep it affordable for customers. The Chubby Cattle also has a membership program to help build a community and to keep a loyal customer base. The Franchise, The Chubby Cattle, has a very high standard of customer satisfaction and if the restaurant does not meet that standard, the corporation will send in a specialized manager to help run the restaurant to ensure all standards of customer service are being met. The General Manager that has been selected to run The Chubby Cattle Novi, has extensive experience in the restaurant business, most recently managing K-Pot in Novi, which also offers alcohol services. All alcohol will be served at a table and there will not be a walk-up bar

available to order drinks from. The hours of operation after the soft open will be 11:00 AM to 10:30 PM, Sunday through Thursday and 11:00 AM to 11:00 PM on Fridays and Saturdays. Due to their location being in a mixed-use zoning district (Commercial/Residential), with a large residential population surrounding it, Mr. Mai has taken additional training steps with his management team and shift leaders in how to handle restaurant guests that may become unruly with their alcohol consumption. Including having a trained former TSA agent on staff. If any staff notice anyone that may cause issues or a nuisance, then they will follow proper procedure and notify authorities as needed. Jeff Herczeg states that DPW has no objection to The Chubby Cattle serving alcohol and made a motion to recommend approval to City Council for the Special Land Use for a Liquor License for The Chubby Cattle 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. PSLU25-0004 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 10:22 A.M.