



CITY OF NOVI CITY COUNCIL NOVEMBER 17, 2025

SUBJECT: Consideration of a special land use request for service of alcoholic beverages at Jayaksha LLC (DBA: Amruth Royal Cuisine) at 30750 Beck Rd, Novi, MI 48377.

SUBMITTING DEPARTMENT: City Clerk

KEY HIGHLIGHTS:

- Amruth Royal is a new restaurant opening in the Beck Village Plaza.
- The restaurant will offer a unique dining experience in Indian cuisine.
- The business was awarded a Quota liquor license during the September 8, 2025 City Council meeting. This SLU approval will complete the process of issuing their liquor license.

BACKGROUND INFORMATION:

Amruth Royal Cuisine offers authentic Indian dining experience featuring traditional and contemporary Indian cuisine with a focus on high-quality ingredients, vibrant flavors, and a warm, welcoming atmosphere. Their menu includes a variety of classic Indian dishes, tandoori specialties, and regional delicacies, paired with a carefully selected assortment of alcoholic beverages to complement the dining experience.

A public hearing was held on July 30, 2025 for consideration of the Special Land Use request for approval for service of alcoholic beverages at the new construction restaurant, The Dancing Pine, 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: Approve a special land use request for service of alcoholic beverages at Jayaksha LLC (DBA: Amruth Royal Cuisine) at 30750 Beck Rd, Novi, MI 48377, because it meets the requirements of Section 4.89 of the Zoning Ordinance 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.