



CITY OF NOVI CITY COUNCIL NOVEMBER 17, 2025

SUBJECT: Consideration of a request from Chubby Cattle Novi, LLC (DBA: Chubby Cattle Waygyu Shabu House) for a special land use request for service of alcoholic beverages and for a new Class C quota license to be located at 42768 Grand River Ave, Novi, MI 48375 and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders.

SUBMITTING DEPARTMENT: City Clerk

KEY HIGHLIGHTS:

- The Chubby Cattle is a new restaurant that is opening in the Sakura development.
- The restaurant will offer high-end Japanese Shabu-Shabu dining featuring premium wagyu beef and unique hot pot experiences.
- The City currently has two available quota liquor licenses.

BACKGROUND INFORMATION:

The City currently has two Class C quota liquor licenses available. Chapter 3 of the City code contains the review criteria for considering a new license. Section 3-13 establishes the city's general licensing policy, which considers whether the 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.

In addition, Section 3-15 (g) establishes specific criteria, evaluating the application with regard to:

The applicant (subsection [g][1]), such as:

- The applicant's management experience in the alcohol/liquor business

The facility (subsection [g][2]), such as:

- compliance with building, zoning, and other code requirements
- effects on traffic
- effects on surrounding businesses and neighborhood
- proximity of the proposed business facility to other similarly situated licensed liquor facilities

Benefits to the community (subsection [g][3])

- effects upon the economic development of the city
- effects on the health, welfare and safety of the general public
- 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, among other things:
 1. total number of licenses for similar establishments and/or operations in the city; and
 2. proximity of the establishment to other licensed liquor establishments
- The uniqueness of the facility contrasted with other existing or proposed facilities
- The permanence of the proposed facility in the community.

Section 3-17 of the City Code allows for an agreement on the prohibition on profiteering by Class C liquor license holders. Under the terms of the agreement, the City Council shall not approve the transfer of a Class C liquor license within three (3) years of the date of the original issuance of the license. A draft agreement is included in this packet.

The Chubby Cattle will provide high-end Japanese Shabu-Shabu dining featuring premium wagyu beef and unique hot pot experiences as well as "Sake & Wine" that pairs traditionally with Shabu-Shabu. The Chubby Cattle is located in the new Sakura development which offers housing, dining, and retail opportunities. The plaza will propel Novi forward and bring visitors from other cities as well as workers from other countries.

A public hearing was held on November 5, 2025 for consideration of the Special Land Use request for approval for service of alcoholic beverages at the new construction restaurant, The Chubby Cattle, 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: Consideration of an approval a special land use request for service of alcoholic beverages and for a new Class C quota license at Chubby Cattle Novi, LLC (DBA: Chubby Cattle Waygyu Shabu House) at 42768 Grand River Ave, Novi, MI 48375, The addition of The Chubby Cattle will complement the area and provide residents with a dining option which will foster or generate economic development or growth within the new Sakura Novi Development, in a manner consistent with the city's policies. The applicant appears to qualify for a license under the City's ordinance. It also 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 and that is unique to the City and is in character with the new Sakura Novi Development and 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, since it is a new restaurant that is consistent with the theme of the Sakura Novi Development, 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.