



**CITY OF NOVI CITY COUNCIL**  
**FEBRUARY 6, 2023**

**SUBJECT:** Consideration of request to transfer ownership of a Resort Class C and SDM licensed business from Steve & Rocky's of Novi, Inc. to RJ Loomis Productions, LLC., 43150 Grand River Ave., Novi, with Sunday Sales Permit (AM and PM).

**SUBMITTING DEPARTMENT:** City Clerk

**BACKGROUND INFORMATION:**

RJ Loomis Productions, LLC requests to transfer ownership of a Resort Class C and SDM license with Sunday Sales permit (AM and PM) from Steve & Rocky's of Novi, Inc. RJ Loomis Productions sole member is Robert Loomis. Mr. Loomis has been employed by Steve & Rocky's since 2019 and has worked in the restaurant industry for over 40 years. While a new name has not been determined, the new owner plans to continue Steve & Rocky's long and distinguished tradition of operating an upscale restaurant with a relaxed atmosphere.

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 a Resort Class C and SDM licensed business from Steve & Rocky's of Novi, Inc. to RJ Loomis Productions, LLC., 43150 Grand River Ave., Novi, with Sunday Sales Permit (AM and PM), to operate a relaxed upscale restaurant in the same location as Steve & Rocky's with a similar menu because the surrounding neighborhood is commercially zoned, with numerous dining and entertainment businesses. RJ Loomis Productions will continue to compliment the area and provide residents with a dining option which 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.



LAW OFFICES

# ADKISON, NEED, ALLEN, & RENTROP

PROFESSIONAL LIMITED LIABILITY COMPANY

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PHILLIP G. ADKISON  
KEVIN M. CHUDLER  
KATHERINE A. TOMASIK

January 10, 2023

VIA ELECTRONIC MAIL

Ms. Cortney Hanson, Clerk  
City of Novi  
45175 West Ten Mile Road  
Novi, Michigan 48375

**Re: RJ Loomis Productions, LLC  
43150 Grand River Ave, Novi, Michigan 48375-1207**

Dear Ms. Hanson:

We represent RJ Loomis Productions, LLC, a Michigan limited liability company ("RJ Loomis Productions") in liquor licensing matters. Enclosed please find RJ Loomis Productions' City of Novi Liquor License Application.

RJ Loomis Productions has entered into an Asset Purchase Agreement to purchase certain business assets from Steve & Rocky's of Novi, Inc., a Michigan corporation ("Steve & Rocky's") located at 43150 Grand River, Michigan (the "Premises"). The purchase includes the furniture, fixtures and equipment and goodwill of Steve & Rocky's existing business, and its Resort Class C and SDM liquor license. In connection with the purchase transaction, RJ Loomis Productions has filed an application with the Michigan Liquor Control Commission to transfer ownership of the liquor license, and for a Sunday Sales (AM and PM) Permit.

RJ Loomis Production's sole member is Robert Loomis. Mr. Loomis has been employed by Steve & Rocky's since 2019 and has worked in the restaurant industry for over 40 years.

The Premises is a free-standing building located at Grand River and Novi Road, and Steve & Rocky's has operated at this location since 1999. RJ Loomis Productions has not yet selected a name for the new business. However, it plans to continue Steve & Rocky's long and distinguished tradition of operating an upscale restaurant with a relaxed atmosphere. The hours of operation will be Monday through Thursday from noon to 9:00 p.m., Friday from noon to 10:00 p.m. and Saturday from 4:00 p.m. to 10:00 p.m. The restaurant will normally be closed on Sundays, but

may open for special events. The business may extend its hours based on customer demand. The restaurant's capacity is posted at 241 patrons.

Enclosed for your review are the following:

1. Liquor License Application (Questionnaires A & B);
2. Site plan;
3. Floor plan of the building; and
4. Proposed Menu.

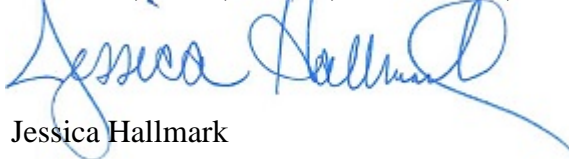
In addition, we will have our client deliver to your office the application fee, payable to the City of Novi, in the amount of \$1,210.00. We will submit Liquor License Application Questionnaire C and the associated attachments directly to the Novi Police Department.

**Please consider all personal and business documents confidential, and please do not release any of this documentation to the public.**

We respectfully request that this matter be placed on an agenda for consideration by the Novi City Council as soon as possible. Please let us know if you have any questions, or there is anything further you need to facilitate your review of this application. Thank you for your assistance in this matter.

Very truly yours,

**ADKISON, NEED, ALLEN, & RENTROP, PLLC**



Jessica Hallmark

JAH/lbp  
Enclosures

## Questionnaire A – Applicant Cover Information and Procedures for Liquor License

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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:

RJ Loomis Productions, LLC

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43150 Grand River Ave, Novi MI 48375

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Robert Loomis

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Sole Member

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248-515-8171

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

RJ Loomis Productions, LLC

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43150 Grand River Ave

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Novi, MI 48375

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248-374-0688

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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:

RJ Loomis Productions, LLC is purchasing the existing Class C and SDM license from Steve & Rocky's of Novi, Inc, which has owned and

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operated the business located at 43150 Grand River Ave, Novi since 1999. RJ Loomis Productions, LLC will continue to operate the business as an upscale restaurant offering a variety of high quality food and beverage offerings.

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

43150 Grand River Ave, Novi, MI 48375. A legal description is attached to the application.

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## Questionnaire B – Administrative Background Information for Liquor License

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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?

RJ Loomis Productions, LLC's Sole Member, Robert Loomis, has been a manager at Steve & Rocky's since 2019  
Prior to working at Steve & Rocky's, Robert Loomis worked from 1998 to 2018 at Flemings Steakhouse. Additionally, Robert Loomis has  
worked at Capital Grille, Forte and Andiamo's.

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2. What is the applicant's general business management experience?

Robert Loomis has a proven track record of successfully operating upscale bars and restaurants.

He has shown a fitness to manage the business at this location. In addition, he has managed various restaurants for 20 years and has  
worked in the hospitality industry for 40 years.

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3. What is the applicant's general business reputation?

Robert Loomis has earned an excellent business reputation in the City of Novi in his capacity as the manager of Steve & Rocky's for the last  
4 years.

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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?

Robert Loomis will use a combination of personal savings, seller financing and a loan from a friend a colleague to financing the acquisition  
of Steve & Rocky's business assets and associated business start-up costs.

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

Robert Loomis, the sole member of RJ Loomis Productions, LLC, has not had any past criminal convictions.

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6. Does the applicant use alcoholic beverages to excess?

Robert Loomis does not use alcoholic beverages to excess.

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

RJ Loomis Productions, LLC is located near the corner of Novi and Grand River Roads. This is a transfer of an existing Class C license that is currently being used at the same location by Steve & Rocky's. The transfer of this license will continue to stimulate and enhance the economic development of this area.

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

RJ Loomis Productions, LLC will continue to have a positive effect on the surrounding business and the general public.

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

RJ Loomis Productions, LLC will continue to operate an upscale bar and restaurant in the space that is currently occupied by Steve & Rocky's. The applicant will continue to comply with any directives it may receive from the police department, building department and/or fire department.

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

RJ Loomis Productions, LLC will continue to provide the local community with a high quality and unique dining option offering a friendly neighborhood atmosphere. Its excellent customer service and competent business practices will be convenient and useful to the public.

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?

RJ Loomis Productions, LLC's concept will be similar to Steve & Rocky's. It will continue the longstanding tradition of quality food and beverages and first-rate service that currently makes Steve & Rocky's compatible with the surrounding area, and an asset to the community.

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?

The establishment will continue to comply with building, plumbing, electrical and fire prevention codes, the zoning ordinance and other applicable statutes and ordinances. The applicant anticipates that various City departments will conduct inspections in connection with this application.

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?

RJ Loomis Productions, LLC has sufficient parking for the establishment and has easy access and egress from the business. Therefore, the continued operation of a Class C liquor licensed restaurant at this location will not adversely affect vehicular traffic and will continue to have a positive impact on the area.

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

There are several licensed businesses located close to RJ Loomis Productions, LLC. Bonefish Grill, Wasabi and BD's Mongolian Grill are other Class C licensed businesses in the area.

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

There are multiple commercial businesses surrounding this location that are located in the northeast area of Novi Road and Grand River Avenue. RJ Loomis Productions, LLC is located in a commercial mall area.

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?

The establishment is located in a commercial area. There are no residential homes, churches or schools in the immediate vicinity.

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

RJ Loomis Productions, LLC has signed a lease with the landlord for a term of 5 years with two (2) options to extend the lease term for a period of 5 years each.

18. What utilities are available to serve the facility?

All utilities are available to the facility.

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

RJ Loomis Productions, LLC will continue to operate an upscale restaurant at this location to serve Novi's residents and businesses, and to create a destination that will attract people to the City of Novi from surrounding communities. The restaurant will continue to offer high quality food and drink options, similar to Steve & Rocky's current offerings. The continued operation of an upscale restaurant at this location by an owner with a proven track record will be a tremendous benefit to the community.



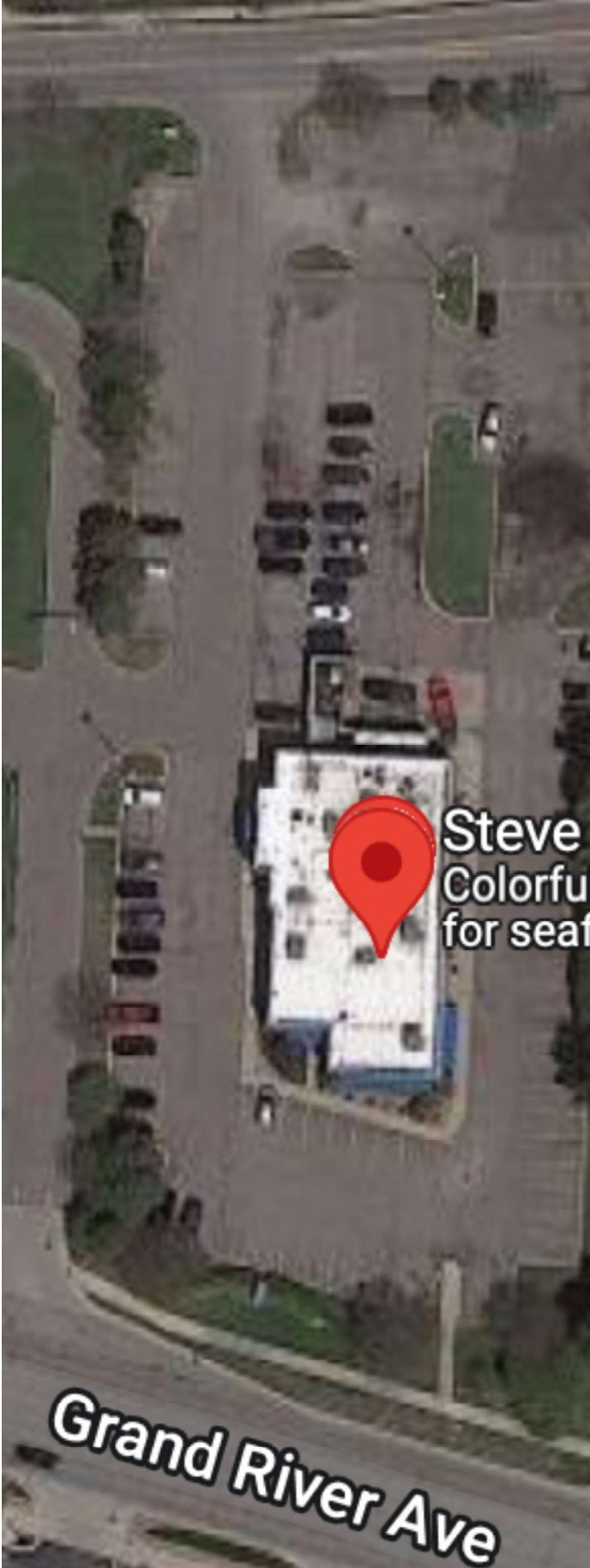
## LEGAL DESCRIPTION

Part of the Northwest  $\frac{1}{4}$  of Section 23, Town 1 North, Range 8 East, City of Novi, Oakland County, Michigan described as commencing at the Northwest  $\frac{1}{4}$  corner of said Section 23; thence along the North section line north 87 degrees 28 minutes 51 seconds east 936.65 feet and South 13 degrees 38 minutes 41 seconds West 34.37 feet and North 87 degrees 28 minutes 51 seconds east 269.15 feet to the point of beginning. Proceeding thence North 87 degrees 28 minutes 51 seconds East 166.35 feet; thence South 02 degrees 00 minutes 21 seconds West 290.21 feet; thence North 73 degrees 44 minutes 04 seconds West 186.73 feet; thence North 01 degrees 50 minutes 38 seconds East 285.82 feet; thence North 04 degrees 37 minutes 10 seconds East 111.40 feet to the point of beginning.

Commonly known as: 43150 Grand River

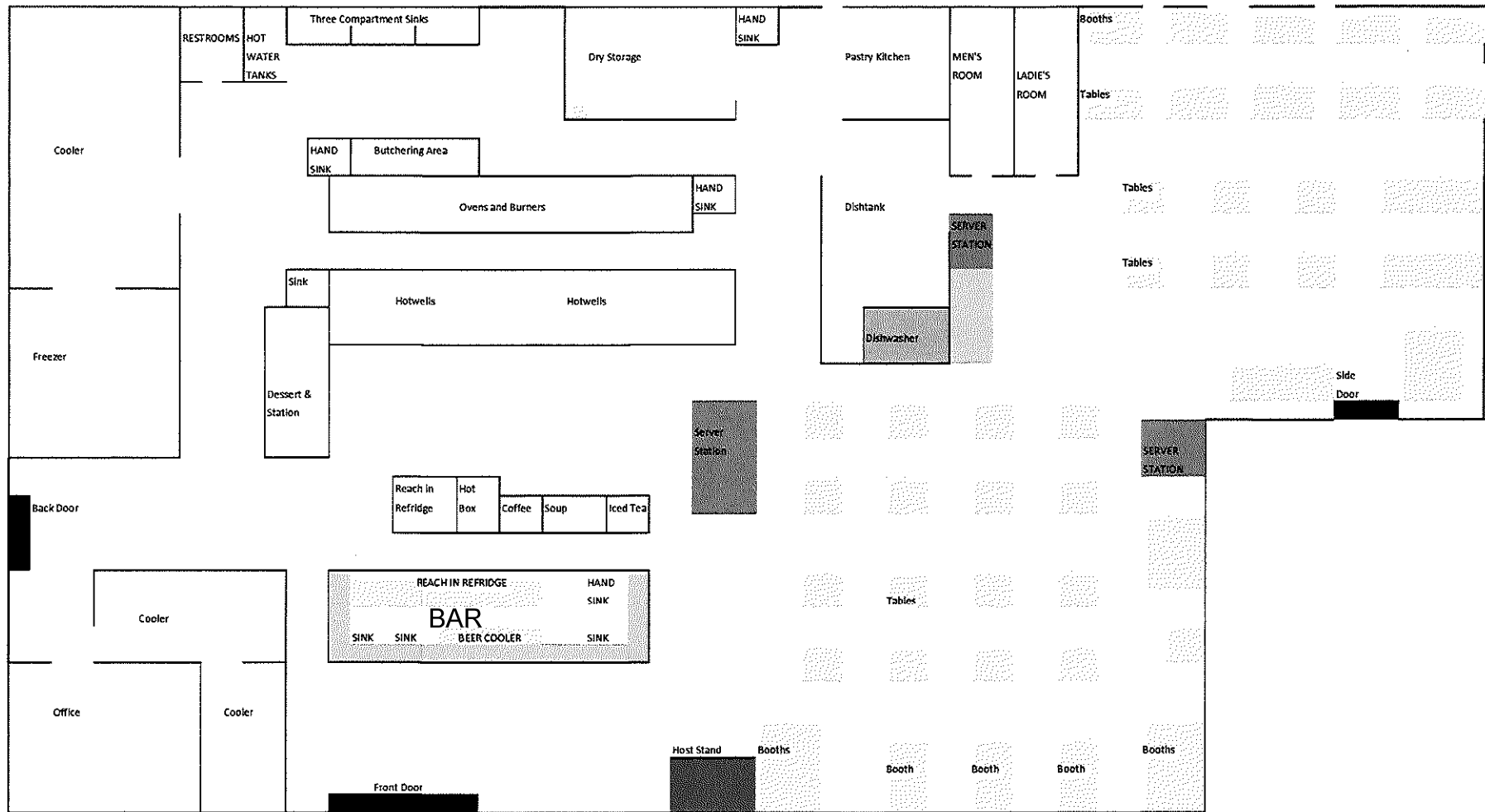
Tax Id #22-23-105-001

**S&R Site Map, 43150 Grand River Ave, Novi, MI 48375**



114'

72'



# New Restaurant

## Soup

*Chef Milos' Mushroom Cup 5.25 Bowl 6.25*  
*New England Clam Chowder Cup 6.25 Bowl 7.25*  
*Soup of the Day Cup 5.25 Bowl 6.25*  
*Tasting of Three Soups 7.50*

## Salads

*Chef Amanda's Spinach Salad mixed greens, burrata, olive oil, balsamic reduction, fresh herbs 10.50*  
*House assorted greens, walnuts, red onions, dried cranberries, grapefruit, honey mustard vinaigrette 8.50*  
*Rocky's Caesar romaine hearts, parmesan, tapenade, garlic and alouette croutons 10.50*  
*Add to any salad: Grilled Chicken Breast 8.00 / Grilled Atlantic Salmon 11.00*  
*Tenderloin Tips 12.00 / Grilled Cajun Shrimp 12.00*

## First Course

*Lake Perch Taco Cajun Remoulade, lettuce, tomato, sriracha, pickled red onions 12.00*  
*Jonah Shrimp and Crab Cake fennel citrus salad, lime crema 12.50*  
*Crispy Calamari sriracha mayonnaise, pickled peppers, mixed greens 12.50*  
*Jumbo Shrimp Cocktail 16.50*  
*Crispy Pork Belly habanero honey, zucchini chutney 12.50*  
*Cast Iron Seared Yellowfin Tuna Cajun spices and a soy-Coleman mustard sauce 14.50*

## Main Course – All Inclusive

*Roasted Acorn Squash*  
*stuffed with basmati, lentils, almonds, dried tart cherries and spinach, carrot purée, shallot coulis 19.50*  
*Grilled Atlantic Salmon*  
*vermouth sauce with capers, artichoke and lemon, cheesy grits, asparagus 27.50*  
*Walleye Sauté*  
*Remoulade, red skin potatoes, green beans 28.00*  
*Lake Perch Sauté*  
*brown butter vinaigrette, basmati, wilted spinach with shiitake mushrooms, toasted hazelnuts 31.50*  
*Jumbo Gulf Shrimp and Linguine Scampi*  
*white wine, butter, red pepper flakes, olive oil, lemon juice 28.50*  
*Sea Scallops Sauté*  
*tomato vinaigrette, penne carbonara with prosciutto, parmesan, peas and cream 36.50*  
*Some kind of Half Chicken*  
*natural sauce, Lyonnaise potatoes, green beans 21.00*  
*"Chicken Cordon Blue"*  
*Swiss, smoked ham, natural sauce, mashed red skin potatoes, sunny egg, green beans 21.50*  
*Roast Indiana Duckling*  
*natural sauce, glazed sweet potato, braised cabbage with bacon and onion, apple sauce 24.50*  
*Barbeque St. Louis Ribs*  
*Traverse City cherry and coffee glaze, whipped mashed potatoes, sautéed corn off the cob 24.75*  
*Pan Seared Pork Chop 14 oz.*  
*natural jus, cheesy grits, braised cabbage with bacon served with apple sauce 36.50*  
*Braised Short Rib of Beef*  
*Burgundy sauce, slow cooked carrots and roasted vegetables, scalloped potatoes 38.00*

## Main Course - A la Carte

*Double Cut Lamb Chops (4) 42.00*  
*NY Steak 16 oz. 48.00*  
*Filet Mignon 6 oz. 42.00 / 10 oz. 56.00*  
*Grilled Ribeye 14 oz. 47.00*

*All steaks and chops grilled to order and served with natural jus*  
*Add Roquefort butter 4.00 / Garlic Butter 4.00 / Zip Sauce 3.00*

## Sides

*Three Cheese Mac and Cheese 6.00*  
*Truffle Fries 7.00*  
*Mashed Red Skin Potatoes 5.00*  
*Lyonnaise Potatoes 7.00*  
*Basmati Rice 6.00*  
*Cheesy Grits 6.00*  
*Scalloped Potatoes 8.00*  
*Roasted Mushrooms with Cipollini onions and Whole Garlic Cloves 10.00*  
*Asparagus 8.00*  
*Green Beans 4.00*  
*Braised Cabbage with Bacon and Onions 7.00*

*\*Ask your server about menu items that are cooked to order or served raw.*  
*Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs*  
*may increase your risk of food borne illness.*

*All parties of 8 or more must be on one check and an 18% gratuity will be applied.*



cityofnovi.org

Receipt: 11718

01/10/23

Page

The sum of: \$1,210.00

**ROBERT LOOMIS**

**6976 PEBBLE CREEK WOODS DR  
WEST BLOOMFIELD MI 48322**

LIQUOR

1,210.00

Total

1,210.00

TENDERED:

CHECKS

339

1,210.00

Signed: \_\_\_\_\_



## MEMORANDUM

**TO:** MELISSA MORRIS, DEPUTY CITY CLERK  
**FROM:** CHARLES BOULARD, DIRECTOR OF CD  
**SUBJECT:** LIQUOR LICENSE TRANSFER  
**DATE:** JANUARY 24, 2023

*cm*

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The property located at **43150 GRAND RIVER AVE** with the business name of **RJ Loomis Productions** has received a Special Inspection for the purpose of:

- Auctions
- Liquor License: RJ Loomis Productions (Name of restaurant TBD)**
- Arcade License
- Massage License
- Outdoor Gathering
- Outdoor Seating
- Other:

From building safety standpoint, the Building Division does not object to the proposed license. Should you have any further questions with regards to this matter please feel free to contact me at (248) 347-0423.



January 18, 2023

**CITY COUNCIL**

**Mayor**

Bob Gatt

**Mayor Pro Tem**

Dave Staudt

Laura Marie Casey

Hugh Crawford

Justin Fischer

Brian Smith

Ericka Thomas

**Interim City Manager**

Victor Cardenas

**City Clerk**

Cortney Hanson

TO: Cortney Hanson, City Clerk

FROM: Fire Marshal – Kevin Pierce

SUBJECT: -Liquor Business License –  
**RJ Loomis Productions, LLC (Steve and Rocky's)**

A fire inspection has been conducted at the above business located at 43150 Grand River, Novi, MI 48375, and the business has been found to be in compliance with the adopted fire prevention code. The Liquor License for 2023 is recommended for Approval.



**Novi Public Safety Administration**

45125 Ten Mile Road  
Novi, Michigan 48375  
248.348.7100  
248.347.0590 fax

cityofnovi.org

# MEMORANDUM



**TO:** MELISSA MORRIS, DEPUTY CITY CLERK  
**FROM:** ERICK W. ZINSER   
DIRECTOR OF PUBLIC SAFETY / CHIEF OF POLICE  
**INITIATED BY:** ERIC LINDBLADE, DETECTIVE   
**SUBJECT:** TRANSFER OWNERSHIP / CLASS C LIQUOR LICENSE  
APPLICATION, RJ LOOMIS PRODUCTIONS, LLC.  
**DATE:** JANUARY 26, 2023

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## Liquor License Request:

RJ Loomis Productions LLC., requests to transfer ownership of a 2022 Class C licensed business from Steve & Rocky's of Novi, located at 43150 Grand River Avenue, Novi, MI 48375. This location is going to remain Steve & Rocky's until RJ Loomis selects a new name.

## Applicant / Background Information:

RJ Loomis Production is solely owned by Robert Loomis, who has been an employee of Steve & Rocky's since 2019 and in the restaurant industry for over 40 years. RJ Loomis has entered into an Asset Purchase Agreement to purchase certain business assets from Steve & Rocky's of Novi, Inc. The purchase includes the furniture, fixtures and equipment and goodwill of Steve & Rocky's existing business, and its Resort Class C and SDM liquor license. In connection with the purchase transaction, RJ Loomis has filed an application with the MLCC to transfer ownership of the liquor license, and for a Sunday Sales (AM and PM) Permit.

## Criminal History/Police Contacts:

There are no negative CLEMIS contacts associated with RJ Loomis Production.

## Delinquent Taxes Review

There are no prior delinquent taxes at this location.

## Michigan Liquor Control Commission (MLCC):

There are no active violations.

## Financial Review by the City of Novi Finance Department:

Based upon the financial data provided, no issues were found to prevent the liquor license application process from proceeding.



Summary:

Based on the information provided and the subsequent liquor investigation, I find no reason to deny the applicant's request. This request requires the approval of the Novi City Council.

C: Victor Cardenas, City Manager