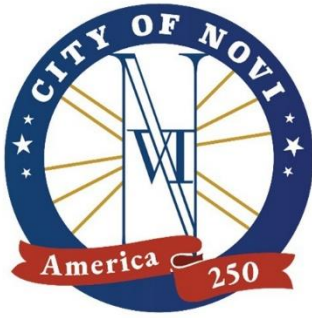




CITY OF NOVI CITY COUNCIL
JULY 27, 2026

SUBJECT: Approval of request for a special land use for service of alcoholic beverages and to transfer ownership of an escrowed 2025 Class C and SDM license from OTB Acquisition LLC to Round One Entertainment Inc. located at 27600 Novi Rd., Suite 201, Novi, MI 48377,

SUBMITTING DEPARTMENT: City Clerk

KEY HIGHLIGHTS:

- Round One Entertainment LLC is opening a state-of-the-art family entertainment center within Twelve Oaks Mall.
- They operate over 150 facilities around the world, with over 50 in the United States.

BACKGROUND INFORMATION:

Round One Entertainment LLC requests to transfer ownership of an escrowed 2025 Class C license to open a new state of the art family entertainment facility at Twelve Oaks Mall. It will provide a full offering of food and drinks and offer bowling, arcade games, billiards, karaoke, ping pong, pickle ball, and darts.

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.

A public hearing was held on July 9, 2026 for consideration of the Special Land Use request for approval for service of alcoholic beverages at the new construction restaurant, Round One, 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: Approval of request for a special land request for service of alcoholic beverages and to transfer ownership of an escrowed 2025 Class C and SDM license from OTB Acquisition LLC to Round One Entertainment Inc. located at 27600 Novi Rd., Suite 201, Novi, MI 48377. The business will be operated in the City in a manner consistent with City ordinances and provide unique dining experience to the extent that food service will be provided alongside games and entertainment. Additionally, the location within Twelve Oaks Mall is within an identifiable area within the city that has complementary services available and the new restaurant concept will help foster or generate economic development or growth within Twelve Oaks Mall, in a manner consistent with the city's policies.



J. Patrick Howe
(248) 835-2068
jphowe@jphowe.com

BIRMINGHAM THEATER BUILDING
231 S. Old Woodward Ave., Suite 217
Birmingham, Michigan 48009

April 30, 2026

VIA OVERNIGHT MAIL

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

Re: City of Novi Liquor License Application
Applicant: Round One Entertainment, Inc
Address: 27600 Novi Rd., Suite 201, Novi, Michigan 48377

Dear Hanson,

This firm represents Round One Entertainment, Inc., which is opening a new state of the art family entertainment facility at Twelve Oaks Mall. Round 1 provides a full offering of food and drinks for both traditional dining and special events, and offers bowling, arcade games, billiards, karaoke, ping pong, pickle ball and darts. This will be their second location in Michigan following its Auburn Hills location, which opened in 2018. One component of Round 1's operations is the service of alcoholic beverages. Round 1 is under contract to purchase a Class C liquor license that was formerly held at a restaurant in Novi, and its application to transfer this license to the Round 1 facility is pending approval from the Michigan Liquor Control Commission.

In compliance with the City of Novi Code of Ordinances, we hereby submit the City of Novi Liquor License Application, along with the following items for your review:

1. Check in the amount of \$1,210 to cover the application fee;
2. Floor Plan for facility;
3. Sample Menu;
4. Plan of Operation for facility;
5. Ownership Chart for Round One Entertainment, Inc.;
6. Certificate of Authority to Transact Business in Michigan for Round One Entertainment, Inc.; and
7. Certificate of Formation for Round One Entertainment, Inc.

Please process this application at your convenience, and let us know when this application will be considered by the Novi City Council. A representative will be present at that meeting to address any questions or concerns.

We appreciate your assistance with this application, and will await your response.



April 30, 2026
Page 2 of 3

Very truly yours,

JPHOWE, PLLC

J. Patrick Howe



CITY OF NOVI, MICHIGAN

Liquor License Application

Questionnaires A and B

**Questionnaires A and B are to be
completed and returned to the
Novi City Clerk's Office**

Licensing Policy

This article establishes an application and review process for the issuance of both new licenses and the transfer of existing licenses into the city or between or among applicants. The process is intended to ensure that the individuals and entities seeking licenses from, or charged with operating licensed establishments within, the city meet certain minimum requirements as to criminal history, past conduct, and ongoing business operation standards. It requires city council review of application information in light of certain criteria that is established for purposes of identifying the kinds of facilities that qualify for a license. It reserves to the city any and all discretion afforded it under applicable law relating to the issuance of licenses.

As a general matter of policy, applicants for a license will need to demonstrate an identifiable benefit to the city and its inhabitants resulting from the granting of the license. While all of the criteria set forth in this article are relevant to the decision whether to grant a license, 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; or,
- (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.

The weight to be given to each item of the criteria identified in this article, and the determination whether a particular applicant meets or satisfies those criteria is intended to be within the sole discretion of the city council.

Requirements and Procedures

1. Complete the Michigan Liquor Control Commission Application. Contact M.L.C.C. in Lansing at 517-322-1400 or toll free 1-866-813-0011.
2. Fully complete the **Novi Liquor License Application Questionnaires A and B** and return them to the City of Novi Clerk's Office within 30 days. Complete **Questionnaire C** and return it to the Novi Police Department within 30 days.
3. Please review and include with the applicant's initial **cover letter**, a response to the Novi Alcoholic Liquor Ordinance, Article II, Section 3.14 (a) *Facilities for which new licenses may be granted*.
4. Attach a non-refundable **application fee** of \$1,000.00, plus \$210.00 for each person with a financial or management interest in the application including, but not limited to, partnership partners, corporate officers and directors. Please make the check payable to the City of Novi.
5. ***Site Plan** (1 copy - signed and sealed by a registered architect/engineer). If the facility is to be located in a proposed building for which site plan approval has not yet been obtained, or in an existing building that is to be remodeled, you must submit a conceptual site plan showing the proposed building and the relationship of the building to the surrounding properties and their uses.
6. ***Building Façade Plan** (1 copy - signed and sealed by a registered architect/engineer) – all sides, including signage. If the proposed building final site plan has been previously approved by the Novi Planning and Community Development Department and there are no changes, then please submit a letter of verification stating there will be no such changes along with this application.
7. ***Interior Plan with seating arrangement** (1 copy - signed and sealed by a registered architect/engineer). If the proposed interior has been previously approved by the City of Novi Building Department and there are no changes, then please submit a letter of verification stating there will be no such changes along with this application.
8. One full copy of the **menu**.
9. **Administrative Special Land Use** (see next page).
10. Provide any other information pertinent to the applicant and operation of the proposed facility that may be required by the Novi Alcoholic Liquor Ordinance, Article II.

*No site plan, building façade plan, interior plan or any part thereof, may be changed by the applicant once they have received approval in conjunction with the liquor licensing process. Applicant must submit separate plans and fees as required by other City of Novi departments and consultants in accordance with standard review procedures, if applicable.

Administrative Special Land Use

In addition to the Liquor License procedures noted above, any new establishment serving alcoholic beverages, and/or any expansion or significant change of site plan for an existing establishment, will need to follow the administrative Special Land Use public hearing process through the Community Development Department. The following must be submitted directly to the Community Development Department when a Liquor License application is submitted.

- **Application for Site Plan and Land Use Approval** form.
- Completed **Service of Alcoholic Beverages Special Land Use Application Checklist**, along with four sets of site plans and narratives as described in the checklist.
- Special Land Use **fees** (and possibly Site Plan review fees) will be assessed to the applicant.

The applicant is asked to contact the Community Development Department Planning Division at (248) 347-0475 to determine exactly what is needed for the Special Land Use application and site plan.

The Special Land Use and public hearing process will be handled by a committee represented by members of the Community Development Department, Public Services, and Assessing Departments for any new liquor license application, or for those applications that request an amendment to a site plan. The results of the special land use consideration and the public hearing process will be forwarded to the City Council for consideration along with the consideration of the Liquor License.

Special Circumstances

Transfers that involve the following circumstances may be placed on a City Council agenda for consideration without payment of a fee and without the necessity of furnishing the information required for new licenses:

- (1) The exchange of the assets of a licensed sole proprietorship, licensed general partnership, or licensed limited partnership for all outstanding shares of stock in a corporation in which the sole proprietor, all members of the general partnership, or all members of the limited partnership are the only stockholders of that corporation.
- (2) The removal of a member of a firm, a stockholder, a member of a general partnership or limited partnership, or association of licensees from a license.
- (3) The occurrence of any of the following events:
 - (a) A corporate stock split of a licensed corporation.
 - (b) The issuance to an existing stockholder of a licensed corporation of previously unissued stock as compensation for services performed.
 - (c) The redemption by a licensed corporation of its own stock.
 - (d) A corporate public offering.

Questionnaire A – Applicant Cover Information and Procedures for Liquor License

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:

Round One Entertainment, Inc.

12900 Park Plaza Dr. #200

Cerritos, CA 90703

Phone #: (714) 631-4537

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

27600 Novi Rd., Suite 201

Novi, MI 48377

Phone #: TBD

DBA: Round1 Bowling & Arcade

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:

Round One entertainment facility featuring bowling, arcade, billiards, karaoke, and full service restaurant with service of

beer, wine and spirits.

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

26700 Novi Rd., Suite 201, Novi, Michigan 48377; Parcel Number: 50-22-14-100-042

T1N, R8E, SEC 14 TWELVE OAKS NO 1 LOT 13 EXC BEG AT NW LOT COR, TH N 89-12-00 E 68.47 FT, TH ALG CURVE TO LEFT, RAD 45 FT, CHORD BEARS S 08-15-35 W 14.17 FT, DIST OF 14.23 FT, TH S 00-48-00 E 16 FT, TH S 89-12-00 W 64 FT, TH N 00-48-00 W 16 FT, TH ALG CURVE TO LEFT, RAD 45 FT, CHORD BEARS N 09-51-47 W 14.18 FT, DIST OF 14.24 FT TO BEG

Questionnaire B – Administrative Background Information for Liquor License

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?
Round One operates over 150 entertainment facilities around the world with over 50 located within the United States. They opened their first Michigan location in Auburn Hills in 2018. They are experts in the operation of family entertainment centers, and are very experienced in the sale and service of alcoholic beverages.

2. What is the applicant's general business management experience?
Round One is very experienced in the management of family entertainment centers, and has extensive management training programs for their associates.

3. What is the applicant's general business reputation?
Round One has an excellent reputation and operating record. They have only had one (1) MLCC violation at their Auburn Hills facility since opening in 2018. This was an isolated incident and is not representative of their excellent day to day operations.

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?
Round One Entertainment, Inc. is a subsidiary of Round One Corporation, which is a publicly traded company on the Tokyo stock exchange.

5. What are the applicant's past criminal convictions involving moral turpitude, violence or alcoholic liquors?
N/A - subsidiary of publicly traded corporation.

6. Does the applicant use alcoholic beverages to excess?
N/A - subsidiary of publicly traded corporation.

7. What is the effect that the issuance of a license would have upon the economic development of the surrounding area?
Round One will be an economic driver in the Twelve Oaks Mall District, and will attract guests from all over

the metropolitan region. Surrounding businesses will benefit from the activity generated by this new business.

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

Round One is an excellent operator, and this new business will not have a negative effect on the health, safety and welfare of the residents and businesses in the surrounding area.

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

Construction and inspections are underway. Round One will comply with all City code and zoning requirements.

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

The subject liquor license is being transferred from another business that closed in Novi, resulting in no increase in the number on-premise liquor licenses in the City of Novi.

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?

Round One offers a unique family entertainment experience that does not currently exist in the City of Novi or surrounding area.

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?

Construction of the facility is underway. The facility will meet all City code and zoning ordinance requirements.

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?

There is sufficient parking, sidewalks, and vehicular access points to the business, and we do not expect the business to have a negative effect of vehicular or pedestrian traffic in the area.

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

There are nearby restaurants with liquor licenses in the area, but there are no nearby family friendly entertainment businesses that are similarly situated to Round One Entertainment.

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

The subject area has various office and commercial uses nearby, all of which will benefit from having this new family entertainment facility in the 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?

We do not anticipate that the business will have any impact on residential areas, churches or schools. The business is located within Twelve Oaks Mall, which is a well established mixed use facility.

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

Round One and its landlord are making a significant financial investment to open this business in the City, and Round One has signed a long term lease with the landlord.

18. What utilities are available to serve the facility?

All required utilities are available at the site.

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

Round One will be a great long term entertainment destination in the City for many years to come, and is an industry leader in the responsible sale and service of alcoholic beverages.

FIRE EXTINGUISHER LEGEND AND NOTES

SYMBOL	DESCRIPTION
⊙	CLASS A, B, AND C
⊙	CLASS A, B, AND C

NOTES:

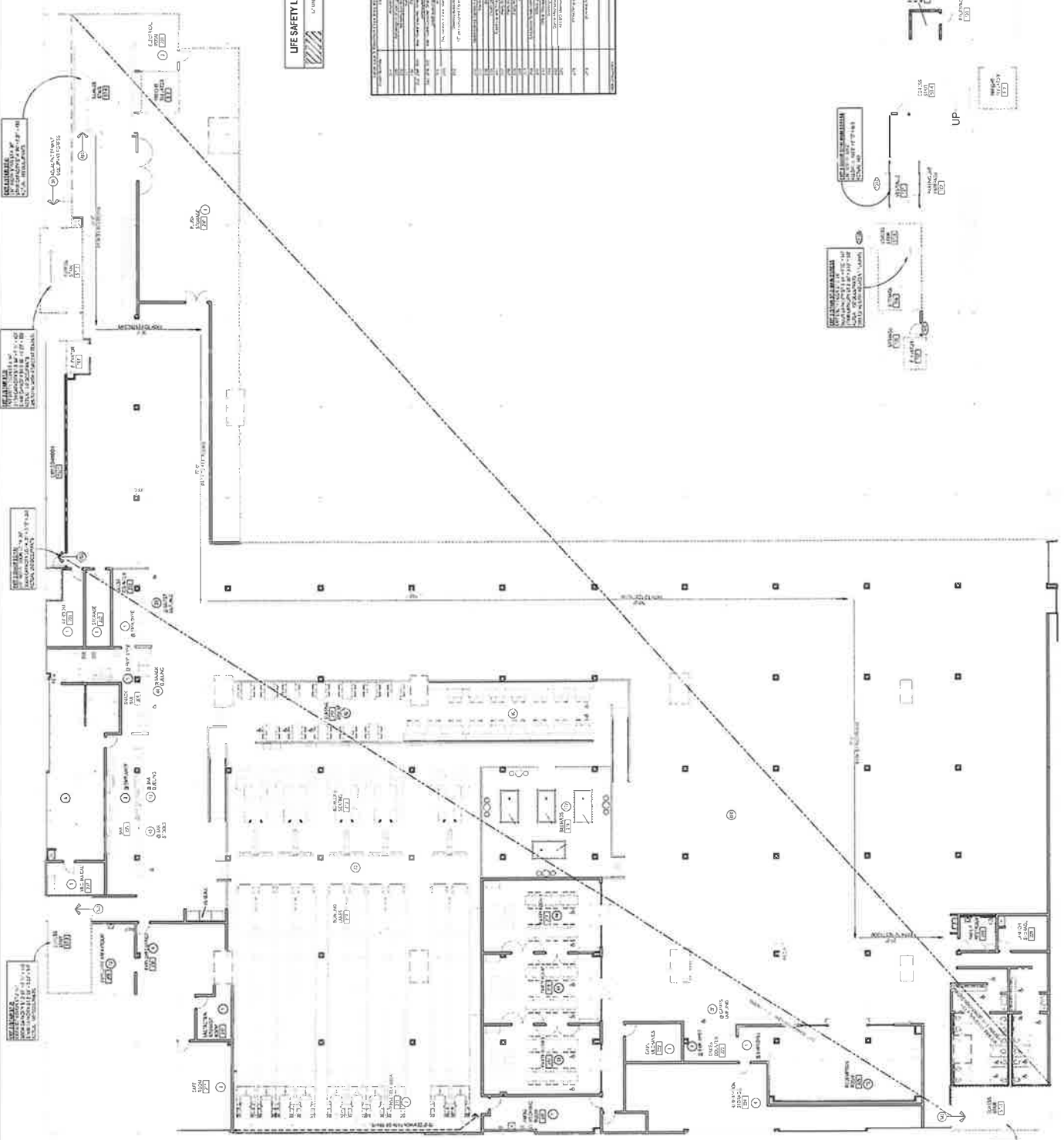
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2. NEW FIRE EXTINGUISHERS TO BE IDENTIFIED BY CIRCLES WITH "N" IN THE CENTER.
3. EXISTING FIRE EXTINGUISHERS TO BE IDENTIFIED BY CIRCLES WITH "E" IN THE CENTER.
4. NEW FIRE EXTINGUISHERS TO BE IDENTIFIED BY CIRCLES WITH "N" IN THE CENTER.

WALL TYPE - FIRE RATING LEGEND

SYMBOL	DESCRIPTION
---	1 HOUR FIRE RATED WALL
---	2 HOUR FIRE RATED WALL
---	3 HOUR FIRE RATED WALL

LIFE SAFETY LEGEND

SYMBOL	DESCRIPTION
---	1 HOUR FIRE RATED WALL
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---	100 HOUR FIRE RATED WALL



Ramen

- **Shoyu Tonkotsu – \$11.49** (485 cal)
 - Rich Soy Flavored Pork Broth
- **Shio Tonkotsu – \$11.49** (485 cal)
 - Rich Salt Flavored Pork Broth
- **Miso – \$11.49** (485 cal)
 - Creamy Miso Broth

★ **MAKE IT A COMBO!** ★ **+\$7.00** (747-1224 cal) - Includes 4 pc Gyoza + Calpico

- **Bao**
 - Juicy Pork (Plant-Based): **\$3.99** (220 cal)
 - Sweet Red Beans (Plant-Based): **\$3.99** (238 cal)
- **Edamame**
 - Regular: **\$3.99** (121-242 cal)
 - Chili Garlic: **\$3.99** (128-256 cal)
 - Large **+\$3.00**

Bowl

- **Teriyaki Chicken – \$10.49** (558 cal)
- **Chashu – \$10.49** (595 cal)
- **Karaage – \$10.49** (950 cal)

★ **MAKE IT A COMBO!** ★ **+\$7.00** (747-1224 cal) Includes 4 pc Gyoza + Calpico

Popular Bites

- **Takoyaki (Regular)**
 - 8 pcs: **\$9.99** (367 cal)
 - 16 pcs: **\$18.99** (734 cal)
 - *Topping Cheese* **+\$1.00** (+180 cal)
- **Takoyaki (Negipon)**
 - 8 pcs: **\$10.99** (422 cal)
 - 16 pcs: **\$19.99** (608 cal)
- **Chicken Karaage**
 - 8 oz: **\$9.99** (569 cal)
 - 16 oz: **\$18.99** (1138 cal)
- **Gyoza**
 - 8 pcs: **\$9.99** (398 cal)
 - 16 pcs: **\$18.99** (796 cal)

Burgers

- **Cheeseburger**
 - Double: **\$9.49** (940 cal)
 - Single: **\$7.49** (550 cal)
- **Japanese Teriyaki Burger (New)**
 - Double: **\$9.99** (840 cal)
 - Single: **\$7.99** (558 cal)
- **Hawaiian Teriyaki Burger (New)**
 - Double: **\$10.49** (876 cal)
 - Single: **\$8.49** (586 cal)
- **Chicken Sandwich – \$7.99** (450 cal)
- **Spicy Buffalo Sandwich – \$7.99** (480 cal)

Pizza

- **Meat Lovers (16") – \$30.99** (1720 cal)
 - **Hawaiian (16") – \$27.99** (1606 cal)
 - **Cheese (16") – \$23.99** (1550 cal)
-
- **Single Slice – \$4.19** (370 cal)
 - **Double Slice – \$7.49** (740 cal)
-

Additional Toppings

- **Large: +\$2.50** per topping
 - **Slice: +\$0.50** per topping (5-115 cal)
 - Extra Cheese
 - Pepperoni
 - Chicken
 - Sausage
 - Ham
 - Tomatoes
 - Pineapple
 - Black Olives
 - Onions
 - Jalapeños
-

★ MAKE IT A COMBO! ★ – Fries + Drink

- **Medium: +\$6.00** (740-900 cal)
- **Large: +\$7.00** (740-900 cal)

Fries

- **Shake It Fries**
 - Medium: **\$5.49** (288-487 cal)
 - Large: **\$6.49** (487-747 cal)
- **French Fries**
 - Medium: **\$4.99** (485-660 cal)
 - Large: **\$5.99** (660-880 cal)
 - *Topping Cheese* **+\$1.00** (+180 cal)
- **Tater Tots**
 - Medium: **\$4.99** (403-680 cal)
 - Large: **\$5.99** (680-880 cal)
- **Hot Cheetos Loaded Fries** (New)
 - Medium: **\$9.99** (865 cal)
 - Large: **\$10.99** (1025 cal)
- **Hot Cheetos Loaded Tots** (New)
 - Medium: **\$9.99** (994 cal)
 - Large: **\$10.99** (1226 cal)

Appetizers

- **Mozzarella Sticks**
 - 8 pc: **\$10.99** (1525 cal)
 - 8 pc + Tots: **\$14.99** (1979 cal)
- **Pizza Sticks** (Pizza Topped Mozzarella Sticks)
 - **\$12.99** (1842 cal)
- **Jalapeño Cheddar Poppers** – **\$10.49** (499 cal)
- **Otsumami Plate** – **\$10.49** (480 cal)
Includes: Edamame, Fries, 4pc Gyoza
- **Nachos** – **\$6.99** (640 cal)
- **Nacho Supreme** – **\$8.99** (900 cal)
- **Green Salad** – **\$6.49** (45-220 cal)

Group Meals

- **Japanese Party Plate – \$44.99** (2000 cal)
Includes: 16pc Takoyaki, 12oz Karaage, 8pc Gyoza, Edamame
- **Party Plate – \$49.49** (5408-5608 cal)
Includes: Large Pizza, 12pc Wings, Large Tater Tots
- **Wings Platter (18pc Wings) – \$30.49** (2652-2962 cal)
(Flavors: Plain, Lemon Pepper, Buffalo, BBQ)
- **Potato Platter – \$21.99** (1209-1340 cal)
2 Large Fries, 2 Large Tater Tots, 2 Dips, 2 Seasonings

Wings & Tenders

- **Chicken Tenders (4pc) – \$10.99** (740 cal)
- **Chicken Tender Basket – \$14.99** (1059 cal)
4pc Chicken Tenders + Medium Fries
- **Chicken Wings – \$11.49** 6pc (864-984 cal) / **\$20.99** 12pc
(1768-1968 cal)
Flavors: Plain, Lemon Pepper, Buffalo, BBQ

★ MAKE IT A COMBO! ★ – Fries + Drink

- Medium: **+\$6.00** (740-900 cal)
- Large: **+\$7.00** (740-900 cal)

99¢ Deal

- **Chocolate Chip Cookie – \$0.99** (130 cal)
- **Ice Cream – \$0.99** (130-600 cal)

Sweets

- **Chocolate Sundae – \$4.99** (630-1530 cal)
- **Ice Cream Sandwich – \$2.99** (260-730 cal)

Drinks

- **Coca-Cola Beverages** (Free Refills) - **\$3.79** (0-420 cal)
- **Soda Pitcher – \$9.99** (0-1050 cal)
- **Bottled Water – \$2.99** (0 cal)
- **Red Bull – \$4.49** (110 cal)
- **ICEE – \$4.49** (468 cal)
(Cherry / Blue Raspberry)
- **ICEE Float – \$5.49** (598-1068 cal)
- **Calpico – \$4.49** (110-140 cal)
(Original / Strawberry / Mango / Lychee / White Peach)
- **Ramune – \$3.99** (80-110 cal)
(Original / Strawberry / Orange / Grape / Peach / Lychee / Melon)
- **Matcha Latte – \$4.99** (200 cal)
- **Ito En Oi Ocha – \$3.99** (5 cal)

PRICE AND MENU AVAILABILITY MAY VARY BY LOCATION



Description of Proposed Use

Round One Entertainment, Inc.

DBA: Round1 Bowling & Arcade

27600 Novi Rd. Suite 201, Novi, MI 48377

Twelve Oaks Mall – 54,000+ square feet, former Sears

Operating Plans

1. Type of Use

Indoor family entertainment center featuring a full-size bowling alley, professional billiards tables, amusement arcade, karaoke, party rooms, dining area offering meals, snacks, and alcoholic beverage bar.

2. Days and Hours of Operation

Sunday-Saturday, 10:00 a.m. to 2:00 a.m.

3. Staffing Schedule

Sunday-Saturday, 9:00 a.m. to 3:00 a.m.

4. Parking for Customers and Employees

Round1 is located within the Twelve Oaks Mall, occupying the former Sears' space. The existing parking lot will have ample parking for both customers and employees.

5. Designated Smoking Area

Site is no smoking.

6. Type of Entertainment and Duration

Round1 offers a variety of activities or "amenities" including a full-size bowling alley, professional billiards tables, private karaoke rooms which double as party rooms, arcade games, claw machines, and a Victory Zone full of prizes. Typically, guests choose to stay for 1 to 3-hours or more while enjoying different areas of the facility.

7. Food and Alcohol Service

Food service at the food and beverage counter will be available from 11:00 a.m. through closing hour. Alcohol service will be available from 12:00 p.m. through closing hour unless otherwise specified by local ordinance.



8. Closing / “Last Call” Procedures

Alcohol will be available for purchase only at the bar’s point-of-sale from 12 p.m. noon through closing time of 2:00 a.m. Last call for purchases will be at 1:00 a.m., for consumption through closing hour. Announcements are made over the store speakers notifying of curfew enforcement and facility closing hours. Guests are escorted out through the entryway leading out to the parking lot, overseen by the “Door” guards posted at the entryway(s).

Security Procedures

1. Number and Type of Designated Security Staff

From Monday to Thursday, there will be at least four (4) security guards on site from 7:00 p.m. to closing time. From Friday to Sunday, there will be at least five (5) security guards on site from 7:00 p.m. to closing time.

2. Training / Certification of Staff

The Applicant will hire third-party security guards who will all be licensed, bonded, and insured. They’ll each have their Guard Card certifications. Services will be conducted according to post orders provided by Round1’s Director of Loss Prevention.

All employees involved in the sale, service, handling, and/or supervision of alcoholic beverages will be required to complete mandatory service training for certifications through ServSafe, E-Tips or as required by state law. Similarly, staff handling food and/or non-alcoholic beverages will also be required to complete training for safe food handling.

3. Specific Duties / Responsibilities of Staff

Round1 will employ approximately 70 new-hire employees, including but not limited to the following positions:

- Amusement Area Staff
- Bowling Area Staff
- Facilities Area Staff (cleaning and mech)
- Management Team

There will also be customer service staff that will be assisting with transactions at the counter, guest services, cooking food, cleaning, and maintenance of facility.

There will typically be three (3) shifts per day: opening, midday, and closing shifts. The number of employees per shift will vary from weekday to weekend. Based on other



locations, the Applicant estimates between 10-20 employees during extremely slow times, and around 50 employees per shift during peak hours. The shift hours will start approximately one (1) hour prior to opening, and end approximately one (1) hour after closing.

The Applicant has a Curfew Plan that will ensure the safety of minors. Specifically, announcements are made over the store speakers thirty (30) minutes prior to 10:00 p.m. (1st curfew) instructing unaccompanied minors under eighteen (18) years of age that they must leave the premises. Announcements are also made prior to 12:00 a.m. (2nd curfew) instructing unaccompanied patrons under twenty-one (21) years of age that they must leave the premises.

- At 10:00 p.m., a valid ID is required for all patrons and is verified by “Door” guards at the ID Check Point Post, at the designated entryway(s). Minors under eighteen (18) years of age can only be admitted into Round1 with a guardian who is twenty-five (25) years or older. A maximum of four (4) minors per guardian is enforced. Minors are to remain with their guardian at all times.
- At 12:00 a.m., a valid ID is required for all patrons and is verified by “Door” guards at the ID Check Point Post, at the designated entryway(s). Patrons under twenty-one (21) years of age can only be admitted into Round1 with a guardian who is twenty-five (25) years or older. A maximum of four (4) under-21 patrons per 25+ year old guardian is enforced. Under-21 patrons are to remain with their 25+ guardian at all times.

Round1 staff and “Floor/Float” guards also begin conducting regular walkthroughs of the premises to ensure that no unaccompanied minors under eighteen (18) years or patrons under twenty-one (21) years remain on the premises after 10:00 p.m. and 12:00 a.m., respectively.

4. Entry / Exit / Re-Entry Procedures

Entry and exit to the facility are generally free flowing throughout the facility. Designated curfew times of 10:00 p.m. and 12:00 a.m. are observed daily, and entryways will be monitored and enforced by third-party guards who will verify identification prior to a patron entering and/or re-entering the facility.

5. Crowd Management

The facility will maintain a fully operational, digitally recorded CCTV security system that covers all points of entry/exit, sales of food and beverage, locations of cash/money storage, and overall locations of where alcoholic beverages may be consumed within the property, and where crowds may form a queue. This system can be remotely accessed



and has real-time viewing capabilities from the controlling employee office, largely visible at all times of the day. Staff use radio transceivers to communicate any anticipated formations of crowds, clear any path obstructions, or to control the flow of walking traffic and queues.

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives, Goals

The Applicant operates a family entertainment center designed to be enjoyed by individuals of all ages. Its target audience extends beyond children and youth to include young adults, parents, and older generations. Guided by its vision, “*Everyday Fun for Everyone, Everywhere,*” Round1 is committed to delivering high-quality entertainment as part of everyday life. To fulfill this mission, the Applicant emphasizes FUN and focuses on creating a welcoming environment where families, friends, coworkers, and couples can share meaningful and memorable experiences together. By staying true to its core values, Round1 strives to provide a fun, welcoming, and safe environment for both guests and team members.

- **Entertainment:** Round1 is dedicated to bringing smiles to its guests and delivering engaging entertainment for people of all ages. By incorporating both sensory-stimulating games and health-focused activities, Round1 promotes physical activity and exercise through a wide variety of interactive experiences.
- **Sincerity:** All staff working at the Applicant’s facilities are Round1 employees who embody the company vision, and work diligently to maintain a positive, respectful, and safe environment for all guests and team members. (The only exception is third-party security personnel, who are engaged to further enhance in-house safety and security.)
- **Passion:** Round1 demonstrates strong enthusiasm and commitment by embracing innovation, pursuing new technologies and activities, and continually creating exciting and enjoyable experiences.

The proposed project will enhance the built environment and provide a service that is beneficial to the community by improving an existing space within the existing shopping center.



Receipt: 15283
Page

05/01/26

The sum of: \$1,210.00

ROUND ONE ENTERTAINMENT INC
3070 SATURN ST., STE 200
BREA CA 92821

LIQUOR	APPLICATION W/ 1 APPLICANT			1,210.00
			Total	1,210.00
	TENDERED:	CHECKS	17756	1,210.00

Signed: _____

MEMORANDUM



TO: CORTNEY HANSON, CITY CLERK
FROM: ERICK W. ZINSER *EZ*
DIRECTOR OF PUBLIC SAFETY/CHIEF OF POLICE
INITIATED BY: MICHAEL BENDER, DETECTIVE *MB*
SUBJECT: CLASS C LIQUOR LICENSE TRANSFER APPLICATION,
ROUND ONE ENTERTAINMENT, INC
DATE: MAY 4, 2026

Liquor License Request:

Round One Entertainment, Inc. is opening a new state of the art family entertainment facility at Twelve Oaks Mall. Round One Entertainment provides a full offering of food and drinks for both traditional dining and special events. Round One Entertainment also offers bowling, arcade games, billiards, karaoke, ping pong, pickle ball, and darts. One component of Round One Entertainment's operations is the service of alcoholic beverages. Round One Entertainment is under contract to purchase a Class C liquor license that was formerly held at a restaurant in Novi, and its application to transfer this license to the Round One Entertainment facility is pending approval from the MLCC.

Applicant/Background Information:

Round One operates over 150 entertainment facilities around the world with over 50 located within the United States. They opened their first Michigan location in Auburn Hills in 2018. They are experts in the operating of family entertainment centers, and are very experienced in the sale and service of alcoholic beverages.

Michigan Liquor Control Commission

A check with the MLCC revealed (1) violation on 12/08/23 for "Sold or furnished alcoholic liquor to minor Decoy". No other violations were found.

Oakland County Treasurer's Office

Contact was made with the Oakland County Treasurer's Office who advised that there are no outstanding property taxes for this property.

Financial Review:

Due to the applicant being a Subsidiary of Publicly Traded Company, no financial information was provided in the application provided, therefore could not be reviewed.

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



May 1, 2026

CITY COUNCIL

Mayor

Justin Fischer

Mayor Pro Tem

Laura Marie Casey

Dave Staudt

Brian Smith

Matt Heintz

Priya Gurumurthy

Aaron Martinez

City Manager

Victor Cardenas

Director of Public Safety

Chief of Police

Erick W. Zinser

Fire Chief

John B. Martin

Assistant Chief of Police

Scott R. Baetens

Assistant Fire Chief

Todd Seog

TO: Cortney Hanson, City Clerk
Melissa Morris, Deputy City Clerk

FROM: Andrew Copeland – Fire Marshal

SUBJECT: Liquor Business License –
**Round One Entertainment Inc., 27600 Novi Rd Suite 201
(12 Oaks Mall), Novi Mi. 48377**

A fire inspection will need to be completed once construction is completed and occupancy has been granted to the business.

The Fire Department does not have any objections to this Liquor License application at this time, pending an approved fire inspection and compliance with the Adopted Fire Prevention Code.

Sincerely,

Andrew Copeland – Fire Marshal
City of Novi Fire Department

cc. file

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: Alan Hall, Deputy Director of Community Development **ASH**

SUBJECT: ROUND1 BOWLING AND ARCADE LIQUOR LICENSE

DATE: 07/17/26

The property located at **27600 NOVI RD 201** with the business name of Round1 Bowling and Arcade has received Special Land Use permit PSLU26-0003 for the purpose of:

- ☐ Auctions
- ☒ Liquor license – Round1 Bowling and Arcade
- ☐ Arcade license
- ☐ Massage license
- ☐ Outdoor gathering
- ☐ Outdoor seating
- ☐ Other: _____

From a building and 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) 347-0417.

A public hearing was held on July 9, 2026, at 10:00 a.m. in the Novi Civic Center for consideration of the Special Land Use (SLU) request for approval for service of alcoholic beverages at Round1 Bowling and Arcade, 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.



MINUTES SPECIAL LAND USE HEARING CITY OF NOVI

July 9, 2026, 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; Matthew Strong, Round1 Representative; Patrick Howe, Round 1 Attorney (Via Phone); Dorothy Duchesneau, Member of the public

Applicant: Round1 Entertainment (Round1 Bowling and Arcade)

Hearing called to order at 10:02 A.M.

Correspondence Received: None

Public Participation:

None – Mrs. Duchesneau stated she was just there to listen

1. PSLU26-0003 – 27600 Novi Road – Parcel Number: 50-22-14-100-042

The applicant, **Round1 Bowling and Arcade** are requesting Special Land Use approval at **27600 Novi Road** parcel number **50-22-14-100-042**. 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.

Round1 Bowling and Arcade (Round1 Entertainment is asking for Special Land Use approval for the service of alcoholic beverages. Mathew Strong explained Round1 has been in the country since 2010, first location was in California, they have just opened their 60th store. He stated that it is a family entertainment concept, they have bowling, karaoke, billiards, Ping-Pong, party rooms, and some locations have a sport entertainment area. Mr. Strong stated that the focus is on family, but that when adults come in, they typically want to drink, alcohol is the side concept, not the main concept. He stated that food is mostly a snack bar, but the main focus is the massive arcade room. He stated it is what they are most known for, and that they have a following that come from all over to use their facilities for tournaments and different activities. Mr. Strong states that Round1 is a concept like Dave and Busters but better and more expanded. He stated that they have around 300 machines per location, plus cranes. Charles Boulard asked what their main demographic is. Mr. Strong replied that the demographic does have a range, but the main focus is families, with young kids to teenagers, and adults into their 40's and 50's. Mr. Boulard asked how their team members are trained in terms of liquor and bottle service. Mr. Strong stated every location has whatever the State's certification is, and any state that doesn't have their own training body they use their private training service. Mr. Boulard confirmed that includes ServSafe. Mr. Strong confirmed ServSafe certification and all others that are required by the State of Michigan. Mr. Boulard asked if the team and management are not only trained in alcohol service but also crowd control. Mr. Strong stated that Round1 has a third-party security for crowd control but that, yes, management is trained in how to handle disruptive situations. He stated that he expects this location to be very busy for the first 36 months but then to taper off. Patrick Howe asked Mr. Strong if he would walk everyone through what a typical Friday night would look like and the safety measures Round1 takes to ensure there is no underage drinking or overserving. Mr. Strong agreed and stated that on a typical busy night, security typically starts around 7 PM and there is a curfew of 10 PM, which is 18 and older so anyone under that age would be

required to be accompanied by an adult who is over 25 years of age, they do not need to be a guardian but an adult that is actively with the minors. He stated there is 1 guardian/ adult per every four minors. He stated at midnight it becomes 21 and older but that same rules apply, if there is anyone under the age of 21, they must be accompanied by someone who is 25 or older. Mr. Strong stated that at 10 PM and Midnight security would be walking around and checking IDs to ensure that no one underage remains past curfew. Additionally, they card everyone at the door and if the location requires it, they have metal detectors or off duty Police Officers, he is unsure if that would be needed at the Twelve Oaks location. Mr. Strong stated that at the bar they check all ID's, if someone is over 21, they will receive a wristband so that security and bar staff can recognize that they are over 21 and are able to consume. He stated that it is one drink per person and that if someone wants to buy a drink for someone else, then that person is required to be there to verify they are over 21 years of age. Mr. Strong stated that they do not have full service so there are no servers walking around, there is staff but not full service. There is one bar and if you want to drink you have to purchase the drink at the bar. Mr. Howe states that the Auburn Hills location has been open ten years and of those ten years there has been one liquor related incident and that Round1 has very thorough training with staff and security and that they are experts in this area. Mr. Howe stated that they are purchasing a liquor license from Novi, and that this is not a new license coming in that would add to the number of licenses in the city. Mr. Howe states that in terms of Special Land Use, Round1 is a destination people will travel to, in addition to shopping and dining at the Twelve Oaks location and promotes the goals of zoning ordinance requirements for special land use. He stated that it provides a unique experience that is not already in the city and it won't be a drain on public resources or the health, safety and welfare of the community. Mr. Boulard asked if there were any questions, Jan Ziozios stated she has none. Jeff Herczeg stated that he has none and given the location, use and infrastructure he does not see it having a negative impact on the surrounding area or traffic. Jeff Herczeg made a motion to recommend approval to City Council for the Special Land Use for a Liquor License for Round1 Bowling and Arcade (Round1 Entertainment) 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. PSLU26-0003 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 10:15 A.M.