



CITY OF NOVI CITY COUNCIL
MARCH 9, 2026

SUBJECT: Consideration of a request from Shake Shack for a new Class C quota license to be located at 43335 Crescent Blvd, Novi, MI 48375 and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders.

SUBMITTING DEPARTMENT: City Clerk

KEY HIGHLIGHTS:

- Shake Shack is an existing restaurant operating in the Novi Town Center.
- The business is a roadside burger and shakes restaurant.
- The City currently has one available quota liquor license, and two applications to be considered.

BACKGROUND INFORMATION:

The City currently has one Class C quota liquor license 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.

Shake Shack will continue to operate as a roadside burger and shakes themed restaurant within the Novi Town Center which offers other dining and retail opportunities. The issuance of a liquor license will allow them to offer a convenient full-service dining option while enhancing the areas social and economic activity.

RECOMMENDED ACTION OPTIONS:

- 1) **APPROVAL** of a request from Shake Shack for a new Class C quota license to be located at 43335 Crescent Blvd, Novi, MI 48375 and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders. The addition of a liquor license will complement the area and provide residents with a dining option which will foster or generate economic development or growth within the City, 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
 - a) The establishment will promote the City's economic development goals and objectives, and will be consistent with the City's master plan and zoning ordinance
 - b) 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 location and will be an asset to the area.

- c) 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 an existing restaurant, and will not have any appreciable negative secondary effects on the area, such as:
 - i. Vehicular and pedestrian traffic, particularly during late night or early morning hours, that might disturb the area residents.
 - ii. Noise, odors, or lights that emanate beyond the site's boundaries onto property in the area on which there are residential dwellings.
 - iii. Excessive number of persons gathering outside the establishment.
 - iv. Peak hours of use that add to congestion or other negative effects in the neighborhood.
 - v. Fighting, brawling, outside urination or other behavior that can accompany intoxication.

- 2) **DENIAL OF** a new Class C quota license to be located at 24267 Novi Rd, Novi, MI 48375 and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders. Considering the applicable standards in 13-15(g)(3) of the City's ordinance regarding effects that the issuance of a license would have upon the economic development of the city or the surrounding area, the City found that because a quota license is a tool to promote new development, the issuance of the license would not promote additional economic development in the area because Shake Shack is already operating within the City and has committed to being in Novi without need of a quota license.

City of Novi
City Clerk's Office
2025 July 15 10:32 AM



SHAKE SHACK
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**

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:

Shake Shack Michigan LLC

225 Varick St

Suite 301

New York, NY 10014

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

Shake Shack

43335 Crescent Blvd

Novi, MI 48375

Store Gm: Chris Bogoski
734-812-5838

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:

Roadside burger and shakes restaurant

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

43335 Crescent Blvd, Novi, MI 48375

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?
20+ years of restaurant and alcohol experience

2. What is the applicant's general business management experience?
20+ years of restaurant and alcohol experience

3. What is the applicant's general business reputation?
Publicly traded business with high standing reputation

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?
Good financial health, building already built and business is currently open

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

6. Does the applicant use alcoholic beverages to excess?
N/A

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

Issuance would attract more patrons to the surrounding areas

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

Little to none

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

Yes, all approved. Business is currently open

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

Shake Shack provides an upscale fast casual with alcohol being part of an elevated experience

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?

N/A

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?

Yes

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?

Little to none

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

Multi other businesses offering alcohol within 1000 ft

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

N/A

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?

Shake Shack enhances neighborhoods with upscale fast casual with elevated accompaniments

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

Shake Shack teams up with many 501 c3 organizations to give back to the community

18. What utilities are available to serve the facility?

All

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

N/A



BURGERS

Our custom 100% Angus beef blend, no added hormones or antibiotics, humanely raised and grazed in the USA

| | | Cal |
|--|---------------------|-----|
| ShackBurger® | Single 7.49 | 500 |
| Cheese, lettuce, tomato, ShackSauce | Double 9.99 | 760 |
| SmokeShack® | Single 8.99 | 570 |
| Cheese, bacon, cherry peppers, ShackSauce | Double 11.79 | 830 |
| Shack Stack® | 12.29 | 770 |
| Cheeseburger topped with a 'Shroom Burger, lettuce, tomato, ShackSauce | | |
| Avocado Bacon Burger | Single 10.29 | 610 |
| Cheese, avocado, bacon, ShackSauce | Double 12.79 | 870 |
| Cheeseburger | Single 7.29 | 440 |
| Add your choice of toppings | Double 9.99 | 700 |
| Veggie Shack  vegetarian | 8.99 | 630 |
| Veggie burger made with mushrooms, carrots, quinoa; topped with cheese, crispy onions, pickles, ShackSauce | | |
| 'Shroom Burger  vegetarian | 9.29 | 510 |
| Crisp-fried portobello mushroom stuffed with cheese; topped with lettuce, tomato, ShackSauce | | |

| | | |
|-----------------------------------|--------------|-----|
| Add fresh avocado | +1.99 | 60 |
| Add applewood-smoked bacon | +1.99 | 70 |
| GF Gluten-free bun | +0.99 | 160 |



CHICKEN

Hand-breaded to order, no added antibiotics,
never frozen, always fresh

Chicken Shack™ **8.79** Cal 550

Crispy chicken breast, buttermilk herb mayo,
lettuce, pickles

Avocado Bacon Chicken **10.99** Cal 680

Crispy chicken breast, avocado, bacon,
buttermilk herb mayo, lettuce, pickles

Chicken Bites™ **6-count 5.49** Cal 300

Crispy whole white-meat bites with
honey mustard, BBQ, or ranch **10-count 8.29** Cal 510



FLAT-TOP DOGS

Cal

Hot Dog **4.49** Cal 350

100% beef from Vienna® Beef

Add our cheese sauce **+0.99** Cal 80



CRINKLE CUT FRIES

Cal

Crispy and cut from golden potatoes

Fries **4.49** Cal 470

Cheese Fries **5.49** Cal 710

Topped with cheese sauce

Bacon Cheese Fries **6.79** Cal 840

Topped with cheese sauce and bacon



SHAKES & FROZEN CUSTARD

Soft, premium ice cream, made in-house daily only with the good stuff: real cane sugar and cage-free eggs

Cal

Place Limited-time Shakes Insert Here

Classic Shakes

Reg 6.29 680–850

Hand-spun every single time

Mini 4.99 340–430

Vanilla

Chocolate

Cookies & Cream

Black & White

Strawberry

Make it malted

+0.49 90

Add whipped cream

+0.49 70

Floats

6.49 430/440

Root beer, Creamsicle®

Custard Cups

Single 4.79 280/310

Vanilla or Chocolate

Double 5.99 450/490

2,000 calories a day is used for general nutritional advice, but calorie needs vary. Additional nutritional information available upon request.



DRINKS

Cal

Place Limited-time Drinks Insert Here

| | | |
|---|----------------------|-------|
| Fresh Lemonade | S 3.99 | 160 |
| Made in-house with real cane sugar | L 4.99 | 270 |
| Fifty/Fifty™ | S 3.99 | 80 |
| Half lemonade, half organic iced tea | L 4.99 | 140 |
| SHACK 2O® Bottled Water | 3.29 | 0 |
| Still or Sparkling | | |
| Organic Brewed Iced Tea | S 3.49 | 5 |
| Brewed fresh daily | L 3.99 | 5 |
| Fountain Soda | S 3.49 | 0-160 |
| Coke, Diet Coke, Dr Pepper, Fanta Orange, Sprite, Ginger Ale, Coca-Cola Zero Sugar | L 3.99 | 0-240 |
| Abita Root Beer | 12oz can 3.79 | 180 |
| Made with real Louisiana cane sugar | | |
| Organic Apple Juice Drink | 3.49 | 40 |
| Honest Kids® | | |



WINE

More than your average pour—vinted exclusively for us, served in an 8.4oz can (one and a half glasses)

White

8.4oz can 9.99 Cal 200

Sauvignon Blanc, California
Bright, crisp, refreshing

Rosé

8.4oz can 9.99 Cal 210

Syrah, Washington
Dry, fruity, lively

Red

8.4oz can 9.99 Cal 210

Cabernet Sauvignon, California
Ripe, rich, spice



BEER

Ask about our local beer selection!

ShackMeister® Ale

16oz can 6.99 Cal 210

Brewed just for us by Brooklyn Brewery

Expires: 04/30/2026

Issued To: **SHAKE SHACK 1605 NOVI
43335 CRESCENT BLVD
NOVI MI 48375-1208**

Responsible Party and Address:

**SHAKE SHACK MICHIGAN, LLC
1223 N LEE HWY PMB 262
LEXINGTON VA 24450-3307**

**State of Michigan
Department of Agriculture &
Rural Development
Bureau of Food Safety and
Animal Health**

SFE-4063-359185

**FOOD SERVICE - FIXED
ESTABLISHMENT**

Display for Public View



Issued by the Michigan Department of Agriculture and Rural Development to operate a Food Service Establishment in accordance with provisions of Act 92, P.A. of 2000, as amended.

This license is not transferrable.

Failure to post in a conspicuous place is a misdemeanor. (See Section 4119)

Notify the Local Health Department before a change of ownership. (See Section 4123)

Direct Inquiries to the Oakland County Health Division

**Dr. Tim Boring
Director**



CERTIFICATE OF OCCUPANCY

OF24-0138

CITY OF NOVI
OAKLAND COUNTY
STATE OF MICHIGAN

Issued: 10/15/2024

Owner/Occupant:

SHAKE SHACK
2830 BAKER RD
DEXTER MI 48130

A Certificate of Occupancy is hereby granted for the building or structure located at:

Address: 43335 CRESCENT BLVD
Parcel Number: 50-22-14-351-063
Subdivision: NOVI TOWN CENTER

Lot/Unit #:

Occupant: SHAKE SHACK

This is to certify that this building/structure has been duly inspected and is acceptable for occupancy or use as stated below in accordance with the City of Novi Zoning Ordinance and Building Code, Chapter 8, Article II, Section 7-16 and other ordinances of the City of Novi Codes of Ordinance as enforced by the Building Inspector.

Building Information:

Use Group: **A-2**

Occupant Load: **75**

Automatic Sprinkler System:

Construction Type: **2B**

Zoning District:

Provided: **Y**

Required: **Y**

Portion of the structure for which certificate is issued:

Permit Number: PBC24-0055

Work Description:

NEW INTERIOR BUILD OUT.

The permits for this building/structure have been issued under the State of Michigan Construction Codes: **MBC 2015**



Building Official

It is specifically understood that this Certificate becomes null and void when secured through fraud or by reason of latent violations not ascertainable at the time of inspection or when changes in construction, installation, or occupancy are made without the Building Inspector(s) approval.

Contractor:

BREN-MAR CONSTRUCTION COMPANY
111 1/2 SOUTH WALNUT ST
FENTON MI 48430

RECEIVED



OCCUPANCY REQUEST FORM
NON-RESIDENTIAL PROJECTS

Community Development Department
(248) 347-0415 FAX: (248) 735-5600
To schedule inspections please visit www.cityofnovi.org
 TCO C/O

OCT 14 2024
CITY OF NOVI
COMMUNITY DEVELOPMENT

Please do not submit this form until all approvals for this project are received.

2 working days notice are required for processing (does not start until all approvals are received)

Applicant's Name: Matt Cook Email: Matt@Bren-McVConstruction.com
Cell Phone Number: 586-530-1651 Permit Number: PBC24-0055
Project Name: Shake Shack Project Address: 43335 CRESCENT BLVD.

PERMIT NUMBERS ARE REQUIRED FOR TCO OR C/O PROCESSING

BUILDING APPROVAL (FINAL) OAKLAND COUNTY / HEALTH DEPARTMENT APPROVAL
 Approved Permit #: PBC24-0055 Approved Permit #: _____
 Not Required Permit #: _____ Not Required

ELECTRICAL APPROVAL (FINAL) DEPARTMENT OF AGRICULTURE APPROVAL
 Approved Permit #: DE24-0026 Approved Permit #: _____
 Not Required Permit #: _____ Not Required

PLUMBING AND/OR GENERAL APPROVAL (FINAL) STATE OF MICHIGAN - ELEVATOR APPROVAL
 Approved Permit #: PP24-0305 Approved Permit #: _____
 Not Required Permit #: _____ Not Required

HEATING APPROVAL (FINAL) STATE OF MICHIGAN - BOILER APPROVAL
 Approved Permit #: PH24-0569 Approved Permit #: _____
 Not Required Permit #: _____ Not Required

FIREPLACE APPROVAL (FINAL) SITE / TRAFFIC INSPECTION(S)
 Approved Permit #: _____ Approved
 Not Required Not Required

REFRIGERATION APPROVAL (FINAL) LANDSCAPING / STREET TREE INSPECTION(S)
 Approved Permit #: PR24-0314 Approved
 Not Required Not Required

FAÇADE APPROVAL FINANCIAL GUARANTEE(S) PAID
 Approved Permit #: _____ Approved
 Not Required Not Required

SIGN APPROVAL (FINAL) FIRE DEPARTMENT APPROVALS
 Approved Permit #: PS24-0068 FIRE ALARM APPROVAL (FINAL)
 Not Required Permit #: _____ Approved Permit #: PFA24-0043
 Not Required Not Required

SIGN FOUNDATION APPROVAL (FINAL) FIRE SUPPRESSION APPROVAL (FINAL)
 Approved Permit #: _____ Approved Permit #: PFS24-0066
 Not Required Not Required

SWIMMING POOL - STATE/COUNTY APPROVAL HOOD SUPPRESSION SYSTEM APPROVAL (FINAL)
 Approved Permit #: _____ Approved Permit #: PFS24-0073
 Not Required Not Required

Signature: Matt Cook FINAL FIRE DEPT INSPECTION
Date: 10/11/24 Approved
 Not Required



cityofnovi.org

Receipt: 14787

01/16/26

Page

The sum of: \$1,420.00

SHAKE SHACK ENTERPRISES LLC

**225 VARICK ST, STE 301
NEW YORK NY 10014**

LIQUOR LL WITH 2 APPLICANTS

1,420.00

Total 1,420.00

TENDERED: CHECKS 129907 1,420.00

Signed: _____

MEMORANDUM



TO: Melissa Morris, Deputy City Clerk

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

SUBJECT: SHAKE SHACK LIQUOR LICENSE

DATE: 02/06/26

The property located at **43335 CRESCENT BLVD** has received a Special Inspection permit (**PSI26-0023**) for the purpose of:

- Auctions
- Liquor license
- Arcade license
- Massage license
- Outdoor gathering
- Outdoor seating
- Other: _____

From a building safety standpoint, the Building Division does not object to the proposed liquor license. Should you have any further questions with regards to this matter please feel free to contact me at (248) 347-0417.

MEMORANDUM



TO: CORTNEY HANSON, CITY CLERK
FROM: ERICK W. ZINSER *EJ*
DIRECTOR OF PUBLIC SAFETY / CHIEF OF POLICE
INITIATED BY: MICHAEL BENDER, DETECTIVE *MB*
SUBJECT: CLASS C/QUOTA LIQUOR LICENSE APPLICATION,
SHAKE SHACK MICHIGAN LLC
DATE: JANUARY 16, 2026

Liquor License Request:

Shake Shack LLC is requesting a new Class C/Quota liquor license, which is located at 43335 Crescent Blvd, Novi, MI 48375.

Applicant/Background Information:

This application is being sought by Shake Shack LLC. Shake Shack has been open at its current location in Novi for approximately 15 months, and has other restaurants in Michigan for approximately 9 years. Shake Shack has over 20 years of restaurant and alcohol experience with a high standing reputation.

Police Contacts:

A CLEMIS check was conducted on Shake Shack and the check revealed nothing of concern that would disqualify the applicant from approval.

Financial Review:

Based upon the financial data provided by the corporation, 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



January 16, 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 Transfer –
Shake Shack, 43335 Crescent Blvd, Novi Mi. 48375

A fire inspection was conducted at the above business and the business has been found to be in compliance with the adopted fire prevention code.

The Fire Department does not have any objections to this Liquor License application at this time.

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