



CITY OF NOVI CITY COUNCIL
SEPTEMBER 12, 2022

SUBJECT: Consideration of request to transfer ownership of escrowed 2022 Class C licensed business from T&V Associates, Inc. (Formerly Bagger Dave's Restaurant), to First Watch Restaurant, Inc., 26054 Novi Rd., Novi, with Sunday Sales Permit (PM) for Class C license- Spirits and Mixed Spirit Drink only.

SUBMITTING DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

First Watch Restaurant, Inc. requests to transfer ownership of an escrowed Class C license with Sunday Sales permit (PM) from T&V Associates, Inc. (formerly Bagger Dave's Restaurant). First Watch is a daytime cafe offering breakfast, brunch and lunch. First Watch starts bright and early each morning preparing exceptional ingredients to deliver a dining experience that feels good and tastes even better. Everything is made to order, and freshness is never compromised. First Watch currently operates over 350 locations across the country, including seven in Michigan.

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 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.
 - 5. The permanence of the establishment in the community, as evidenced by the prior or proposed contributions to the city or community by the applicant or business, and the extent to which the issuance of the license will assist in the further investment of the applicant or business in the city or the community.
 - 6. The character and extent of investment in improvements to the building, premises, and general area.

RECOMMENDED ACTION:

Approval of request to transfer ownership of escrowed 2022 Class C licensed business from T&V Associates, Inc. (Formerly Bagger Dave's Restaurant), to First Watch Restaurant, Inc., 26054 Novi Rd., Novi, with Sunday Sales Permit (PM) for Class C license-Spirits and Mixed Spirit Drink only, because the surrounding neighborhood is commercially zoned, with numerous dining and entertainment businesses. First Watch would compliment the area and provide residents and visitors another fast casual 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.

Carlin Edwards Brown PLLC

Attorneys & Counselors at Law

2055 Orchard Lake Rd.

Sylvan Lake, Michigan 48320

P. (248) 816-5000

F. (248) 816-5115

www.cebhlaw.com

John B. Carlin, Jr. (1939-2018)
Scott D. Edwards (Of Counsel)
Michael J. Brown
Steven J. Grobbel

Lansing Office

6017 West St. Joe Hwy., Suite 202

Lansing, Michigan 48917

P. (517) 321-4617

F. (517) 321-4642

Northern Michigan Office

145 North Otsego Ave.

Gaylord, Michigan 49735

P. (989) 251-1041

F. (989) 688-5901

August 11, 2022

Novi City Clerk
Attn: Cortney Hanson
45175 W. Ten Mile Road
Novi, MI 48375

Re: First Watch Restaurants, Inc. Liquor License Application

Dear Ms. Hanson:

We are the liquor licensing attorneys for First Watch Restaurants, Inc. ("First Watch") in connection with the new First Watch restaurant being opened in Novi, Michigan. First Watch is a daytime café offering breakfast, brunch and lunch. First Watch starts bright and early each morning preparing exceptional ingredients to deliver a dining experience that feels good and tastes even better. Everything is made to order, and freshness is never compromised. First Watch currently operates over 350 locations across the country, including seven in Michigan.

First Watch has filed an application with the Michigan Liquor Control Commission to transfer a liquor license to this new Novi restaurant. The Novi Code of Ordinances requires an application and review process for the transfer of existing licenses into the city. To that end, enclosed please find the following documents in connection with First Watch's application to transfer an existing license to its proposed location at 26054 Novi Road:

- City of Novi Liquor License Application Questionnaires A and B;
- First Watch Roadhouse menu;
- Site Plan for the restaurant;
- Floor Plan for the restaurant;
- Exterior Elevations (2);
- Copy of the Retailer License & Permit Application (LCC-100) filed with the Michigan Liquor Control Commission;
- Carlin Edwards Brown PLLC check in the amount of \$1210.00 for the application fee.

I have also enclosed a cover letter to the Novi Police Department along with Liquor License Application Questionnaire C and supporting documents. It's my understanding from speaking

with the Novi Police Department that Questionnaire C should be sent to your attention, and that your office would forward it on to proper contact person at the the Police Department.

If you should need any additional information or have any questions, please feel free to contact me. It appears that consideration of the application will be taken up at a Council meeting. Please advise me of the date and time when this matter is on the City Council agenda, so that we can be present to answer any questions at the public hearing.

Thank you very much for your assistance.

Very truly yours,

Carlin Edwards Brown PLLC

A handwritten signature in black ink, appearing to read "SGrobbel", written over a faint, light-colored stamp or watermark.

Steven J. Grobbel

Direct Dial: (248) 816-5000 ext. 2

E-Mail: sgrobbel@cebhlaw.com

Enc.

cc: Sheila Butler (w/out enc.)



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:

First Watch Restaurants, Inc.

8725 Penderly Place

Suite 201

Bradenton, FL 34201

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

First Watch

26054 Novi Road

Novi, MI 48735

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:

First Watch is a daytime cafe serving breakfast, ~~and~~ brunch and lunch

with exceptional ingredients and delivering an experience that feels good and

tastes even better.

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

26054 Novi Road

Novi, MI 48735

See attached legal description

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?

First Watch was founded in 1983 and currently has over 420 locations in 28 states, including eight locations in Michigan.

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

First Watch has been in business since 1983.

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

First Watch has an excellent reputation in the restaurant business

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?

First Watch Restaurant Group, Inc. is a publicly traded company on the NASDAQ Exchange. In 2021, it had total revenue of over \$600 million

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?

This First Watch restaurant will create 38 jobs (full and part time) for the community as well as add tax revenue to the city

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

First Watch is committed to being in compliance with all local and state regulations to ensure a safe environment for our guests. Because of our passion for our guests and communities, our team members get involved in the community as a way to give back.

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

In process

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

First Watch customers have asked for alcohol to be available and enjoyed with their meals. First Watch has heard its customers and obliged with a limited alcohol menu.

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?

First Watch takes pride in the care and maintenance of our facilities. The location of this restaurant in the existing dining/entertainment area is compatible with the surrounding architecture and land use.

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?

The restaurant should have no appreciable effect on traffic. It is located in an existing commercial area which is equipped to handle the traffic and parking requirements of the area businesses

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

There are several licensed facilities on the south side of Novi Road within a short distance, including Bonefish Grill, Red Robin and Olive Garden

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

The restaurant is in the heart of Novi's dining and entertainment district on Novi Road, and within walking distance of hotels and Twelve Oaks Mall

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?

As the surrounding neighborhood is commercially zoned, with numerous dining and entertainment businesses, First Watch would compliment the area and provide residents and visitors another fast casual dining option

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

First Watch has already made significant financial commitments by leasing the property and will expend significant amounts in the future construction, renovation, and furnishing of the restaurant

18. What utilities are available to serve the facility?

Water, gas, electric

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

First Watch is a good corporate citizen. It takes its obligations and responsibilities as a business owner and liquor license holder seriously, and is committed to operating in compliance with all applicable state and local laws and regulations.

FIRST WATCH

BREAKFAST • BRUNCH • LUNCH



OUR PHILOSOPHY FOR SERVING FRESH, IN-SEASON PRODUCE IS SIMPLE. REALLY...
WE "FOLLOW THE SUN" AND PARTNER WITH THE BEST GROWERS POSSIBLE.

CLASSIC FAVORITES

THE TRADITIONAL BREAKFAST Two cage-free eggs any style with your choice of bacon, smoked ham, chicken sausage patties, turkey or pork sausage links. Served with whole grain artisan toast, all-natural house preserves and fresh, seasoned potatoes. Substitute gluten free toast* (subtract 180 Cal) at no additional charge. (920-1380 Cal) 11.39

TRI-FECTA Two cage-free eggs any style with either a light and airy Belgian waffle or a multigrain pancake. Plus your choice of bacon, chicken sausage patty, turkey or pork sausage link. (540-980 Cal) 11.39

THE HEALTHIER SIDE

AVOCADO TOAST Thick-cut whole grain artisan toast, fresh smashed avocado, EVOO, lemon and Maldon sea salt with two cage-free baked eggs. (630 Cal) 11.39

HEALTHY TURKEY Egg white omelet with turkey, house-roasted onions, tomatoes, spinach and Feta. Served with whole grain artisan toast and all-natural house preserves. (540 Cal) 11.39

A.M. SUPERFOODS BOWL Coconut milk chia seed pudding, fresh bananas and berries, warm mixed berry compote, housemade granola with almonds and our whole grain artisan toast with almond butter and Maldon sea salt. (920 Cal) 11.39

STEEL-CUT OATMEAL Made to order with berries, fresh sliced banana, pecans, low-fat milk, brown sugar and a fresh baked muffin of the day. (1000-1130 Cal) 8.49

POWER WRAP Egg whites, turkey, spinach, house-roasted Crimini mushrooms and Mozzarella in a sun-dried tomato-basil tortilla. Served with fresh fruit and a side of housemade pico de gallo. (590 Cal) 9.99

FROM THE GRIDDLE

MULTIGRAIN PANCAKES We've gotta warn you: These beauties are beyond big - they're humongous! Choose your stackage accordingly.

- Plain (520/1050 Cal)
- Chocolate Chip (640/1270 Cal)
- Banana Granola Almond Crunch (670/1340 Cal)
- Blueberry (580/1170 Cal)
- Carrot Cake & Pecan (660/1310 Cal)

One 6.99 Two 7.79

LEMON RICOTTA PANCAKES We add fresh, whipped ricotta cheese to our multigrain batter. Served as a "mid-stack" of two pancakes topped with berries, creamy lemon curd and powdered cinnamon sugar. (680 Cal) 10.69

BELGIAN WAFFLE Our light and airy waffle with a side of warm mixed berry compote and powdered cinnamon sugar. (440 Cal) 9.49

FRENCH TOAST Custard-dipped, thick-cut brioche bread with whipped butter, powdered cinnamon sugar and warm mixed berry compote. (620 Cal) 9.99

FLORIDIAN FRENCH TOAST Thick-cut brioche bread with wheat germ and powdered cinnamon sugar, covered with fresh banana, kiwi and seasonal berries. (810 Cal) 11.99

REGULAR SYRUP (150 Cal)
SUGAR-FREE SYRUP (20 Cal) AVAILABLE UPON REQUEST
100% PURE MAPLE SYRUP (190 Cal) AVAILABLE FOR 1.29

EGG-SCLUSIVES

CHICKICHANGA Whipped eggs with spicy, all-natural chicken breast, chorizo, green chilies, Cheddar, Monterey Jack, onions and avocado rolled in a flour tortilla. Topped with Vera Cruz sauce and all-natural sour cream. Served with fresh fruit and fresh, seasoned potatoes. (1190 Cal) 11.99

EGGS BENEDICT Two poached cage-free eggs atop toasted ciabatta piled high with your choice of combinations below and topped with hollandaise. Served with lemon-dressed organic mixed greens (70 Cal). (Fresh, seasoned potatoes (320 Cal) available upon request.)

- **Classic** - smoked ham and vine-ripened tomato (540 Cal) 12.39
- **BLT** - bacon, vine-ripened tomato, avocado and lemon-dressed arugula (520 Cal) 12.39
- **Smoked Salmon** - Wild Alaska Smoked Sockeye Salmon,* red onion and vine-ripened tomato (450 Cal) 13.99

THE ELEVATED EGG SANDWICH An over-easy cage-free egg with bacon, Gruyere cheese, fresh smashed avocado, mayo and lemon-dressed arugula on a brioche bun. Served with fresh, seasoned potatoes. (1070 Cal) 11.39

FARM STAND BREAKFAST TACOS Three wheat-corn tortillas with cage-free scrambled eggs, Cajun chicken, chorizo, Cheddar and Monterey Jack. Topped with fresh avocado and housemade pico de gallo. Served with seasoned black beans. (970 Cal) 11.39

BISCUITS & TURKEY SAUSAGE GRAVY WITH EGGS One large freshly baked buttermilk biscuit split in two with homestyle turkey sausage gravy, two cage-free eggs any style and a side of fresh, seasoned potatoes. (930 Cal) 10.99

SKILLET HASH Two cage-free eggs any style atop fresh, seasoned potatoes. Served with whole grain artisan toast with all-natural house preserves. Choose one from below.

- **Farmhouse** - bacon, avocado, house-roasted onions and tomatoes with Cheddar and Monterey Jack (1340 Cal) 12.39
- **Market** - house-roasted Crimini mushrooms, zucchini, shallots, red peppers, baby spinach, melted Mozzarella and herbéd Goat cheese (1240 Cal) 12.39

OMELETS AND FRITTATAS

Omelets served with whole grain artisan toast with all-natural house preserves (380 Cal) and lemon-dressed organic mixed greens (70 Cal). **Fresh, seasoned potatoes (320 Cal) available upon request. Substitute egg whites (subtract 160 Cal) or gluten free toast* (200 Cal) at no additional charge.**

BACADO Bacon, avocado and Monterey Jack. Topped with all-natural sour cream and served with a side of housemade pico de gallo. (740 Cal) 11.99

CHILE CHORIZO Chorizo, avocado, green chilies, house-roasted onions, Cheddar and Monterey Jack. Topped with all-natural sour cream and served with a side of housemade pico de gallo. (730 Cal) 11.39

THE WORKS Ham, bacon, sausage, house-roasted Crimini mushrooms, onions and tomatoes with Cheddar and Monterey Jack. Topped with all-natural sour cream. (730 Cal) 11.99

FRITTATA RUSTICA A classic Italian-style omelet with kale, house-roasted Crimini mushrooms, onions and tomatoes topped with Mozzarella and Parmesan cheese. Served with ciabatta toast and lemon-dressed organic mixed greens. (720 Cal) 11.39

SMOKED SALMON & ROASTED VEGETABLE FRITTATA A classic frittata with Wild Alaska Smoked Sockeye Salmon,* house-roasted shallots and tomatoes topped with Parmesan cheese, a chive cream drizzle and fresh herbs. Served with ciabatta toast and lemon-dressed organic mixed greens. (670 Cal) 12.39

POWER BOWLS

Power Bowls are gluten free.*

POWER BREAKFAST QUINOA BOWL Protein-packed quinoa, Italian sausage, house-roasted Crimini mushrooms and tomatoes, kale, Parmesan and EVOO. Topped with two cage-free baked eggs. (860 Cal) 10.99

PESTO CHICKEN QUINOA BOWL Protein-packed quinoa, kale, shredded carrots and house-roasted tomatoes topped with all-natural chicken breast, basil pesto sauce, Feta crumbles and fresh herbs. (650 Cal) 10.99

At First Watch, we start each morning by juicing fresh fruits and vegetables, baking muffins, and whipping up our French toast batter from scratch. Every Breakfast, Brunch, Lunch, pot of coffee and glass of signature juice is made with the finest ingredients possible for the freshest taste around. That's because, even though we love to say "Yeah, it's fresh", it's even better when we hear you say it.

• YEAH •
IT'S FRESH

*2000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

*SALMON SERVED RAW. CONSUMING RAW OR UNDERCOOKED SEAFOOD MAY POSE AN INCREASED RISK OF FOODBORNE ILLNESS.

SIDES AND SMALL PLATES

- BOB'S RED MILL GRITS**
Buttered (180 Cal) 2.79 Cheesy (180 Cal) 2.79
- FRESH, SEASONAL FRUIT**
Small (80 Cal) 3.99 Large (160 Cal) 4.99
- FRESH, SEASONED POTATOES** (320 Cal) 3.29
- BISCUITS & GRAVY** (420 Cal) 4.99
- WHOLE GRAIN ARTISAN TOAST WITH ALL-NATURAL HOUSE PRESERVES** (380 Cal) 1.99
- ENGLISH MUFFIN** (330 Cal) 1.99
- GLUTEN FREE TOAST*** (200 Cal) 1.99
- FRESH BAKED MUFFIN OF THE DAY**
(460-590 Cal) 2.79
- MILLION DOLLAR BACON** (510 Cal) 5.49
- HARDWOOD SMOKED BACON** (160 Cal) 4.99
- SMOKED HAM** (160 Cal), **PORK SAUSAGE** (460 Cal), **CHICKEN SAUSAGE PATTY** (180 Cal) **OR** **TURKEY SAUSAGE** (220 Cal) 3.99
- LEMON-DRESSED ORGANIC MIXED GREENS** (70 Cal) 2.79
- BOWL OF SOUP**
Tomato Basil or Soup of the Day (140-290 Cal) 4.49

SALADS

- Served with artisan ciabatta toast. (90 Cal)
- SUPERFOOD KALE** Vitamin-rich kale and organic mixed greens with housemade maple-roasted carrots, warm all-natural chicken breast, dried cranberries, slivered almonds and shredded Parmesan cheese tossed in our refreshing maple-lemon vinaigrette. (830 Cal) 10.99
- CHICKEN AVOCADO CHOP** Chopped romaine and arugula, all-natural chicken breast, avocado, tomatoes, corn, black beans, Feta cheese and crispy tortilla chips with a citrus chipotle dressing. (790 Cal) 10.99
- COBB** Organic mixed greens, bacon, turkey breast, egg, tomatoes, avocado and Bleu cheese crumbles with ranch dressing. (690 Cal) 10.99
- SWEET HONEY PECAN** Organic mixed greens, romaine, all-natural chicken breast, bacon, toasted pecans, avocado, tomatoes and carrots with Cheddar and Monterey Jack. Drizzled with warm honey Dijon dressing. (860 Cal) 10.99

SANDWICHES

- Sandwiches served with lemon-dressed organic mixed greens (70 Cal) or a bowl of hot soup. (140-290 Cal)
- MONTEREY CLUB** Turkey, bacon, avocado, organic mixed greens, tomato, Monterey Jack and mayo on sourdough. (1000 Cal) 10.99
- BLTE** The classic BLT plus two over-hard cage-free eggs, Monterey Jack and mayo on artisan whole grain. (1100 Cal) 9.99
- MARKET VEGGIE** House-roasted Crimini mushrooms, zucchini and spinach with basil pesto, mayo and Mozzarella cheese on grilled artisan whole grain. (770 Cal) 9.99
- ROAST BEEF & HAVARTI** Roast beef, Horseradish Havarti, house-roasted onions and tomato with lemon-dressed arugula on grilled Parmesan-crusteD sourdough, Horseradish sauce on the side. (1000 Cal) 12.29
- HAM & GRUYERE MELT** Smoked ham, tomato and melted Gruyere cheese with Dijonnaise on grilled artisan brioche. (830 Cal) 10.99

2 for YOU

CHOOSE TWO FROM THE FOLLOWING

½ sandwich • ½ salad • cup of soup

SANDWICHES

- Monterey Club (500 Cal)
- Ham & Gruyere Melt (420 Cal)
- Market Veggie (390 Cal)
- Roast Beef & Havarti (580 Cal)

SALADS

- Cobb (340 Cal)
- Superfood Kale (410 Cal)
- Sweet Honey Pecan (430 Cal)
- Chicken Avocado Chop (400 Cal)

SOUPS

- Soup of the Day (90-210 Cal)
- Tomato Basil (130 Cal)

LUNCH SPECIALS THAT ARE TWICE AS NICE **9.49**



PROJECT SUNRISE



An entire pot of our premium, full-flavored coffee – freshly brewed just for you. (10 Cal)

When you drink Project Sunrise coffee, you're supporting our commitment to our partners, the Mujeres en Café, or Women in Coffee, and their mission to grow the highest quality coffee, support their families, and strengthen their communities in Huila, Colombia.

Better Coffee. Better World.

JUICE BAR

Juiced daily using all-natural ingredients.

MORNING MEDITATION
Orange, lemon, turmeric, organic ginger, agave nectar and beet. (140 Cal) 4.69

KALE TONIC
Kale, Fuji apple, cucumber and lemon. (130 Cal) 4.69

SEASONAL JUICE

BEVERAGES

- COLD BREW COFFEE**
Made with 100% Organic Aztec coffee beans. (0 Cal)
- ICED COFFEE**
Creamy, sweet, cold and refreshing. (160 Cal)
- DECAF COFFEE** (0 Cal)
- HERBAL TEAS**
A selection of hot organic herbal teas. (0 Cal)
- FRESH-BREWED ICED TEA**
Unsweetened black or seasonal flavor. (free refills) (0/80 Cal)
- HOT CHOCOLATE** (150 Cal)
- LOW-FAT MILK**
Small or Large (100/190 Cal)
- COCA-COLA SOFT DRINKS** (free refills) (0-110 Cal)
- 100% COLD SQUEEZED ORANGE JUICE**
Small or Large (110/210 Cal)
- GRAPEFRUIT**
Small or Large (100/190 Cal)
- APPLE OR CRANBERRY**
Small or Large (110/210 Cal)



SR-0122

2000 calories a day is used for general nutrition advice, but calorie needs vary.

For our customers with food allergies and/or sensitivities, please inform your server prior to ordering. We will make every effort to accommodate your request. *We are not a gluten-free kitchen. Our dishes are made fresh and prepared-to-order, so individual foods may come into contact with one another due to shared cooking and preparation areas/utensils. We cannot guarantee that cross-contact with foods containing gluten will not occur but will make every effort to avoid it.

FROM THE
BAR

SIGNATURE COCKTAILS

Morning Glory

New Amsterdam 5X Distilled Vodka,
orange, lemon, turmeric, organic
ginger and agave nectar. (210 Cal)

Vodka Kale Tonic

New Amsterdam 5X Distilled Vodka,
fresh juiced kale, Fuji apple, English
cucumber and lemon. (210 Cal)

Pomegranate Sunrise

Camarena Tequila, pomegranate,
fresh lime and agave nectar. (330 Cal)

Cinnamon Toast Cereal Milk

Rum Haven Coconut Rum,
cold brew coffee, coconut milk and
agave nectar. (260 Cal)

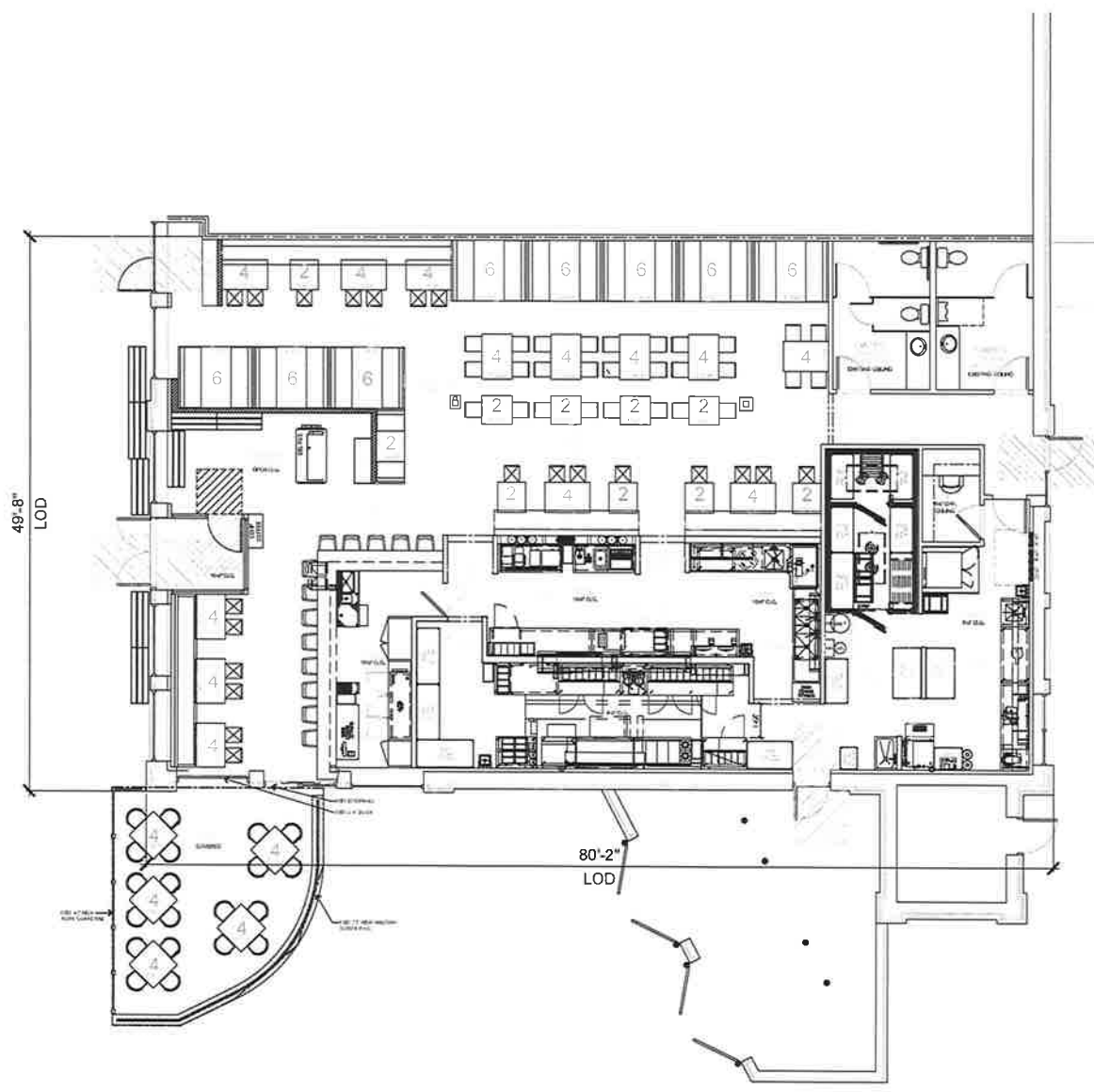
BRUNCH CLASSICS

Million Dollar Bloody Mary

New Amsterdam 5X Distilled Vodka, Bloody Mary
mix and Million Dollar Bacon. (300 Cal)

Mimosa

100% cold squeezed orange juice and Barefoot
Bubbly Brut Cuvée. (260 Cal)



NOTE:
 ALL SQUARE FOOTAGE CALCULATIONS AND
 FIXTURE PLACEMENT ARE APPROXIMATE
 ARCHITECT TO COORDINATE WITH FIELD
 VERIFIED DIMENSIONS PRIOR TO
 CONSTRUCTION.

WAIT SEAT TABULATION		
INTERIOR ONLY	ACTUAL	
	UNITS	SEATS
CLASSIC 4' BENCH (2 SEATS EA.)	2	4
CLASSIC 5' BENCH (3 SEATS EA.)	1	3
CHAIR W/ ARMS (1 SEAT EA.)	X	X
CHAIR W/O ARMS (1 SEAT EA.)	X	X
LOVE SEAT (3 SEATS EA.)	X	X
TOTAL:	3	7

INTERIOR TABLE TABULATION				
	ACTUAL		FIRST WATCH BRAND MIN.	
	TABLE	SEATS	TABLE	SEATS
2-TOPS	10	20	8	16
30x32 BOOTHS	1	X		
30x32	9	X		
4-TOPS	13	52	18	72
6-TOPS	8	48	6	36
8-TOPS	X	X		
BAR	2	13		
TOTAL:	33	133	32	124

EXTERIOR TABLE TABULATION				
	ACTUAL		RANGE	
	TABLE	SEATS	TABLE	SEATS
TOTAL:	5	20		

MISCELLANEOUS ITEMS			
	YES	NO	SQFT. OF SHELVES
DOUBLE DISH MACHINE	X		
WALK-IN SIZE: 8'-0"x14'-6"	X		116 sqft

SQUARE FOOT TABULATION		
	ACTUAL	RANGE
LEASEABLE SF	3,908 SF	3,400-3,800 SF
DINING	1,392 SF	
KITCHEN/OFFICE	1,355 SF	1,200-1,300 SF
RESTROOM	347 SF	275-300 SF
HOST	222 SF	235-250 SF
VESTIBULE	65 SF	
BAR	197 SF	
TO GO	45 SF	
RECESSED PATIO	285 SF	
PATIO	324 SF	

REVISED	
REVISIONS	
DATE	

NOVI, MI
 TEST FIT LAYOUT



RCS	RGS
DF	FW
DATE	BY
10.15.21	TBD
SCALE	1/4" = 1'-0"

SK-4
 FLOOR PLAN



FIRST WATCH
BREAKFAST • BRUNCH • LUNCH

ORDER HERE PICKUP



ORDER AHEAD PICKUP

FIRST WATCH
BREAKFAST • BRUNCH • LUNCH









Michigan Department of Licensing and Regulatory Affairs
 Liquor Control Commission (MLCC)
 Toll-Free: 866-813-0011 - www.michigan.gov/lcc

Business ID: _____
 Request ID: _____
 (For MLCC Use Only)

On-Premises Retailer License & Permit Application (LCC-100a)

Part 1 - Applicant Information

Individuals, please state your legal name. Corporations or Limited Liability Companies, please state your name as it is filed with the State of Michigan Corporation Division.

Applicant name(s): First Watch Restaurants, Inc.	
Address to be licensed: 26054 Novi Road	
City: Novi	Zip Code: 48735
City/township/village where license will be issued: Novi City	County: Oakland
Federal Employer Identification Number (FEIN):	

1. Are you requesting a new license? Yes No
2. Are you applying ONLY for a new permit or permission? Yes No
3. Are you buying an existing license? Yes No
4. Are you transferring the classification of an existing on premises license? Yes No
5. Are you modifying the size of the licensed premises? Yes No
 If Yes, specify: Adding Space Dropping Space Redefining Licensed Premises
6. Are you transferring the location of an existing license? Yes No
7. Is this license being transferred as the result of a default or court action? Yes No
8. Do you intend to use this license actively? Yes No

Leave Blank - MLCC Use Only

Part 2 - License Transfer Information (If Applicable)

If transferring ownership of a license ONLY and not transferring the location of a license, fill out only the name of the current licensee(s)

Current licensee(s): T & V Associates, Inc.	
Current licensed address: 900 W. Avon Road	
City: Rochester Hills	Zip Code: 48307-2380
City/township/village where license is issued: Rochester Hills City	County: Oakland

Part 3 - Licenses, Permits, and Permissions

Applicants for on premises licenses, permits, and permissions (e.g. restaurants, hotels, bars, etc.) must complete the attached Schedule A and return it with this application. Transfer the fee calculations from the Schedule A to Part 4 below.

Part 4 - Inspection, License, and Permit Fees - Make checks payable to State of Michigan

Inspection Fees - Pursuant to MCL 436.1529(4) a nonrefundable inspection fee of \$70.00 shall be paid to the Commission by an applicant or licensee at the time of filing of a request for a new license or permit, a request to transfer ownership or location of a license, a request to increase or decrease the size of the licensed premises, or a request to add a bar. Requests for a new permit in conjunction with a request for a new license or transfer of an existing license do not require an additional inspection fee.

License and Permit Fees - Pursuant to MCL 436.1525(1), license and permit fees shall be paid to the Commission for a request for a new license or permit or to transfer ownership or location of an existing license.

Inspection Fees:	\$140.00	License & Permit Fees:	\$950.00	TOTAL FEES:	\$1,090.00
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Schedule A - Licenses, Permits, & Permissions

Applicant name: First Watch Restaurants, Inc.

On-Premises License Type:	Base Fee:	Fee Code MLCC Use Only
New Transfer		
<input type="checkbox"/> <input type="checkbox"/> B-Hotel License	\$600.00	
Number of guest rooms: _____		
<input type="checkbox"/> <input type="checkbox"/> A-Hotel License	\$250.00	
Number of guest rooms: _____		
<input type="checkbox"/> <input checked="" type="checkbox"/> Class C License	\$600.00	4034
<input type="checkbox"/> <input type="checkbox"/> Tavern License	\$250.00	
<input type="checkbox"/> <input type="checkbox"/> Resort License	Upon Licensure	
<input type="checkbox"/> <input type="checkbox"/> DDA/Redevelopment License	Upon Licensure	
<input type="checkbox"/> <input type="checkbox"/> Brewpub License	\$100.00	
<input type="checkbox"/> <input type="checkbox"/> G-1 License	\$1,000.00	
<input type="checkbox"/> <input type="checkbox"/> G-2 License	\$500.00	
<input type="checkbox"/> <input type="checkbox"/> Aircraft License	\$600.00	
<input type="checkbox"/> <input type="checkbox"/> Watercraft License	\$100.00	
<input type="checkbox"/> <input type="checkbox"/> Train License	\$100.00	
<input type="checkbox"/> <input type="checkbox"/> Continuing Care Retirement Center License	\$600.00	
<input type="checkbox"/> MCL 436.1545(1)(b)(i) <input type="checkbox"/> MCL 436.1545(1)(b)(ii)		

B-Hotel or Class C Licenses Only:

Additional Bar(s)
Number of Additional Bars: _____

B-Hotel or Class C licenses allow licensees to have one (1) bar within the licensed premises. A \$350.00 licensing fee is required for each additional bar over the one (1) bar initially issued with the license.

Licenses, permits, and permissions selected on this form will be investigated as part of your request. Please verify your information prior to submitting your application, as some licenses, permits, or permissions cannot be added to your request once the application has been sent out for investigation by the Enforcement Division.

Inspection, License, Permit, & Permission Fee Calculation	
Number of Licenses: <u>2</u> x \$70.00 Inspection Fee	
Total Inspection Fee(s): Fee Code: 4036	\$140.00
Total License Fee(s):	\$700.00
Total Permit Fee(s):	\$250.00
TOTAL FEES DUE:	\$1,090.00
<i>Please note that requests to transfer SDD licenses will require the payment of additional fees based on the seller's previous calendar year's sales. These fees will be determined prior to issuance of the license to the applicant.</i>	
Make checks payable to State of Michigan	

On-Premises Permits:	Base Fee:	Fee Code MLCC Use Only
<input checked="" type="checkbox"/> Sunday Sales Permit (AM)*	\$160.00	4033
<input checked="" type="checkbox"/> Sunday Sales Permit (PM)**	\$90.00	4032
<input type="checkbox"/> Catering Permit	\$100.00	
<input type="checkbox"/> Banquet Facility Permit - Complete <u>Form LCC-200</u>		

A Banquet Facility Permit is an extension of the license at a different location. It may have its own permits and permissions. It is not a banquet room on the licensed premises.

<input checked="" type="checkbox"/> Outdoor Service	No charge
<input type="checkbox"/> Dance Permit	No charge
<input type="checkbox"/> Entertainment Permit	No charge
<input type="checkbox"/> Extended Hours Permit:	No charge
<input type="checkbox"/> Dance <input type="checkbox"/> Entertainment Days/Hours: _____	
<input type="checkbox"/> Specific Purpose Permit:	No charge
Activity requested: _____	
Days/Hours requested: _____	
<input type="checkbox"/> Living Quarters Permit	No charge
<input type="checkbox"/> Topless Activity Permit	No charge
<input type="checkbox"/> Off-Premises Storage	No charge
<input type="checkbox"/> Direct Connection(s)	No charge

Pursuant to MCL 436.1533, on-premises retailers may be issued a Specially Designated Merchant (SDM) license or a Specially Designated Distributor (SDD) license at the same location in conjunction with the on-premises license under certain circumstances.

Off-Premises License Type:	Base Fee:	Fee Code MLCC Use Only
New Transfer		
<input checked="" type="checkbox"/> <input type="checkbox"/> SDM License	\$100.00	4012
<input type="checkbox"/> <input type="checkbox"/> SDD License	\$150.00	
Off Premises Permits:	Base Fee:	
<input type="checkbox"/> SDD Sunday Sales Permit (PM)** <i>For Spirit Products</i>	\$22.50	
<input type="checkbox"/> SDM Sunday Sales Permit (PM)** <i>For Mixed Spirit Drink Products</i>	\$15.00	
<input type="checkbox"/> Motor Vehicle Fuel Pumps ¹	No charge	

*Sunday Sales Permit (AM) allows the sale of spirits, mixed spirit drink, beer, and wine on Sunday mornings between 7:00am and 12:00 noon, if allowed by the local unit of government.

**Sunday Sales Permit (PM) allows the sale of spirits and mixed spirit drink on Sunday afternoons and evenings between 12:00 noon and 2:00am (Monday morning), if allowed by the local unit of government. No Sunday Sales Permit (PM) is required for the sale of beer and wine on Sunday after 12:00 noon. The Sunday Sales Permit (PM) fee is 15% of the fee for the license that allows the sale of spirits or mixed spirit drink. Additional bar fees and hotel room fees are also calculated as part of the permit fee. A separate Sunday Sales Permit (PM) is required for each license that will sell spirits or mixed spirit drink on Sunday after 12:00 noon.

Part 5a - Information on Individual Applicant, Stockholder, Member, or Limited Partner

Each individual, stockholder, member, or partner must complete Part 5a, 5b, and 5c. If a stockholder or member of an applicant company is a corporation or limited liability company, complete Part 5a and 5c and submit a completed Form LCC-301.

For applications with multiple individuals, stockholders, members, or partners - each person or entity must complete a separate copy of this page.

Name: FWR Holding Corporation		
Home address: 8725 Penderly Place, Suite 201		
City: Bradenton	State: FL	Zip Code: 34201-2140
Business Phone: (941) 500-1987	Cell Phone:	Email: sbutler@firstwatch.com
Have you ever been licensed by the Michigan Liquor Control Commission (MLCC) or do you currently hold an interest in any other licenses issued by the MLCC? If Yes , please list business ID numbers below. If you hold interest in 2 or more locations under the same name, please also write "chain" below. Pursuant to MCL 436.1603, a retailer licensee <u>may not</u> hold interest in a manufacturer or wholesaler licensee. <input checked="" type="radio"/> Yes <input type="radio"/> No		
Chain BID # 267170 / 267438 / 0270501 / 0271207 / 0271229 / 0271420 / 0271549		
Do you hold 10% or more interest in the applicant entity? <input checked="" type="radio"/> Yes <input type="radio"/> No		
If you answered "no" to the first question and "yes" to the second question, you must submit fingerprints and undergo an investigation by the MLCC. Please see the attached instructions for submitting fingerprints to the MLCC. You must submit a copy of the completed and endorsed <u>Livescan Fingerprint Background Request (LCC-105)</u> with your application.		

Part 5b - Personal Information (Individuals) - Must be at least 21 years of age, pursuant to administrative rule R 436.1105(1)(a).

Date of Birth:	Social Security Number:	Driver's License Number:
Are you a citizen of the United States of America?		<input type="radio"/> Yes <input type="radio"/> No
Have you ever legally changed your name?		<input type="radio"/> Yes <input type="radio"/> No
If you answered "yes", please list your prior name(s) (including maiden):		
Spouse's full name (if currently married):		
Spouse's date of birth:	Is your spouse a citizen of the United States of America?	<input type="radio"/> Yes <input type="radio"/> No
Do you or your spouse hold any position, either by appointment or election, which involves the duty to enforce any penal law of the United States of America, or the penal laws of the State of Michigan, or any penal ordinance or resolution of any municipal subdivisions of the State of Michigan? <input type="radio"/> Yes <input type="radio"/> No		
Does your spouse hold a retail, manufacturer, or wholesaler license issued by the MLCC?		<input type="radio"/> Yes <input type="radio"/> No
Have you ever been found guilty, pled guilty, or pled no contest to a criminal charge or any local ordinance violations? If Yes , list below (attach additional pages if necessary):		<input type="radio"/> Yes <input type="radio"/> No
Date	City/State	Charge
Disposition		
Has your spouse ever been found guilty, pled guilty, or pled no contest to a criminal charge or any local ordinance violations? If Yes , list below (attach additional pages if necessary):		<input type="radio"/> Yes <input type="radio"/> No
Date	City/State	Charge
Disposition		

Part 5c - Signature

I certify that the information contained in this form is true and accurate to the best of my knowledge and belief. I agree to comply with all requirements of the Michigan Liquor Control Code and Administrative Rules. I also understand that providing **false** or **fraudulent** information is a violation of the Liquor Control Code pursuant to MCL 436.2003. (This form must be signed by the person whose information it contains).

Jay A. Wolszczak  4/19/2022

Print Name Signature Date

Part 6 - Contact Information

Provide information on the contact person for this application. Please note that corporations and limited liability companies must provide documentation (e.g. meeting minutes, corporate resolution) authorizing anyone other than the applicant or an attorney of record to be the contact person. If an authorization is not provided, your contact person will not be acknowledged if they are anyone other than the applicant or attorney.

What is your preferred method of contact?				<input type="radio"/> Phone	<input type="radio"/> Mail	<input checked="" type="radio"/> Email	<input type="radio"/> Fax
What is your preferred method for receiving a Commission Order?				<input type="radio"/> Mail	<input checked="" type="radio"/> Email	<input type="radio"/> Fax	
Contact name: Steven Grobbel			Relationship: Authorized Agent				
Mailing address: 2055 Orchard Lake Road							
City: Sylvan Lake			State: MI		Zip Code: 48320		
Phone: (248) 816-5000 x2		Fax number: (248) 816-5115		Email: sgrobbel@cebhlaw.com			

Part 7 - Attorney Information (If You Have An Attorney Representing You For This Application)

Attorney name: Steven Grobbel			Member Number: P- 42818				
Attorney address: 2055 Orchard Lake Road, Sylvan Lake, MI 48320							
Phone: (248) 816-5000 x2		Fax number: (248) 816-5115		Email: sgrobbel@cebhlaw.com			
Would you prefer that we contact your attorney for all licensing matters related to this application?						<input checked="" type="radio"/> Yes	<input type="radio"/> No
Would you prefer any notices or closing packages be sent directly to your attorney?						<input checked="" type="radio"/> Yes	<input type="radio"/> No

Part 8 - Signature of Applicant

Be advised that the information contained in this application will only be used for this request. This section will need to be completed for each subsequent request you make with this office.

Notice: When purchasing a license, a buyer can be held liable for tax debts incurred by the previous owner. Prior to committing to the purchase of any license or establishment, the buyer should request a tax clearance certificate from the seller that indicates that all taxes have been paid up to the date of issuance. Obtaining sound professional assistance from an attorney or accountant can be helpful to identify and avoid any pitfalls and hidden liabilities when buying even a portion of a business. Sellers can make a request for the tax clearance certificate through the Michigan Department of Treasury.


Under administrative rule R 436.1003, the licensee shall comply with all state and local building, plumbing, zoning, sanitation, and health laws, rules, and ordinances as determined by the state and local law enforcements officials who have jurisdiction over the licensee. Approval of this application by the Michigan Liquor Control Commission does not waive any of these requirements. The licensee must obtain all other required state and local licenses, permits, and approvals for this business before using this license for the sale of alcoholic liquor on the licensed premises.

I certify that the information contained in this form is true and accurate to the best of my knowledge and belief. I agree to comply with all requirements of the Michigan Liquor Control Code and Administrative Rules. I also understand that providing **false** or **fraudulent** information is a violation of the Liquor Control Code pursuant to MCL 436.2003.

The person signing this form has demonstrated that they have authorization to do so and have attached appropriate documentation as proof.

Jay A. Wolszczak, Chief Legal Officer/Secretary

 Print Name of Applicant & Title


 Signature of Applicant

4/19/2022
 Date

Please return this completed form along with corresponding documents and fees to:
 Michigan Liquor Control Commission
 Mailing address: P.O. Box 30005, Lansing, MI 48909
 Hand deliveries: Constitution Hall - 525 W. Allegan Street, Lansing, MI 48933
 Overnight deliveries: 2407 N. Grand River Avenue, Lansing, MI 48906
 Fax to: 517-284-8557



cityofnovi.org

Receipt: 11353

08/18/22

Page

FIRST WATCH RESTAURANT

The sum of: \$1,210.00

CARLIN EDWARDS BROWN

2055 ORCHARD LAKE
SYLVAN LAKE MI 48320

LIQUOR	FIRST WATCH TRANSFER				1,210.00
				Total	1,210.00
	TENDERED:	CHECKS	3509		1,210.00

Signed: _____

MEMORANDUM



TO: DAWN SPAULDING, DEPUTY CITY CLERK
FROM: ERICK W. ZINSER - *KZ*
DIRECTOR OF PUBLIC SAFETY / CHIEF OF POLICE
INITIATED BY: ERIC LINDBLADE, DETECTIVE *ET*
SUBJECT: TRANSFER OWNERSHIP / CLASS C LIQUOR LICENSE
APPLICATION, FIRST WATCH RESTAURANTS, INC.
DATE: AUGUST 31, 2022

Liquor License Request:

First Watch Restaurant, Inc., requests to transfer ownership of a 2022 Class C licensed business from T & V Associates, Inc., located at 26054 Novi Road, Novi, MI 48375. This location was formerly Bagger Dave's Restaurant. The business will operate as First Watch Restaurant.

Applicant / Background Information:

The applicant, First Watch Restaurants, Inc. is 100% owned by FWR Holding Corporation, which in turn is owned by a series of holding companies and corporations culminating in First Watch Restaurant Group, Inc., a publicly traded company on the NASDAQ Exchange. The company has over 420 restaurants throughout the country including eight in the state of Michigan. First Watch specializes in breakfast, brunch, and lunch with having a small cocktail drink menu.

Criminal History/Police Contacts:

There are no CLEMIS contacts associated with First Watch.

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: Peter Auger, City Manager

MEMORANDUM



TO: Dawn Spaulding, Deputy City Clerk
FROM: Charles Boulard, Director of CD *CB*
SUBJECT: FIRST WATCH RESTAURANTS
DATE: 08/23/22

The property located at **26054 NOVI RD** has received a Special Inspection permit (**PSI22-0085**) for the purpose of:

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

The Community Development Department has the following recommendation:

- Approved
- Approved with conditions (listed below)
- Not approved

Conditions:

1. Final approval of all renovation permits prior to occupancy.

If you have any questions, do not hesitate to contact me at (248) 347-0423.

Thank you!



August 29, 2022

CITY COUNCIL

Mayor
Bob Gatt

Mayor Pro Tem
Dave Staudt

Laura Marie Casey

Hugh Crawford

Justin Fischer

Brian Smith

Ericka Thomas

City Manager
Peter E. Auger

City Clerk
Cortney Hanson

TO: Cortney Hanson, City Clerk
FROM: Fire Marshal – Kevin Pierce
SUBJECT: -Liquor Business License Transfer –
First Watch
26054 Novi Rd, Novi MI 48375

The requested liquor license transfer has a "CONDITIONAL APPROVAL", that First Watch shall have approval on all plans that need to be turned into the City of Novi. Also, First Watch shall pass all inspections that are required for the renovations being done to the building to accommodate the new business. Liquor License transfer for 2022 is recommended **Approval with Conditions.**

City of Novi
45175 Ten Mile Road
Novi, Michigan 48375
248.347.0460
248.347.0577 fax

cityofnovi.org