



**CITY OF NOVI CITY COUNCIL
SEPTEMBER 12, 2022**

- SUBJECT:** Consideration of requests from Tapper's Fine Jewelry, Inc.:
- A) Consideration of a request for Special Land Use approval for service of alcoholic beverages.
 - B) Consideration of a request for a new Class C quota license to be located at 20800 Haggerty Road, Novi, MI 48375, and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders.

SUBMITTING DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Liquor licenses are subject to both a special land use approval under the zoning ordinance and approval of a license under the City Code. ***Under both ordinance provisions, the Council is required to make findings to support the grant or denial of the request.***

Special Land Use Approval

The approval of a Special Land Use by the City Council requires findings in support of the City Council's decision. The standards for review under the zoning ordinance for special land use are:

- (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 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 numbers 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.

A public hearing was held on September 8, 2022, in the Novi Civic Center for consideration of the Special Land Use (SLU) request for approval for service of alcoholic beverages at Tapper's Fine Jewelry, Inc. in accordance with Ordinance No. 18-266 which added Section 2525 to the Novi Zoning Ordinance. The Planning staff had previously reviewed the required application and Site Plan and found the documents to be complete. Charles Boulard, Community Development Director, Jeff Herczeg, Director of Public Works, and Jan Ziozios, Deputy Assessor, considered the request in accordance with the standards for review specified in Section 2525.d of the Zoning Ordinance and determined to forward a **recommendation to City Council for approval of the Special Land Use.**

City Code License Approval

They City currently has seven new 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

1. 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.

Tapper's offers a one-of-a-kind shopping concept which has been operating for 44 years with several locations in Oakland County. Their 12-year history of being a tenant in Novi's location will continue at a newly constructed building which will offer a unique way to shop for jewelry and experience other events such as corporate events or specialty jewelry events. Unlike other jewelers, Tapper's will serve champagne, wine, and other alcoholic beverages; however, it will not be in the style of a bar or restaurant.

This unique shopping experience will be an asset to the southwest corner of the City. Tapper's currently holds two Class C liquor licenses, one in Troy since 2018 and one in West Bloomfield since 2021. Tapper's has no liquor license violations or other issues associated with their liquor licenses in their current locations.

The Police Department has no objection to the request. The Fire Department has no objection to the request, pending compliance with City regulations.

RECOMMENDED ACTION: Approval of requests from Tapper's Fine Jewelry, Inc:

- A) Approval of a request for Special Land Use approval for service of alcoholic beverages, for the reasons stated in the Special Land Use approval.
- B) Approval of a request for a new Class C quota license to be located at 20800 Haggerty Road, Novi, MI 48375 and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders because the Applicant's proposal and request 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 since because Tapper's offers a one-of-a-kind shopping concept which has been operating for 44 years with several locations in Oakland County. Their 12-year history of being a tenant in Novi's location will continue at a newly constructed building which will offer a unique way to shop for jewelry and experience other events such as corporate events or specialty jewelry events. Unlike other jewelers, Tapper's will serve champagne, wine, and other alcoholic beverages; however, it will not be in the style of a bar or restaurant.



LAW OFFICES

ADKISON, NEED, ALLEN, & RENTROP

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OF COUNSEL:
PHILLIP G. ADKISON
KEVIN M. CHUDLER
KATHERINE A. TOMASIK

August 5, 2022

Via Overnight Mail

Ms. Dawn Spaulding, Deputy Clerk
City of Novi
45175 West Ten Mile Road
Novi, Michigan 48375

**Re: TAPPER'S FINE JEWELRY, INC.
20800 Haggerty Road, Novi, MI 48375**

Dear Ms. Spaulding:

We represent Tapper's Fine Jewelry, Inc. ("Tapper's") in liquor licensing matters. Enclosed please find Tapper's Fine Jewelry, Inc.'s City of Novi Liquor License Application.

Tapper's is requesting a Class C Quota license from the City of Novi. The Michigan Liquor Control Commission ("MLCC") has allocated seven (7) additional Class C quota licenses to the City of Novi ("City"). These additional quota licenses have been allocated to the City because of a population increase in the City as of the 2020 federal census.

Please note that Tapper's has not yet filed their application with the MLCC, as this is a quota application. The Commission will not take any action on a quota application until the City's resolution of approval is received. If the Novi City Council approves this quota license, our office will immediately apply to the MLCC. We include, for your convenience, the Michigan Liquor Control Form 106 - Local Governmental Approval which has been partially completed.

Tapper's offers a one-of-a-kind shopping concept which has been operating for 44 years with several locations in Oakland County. Their 12-year history of being a tenant in Novi's location will continue at a newly constructed building which will offer a unique way to shop for jewelry and experience other events such as corporate events or specialty jewelry events. Unlike other jewelers, Tapper's will serve champagne, wine, and other alcoholic beverages; however, it will not be in the style of a bar or restaurant.

This unique shopping experience will be an asset to the southwest corner of the City. Tapper's currently holds two Class C liquor licenses, one in Troy since 2018 and one in West Bloomfield since 2021. Tapper's has no liquor license violations or other issues associated with their liquor licenses in their current locations.

Tapper's two current stockholders are Mark Tapper and his sister Marla Tapper Young. The Tappers' are second generation owners of a successful family-run business. Throughout Tapper's 44 years

in the jewelry business, they have established themselves to be a premier jeweler and Michigan's largest direct diamond importer. Tapper's is a multi-generational family-run business that has earned an exemplary business reputation among their colleagues, employees, customers, and other business contacts. Their commitment to service does not stop with their businesses. Tapper's has had a long history of community involvement including coat and food drives. Tapper's is proud of their support of many local organizations.

Tapper's will continue its long and established tradition of offering an upscale one-of-a-kind, high-end jewelry shopping experience in the southeast corner of the City. The hours of operation will be Monday through Saturday from 10 a.m. to 6 p.m. and Sunday from 12 p.m. to 4 p.m. The store's capacities are subject to the approval of the Novi Fire Department.

Tapper's has purchased the real estate, which was formerly the site of a Big Boy, for their proposed business location. Tapper's will be constructing a brand-new standalone building. The building will be split into its main store and a Rolex store. The premises will be approximately 8,491 square feet. The total price for Tapper's is approximately \$5.5 million in construction alone.

Enclosed for your review are the following documents:

1. Liquor License Application Questionnaires A and B;
2. Floor Plan; and
3. Site plan.
4. Check for Application Fee in the amount of \$1,420.00.

We are submitting the Liquor License Application Questionnaire C and the associated attachments directly to the Novi Police Department.

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

We respectfully request that this matter be placed on an agenda for consideration by the Novi City Council as soon as possible. Thank you for your assistance in this matter.

Very truly yours,

ADKISON, NEED, ALLEN, & RENTROP, PLLC



Kelly Allen

KAA/mdw
Enclosures

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:

Tapper's Fine Jewelry, Inc.

20800 Haggerty Road

Marla Tapper Young

Stockholder

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

Tapper's Fine Jewelry, Inc.

20800 Haggerty Road

Novi, MI 48375

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:

Tapper's Fine Jewelry is requesting a new Class C quota liquor license for the service of beer, wine, and spirits at its new high end jewelry store for customers to enjoy while shopping, and for special events such as featuring jewelry or for corporate events.

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

20800 Haggerty, Novi, Michigan. 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?

~~Tapper's currently holds liquor licenses at two locations, one is located in Troy, since 2018 and in West Bloomfield since 2021. Marla Tapper Young has worked in the family owned Tapper's business since 2004 and has been a stockholder since 2014. Marla Tapper Young has management experience in the liquor business at Tapper's other locations since 2018.~~

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

~~Tapper's is a second-generation family-owned business of more than 44 years. Tapper's has been operating in the city of Novi as a tenant for the last 12 years. Tapper's is currently owned by Marla Tapper Young and her brother, Mark Tapper. Their father, Howard Tapper, and his family started Tapper's flagship store in Southfield in 1977 which moved to West Bloomfield in 1994. Tapper's currently has locations in West Bloomfield and Troy. Marla Tapper Young has worked in the family business since 2004. Both of the current stores have liquor licenses and there have been no issues at either location.~~

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

~~Throughout Tapper's Fine Jewelry's 44 years in the jewelry business, they have established themselves to be a premier jeweler and Michigan's largest direct diamond importer. Tapper's is a multi-generational family run business that has earned an exemplary business reputation among their colleagues, employees, customers, and other business contacts. Their commitment to service does not stop with their businesses. Tapper's has had a long history of community involvement including coat and food drives. Tapper's is proud of their support of many local organizations. Marla Tapper Young has an excellent business reputation in the the community's in which she operates her 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?

~~Marla Tapper Young and Tapper's Fine Jewelry have purchased the real estate and have the financial ability to construct this new building site on the northeast corner of Haggerty and 8 Mile Roads in Novi.~~

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

~~Marla Tapper Young has never been arrested.~~

6. Does the applicant use alcoholic beverages to excess?

~~Marla Tapper Young does not use alcoholic beverages to excess.~~

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

A Class C license would help retain and support Tapper's growth. Tapper's has operated as a tenant in Novi for the last 12 years. The purchase of the subject real estate and commitment to build a state of the art store demonstrates Tapper's dedication to Novi's economic development goals. Tapper's will be moving to a new, standatone location which was formerly home to a Big Boy restaurant. Tapper's commitment to the city of Novi will be evident by their significant financial investment in the purchase of the property and the construction of its new building.

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

Tapper's Fine Jewelry will continue to have a positive effect on the health, safety and welfare of the general public by continuing to offer a well-established and well-run exquisite jewelry-shopping experience.

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

At the present time, the applicant has not received any responses from the Police, Building or Fire Departments.

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

Tapper's would offer a unique, first-class, luxury, fine jewelry shopping experience. To elevate the shopping experience, Tapper's mission is to provide unparalleled customer service. Tapper's recognizes that in order for small, family-owned businesses to survive and thrive in the current environment, they must be prepared to offer a one-of-a-kind "red carpet, shopper-tainment" experience. The new building will be split into its main store and a Rolex store.

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?

Tapper's Fine Jewelry offers a one-of-a-kind shopping concept which has been operating for 44 years with several locations in Oakland County. Their 12-year history of being a class A business in its previous Novi's location will continue at the this location until the new building construction has been completed. Unlike other jewelers, Tapper's will serve champagne, wine, and other alcoholic beverages; however, it will not be in the style of a bar or restaurant. This unique shopping experience will be an asset to the southwest corner of the City and the City as a whole.

12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

The new construction of the building will ensure its compliance in all City of Novi codes, zoning, and statutes.

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?

Tapper's proposed site will not have any negative effects for pedestrian and vehicular traffic.

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

There are several liquor- licensed businesses located within 1,000 feet from the proposed business. They are: On The Border Mexican Grill Cantina and The Sheraton Hotel. Also within 1,000 feet of the proposed business are two Class C restaurants located in Northville Township. They are: Thai Fresh and Smoky's of Northville. Tapper's Fine Jewelry's location in proximity to other liquor licensed restaurants and retail outlets in the Novi and the surrounding communities of Northville Twp. and Farmington Hills creates business synergies, and help attract patrons to the area.

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

There are numerous office and commercial developments in the area surrounding Tapper's Fine Jewelry's proposed site. Its location in proximity to these offices and surrounding commercial development creates business synergies, attracting patrons to the area and offering an additional shopping option for office workers.

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?

Tapper's Fine Jewelry is a well-established family-run business. Its proposed location is in a well-established commercial development, surrounded by other well-established commercial developments. The transfer of this liquor license is not expected to have any effect on residential areas, church or school districts.

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

Tapper's Fine Jewelry is constructing a new standalone building on property Tapper's has purchased in 2021. The building will be approximately 8,491 square feet.

18. What utilities are available to serve the facility?

This particular facility will have access to all necessary utilities.

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

Tapper's Fine Jewelry has been a fixture in the Metro Detroit community for 44 years, and in the City of Novi for over 12 years. It provides a successful, established and well-run high-end jewelry shopping option. Granting this new quota Class C liquor license application will promote the continued success of this iconic business and be impactful for the City.

Questionnaire A – Applicant Cover Information and Procedures for Liquor License

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20800 Haggerty Road

Mark Tapper

Stockholder

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2. Type of liquor license applying for (circle all those that apply):

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Theme of Proposed Business:

Tapper's Fine Jewelry is requesting a new Class C quota liquor license for the service of beer, wine, and spirits at its new high end jewelry store for customers to enjoy while shopping, and for special events such featuring jewelry or for corporate events.

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

20800 Haggerty, Novi, Michigan. See attached legal description.

Questionnaire B – Administrative Background Information for Liquor License

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1. What is the applicant's management experience in the alcohol/liquor business?

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

Tapper's is a second-generation family-owned business of more than 44 years. Tapper's has been operating in the city of Novi as a tenant for the last 12 years. Tapper's is currently owned by Mark Tapper and his sister, Marla Tapper Young. Their father, Howard Tapper and his family started Tapper's flagship store in Southfield in 1977 which moved to West Bloomfield in 1994. Tapper's currently has locations in West Bloomfield and Troy. Mark Tapper has worked in the family business since 2010. Both the current stores have liquor licenses and there have been no issues at either location.

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4. What is the applicant's financial status and ability to build and/or operate the proposed facility on which the proposed liquor license is to be located?

Mark Tapper and Tapper's Fine Jewelry have purchased the subject real estate and have the financial ability to construct this new building site on the northeast corner of Haggerty and 8 Mile Roads in Novi.

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

Mark Tapper has never been arrested.

6. Does the applicant use alcoholic beverages to excess?

Mark Tapper does not use alcoholic beverages to excess.

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

A Class C license would help retain and support Tapper's growth. Tapper's has operated as a tenant in Novi for the last 12 years. The purchase of the subject real estate and commitment to build a state of the art store demonstrates Tapper's dedication to Novi's economic development goals. Tapper's will be moving to a new, standalone location which was formerly home to a Big Boy restaurant. Tapper's commitment to the city of Novi will be evident by their significant financial investment in the purchase of the property and the construction of its new building.

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

Tapper's Fine Jewelry will continue to have a positive effect on the health, safety and welfare of the general public by continuing to offer a well-established and well-run exquisite jewelry-shopping experience.

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

At the present time, the applicant has not received any responses from the Police, Building or Fire Departments.

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

Tapper's would offer a unique, first-class, luxury, fine jewelry shopping experience. To elevate the shopping experience, Tapper's mission is to provide unparalleled customer service. Tapper's recognizes that in order for small, family-owned businesses to survive and thrive in the current environment, they must be prepared to offer a one-of-a-kind "red carpet, shopper-tainment" experience. The new building will be split into its main store and a Rolex store.

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?

Tapper's Fine Jewelry offers a one-of-a-kind shopping concept which has been operating for 44 years with several locations in Oakland County. Their 12-year history of being a class A business in its previous Novi's location will continue at this location until the new building construction has been completed. Unlike other jewelers, Tapper's will serve champagne, wine, and other alcoholic beverages; however, it will not be in the style of a bar or restaurant. This unique shopping experience will be an asset to the southwest corner of the City and the City as a whole.

12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

The new construction of the building will comply with all City of Novi codes, zoning statutes and ordinances.

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?

Tapper's proposed site will not have any negative effects on pedestrian or vehicular traffic.

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

There are several liquor-licensed businesses located within 1,000 feet from the proposed business. They are: On The Border Mexican Grill Cantina and The Sheraton Hotel. Also within 1,000 feet of the proposed business are two Class C restaurants located in Northville Township. They are: Thai Fresh and Smoky's of Northville. Tapper's Fine Jewelry's location in proximity to other liquor licensed restaurants and retail outlets in the Novi and the surrounding communities of Northville Twp. and Farmington Hills creates business synergies, and will attract patrons to the area.

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

There are numerous office and commercial developments in the area surrounding Tapper's Fine Jewelry's proposed site. Its location in proximity to these offices and surrounding commercial development creates business synergies, attracting patrons to the area and offering an additional shopping option for office workers.

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?

Tapper's Fine Jewelry is a well-established family-run business. Its proposed location is in a well-established commercial development, surrounded by other well-established commercial developments. The transfer of this liquor license is not expected to have any effect on residential areas, church or school districts.

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

Tapper's Fine Jewelry is constructing a new standalone building on property Tapper's has purchased in 2021. The building will be approximately 8,491 square feet.

18. What utilities are available to serve the facility?

This facility will have access to all necessary utilities.

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

Tapper's Fine Jewelry has been a fixture in the Metro Detroit community for 44 years, and in the City of Novi for over 12 years. It provides a successful, established and well-run high-end jewelry shopping option. Granting this new quota Class C liquor license application will promote the continued success of this iconic business and be impactful for the City.



cityofnovi.org

Receipt: 11310

08/10/22

Page

QUOTA LIQUOR LICENSE

The sum of: \$1,420.00

TAPPERS FINE JEWELRY

**6337 ORCHARD LAKE ROAD
WEST BLOOMFIELD MI 48322**

LIQUOR

1,420.00

Total

1,420.00

TENDERED:

CHECKS

167789

1,420.00

Signed: _____



**MINUTES
SPECIAL LAND USE HEARING
CITY OF NOVI**

**September 8, 2022, 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, Deputy Assessor; Nina Schaffrath, Recording Secretary; Katrina Barbey, President of Tappers; Paul Rujan, Director of Stores; G. Hans Rentrop, Attorney for Tappers

Applicant: Tapper's Fine Jewelry, Inc.

Hearing called to order at 10:00 A.M.

Correspondence Received: None

Public Participation:

None

1. PSLU22-0006 – 20800 HAGGERTY ROAD PARCEL NUMBER 50-22-36-476-003

The applicant **Tapper's Fine Jewelry, Inc.** is requesting Special Land Use approval at **20800 Haggerty Road**, parcel number **50-22-36-476-003**. The applicant is requesting approval for use of the parcel for service of alcoholic beverages in accordance with Section 4.89 of the Zoning Ordinance.

Tapper's Fine Jewelry Inc. is asking for a Special Land Use approval for the service of alcoholic beverages. The Attorney for Tapper's, Hans Rentrop, stated that Tapper's is a fine jewelry store that currently has two other locations, one in Somerset and one in West Bloomfield. Both locations also have a liquor license. Mr. Rentrop said the general use of the store is the sale of high-end jewelry, Tapper's has been around for 44 years, and have been very successful. The process of sale is a customer comes into the store; they are greeted by a sales representative to discuss what it is that they are looking for. Alcohol is not served with everything; there is a refreshment bar, with cookies, coffee, water, and pop as well as alcohol. The number one source of sales for the refreshment bar are water and coffee, alcohol is the secondary. There are people who come in for engagements and anniversaries who buy a glass of champagne want to have a certain experience and to do something special. Tapper's does have a small bar or refreshment stand with five or six seats in the stores. The entire premises would be licensed so customers can walk around the store as they are being shown jewelry and other items. Mr. Rentrop stated every drink must be purchased; they are not gifted. Because of the way it is laid out and its hours of operation, this is not a bar or a restaurant. It does not have any typical things one would see or associate with bars or restaurants, or the things that can occasionally happen at those establishments. Tappers has never had a liquor license violation and do not ever want a liquor license violation. Tappers does not want anything to interfere with their main focus which is retail sales. Katrina Barbey wanted to emphasize that the sale of alcohol is just to enhance the experience for the guest. She stated in their business they do celebrate special moments with their guests, and they get to be a part of that. The liquor license would allow guests to be able to celebrate with a glass of champagne or wine. It is not given to every person who walks in the door, typically when alcohol is served, they have moved into an office for a private consult. At that point they know what they are shopping for and want to enhance their experience. Ms. Barbey stated they have operated like this at their

other two locations, and it has been a beautiful experience and they have been able to manage it very well. Tappers wants to be able to bring this experience to their Novi location and go above and beyond regular retail store refreshments and enhance the customer experience. Ms. Barbey stated they take the training and protocol very seriously and that is why they have not had any violations and have been successful. Paul Rujan explained that on a training level all the stores follow state and local guidelines. He stated that anyone serving alcohol is TIPS certified and has gone through all the training for that certification. Mr. Rujan said for their managers in each location have a food safety management license too, as a precautionary. Typically, managers are also TIPS certified. Mr. Rujan stated that as of now they have a two-drink limit.

Charles Boulard opened the public hearing, no one was present, and the hearing was closed.

Charles asked what the volume of alcohol consumed through a typical year would be? Katrina Barbey stated it is mostly a handful of drinks a week, with maybe one a day that they end up serving. Hans Rentrop stated he believes that it is less than 1% of sales.

Jeff Herczeg stated the only question Public Works would have would be about the water usage with this service. But that it sounds like it would be a limited difference and would be no different than the use of an employee break room. Mr. Herczeg stated he has no objections. Jan Ziozios stated she has no questions and no objections. Charles Boulard stated he wants to make sure that no employees would be partaking in the drinking of alcohol during their working shifts. Paul Rujan said no, employees will not be partaking in the drinking of alcohol, and they have very strict rules.

Jan Ziozios made a motion to approve based on the findings that the information provided in the narrative establishes the approval criteria in the Ordinance. Jeff Herczeg seconded the motion.

The motion is approved on a 3-0 voice vote.

IN CASE NO. PSLU22-0006, Motion to recommend approval, based on finding that the information in the narrative establishes that:

- 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 with in 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.**

Motion approved 3-0 Voice Vote.

The hearing was adjourned at 10:14 AM

MEMORANDUM



TO: COURTNEY HANSON, CITY CLERK
FROM: CHARLES BOULARD, COMMUNITY DEVELOPMENT DIRECTOR *CB*
SUBJECT: TAPPERS FINE JEWELRY LIQUOR LICENSE
DATE: SEPTEMBER 8, 2022

The property located at **20800 HAGGERTY RD** with the business name of **Tapper's Fine Jewelry** has received Special Land Use permit **PSLU22-0006** for the purpose of:

- Auctions
- Liquor License: Tapper's Fine Jewelry**
- Arcade License
- Massage License
- Outdoor Gathering
- Outdoor Seating
- Other:

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

MEMORANDUM



TO: DAWN SPAULDING, DEPUTY CITY CLERK
FROM: ERICK W. ZINSER *E. Zins*
DIRECTOR OF PUBLIC SAFETY / CHIEF OF POLICE
INITIATED BY: ERIC LINDBLADE, DETECTIVE *EL*
SUBJECT: CLASS C QUOTA LCC APPLICATION,
TAPPER'S FINE JEWELRY, INC.
DATE: AUGUST 22, 2022

Liquor License Request:

Tapper's Fine Jewelry, Inc. is requesting a Class C Quota License for a new business operating as Tapper's Fine Jewelry, Inc. located at 20800 Haggerty Road, Novi, Michigan.

Applicant/Background Information:

Mark Tapper and Marla Tapper Young, co-owners of Tapper's Fine Jewelry, Inc. are requesting a Class C Quota License from the City of Novi. The Michigan Liquor Control Commission (MLCC) has allocated seven (7) additional Class C Quota Licenses to the City of Novi due to the population increase in the city. Tapper's has not yet filed their application with the MLCC, as this is a quota application. If the Novi City Council approves this quota license for Tapper's, they will immediately apply to the MLCC.

Tapper's will serve champagne, wine, and other alcoholic beverages; however, it will not be in the style of a bar or restaurant.

Criminal History/Police Contacts:

ICHAT was run on which returned with no record. There were no negative CLEMIS contacts with Mark Tapper, Marla Tapper Young, or Tapper's Fine Jewelry, Inc.

Delinquent Tax Search

There are no delinquent taxes for this address.

Michigan Liquor Control Commission (MLCC):

There are no active violations.

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: Peter Auger, City Manager



August 12, 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 –
Tappers Fine Jewelry, Inc.

This is a "Conditional Approval" for Tappers Fine Jewelry Inc. located at 20800 Haggerty Rd. Novi MI, 48375 for a Liquor License. This approval is conditional due to the building is under construction. ALL permits SHALL pass all inspections and be finalized and closed out.

City of Novi

45175 Ten Mile Road

Novi, Michigan 48375

248.347.0460

248.347.0577 fax

cityofnovi.org