



CITY OF NOVI CITY COUNCIL
MAY 19, 2025

SUBJECT: Consideration of request to transfer ownership of an existing Class C & SDM license from Novi Park, Inc. to Shiznay Panorama, LLC (dba 29 Novi), located at 43155 Main St. #208, Novi, MI 48375.

SUBMITTING DEPARTMENT: City Clerk

KEY HIGHLIGHTS:

- Shiznay Panorama, LLC (dba 29 Novi) has purchased the business currently operating by Novi Park, Inc.
- 29 Novi will continue operations as a bar and nightclub.
- The new owner has requested approval to transfer the existing liquor license from Novi Park, Inc to Shiznay Panorama, LLC.

BACKGROUND INFORMATION:

Shiznay Panorama, LLC requests to transfer ownership of an existing Class C & SDM license from Novi Park, Inc. The business will continue to operate in the same manner as it is currently operating, as a bar and nightclub.

The general licensing policy as stated in Chapter 3 of the City Code states, at Section 3-13, that an applicant must demonstrate in particular that the proposed facility:

- a) Will provide a service, product, or function that is not presently available within the city or that would be unique to the city or to an identifiable area within the city.
- b) Is of a character that will foster or generate economic development or growth within the city, or an identifiable area of the city, in a manner consistent with the city's policies.
- c) Represents an added financial investment on the part of a long-term business or resident with recognized ties to the city and the local community.

More specific review criteria are set forth at subsection 3-15(g), and in addition to the general information regarding the applicant and the facility or building at issue, they require a review of the benefits to the community of the proposed use:

(3) Benefits to community:

- a) The effects that the issuance of a license would have upon the economic development of the city or the surrounding area.
- b) The effects that the issuance of a license would have on the health, welfare, and safety of the general public.
- c) Whether the applicant has demonstrated a public need or convenience for the issuance of the liquor license for the business facility at the location proposed, taking into consideration the following, together with other factors deemed relevant by the council:
 1. The total number of licenses for similar establishments and/or operations in the city, considered both in terms of whether such number of similar establishments is needed and whether there may be a need for other types of establishments that could go unmet if the requested license were granted.
 2. The proximity of the establishment to other licensed liquor establishments, the type of such establishments, whether such other establishments are similar to that proposed, and the anticipated impact of all such determinations.
 3. Whether the proposed location is in an area characterized as developed, redeveloping, or undeveloped, and the anticipated impact of approving the newly proposed establishment in light of such character, taking into consideration the need for any type of additional licensed establishment in the area, and the need the particular type of establishment proposed.
 4. The impact of the establishment on city policing and code enforcement activities;
 5. The overall benefits of the proposed establishment to the city;
 6. The overall detriments of the proposed establishment to the city; and
 7. Any other factors that may affect the health, safety, and welfare relative to the need for and/or the convenience of the proposed establishment in the city.

RECOMMENDED ACTION: Consideration of request to transfer ownership of an existing Class C & SDM license from Novi Park, Inc. to Shiznay Panorama, LLC (dba 29 Novi), located at 43155 Main St. #208, Novi, MI 48375. The transfer will promote the continuity of services of a business with recognized ties to the city and the local community, which business has been a operated in the City in a manner consistent with City ordinances and without violations, and which will remain in a location that continues to demonstrate a need the particular type of establishment

Law Office
WEINBAUM & ABBO, P.C.
28545 Orchard Lake Road
Suite B
Farmington Hills, MI 48334-2996

Peter Abbo
Peter Manni

(248) 489-1880
Fax (248) 489-4206
peterabboattorney@gmail.com
April 1, 2025

Pauline Abbo
Legal Assistant

City of Novi – Clerk’s Office
45175 Ten Mile Rd.
Novi, MI 48375
Sent via email: mmorris@cityofnovi.org

**RE: SHIZNAY PANORAMA LLC; Liquor License Application
Cover Letter**

To the Office of the City Clerk,

We are writing this letter to make it part of the liquor license application and a response to the Novi Alcoholic Liquor Ordinance, Article II, Section 3.14, for SHIZNAY PANORAMA LLC (“Company”). The Company has submitted an application to the Michigan Liquor Control Commission and is in progress. The Company is purchasing business assets and liquor licenses from NOVI PARK, INC. for the business known as 29 Novi. The Company is applying for the transfer of the same licenses currently owned and operated by NOVI PARK, INC., specifically the Class C (On-premises spirit consumption) and SDM licenses, with Sunday Sales (PM), Catering, Additional Bar, and Dance / Entertainment permits. The Company will be the owner of the business and liquor licenses.

The Company will operate the 29 Novi business in the same manner as it is currently operating, as a bar and nightclub, with sale of spirits, beer, and wine for on-premises consumption. Alcoholic beverages will be served, prepared, and sold from the two bars located at the premises.

The Company’s sole member is Mr. Venkatnarayan Baddam. He is a resident of the state of Alabama and is looking to own and operate his first business in Michigan. Mr. Baddam has experience in an alcohol service business, as he is the owner of a gas station with an off-premises liquor license in Alabama. Mr. Baddam and his employees will complete alcohol server training to ensure that his business complies with all federal, state, and local laws regarding alcohol service. We appreciate you taking time to consider Mr. Baddam and the Company for the transfer of the liquor licenses and we hope you approve the application. If there is any additional information that you need, please contact me.

Very truly yours,

WEINBAUM & ABBO, P.C.



Peter Manni
peter@mannilaw.com
(248) 489-6433



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**

Administrative Special Land Use

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

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

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

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

Special Circumstances

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

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

Licensing Policy

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

As a general matter of policy, applicants for a license will need to demonstrate an identifiable benefit to the city and its inhabitants resulting from the granting of the license. While all of the criteria set forth in this article are relevant to the decision whether to grant a license, an applicant must demonstrate in particular that the proposed facility:

- (a) Will provide a service, product, or function that is not presently available within the city or that would be unique to the city or to an identifiable area within the city;
- (b) Is of a character that will foster or generate economic development or growth within the city, or an identifiable area of the city, in a manner consistent with the city's policies; or,
- (c) Represents an added financial investment on the part of a long-term business or resident with recognized ties to the city and the local community.

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

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:

NARAYAN R. BADDAM

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

29 Novi
43155 Main st # 208
Novi, MI - 48375
248 - 890 - 8971

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:

Night club / bar / restaurant

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

43155 Main st # 208
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?

Since 20 years Experience Managing multiple gas stations,
convenience stores involved with selling Alcohol.

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

20 yrs Managing multiple branded gas stations and unbranded stores
my responsibilities includes hiring/firing, Payroll, ordering Products
dealing with Vendors and customers.

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

Very Good and well known in the Decatur, AL.

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?

Sufficient

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

01/01/1997, Huntsville, AL, Driving under the influence,
Disposition: probation, fines

6. Does the applicant use alcoholic beverages to excess?

NO

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

To continue a thriving business on Main Street in Novi. This business will provide jobs to people living in or near Novi, and may attract other businesses to locate near applicant's business.

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

No negative effects. Applicant will have training and security measures in place so that business will comply with all applicable laws to have a positive influence on the health, welfare, and safety of general public.

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

Not yet.

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

This is an active operation with a liquor license that attracts many people in the surrounding area. People gather at this location for food, drinks, entertainment, and dancing.

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?

The uniqueness of this facility is that it is a large facility that is operated as a nightclub, bar, and restaurant.

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?

Currently, yes. Applicant will also seek approvals through the appropriate departments.

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?

No negative effects. There is enough parking to accommodate patrons of the premises

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

There are restaurants w/ sale of alcohol nearby:

- Brentwood Grille
- Bonefish Grill

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

The business facility sits within a plaza. There are businesses surrounding the facility. (restaurants, urgent care, salons, etc.)

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?

No negative effects on residential, church, or school districts. The facility is situated away from those districts and there is enough parking to not interfere w/ any residential neighborhoods.

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

Long-term lease, putting staff in place that will help increase business, hiring promoters for events.

18. What utilities are available to serve the facility?

yes

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

- Owner has 20+ years experience in alcohol sales
- Owner + supervisory staff will conduct on-premises server training

Law Office
WEINBAUM & ABBO, P.C.
28545 Orchard Lake Road
Suite B
Farmington Hills, MI 48334-2996

Peter Abbo
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(248) 489-1880
Fax (248) 489-4206
peterabboattorney@gmail.com
March 19, 2025

Pauline Abbo
Legal Assistant

City of Novi
Clerk's Office
45175 Ten Mile Road
Novi, Michigan 48375

**RE: SHIZNAY PANORAMA LLC; LIQUOR LICENSE APPLICATION
VERIFICATION OF NO CHANGES TO BUILDING FAÇADE**

Dear Sir/Madam,

Per the requirements on the Liquor License Application through the city, a building façade plan is required to be submitted. The applicant has reached out to the existing business owner and landlord for this façade plan and neither party has a copy. However, there are **no changes** to the building façade since the inception of the business and there are no proposed changes to the building façade. The applicant is submitting the site plan and interior plan for the city's review.

Please process the application for review and consideration. If you need further information, please contact our office.

Very truly yours,

WEINBAUM & ABBO, P.C.



Peter Manni
peter@mannelaw.com

FOLLOW US



@29INNOVI

43155 MAIN STREET UNIT 208
NOVI, MI, UNITED STATES
48375

29

BOTTLE SERVICE

MENU

WELLS \$10

**Sobieski
Jack Daniels
Beefeater
Bacardi**

PREMIUM \$13

**Ciroc
Grey Goose
Bombay Sapphire
Johnnie Walker Black Label
Hennessy VS**

SPECIALTY \$15

**Long Island Ice Tea
Well Margarita
Patron Silver
Don Julio Silver**

TOP SHELF \$17

**Hennessy VSOP
Remy Martin 1738
Patron Anejo
Don Julio Anejo
Don Julio Reposado**

DOMESTIC BEER \$8

**Budweiser
Bud Light
Coors Light
Miller Lite**

PREMIUM BEER \$9

**Corona
Heineken
Blue Moon
Stella Artois**

VODKA

TITO'S	\$250
GREY GOOSE	\$275
CIROC	\$275

WHISKEY

JACK DANIELS	\$250
JAMESON	\$250
CROWN ROYAL	\$275
CROWN APPLE	\$275
CROWN PEACH	\$275

COGNAC

HENNESSY VS	\$325
HENNESSY VSOP	\$350
REMY MARTIN VSOP	\$350
REMY MARTIN 1738	\$400

TEQUILA

PATRON SILVER	\$300
DON JULIO BLANCO	\$300
PATRON AÑEJO	\$375
CASAMIGOS AÑEJO	\$375
DON JULIO AÑEJO	\$375
DON JULIO 1942	\$600
CLASE AZUL	\$600

CHAMPAGNE

MÖET IMPÉRIAL	\$175
VEUVE CLICQUOT	\$200
MÖET ROSÉ	\$200
DOM PÉRIGNON	\$400
ACE OF SPADES GOLD	\$500

20% GRATUITY WILL BE ADDED TO ALL BOTTLE SERVICE.

DI FACE ENIOV DECDONCIRI V

20% GRATUITY WILL BE ADDED TO ALL BOTTLE SERVICE.

DI FACE ENIOV DECDONCIRI V



cityofnovi.org

Receipt: 13969

03/31/25

Page

The sum of: **\$1,210.00**

**VEGORAMA MICHIGAN 1, LLC
29 NOVI
30700 TELEGRAPH RD, SUTE 1550
BINGHAM FARMS MI 48025**

LIQUOR

1,210.00

Total

1,210.00

TENDERED:

CHECKS

157

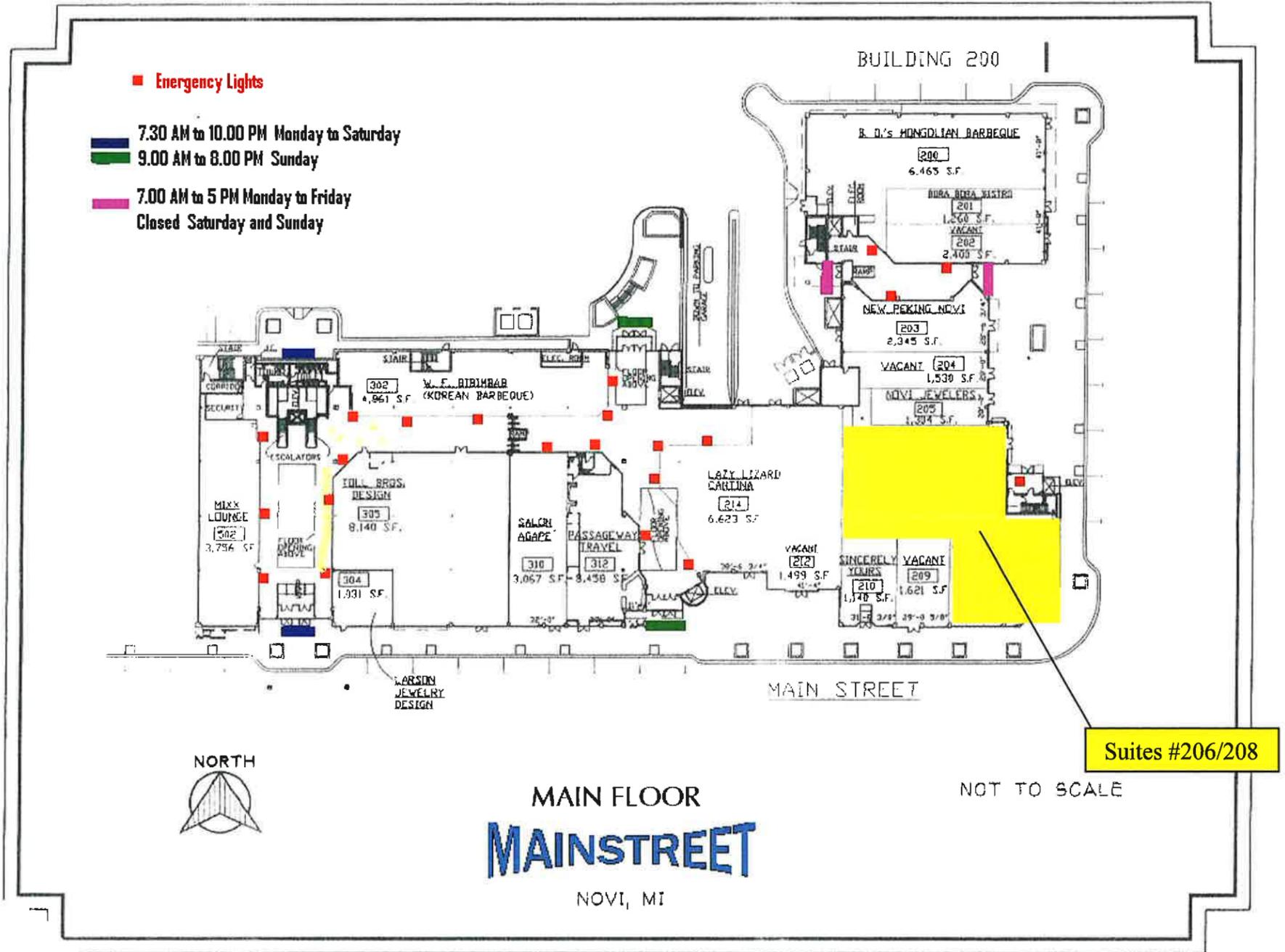
1,210.00

Signed: _____

EXHIBIT A

OUTLINE OF PREMISES

This Exhibit is attached to this Lease solely for the purpose of locating the Premises within the Shopping Center and depicting the general layout of the Shopping Center and shall not be deemed to be a representation, warranty or agreement by Landlord as to any information shown hereon or that the Shopping Center or stores be exactly as indicated hereon.



BAR EQUIPMENT SCHEDULE

NO.	MODEL/NAME	SIZE (W X D X H)	DESCRIPTION
1	MKE CS-12	72" X 23 1/4" X 99"	MKE STAINLESS STEEL SINK BASIN
2	TRUE TEB-24-72G-SD	79" X 24 1/2" X 95 1/2"	UNDER BAR REFRIGERATOR
3	HOSHIZAKI KM-1600SRH3	48" X 18" X 40"	CRESCENT ICE CUBER
4	MOYER DIEBEL SW400	53" X 21 1/2" X 44"	SM GLASS WASHING MACHINE
5	MKE C-36	36" X 24" X 93"	MKE STAINLESS STEEL COCKTAIL UNIT
6	TRUE TEB-24-48G-SD	49" X 24 1/2" X 95 1/2"	UNDER BAR REFRIGERATOR
7	PERLICK TSD53C	60" X 19"	3-COMP SINK WITH 2-12" DRAINBOARDS
8	PERLICK TSD22C	24" X 24"	2-COMP. SINK
9	PERLICK TSD12HS	24" X 19"	1-COMP. SINK
10	TO BE SELECTED		DROP IN S.S. HAND SINK
11	BY M.I.B. MFG. / TO BE SELECTED	VARIES	S.S. SHELVING

NOTE: SEE SPECIFICATION SHEETS PROVIDED BY OWNER FOR MORE INFORMATION.

ALL EQUIPMENT INCLUDING THE WALK-IN COOLER IS PROVIDED BY THE OWNER.

FLOOR MTD. MOP SINK WITH MOP RACK OVER SINK.

LINE OF UPPER CABS

1" COUNTER WITH LAM. FINISH

TYP. SEAT
TYP. TABLE

TYP. SEAT
TYP. TABLE

TYP. CHAIR
TYP. TABLE
TYP. FLOOR BENCH

24" BACK BAR P. LAM. FINISH

LINE OF WALL UNDER BAR

PLAN-BAR #1

SCALE: 1/4"=1'-0"

NORTH



FURNITURE / EQUIPMENT PLAN

SCALE: 1/8"=1'-0"

NOTE: CONSULT WITH OWNER FOR FURNITURE SPECIFICATIONS AND DETAILS

MEMORANDUM



TO: Melissa Morris, Deputy City Clerk
FROM: Alan Hall, Deputy Director of CD *ASH*
SUBJECT: 29 NOVI
DATE: 05/06/25

The property located at **43155 MAIN ST 206/208** has received a Special Inspection permit (**PSI25-0045**) for the purpose of:

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

The Community Development Department has the following recommendations:

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

Conditions:

If you have any questions, do not hesitate to contact me at (248) 347-0417.

Thank you!

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: TRANSFER OWNERSHIP / CLASS C LIQUOR LICENSE APPLICATION, 29 NOVI
DATE: APRIL 21, 2025

Liquor License Request:

Shiznay Panorama LLC (29 Novi) requests to transfer ownership of a liquor license, located at 43155 Main Street, Ste 305B, Novi, MI. 29 Novi is purchasing business assets and liquor licenses from NOVI PARK, INC. for the business known as 29 Novi. The Company is applying for the transfer of the same licenses currently owned and operated by NOVI PARK, INC., specifically the Class C (On-premises spirit consumption) and SDM licenses, with Sunday Sales (PM), Catering, Additional Bar, and Dance / Entertainment permits.

The Company will be the owner of the business and liquor licenses. The Company will operate the 29 Novi business in the same manner as it is currently operating, as a bar and nightclub, with sale of spirits, beer, and wine for on-premises consumption. Alcoholic beverages will be served, prepared, and sold from the two bars located at the premises.

Applicant/Background Information:

The Company's sole member is Mr. Venkatnarayan Baddam. He is a resident of the state of Alabama and is looking to own and operate his first business in Michigan. Mr. Baddam has experience in an alcohol service business, as he is the owner of a gas station with an off-premises liquor license in Alabama. Mr. Baddam and his employees will complete alcohol server training to ensure that his business complies with all federal, state, and local laws regarding alcohol service.

Criminal History:

An ICHAT inquiry revealed nothing on Mr. Baddam's criminal record.

Civil History:

A CLEAR inquiry revealed no civil history for Mr. Baddam.

Oakland County Treasurer's Office

There are no prior delinquent taxes at this location.

Michigan Liquor Control Commission (MLCC):

There are no active violations.

Financial Review:

Based upon the financial data provided by the applicant, no issues were found to prevent the liquor license application process from proceeding. The business will be purchased for \$375,000 which will be borrowed from a family friend, and will be paid in monthly installments.

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



April 21, 2025

CITY COUNCIL

Mayor

Justin Fischer

Mayor Pro Tem

Laura Marie Casey

Dave Staudt

Brian Smith

Ericka Thomas

Matt Heintz

Priya Gurumurthy

City Manager

Victor Cardenas

City Clerk

Cortney Hanson

TO: Cortney Hanson, City Clerk

FROM: Fire Marshal – Andrew Copeland

SUBJECT: -Liquor Business License Transfer –
Novi Park INC. (DBA - 29 Park)
43155 Main St. #208, Novi Mi. 48375

The Fire Department does not have any objections to this Liquor License transfer at this time. The above Liquor License transfer is recommended for Approval.

City of Novi

45175 Ten Mile Road
Novi, Michigan 48375
248.347.0460
248.347.0577 fax

cityofnovi.org