

November 20, 2025

**Ms. Leanne Scott  
City Clerk  
City of Rochester Hills  
1000 Rochester Hills Dr.  
Rochester Hills, MI 48309**

**Re: City of Rochester Hills Liquor License Application  
Applicant: Bloomfield 14, LLC  
Current Licensee: Northstar Theater Partners, LLC d/b/a Emagine Theater  
Address: 200 Barclay Circle, Rochester Hills, Michigan 48307**

Dear Clerk Scott,

This firm represents Bloomfield 14, LLC, which has entered into a purchase agreement to acquire substantially all of Northstar Theater Partners, LLC's assets, including the Class C liquor license and permits that it holds at 200 Barclay Circle, Rochester Hills, Michigan 48307. Our client plans to assume operations of the Emagine Theater in early 2026, and has no plans to change the premises or business in any way at this time. Bloomfield 14, LLC is an indirect subsidiary of Kinepolis Group, N.V. which is a publicly traded company on the Brussels Stock Exchange under the ticker symbol KIN. Our client is very experienced in the ownership and operation of movie theaters, and has broad experience responsibly serving alcoholic beverages within its theaters.

In connection with this pending transaction, we have enclosed the City of Rochester Hills Liquor License Application with enclosures for your review, along with a check in the amount of \$1,000 to cover the application fee. Please process this application at your convenience, and let us know if a hearing before the City Council is required. We appreciate your assistance with this matter, and will await your response.

Very truly yours,

HONIGMAN LLP



J. Patrick Howe



## CITY OF ROCHESTER HILLS

### LIQUOR LICENSE APPLICATION

The Rochester Hills 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. Failure to provide all required information or attachments could result in a delay or denial of a liquor license.

City Council reserves the right to exercise reasonable discretion to determine who, if anyone, shall be entitled to the issuance of a license. 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.

Type of license applying for (check all those that apply):

New Class C License

Resort (transfer)

Class C License (transfer)

Tavern (transfer)

Microbrewery/Distiller

Other: \_\_\_\_\_

#### GENERAL INFORMATION:

Applicant's Name: Bloomfield 14, LLC Date: November \_\_, 2025

Business Name: Emagine Rochester Hills

Address: 200 Barclay Cir, Rochester Hills, MI 48307

Phone: (248) 243-3456 Email: jkincaid@mjrtheatres.com

Are you the sole owner and proprietor? Yes  No

Is the business to be operated as a  partnership,  company,  corporation, or  limited liability company?

Length of time business has been in operation: December 2010

List any other businesses you are affiliated with in and outside of the City of Rochester Hills:

Bloomfield 14, LLC is an indirect subsidiary of Kinepolis Group N.V., which owns 110 movie theaters around the world, and is

under contract to purchase 14 movie theaters from Emagine Entertainment in Michigan, Indiana, Illinois and Wisconsin.

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**SUBJECT PROPERTY:**

Location of Proposed License: 200 Barclay Cir, Rochester Hills, MI 48307

Does applicant presently own the premises?  Yes  No

If no, name of owner of premises: New Plan Hampton Village LLC

Legal description of property: T3N, R11E, SEC 26 OAKLAND COUNTY CONDOMINIUM PLAN NO 713  
HAMPTON VILLAGE CENTRE CONDOMINIUM UNIT 6 L 51004 P 149 1-  
18-91 FR 003 8-28-17 CORR

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**APPLICANT INFORMATION:**

Applicant's Name: Bloomfield 14, LLC Phone No.: (248) 220-3165  
Address: 41000 Woodward Ave., Suite 135-East City: Bloomfield Hills ST: MI  
Age: N/A Citizenship: Michigan LLC Date of Birth: N/A  
Birthplace: (City/ST): N/A  
If naturalized, year and place: N/A

**If the applicant is a partnership, company, corporation or limited liability company, give the names, addresses and dates of birth of all persons who will have any financial investment in the licensed business or who will share in the profits of the licensed business:**

If a partnership, please complete the following:

Partner's Name: Kinepolis US, Inc. (100% Member) Phone No.: (248) 220-3165  
Address: 41000 Woodward Ave., Suite 135-East City: Bloomfield Hills ST: MI  
Age: N/A Citizenship: Michigan corp. Date of Birth: N/A  
Birthplace: (City/ST): N/A  
If naturalized, year and place: N/A

Manager's Name: Joel Kincaid, VP of Operations Phone No.: (248) 243-3456

Address: 41000 Woodward Ave., Suite 135-East City: Bloomfield Hills ST: MI

Age: 42 Citizenship: US Date of Birth: 10/20/1983

Birthplace: (City/ST): Rochester Hills, MI

If naturalized, year and place: \_\_\_\_\_

If a corporation, provide the names, addresses and date of birth of each of the officers and directors:

NAME	ADDRESS	DATE OF BIRTH
Eddy Duquenne, President	41000 Woodward Ave., Suite 135-East Bloomfield Hills, MI 48304	N/A
Pieter-Jan Sonck, Treasurer/Secretary	41000 Woodward Ave., Suite 135-East Bloomfield Hills, MI 48304	N/A

Has applicant (or any other individuals listed above) ever been convicted of a felony?

Yes  No

If convicted of felony, please explain: \_\_\_\_\_

\_\_\_\_\_

**ADDITIONAL INFORMATION REQUIRED:** (Please provide the following)

N/A\* Evidence of financial responsibility (submit detailed financial statements for past 5 years). \*Applicant is an indirect subsidiary of Kinepolis Group N.V., a publicly traded company on the Brussels Stock Exchange

X\* Floor plan, including seating and bar layout and total occupant capacity.

\*No Changes

Menu (food and drink). Provide the percentage of gross revenue from the sale of food.

Authorization to Obtain Information & Release for Purposes of Licensure (form included in application packet)

Has the applicant ever applied for a liquor license previously?  Yes  No

Has this applicant ever been denied a liquor license?  Yes  No

Have there been any recent liquor licenses at this location?  Yes\*  No

\*Transfer of existing liquor license

Was a liquor license ever suspended or revoked?  Yes  No If yes, explain the circumstances:

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Describe the proposed character/type/theme of establishment: Movie Theater

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

No changes to existing movie theater business or building.

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What other factors should the Rochester Hills City Council consider?

The Applicant's upper tier parent entity, Kinepolis Group N.V., is very experienced in the operation of movie theaters, and currently owns 110 movie theaters across the world.

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## SIGNATURES:

By signing this application, the property owner is granting approval for the applicant to seek a liquor license at this location. By signing this application, the applicant and contact person are indicating that all information contained in this application, all accompanying plans and all attachments are complete and accurate to the best of his or her knowledge. **This application is not valid unless signed by the property owner.** A review fee is required at the time of application in accordance with the fee schedule as adopted by the City Council.

Signature(s) of Property Owner: N.A - Existing Liquor License  
(Name) \_\_\_\_\_ (Date) \_\_\_\_\_

Bloomfield 14, LLC

Signature of Applicant: Joel Kincaid Noveber 18, 2025  
(Name) \_\_\_\_\_ (Date) \_\_\_\_\_

By: Joel Kincaid, VP of Operations

Signature of Contact Person: Joel Kincaid November 18, 2025  
(Name) \_\_\_\_\_ (Date) \_\_\_\_\_

By: Joel Kincaid, VP of Operations

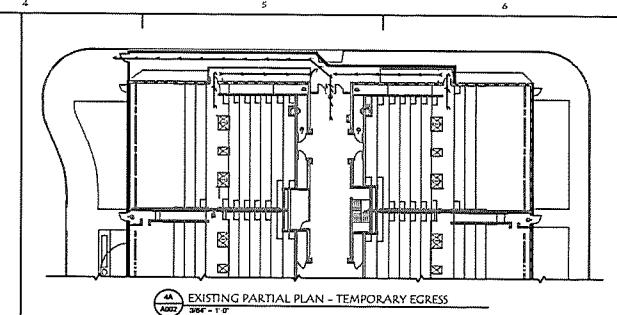
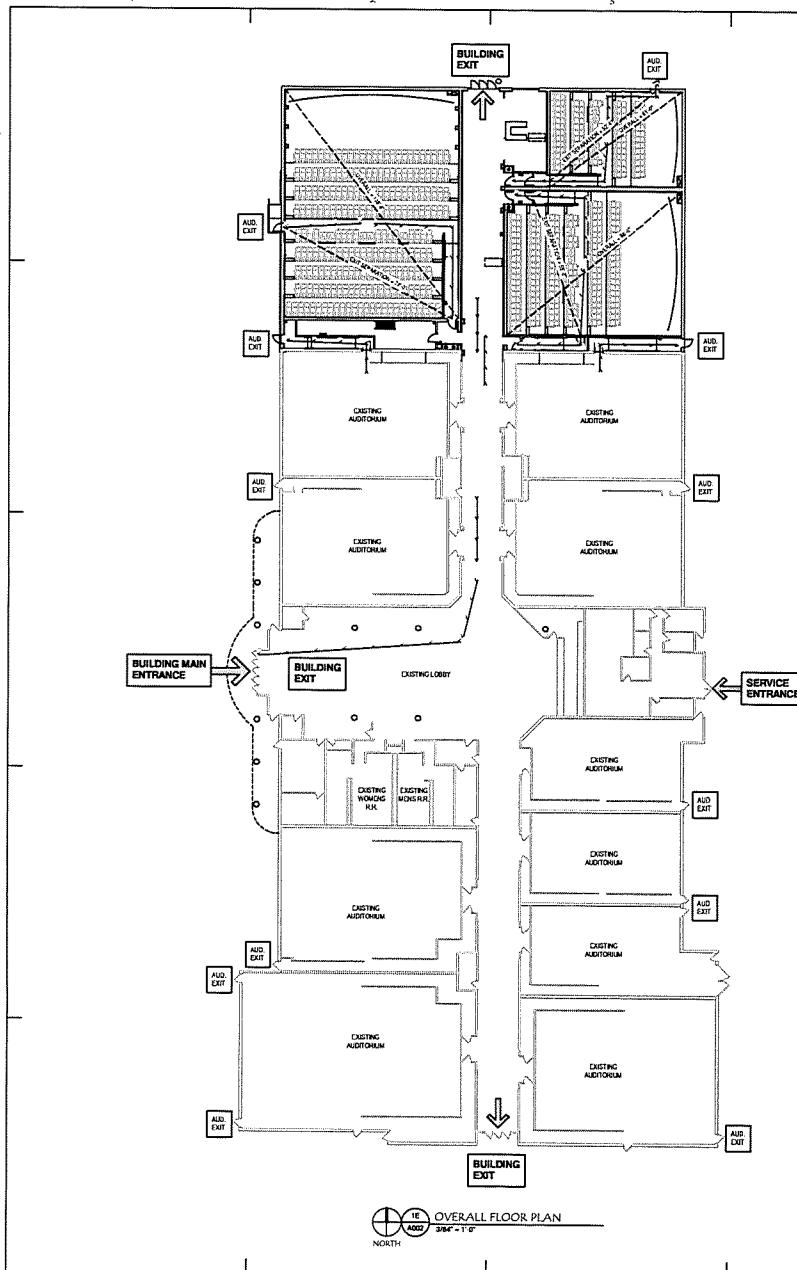
## APPLICATION FEE:

**\$1,000.00** made payable to the *City of Rochester Hills*

## NOTE:

*Applicant must meet with the Liquor License Technical Review Committee prior to appearing before City Council.*

*In addition to completing the Liquor License application, any new establishment serving alcoholic beverages will also need to complete the Planning Department's Development Application to apply for a Conditional Land Use (as indicated in Section 138-4.300 of the City's Zoning Ordinance).*



## CODE SUMMARY

### APPLICABLE CODES:

#### BUILDING CODE

2015 Michigan Building Code

#### ELECTRICAL CODE

2014 National Electrical Code w/2018 Technical Amendments

#### MECHANICAL CODE

2015 Michigan Mechanical Code

#### PLUMBING CODE

2015 Michigan Plumbing Code

#### ENERGY CODE

Michigan Uniform Energy Code (Part 10a) - ASHRAE Standard 90.1-2007

### SUMMARY:

#### OCCUPANCY, CHAPTER 3

Classification(s) per 303.1

Motion Picture Theaters - A-1 w/ A-2 Accessory Use

Incidental use areas per 508.2

Storage rooms over 100 SF - automatic fire-extinguishing system permitted without a fire barrier. Doors shall be self-closing.

Non Separated uses per 508.3

Separations not required based upon Section 508.3

#### BUILDING HEIGHTS AND AREAS, CHAPTER 5

Construction Type

Type II-B Construction, based upon unlimited area permitted for a 1-story motion picture theater equipped with an automatic sprinkler system and surrounded by at least 60 feet (Sec. 507.11)

Allowable Building Height per Table 503

2 stories allowed - 1 story actual

Unlimited Area Building per 507

Unlimited area allowed (automatic sprinkler system and yards not less than 60 feet in width on all sides) per 507.11

Actual Building Areas

Existing Gross Building Area = 47,300 SF

New Building Addition Area = 1,220 SF

Total Building

= 48,520 SF

#### CONSTRUCTION, CHAPTER 6

Classification per 602.1

II-B

Fire rating requirements for building elements

per Table 601 and Table 602

Bulding elements are permitted to be of nonrated, noncombustible construction throughout for Type II-B construction, including structural frame, exterior walls, floor and roof structure.

#### FIRE RESISTANCE-RATED CONSTRUCTION, CHAPTER 7

Rated exterior wall construction per

Section 703.2 and Tables 601 & 602

Rating per construction type: None

#### INTERIOR FINISHES, CHAPTER 8

Interior wall and ceiling finish

requirements per Table 802.5

All exit passageways, exit access corridors and other exitways shall have a Class

B flame spread index of greater

than 25.

#### FIRE PROTECTION SYSTEMS, CHAPTER 9

Automatic Sprinkler System per 903.2.1

Required for A-1 fire area containing a multi-theater complex

Standpipe systems per Section 905

Not Required

Portable fire extinguishers per Section 906 &

IFC

Fire alarm systems per Section 907

Required for Group A occupancies with an occupant load of 300 or more

Emergency voice/alarm required with occupant load of 1000 or more per 907.2.1.1

- manual fire alarm stations are not required based upon sprinkler water flow activation (907.2.1)

Smoke detectors required for HVAC shutdown where system delivers in excess of 2000 cfm (506, IMC)

#### MEANS OF EGRESS, CHAPTER 10

Occupant load factor per Table 1004.1.2

Refer to occupant load summary this sheet

Means of egress width factor per Sections

1005.3.1 & 1005.3.2

State and City factors - 0.30 inches per person width

Doors and other egress - 0.15 inches per person width

Assembly exit per Section 1028

Doors directly to the exterior from each auditorium accommodates 1/2 of the total

occupant load

Main exit accommodates 1/2 of the occupant load that egresses through interior

corridors (by 1.425 / 2 = 713)

Main exit also accommodates 1/2 of the occupant load of waiting area

20 Feet

Minimum dead end corridor length per

Section 1018.4

Not to exceed 75 feet

Common path of egress travel per

Section 1014.3

Not to exceed 250 feet

Exit access travel distance per Table 1016.2

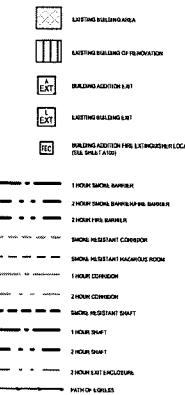
Not to exceed 250 feet

Panic and fire exit hardware per 1006.1.10

Exit doors weighing 100 or more in an A occupancy are not permitted to be

equipped with a lock or latch unless it is panic hardware

### LIFE SAFETY PLAN LEGEND



EMAGINE ENTERTAINMENT  
ROCHESTER HILLS EXPANSION  
200 BARCLAY CIR.  
ROCHESTER HILLS, MI 48307

PRODUCT NUMBER:  
16080  
DATE:  
05-26-17

Document Type:  
Life Safety Plan

Classification:  
KEVIN COPPINGER  
5-26-17

FILE NUMBER:  
LIFE SAFETY PLAN

FILE NUMBER:  
A002

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# Emagine Theater

## Concessions Menu



### Popcorn

At Emagine, Hollywood's favorite snack is served in a multitude of ways to satisfy every palate. Try our delicious, house-made cheddar corn, caramel corn, OlivEpop or our classic movie-style popcorn.



### Enhanced Concessions

When popcorn just isn't enough, our enhanced concession menu features delectable options like pizzas, quesadillas, chicken tenders, pretzel bites, french fries, hot dogs and more!



### Candy

For the sweet tooth in all of us, Emagine has a wide array of candy and snacks to choose from like M&M's, Raisinets, Reese's Pieces, Milk Duds, Sour Patch Kids, Cotton Candy and more!



### Craft Beers

Stop by our "E-Bars" before you head to your seat and support local breweries with a beer from regional companies like Atwater, Shorts, Bell's, Founders, Griffin Claw, and more. We switch it up with the seasons.



### Cocktails & Wine

Order your favorite classic mixed drink, one of our own innovative recipes or give one of our rotating monthly specials a try. We also offer a wide range of red and white wines for even the pickiest of wine connoisseurs.



### Beverages

Emagine offers hundreds of unique drink options with Coke Freestyle. Connect to a Freestyle machine using the CCFS app, find machines near you, get special offers at your favorite locations, save your favorite drinks, and more!