



DRAFT



SUBURBAN COLLECTION
SHOWPLACE

Novi City West

Bringing Together a Connected Community in a Post-Industrial Corridor

Novi, Oakland County, MI
Project Overview

MAY 2025

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Program Overview

The Suburban Collection Showplace (SCS), located in Novi, Michigan spans 55 acres and offers over 600,000 square feet of versatile event space, serving as a premier destination in Southeastern Michigan for trade shows, corporate events, public expos, and social gatherings. The convention center is a major anchor, attracting over 2 million visitors annually for various events.

The “Novi City West” project is a \$270+ Million, mixed-use, multi-project partnership master planned by Blair Bowman, owner of the Suburban Collection Showplace, the largest privately-owned convention center in the State of Michigan.

In keeping with the City’s master plan to transform the Grand River Corridor from its industrial origins to a vibrant, mixed-use environment, Blair and his partners are proposing a wide-array of new infill housing development, including 100+ for-sale townhomes, 170+ unit for-rent active adult / senior living community, as well as over 150+ multi-family rental housing units across two mid-rise new construction buildings. Also included is a 225+ key new convention hotel, enabling SCS to attract more events, further increasing its economic benefit to the City of Novi and State of Michigan.

1Source, a leader in the world of print, signage, and digital solutions, plans to expand their existing office headquarters and manufacturing facility, creating 50+ new full-time jobs.

Lastly, the plan calls for a 30,000 SF new grocer anchoring one of the new housing developments and an additional 17,000 SF in a new food and beverage destination called “The Mix”.



ID	Project	Investment (\$)
#1	225+ Key New Convention Hotel & Restaurant	\$51.3M
#2	100+ For-Sale Townhomes	\$47.2M
#3	170+ Unit For-Rent Active Adult (55+) Community	\$65.6M
#4	50+ Unit Workforce Housing w/ Ground Floor Grocer	\$36.9M
#5	The Mix – Restaurant Concept	\$9.0M
#6	100+ Unit For-Rent Apartment Community	\$44.2M
#7	1Source Office Expansion	\$15.3M
Total Investment (\$)		\$271M

Location



Novi City West Development Plan



Suburban Collection Showplace

Location	46100 Grand River Ave, Novi, MI 48374
Opened	August 2005
Total Area	600,000 sq ft
Annual Visitors	2+ million
Notable Events	Michigan State Fair, Motor City Comic Con, Detroit RV & Camping Show

The Suburban Collection Showplace in Novi, Michigan, is a major economic engine for the region, serving as the largest privately-owned exposition, conference, and banquet center in the state. Strategically located off I-96, the facility spans 55 acres and hosts a wide range of events, from trade shows and conventions to community gatherings, including the Michigan State Fair. Its versatility and scale make it a magnet for both local and out-of-state visitors, significantly boosting tourism and hospitality revenues in the area.

The venue's impact on the local economy is multifaceted. It draws hundreds of thousands of attendees annually, which translates into increased business for nearby hotels, restaurants, and retail establishments. The Showplace also supports local employment, both directly through its operations and indirectly through the businesses that benefit from event-driven traffic. In response to growing demand, the facility underwent a major expansion, adding 180,000 square feet of event space, including a new event center hall and banquet rooms. This expansion not only enhances its capacity to host larger and more diverse events but also reinforces its role as a regional economic catalyst.



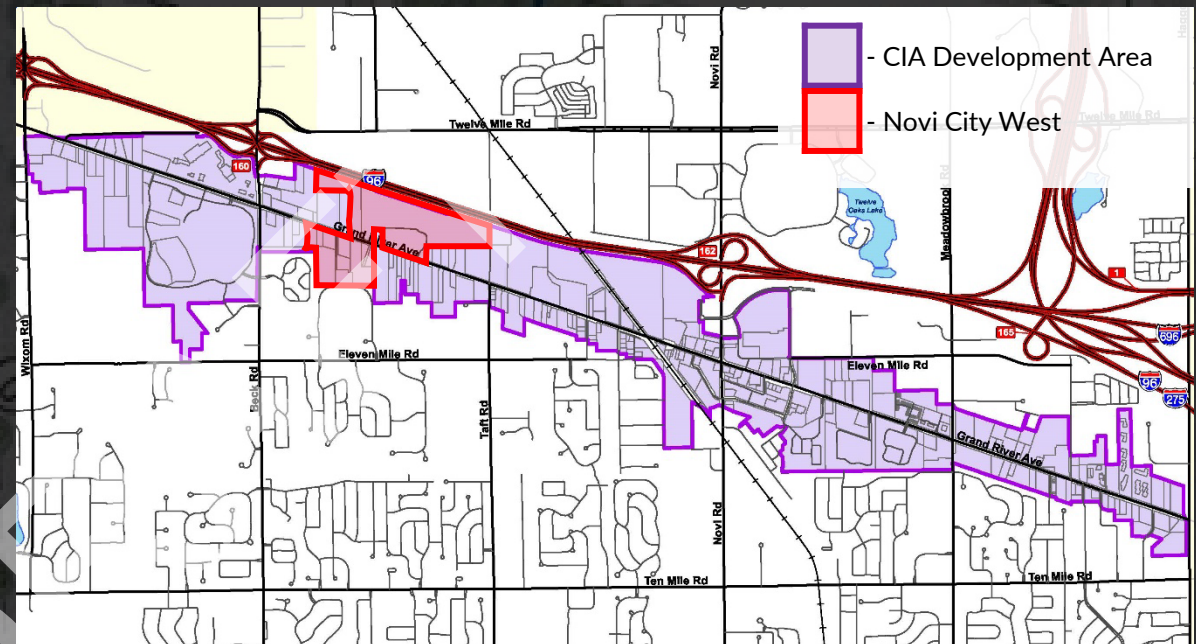
City of Novi Corridor Improvement Authority

Grand River Avenue – Corridor Improvement Authority

On December 4th, 2017, the City of Novi established the Grand River Avenue Corridor Improvement Authority (“CIA”) to redevelopment the commercial corridor and promote economic growth. The CIA is authorized to pay for certain eligible activities and to finance improvements by capturing the property taxes levied on any incremental increase in property values within the Development Area.

The general vision for the corridor proposed in the City of Novi’s master plan is to move it from an auto-oriented suburban roadway to a vibrant, thriving, artery for economic activity that utilizes land efficiently and provides housing, jobs, entertainment, and shopping for Novi residents.

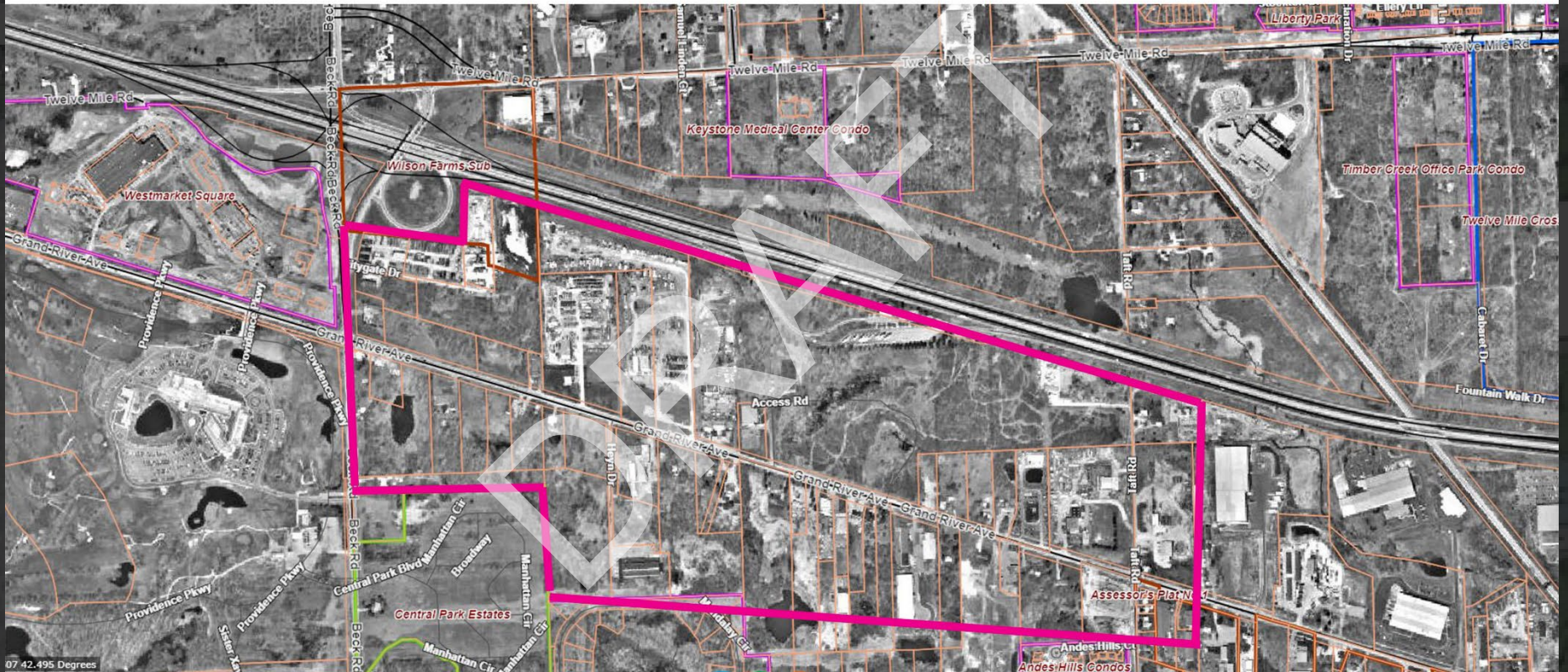
The Novi City West project’s program and location between Taft Rd and Beck Rd makes it’s a vital piece to helping bring the City’s master plan to fruition. Both the project and the CIA have aligned missions in bringing the requisite roadway, utility, public light, stormwater, and pedestrian infrastructure upgrades to making this formerly industrial corridor more accessible residents and visitors alike.



TAXING AREA (\$ in 000s)	\$ TAXABLE VALUE	\$ ANNUAL TAXES	\$ ANNUAL CIA TAXES
CIA Ex Novi City West Area	\$252,661	\$13,676	\$2,082
Novi City West – Current	\$1,898	\$103	\$16
Novi City West – Improved	\$49,503	\$2,679	\$408
Total CIA Area	\$304,063	\$16,458	\$2,506

Historical Site Context

GRAND RIVER, NOVI - BECK RD. TO TAFT RD. A CORRIDOR STAGNATE FOR DECADES



HISTORICAL AERIAL SHOWING FORMER HEAVY INDUSTRIAL AND CONTRACTOR YARD USES
ALONG THE CORRIDOR. MOST OF THESE SITES REMAIN UNDEVELOPED AND UNDER UTILIZED.

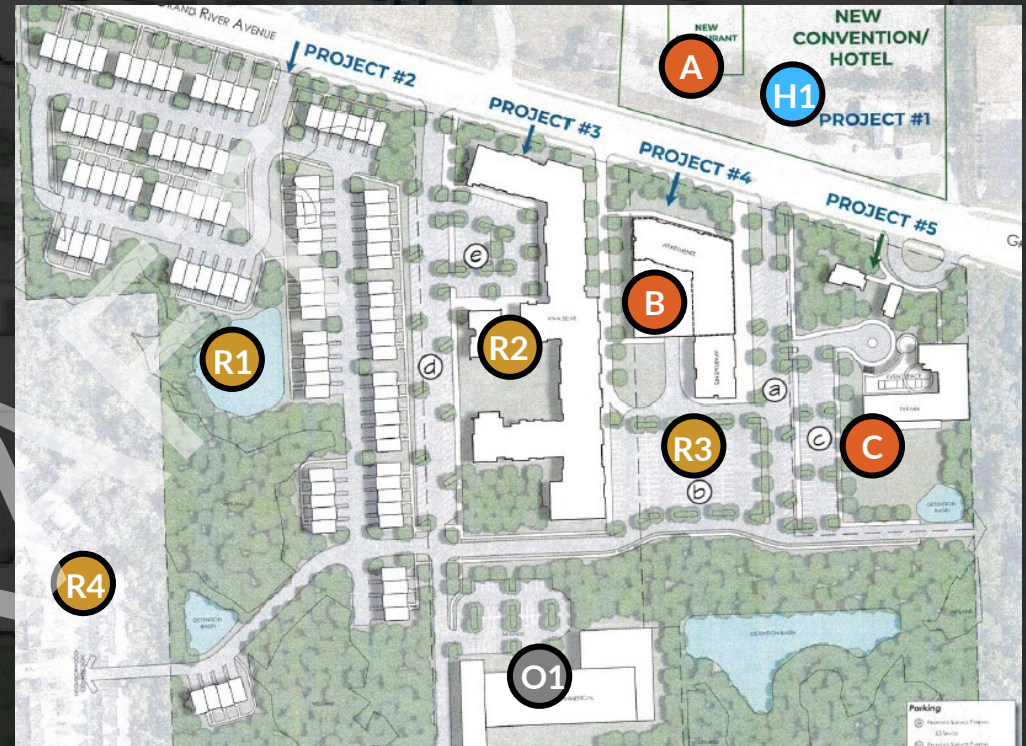
Current Site Photos

EXISTING BUILDING CONDITIONS THAT WILL BE DEMOLISHED OR REHABILITATED



Transformational Mixed-Use Development

	HOTEL	225 Keys	BROWNFIELD STATUS
H1	225 Keys	130,000 GSF	Contaminated Facility
	RESIDENTIAL	432 Units	
R1	106 Units	Townhomes	Contaminated Facility
R2	170 Units	55+ Senior Apartments	Contaminated Facility
R3	50 Units	Workforce Apartments	Contaminated Facility
R4	106 Units	Apartments	Contaminated Facility
	RETAIL	57,400 GSF	
A	10,000 GSF	Restaurant & Bar	Contaminated Facility
B	30,400 GSF	Grocery Store	Contaminated Facility
C	17,000 GSF	New Restaurant	Contaminated Facility
	OFFICE	25,000 GSF	
O1	25,000 GSF	Office Expansion	Contaminated Facility



The “Novi City West” development represents a once-in-a-lifetime opportunity to redevelop large swaths of formerly industrial land in the Grand River corridor. A district-wide redevelopment of this nature requires extensive environmental remediation and public infrastructure investments. It is the Development Team’s expectation that this will not be feasible without the support of State and Local tax incentive and financing resources.

Suburban Collection Showplace

Owner

- Blair M. Bowman is the owner and manager of the Suburban Collection Showplace in Novi, Michigan. Bowman has been instrumental in the development and success of this state-of-the-art exposition, convention, and conference center. The Showplace, which spans approximately 320,000 square feet, includes 30,000 square feet of meeting space and various amenities such as banquet halls, concession areas, and a full-service kitchen. Under Bowman's leadership, the venue has become a premier destination for events in Michigan, hosting everything from trade shows to corporate meetings and social gatherings.
- Bowman's journey with the Suburban Collection Showplace began when he was approached by Irvin Yackness, the president of the Home Builders Association of Southeast Michigan, to develop a convention center in Detroit's suburbs. Instead of constructing a new facility, Bowman opted to lease a vacant warehouse near the I-96 interchange at Novi Road, transforming it into the Novi Expo Center, which opened in March 1992. In 2005, Bowman relocated the Expo Center to a new facility, initially named Rock Financial Showplace, before securing a naming rights deal with the Suburban Collection in 2010.
- Bowman's commitment to providing a top-tier event space has made the Showplace a key player in the region's event hosting landscape. Bowman's efforts have not only enhanced the facility's capabilities but also contributed to the local economy by attracting numerous visitors and events to Novi.



Avenue Development

Development Partner

- Avenue Development is a full-service real estate development, construction, and investment firm that specializes in wellness-centered healthcare and senior living properties. Founded in 2015 and headquartered in Indianapolis, Indiana, the company has carved out a niche in the evolving landscape of healthcare real estate by focusing on innovative, purpose-driven solutions. Their projects are designed to meet the growing demand for integrated, preventive health and wellness environments, particularly in the active adult and senior living sectors.
- Avenue Development is known for its ability to blend traditional real estate fundamentals with forward-thinking strategies, such as value-based care models and demographic-driven site selection. Their portfolio includes medical office buildings, post-acute rehabilitation centers, and active adult communities like the Viva Bene series, which integrates social engagement and wellness services into age-restricted rental living.
- Led by a team of seasoned professionals with backgrounds in healthcare operations, construction, and real estate investment, Avenue Development offers a comprehensive suite of services. These include pre-construction planning, property acquisition, legal risk management, and full-scale development execution.



Pulte Homes

Development Partner

- Pulte Homes, a prominent name in the homebuilding industry, is part of PulteGroup, Inc., which was founded in 1950 by Bill Pulte. Over the decades, PulteGroup has grown to become the third largest homebuilder in the United States, delivering over 800,000 homes across the country. The company operates in more than 45 markets, offering a wide range of home designs and communities tailored to various lifestyles and preferences.
- Pulte Homes is known for its innovative floor plans and consumer-first design approach. They focus on creating functional spaces that cater to the needs of modern living, with versatile living areas and personalized features. Their homes are built with high standards, using premium building materials and incorporating energy-efficient practices to ensure quality and sustainability. Pulte also offers a 10-year limited structural warranty, reflecting their commitment to long-term customer satisfaction.
- Beyond building homes, PulteGroup is dedicated to community involvement and charitable efforts. The company supports various initiatives, including the Built to Honor program, which provides mortgage-free homes to injured veterans. Additionally, the PulteGroup Charitable Foundation contributes to educational programs, housing needs, and military support, donating millions to numerous charities. This commitment to social responsibility underscores Pulte's role as a good neighbor and a leader in the homebuilding industry.



Choice Hotels

Development Partner

- Choice Hotels International, Inc. is one of the largest and most successful lodging franchisors in the world. Founded in 1939, the company has grown to encompass over 7,400 hotels across more than 40 countries and territories. Choice Hotels offers a diverse portfolio of 22 distinct brands, catering to various market segments and traveler needs. These brands include well-known names such as Comfort Inn, Quality Inn, Sleep Inn, and upscale options like Cambria Hotels and Ascend Hotel Collection.
- The company's mission is to provide exceptional value and service to its guests, ensuring a comfortable and memorable stay. Choice Hotels emphasizes convenience and accessibility, with properties strategically located near major attractions, business centers, and transportation hubs. They also prioritize guest satisfaction through their Choice Privileges loyalty program, which offers rewards like free nights, gift cards, and exclusive experiences.
- Choice Hotels is committed to sustainability and corporate responsibility. They implement eco-friendly practices across their properties, such as energy-efficient lighting, water conservation measures, and recycling programs. Additionally, the company supports various charitable initiatives, including disaster relief efforts and community development projects. This dedication to social and environmental responsibility underscores Choice Hotels' role as a leader in the hospitality industry.



1Source

Development Partner

- Founded in 1985, 1Source began as a small but ambitious team determined to redefine the printing industry. Armed with a handful of machines, a few bold ideas, and an unshakable work ethic, 1Source set out on a mission to deliver excellence. What started with a modest lineup of signage and printing services has since grown into a legacy of innovation and success, thanks to the unwavering dedication of 1Source's team.
- Today, 1Source stands as a trusted leader in the world of print, signage, and digital solutions. 1Source's expertise spans a wide array of industries and is continually investing in cutting-edge technology to refine processes to deliver exceptional results. From custom signage to digital campaigns, 1Source pride itself on providing solutions that resonate with their clients audiences.



Geis Companies

General Contractor

- Geis Companies Construction Group is a prominent player in the U.S. construction and development industry, known for its vertically integrated structure and innovative "Full Cycle Approach." Founded in 1967 by Erwin Geis in Ohio, the company has grown from a small construction firm into a national leader in design-build services. Today, it operates across more than 43 states and has completed over 1,700 projects, developing more than 18,000 acres of land.
- At the heart of Geis Companies is its commitment to a comprehensive, in-house model that includes six distinct but collaborative divisions: Geis Development, Geis Construction, GLSD Architects, Geis Property Management, GDOT Design, and a real estate arm. This structure allows the company to manage every aspect of a project—from site acquisition and architectural design to construction and property management—ensuring efficiency, cost control, and quality throughout the process.
- Geis Construction, the core construction arm of the group, specializes in both ground-up developments and complex renovations. Their expertise spans industrial, commercial, and mixed-use projects, with a strong emphasis on client collaboration and tailored solutions. The company's design-build methodology streamlines project delivery by integrating design and construction services under one roof, reducing timelines and minimizing risks.



Atwell

Project Engineer

- Atwell, formerly known as Atwell-Hicks, is a comprehensive consultation, engineering, and construction firm with a rich history dating back over a century. Originally based in Ann Arbor, Michigan, the company underwent significant reorganization and rebranding in 2009, moving its headquarters to Southfield, Michigan. Atwell provides a wide range of services, including real estate and land development, power and renewable energy, and oil and gas. Their expertise spans from program and development services to environmental and natural resources management, making them a versatile player in the industry.
- The firm is known for its innovative solutions and strategic advisory services, positioning itself as a partner rather than just a service provider. Atwell's commitment to creating solutions for the built environment is evident in their approach to each project, ensuring that they meet the unique needs of their clients while adapting to market changes and emerging challenges. Their services include GIS mapping, planning and entitlement, surveying, engineering, and construction management.



Studio M

Design Architect

- Studio M Architecture & Planning is a dynamic architectural firm known for its innovative and client-focused approach to design. Based in Carmel, Indiana, Studio M is licensed throughout the United States, allowing them to work on a diverse range of projects nationwide. The firm specializes in creating spaces that are not only aesthetically pleasing but also functional and sustainable, ensuring that each project meets the unique needs of its clients.
- One of the standout features of Studio M is their comprehensive service offering. They handle all aspects of architectural design and planning, from initial concept development to technical design and construction management. This includes detailed CAD drawings, 3D renderings, and virtual walkthroughs, which help clients visualize their projects before construction begins. Their expertise extends to various sectors, including residential, commercial, and institutional projects, showcasing their versatility and commitment to excellence.
- Studio M also places a strong emphasis on collaboration and communication. They hold regular design meetings with clients to discuss and refine proposals, ensuring that the final design aligns with the client's vision and requirements. This collaborative approach, combined with their technical proficiency and creative flair, has earned Studio M a reputation for delivering high-quality, customized architectural solutions.

STUDIO M
ARCHITECTURE & PLANNING



Plante Moran Realpoint

Economic Development Advisor

- A full-service commercial real estate advisory firm that offers comprehensive services to clients across various sectors. Plante Moran Realpoint (PMR) provides end-to-end real estate services including consulting, transactions, capital projects, development advisory, and incentive procurement.
- Made up of a multidisciplinary team that includes real estate consultants, construction experts, project managers, architects, engineers, CPAs, and attorneys—all working seamlessly to achieve the goals of clients.
- **Detroit Experience:**
 - **Future of Health**– Owner’s Representative & Development Manager for the \$3B development project between Henry Ford Health, the Detroit Pistons and Michigan State University, including major hospital expansion, mixed-income housing and new medical research center.
 - **District Detroit** – Program and Incentive Manager for \$1.5B+ mixed-use development that encompasses 50 blocks in the heart of Detroit. Once complete, the District will offer over 700 residential units, \$1.2M+ SF of commercial office, 100,000 SF of retail and 400 hotel rooms.
 - **Hudson’s Site, Book Tower and the Development at Cadillac Square** – Incentive Advisor for the massive redevelopment of three major projects that will bring over 3M SF of office, residential, hotel and event space to Downtown Detroit.

