



CITY OF NOVI CITY COUNCIL JULY 27, 2026

SUBJECT: Initial presentation of the project in the City West Corridor, with the potential to utilize the State's Transformational Brownfield Program

SUBMITTING DEPARTMENT: Manager's office

KEY HIGHLIGHTS:

- The Transformation Brownfield Program (TBP) was recently renewed by the State of Michigan, and its funding cap was increased in the state's FY 26/27 budget
- Blair Bowman Jr., owner of the Vibe Credit Union Showplace convention center, is proposing an estimated \$407 million development in the City West District, and intends to make an application to utilize the TBP.
- This presentation is an opportunity for City Council to provide their initial thoughts on the potential project before official consideration

BACKGROUND INFORMATION:

The following is the summary/presentation of the much-discussed proposed long-term redevelopment vision for approximately 55 acres within the City West District, located along the Grand River Avenue corridor west of the Vibe Credit Union Showplace. The concept, known as **Novi City West**, represents a privately-led mixed-use redevelopment initiative with an estimated investment exceeding \$400 million. The proposal contemplates the redevelopment of a largely underutilized and historically industrial corridor into a mixed-use district featuring residential, hospitality, retail, dining, office, and public gathering spaces.

As proposed, the development would include nearly 750 housing units in a variety of formats, including townhomes, multifamily apartments, and a neuro-inclusive residential community, along with a 225-room convention hotel intended to complement the existing Vibe Credit Union Showplace. Additional components include new restaurants, retail and office space, pedestrian connections, and other amenities designed to create a more walkable, interconnected district while supporting continued investment along the Grand River corridor.

The accompanying presentation is intended to provide Council with an overview of the overall development vision and the proposed project components—but most of all of the financing approach being contemplated, including the potential use of

Michigan's Transformational Brownfield Program. The potential state financial assistance drives the development proposal. Still, there will be a request for City participation through its coming brownfield program, its Corridor Improvement Authority (CIA), and otherwise, which is why this presentation is coming to City Council at the very outset of the process.

No formal action is requested of City Council; rather, the presentation is intended to familiarize Council with the concept and provide an opportunity to ask questions as the project continues to evolve.

RECOMMENDED ACTION: Receive presentation of the project in the City West Corridor, with the potential to utilize the State's Transformational Brownfield Program.