



Newsletters

Mayor and Council –

Please see this interesting article about Noble Fish, who has been building out the old Library Pub/Andiamo next to One World Market.

- Victor

Restaurants

Clawson sushi bar owner creating 2 Asian food hall/grocery store concepts

By Jay Davis

Gift Article



Credit: Studio H2G/Design FWD

Noble Village Group LLC will combine Noble Fish Sushi & Market and White Wolf Japanese Patisserie in downtown Clawson into one larger open space.

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December 10, 2024 01:09 PM | 20 HOURS AGO

The owner and operator of a popular Oakland County sushi restaurant and bakery is putting close to \$30 million into creating a pair of Asian food halls and grocery stores.

Noble Village Group LLC, which owns Noble Fish Sushi & Market and White Wolf Japanese Patisserie on 14 Mile Road east of Main Street in downtown Clawson, will take over an empty space next door in a \$5 million project and combine all three to create one open 12,000-square-foot spaced called Noble Village.

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The expanded Clawson space will get new fresh seafood and meat counters, ramen and cocktail bars, and an expanded grab-and-go food section. Noble Village will have seating for 100, with an additional 50 seats on a three-season patio facing 14 Mile Road.

Noble Fish opened in 1984 and White Wolf opened in 2019 as part of a [previous expansion](#).

Noble Village Group Director of Business Operations Doran Brooks told Crain's that the project came about in part from feedback from customers.

"People wanted shortened wait times, more seating," Brooks said. "Ultimately what we wanted to do with Noble Village coming online is go down further into the idea of bringing more to the people. We have a lot of offerings, but they're each under a different roof. We thought why not build a food hall-style venue with everything under one roof."

Brooks said Noble Village in Clawson is expected to bring in about \$15 million in revenue each year.

The same idea applies to a [second project](#).

A second Noble Village will be created in Novi inside a 34,000-square-foot space that previously housed the Library Pub. Noble Village Group's One World Market is on the ground floor of the space at 42705 Grand River Ave., which also houses the company's headquarters.

The project will see the addition of a food hall, izakaya pub and community center to go along with its grocery store, Noble Fish restaurant and White Wolf bakery. The company is investing about \$23 million into the Novi project, according to Brooks, including \$8 million to buy the building. Brooks expects the Novi location to bring in \$20 million-\$25 million in annual revenue.

The Novi location will also get a ramen bar and dedicated sandwich and Japanese fried chicken restaurants. The second floor will have a Japanese restaurant and theater space. There will be space on the second floor available for private events, Brooks said.



Credit: Studio H2G/Design FWD

Noble Fish Sushi & Market and White Wolf Japanese Patisserie in Clawson will stay open as construction goes on over the next year to combine the two businesses under one expanded roof.

Noble Fish and White Wolf will remain open during the work in Clawson, which started last month, Brooks said. That project is expected to be completed toward the end of 2025. Work on the Novi project will start once the Clawson project is finished, Brooks said, and be done late in 2026.

The Clawson expansion will create about 30 jobs to add to the 50 employees Noble Fish and White Wolf currently have, Brooks said. Some 50-100 jobs would be added at the Novi location, which has 45 employees, he said.

Birmingham-based Studio H2G is handling interior design work on both projects while Livonia-based Shaw Construction will be the contractor for both jobs. Wyandotte-based Detroit Architectural Group will also have a role in the project. Royal Oak-based design firm Design FWD will design logos, help with branding and build Noble Village a new website.

Brooks said there will be some educational components added to the projects, too. Items in the grocery section will include a QR code that when scanned will lead to videos on how to use specific ingredients. Noble Village would like to add a digital presence that could include chef prep videos or entertainment content, Brooks said.

“Our brand archetype is sage, which is a teacher,” Brooks said. “We want people to feel like they’re not just coming to eat. We just want to teach people more about the food and get them really excited about things.”

Another Asian-themed development continues to take shape in Novi. [Sakura Novi](#), which is being built at 42708 Grand River Ave., south of I-96 and Twelve Oaks Mall, will be a mix of retailers, restaurants, entertainment and apartments. The project has been in the works for about six years.



Credit: Studio H2G/Design FWD

Noble Fish Sushi & Market and White Wolf Japanese Patisserie will expand into a larger open space on 14 Mile Road in downtown Clawson.



By Jay Davis

Jay Davis is a reporter covering restaurants, retail and small business issues for Crain's Detroit Business. Prior to joining Crain's in 2020, Jay held roles covering prep sports, local government, and education.

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