



Novi City West TBP Intake Questionnaire

Novi City West (the "Project") is a proposed \$380+ million, 1.3 million square foot, 12-project, mixed-use redevelopment plan spanning 69.90 acres of post-industrial brownfield land along the Grand River Avenue corridor in Novi, Oakland County, Michigan. Master-planned by Blair Bowman in partnership with Pulte Homes, Three Oaks Communities, Geis Companies, Choice Hotels, Avenue Development and Plante Moran Realpoint (the "Development Team"), the Project will transform an underutilized post-industrial corridor into the vibrant, walkable, mixed-use destination as envisioned by the City of Novi's City West Zoning Ordinance and Master Plan. The Project is anticipated to deliver ~830 residential units, 85,000+ square feet of commercial space, a 0.8-mile multi-modal-accessible pathway extension to the 4.6-mile ITC Corridor Trail, and a 225-key Cambria-flag convention hotel integrated with the Vibe Credit Union Showplace (the "Showplace"), creating a cohesive district that combines residential, entertainment, hospitality, commercial, and public gathering spaces. By infilling vacant and obsolete properties with a pedestrian-oriented mixed-use master planned vision that supports regional economic activity, expands housing options, strengthens tourism and convention-based demand, and catalyzes additional private investment, the Project strongly aligns with the City West vision and the Michigan Economic Development Corporation's criteria for transformative, place-based redevelopment.

1) Transformational Impact of Novi City West

- a) **Extent of Brownfield Redevelopment:** The Novi City West ("NCW") assemblage comprises approximately 69.90 acres across 20 parcels of post-industrial land along Grand River Avenue and Beck Road in Novi. Several parcels are confirmed Part 201 facilities, with soil and/or groundwater exceedances of EGLE Generic Residential Cleanup Criteria arsenic, hexavalent chromium, lead, selenium, and zinc from former orchard pesticide use, historic fill, leaking USTs, and industrial operations. Notable conditions include a 2006 Notice of Migration for hexavalent chromium at the Vidosh-Shemin Nursery (176-036/030), a restricted-use covenant at the Wixom Ready Mix LUST site (176-028), and a 2015 Due Care Plan at the Servman parcel (300-094). Certain parcels may qualify as "blighted" and/or "functionally obsolete"; though it is anticipated that all parcels will qualify as contaminated facility's or adjacent and contiguous to a contaminated facility.
- b) **Growth in Population:** The Project proposes ~830 new units (~1,800 residents) across 6 of the 12 projects with a phased 2027–2032 buildout: 110+ for-sale townhomes in partnership with Pulte Group, 180+ for-sale neuro-inclusive condominium units serving adults with intellectual and developmental disabilities ("IDD") as well as neuro-typical households in partnership with Three Oaks Communities, 170+ for-rent senior living apartments in partnership with Avenue Development, and an additional 370+ for-rent multi-family apartments across 3 buildings planned to be pursued by Blair Bowman. 4 of the projects include an affordable component, with more than 120 units planned to be income-restricted at or below 120% of the area median income ("AMI"). The resident mix targets workforce renters, young professionals, families, empty-nesters, active adults and IDD adults directly addressing the City of Novi Master Plan Housing Chapter's documented supply gap. Additionally, a market study performed by RPRG projects 2,417 units of three-year rental demand and 645 new renter households per year at a 1.5% stabilized vacancy rate.
- c) **Growth in Commercial Activity:** The Project includes plans for a 30,400 SF specialty grocer, a 8,000 SF fine-dining restaurant, a 6,000 SF farm-to-table restaurant paired with the 5,000 SF an indoor/outdoor event space concept preliminary known as "the Mix", a 18,600 SF office building, and ~17,500 SF ground-floor commercial space. The Showplace is Michigan's largest privately owned convention center and 3rd most visited place in the State according to Placer.ai, attracting 2M+ annual visitors and supporting over \$1B in statewide economic output. The addition of a 225-key hotel will ensure the Showplace's long-term viability and expand the number of shows the Showplace attracts. Upon completion of the Project, the combined effects of the Project and new shows to the Showplace are anticipated to add ~87,000 annual event attendees and generate \$400M+ in new annual Michigan economic activity, including \$300M+ in Novi, with broader impacts from corridor traffic, supplier demand, hotel expansion, and transit-driven leasing growth.
- d) **Growth in Employment:** The Project is anticipated to support 585 construction jobs (avg. ~\$106,000) and 276 direct permanent jobs (avg. ~\$43,000) plus indirect/induced regional employment across hospitality, grocery/retail, restaurant, event-space, office/professional-services, mixed-use commercial, and neuro-inclusive resident support.

2) Local Support

- a) The City of Novi City Council is preliminarily supportive of the Project, having invited the Development Team to formally apply for a Transformational Brownfield Program approval. Additionally, the Development Team has begun discussions with Oakland County and City on a coordinated approach for constructing pedestrian and roadway infrastructure improvements, including a contribution from the Grand River Corridor Improvement Authority.

3) Regional Value Comparison

- a) The 69.90-acre assemblage is currently underperforming relative to comparable CIA parcels and other priority sites in the City and region due to its limited contribution to the tax base. As part of this transformational redevelopment, the property will be repositioned to significantly enhance its economic productivity, returning substantial value to the tax rolls and generating meaningful long-term tax revenue for the community.