



TO: VICTOR CARDENAS, CITY MANAGER
THRU: BARBARA MCBETH, AICP, CITY PLANNER
FROM: DAN COMMER, AICP, PLANNER
SUBJECT: CADILLAC OF NOVI AMENDED SDO AGREEMENT
DATE: DECEMBER 4, 2025

MEMO

Mayor and Council –

FYI on the proposed changes to the Cadillac of Novi store at Meadowbrook and Grand River. As another interesting point you may find interesting, both this business and the Jaguar/Land Rover across the street are now owned by Fox Motors out of Grand Rapids. They also acquired the GM dealer in Farmington Hills, formerly Sellers.

- Victor

KEY HIGHLIGHTS:

- An updated plan for Cadillac of Novi has been submitted for the property at the northeast corner of Grand River Avenue and Meadowbrook Road.
- The Concept Plan proposes a 4,174 square foot building addition, an expanded parking lot, and updates to the building façade and signage.
- The subject property is currently zoned GE, Gateway East district, with a Special Development Option (SDO) that requires consideration and approval by the City Council of an amended plan and SDO Agreement.
- The Planning Commission considered the request at the August 20 meeting and recommended approval of the plan to the City Council.

BACKGROUND INFORMATION:

The subject property is a Cadillac dealership located on the northeast corner of Grand River and Meadowbrook Road in the Gateway East district. The intent of the Gateway East district is to encourage high-quality and distinctive development that will complement and support the City's Main Street/Town Center area. It is the further intent to create a Special Development Option (SDO) to provide greater flexibility for the achievement of the objectives of the GE district.

This site was originally approved for a Hummer dealership utilizing the Special Development Option (SDO) in the Gateway East District, and the SDO agreement was later amended to change the use to a Cadillac Dealership. If approved this would be the 5th amendment to the SDO agreement.

The proposed 4,174 square-foot building addition will include a service area where customers may drive into the area for service writing and pick-up and drop-off, and an office area for service writers. The zoning ordinance limits the size of retail buildings to 20,000 square feet in the Gateway East district; however, City Council has previously approved an addition that exceeded the maximum permitted square footage. The amended SDO agreement will need to reflect the new floor area, if a deviation for this standard is approved by the City Council. Additionally, the existing parking lot will be reconfigured with new parking lot islands and expanded to accommodate 20 additional spaces for inventory vehicles at the southeast corner of the property. The plan proposes 136 parking spaces for employees and visitors and 134 inventory spaces in total.



An update to the building façade and signage is also proposed. The applicant is requesting a Section 9 Façade Waiver for underage of brick and overage of Flat Metal Panels and for “Display Frame” that outlines the showroom windows with integrated LED lighting. A rendering of this is attached. The applicant has acknowledged in their response letter that they understand that the use of intense exterior accent lighting is prohibited by the ordinance, and what they have proposed is intended to be a constant soft light that produces a glowing effect around the showroom exterior glass.



Several Landscape deviations and waivers are requested and supported by staff, as well as Sign deviations to allow for an increase in square footage of previously approved signage.

The proposed development is largely in conformance with ordinance requirements, with requested deviations noted in the Planning Commission meeting minutes (attached).

NEXT STEPS

At its August 20, 2025 meeting the Planning Commission held a public hearing, and reviewed the SDO Amended Concept Plan and other information related to a draft amended SDO Agreement. The Planning Commission has provided a favorable recommendation to the City Council of the Revised Concept Plan. The entire Planning Commission packet with drawings and review letters can be found [HERE](#).

To help expedite the review process, staff has worked with the applicant to combine the consideration of the plan with the Draft SDO Agreement (attached) to allow the applicant the opportunity to potentially present just one time to the City Council. The applicant requests to be placed on the next available agenda for consideration for approval of the proposed amended SDO Agreement and Concept Plan.