

TRANSFORMATIONAL BROWNFIELD PLAN

CORRIDOR MASTERPLAN
13 Related Projects all Supporting a

New 225 Key Convention Center Hotel

Additional Elements Update
&
Project Overview

vibe credit union
showplace



GRAND RIVER REIMAGINED

NOVI CITY WEST

EXISTING
HENRY
FORD
HEALTH+

FUTURE CITY WEST
DEVELOPMENT

10

9

8

6

5

7

2

1

3

4

INTERSTATE 96

EXISTING
vibe credit union
showplace

EXISTING
HYATT
PLACE

EXISTING
CENTRAL PARK ESTATES
TOWNHOMES

12

BECK RD

GRAND RIVER AVE

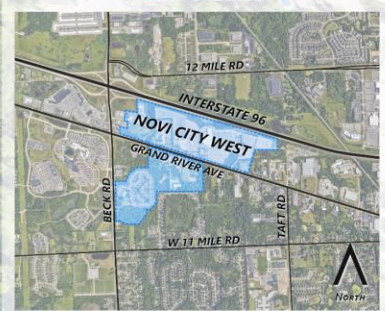
LEGEND

NEW DEVELOPMENT

EXPANSION

PEDESTRIAN CONNECTION

KEY PLAN



1. **CAMBRIA HOTEL**
HOSPITALITY • 225 ROOMS
2. **RESTAURANT**
DINING
3. **PEDESTRIAN BRIDGE**
PART OF CITY/CIA LOCAL PARTICIPATION
4. **FARM TO TABLE & THE MIX**
DINING & RECREATION ENTERTAINMENT CENTER
5. **OFFICE**
NEW OFFICE SPACE
6. **MIXED-USE**
WORKFORCE HOUSING • COMMUNITY • RETAIL
7. **THREE OAKS COMMUNITY**
NEURO-INCLUSIVE RESIDENTIAL DEVELOPMENT
8. **PULTE TOWNHOMES**
TOWNHOME DEVELOPMENT
9. **MULTI-FAMILY RESIDENTIAL**
MARKET RATE DEVELOPMENT • 220 UNITS
10. **GROCERY STORE**
40,000 SF GROCER
11. **MULTI-FAMILY RESIDENTIAL**
MARKET RATE DEVELOPMENT • 100 UNITS
12. **CENTRAL PARK SOUTH**
MARKET RATE DEVELOPMENT • 106 UNITS

vibe credit union
showplace

GEIS
COMPANIES

Additional Elements



**Project # 5, 6, 7 – “Novi Oaks” 200 Unit Neuro Inclusive Condominiums
Mixed Use & Community Center buildings**

Additional Elements



**Project(s) #9, #10, #11 – Specialty Market Anchored Retail
& 320 Unit Multi-Family Residential**

Total Project Overview

GRAND RIVER REIMAGINED – NOVI CITY WEST

Overall Project(s) Narrative

Project #1 – Cambria Hotel: 225 Key Convention Center Hotel. Includes rooftop event space adjacent to Vibe Credit Union Showplace.

Project #2 – Finer Dining Restaurant: 5,000 sq ft destination dining experience

Project #3 – Pedestrian Bridge & Connected Community Pathways: A goal of Novi City West is to provide walkability and connectivity throughout the entire corridor.

Project #4 – Farm to Table Restaurant and The Mix : A combination of indoor/outdoor entertainment, recreation, and dining space. Providing the community and patrons of the Showplace distinct entertainment and dining options.

Project #5 – Mixed Use Building : 20,000 sq ft Office/Retail Mixed Use Building

Project #6 – Mixed Use Community Center/Retail/Residential: 30 Multi Family Units above retail and community center serving the Novi Oaks Development

Project #7 – Novi Oaks: 200 Unit Neuro Inclusive Condominiums developed by Three Oaks

Project #8 – Pulte Development: 112 Townhouse for-sale Units

Project #9 – “North Grand”: 220 Unit Multi Family Residential

Project #10 – “North Grand”: Specialty Grocer Anchored retail

Project #11 – “North Grand”: Multi-Family Residential: 100 Unit Multi Family Residential

Project #12 – Central Park South: 106 unit multi-family housing

Updated Project Renderings

Project #1 – Cambria Hotel



Project #2 – Finer Dining Restaurant



Project #4 – The Mix & Farm to Table Courtyard



Project #4 – NE Elevation



Projects #5, 6, 7 – Office/Retail & Mixed Use



Project #7 – Three Oaks Community



Project #8 – Pulte Townhomes



Projects #9, 10, 11 – Market & Multi-Family



Project #12 – Central Park South



Development Partners

Blair M. Bowman Sr. & Related Entities

Servman LLC, SEMAS LLC, Novi Mile LLC, WixMix LLC, Central Park LLC

Upfront Hospitality

Jarod & Abby Gadbow/Culinary Team

Three-Oaks Communities

Neuro-Inclusive Neighborhoods

Pulte Group

Townhomes Development

Choice Hotels

Cambria Hotel

Design Professionals

Atwell Hicks – Geis Construction – Plante Moran

Quotes on Expanded Development

“As we await the results of the legislative process in Lansing, with optimistic beliefs that the Transformational Brownfield Program will be robustly recapitalized, we are pleased to provide this update on our major redevelopment plans for the Grand River Corridor adjacent to the Vibe Credit Union Showplace,” said Blair M. Bowman Sr. “Since our original announcement, our team has continued refining the vision, expanding the development from approximately \$270 million to more than \$407 million in planned investment. We are especially excited to welcome Three Oaks Development Group to the project with the introduction of Novi Oaks, a truly meaningful addition that reflects our commitment to creating an inclusive community while continuing to build a destination unlike anything else in the region.”

– **Blair M. Bowman Sr.**

“We are very excited about the opportunity to develop a neuro-inclusive neighborhood as part of Blair Bowman’s creative and inspirational mixed-use vision for City West and strongly believe that integrating all of the proposed uses along Grand River will provide substantial benefits for our future homeowners as well as all of the other stakeholders.” – **Bill Godfrey, Co-Founder Three Oaks Communities**

"For more than 20 years our group has owned this marquee 22-acre site on Grand River, waiting for the right vision to come along — and Blair Bowman and his partners have delivered it. We're excited to be part of this visionary project, which brings new multifamily residences, a hotel, and a range of mixed-use development together into a true corridor revitalization. It extends the economic engine the Vibe Credit Union Showplace has been for our region and state and delivers a generational improvement to a community we've believed in for two decades.” - **Owner Representative of North Grand Parcel - Marc Weinbaum, Detroit Development Company**

“We’re proud to see public and private partners coming together to advance the vision for City West Novi and the Grand River Corridor. Transformational projects like this strengthen communities by creating new opportunities for housing and business growth while building the vibrant, connected places where people want to live and work.” - **Oakland County Executive Dave Coulter**

Former Quotes

Visit Detroit - Claude Molinari President & CEO of Visit Detroit

- “The proposed development of the Novi City West project would be a gamechanger for the city of Novi, Oakland County and the Southeast Michigan region, Vibe Credit Union Showplace is a tremendous community asset, with venue resources to host industry-leading meetings, conferences, and events. But the lack of on-site hotel rooms prevents the facility from securing many of the events that would lead to greater economic impact and community engagement.”
- “In addition, Novi’s Grand River Corridor is an ideal location to create a bustling mixed-use development with new restaurants and entertainment offerings, not only for visitors and eventgoers, but also community residents. This project has the full support of Visit Detroit and the Detroit Sports Commission.”

Oakland County - Oakland County Executive Dave Coulter

- “The Vibe Credit Union Showplace is one of Oakland County’s most important tourism and event venues, drawing millions of visitors each year to Southeast Michigan. A new headquarters hotel, as part of a mixed-use development, would significantly expand its capacity to host national events, boosting local jobs and visitor spending. We see strong potential in the proposed City West development and look forward to exploring every available tool to help advance this transformational project.”

City of Novi – Justin Fischer – Mayor of Novi

- “While still in the preliminary stages, the proposed development within Novi’s newly created City West zoning district represents an exciting, strategic opportunity—not only for our city, but for the entire region. This visionary project, centered around the Vibe Credit Union Showplace, builds on one of our community’s most dynamic assets and creates a powerful engine for tourism, economic growth, and regional prominence.”
- “With the addition of a flagship hotel and complementary mixed-use offerings, the potential exists to elevate Novi as a premier destination for national conferences and major events. Projects of this scale require true collaboration and we look forward to working with regional, county and state partners to bring this transformational investment to life and unlock the full potential of the extraordinary Grand River Avenue corridor.”

Farm to Table Restauranters – Jared & Abby Gadbow, Owners of Upfront Hospitality

- “Having cultivated Oak & Reel for the past five years, we’re incredibly excited to embark on a new chapter in Novi. We look forward to extending our commitment to unparalleled quality and detail, becoming a vibrant part of this growing corridor and serving a new community through our partnership with City West.

Cambria Hotel – Mark Shalala, Senior Vice President Development, Choice Hotels International - Upscale brands

- “We are excited that Cambria has been selected to be the new convention center hotel at the Suburban Collection Showplace. A homegrown brand of Choice Hotels International, Cambria, with locations in more than 75% of the top 100 markets in the U.S., offers guests an approachable yet sophisticated and modern stay, which seamlessly fits in with the overall plans for Novi City West. We are excited to be included in this critical Transformational Brownfield Program and even more enthusiastic to play a part in the development of the Grand River Corridor.”