

FOR IMMEDIATE RELEASE – JUNE 28TH 2026

Novi City West Transformational Brownfield Plan Expands to More Than \$407 Million in Proposed Investment

Expanded Vision Adds Neuro-Inclusive Community, New Mixed-Use Development, and Brings Total Master Plan to 11 Transformational Projects

NOVI, Mich. — The proposed Novi City West Transformational Brownfield Plan has expanded significantly, growing from approximately **\$270 million** in planned investment to **more than \$407 million** across an integrated master plan consisting of **11 transformational development projects** along the Grand River Corridor adjacent to the Vibe Credit Union Showplace.

The expanded vision introduces two major new developments while reinforcing the project's commitment to creating a vibrant, connected destination for residents, visitors, businesses and the convention industry.

Among the newest additions is **Novi Oaks**, a partnership with the Three Oaks Development Group that will bring an estimated **\$70 million investment** to the south side of Grand River Avenue. The development will feature approximately **200 neuro-inclusive condominium units**, a dedicated community center, neighborhood retail, and thoughtfully designed spaces that foster accessibility, inclusion and community.

The addition of Novi Oaks prompted a strategic repositioning of another major component of the master plan. The previously announced specialty grocer-anchored mixed-use development has been relocated to the north side of Grand River, where it will become **North Grand**. The development will include more than **320 multifamily residential units**, specialty grocery and retail space, and a proposed circulation road designed to improve traffic flow and accessibility throughout the district.

Together, the expanded developments increase housing diversity while creating multiple residential options to help meet the growing needs of the region.

A defining feature of the Novi City West vision remains its commitment to connectivity. The north and south sides of Grand River will be linked by a robust safe pedestrian connection between neighborhoods, entertainment destinations, hotels and the convention district. More than **three miles of pedestrian and bicycle pathways** are planned throughout the development, encouraging walkability while creating opportunities for future expansion as the district continues to evolve.

The broader Novi City West plan now includes:

- 11 integrated development projects
- More than \$407 million in proposed private investment
- Approximately 750 new residential units across multiple housing types
- Neuro-inclusive housing and community amenities
- Mixed-use retail and neighborhood commercial space
- A specialty grocery destination
- Extensive pedestrian and bicycle infrastructure
- New roadway improvements to enhance circulation and mobility
- Future-ready development sites that allow the district to continue growing into a regional destination for entertainment, hospitality and community gathering.

At the center of the master plan remains the proposed **225-key convention hotel**, developed in partnership with **Choice Hotels** under the Cambria Hotels brand. The hotel is a cornerstone of the overall vision and is made possible through the continued support of Michigan's Transformational Brownfield Program.

The overall development is designed to complement the City's newly adopted City West zoning vision while strengthening the convention and hospitality district surrounding the Vibe Credit Union Showplace. Today, the Showplace generates more than **\$1 billion annually in economic and fiscal impact** for the region and the State of Michigan. Upon completion, the Novi City West development is projected to generate an additional **more than \$400 million in annual economic impact**, further establishing Novi as one of the Midwest's premier destinations for conventions, tourism, entertainment and mixed-use 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."

“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**

Bowman also said they continue to work in detail with community stakeholders, both the County and the City.

“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**

The development team looks forward to presenting the updated Novi City West master plan to the Novi City Council on **July 13**, as the team continues working toward implementation of this transformational vision for the City of Novi and the State of Michigan.

Media Contact

McKenzie Bowman
Vibe Credit Union Showplace
248 760 4256
mckenzie@vibeshowplace.com