



CITY OF NOVI CITY COUNCIL JULY 27, 2026

SUBJECT: Initial presentation of the project in the City West Corridor, with the potential to utilize the State's Transformational Brownfield Program

SUBMITTING DEPARTMENT: Manager's office

KEY HIGHLIGHTS:

- The Transformation Brownfield Program (TBP) was recently renewed by the State of Michigan, and its funding cap was increased in the state's FY 26/27 budget
- Blair Bowman Jr., owner of the Vibe Credit Union Showplace convention center, is proposing an estimated \$407 million development in the City West District, and intends to make an application to utilize the TBP.
- This presentation is an opportunity for City Council to provide their initial thoughts on the potential project before official consideration

BACKGROUND INFORMATION:

The following is the summary/presentation of the much-discussed proposed long-term redevelopment vision for approximately 55 acres within the City West District, located along the Grand River Avenue corridor west of the Vibe Credit Union Showplace. The concept, known as **Novi City West**, represents a privately-led mixed-use redevelopment initiative with an estimated investment exceeding \$400 million. The proposal contemplates the redevelopment of a largely underutilized and historically industrial corridor into a mixed-use district featuring residential, hospitality, retail, dining, office, and public gathering spaces.

As proposed, the development would include nearly 750 housing units in a variety of formats, including townhomes, multifamily apartments, and a neuro-inclusive residential community, along with a 225-room convention hotel intended to complement the existing Vibe Credit Union Showplace. Additional components include new restaurants, retail and office space, pedestrian connections, and other amenities designed to create a more walkable, interconnected district while supporting continued investment along the Grand River corridor.

The accompanying presentation is intended to provide Council with an overview of the overall development vision and the proposed project components—but most of all of the financing approach being contemplated, including the potential use of

Michigan's Transformational Brownfield Program. The potential state financial assistance drives the development proposal. Still, there will be a request for City participation through its coming brownfield program, its Corridor Improvement Authority (CIA), and otherwise, which is why this presentation is coming to City Council at the very outset of the process.

No formal action is requested of City Council; rather, the presentation is intended to familiarize Council with the concept and provide an opportunity to ask questions as the project continues to evolve.

RECOMMENDED ACTION: Receive presentation of the project in the City West Corridor, with the potential to utilize the State's Transformational Brownfield Program.

EXISTING
HENRY
FORD
HEALTH

EXISTING
CENTRAL PARK ESTATES
TOWNHOMES

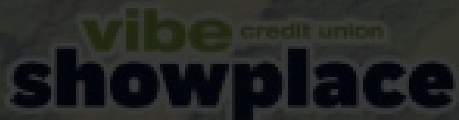


Novi City West

Bringing Together a Connected Community in a Post-Industrial Corridor

Novi, Oakland County, MI
Project Overview

JULY 2026



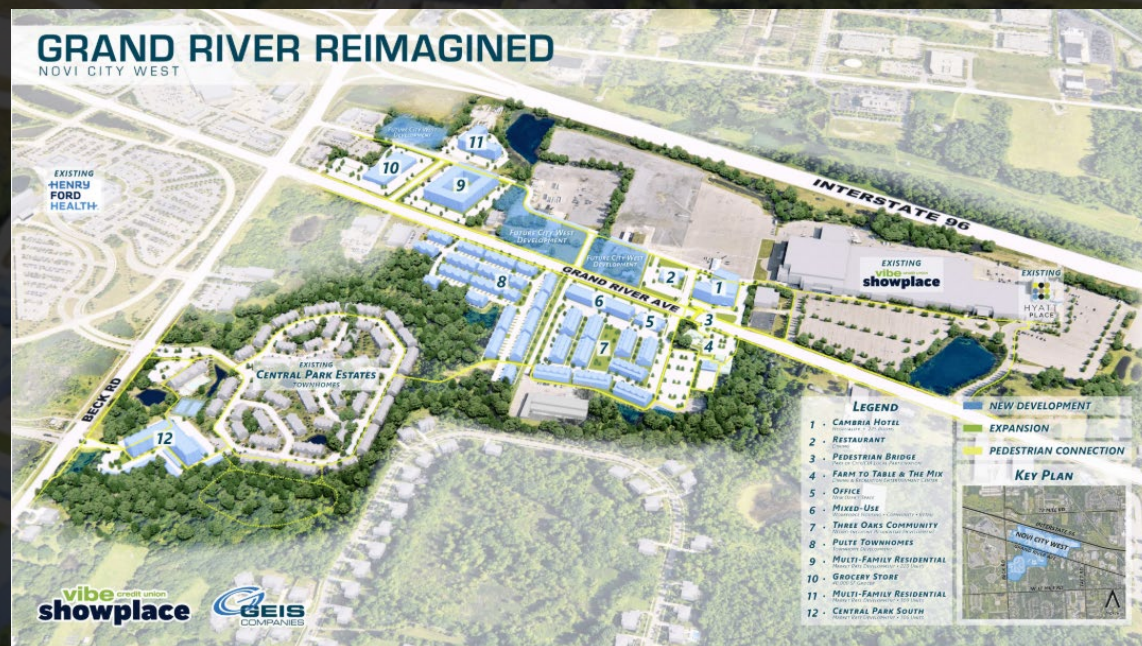
Program Overview

The Vibe Credit Union Showplace (VCUS), located in Novi, Michigan offers over 600,000 square feet of versatile event space, serving as a premier destination in Southeastern Michigan for trade shows, corporate events, public expos, and social gatherings. The convention center is a major anchor, attracting over 2 million visitors annually for various events and over \$1 billion in economic output.

The “Novi City West” project is a ~\$400 million, mixed-use, multi-project partnership master planned by the owner of the Vibe Credit Union Showplace, the largest privately-owned convention center in the State of Michigan. The plan calls for over 1 million new square feet to be developed across more than 55 acres of post-industrial, brownfield land.

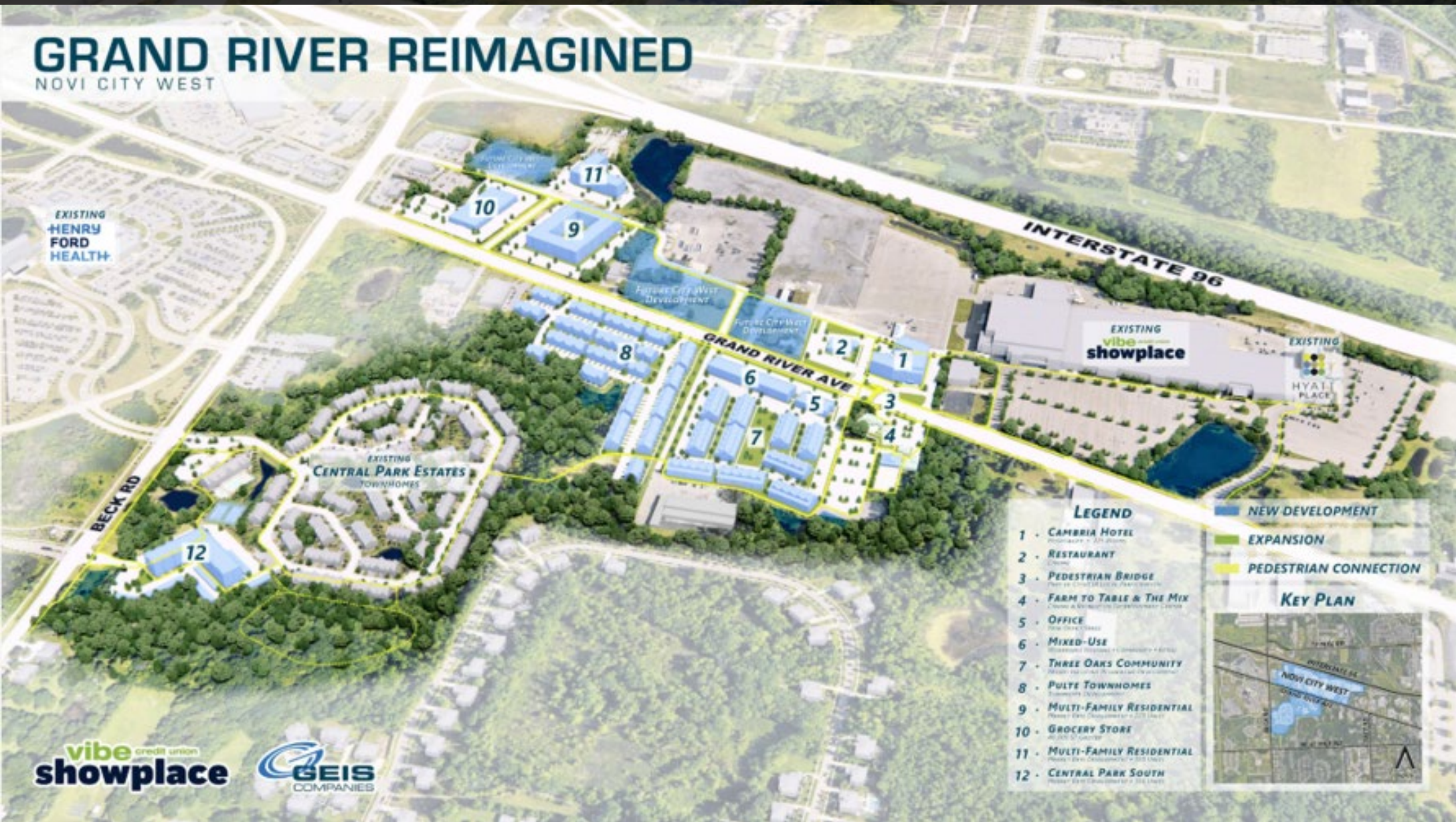
In keeping with the City’s master plan to transform the Grand River Corridor from its industrial origins to a vibrant, mixed-use environment, the development team is proposing a wide-array of new infill housing development that includes almost 750 units of varying housing types including for-sale townhomes, a neuro-inclusive community offering over 290 for-sale units, and multi-family rental housing units across three mid-rise new construction buildings. Additionally, a new convention hotel with 225 keys is proposed, further enhancing VCUS's capacity to attract events and further amplifying its economic impact on the City of Novi and the State of Michigan.

Lastly, the plan calls for over 100,000 square feet of new commercial retail, food and beverage, event space, specialty grocer, and office space.



ID	Project
#1	225+ Key Cambria Hotel
#2	8,000 SF Finer Dining Restaurant
#3	New Pedestrian Bridge
#4	17,000 SF Farm-To-Table Restaurant & “The Mix” Restaurant/Event Space
#5	20,600 SF New Office/Retail Building
#6	30+ For-Rent Low-Rise Multi-Family Units w. 17,500 SF Ground Floor Commercial
#7	180+ For-Sale Unit Neuro-Inclusive Community w. Three Oaks Communities
#8	110+ For-Sale Townhomes w. Pulte Homes
#9	220+ For-Rent Mid-Rise Multi-Family Units
#10	40,000 SF of Specialty Grocer & Retail Space
#11	100+ For-Rent Mid-Rise Multi-Family Units
#12	105+ For-Rent Mid-Rise Multi-Family Units

Novi City West Development Plan



What Is TBP? A performance-based financing tool

TBP PROGRAM SUMMARY

Program Requirements	1. Developer Captures Newly Created Tax Only – No Existing Taxes Captured 2. Each Parcel Has A Recognized Brownfield Condition 3. Plan Must Exceed \$50 Million in One or More “Contiguous” Buildings 4. City of Novi & State of Michigan Must Designate As Having A “Transformational Impact”, Defined As; A. Growth In Population B. Growth In Commercial Activity C. Growth In Employment 5. Pass A City & State Financial Review That Demonstrates “Need” for Incentive to Make Projects Financially Feasible
Approving Entities	Novi City Council, Local Brownfield Redevelopment Authority, Michigan Strategic Fund (MSF), Michigan Economic Development Corporation (MEDC)

VALUE OF PROGRAM

Resource	Description
Construction Period State Sales & Use Tax Exemption	Exemption From Sales & Use Tax on Construction Materials
Construction Period State Tax Capture Revenues	Reimbursement of Income Tax of Construction Workers
Ongoing State Tax Capture Revenues	Including the Reimbursement of: Income Taxes of Residents, Withholding Tax of Workers, and Sales Tax of Businesses
Ongoing Property Tax Increment Revenues	Property Tax Increment Reimbursements (Only Component of City Contribution)

Investment & Benefits Precede Incentives

5 Years

Over 35 Years

STEP 1

Investment

\$400 Million

Developer Investment

\$0

Investment from City
General Fund or State

TBD

Investment from Corridor
Improvement Authority for
Infrastructure

STEP 2

Projects Completed

63

Contaminated Acres
Redeveloped

100,000 SF

Retail, Food &
Beverage, & Office

290+

For-Sale Townhomes
& Condominiums

450+

Multi-Family Rentals

225+

New Hotel Keys

STEP 3

Jobs & Economic
Impact Created

~1,000

Construction Jobs

410+

Direct + Indirect
Permanent Jobs

87,000

New Annual Attendees
to the Showplace

\$1.4 Billion

Annual Economic
Impact of the
Showplace & New
Developments

STEP 4

The Results

\$39 Million

City Fiscal Impact from
Collection of New Taxes,
Fees, & Donations

- City Taxing Jurisdictions
(Net of Developer Reimb.)
- Corridor Improvement Authority
(2038 Expiration)
- Brownfield Authority Fees
- Developer Police & Fire
Contribution
- Developer Parks & Rec Donation

\$25 Million

Developer Property Tax
Reimbursements from the
City

The City Has An Annual Benefit At Every Step

	A	B	C	D = A - B - C
	ANNUAL GROSS CITY COLLECTIONS	ANNUAL MUNICIPAL SERVICES EXPENSES	ANNUAL DEVELOPER TAX REIMBURSEMENTS	ANNUAL NET COLLECTIONS BENEFIT
Current (2026)	\$305,000	\$0	\$0	\$305,000
After Project Completion (Est. 2031)	\$2,297,000	(\$415,000)	(\$517,000)	\$1,365,000 ^[1]
After TBP Incentives (2060) ^[2]	\$3,754,000	(\$979,000)	\$0	\$2,774,000

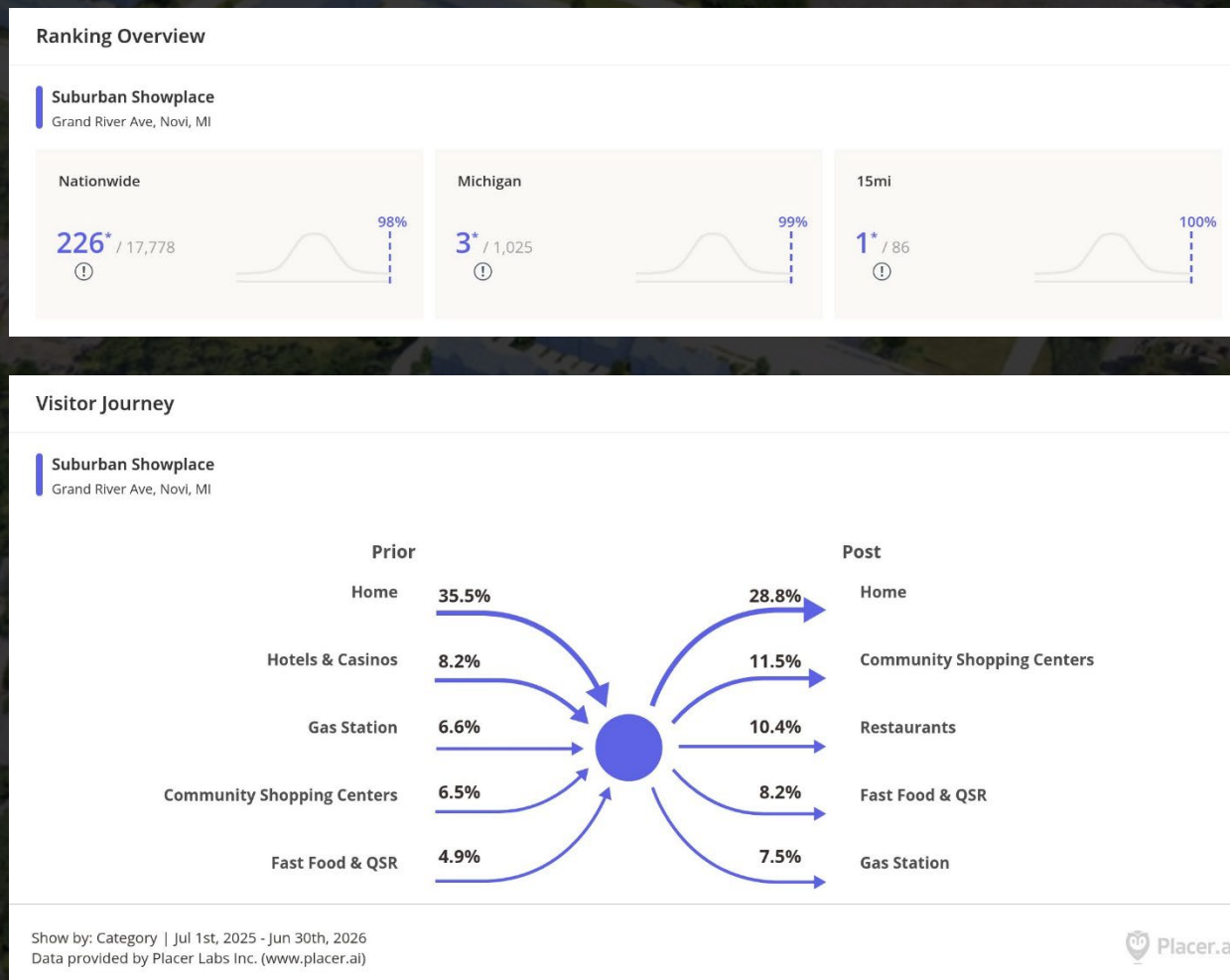
[1] - Over 70% of the developments would need to occur for the City to have the same net collections without the TBP reimbursements

[2] - Over the same 35-year period, the collections for the site as-is (i.e. "Current") would have escalated at 3.00% inflation to only \$833,000/year

The Showplace is an Economic Driver for Novi

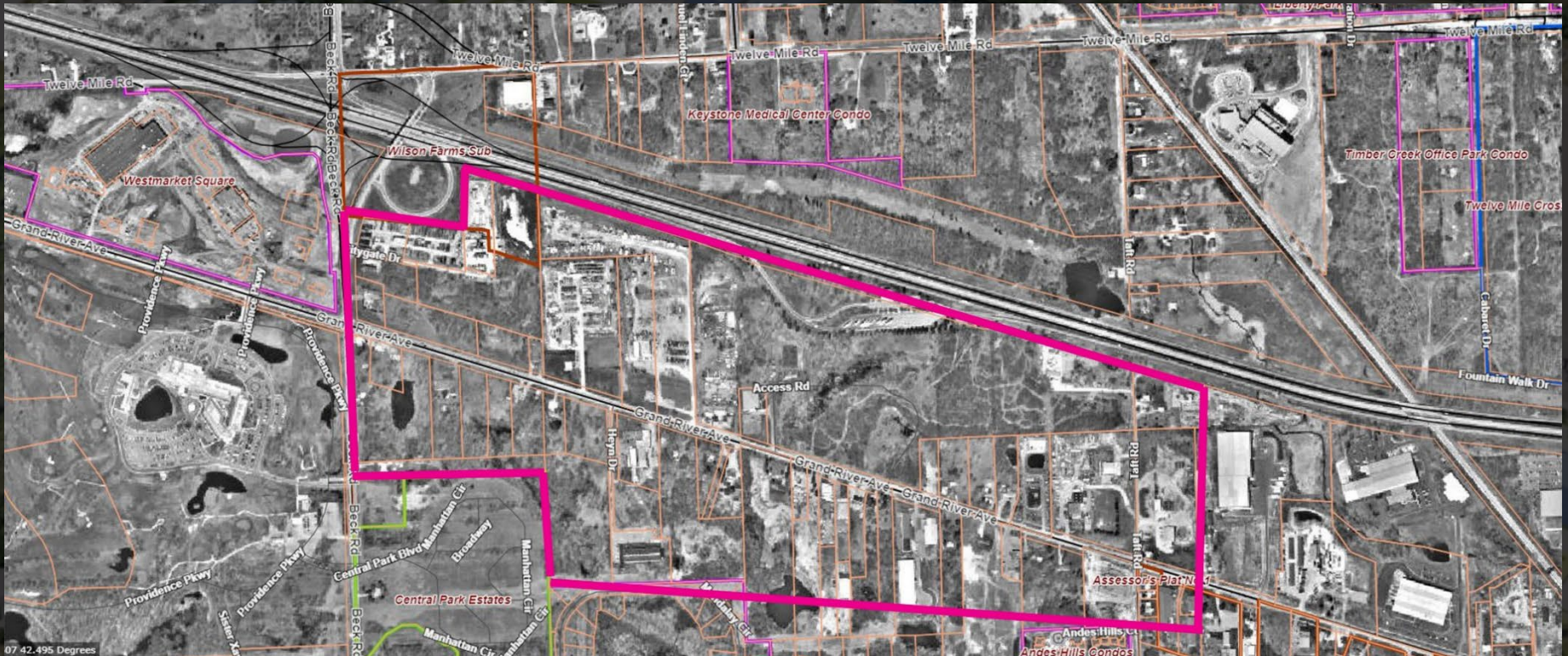
Vibe Credit Union Showplace is a major economic engine for the City of Novi, being the #3 location in the State of Michigan for unique visits on an annual basis according to Placer.ai, driving over 500,000 visitors to Novi every year.

Over 50% of visitors prior-to or post an event at the Showplace are patroning a Novi business, restaurant, shopping center, or establishment.



Historical Site Context

GRAND RIVER, NOVI – BECK RD. TO TAFT RD. A CORRIDOR STAGNANT FOR DECADES



HISTORICAL AERIAL SHOWING FORMER HEAVY INDUSTRIAL AND CONTRACTOR YARD USES ALONG THE CORRIDOR. MOST OF THESE SITES REMAIN UNDEVELOPED.

Current Site Photos

EXISTING BUILDING CONDITIONS THAT WILL BE DEMOLISHED OR REHABILITATED



Community Development Partners

Development Partners

Blair M. Bowman Sr. & Related Entities

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

Pulte Group

Townhomes Development

Upfront Hospitality

Jared & Abby Gadbow/Culinary Team

Choice Hotels

Cambria Hotel

Three-Oaks Communities

Neuro-Inclusive Neighborhoods

Design Professionals

Atwell Hicks – Geis Construction – Plante Moran

Project #1 – Cambria Hotel



Project #2 – Finer Dining Restaurant



Project #4 – The Mix & Farm to Table Courtyard



Project #4 – NE Elevation



Project #6 – Office/Retail & Mixed Use



Project #7 – Three Oaks Community



Project #8 – Pulte Townhomes



Project(s) #9, 10, 11 – Market & Multi-Family



Project #12 – Central Park South



Property Overview

Jul 1, 2025 - Jun 30, 2026

Property:

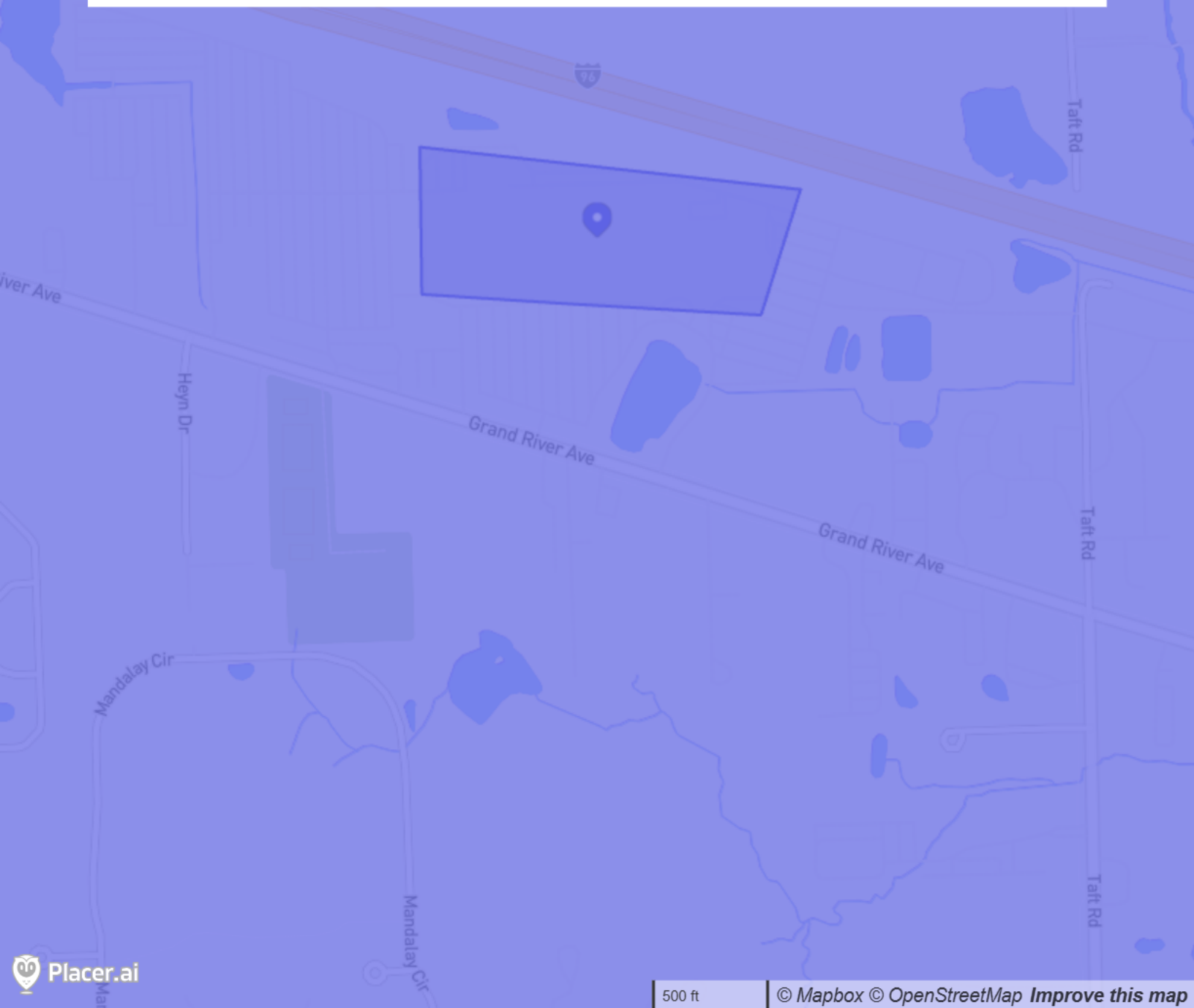


Suburban Showplace

46100 Grand River Ave, Novi, MI 48374



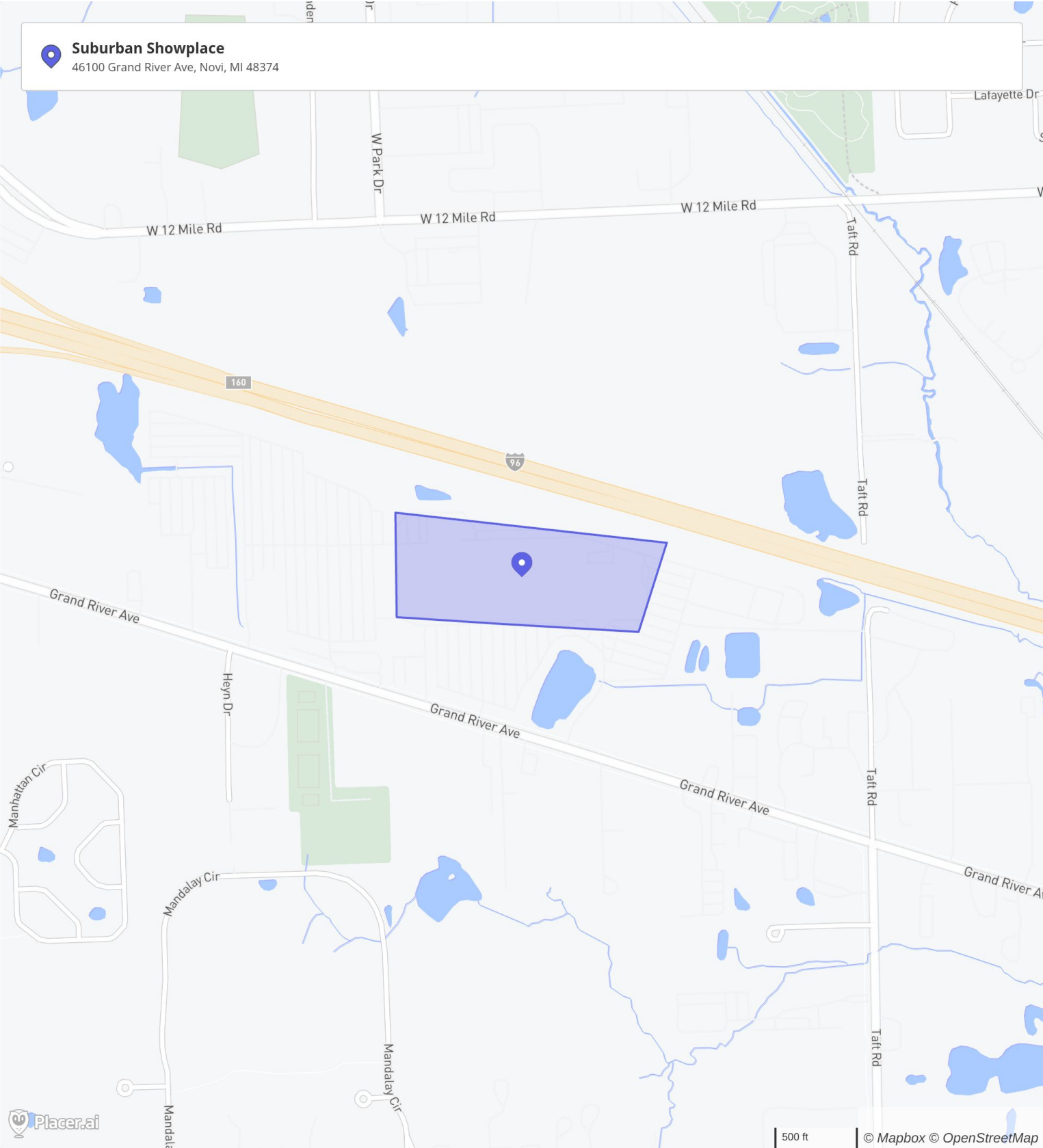
Scan to view on placer.ai platform





Property Overview

Jul 1, 2025 - Jun 30, 2026





Property Overview

Jul 1, 2025 - Jun 30, 2026

Metrics

Suburban Showplace

Grand River Ave, Novi, MI

Visits	809.1K	Avg. Dwell Time	258 Min
Visits / sq ft	1.05	Panel Visits	70.3K
Size - sq ft	771.2K	Visits YoY	-0.7%
Visitors	534K	Visits Yo2Y	-4.2%
Visit Frequency	1.52	Visits Yo3Y	+13.1%

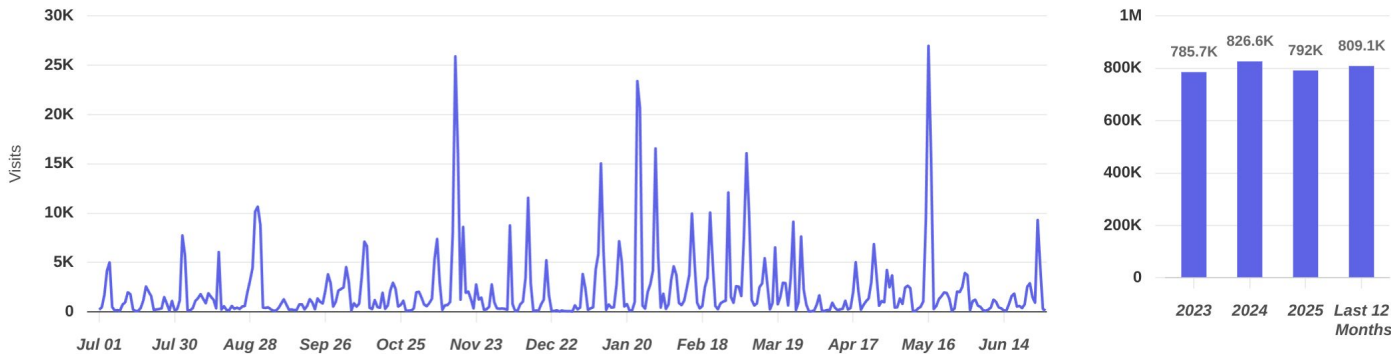
Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Suburban Showplace

Grand River Ave, Novi, MI



Daily | Visits | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

Jul 1, 2025 - Jun 30, 2026

Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Suburban Showplace Grand River Ave, Novi, MI	\$83.7K	37.3%	40.3	White (64.5%)	2.43
Michigan	\$77.9K	31.9%	41.1	White (72.9%)	2.44

Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

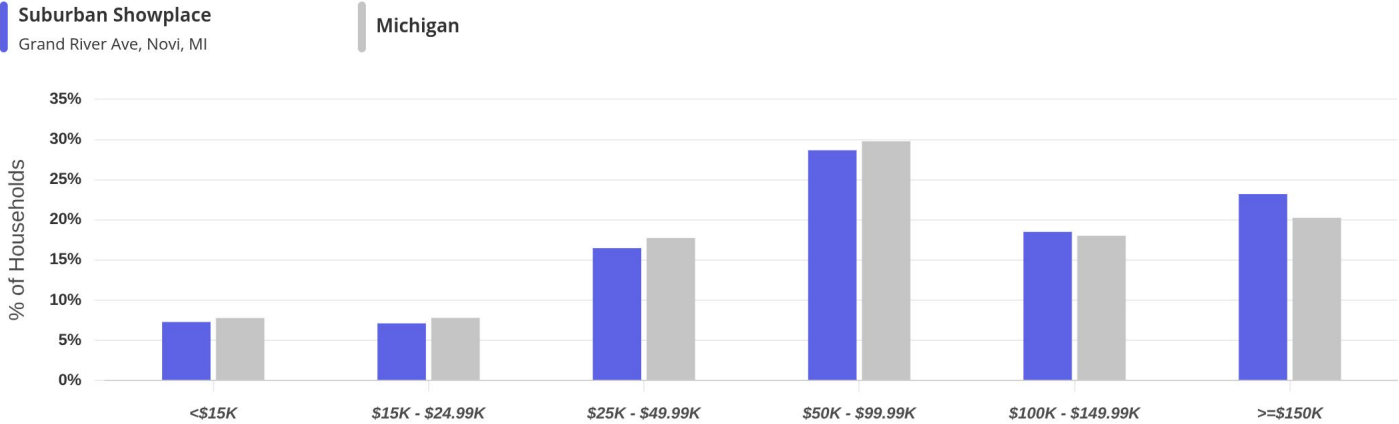




Property Overview

Jul 1, 2025 - Jun 30, 2026

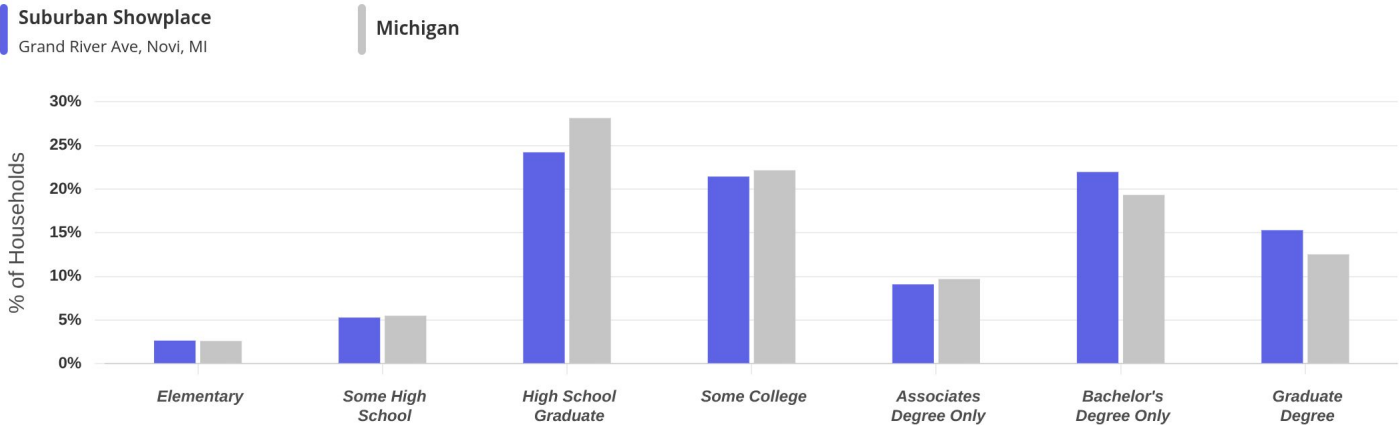
Household Income



Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
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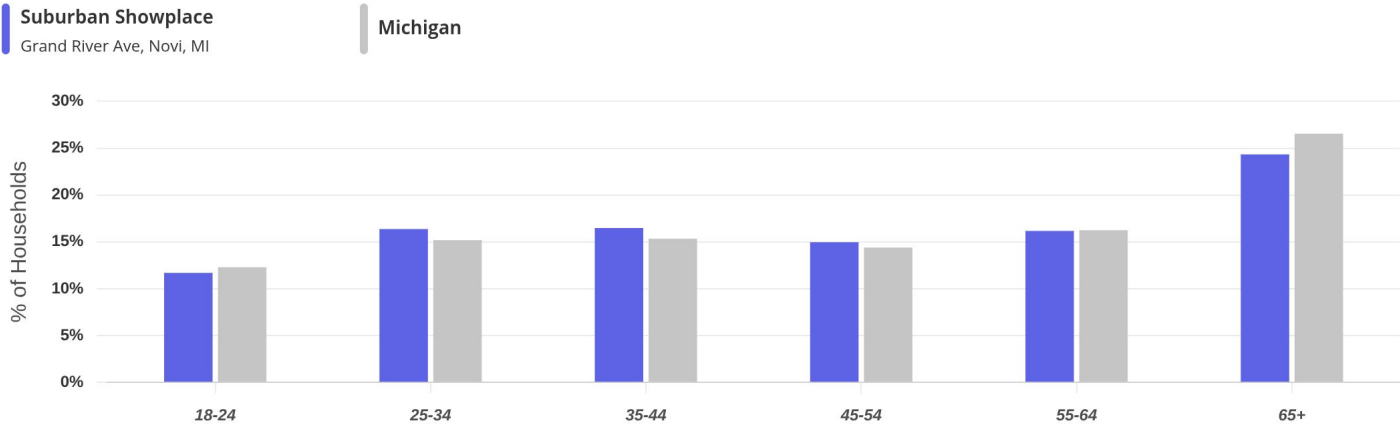




Property Overview

Jul 1, 2025 - Jun 30, 2026

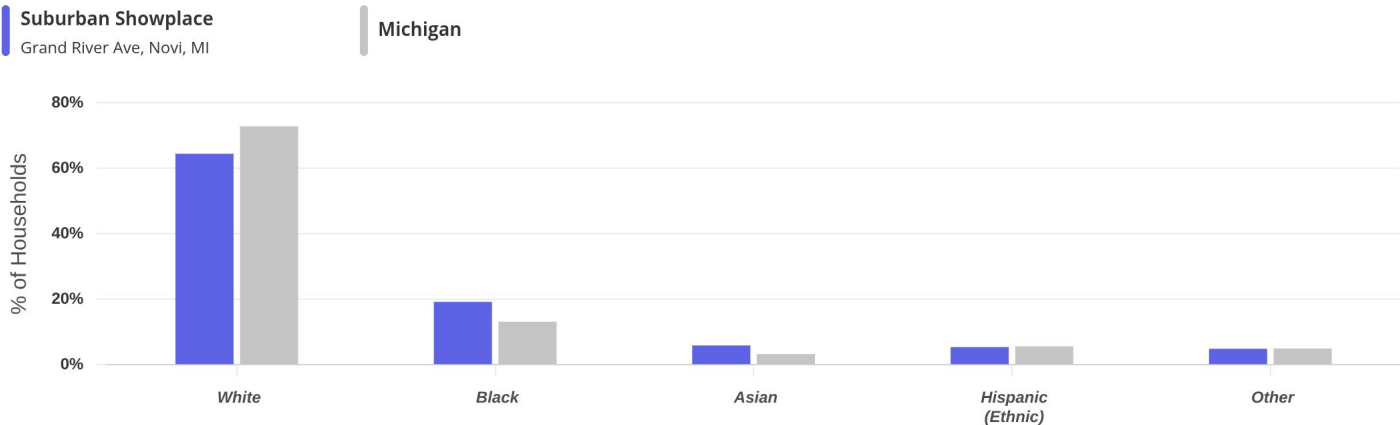
Age



Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
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Ethnicity



Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
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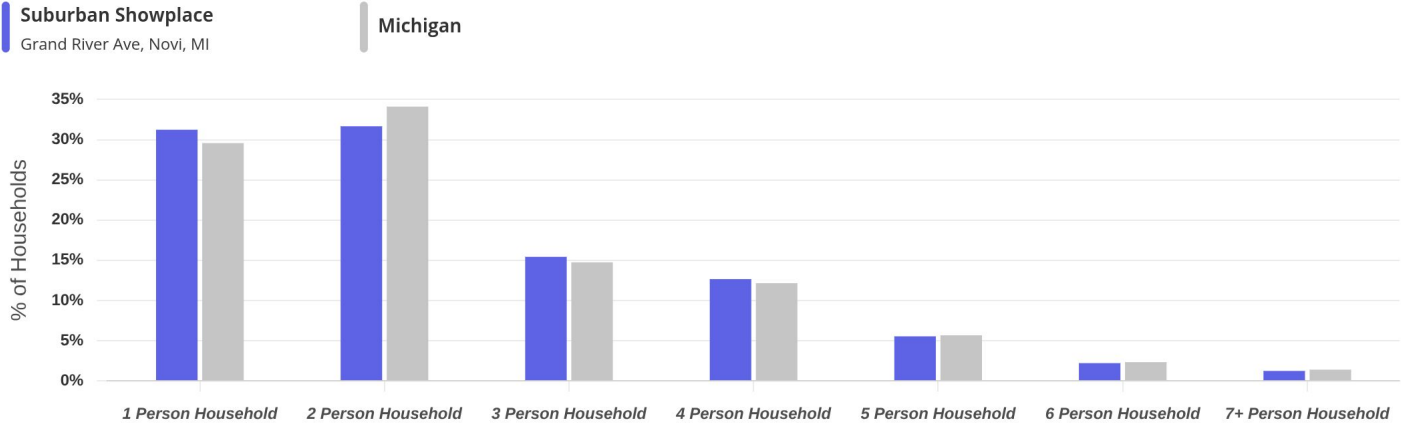




Property Overview

Jul 1, 2025 - Jun 30, 2026

Household Size



Jul 1st, 2025 - Jun 30th, 2026 | Data Source: STI: Popstats
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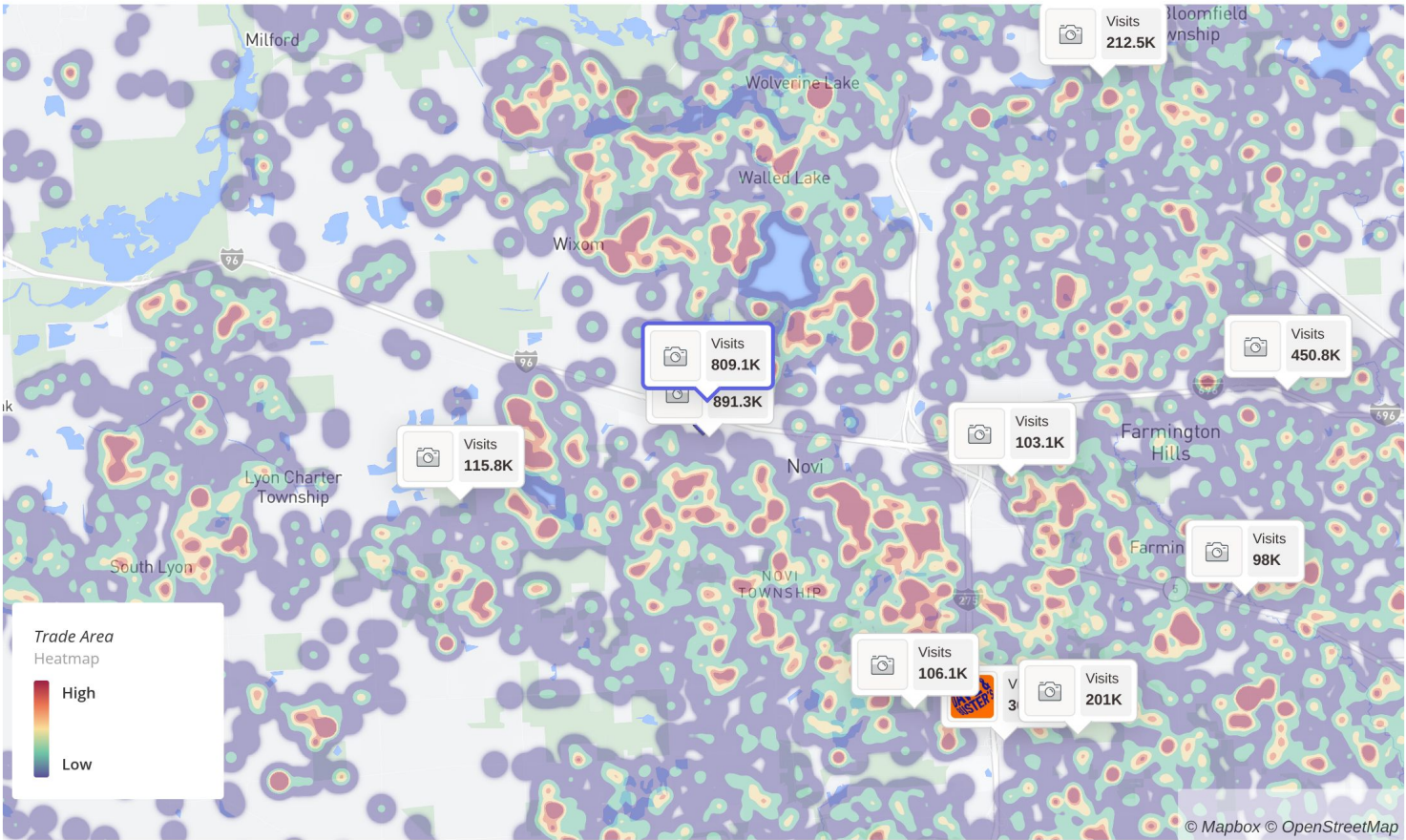




Property Overview

Jul 1, 2025 - Jun 30, 2026

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

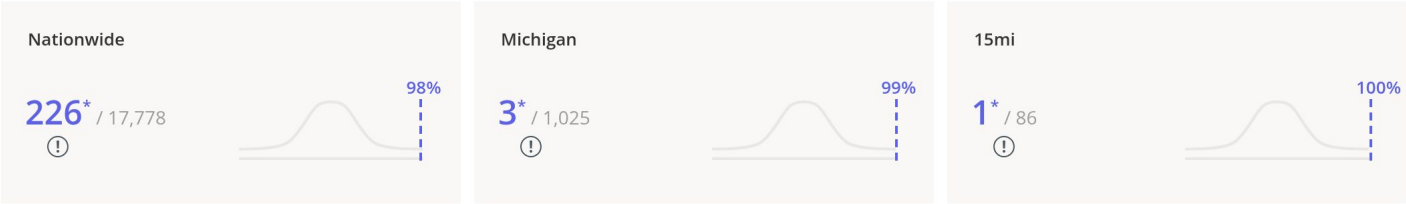


Property Overview

Jul 1, 2025 - Jun 30, 2026

Ranking Overview

Suburban Showplace
Grand River Ave, Novi, MI

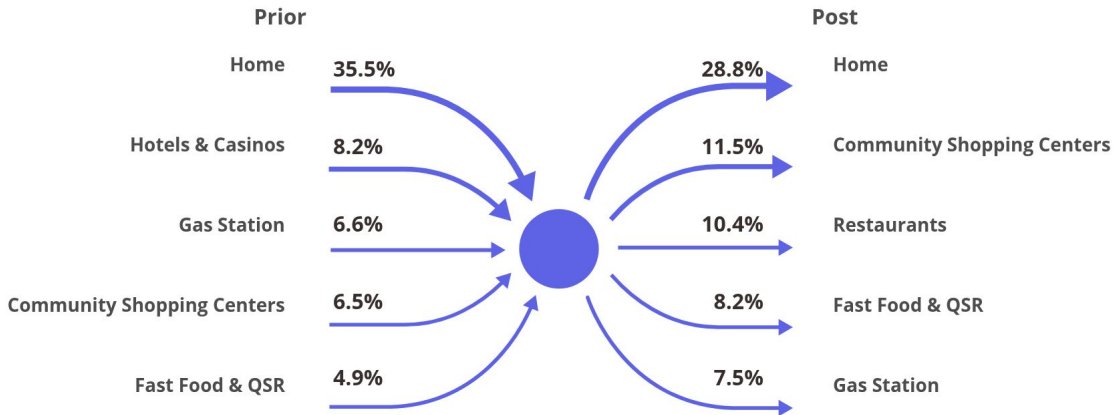


Category: Attractions | Visits | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Suburban Showplace
Grand River Ave, Novi, MI



Show by: Category | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



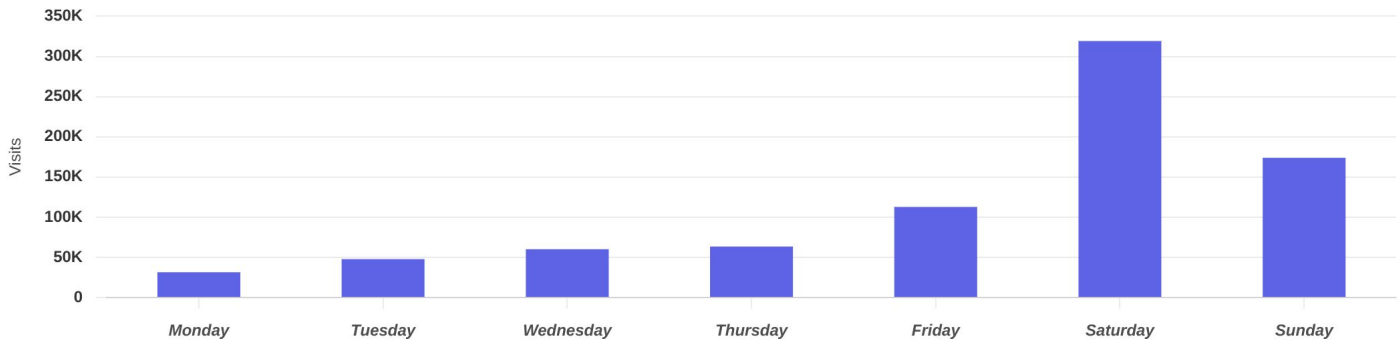


Property Overview

Jul 1, 2025 - Jun 30, 2026

Daily Visits

Suburban Showplace
Grand River Ave, Novi, MI

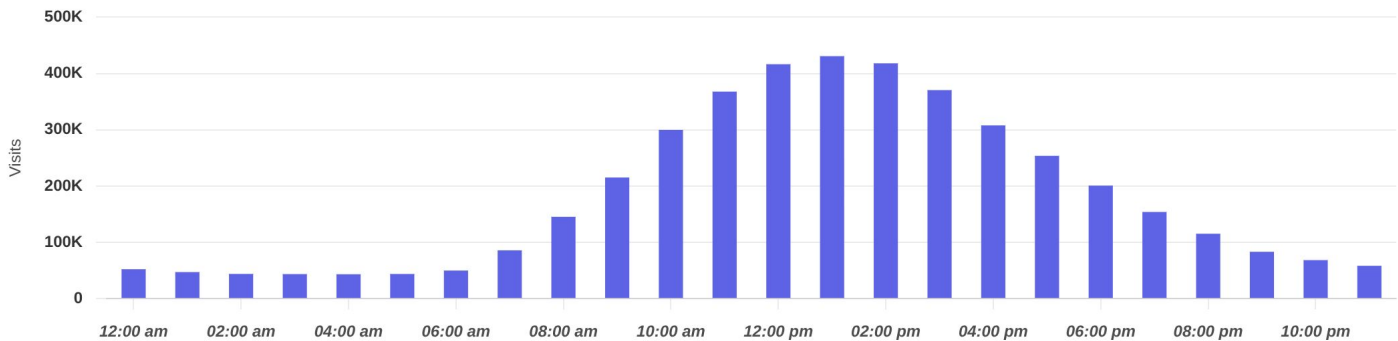


Visits | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

Suburban Showplace
Grand River Ave, Novi, MI



Visits | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Suburban Showplace
Grand River Ave, Novi, MI

Rank	Name	Distance	Visitors (%)
1	 Detroit Metropolitan Wayne County Airport 11050 W G Rogell Dr, Detroit, MI 48242	20.8 mi	273.1K (51.1%)
2	 Twelve Oaks Mall 27500 Novi Rd, Novi, MI 48377	1.8 mi	199.6K (37.4%)
3	 Great Lakes Crossing Outlets 4000 Baldwin Rd, Auburn Hills, MI 48326	17.9 mi	162.4K (30.4%)
4	 Delta Terminal - Detroit Metropolitan Wayne County Airport 1 Airport Rd, Romulus, MI 48242	20.8 mi	153.7K (28.8%)
5	 Novi Town Center 43259 Crescent Blvd, Novi, MI 48375	1.6 mi	151.9K (28.5%)
6	 Comerica Park Detroit Tigers 2100 Woodward Ave, Detroit, MI 48201	25.4 mi	125.5K (23.5%)
7	 Somerset Collection 2800 W Big Beaver Rd, Troy, MI 48084	17 mi	125.2K (23.5%)
8	 Birch Run Premium Outlets 12240 South Beyer Rd, Birch Run, MI 48415	54.1 mi	95.2K (17.8%)
9	 West Oaks Crossing 43610 W Oaks Dr, Novi, MI 48377	1.2 mi	93.4K (17.5%)
10	 Commerce Crossings 3000 Commerce Xing, Commerce Township, MI 48390	4.3 mi	84.6K (15.9%)

Category: All Categories | Min. Visits: 1 | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



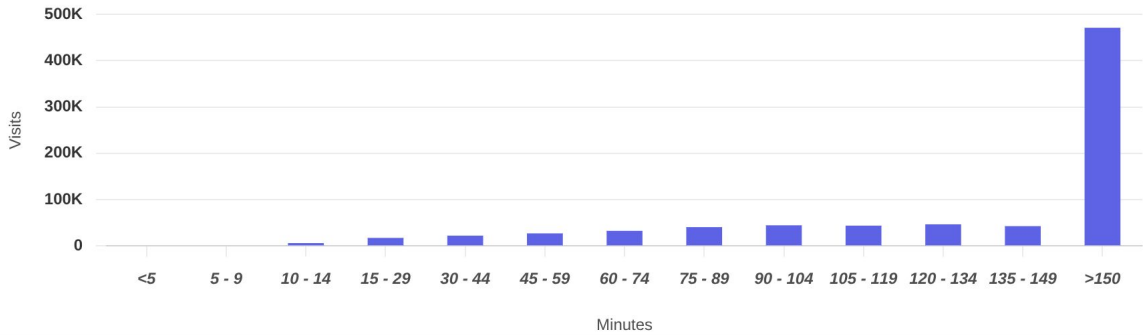


Property Overview

Jul 1, 2025 - Jun 30, 2026

Visit Duration

Suburban Showplace
Grand River Ave, Novi, MI



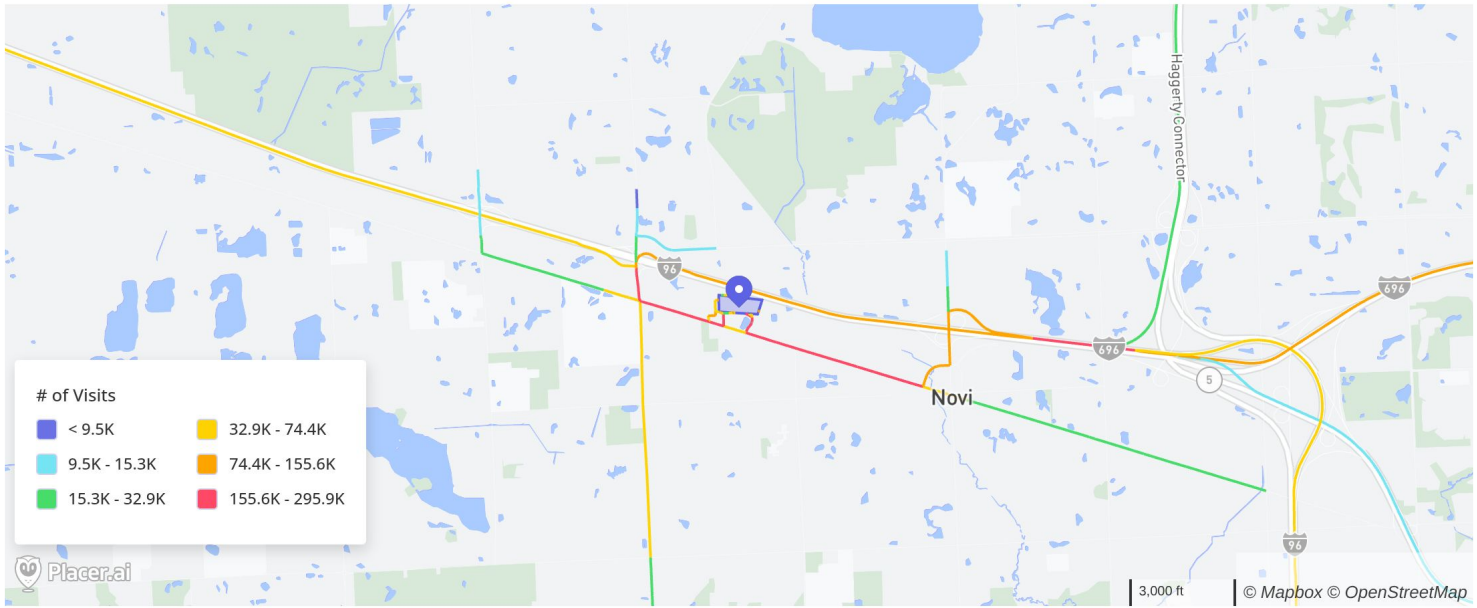
Average Stay	258 min
Median Stay	179 min

Visits | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

Suburban Showplace
Grand River Ave, Novi, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jul 1st, 2025 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

