

EXISTING
HENRY
FORD
HEALTH

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CENTRAL PARK ESTATES
TOWNHOMES

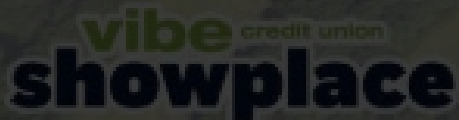


Novi City West

Bringing Together a Connected Community in a Post-Industrial Corridor

Novi, Oakland County, MI
Project Overview

September 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 ~\$380 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 1.3 million new square feet to be developed across nearly 70 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 more than 830 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 85,000 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	5,000 SF The Mix Restaurant/Event Space
#4	6,000 SF Farm-To-Table Restaurant
#5	18,660 SF Office Building
#6	40+ 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	30,400 SF of Specialty Grocer & Retail Space
#11	170+ For-Rent Active Adult Multi-Family Units
#12	105+ For-Rent Mid-Rise Multi-Family Units

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BECK RD

12

EXISTING
CENTRAL PARK ESTATES
TOWNHOMES

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GRAND RIVER AVE

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SECTION 1

Project Overview

Location



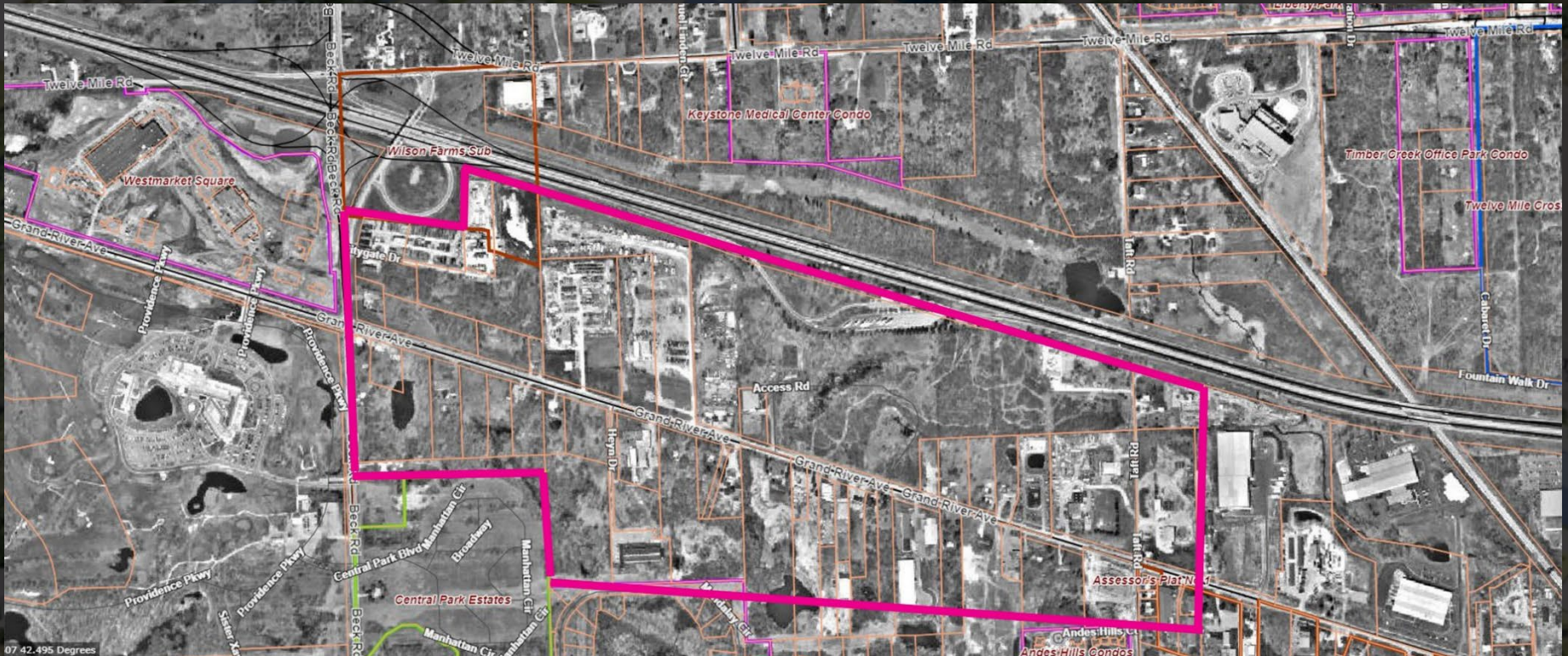
Novi City West Development Plan

GRAND RIVER REIMAGINED NOVI CITY WEST



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



Transformational Mixed-Use Development

	UNITS / SF	USE	QUALIFICATION
	HOTEL	225 Keys	
H1	225 Keys	118,750 GSF	Qualified Facility
	RESIDENTIAL	833 Units	
R1	106 Units	Apartments	Qualified Facility
R2	44 Units	Apartments	Qualified Facility
R3	182 Units	Condominiums	Qualified Facility
R4	111 Units	Townhomes	Qualified Facility
R5	220 Units	Apartments	Qualified Facility
R6	170 Units	Apartments	Qualified Facility
	RETAIL/OFFICE	85,565 GSF	
A	8,000 GSF	Restaurant & Bar	Qualified Facility
B	30,400 GSF	Grocery Store	Qualified Facility
C	11,005 GSF	Rest./Event Space	Qualified Facility
D	17,500 GSF	New Retail	Qualified Facility
E	18,660 GSF	New Office/Retail	Qualified Facility



The Development Team would seek the State's support for the project through the MEDC's Transformational Brownfield Program

Development Partners

Development Partner	Entities & Role
Blair M. Bowman Sr. & Related Entities	Bowman LLC, SEMAS LLC, NoviMix LLC, WixMix LLC, Central Park LLC
Pulte Group	Townhomes Development
Upfront Hospitality	Jared & Abby Garbow Culinary Team
Choice Hotels	Cambria Hotel
Three-Oaks Communities	Neuro-Inclusive Neighborhoods
Design Professionals	Atwell-Hicks – Geis Construction
Avenue Development	Development Partner



Novi City West Development Plan



Cambria Hotel



Finer Dining



The Mix & Farm-to-Table



Pulte Townhomes



Novi Oaks & Commercial



North Grand Mixed-Use



Central Park South

Program, Uses & TBP Projections

	Consolidated	Project 1 – Convention Hotel	Project 2 – Finer Dining Restaurant	Project 3 – The Mix	Project 4 – Farm to Table	Project 5 – Office Building	Project 6 – Low Rise Mixed Use	Project 7 – Novi Oaks	Project 8 – Pulte Townhomes	Project 9 – 220+ 5 Story Midrise MF	Project 10 – Specialty Retail Anchor	Project 11 – Vive Bene Novi	Project 12 – Central Park South
<u>Development Scope</u>													
Gross SF	1,305,569	118,750	8,000	5,000	6,005	18,660	65,740	219,804	227,100	305,000	30,400	179,520	121,590
For-Rent - # of Units	540	-	-	-	-	-	44	-	-	220	-	170	106
For-Sale - # of Units	293	-	-	-	-	-	-	182	111	-	-	-	-
Affordable - # of Units	122	-	-	-	-	-	9	35	-	44	-	34	-
Hotel Rooms	225	225	-	-	-	-	-	-	-	-	-	-	-
Office SF	18,660	-	-	-	-	18,660	-	-	-	-	-	-	-
Retail SF	85,565	-	8,000	5,000	6,005	-	17,500	-	-	-	30,400	-	-
Site Acreage	69.90	4.12	1.87	5.05	1.28	0.99	1.52	12.08	16.80	8.50	4.07	6.63	6.99
Construction Jobs	585	71	11	6	6	16	39	82	71	116	17	95	55
Ongoing Perm Jobs	276	56	26	16	22	32	28	28	-	-	68	-	-
<u>Uses (in 000s)</u>													
Land Costs	\$32,469	\$1,793	\$816	\$2,201	\$558	\$431	\$750	\$5,460	\$6,660	\$5,500	\$1,401	\$4,250	\$2,650
Hard Costs	\$284,042	\$35,582	\$5,540	\$3,079	\$2,788	\$7,801	\$18,684	\$39,672	\$34,710	\$55,960	\$8,597	\$44,616	\$27,013
Softs Costs	\$64,892	\$9,510	\$2,408	\$896	\$1,542	\$2,167	\$5,700	\$9,292	\$4,215	\$11,686	\$3,204	\$8,593	\$5,677
Total Uses	\$381,403	\$46,885	\$8,764	\$6,177	\$4,888	\$10,399	\$25,134	\$54,424	\$45,585	\$73,146	\$13,201	\$57,459	\$35,340
<u>Tax Capture (in 000s)</u>													
CPSUTE	\$6,156	\$726	\$112	\$61	\$57	\$165	\$598	\$837	\$720	\$1,180	\$169	\$969	\$562
CPTCR	\$2,768	\$293	\$45	\$25	\$23	\$67	\$159	\$704	\$291	\$476	\$68	\$391	\$227
STCR	\$100,837	\$12,543	\$7,624	\$2,359	\$2,628	-	\$8,798	\$14,471	\$7,037	\$18,406	\$4,654	\$16,592	\$5,725
PTIR	\$133,951	\$12,108	\$788	\$506	\$546	\$1,894	\$6,271	\$20,585	\$22,198	\$32,696	\$3,406	\$18,169	\$14,784
Total TCRs	\$243,712	\$25,670	\$8,569	\$2,950	\$3,253	\$2,126	\$15,826	\$36,597	\$30,245	\$52,759	\$8,298	\$36,122	\$21,298

Annual TBP Projections

	CPSUTE	CPTCR	SUTCR	ITCR	WTCR	PTIR - SCHOOL	PTIR - LOCAL	Total
2027	\$ 437,950	\$ 197,121	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 635,071
2028	\$ 1,556,885	\$ 709,363	\$ -	\$ -	\$ -	\$ 13,009	\$ 4,864	\$ 2,284,121
2029	\$ 1,349,684	\$ 635,857	\$ 170,272	\$ -	\$ 24,937	\$ 280,196	\$ 197,848	\$ 2,658,794
2030	\$ 1,552,280	\$ 717,670	\$ 174,529	\$ 224,102	\$ 25,561	\$ 655,326	\$ 687,693	\$ 4,037,161
2031	\$ 1,070,503	\$ 432,121	\$ 688,523	\$ 984,684	\$ 54,018	\$ 952,568	\$ 1,160,964	\$ 5,343,380
2032	\$ 188,457	\$ 76,073	\$ 1,046,439	\$ 1,009,301	\$ 91,711	\$ 1,527,457	\$ 1,476,903	\$ 5,416,342
2033	\$ -	\$ -	\$ 1,299,233	\$ 1,034,533	\$ 133,425	\$ 1,567,384	\$ 1,517,989	\$ 5,552,565
2034	\$ -	\$ -	\$ 1,372,068	\$ 2,325,860	\$ 158,336	\$ 1,608,309	\$ 1,560,103	\$ 7,024,676
2035	\$ -	\$ -	\$ 1,406,370	\$ 2,659,475	\$ 162,294	\$ 1,650,257	\$ 1,603,269	\$ 7,481,665
2036	\$ -	\$ -	\$ 1,441,529	\$ 2,725,962	\$ 166,352	\$ 1,693,254	\$ 1,647,514	\$ 7,674,611
2037	\$ -	\$ -	\$ 1,477,567	\$ 2,794,111	\$ 170,511	\$ 1,737,326	\$ 1,692,866	\$ 7,872,381
2038	\$ -	\$ -	\$ 1,514,507	\$ 2,863,964	\$ 174,773	\$ 1,782,500	\$ 1,739,351	\$ 8,075,094
2039	\$ -	\$ -	\$ 1,552,369	\$ 2,935,563	\$ 179,143	\$ 1,828,803	\$ 1,786,998	\$ 8,282,876
2040	\$ -	\$ -	\$ 1,591,178	\$ 3,008,952	\$ 183,621	\$ 1,876,263	\$ 1,835,837	\$ 8,495,852
2041	\$ -	\$ -	\$ 1,630,958	\$ 3,084,176	\$ 188,212	\$ 1,924,911	\$ 1,885,896	\$ 8,714,152
2042	\$ -	\$ -	\$ 1,671,732	\$ 3,161,280	\$ 192,917	\$ 1,974,774	\$ 1,937,207	\$ 8,937,910
2043	\$ -	\$ -	\$ 1,713,525	\$ 3,240,312	\$ 197,740	\$ 2,025,884	\$ 1,989,801	\$ 9,167,262
2044	\$ -	\$ -	\$ 1,756,363	\$ 3,321,320	\$ 202,683	\$ 2,078,271	\$ 2,043,710	\$ 9,402,348
2045	\$ -	\$ -	\$ 1,800,272	\$ 3,404,353	\$ 207,750	\$ 2,131,969	\$ 2,098,966	\$ 9,643,310
2046	\$ -	\$ -	\$ 1,845,279	\$ 3,489,462	\$ 212,944	\$ 2,187,008	\$ 2,155,604	\$ 9,890,297
2047	\$ -	\$ -	\$ 1,891,411	\$ 3,576,698	\$ 218,268	\$ 2,243,424	\$ 2,213,657	\$ 10,143,459
2048	\$ -	\$ -	\$ 1,938,696	\$ 3,666,116	\$ 223,725	\$ 2,301,250	\$ 2,273,162	\$ 10,402,949
2049	\$ -	\$ -	\$ 1,708,153	\$ 3,757,769	\$ 188,455	\$ 2,360,522	\$ 2,334,155	\$ 10,349,054
2050	\$ -	\$ -	\$ 1,750,857	\$ 3,484,495	\$ 193,167	\$ 2,421,276	\$ 2,396,673	\$ 10,246,467
2051	\$ -	\$ -	\$ 959,539	\$ 2,334,487	\$ 152,411	\$ 2,483,548	\$ 2,460,753	\$ 8,390,738
2052	\$ -	\$ -	\$ 228,258	\$ 2,392,849	\$ 96,670	\$ 2,547,377	\$ 2,526,435	\$ 7,791,589
2053	\$ -	\$ -	\$ -	\$ 2,452,670	\$ 34,491	\$ 2,617,217	\$ 2,593,760	\$ 7,698,138
2054	\$ -	\$ -	\$ -	\$ 440,377	\$ -	\$ 2,752,940	\$ 2,662,767	\$ 5,856,085
2055	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,058,788	\$ 2,733,500	\$ 5,792,288
2056	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,358,468	\$ 2,806,001	\$ 6,164,470
2057	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,585,278	\$ 2,880,315	\$ 6,465,592
2058	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,633,939	\$ 2,937,601	\$ 6,571,539
2059	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,080,931	\$ 2,577,576	\$ 5,658,506
2060	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,100,907	\$ 1,578,560	\$ 3,679,468
2061	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,294,465	\$ 617,056	\$ 1,911,521
2062	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2063	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2064	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL (35 Yrs)	\$ 6,155,759	\$ 2,768,205	\$ 32,629,628	\$ 64,372,869	\$ 3,834,116	\$ 69,335,801	\$ 64,615,355	\$ 243,711,733

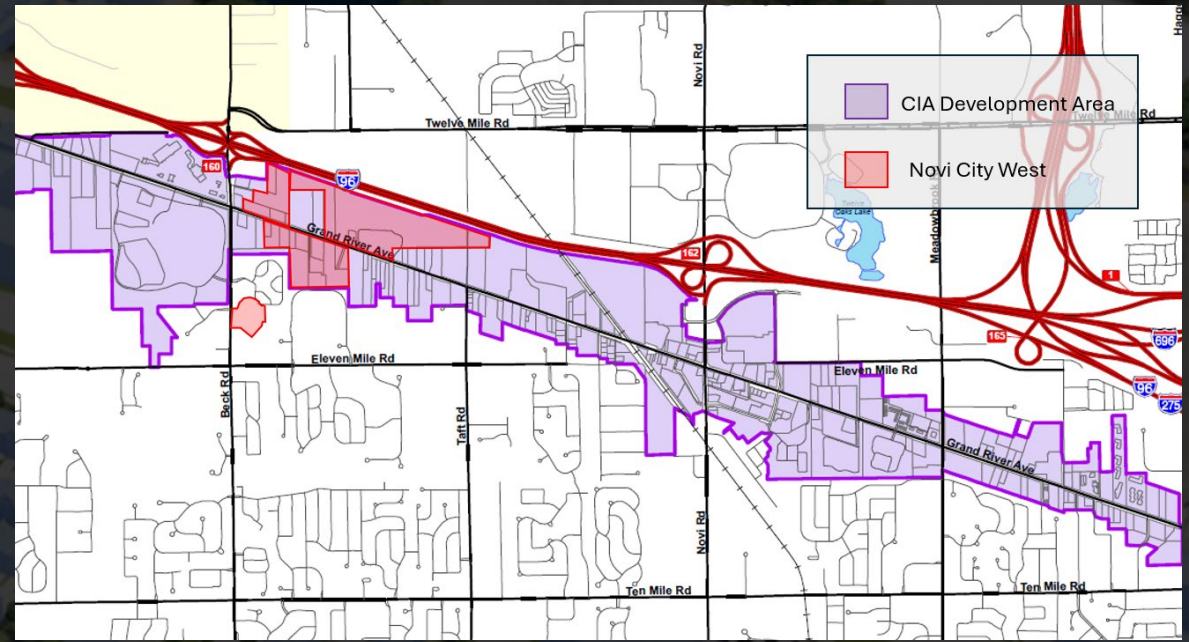
City of Novi Corridor Improvement Authority

Grand River Avenue – Corridor Improvement Authority

On December 4th, 2017, the City of Novi established the Grand River Avenue Corridor Improvement Authority (“CIA”) to redevelopment the commercial corridor and promote economic growth. The CIA is authorized to pay for certain eligible activities and to finance improvements by capturing the property taxes levied on any incremental increase in property values within the Development Area.

The general vision for the corridor proposed in the City of Novi’s master plan is to move it from an auto-oriented suburban roadway to a vibrant, thriving, artery for economic activity that utilizes land efficiently and provides housing, jobs, entertainment, and shopping for Novi residents.

The Novi City West project’s program and location between Taft Rd and Beck Rd makes it’s a vital piece to helping bring the City’s master plan to fruition. Both the project and the CIA have aligned missions in bringing the requisite roadway, utility, public light, stormwater, and pedestrian infrastructure upgrades to making this formerly industrial corridor more accessible residents and visitors alike.



TAXING AREA (\$ in 000s)	\$ TAXABLE VALUE	\$ ANNUAL TAXES	\$ ANNUAL CIA TAXES
CIA Ex Novi City West Area	\$346,493	\$18,701	\$2,882
Novi City West – Current	\$2,917	\$157	\$24
Novi City West – Improved	\$103,933	\$5,609	\$864
Total CIA Area	\$453,343	\$24,467	\$3,770

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GRAND RIVER AVE

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SECTION 2

Project Renderings

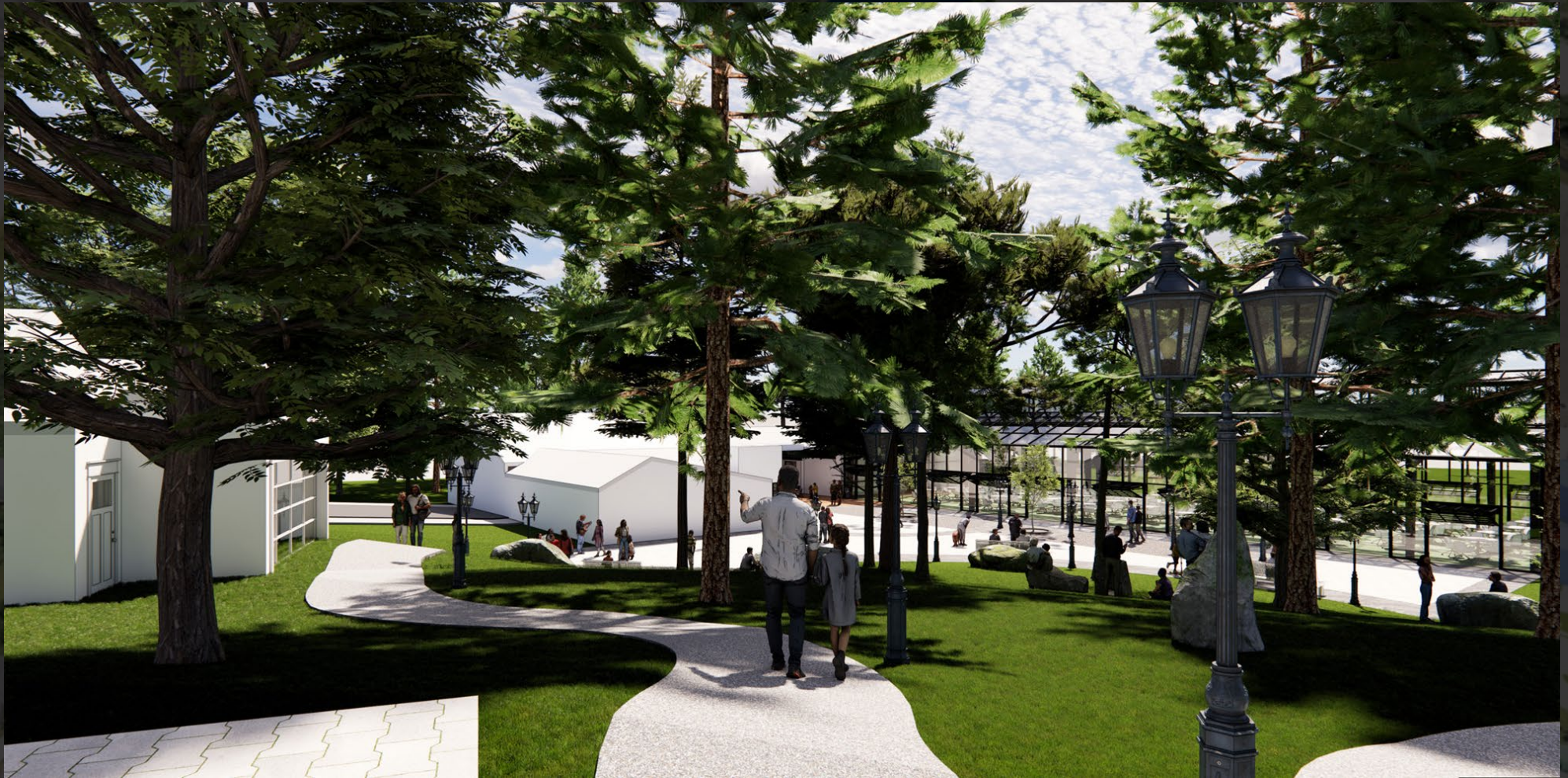
Cambria Hotel



Finer Dining



The Mix & Farm-to-Table



Pulte Townhomes



Novi Oaks & Commercial Developments



North Grand Mixed-Use Projects



Central Park South



Vive Bene



·RENDERING OF VIVE BENE CARMEL·



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.