

SUBURBAN COLLECTION SHOWPLACE

CORRIDOR MASTERPLAN

 SUBURBAN COLLECTION
SHOWPLACE

 GEIS
COMPANIES

TABLE OF CONTENTS

	#
Narrative	3
Component Overviews	4
Quotes	5
Corridor Master Plan	6-7
Historical Aerial	8
Existing Conditions	9-10
Cambria Hotel & Restaurant – Conceptual Renderings	11-19
Pulte Townhomes – Conceptual Renderings	20-24
Viva Bene “Purposefully Active” – Conceptual Renderings	25-30
Grocer & Residential – Conceptual Renderings	30-32
Farm to Table & The Mix – Conceptual Renderings	33-44
1Source – Conceptual Renderings	45-49
Central Park South – Conceptual Renderings	50-52

Novi City West Transformational Brownfield Program

Narrative

The Novi City West Transformational Brownfield Program represents a bold vision for revitalizing the Grand River Avenue corridor in Southeast Michigan. Anchored by the Suburban Collection Showplace, this \$270 million mixed-use redevelopment will transform underutilized and obsolete industrial land into a vibrant, walkable community that generates long-term economic growth, strengthens community connectivity, and redefines Novi as a premier destination in the Midwest.

At the heart of this transformation is the construction of a 225-key Cambria Hotel, complete with a rooftop event space tailored to meet the needs of the Suburban Collection Showplace—the nation’s 50th largest convention center. This hotel would not only fill a critical lodging gap that currently limits Novi’s competitiveness for larger-scale events, but also significantly increases Novi’s ability to attract additional international conferences and tourism dollars.

On the south side of Grand River, a rehabilitated set of buildings, with 17,000 sq ft added space, will become The Mix, a one-of-a-kind destination within the Novi City West redevelopment—a thoughtfully curated fusion of dining, recreation, and social experiences that transforms repurposed industrial and farm-style structures into a walkable entertainment district. The Mix will consist of several components including a rehabilitated historic farmhouse, which will house a farm-to-table restaurant led by acclaimed restaurateurs Jared and Abby Gadbow of Upfront Hospitality. Known for their focus on culinary excellence, this new venture will bring authentic hospitality and elevated dining to the Grand River corridor. The Mix will also be home to a brewery and several greenhouse style pavilions that serve as flexible indoor-outdoor spaces with rentable lanes for lawn games, like croquet, that can also be used for private events. The entire space is designed with community, comfort, and play in mind with all components connected by outdoor lounge areas and open-air pathways with a focus on pet-friendly amenities, including a fenced off-leash dog zone, all of which make The Mix accessible for residents and visitors with four-legged companions to enjoy.

Importantly, The Mix is fully integrated into the walkable layout of Novi City West, with direct pathways connecting it to all the purposed residential developments—including the Pulte townhomes, Central Park South apartments, Viva Bene active adult community, the mixed-use grocer/residential building as well as the existing 250 + unit Central Park Estates Apartment Complex. The developments on the South side of Grand River will also all be connected to the new Cambria Convention Hotel and Suburban Collection Showplace by way of a new pedestrian bridge over Grand River. This seamless connectivity fosters an urban-style lifestyle where entertainment, food, and community are all just steps from home.

This project is about more than buildings—it’s about placemaking. By reimagining the Grand River corridor as a walkable, integrated urban district, Novi City West will connect residents of all ages and backgrounds to housing, entertainment, food, nature, and each other. Whether it’s a retiree walking from Viva Bene to the specialty grocer, a young couple living above the store, or an international conference guest dining at a locally owned restaurant after a day of meetings, this development is rooted in human-centered design. It reflects a growing demand for community-focused, inclusive spaces that offer connectivity.

None of this would be possible without the Transformational Brownfield Program. Originally designed to unlock large-scale redevelopment on challenged and underperforming sites, the program is an essential funding mechanism for projects that require major upfront investment in infrastructure, environmental remediation, and public amenities. With this site consisting of aging industrial structures and fragmented parcels, private financing alone would not be sufficient to achieve a project of this scale and impact.

The Novi City West project is precisely the type of visionary, regionally significant investment the Transformational Brownfield Program was created to support.

Component Overviews

- Cambria Hotel: 225 Key facility with rooftop event space adjacent to the Suburban Collection Showplace
- Pulte Townhomes: 100+ For-Sale Townhomes
- Viva Bene by Avenue Development: 170+ Unit For-Rent Active Adult (55+) Community
- Mixed use Grocer & Residential: 30,000 sq ft Specialty Grocer with 50+ Residential units above
 - *“One of the most important pieces to the community building developments on the south side of Grand River is the inclusion of the substantial specialty market. We have been engaged in discussions with several potential high-quality partners and operators to find the right fit” – Blair Bowman Sr.*
- The Mix
 - Rehabilitating four existing old industrial commercial structures, adding 17,000 sq ft new space, creating vibrant combination use space including a brewery, farm to table restaurant, indoor/outdoor activities, and nightlife, all which are vital to the corridor and region but will be a huge benefit to users of the Suburban Showplace
- Central Park South: 100+ unit For-Rent Apartment Community
- Existing business retention and expansion
 - 1Source, a leader in the world of print, signage, and digital solutions, plans to now expand their existing office headquarters and manufacturing facility, creating 50+ new full-time jobs
- +/- 270 million worth of development overall
- Construction, General Contractor, Architectural Design - Geis Companies
- Real Estate Planning & Investment Consulting – Plante Moran



Quotes

- **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,” **-Claude Molinari, President and CEO of Visit Detroit.** “Suburban Collection 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 - Sean Carlson & David Coulter**

- “The Suburban Collection 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.” **- David Coulter, Oakland County Executive**

- **City 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 Suburban Collection Showplace, builds on one of our community’s most dynamic assets and creates a powerful engine for tourism, economic growth, and regional prominence.” **- Mayor of Novi, Justin Fischer.** “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” **- Jared & Abby Gadbow, Owners of Upfront Hospitality**

- **Choice Hotels – Cambria Brand**

- “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.”
- Mark Shalala, Senior Vice President Development, Choice Hotels International - Upscale brands

- **Avenue Development – Michael Mattingly, principal and co-founder, Avenue Development and Viva Bene**

- “Viva Bene brings something new, exciting and timely to City West with a model focused on keeping people healthier longer as they age. Novi will be among the first in the nation to offer the Viva Bene brand, an amenity-rich 55+ active adult property that uniquely combines attainably priced rental housing, wellness-focused community living, and ready access to primary care, chronic care management and care navigation services. We believe in City West’s promise to strengthen the area’s economy and look forward to being part of this forward-thinking development.”

- **Pulte – Available for Comment**

- Adam Reid – Land Acquisition Manager - adam.reid@pulte.com (248)-943-4077

- **Geis Companies – Available for Comment**

- Conrad Geis – President – conrad@geisco.net (216)-772-7650



SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

6

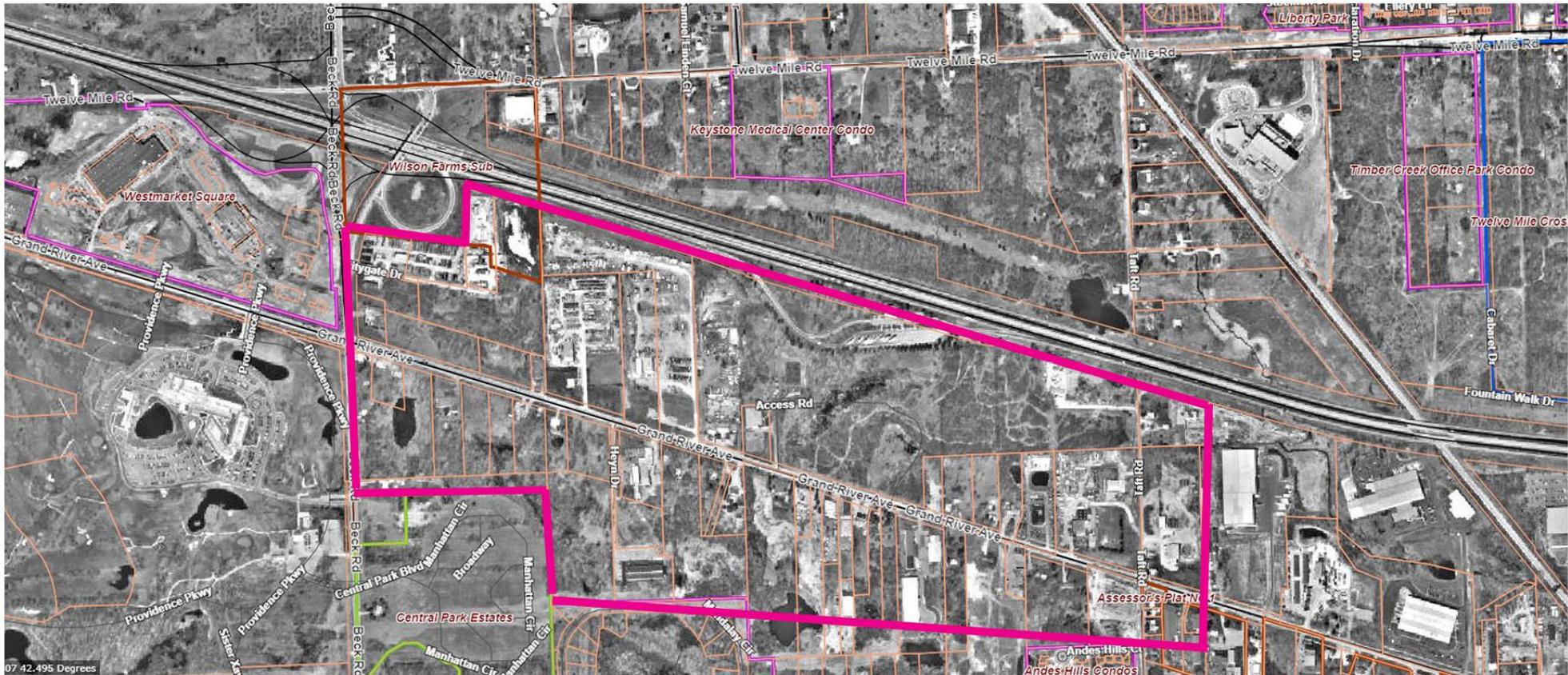
CORRIDOR MASTER PLAN

NOVI CITY WEST

TRANSFORMATIONAL BROWNFIELD PROGRAM



GRAND RIVER, NOVI - BECK RD. TO TAFT RD. A CORRIDOR STAGNATE FOR DECADES



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





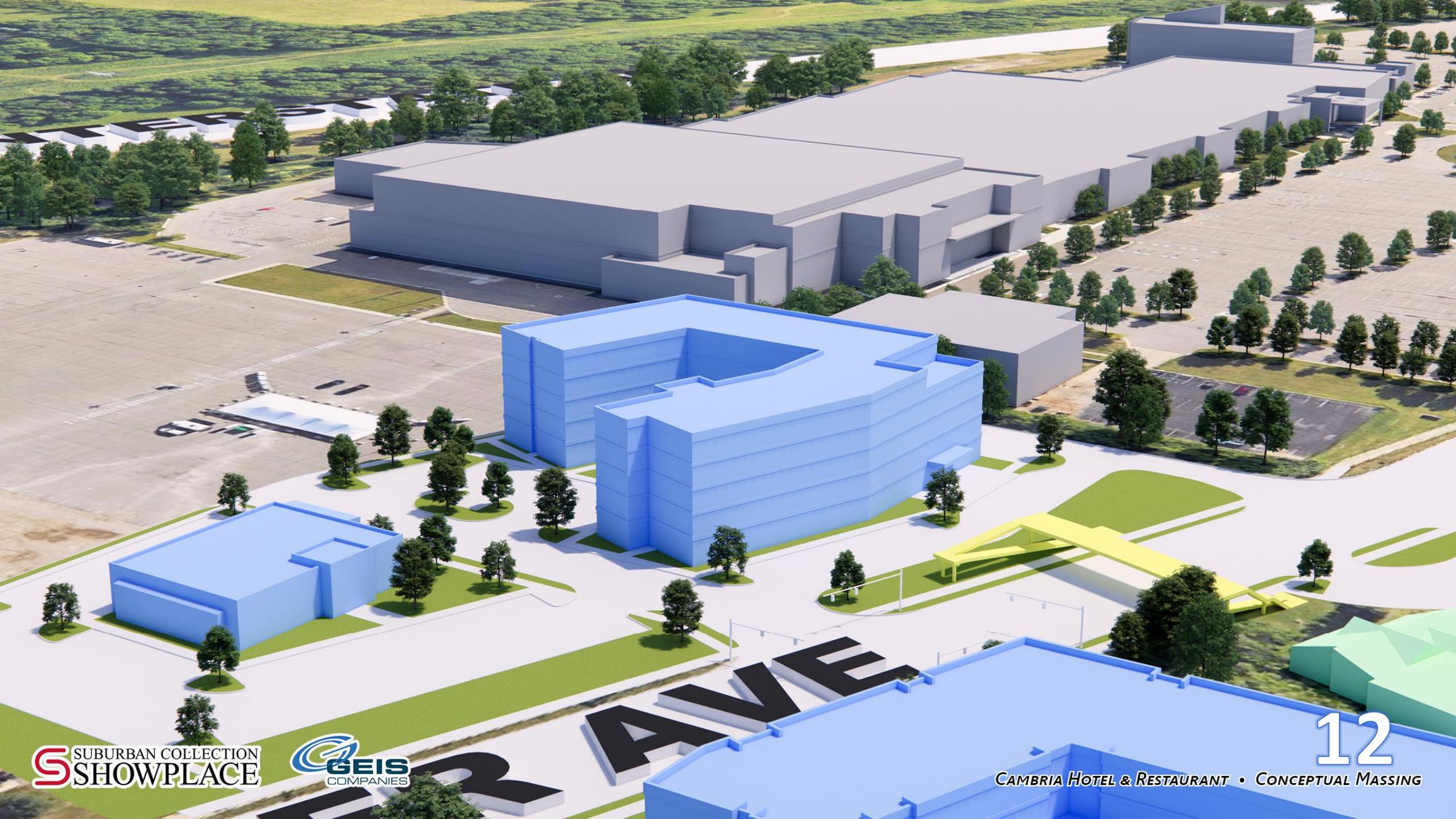


CAMBRIA HOTEL & RESTAURANT
HOSPITALITY & DINING

INTERSTATE 96

GRAND RIVER AVE

BECK RD

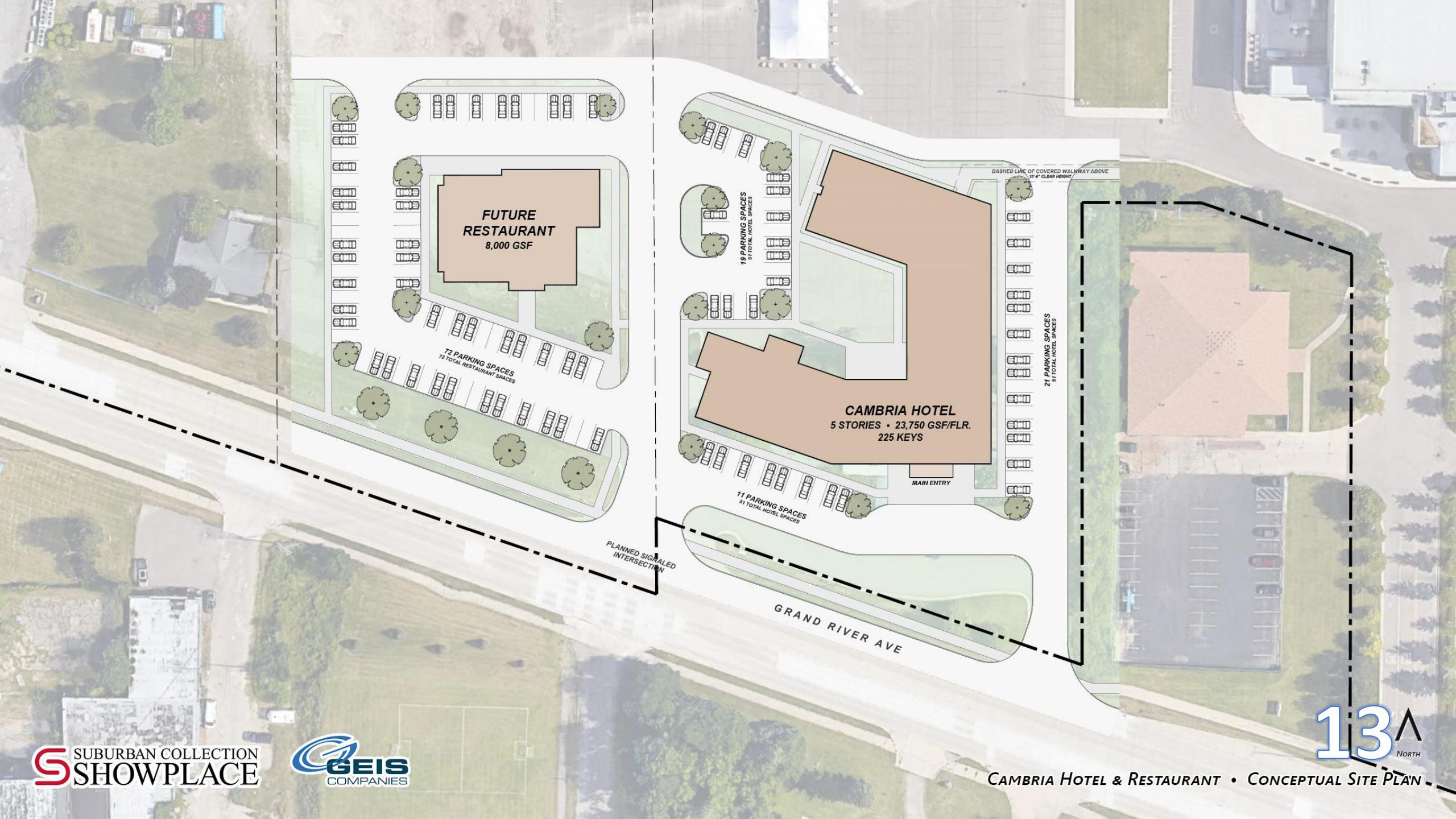


SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

CAMBRIA HOTEL & RESTAURANT • CONCEPTUAL MASSING

12





SSUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

CAMBRIA HOTEL • CONCEPTUAL RENDERING

14



SSUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

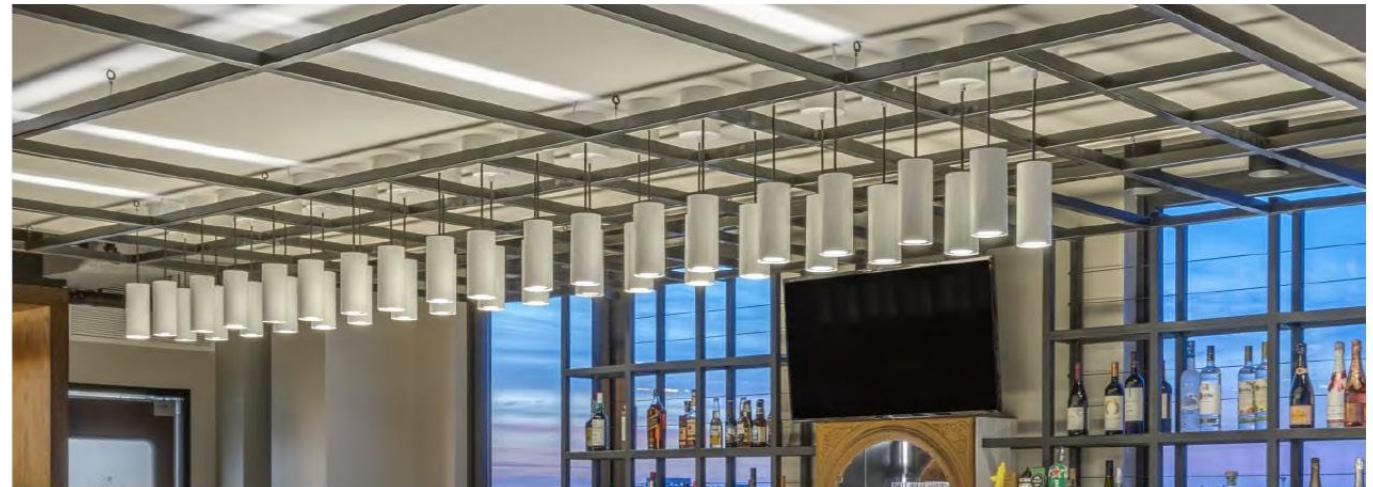
CAMBRIA HOTEL • CONCEPTUAL RENDERING

15

WHO IS CAMBRIA® HOTELS

Cambria Hotels is an upscale hotel brand from Choice Hotels—a hospitality leader with a proud legacy in the industry. Now open across top markets and quickly expanding coast-to-coast, each Cambria property is designed to offer guests an experience that's approachable yet sophisticated, with little luxuries that make a big difference when traveling.

And for you? Cambria opens opportunity to grow your portfolio in key markets, with a brand that's been value-engineered to help drive performance in a way that reflects your unique vision.



A CASUALLY TAILORED DESIGN PHILOSOPHY UNIFIES THE ON-PROPERTY EXPERIENCE

Our design framework optimizes the use of space on property to enable efficiency and performance, and we're continually value-engineering the experience, designed to delight guests while remaining profitable for owners. This casually tailored design philosophy is anchored around the points of the guest journey that the guest tells us matter most.

Guest Arrival

Public Space



New Orleans, LA



Chicago, IL

Food & Beverage



Phoenix, AZ

Guest Room



Nashville, TN

CAMBRIA® HOTELS

OUR HALLMARKS

ARRIVAL EXPERIENCE

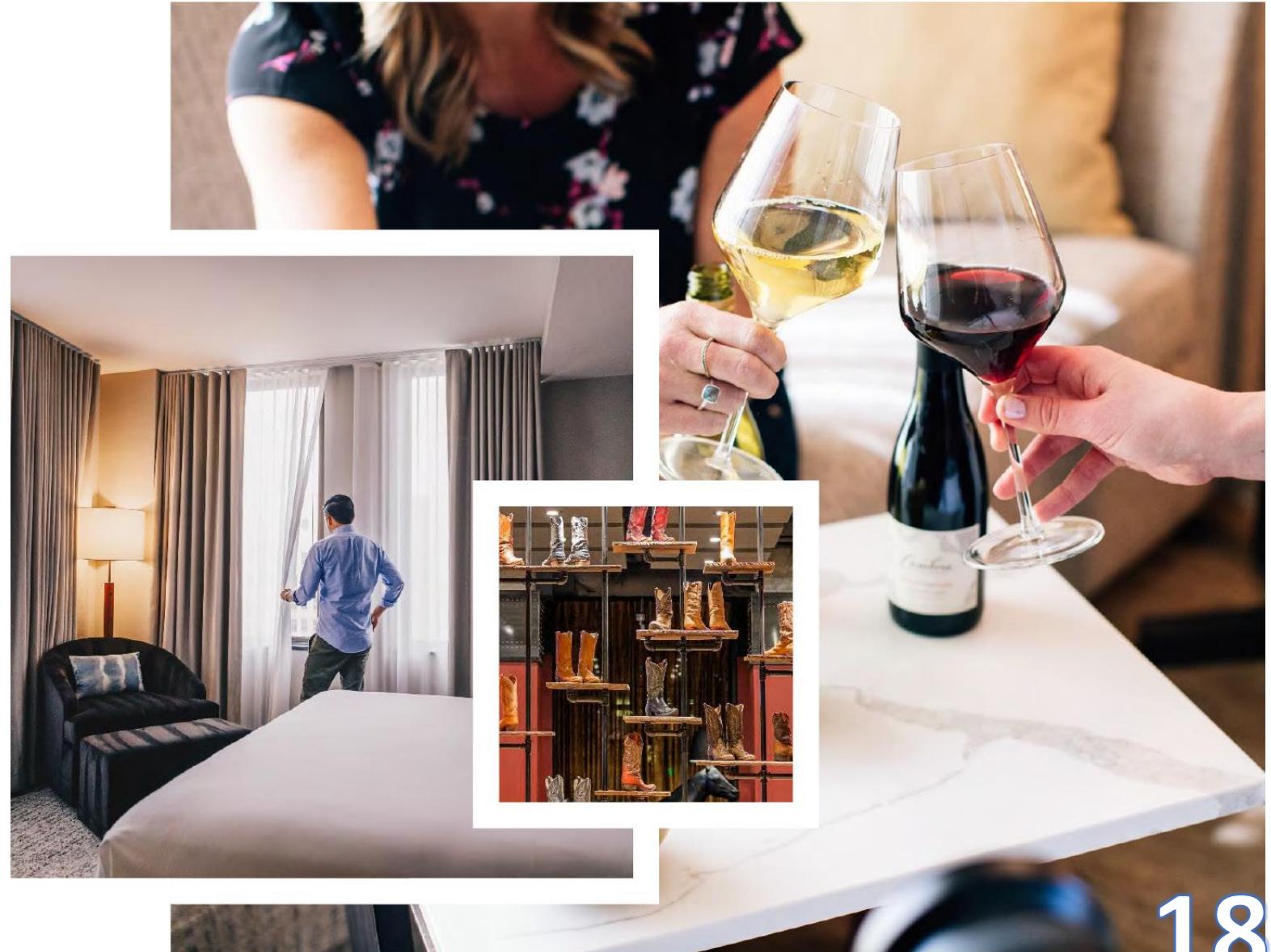
You're greeted by a sense of space and place and it's easy to orient yourself to make your stay frictionless and easy.

BAR FORWARD

Experience hyperlocal craft beer on tap, bites and small plates with flavors inspired by the destination.

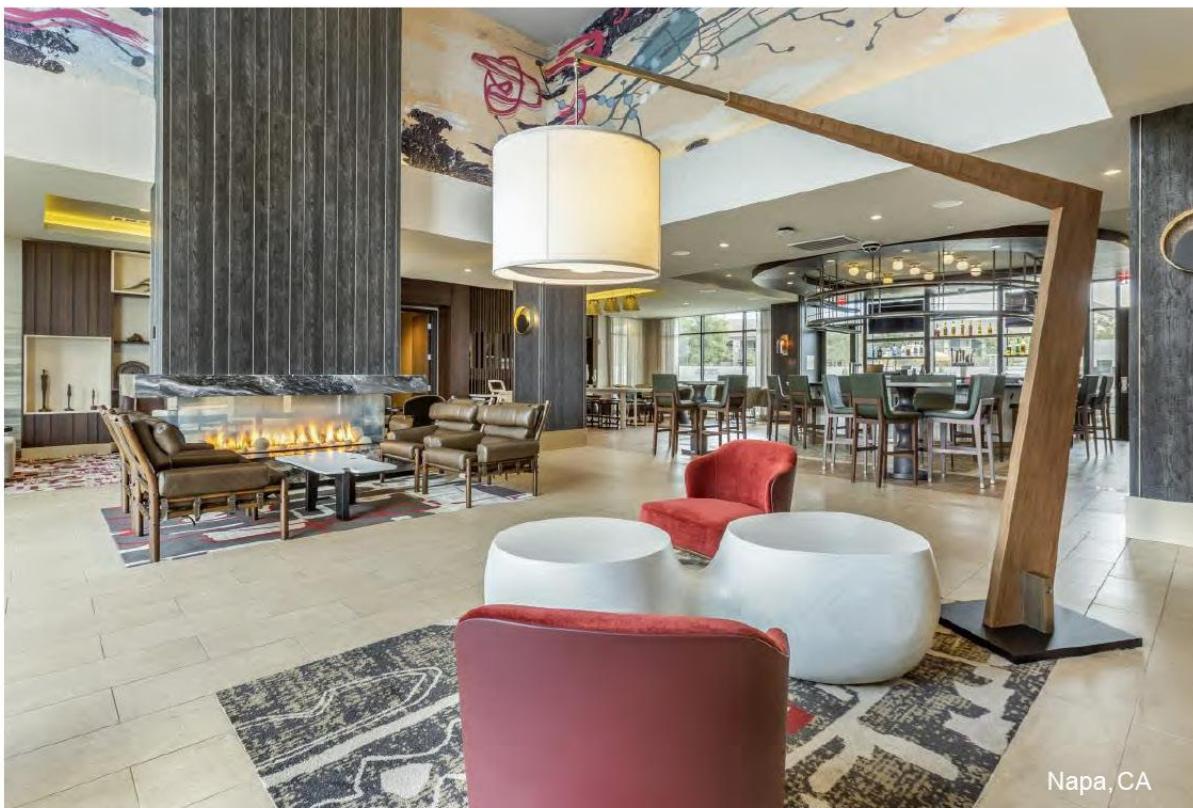
SPA-INSPIRED BATHROOMS

Our bathrooms are a place where you can pamper yourself with premium PURE bath products, Bluetooth mirrors and luxe towels.



GUEST ARRIVAL EXPERIENCE

An initial welcome that makes both first time and repeat guests feel special through design, service and amenities.



Napa, CA



Shelby Township, MI



Philadelphia, PA





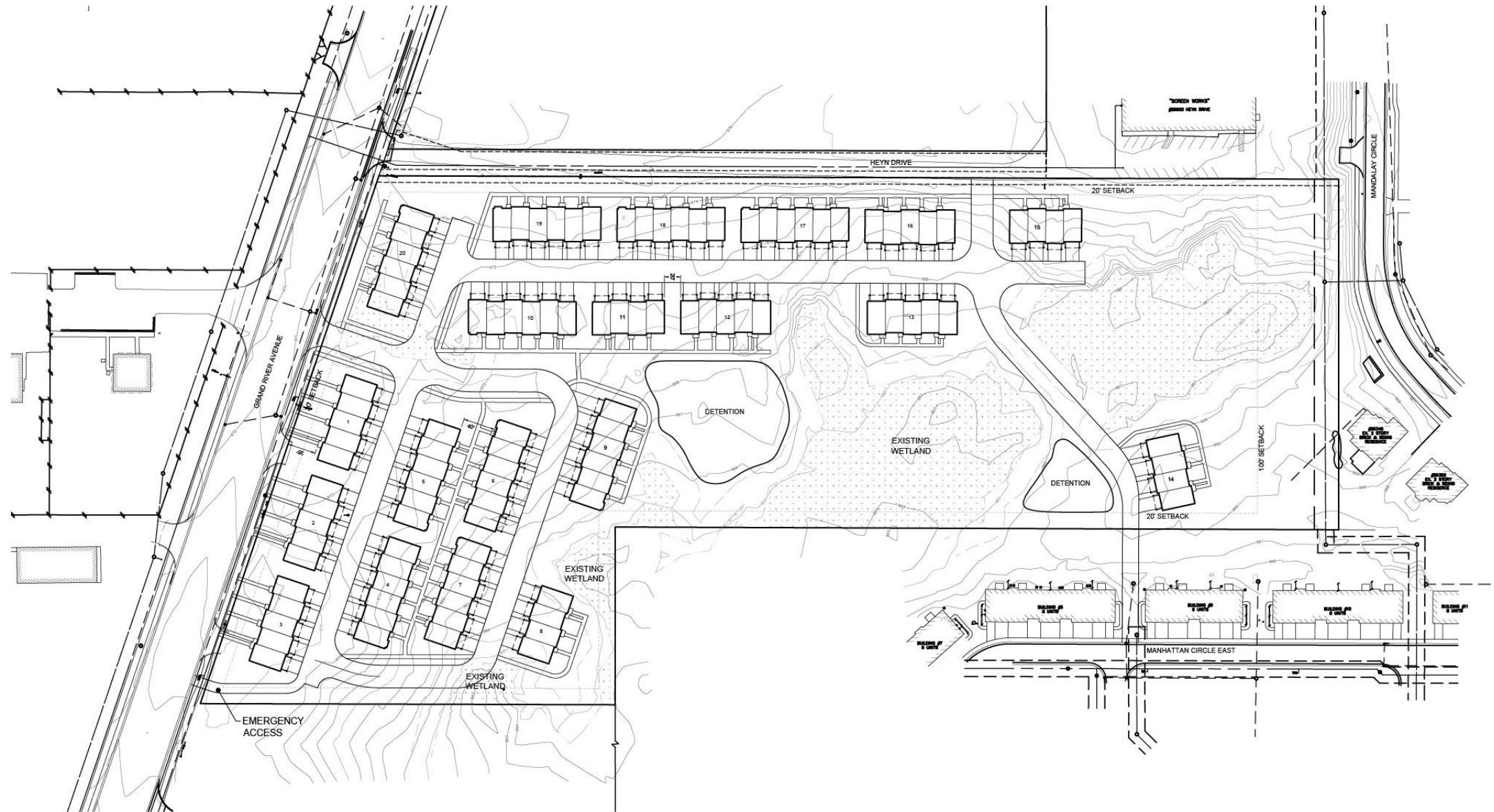
SUBURBAN COLLECTION
SHOWPLACE

 **GEIS**
COMPANIES

**GRA
ND
R**IDGE

PULTE TOWNHOMES • CONCEPTUAL MASSING

21





SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

23
PULTE TOWNHOMES • CONCEPTUAL RENDERING



SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

24
PULTE TOWNHOMES • CONCEPTUAL RENDERING





SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

AMANDA RIVER

26

VIVA BENE • CONCEPTUAL MASSING



SSUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

VIVA BENE • CONCEPTUAL RENDERING

27



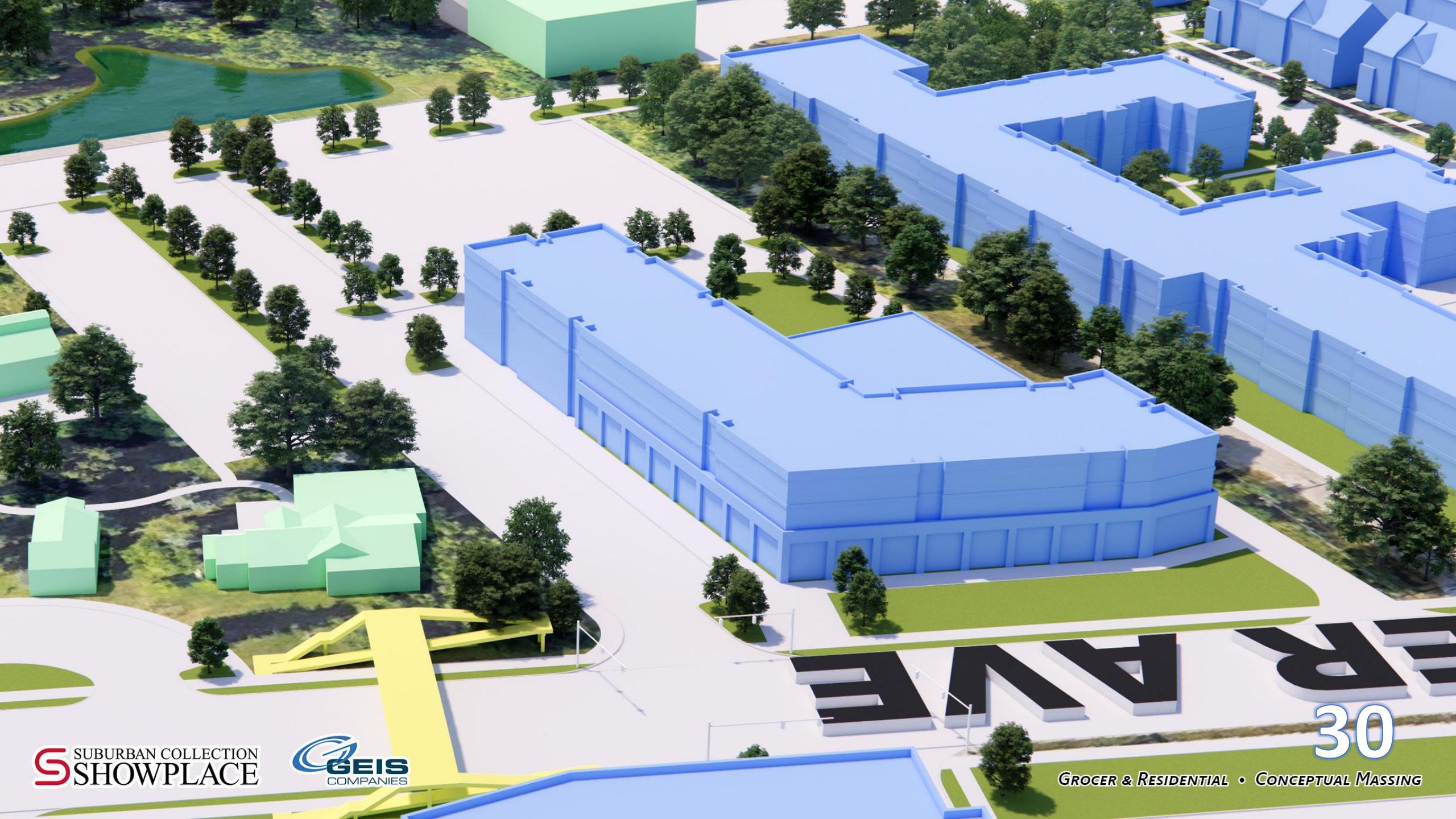
SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

28

VIVA BENE • PURPOSEFULLY ACTIVE





SUBURBAN COLLECTION
SHOWPLACE

 **GEIS**
COMPANIES

30
GROCER & RESIDENTIAL • CONCEPTUAL MASSING

PROJECT DATA

MIXED-USE BUILDING

STORIES

FLOOR AREAS

FIRST FLOOR

GROCERY
RESIDENTIAL

SECOND FLOOR

RESIDENTIAL

THIRD FLOOR

RESIDENTIAL

TOTAL AREA

3

37,300 GSF
30,400 GSF
6,900 GSF
24,600 GSF
24,800 GSF
24,600 GSF
24,800 GSF
86,500 GSF

TOTAL UNITS

50

STUDIO

5

1 BED/1 BATH

16

2 BED/2 BATH

29

PARKING

PROVIDED PARKING

264

RESIDENTIAL SPACES REQ'D

100

GROCERY SPACES REQ'D

122

TOTAL REQ'D

222





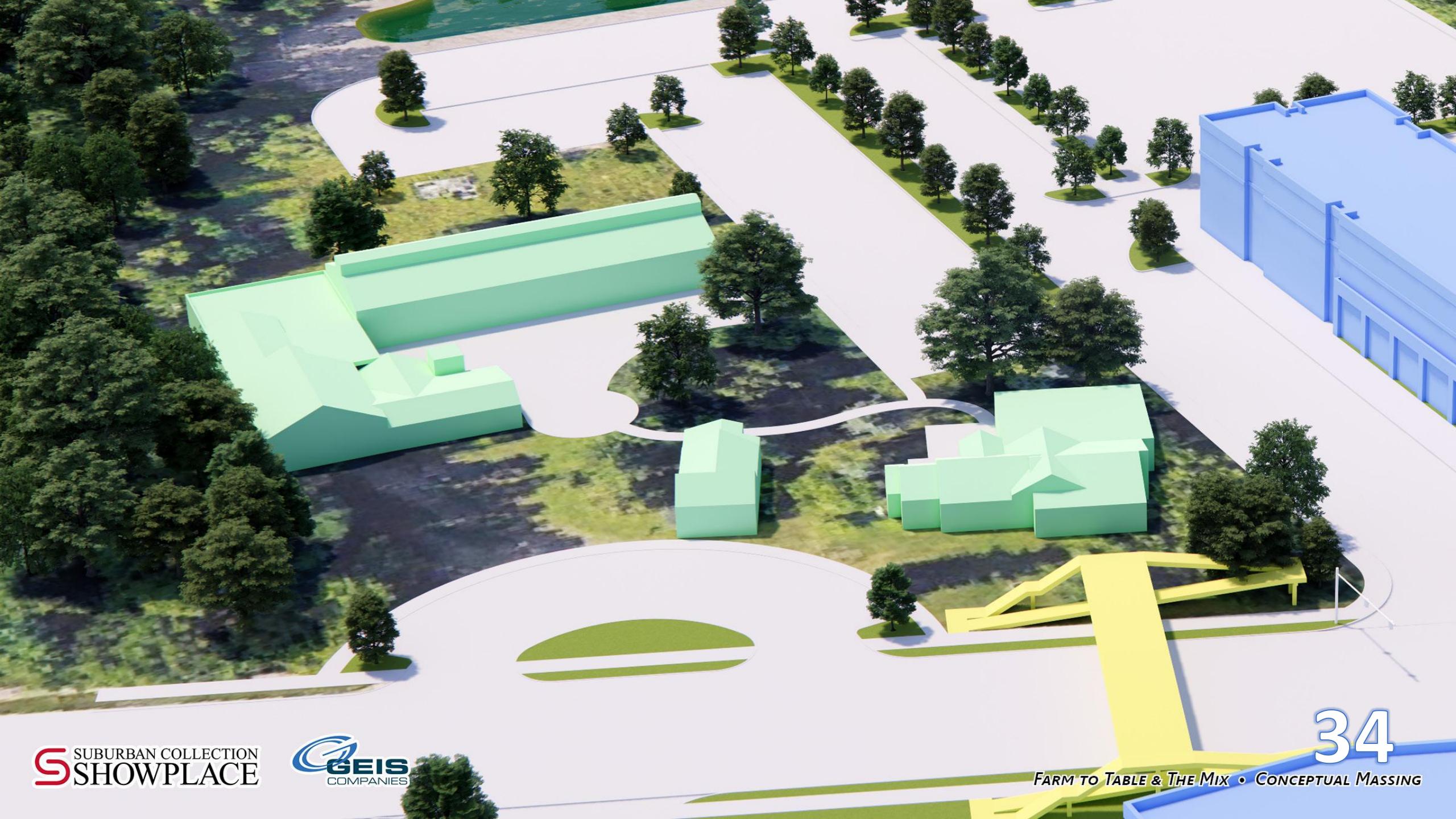
SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

GROCER & RESIDENTIAL • CONCEPTUAL EXAMPLE RENDERING

32





SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL MASSING

34





SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

36
fika
ARCHITECTS



SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

37

fika
ARCHITECTS



SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

38
fiKA
ARCHITECTS



SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

39

fika
ARCHITECTS



SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

40
fiKA
ARCHITECTS



SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

41 **fiKA**
ARCHITECTS



SSUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

42
fika
ARCHITECTS



SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

43 **fika**
ARCHITECTS



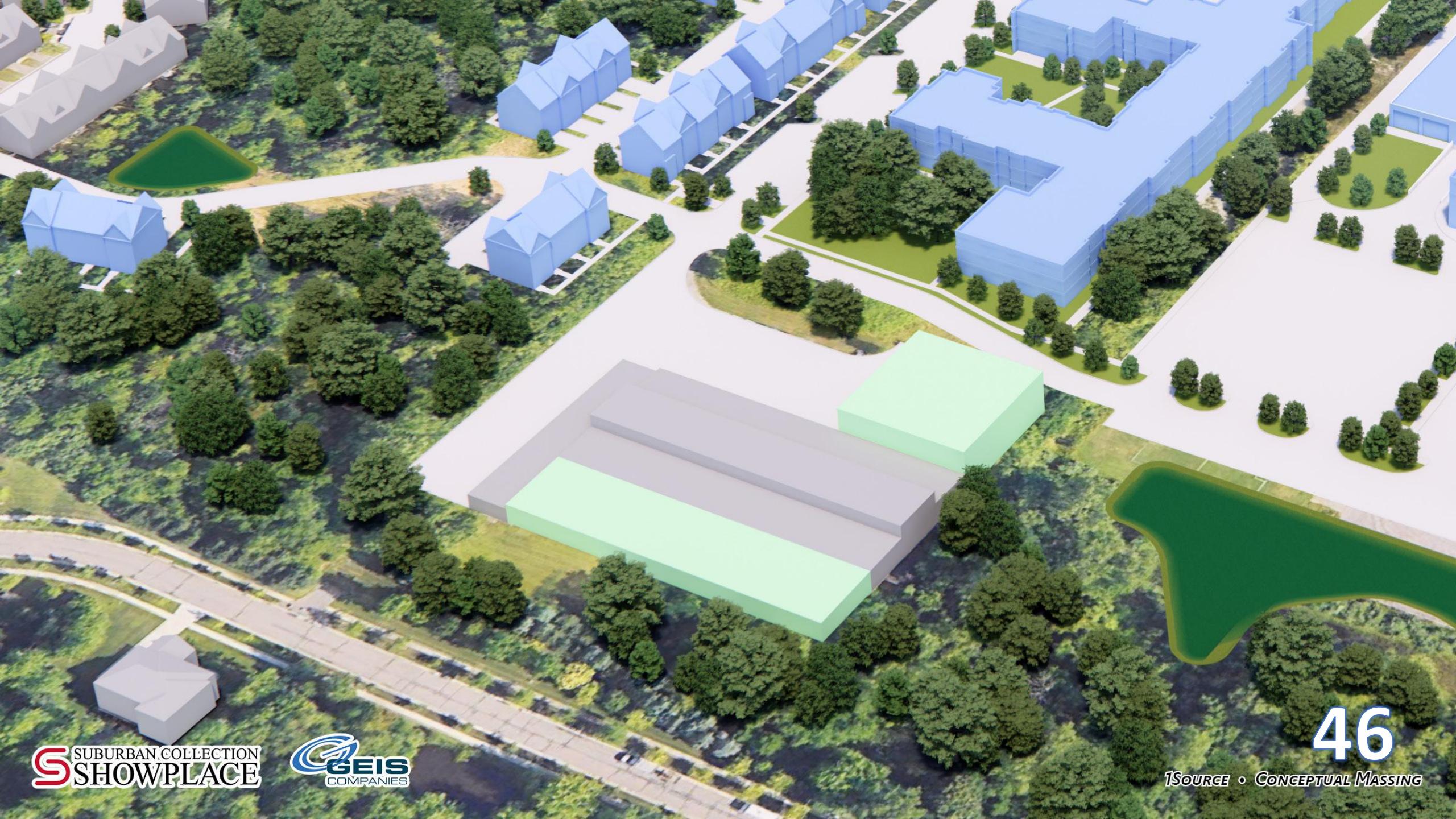
SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES

FARM TO TABLE & THE MIX • CONCEPTUAL RENDERING

44
fika
ARCHITECTS





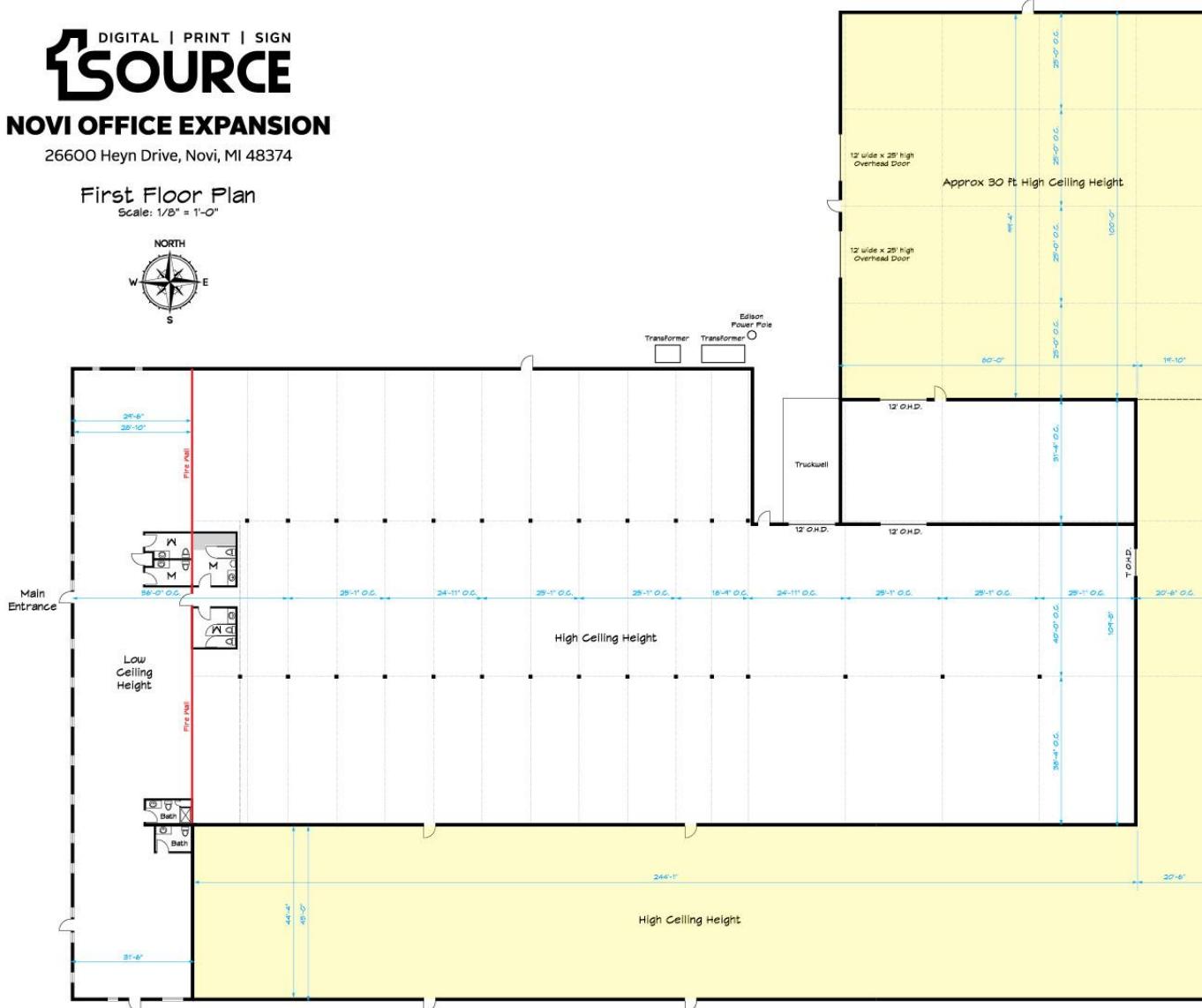


NOVI OFFICE EXPANSION

26600 Heyn Drive, Novi, MI 48374

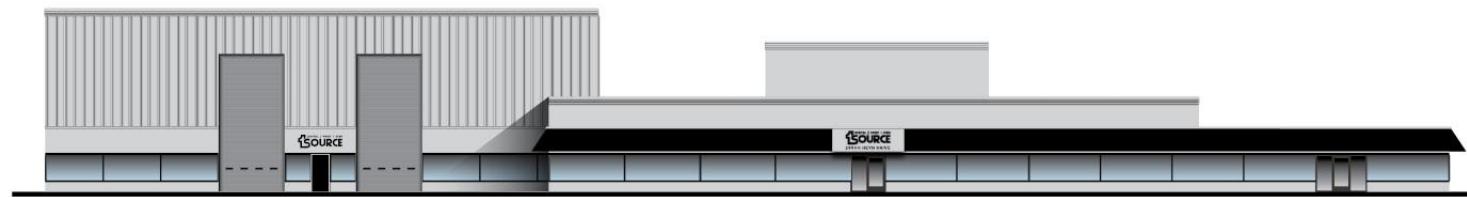
First Floor Plan

Scale: 1/8" = 1'-0"





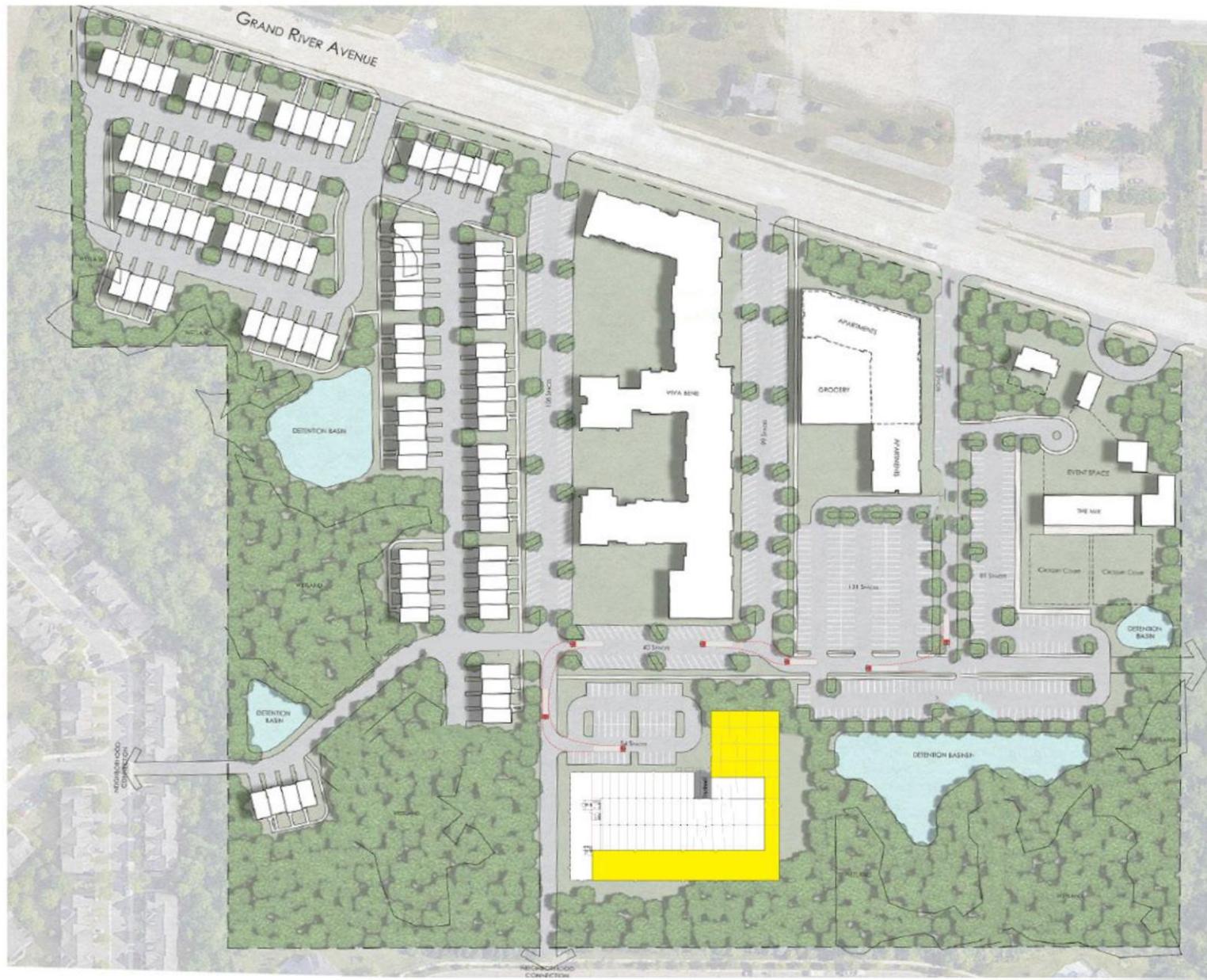
NORTH ELEVATION

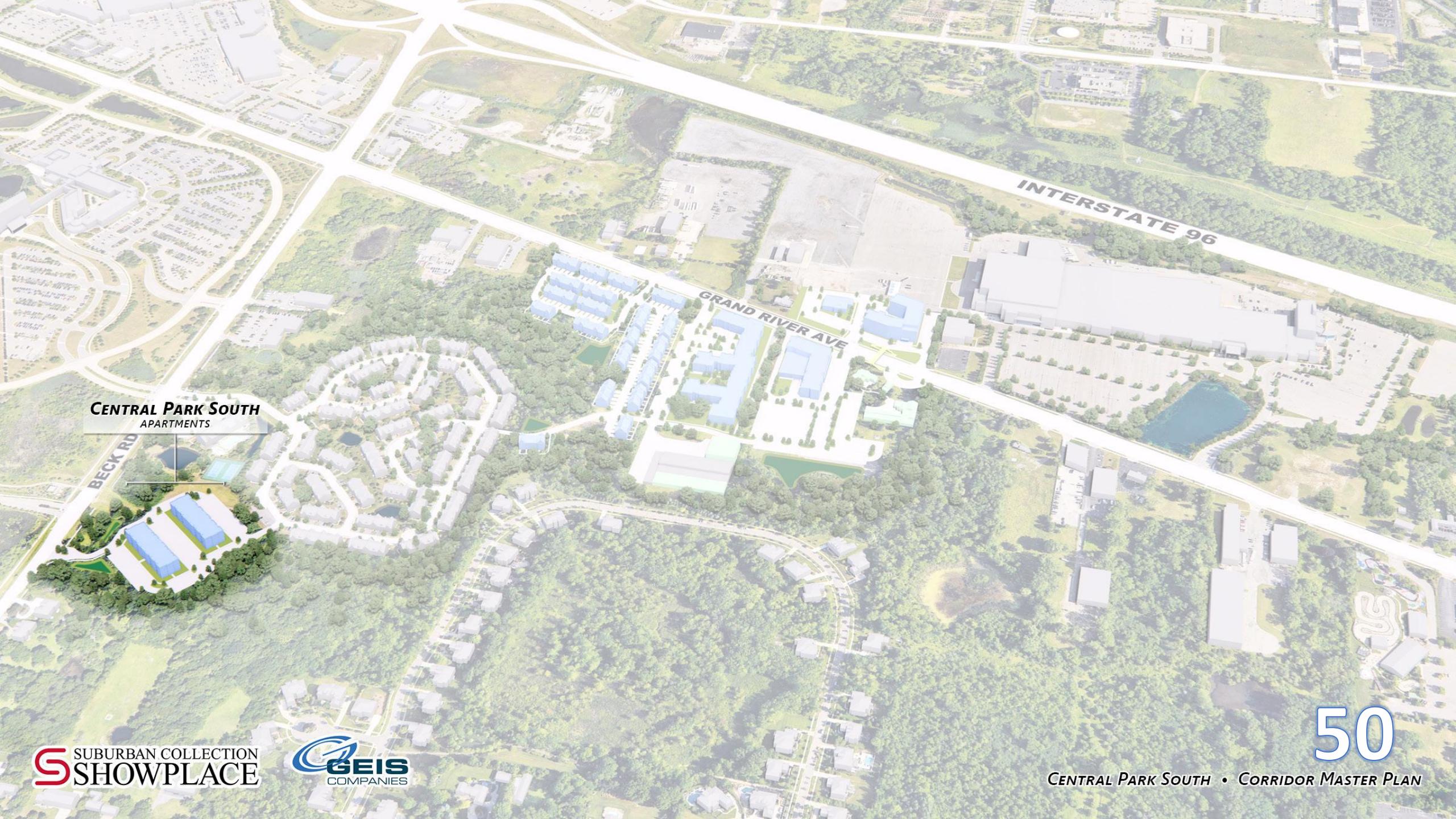


WEST ELEVATION



EAST ELEVATION







9
SUBURBAN COLLECTION
SHOWPLACE

 **GEIS**
COMPANIES

51
CENTRAL PARK SOUTH • CONCEPTUAL 4-STORY MASSING

PROJECT DATA

APARTMENT BUILDINGS

STORIES

TOTAL UNITS

STUDIO	11
1 BED/1 BATH	35
2 BED/2 BATH	52
3 BED/3 BATH	8

FLOOR AREAS

TYPICAL FLOOR	15,580 GSF
TYPICAL BUILDING	62,320 GSF
TOTAL AREA	124,640 GSF

PARKING

PROVIDED PARKING

224
218

PARKING RATIO

2.11 SPCS/UNIT
224
218

PROPERTY AREA: 6.99 ACRES 304,381 SF

