

SUBURBAN COLLECTION SHOWPLACE

CORRIDOR MASTERPLAN

 SUBURBAN COLLECTION
SHOWPLACE

 **GEIS**
COMPANIES

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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.

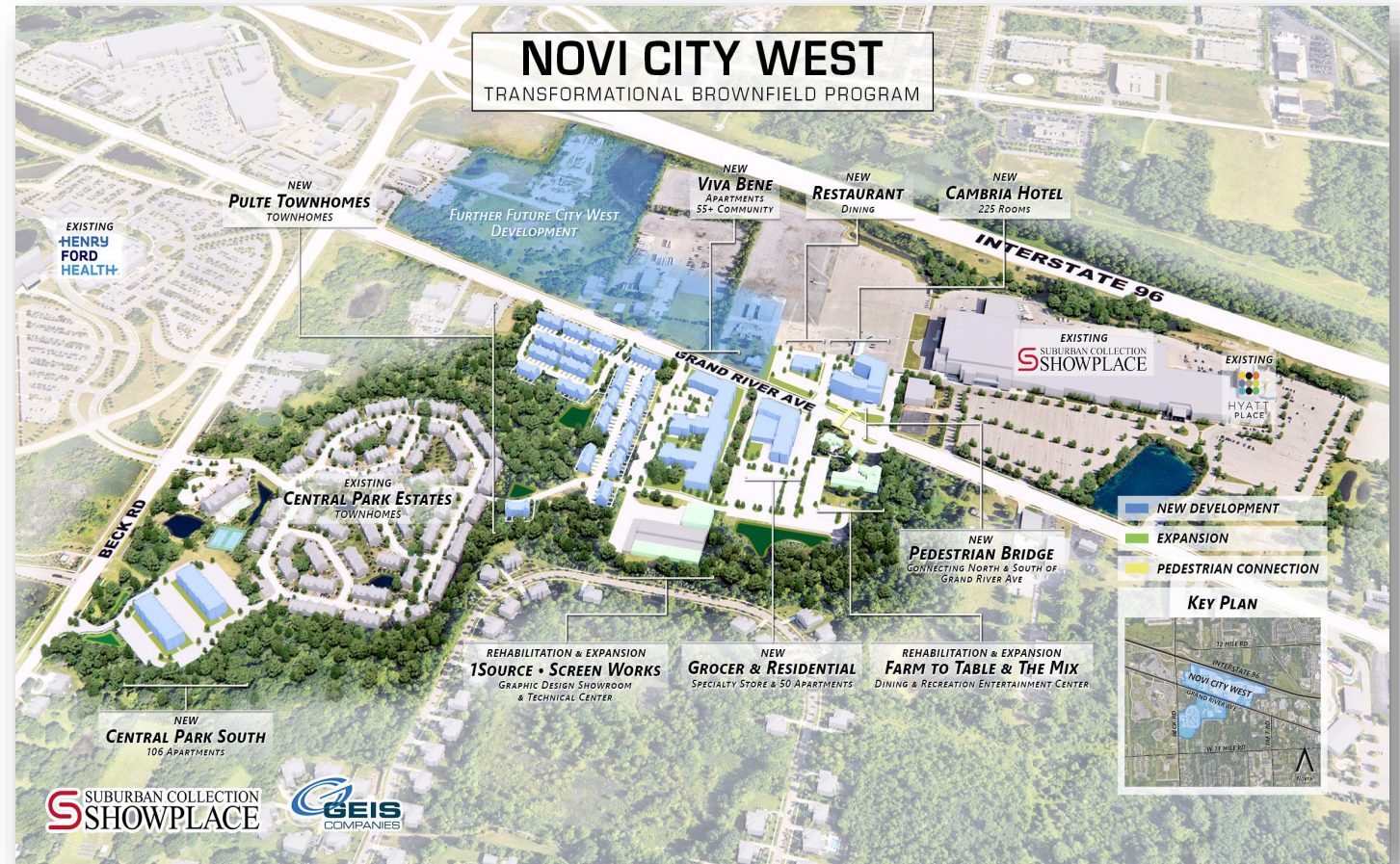
This project is about more than buildings—it’s about placemaking. By reimagining the Grand River corridor as a walkable, integrated urban district, Novi City West will connect residents of all ages and backgrounds to housing, entertainment, food, nature, and each other. Whether it’s a retiree walking 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



- **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 Gadbaw, 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 Gadbaw, 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



NOVI CITY WEST

TRANSFORMATIONAL BROWNFIELD PROGRAM



EXISTING
**HENRY
FORD
HEALTH+**

NEW
PULTE TOWNHOMES
TOWNHOMES

FURTHER FUTURE CITY WEST
DEVELOPMENT

NEW
VIVA BENE
APARTMENTS
55+ COMMUNITY

NEW
RESTAURANT
DINING

NEW
CAMBRIA HOTEL
225 Rooms

INTERSTATE 96

EXISTING
SUBURBAN COLLECTION
SHOWPLACE

EXISTING
**HYATT
PLACE**

EXISTING
CENTRAL PARK ESTATES
TOWNHOMES

- NEW DEVELOPMENT
- EXPANSION
- PEDESTRIAN CONNECTION

NEW
PEDESTRIAN BRIDGE
CONNECTING NORTH & SOUTH OF
GRAND RIVER AVE

REHABILITATION & EXPANSION
1Source • SCREEN WORKS
GRAPHIC DESIGN SHOWROOM
& TECHNICAL CENTER

NEW
GROCEER & RESIDENTIAL
SPECIALTY STORE & 50 APARTMENTS

REHABILITATION & EXPANSION
FARM TO TABLE & THE MIX
DINING & RECREATION ENTERTAINMENT CENTER

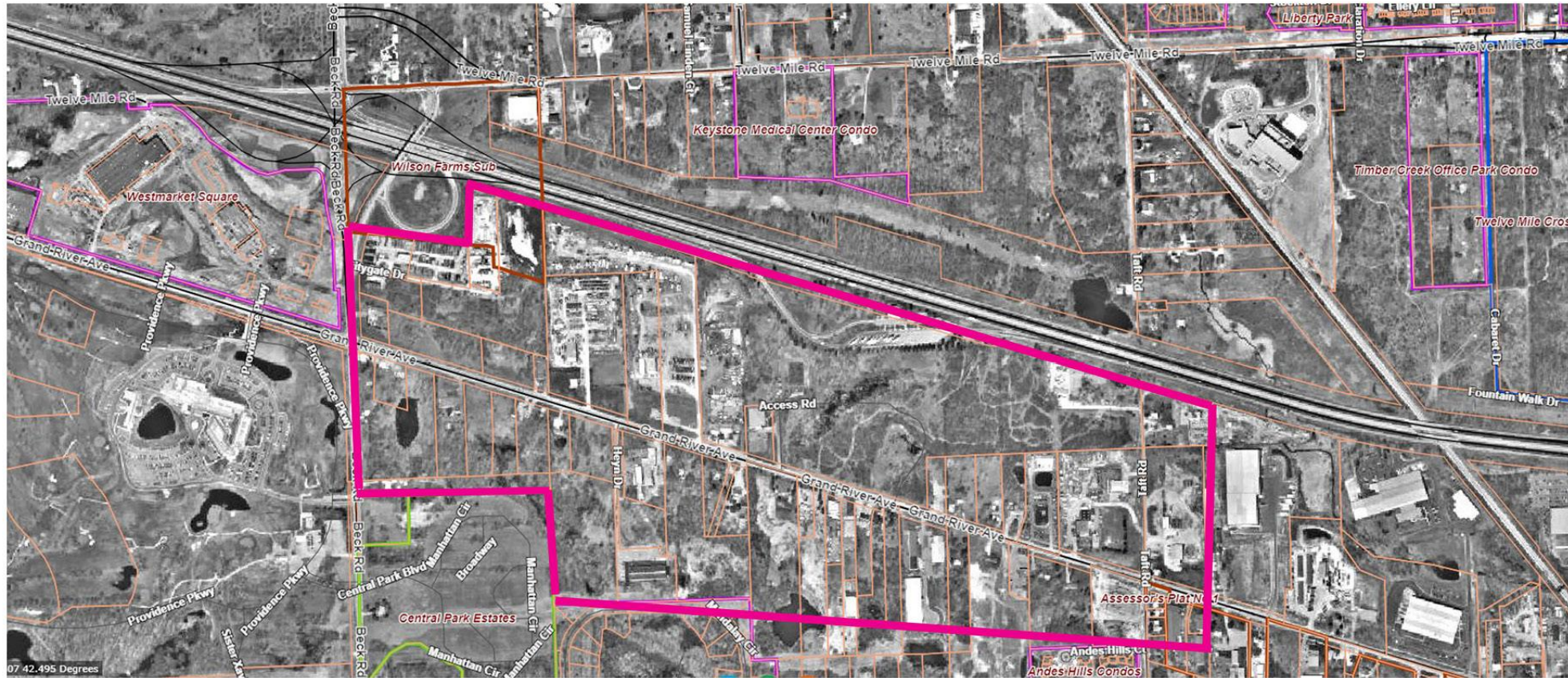
NEW
CENTRAL PARK SOUTH
106 APARTMENTS

SUBURBAN COLLECTION
SHOWPLACE

GEIS
COMPANIES



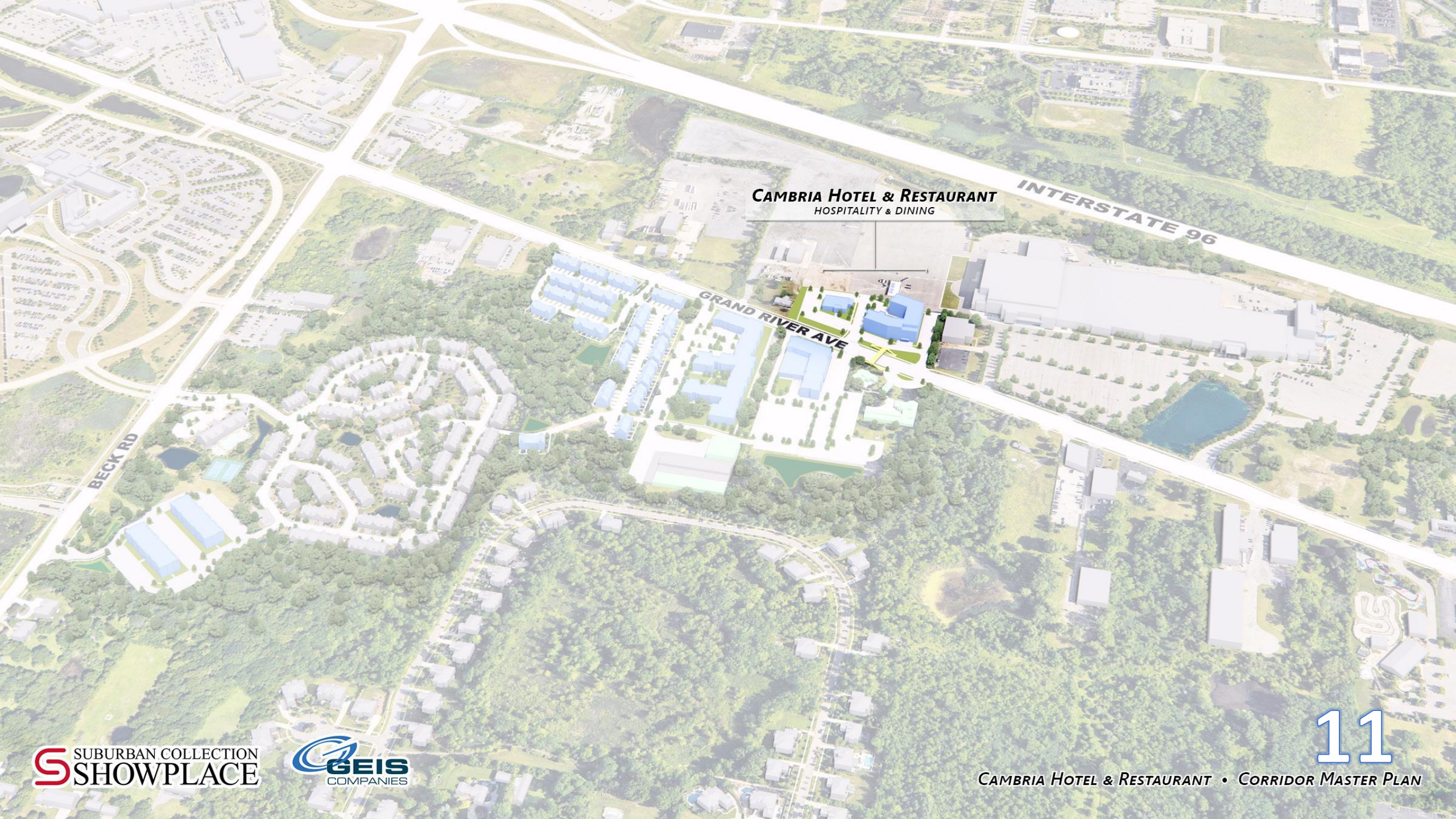
GRAND RIVER, NOVI - BECK RD. TO TAFT RD. A CORRIDOR STAGNATE FOR DECADES



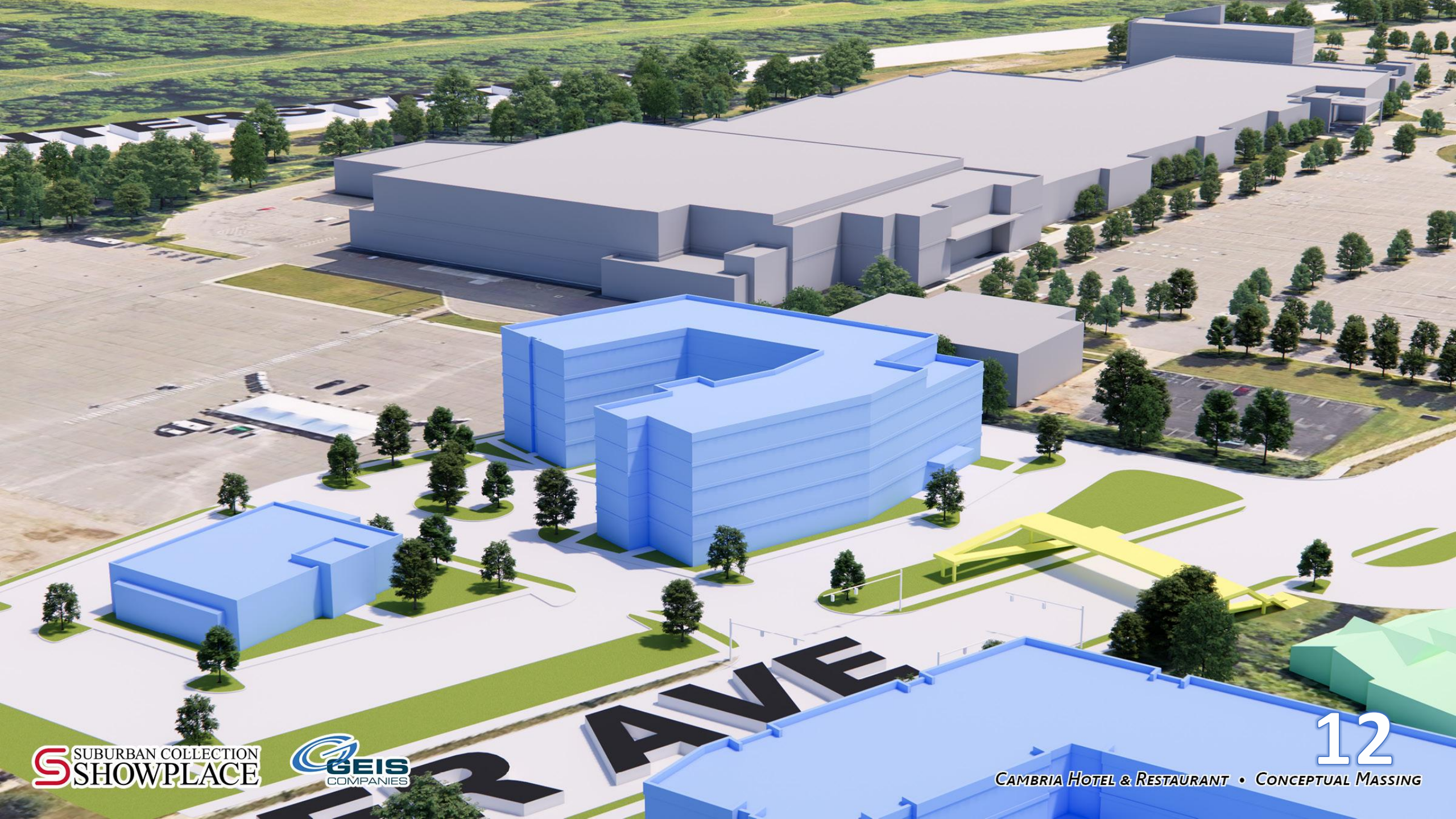
HISTORICAL AERIAL SHOWING FORMER HEAVY INDUSTRIAL AND CONTRACTOR YARD USES
ALONG THE CORRIDOR. MOST OF THESE SITES REMAIN UNDEVELOPED AND UNDER UTILIZED.

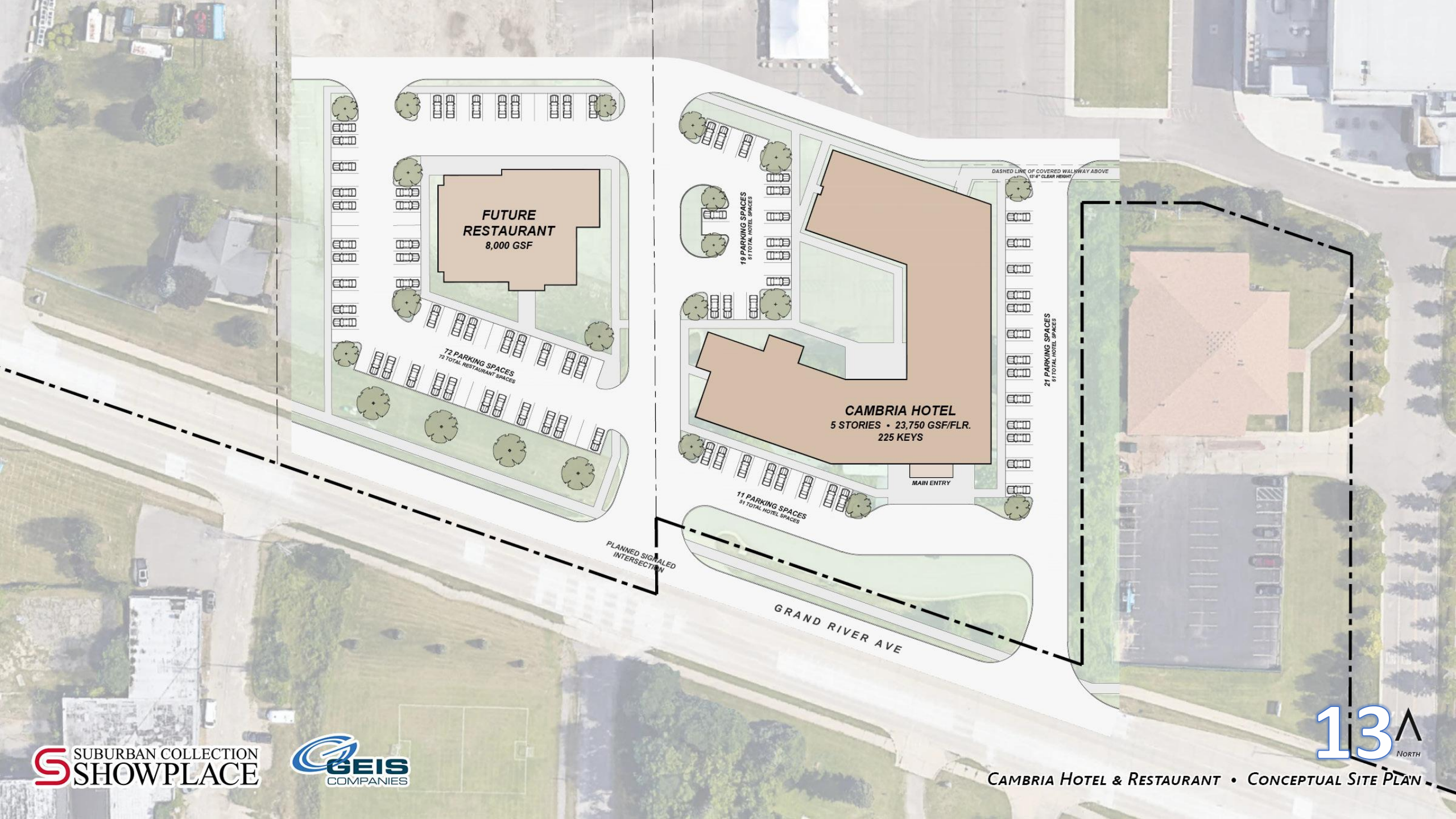






CAMBRIA HOTEL & RESTAURANT
HOSPITALITY & DINING





**FUTURE
RESTAURANT**
8,000 GSF

72 PARKING SPACES
72 TOTAL RESTAURANT SPACES

19 PARKING SPACES
51 TOTAL HOTEL SPACES

CAMBRIA HOTEL
5 STORIES • 23,750 GSF/FLR.
225 KEYS

MAIN ENTRY

11 PARKING SPACES
51 TOTAL HOTEL SPACES

21 PARKING SPACES
51 TOTAL HOTEL SPACES

DASHED LINE OF COVERED WALKWAY ABOVE
13'-4" CLEAR HEIGHT

PLANNED SIGNALIZED
INTERSECTION

GRAND RIVER AVE





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.



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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.

Public Space



Guest Arrival



Guest Room



Food & Beverage



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.

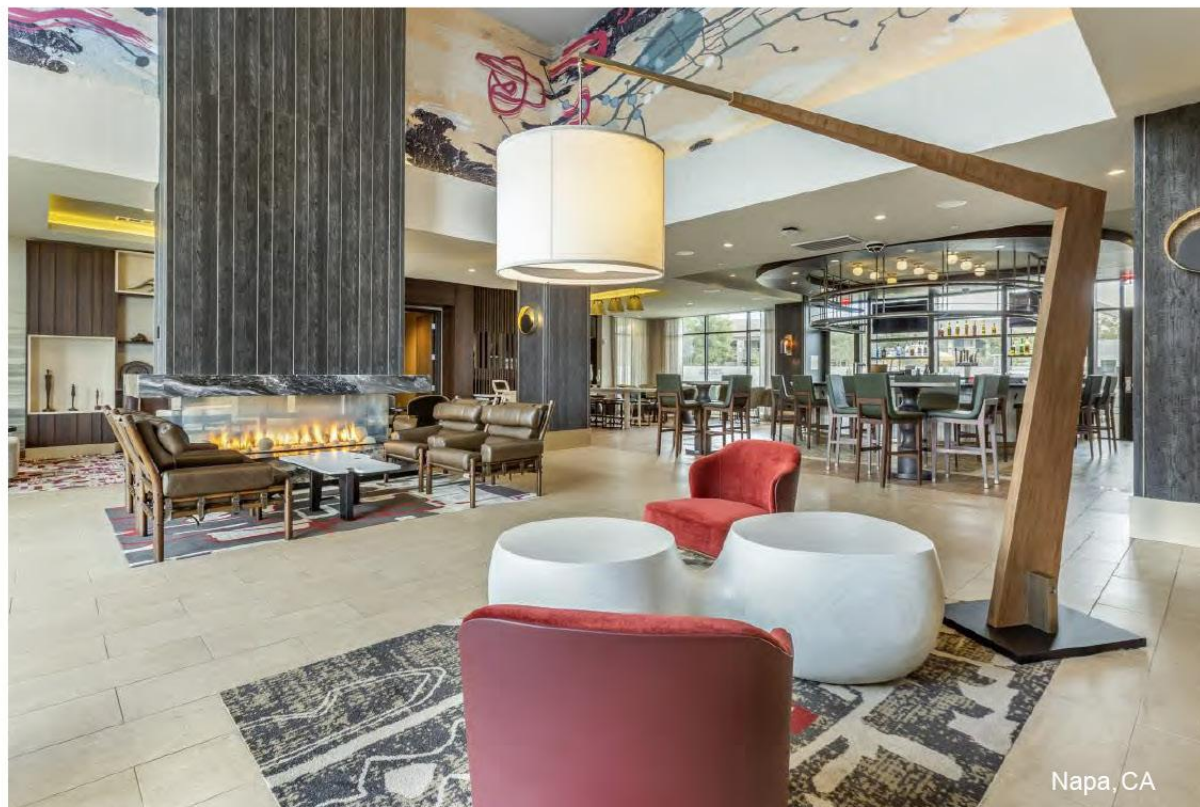
SPA-INSPIRED BATHROOMS

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.



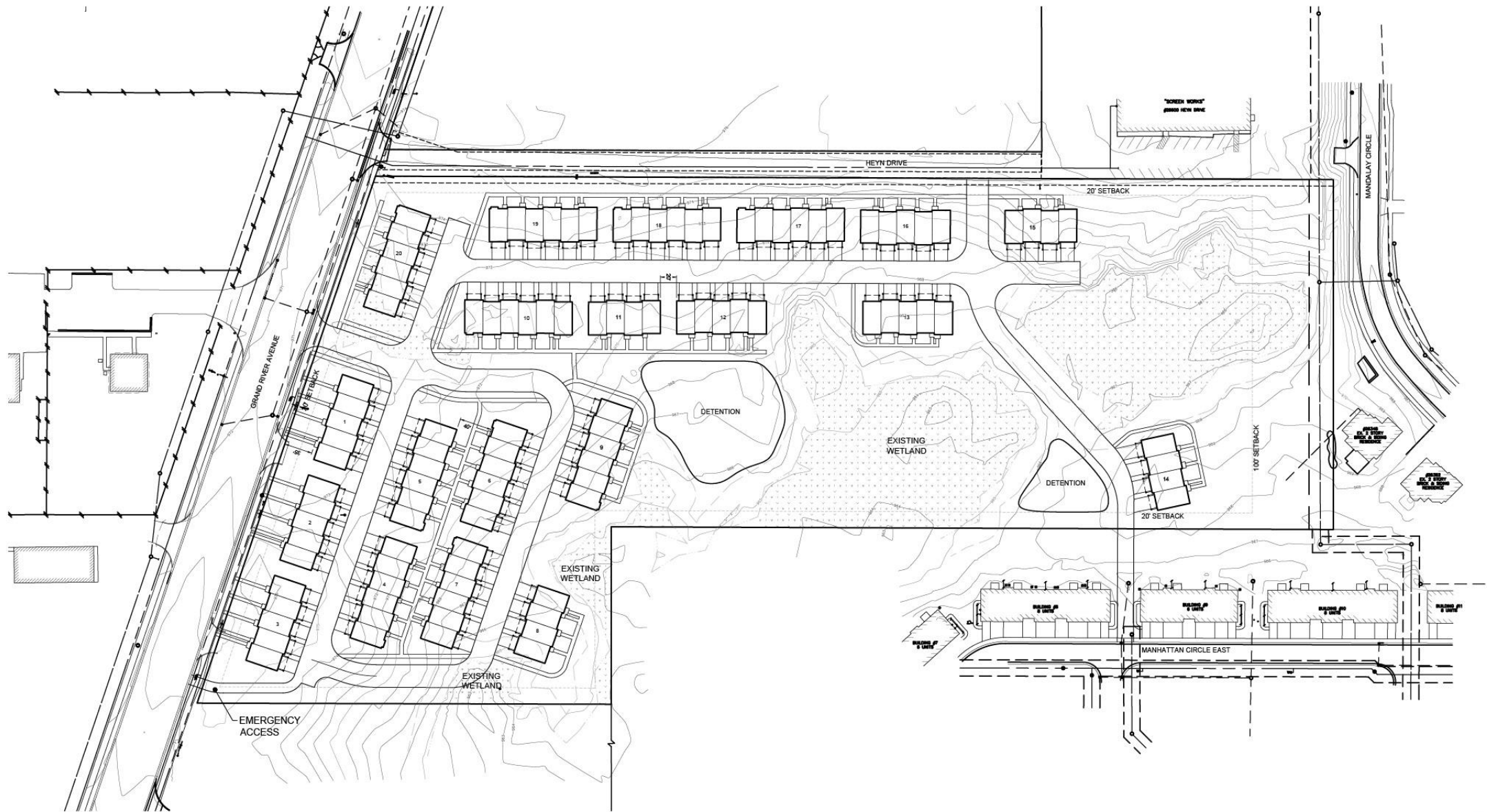
PULTE TOWNHOMES
TOWNHOMES

INTERSTATE 96

GRAND RIVER AVE

BECK RD











VIVA BENE
APARTMENTS

GRAND RIVER AVE

INTERSTATE 96

BECK RD









GROCER & RESIDENTIAL
GROCERY STORE & APARTMENTS

INTERSTATE 96

GRAND RIVER AVE

BECK RD



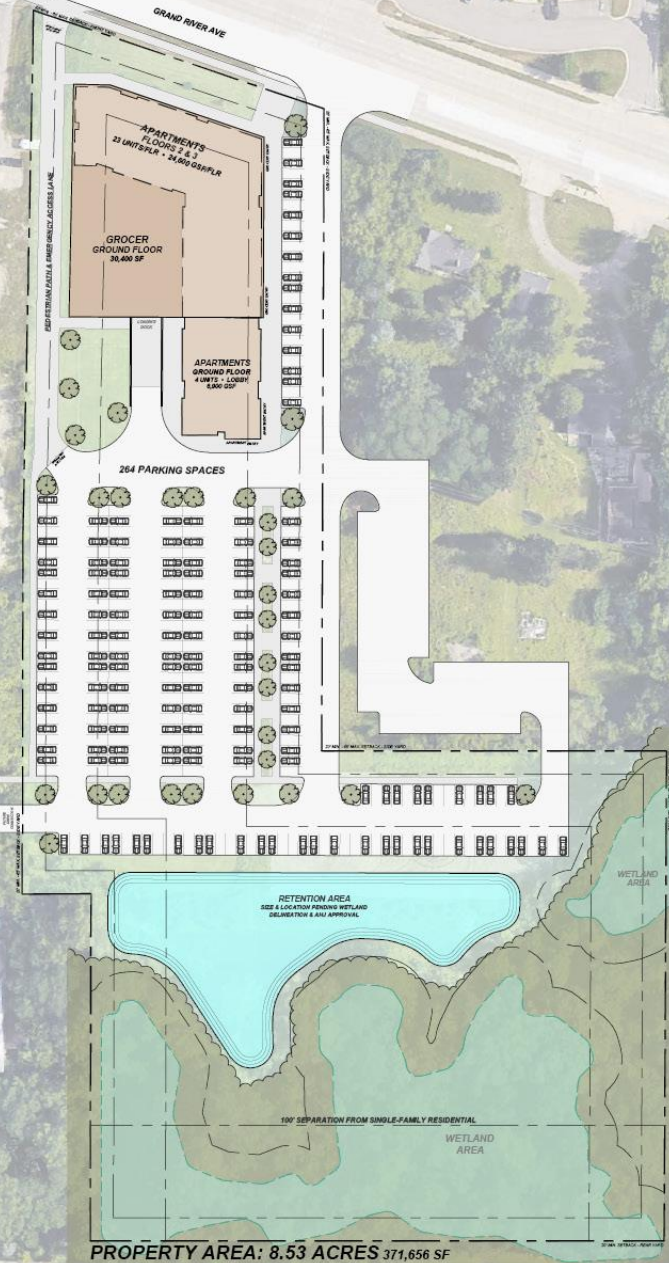
PROJECT DATA

MIXED-USE BUILDING

STORIES	3
FLOOR AREAS	
FIRST FLOOR	37,300 GSF
GROCERY	30,400 GSF
RESIDENTIAL	6,900 GSF
SECOND FLOOR	24,600 GSF
RESIDENTIAL	24,600 GSF
THIRD FLOOR	24,600 GSF
RESIDENTIAL	24,600 GSF
TOTAL AREA	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





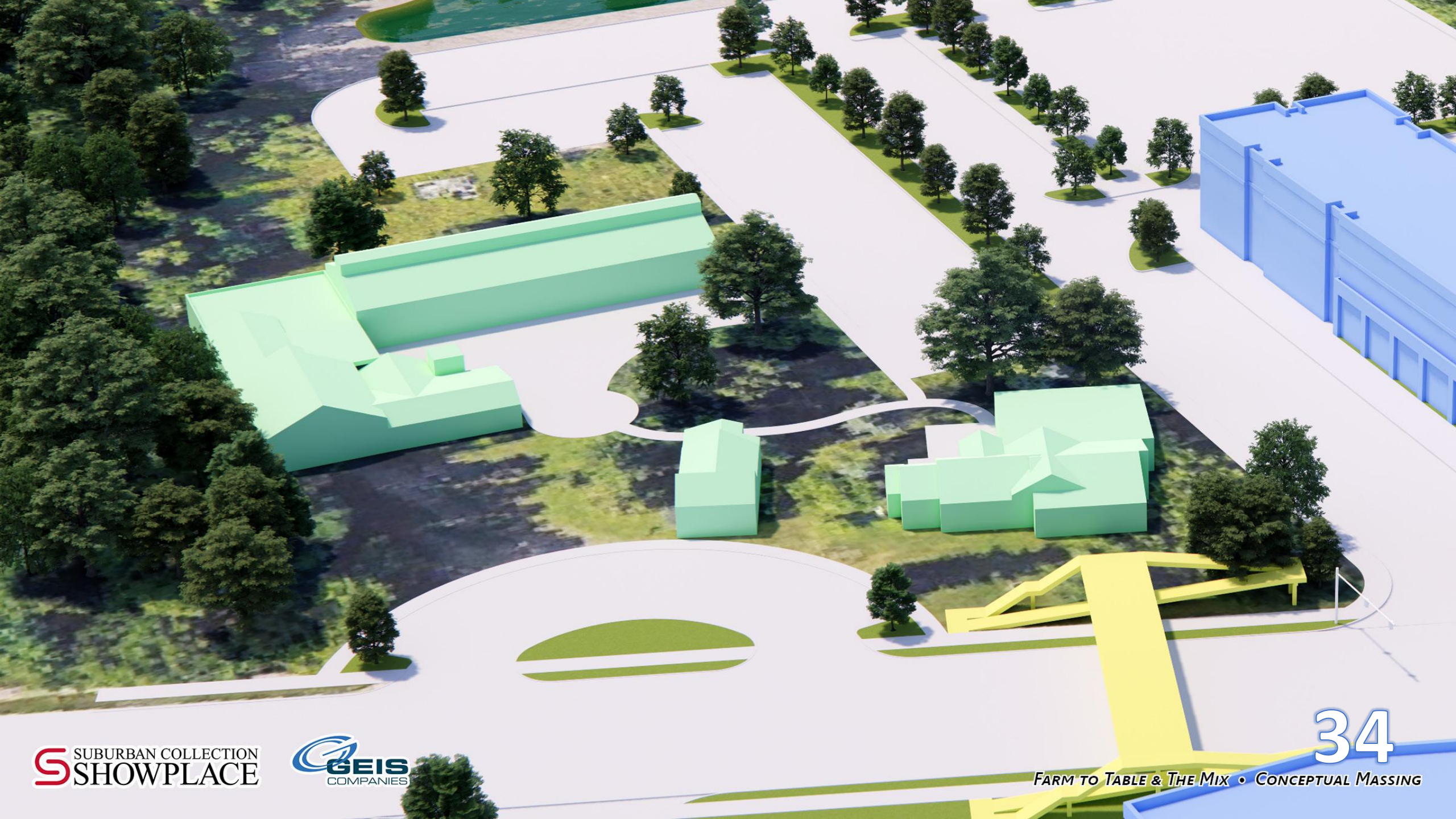


INTERSTATE 96

FARM TO TABLE & THE MIX
DINING & EVENT CENTER

GRAND RIVER AVE

BECK RD























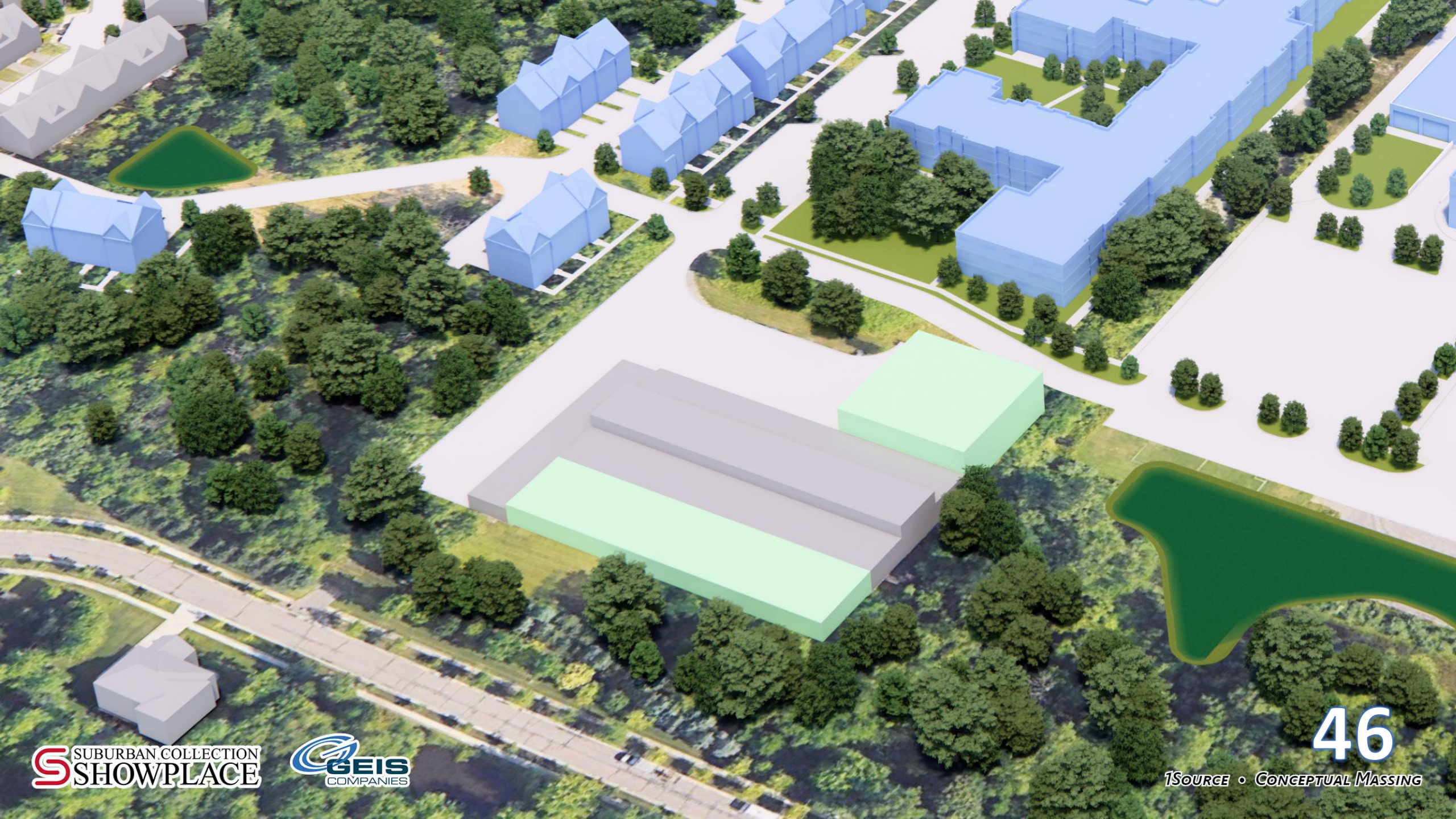


INTERSTATE 96

BECK RD

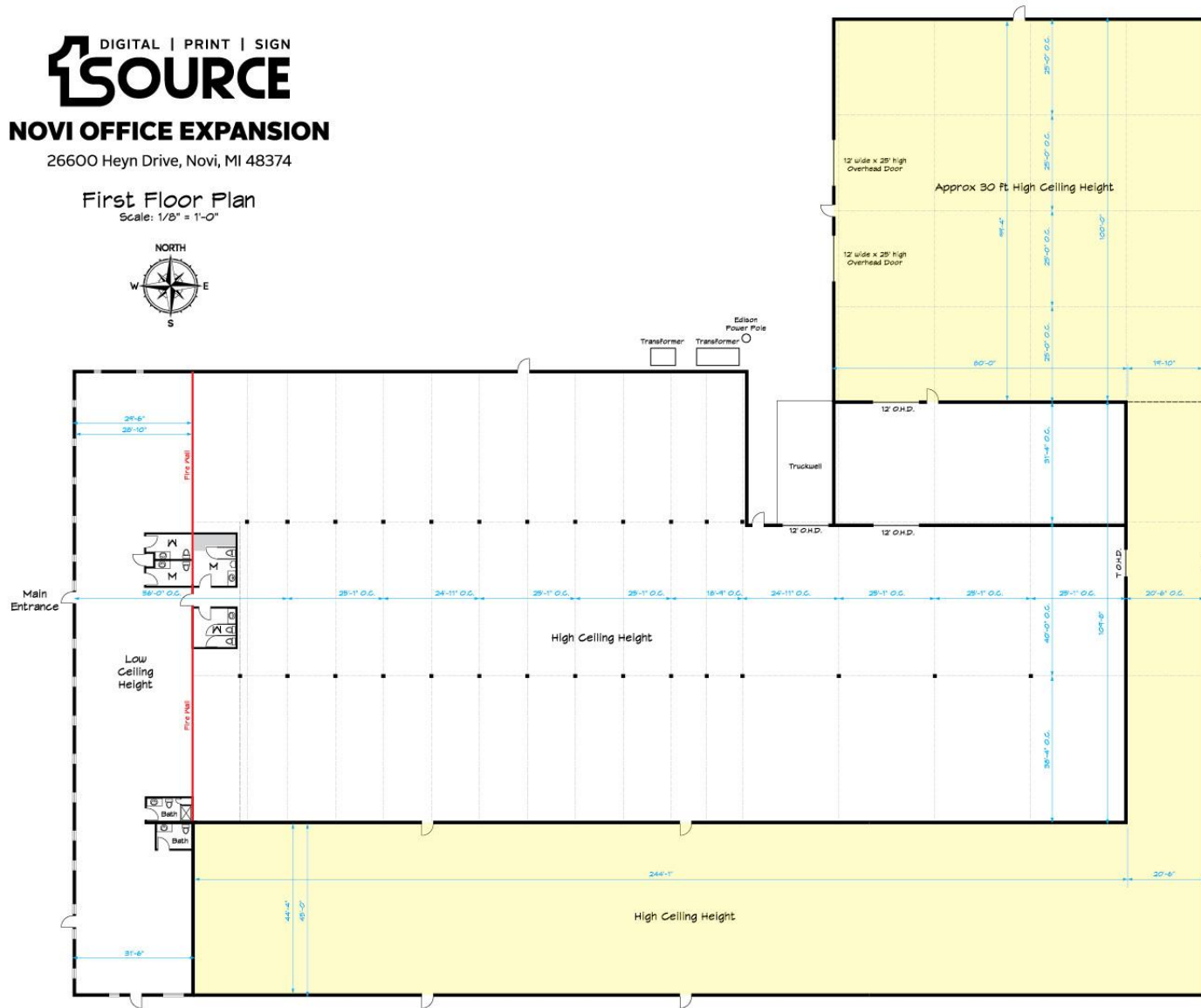
GRAND RIVER AVE

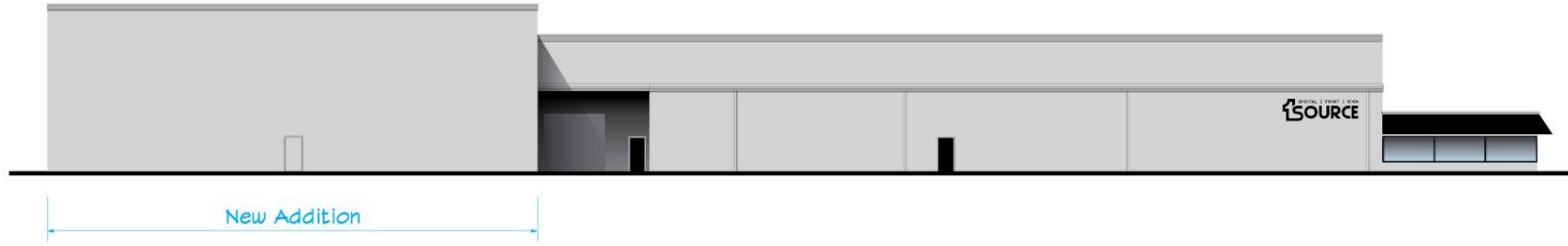
1SOURCE EXPANSION
PRINT SHOP



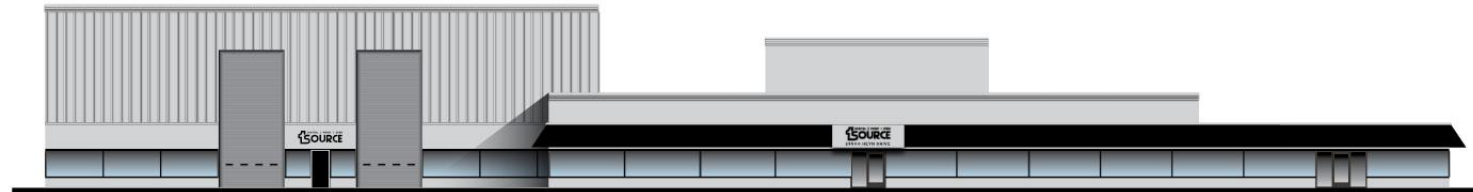
DIGITAL | PRINT | SIGN
1SOURCE
NOVI OFFICE EXPANSION
 26600 Heyn Drive, Novi, MI 48374

First Floor Plan
 Scale: 1/8" = 1'-0"





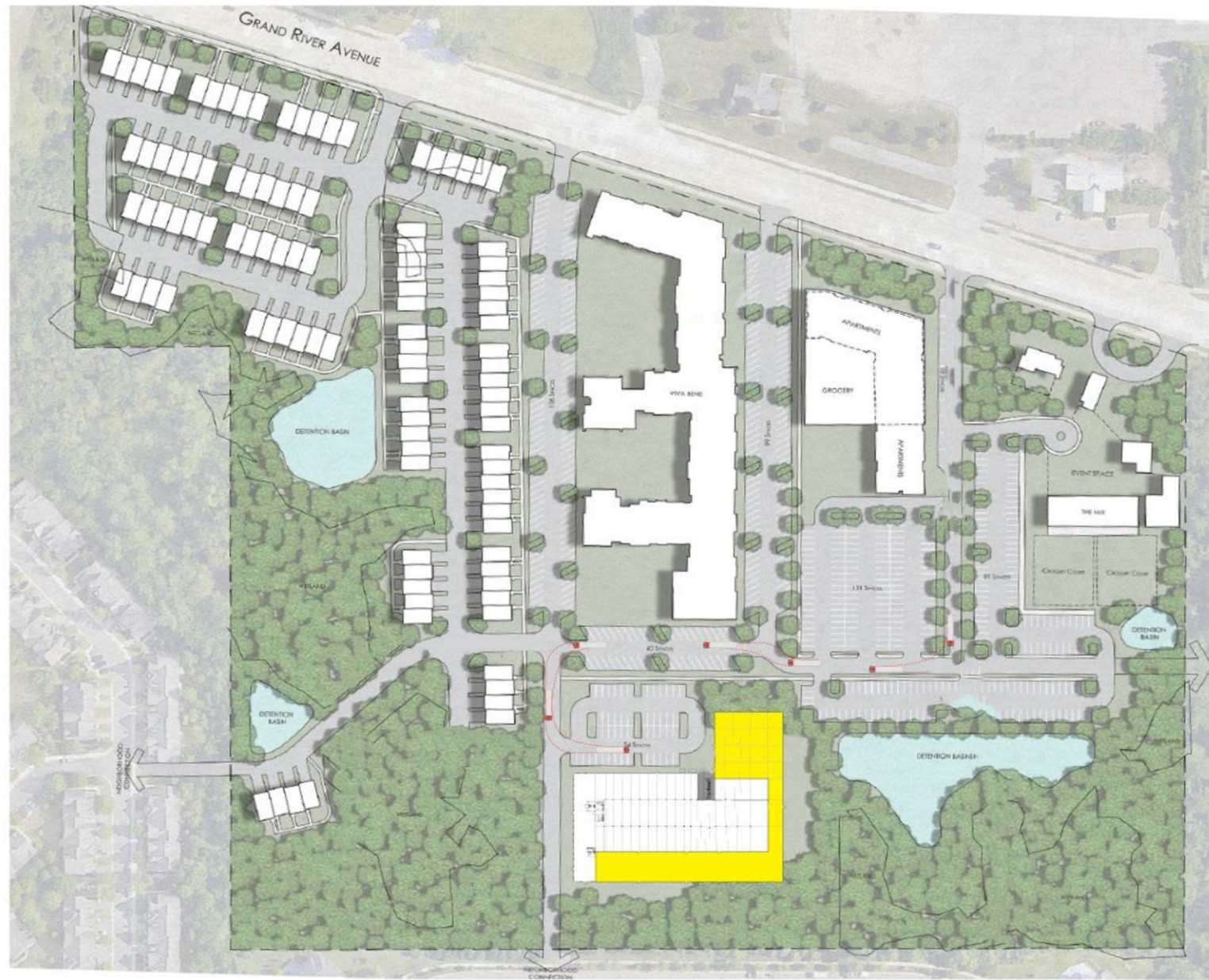
NORTH ELEVATION

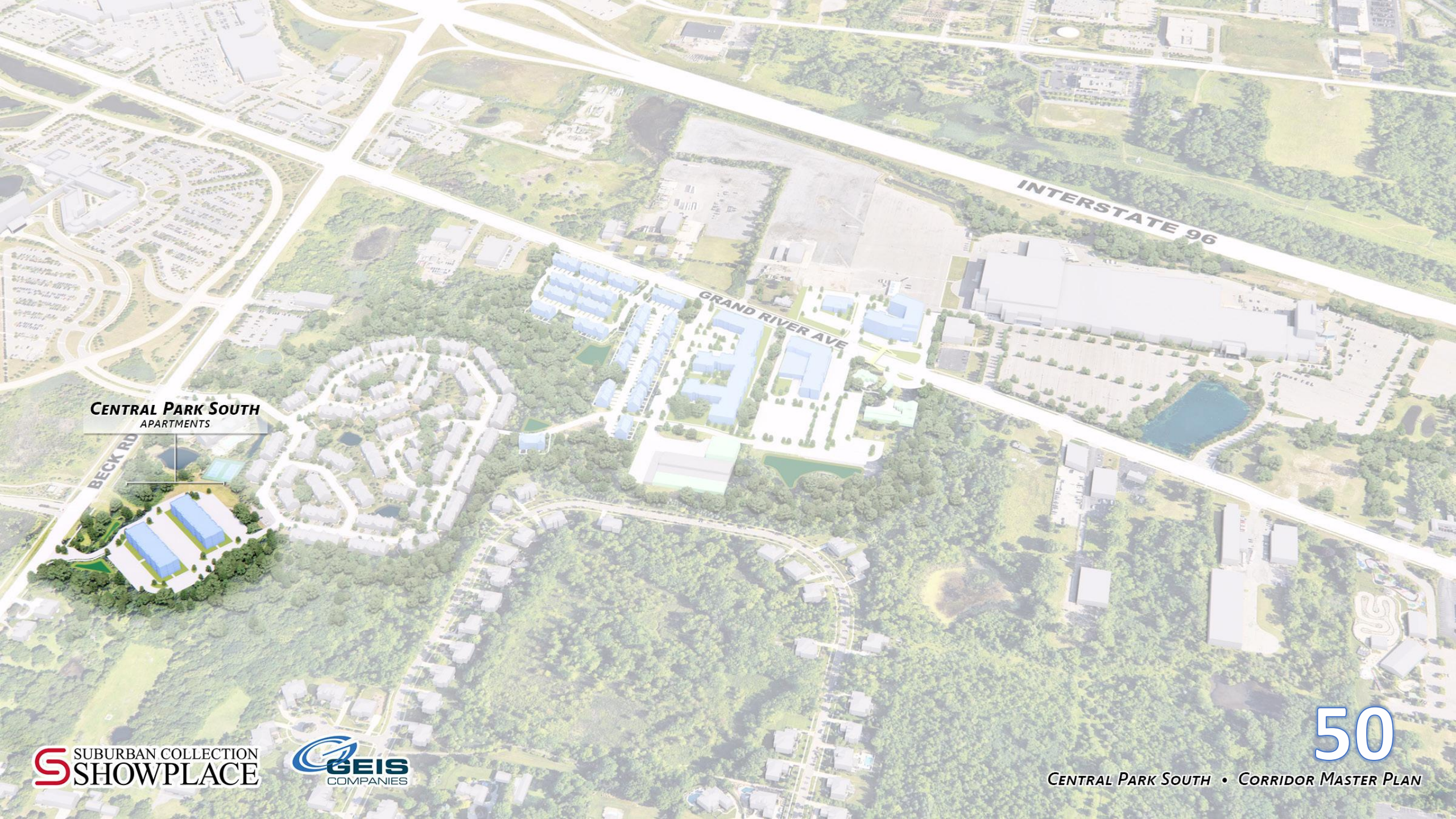


WEST ELEVATION



EAST ELEVATION





CENTRAL PARK SOUTH
APARTMENTS

INTERSTATE 96

GRAND RIVER AVE

BECK RD



PROJECT DATA

APARTMENT BUILDINGS

STORIES	4
TOTAL UNITS	106
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
REQUIRED PARKING	218
PARKING RATIO	2.11 SPCS/UNIT

PROPERTY AREA: 6.99 ACRES 304,381 SF

