

# THE GATEWAY OF NOVI

## The Adell Center has Entertainment for Everyone

**K**evin Adell's father, Frank Adell, started with a simple idea in his garage when he was 20 years old. He invented the door edge guard, which he patented and sold to General Motors. Door edge guards are rubber strips that you can apply to car door edges to prevent damage done when accidentally opening your car door into a neighboring car, for instance. It also helps prevent chips and dents. And if it was good enough for GM, it was good enough for every car in America – domestic and foreign.

Frank Adell already had five plants in Detroit when he decided to move to the city of Novi in 1966. He then purchased 22.3 acres of land to build his new factory. He paid \$150,000 to construct Adell Industries, a 300,000-square-foot building and water tower.

In the late-'70s, Adell Industries moved to Dallas, Texas, to build and supply other automotive parts for domestic and foreign vehicles, making the move more centrally located. The building in Novi was then used by Mohawk Liquor to make and distribute Kahlua and was leased for many, many years.

In the late-'90s, Frank Adell, Kevin Adell and Ralph Lameti worked with Blair Bowman to lease and construct the successful Novi Expo Center, making the convention center a common name to every household in Michigan. The Rock and Suburban Show Place eventually moved to expand in a new building and hotel down the street.

Kevin Adell was left with an empty 300,000-square-foot building, so he worked with the City of Novi to tear it down and come up with a mixed-use development.

He set on his journey,

contacting corporate customers to sell them 1-2.5 acres for each user.

"I really enjoyed working with the City of Novi, one of the greatest cities in America," said Kevin, who is also CEO of The Word Network, WADL TV and 910 AM Superstation.

Kevin Adell and Jim Butler, civil engineer, PEA Group, worked with the mayor, city manager, City Council and the Planning Department.

"It went really well; the city grasped the idea very quickly and worked with Jim Butler and me to bring economic development and jobs to the city of Novi," Kevin said.

Thanks to Jim Butler's help, plans were able to ramp up after the COVID-19 shutdown to get the balance of work done and get the users to open.

Novi will now have the only Carvana and iFly in the state of Michigan. (iFly provides indoor skydiving simulations.) The development will also have a Planet Fitness, Texas Roadhouse and two brand-name hotels, such as Marriott and Hilton.

Unlike other developers, there were no tax abatements requested for this project, giving the city of Novi a boost in revenue. It is a \$129 million development, with over \$6 million in property tax and personal property. Kevin Adell sold the highest per-acre price in the state of Michigan, at \$1 million per acre.

"I am very passionate about developing in the city of Novi because that's where my dad started and I wanted it to come full circle," Kevin said. "I am very appreciative of the city of Novi and its citizens for being supportive over the years and I'm humbled to be a part of the city's future."



Butler