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MAEDA celebrates new local housing projects to accommodate Marshall's growing workforce

Dozens of homes under construction across Calhoun County as Ford continues to add to BlueOval Battery Park workforce

MARSHALL, Mich. — The **Marshall Area Economic Development Alliance** (MAEDA) is celebrating the plans for more than 1,000 new housing units in the coming years as **Ford** continues to add to its local workforce at **BlueOval Battery Park Michigan**.

Dozens of homes are under construction and hundreds more are planned over the next few years. More than 1,300 new housing units have been proposed or completed since Ford announced the project in Marshall in early 2023, MAEDA said.

New housing projects in Marshall include:

- **Emerald Hills**, where [three homes and three duplex townhomes are already completed](#) and plans in the first phase of development include 13 more lots. Eventually, the development will have 250 units.
- **Briarwood Site Condominium Development**, where 12 homes are under construction and will join six built in 2023.
- **Valley View Condominiums**, which will eventually have 29 single family homes when that project is expected to be completed in 2027.
- **Hughes Street Development**, where nearly 1,000 units will be developed on more than 120 acres, including 27 single family homes and a mix of apartments and townhomes to be built through 2030.

“Ford’s BlueOval project has been a huge shot in the arm for our entire regional economy, especially the housing market,” said **Matt Davis**, the owner of Real Estate One-Rosemary Davis Realtors. “With a growing local workforce, we’re seeing property values increase and now, with additional housing on the way, even more families will have an opportunity to live, work and play in our incredible community.”

Ford’s BlueOval Battery Park Michigan has already hired more than 100 employees for the facility, which is on track to begin producing batteries for electric vehicles next year when 1,700 workers are expected to be employed there. Currently, more than 2,200 skilled trades workers are busy on the site building the facility, which is creating a huge demand for housing.

For the first time in decades, Marshall has new construction and those properties are selling briskly, Davis said. Apartment units have been added in a number of buildings in Marshall and other new homes are scheduled for construction on several lots across the city in the coming months. Other local construction projects are also underway, including two new hotels and two local banks that recently opened their doors.

“Ford’s project here is already an incredible catalyst for investment and revitalization at levels our community has not seen in decades,” said Marshall Mayor **Scott Wolfersberger**. “New housing units provide opportunities for new homeowners as well as new business for developers, contractors and their skilled trade workforce.”



Some of the new duplex townhomes in the Emerald Hills development in Marshall, Michigan.

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