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CONTACT: Amy Bailey, **Byrum & Fisk Advocacy Communications**, abailey@byrumfisk.com

MAEDA celebrates housing market growth, new developments as demand increases

*Growth in new housing, property values show range of benefits
of Ford's BlueOval Battery Park Michigan*

MARSHALL, Mich. — The **Marshall Area Economic Development Alliance** (MAEDA) is celebrating robust growth of the local housing market as small businesses grow and Ford continues to hire workers at its BlueOval Battery Park Michigan.

More than 1,300 new housing units have been proposed or completed since Ford announced the project in 2023, and hundreds more are planned to address the increased demand for housing as the project is completed.

Apartment units have been added in several Marshall buildings, and many new homes are under construction on lots across the city. Other local construction projects are also underway, including two new hotels.

“Ford's BlueOval development continues to have widespread, positive impacts on our local housing market,” said **Matt Davis**, a local Realtor® and past MAEDA chairman. “As our local workforce continues to grow and new businesses open, property values are increasing and – with additional housing – more families have an opportunity to be part of our community.”

New housing projects in Marshall include:

- Emerald Hills
- Briarwood Site Condominium Development
- Valley View Condominiums

- Hughes Street Development

Ford has hired [more than 500 southwest Michigan residents](#) and started pre-production at BlueOval Battery Park Michigan. The automaker is on track to create 1,700 jobs when the plant is at full production.

“Ford’s project has helped spur local investment and development that will benefit our community long into the future,” said **Mike Lounds**, president of MAEDA’s executive board and owner of three local small businesses, including the Bogar Theatre, TrailBlazers and Pawfitters. “New jobs, housing and businesses in our region provide amazing opportunities that will help keep our local economy strong for years to come.”



More than 1,300 new housing units have been proposed or completed in and around Marshall since Ford announced its BlueOval Battery Park Michigan in 2023.

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