Why Mason County?

Mason County is growing. Our industry is thriving, our downtowns are bustling, and we are fast becoming a hub of activity on the lakeshore of northern West Michigan. As a byproduct of this growth, there is a great deal of opportunity to be captured in our housing market as people are increasingly looking to our area as a relocation destination. Consequently, we need our housing market to keep pace with the growing economy in order to support and sustain the expansion of our business community.

The Mason County Growth Alliance is committed to the sustained growth of opportunity for the businesses and residents of our community, and we are dedicated to helping you and your team to succeed in your development or redevelopment projects in Mason County.

Local Support

The Growth Alliance is your local connection to help guide you through the development process. Whether you’re seeking additional information for your due diligence process, exploring available incentives, or simply attempting to better understand the local context, the MCGA is your one-stop shop for local development assistance. We work collaboratively with an extensive network of public, private, and non-profit entities in Mason County and across West Michigan to ensure your team has the support it needs to make your project a success in our community.

Meeting Demand

As the demand for "Missing Middle" multi-family housing has become increasingly apparent, a number of developers have stepped in to meet the demand. Pineview Apartments is in the process of constructing 80 new units of market rate housing, while Ann Arbor’s LC Consulting is slated to break ground on a 66-unit mixed-use affordable housing development in downtown Ludington later in 2017.

However, with a conservative projected demand of 500+ units per year over the next 5 years (and as many as 1,500 units per year), there is still plenty of opportunity remaining to be filled in our market. Check out the following development, redevelopment, and infill site that our community has to offer, and picture your team’s next success in Mason County.
“St. Simon’s Gymnasium”

SITE / VISION FOR THE FUTURE
This historic building in the heart of downtown Ludington is an ideal location for an infill multi-family residential project. Located one block off of South James Street and three blocks from Ludington Avenue, this site is highly accessible to a variety of shopping, dining, and entertainment venues. Plenty of room on the north side of the parcel for on-site parking and/or expansion.
SITE / VISION FOR THE FUTURE

With substantial frontage on Pere Marquette Lake in Ludington and a short walk from the attractions of downtown Ludington, the Thompson Cabinet building is a great location for a multi-family redevelopment project catering to a number of different market segments, from young professionals to retirees. This historic two-story building is a great candidate for unfinished loft apartments, waterfront condos, and more.
**SITE / VISION FOR THE FUTURE**

This three-story building is the site of the former Wolverine World Wide factory. Located between an R2-A General Residential district and a City storage facility, this site has been identified as an ideal redevelopment opportunity for multi-family residential. Conveniently located within walking distance from Lake Michigan, downtown Ludington, recreational biking and walking loop at Cartier Park, and the middle & high schools, this site offers a great deal of accessibility.
LAURA ST.
“Laura Street Strip”

SITE / VISION FOR THE FUTURE
Located across the street from the Ludington Boat Club and Pere Marquette Lake, and a stone’s throw from South James Street and Downtown Ludington, this strip of vacant property is well-suited for an infill apartment or condo development. In particular, this site might accommodate townhomes, rowhomes, or other types of high demand “Missing Middle” housing forms as identified in the Residential Housing Market Analysis.

ASKING PRICE
$329,000

MUNICIPALITY
City of Ludington

BUILDING SQUARE FOOTAGE AVAILABLE
1.30 Acre Vacant Parcel

APPROX. YEAR BUILT
N/A

ZONING DISTRICT
Waterfront District
(Permitted Principal Uses: Multi-family residences which conform to lot and area requirements as specified in Section 400.141, R3A.)

CONSTRUCTION
Vacant Parcel

LOCATION MAP

LUDINGTON AVENUE (US-10)

S. WASHINGTON STREET
MELENDEY STREET
DOWLAND STREET
LAURA STREET
LAKE STREET
510 E. LAKE ST. PROPERTY

PROPERTY

LUDINGTON AVENUE (US-10)

S. WASHINGTON STREET
MELENDEY STREET
DOWLAND STREET
LAURA STREET
LAKE STREET
510 E. LAKE ST. PROPERTY

PROPERTY
"Rath Waterfront"

SITE / VISION FOR THE FUTURE
This site offers the quintessential Ludington experience. 2 acres of undeveloped land located between the Lake Michigan Carferry docks on Pere Marquette Lake and Downtown Ludington’s numerous dining, shopping and entertainment venues. Your residents will be able to welcome the SS Badger into port every evening and catch the sunset into Lake Michigan without leaving home.