

# HERITAGE SQUARE TOWNHOMES



## PROJECT DESCRIPTION

Heritage Square Townhomes is a 14-unit, brownstone-style rowhouse residential development fronting on W. Clay Avenue in downtown Muskegon. The project features unique, customized townhomes each including masonry facades, roof terraces, attached garages accessible from the back, and common landscaped areas.

## CHALLENGES

Ground was broken on the project in early 2008 – only to be followed a few months later by the worst recession to hit the housing industry and the general economy since the Great Depression of the 1930's. Home values fell dramatically, financing became difficult, buyers became scarce, and skilled tradesmen left the industry. Four units of the 22 proposed units were started, sold, and occupied and then the project sat stagnant for several years. To compound the challenge, Heritage Square Townhomes was the first up-scale residential project to be introduced into downtown Muskegon since the demise and demolition of the Muskegon Mall.

## RESULTS

As the economy began a modest recovery in 2014, construction financing for two additional units was secured with the City of Muskegon. That was leveraged and six additional townhomes were built and sold in the next two years. That was followed by the development and construction of the eight-unit, mixed-use phase Heritage Square Commons. The remaining four townhomes are currently under construction. Heritage Square has led the way in creating an atmosphere and demand for residential development in downtown Muskegon.

## LOCATION:

Downtown Muskegon  
West Clay Ave. & First St.

## YEAR COMPLETED:

Spring 2019

## ARCHITECT:

Highpoint, Inc. and McManus  
Residential Architecture

**COST:** \$4.8 million

## DELIVERY:

Port City Construction delivered the project under a Construction manage contract with Heritage Square Development, LLC, the owner/developer of the project.

