84 ACRES
Michigan Ave

MARSHALL, MI



VIEW DRONE VIDEO

84 TOTAL ACRES - $20-22K PER ACRE

LIGHT INDUSTRIAL | COMMERCIAL ZONING | 12 SPLITS AVAILABLE

CBRE



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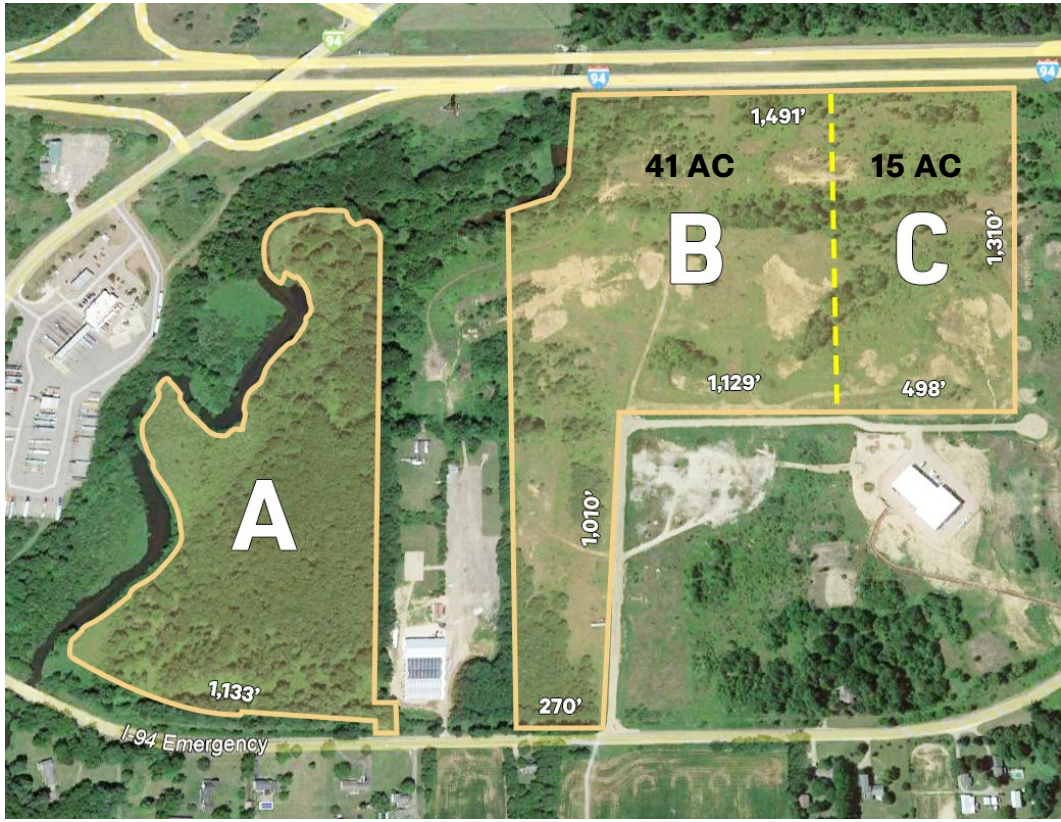
1 EXECUTIVE SUMMARY

84 ACRES
Michigan Ave

EXECUTIVE SUMMARY

CBRE is pleased to present an exceptional opportunity to acquire 84 acres of land situated on Michigan Avenue in Marshall, Michigan. This strategically located property comprises three parcels zoned for light industrial use, offering significant potential for development within a thriving community. The asking price is $1,710,000, translating to approximately $20,000 per acre. The site benefits from its proximity to major transportation routes and the burgeoning Marshall Area Jobs, Opportunities, and Recreation (MAJOR) Campus, which includes Ford's BlueOval Battery Park, creating significant employment opportunities and economic growth in the area.

The property's zoning provides flexible development potential, permitting a variety of light industrial uses—such as manufacturing, research and development, and assembly—alongside a range of commercial applications. The district allows for offices, retail, financial institutions, and personal business services, as well as specialized facilities like athletic clubs, medical centers, and hospitality. Marshall's robust economy, supported by strong demographics and modern infrastructure, makes this an attractive investment for businesses seeking strategic expansion or new development opportunities.



MARENGO TWP

MUNICIPALITY

2

PARCELS
12 SPLITS

$330K - $1,710,000

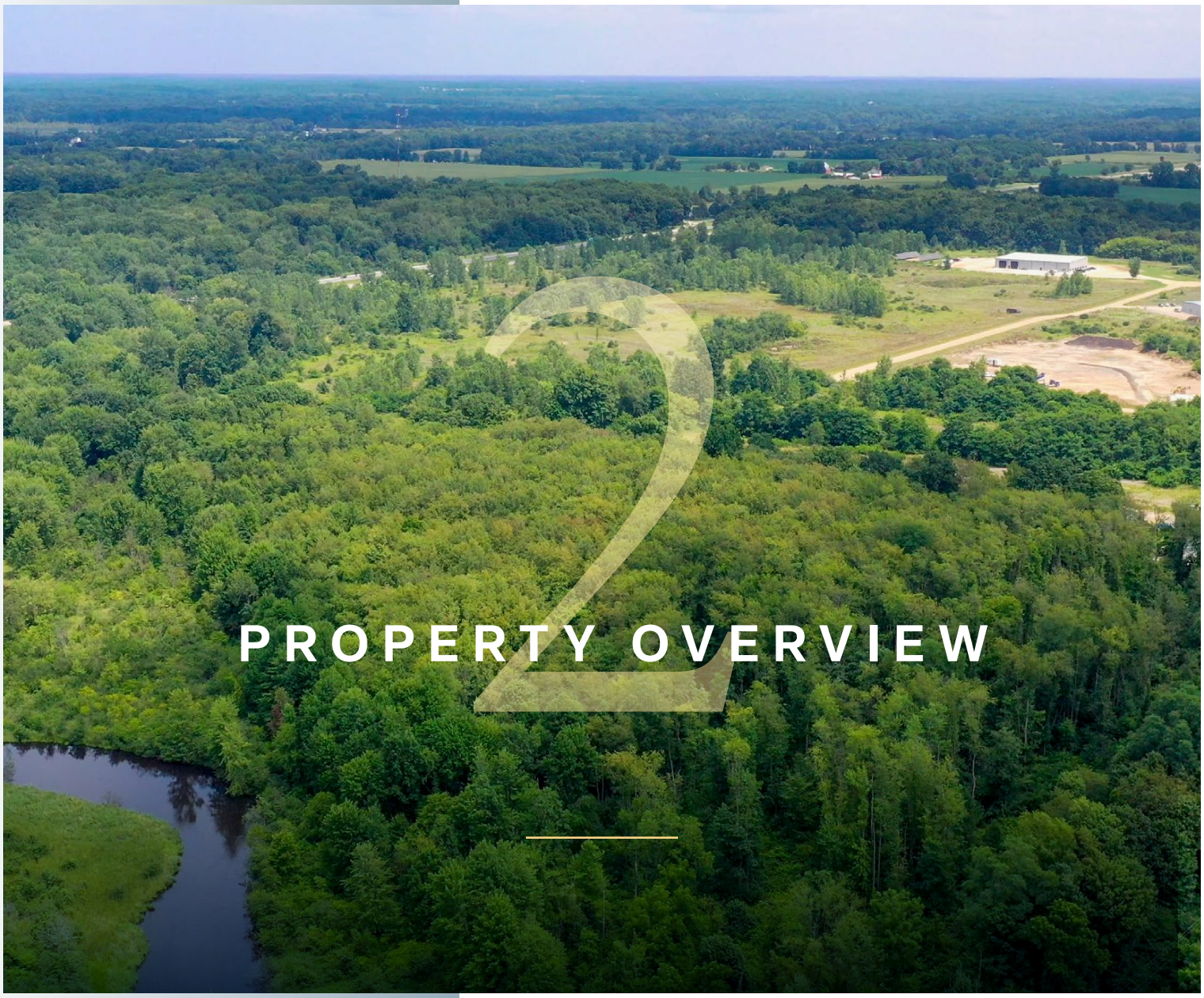
PRICE

Parcel A - 27.99 Acres
$560,000

Parcel B - 41 Acres
$820,000

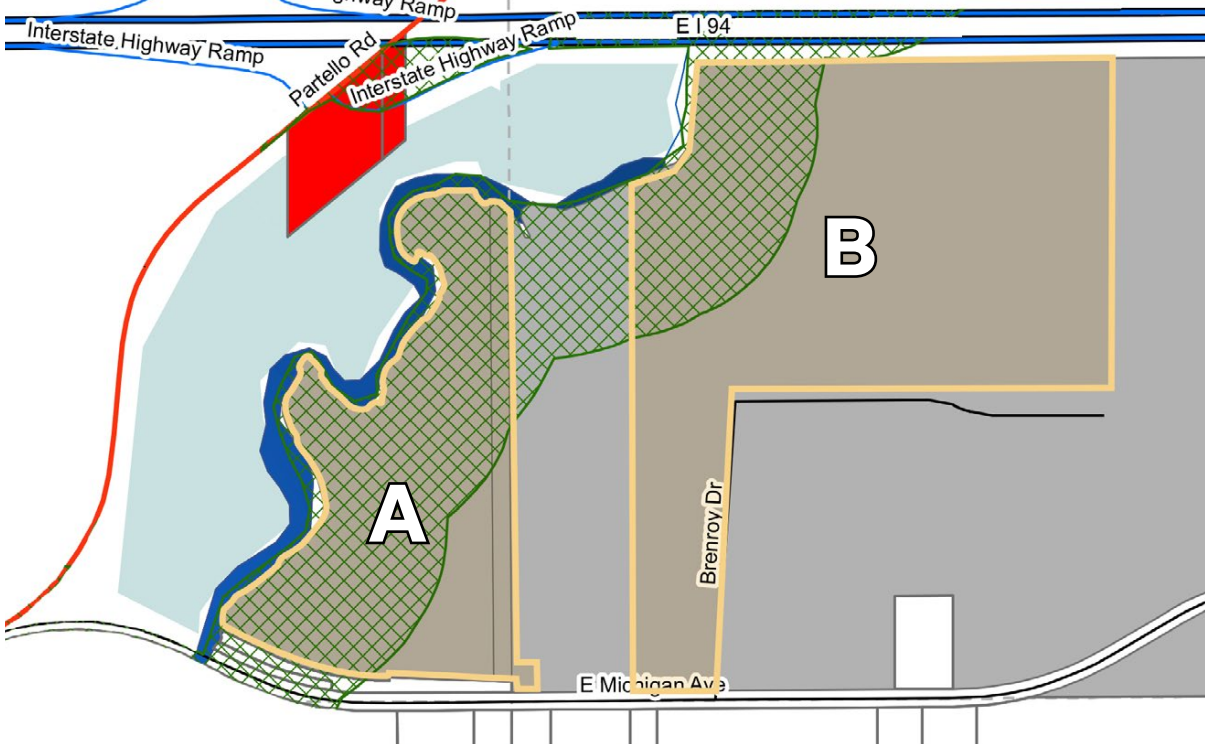
Parcel C - 15 Acres
$330,000

Parcel B & C - 56Acres
$1,150,000



2 PROPERTY OVERVIEW

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OC - Open Space & Waterbody Conservation

LI - Light Industrial

ZONING

The Light Industrial and Commercial Zone is a district in the Township that allows for light manufacturing and other limited industrial uses. These uses are designed to generate minimal noise, glare, odor, dust, and other pollutants, and are intended to protect adjacent agricultural, residential, and commercial areas. The district is located to permit the development of these industrial uses, while also lessening congestion on public streets and highways.

The district allows for a variety of uses, including research and development, assembly of merchandise, printing, and light manufacturing. Accessory uses, such as restaurants and storage facilities, are also permitted. Special land uses, such as gasoline service stations and solar energy facilities, require a special land use permit. The district has regulations regarding lot area, lot width, lot coverage, setbacks, height, and parking, as well as requirements for a greenbelt buffer and multiple uses.

PROPERTY OVERVIEW

Acreage	± 84 Acres
Parcels	3 (12 potential splits)
Zoning	OC - Open Space & Waterbody Conservation
	LI - Light Industrial
Price	$1,710,000
Per Acre	$20,000 - $22,000
Municipality	Marengo Township

POWER

This land parcel is located in Marengo Township, Calhoun County, with proximity to major roads (including E. Michigan Ave) and utilities. The site benefits from nearby electric and natural gas distribution systems:

- Electric: The current available capacity at the site is 0.4 MW, with potential for upgrades. The electric distribution system is adjacent to the property, offering predicted reliability of up to 99.68% (14.4/24.9 kV) and up to 99.993% for the nearby 46 kV system (about 1.5 miles away). Facilities can be sized to meet customer energy needs.
- Natural Gas: A 4-inch medium-capacity gas main (max 55 psig MAOP) is available along E. Michigan Ave. Delivery pressure and possible system improvements will depend on specific customer needs.

This site is well-suited for developments that require reliable access to medium-voltage electricity and natural gas infrastructure. All locations are approximate and subject to field confirmation and possible system upgrades based on the buyer's usage requirements. Always consult Consumers Energy for up-to-date information and before initiating any construction.

UTILITY	DETAILS	AVAILABILITY	CAPACITY	NOTES
Electric	14.4/24.9 kV Wye Grounded Distribution System Predicted reliability: up to 99.68%	Distribution system is adjacent to the site	0.4 MW currently available	Additional capacity may be available with system upgrades.
	46 kV System Predicted reliability: up to 99.993%	~1.5 miles from site	To be determined at time of request	Facilities sized per customer need and available system capacity.
Natural Gas	4-inch medium-capacity gas main (MAOP: 55 psig) along E. Michigan Ave.	Currently available along E. Michigan Ave.	To be determined based on request	Delivery pressure depends on customer needs/hourly load; improvements may be needed for higher demand.



3

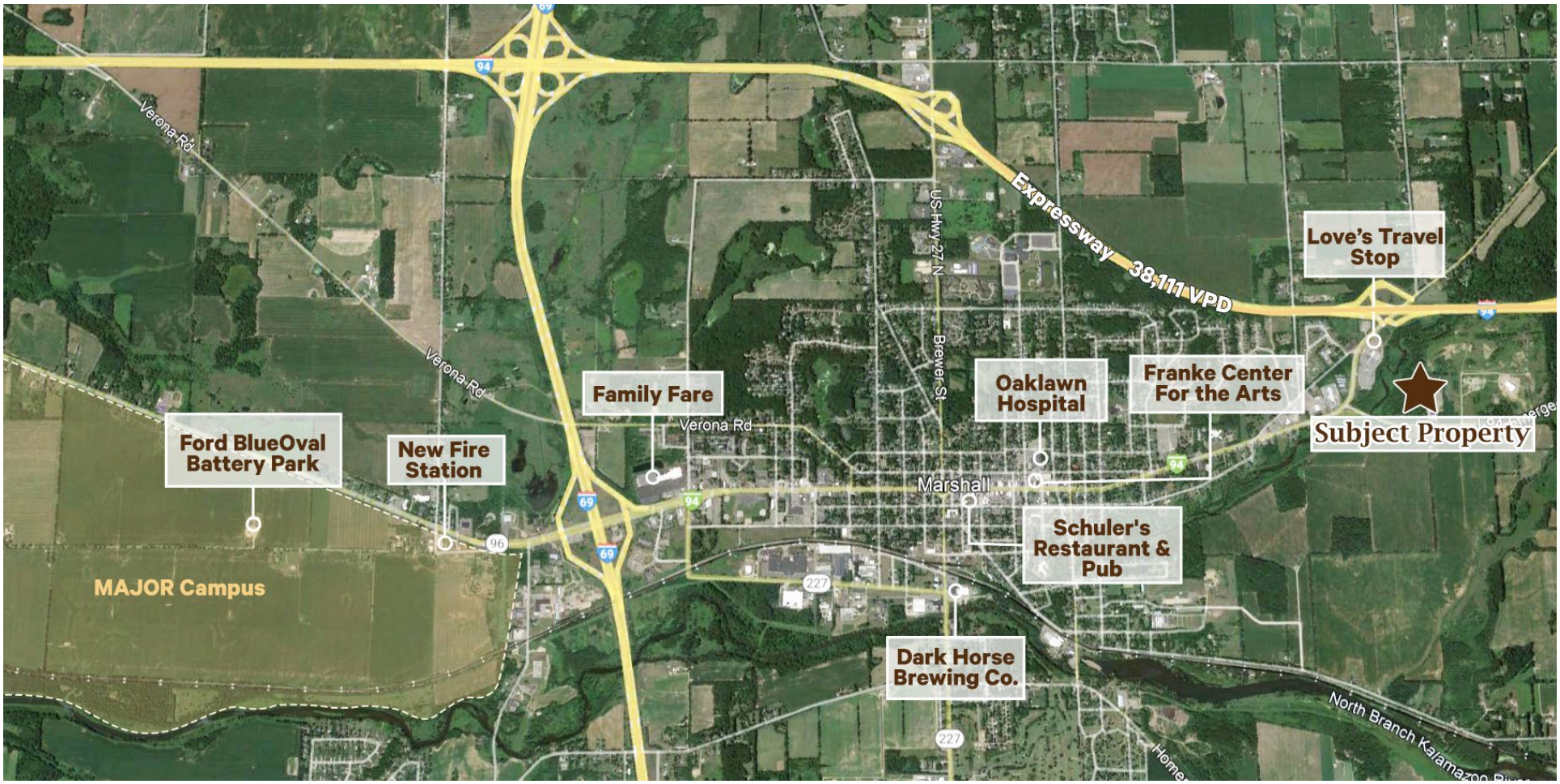
AREA OVERVIEW

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MARKET AREA

The MAJOR (Marshall Area Jobs, Opportunities, and Recreation) Campus represents a significant investment in the Marshall community, featuring key infrastructure improvements such as a new fire station, upgraded water and wastewater systems, and enhanced protections for local lakes and streams. This development also introduces new recreational opportunities and is set to host Ford's BlueOval Battery Park, the first business announced for the campus. Expected to create 1,700 local jobs, this facility will begin producing electric vehicle batteries by 2026 and will occupy 500 acres of the 2,000 acres available for future business growth.

Located just 5 miles from the MAJOR Campus, this property offers convenient access right off Michigan Avenue and is less than half a mile from the I-94 Expressway. This prime location sees a substantial daily traffic count of 38,111 vehicles on I-94, making it an ideal spot for potential development.



WHY MARSHALL?

STRATEGIC LOCATION

- **Proximity to Major Highways**: Marshall is located at the intersection of Interstates 69 & 94, providing direct access to regional and national markets.
- **Nearby Cities**: It sits "at the nexus" between Detroit (80 minutes away) and Chicago (3 hours away), with other major cities (Ann Arbor, Kalamazoo, Lansing, Battle Creek, Indianapolis) within convenient distances.

ROBUST INFRASTRUCTURE & UTILITIES

- City-operated utilities offer reliability, including a municipally-owned fiber-optic internet (Marshall FiberNet), high-quality electric (recognized for reliability), water, and wastewater services.

ECONOMIC DRIVERS & INCENTIVES

- **BlueOval Battery Park & Eaton Corporation Expansion**: Ongoing expansion and investment in automotive and EV component testing.
- **Marshall Opportunity Zone**: Incentive program for economic development and job creation, particularly beneficial for rural and low-income areas.
- **Electric Rate Incentives**: Reduced rates for new and expanding businesses.

WORKFORCE AVAILABILITY

- **Large Labor Pool**: Over 1 million people reside within a 45-minute drive.
- **Quality Workforce**: Supported by strong K-12 schools, nearby universities and colleges, and workforce development initiatives.

BUSINESS-FRIENDLY CLIMATE

- **Marshall Area Economic Development Alliance (MAEDA)**: Active partnerships to support business growth via connections, resource navigation, and networking.
- **Incubators, Loans, & Events**: Support available for startups and expansions.



DIVERSE & STABLE ECONOMY

- **Sector Mix**: Economy includes manufacturing, healthcare, education, tourism, reducing sector concentration risk and offering partnership opportunities.

COMMUNITY & QUALITY OF LIFE

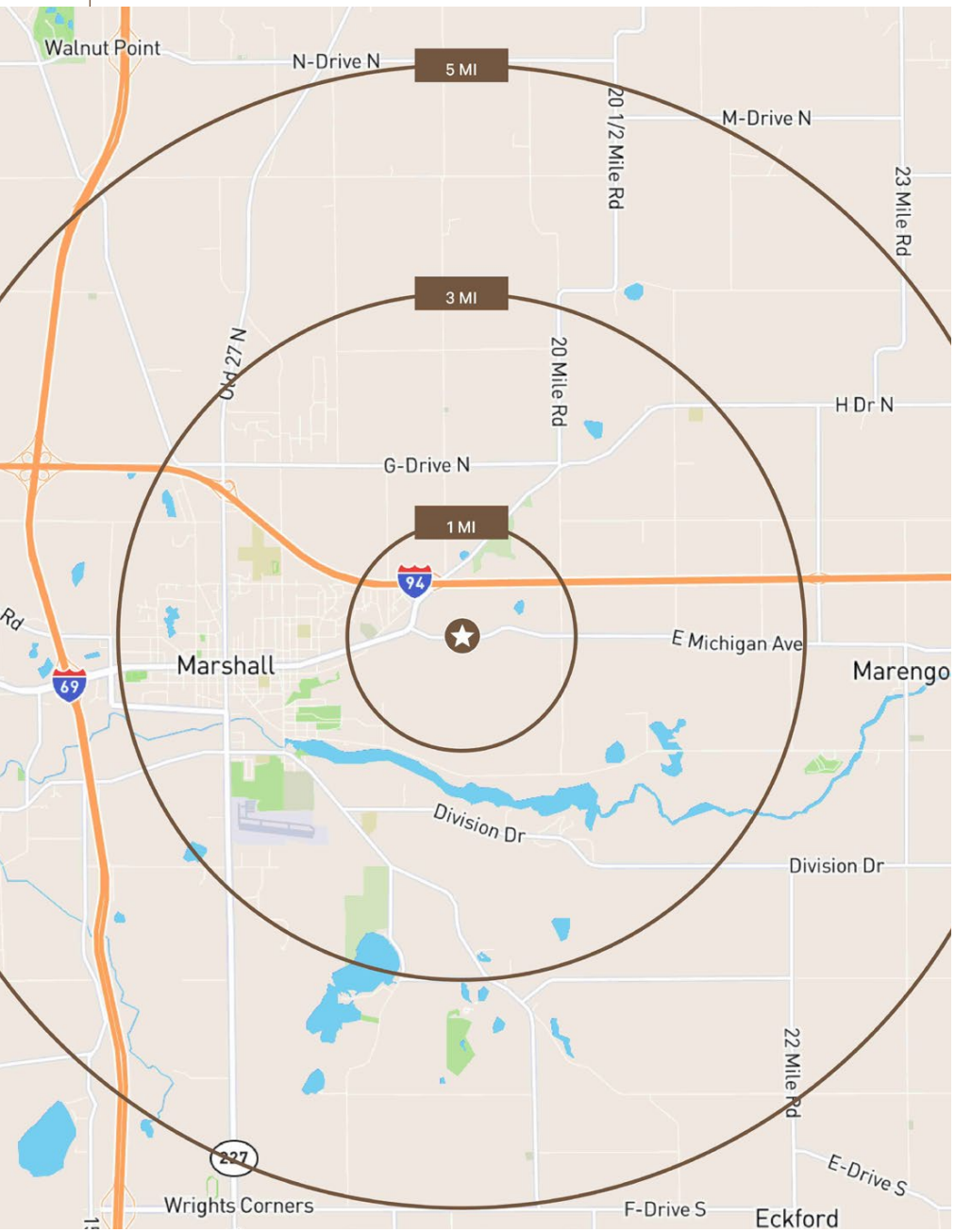
- **Historic Charm**: Noted for its Victorian-era architecture and acclaimed historic district, balanced by modern infrastructure.
- **Living & Recreation**: New investments in amenities, such as upgraded water/wastewater systems, fire stations, and recreational assets.



4 LOCAL MARKET OVERVIEW

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LOCAL MARKET



Marshall, MI, is an appealing destination for industrial land investment, thanks to its rich historical significance and vibrant community. Founded in the 19th century, the city boasts well-preserved architecture and a strong sense of heritage that creates an inspiring environment for businesses. This unique blend of history and modernity fosters a community that values growth and innovation, making it an ideal location for companies looking to establish roots in a supportive atmosphere.

Additionally, Marshall's strategic location at the crossroads of major highways and railroads provides excellent transportation and logistics advantages for industrial operations. The city's infrastructure is well-equipped to handle the demands of various industries, while local government initiatives aim to promote economic development and attract new businesses. The presence of Oaklawn Hospital, the top employer in the area with over 1,000 employees, further enhances the community's appeal, as it serves a multi-county region and underscores the city's commitment to advanced and compassionate care.

2024 DEMOGRAPHICS	1 MILE	3MILES	5 MILES
POPULATION			
Population	854	8,907	12,105
Daytime Population	761	10,823	13,913
HOUSEHOLD INCOME			
Average Household Income	$99,300	$112,660	$113,756
Median Household Income	$67,433	$70,580	$73,998
HOUSING VALUE			
Median Home Price	$220,370	$217,894	$226,190
Average Home Price	$223,658	$255,587	$262,351

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