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# **‘Tremendous demand’ fills new affordable apartment building in downtown Muskegon**

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MUSKEGON, MI – Tall, orange “TEN21” letters sit on a corner in downtown Muskegon where a new apartment building now provides affordable housing.

TEN21 started welcoming residents last week after experiencing “tremendous demand” for the 73-unit building at 1021 Jefferson St., said General Capital Group developer Sig Strautmanis.

Hundreds of people inquired about moving into TEN21 with roughly 60 people remaining on a waitlist for the building that will be fully occupied by the end of September.

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Alexis Sanchez, 21, considers herself one of the lucky ones who secured a one-bedroom apartment. She moved in on Friday, Sept. 10 with her two cats, Jasper and Kiwi.

“I always wanted to live in downtown Muskegon and for a little bit it felt like an impossible thing because it’s so expensive,” Sanchez said.

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TEN21 residents must be income eligible with rents restricted to 30-80% of the city’s area median income. A one-bedroom apartment ranges from \$269 to \$815 a month,

and a two bedroom for \$460 to \$950.

Seleana Gustafson, a property manager with KMG Prestige, said a flood of TEN21 applicants shows how the demand for affordable housing in Muskegon outstrips the supply.

“I’ve had one person cry because they were so thankful to be able to live downtown and not be forced to pay over \$1,000 a month for a one bedroom,” Gustafson said.

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TEN21 also aims to create a community among the residents with common spaces built into the three-story complex. Amenities include a sports lounge with five TVs and a foosball table, a computer room, a yoga room and a movie room outfitted with theater seats.

Each of the modern one- and two-bedroom apartments are equipped with a washing machine, a dryer and full kitchen appliances.

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“It’s not your typical apartment community. There’s things to do and places to mingle with neighbors,” said Gustafson. “The whole concept here is for our residents to live connected.”

A largescale mural painted by Muskegon artist Jubenal Rodriguez will add color to a common area in the building. Rodriguez is the muralist behind projects at [The Deck](#), the Rake Beer Project and on the corner of Third Street and Monroe Avenue.

“We want our properties to feel like they fit in and that they’re authentic to the neighborhood,” said Strautmanis.

TEN21 is also looking for a business to occupy commercial space on the first floor.

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General Capital initiated the TEN21 project three years ago when it purchased a former downtown parking lot from the city of Muskegon for \$455,000. Construction on the \$16.5 million development started in June 2020 and took about a year to complete.

TEN21 offers regulated rents through a federal tax credit program that Strautmanis called a “powerful tool” for developing affordable housing.

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The Low-Income Housing Tax Credit program awarded the project \$1.5 million in tax credits.

General Capital also relied on tax credits to develop [the Berkshire senior apartment community](#) in Muskegon.

Strautmanis called it “gratifying” to complete multiple affordable housing developments in Muskegon.

“Just being able to live downtown in walking distance of all the great stuff happening in downtown Muskegon,” he said about TEN21. “It’s really just a homerun.”

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