



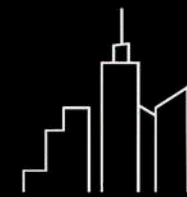
Mixed-Use Value-Add Opportunity

301 Midland St
Bay City, MI 48706



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TDG
COMMERCIAL

MULTI-TENANT RETAIL • UPPER-LEVEL REDEVELOPMENT • SDM LICENSE AVAILABLE

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Tenant:

Multi-Tenant (1 Occupied / 4 Vacant)

Sale Type:

Sale, Real Estate Only, Investment

Sale Price:

Contact Broker

Year Built:

1890; Renov 2020

Building Size:

15,000

BUSINESS SUMMARY:

This is a prime mixed-use opportunity in Bay City's highly desirable Midland Street District, featuring five street-level storefronts and meaningful redevelopment upside on the upper floor. One storefront is currently occupied at \$850 per month plus all utilities, while the remaining spaces are available for lease-up or repositioning, giving a buyer the ability to build a stabilized income base while planning the next phase of the project.

The ground floor is laid out for clean operations and straightforward leasing. Each storefront is separately metered for water, heat, and electricity, which keeps tenant expenses clearly separated and simplifies management. The storefronts also include private basement space, and the building has benefited from key infrastructure updates, including upgraded piping and drainage, along with fresh interior and exterior paint that helps the property present well and show clean for prospective tenants.

The real estate fundamentals support long-term tenancy in a corridor that draws consistent local activity. The property is supported by a comprehensive new streetscaping and parking plan designed for 35 total spots, including 33 standard spaces and 2 barrier-free (handicap) spaces located near the building entrance. This adds significant convenience for retail and service users, while Midland Street visibility and the surrounding entertainment mix help drive repeat visits. This combination of walkable district positioning and strong daily exposure creates a durable leasing story once the vacant storefronts are brought online.

The true upside is on the second floor, where multiple high-value redevelopment paths exist. Engineered drawings are complete for a condominium conversion, and an estimated \$500K renovation could produce four luxury condo units projected to sell in the \$300K to \$350K range. Alternatively, the building currently contains 12 upper-level apartment units ready for renovation, offering a substantial value-add multifamily play for a buyer who prefers recurring rental income over unit sales.

Highlights

Why it's attractive today

- 5 highly desirable storefronts in prime district
- "One tenant in place at \$850/month + utilities.
- Freshly painted interior and exterior
- Separate meters for water, heat, and electricity
- Located just blocks from the Bay County Riverwalk, providing tenants and residents easy access to nearly 10 miles of scenic, paved waterfront trails
- Basement space for each storefront with new piping & drainage
- Liquor License Potential: Specially Designated Merchant (SDM) license available, providing a rare opportunity for a boutique grocer or specialty retail tenant.

Quick wins (first 90 days)

- Lease remaining storefronts at market rents
- Clean common areas and activate upper level
- Improve signage and district marketing exposure
- Stabilize retail base for income floor

Scale levers (6–12 months)

- Execute condo conversion per engineered plans
- \$500K renovation → 4 projected luxury condos (\$300–350K each)
- Alternatively renovate 12 upper apartments for rental income
- Position stabilized mixed-use asset for refinance or resale

Trade Area Potential – At-a-Glance

- Located in Bay City’s established Midland Street District with steady local foot traffic.
- Dense surrounding residential neighborhoods support retail and service demand.
- Mixed-use zoning environment supports both commercial and residential redevelopment.
- Walkable entertainment corridor enhances storefront desirability.
- Upper-level residential conversion aligns with area lifestyle trends.
- Value-add opportunity through lease-up of 4 vacant units at market rates, building on the \$850/mo + utilities baseline established by the current tenant.

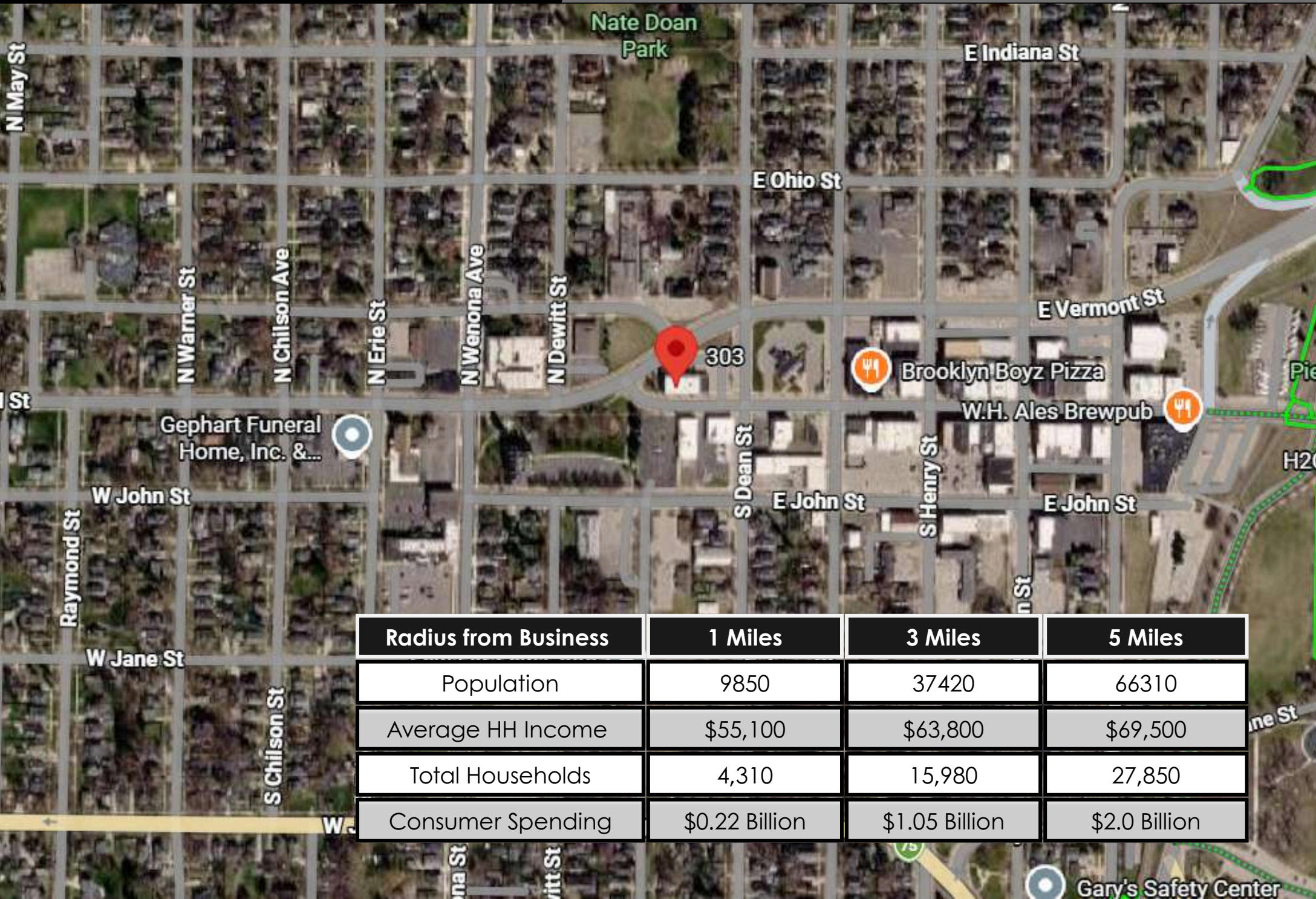
	1 Mile	3 Miles	5 Miles
Population (2024)	9,850	37,420	66,310
2029 Population (Proj.)	9,730	36,980	65,500
Median HH Income	\$46,800	\$54,200	\$58,900
Average HH Income	\$55,100	\$63,800	\$69,500
Median Home Value	\$108,000	\$129,500	\$152,300
Total Households	4,310	15,980	27,850
Owner-Occupied	52%	61%	66%
Renter-Occupied	48%	48%	34%
Median Age	38	40	41
Consumer Spending	\$0.22B	\$1.05B	\$2.08B

PROPERTY HIGHLIGHTS

- Five highly desirable storefronts in the heart of the Midland Street District
- One storefront leased at \$850/month (Tenant pays all utilities) with four additional lease-up opportunities.
- Engineered second-floor condominium plans with projected 4 luxury units at \$300K–\$350K each
- Upper level currently configured as 12 apartments ready for renovation
- Approximately \$500K renovation budget required to activate upper-level redevelopment
- Each storefront separately metered for water, heat, and electricity
- Private basement space per unit with new plumbing and drainage systems
- Freshly painted interior and exteriorsupported by a planned 35-spot parking lot (33 standard / 2 barrier-free) providing dedicated off-street access for tenants and residents.

MARKET OVERVIEW

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Radius from Business	1 Miles	3 Miles	5 Miles
Population	9850	37420	66310
Average HH Income	\$55,100	\$63,800	\$69,500
Total Households	4,310	15,980	27,850
Consumer Spending	\$0.22 Billion	\$1.05 Billion	\$2.0 Billion



Midland Street Visibility – Prime positioning within Bay City’s entertainment corridor, offering steady pedestrian activity and strong storefront exposure.

Regional Accessibility – Convenient access to surrounding neighborhoods and downtown Bay City supports customer flow and demand for residential redevelopment.

Retail & Entertainment Synergy – Surrounded by restaurants, bars, and destination venues that generate repeat visits and consistent foot traffic.

Direct Connectivity – The property is a short walk from the riverfront, where the **Riverwalk System** connects the Midland Street District to major city landmarks, including **Veterans Memorial Park** and **Wenonah Park**.

Lifestyle Amenity – Walking distance to the Riverwalk and marina enhances the ‘Live, Work, Play’ appeal for upper-level residential or condominium conversion, supporting premium rental or resale positioning.

Multi-Modal Access – Highlight that the trail is handicapped accessible and popular for cyclists, which supports a wider range of retail customers.

Parking & Circulation – The new parking layout for 301 Midland St features 35 dedicated spots, with barrier-free spaces positioned at the entrance for maximum accessibility. This infrastructure ensures the building can support high-density retail and residential uses simultaneously.



Second-Floor Redevelopment Advantage – Engineered condominium plans provide a clear roadmap for luxury unit conversion and value creation.

Multiple Income Streams – Five storefronts, plus an upper-level residential configuration, support diversified revenue potential.

Built-In Infrastructure – Separate utility meters and upgraded plumbing systems reduce renovation complexity and operational friction.

Daytime & Evening Demand Drivers – Midland Street’s restaurants, nightlife, and events support steady retail visibility and foot traffic.

Expanded Retail Capability – The availability of an SDM license allows for diverse commercial uses that cater to the Midland Street District’s nightlife and the growing residential density from upper-level conversions.

Tenant Flexibility (Mixed-Use Setting) – Layout and district positioning allow for retail stabilization below, with residential or condo repositioning above.

ECONOMY

GROWTH









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