FOR SALE

NEWLY REMODELED 6,584 SF OFFICE BUILDING IN DOWNTOWN TRAVERSE CITY WITH LARGE PARKING LOT

522 E Front St Traverse City, MI 49686

SALE PRICE $2,950,000

Scott Hardy
(231) 492-5898

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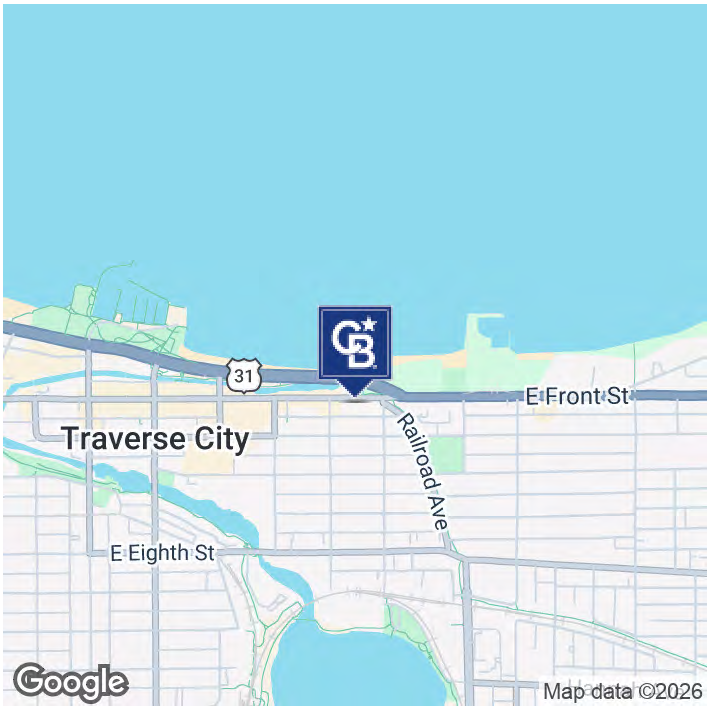

Sale Price	**$2,950,000**

OFFERING SUMMARY

Building Size:	6,584 SF
Lot Size:	0.53 Acres
Price / SF:	$448.06
Zoning:	C-4A

PROPERTY OVERVIEW

An iconic office building at the Eastern entrance to downtown Traverse City with large parking lot onsite. New roof and newly remodeled with over 6,500 sq. ft. on the main floor and 1,000 sq. ft. of offices in the lower level. It's zoned C-4a for multiple commercial uses and has ingress and egress off of Front Street. The combination of new office space and ample onsite parking along with future development possible up to 45 feet means this won't last long.

PROPERTY HIGHLIGHTS

- Iconic Location: Situated at the high-visibility Eastern entrance to downtown Traverse City, ensuring maximum brand exposure.
- Move-In Ready: Recently remodeled interior and a brand-new roof provide a modern, turnkey environment for professional operations.
- Expansive Square Footage: Main Floor: 6,500+ sq. ft. of versatile office space. Lower Level: 1,000 sq. ft. of additional dedicated office suites.
- Superior Parking & Access: Features a large onsite parking lot—a rare commodity in downtown TC—with convenient ingress and egress directly off Front Street.
- Flexible Zoning: Zoned C-4a, allowing for a wide variety of commercial uses and business types.
- Development Potential: Significant long-term value with a buildable height allowance of up to 45 feet, perfect for future expansion or redevelopment.

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PHOTOS

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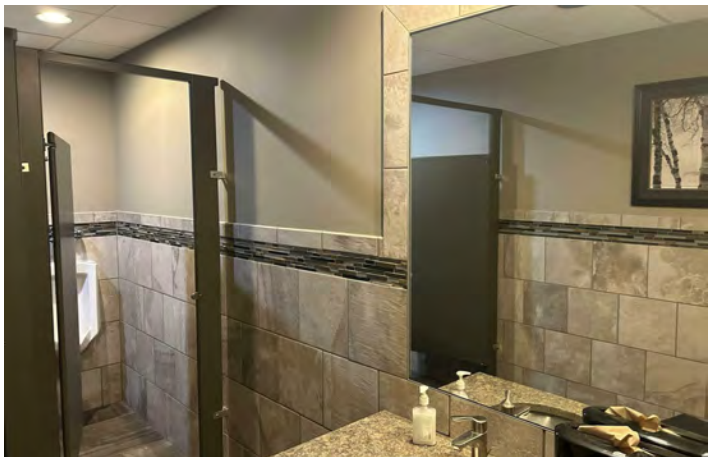

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ABOUT TRAVERSE CITY

In between nature and water, you'll find a community connected by both where there's always something happening. If you're not near the water, or on the trails, you're likely exploring the county roads in search of scenic overlooks and local treats. Traverse City is a destination where your journeys are filled with moments between the activities that allow you to realize you are exactly where you should be.

Once known almost exclusively as the "Cherry Capital" of the World, Traverse City is quickly becoming a destination recognized for its incredible wine. Home to awards from regional, national, and international competitions, Traverse City's vineyards and wineries are a must-experience. Even more? You can enjoy four amazing seasons rich with outdoor activities including skiing, kayaking, hiking, and biking. Traverse City is a city located along the coast of Lake Michigan. Known for its picturesque outdoor offerings, Traverse City is a popular destination when visiting the Great Lakes.

Learn more: **www.traversecity.com**

From Michigan Economic Development Corporation:

Traverse City tourism in early 2026 is experiencing high demand and robust economic impact, with annual visitor spending in the four-county region surpassing $1.14 billion. Cherry Capital Airport (TVC) continues to set records following a 19% passenger increase in 2025, driven by visitors from diverse markets. Hotel occupancy and rentals are strong, with the highest demand expected in summer, particularly during July.

DEMOGRAPHICS

- Population: 15,836 (2026 estimate).
- Median Household Income (City): $74,087.
- Median Household Income (County): $81,647.
- Poverty Rate (City): 12.26%.
- Median Age: 42.7 years.
- Tourism Impact: Over $1.14 billion in yearly spending within the four-county region, with roughly 29% of local jobs connected to tourism.
- Housing & Development: Northern Michigan is seeing increased housing inventory and a potential 14% rise in national home sales, with the region expected to outpace broader state trends.
- Industries: The region has a high concentration of manufacturing jobs, specifically 13 times the national average for frozen food production and a 734% increase in precision turned product jobs since 2018.
- Business Sentiment: 2026 outlooks show increasing optimism regarding the economy and business environment, though inflation and capital costs remain concerns.
- Labor Force: The Traverse City Metro Area (MSA) reached a record workforce of 82,400 in 2024, with 71,600 payroll jobs.
- Unemployment: The metro area has shown consistent employment trends, frequently outperforming statewide averages.
- Job Growth: While Michigan faces manufacturing declines, the Traverse City region continues to add jobs in professional services and tourism.

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TRAVERSE CITY ACCOLADES

2025 PRESS

- Leelanau Peninsula—Dynamic Wines From Michigan (November 2025) - Forbes
- Best North American Beach Towns (November 2025) - Good Housekeeping
- Napa of the Midwest (November 2025) - Travel & Leisure
- Top 18 Places Michigan Locals Recommend for Your Next Adventure (September 2025) - Travel & Leisure
- Soak Up the Sun in the USA's Best Lake Towns (August 2025) - Cool Material
- Labor Day Lake Getaways (August 2025) - Samantha Brown's Places to Love
- Best Small City for Foodies (August 2025) - Newsweek
- The Top Two Best Wine Country Hotels (July 2025) - USA Today
- 28 Cool Water Experiences for Your Midwest Summer Bucket List (July 2025) - Midwest Living
- 15 Best Small Town Getaways in Michigan (July 2025) - Midwest Living
- The Top Small US Cities for Food and Drink (June 2025) - Food & Wine
- A Sweet and Savory Road Trip in Northern Michigan (May 2025) - New York Times
- America's Most Unexpected Wine Trails (May 2025) - The Saturday Evening Post
- 15 Best Places to Travel in July to Soak Up Summer Vibes (May 2025) - Good Housekeeping
- The 10 Best Boating Destinations for Memorial Day 2025 (May 2025) - Boat Booker
- The 51 Most Beautiful Places in the U.S. (April 2025) - Travel + Leisure
- The Coolest Small Towns of 2025 (April 2025) - WILDSAM
- 25 of the Best Summer Vacation Spots in the US (April 2025) - Samantha Brown
- The Best Places To See Cherry Blossoms In America This Spring (February 2025) - Islands
- The Most Romantic Getaways From Chicago for Couples (February 2025) - Time Out
- The Best Midwest Winter Getaways for Families (January 2025) - Time Out

2026 PRESS

- 2026 Food City of the Year - MidwestLiving
- 15 Places to See Cherry Blossoms Across the United States (March 2026) - AFAR
- 2025 IRONMAN Athletes' Choice Awards: Best Bike Course (March 2026) - IRONMAN
- Best One of a Kind Beaches Worldwide (February 2026) - TripAdvisor
- The Best Food Festival in Michigan (February 2026) - MidwestLiving
- Top 15 Food 2026 Destinations (January 2026) - Eater

future expansion or redevelopment.

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TRAVERSE CITY ACCOLADES

Here's what Midwest Living had to say about why it selected Traverse City for this honor:

"Over the last few decades—and especially in the last few years—chefs who have cut their chops in Detroit, Chicago, New York, Las Vegas, San Francisco, and beyond are quietly moving north to this lakeside oasis, for a slower pace and better quality of life," the lifestyle publication said in the award summary announced today. "Flanked by some of the country's most fertile and climate-resilient farmland and two exciting wine-growing AVAs, these wise cooks work together with a collaborative energy and humble sense that it's not them, but their ingredients, that deserve the spotlight."

"But don't let their modest, quintessentially Midwestern energy fool you. The country is catching on—with James Beard, New York Times, and Bon Appétit nods to prove it, and a shiny new food and wine festival in August to boot. Here's a go-to list of some of the places that make Traverse City so delicious —and now you'll understand why we picked it as our Best of the Midwest 'Food City of the Year' in 2026."

Traverse City, Michigan
By Stacey Brugeman, Eater.com
Traverse City chefs have the quiet confidence to know that a shiro plum from the nation's fruit belt needs only be sliced and salted.
DON'T MISS:
In northern Michigan, the debate du jour is over who makes the best whitefish dip. Don't miss the Lake Michigan schmear while you're in town.
TOURISTS NEED TO UNDERSTAND:
Traverse City is a small town of 15,000, but the population swells in the summer, climbing to 500,000 during July's National Cherry Festival (which celebrates 100 years in 2026). Restaurant hours and availability can be limited. Call ahead.

Drawn to bucolic farmland, endless cherry and apple orchards, and increasingly respected wine regions, chefs and wine pros are relocating from major cities to this lakeside Arcadia. The area welcomed Andy Elliott and Emily Stewart, who opened Modern Bird (which made the New York Times 50 best restaurants list); winemaker David Bos, who bottles biodynamic riesling; chef Bobby Thoits, who stuffs squash blossoms at Supper; and Sarah Welch and Cameron Rolka, who are preparing to open Umbo. They join longstanding forerunners like American Spoon, Trattoria Stella, and the Cooks' House, where Jennifer Blakeslee and Eric Patterson were named James Beard finalists in 2025. Despite growing hype, the community remains low-key. Farmers review seed lists with cooks before placing orders, fishermen meet restaurant owners to hand off buckets of smelt, and neighbors knock on kitchen doors to share fresh favas. They foster a collaborative energy that's only possible in the friendly Midwest.

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DEMOGRAPHICS

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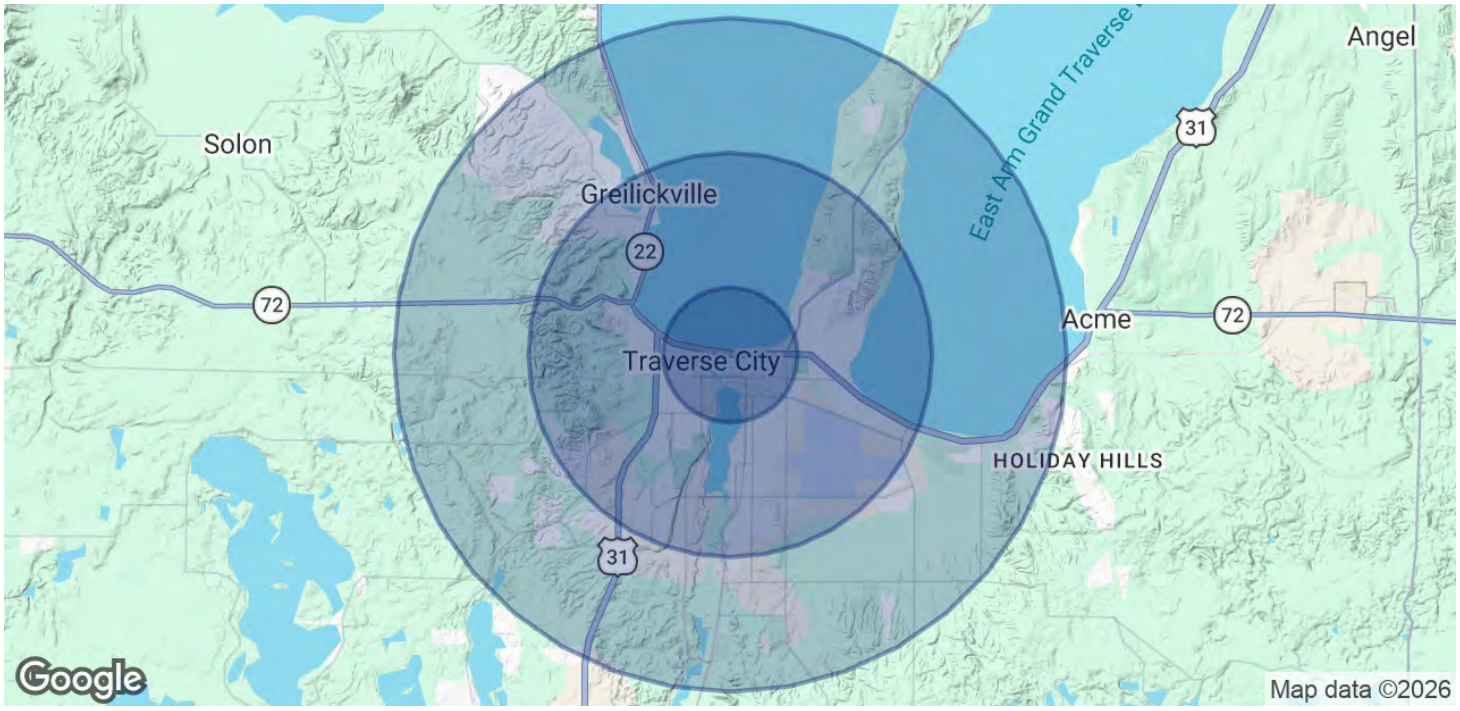

POPULATION	1 MILE	3 MILES	5 MILES
Total Population	6,150	28,445	45,747
Average Age	44	46	45
Average Age (Male)	43	44	43
Average Age (Female)	46	48	47

HOUSEHOLDS & INCOME	1 MILE	3 MILES	5 MILES
Total Households	3,028	13,497	21,006
# of Persons per HH	2	2.1	2.2
Average HH Income	$84,155	$85,843	$85,812
Average House Value	$510,883	$442,600	$415,616

Demographics data derived from AlphaMap

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AERIAL MAP

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LOCATION MAPS

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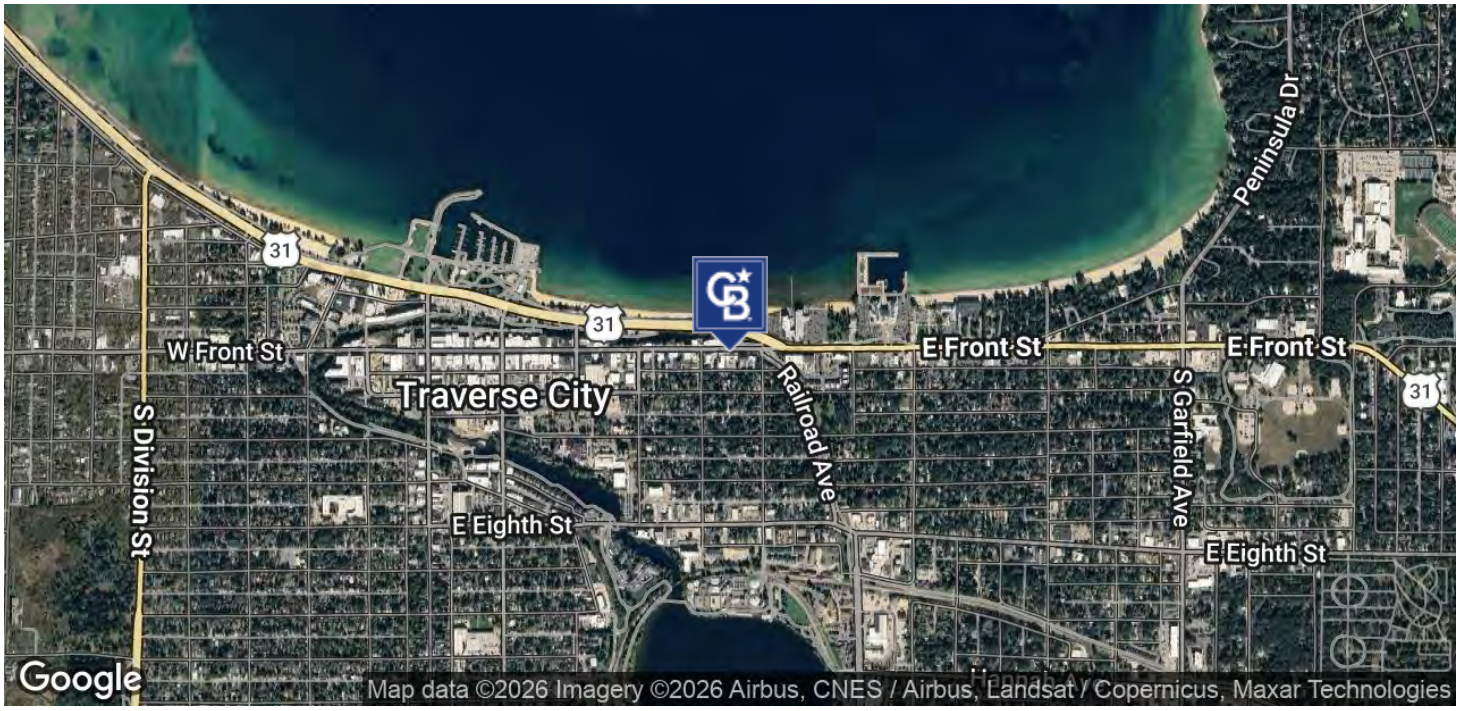

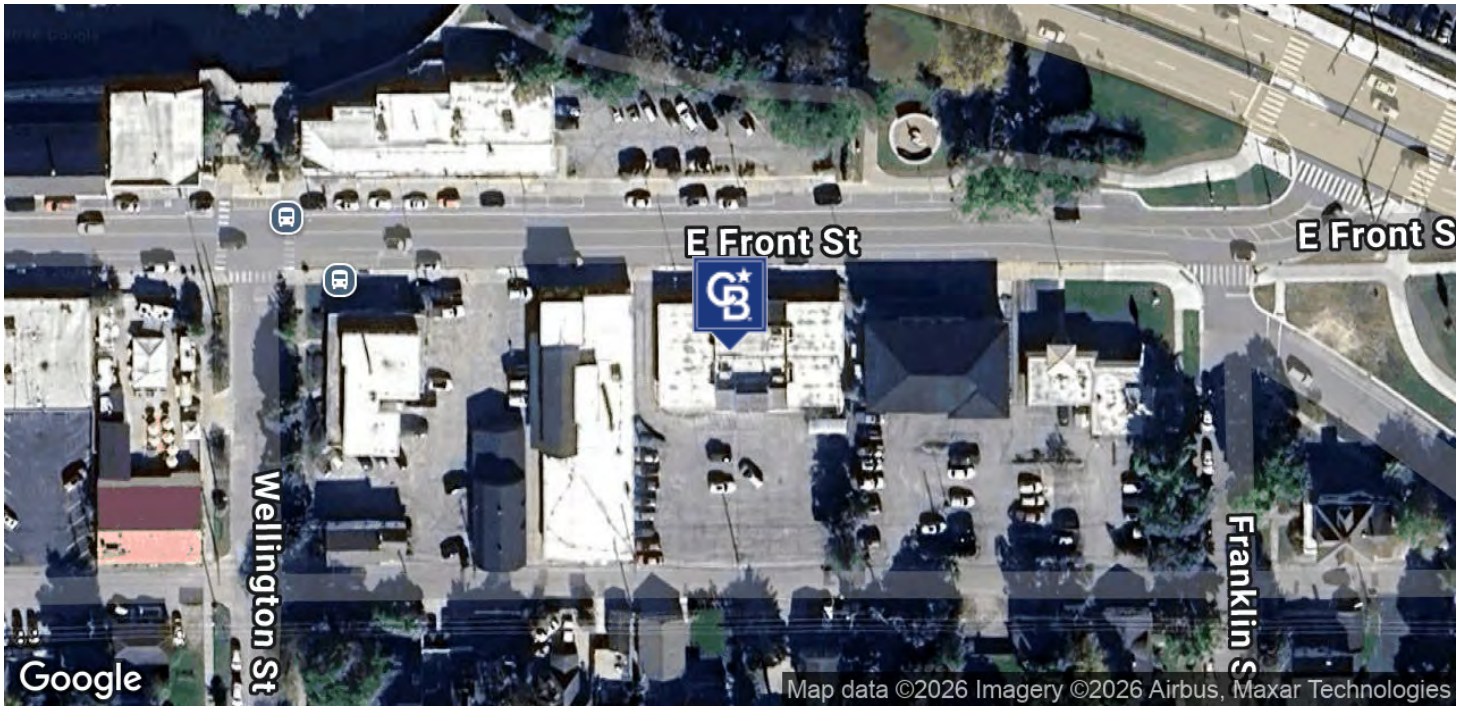

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TRAFFIC COUNTS

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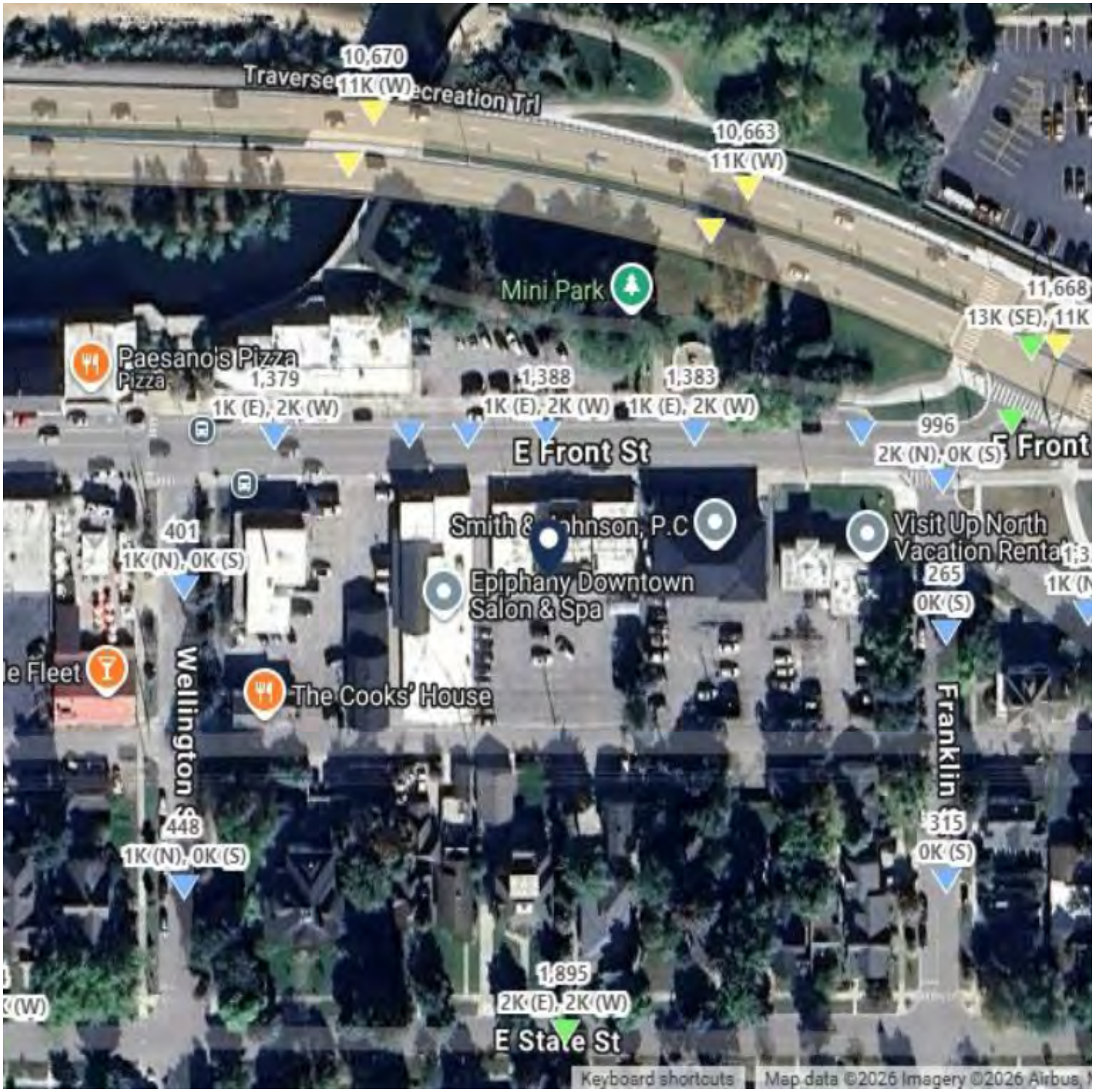

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RETAILER MAP

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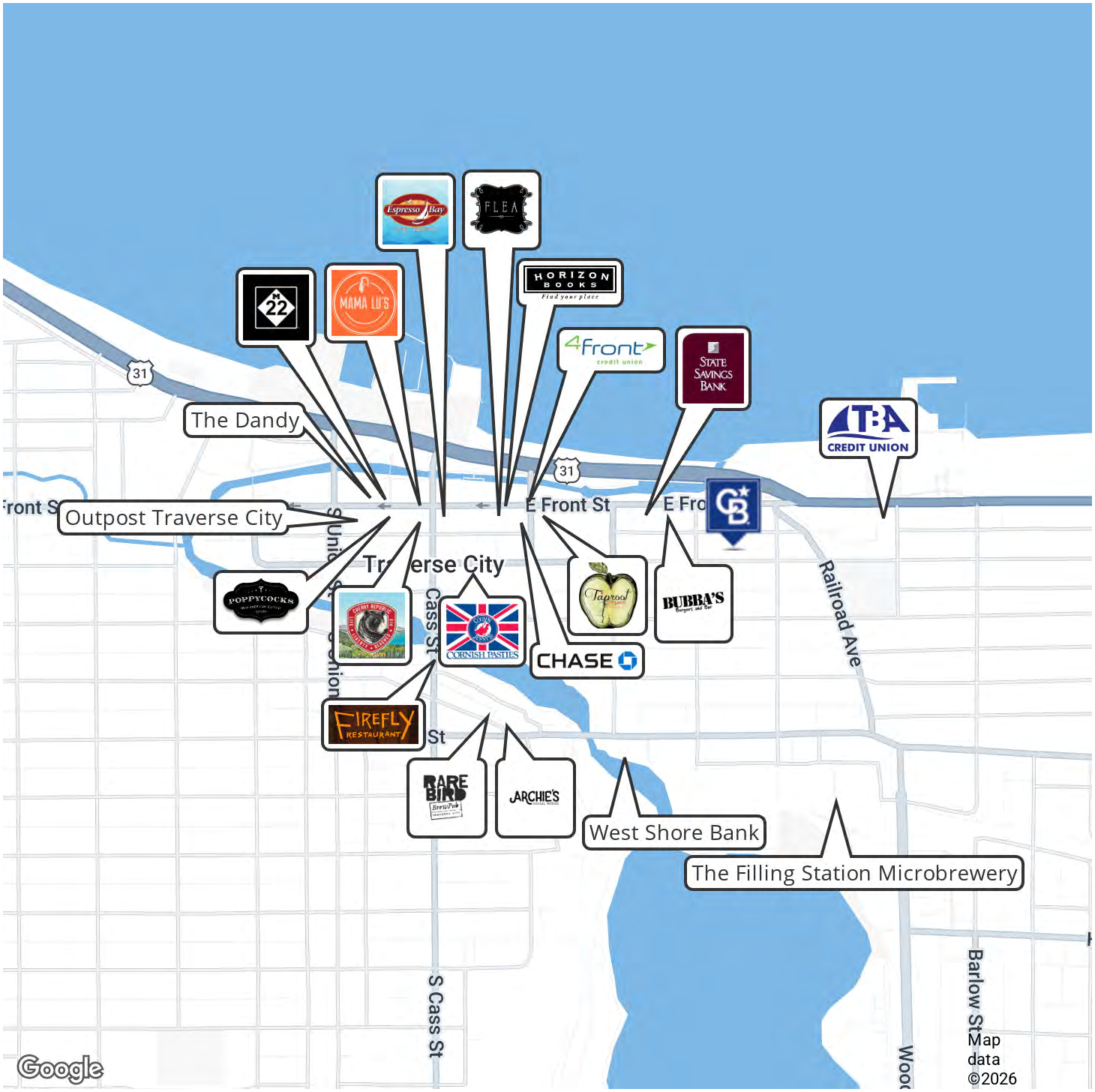

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CONTACT

SCOTT HARDY

Commercial Realtor

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Direct: **(231) 492-5898** | Cell: **(231) 492-5898**

PROFESSIONAL BACKGROUND

Scott is a lifelong resident of the Traverse City area with deep roots in community involvement. He is a current member of the Downtown Development Authority, the TC Rotary Club, The Traverse City Opera House Board, The TC Chamber Govt. Affairs Committee, and recently finished 8 years on the Traverse City Area Public School Board, The TC City Commission, the City and County Planning Commissions, and the Women's Resource Center board.
Inducted into Traverse City Area Public Schools (TCAPS) Hall of Fame.

EDUCATION

Traverse City Central High School (1971), BA Western Michigan Univ. (1976)

MEMBERSHIPS

TC DDA, TC Chamber, TC Rotary, TCAPS School Board, TC City Commission, TC Opera House, Grand Traverse County Planning Commission, Women's Resource Center Board.

PROFESSIONAL

Chairman's Club designation for sales exceeding $6.0 million.
Member of the Multi-Million Dollar Roundtable
Two-time Community Steward Award winner with Aspire North
Registered agent of Aspire North
Registered agent with National Association of Realtors

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