

SALE

PRIME MULTIUSER OFFICE BUILDING & DOWNTOWN DEVELOPMENT SITE

522 E Front St Traverse City, MI 49686



SALE PRICE \$2,400,000 (Dramatic Price Reduction, Priced To Sell!)

Scott Hardy
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Sale Price

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OFFERING SUMMARY

Building Size:	6,584 SF
Lot Size:	0.53 Acres
Price / SF:	\$364.52
Renovated:	2025
Zoning:	C-4A
Occupancy Capability:	Single User or Multiuser
Submarket:	Downtown Traverse City
Roof:	Brand New Roof in 2023 (Summit Point Roofing Lifetime Warranty)

PROPERTY OVERVIEW

An iconic commercial office space situated at the high-visibility Eastern entrance to downtown Traverse City. Featuring a dramatic price reduction to move the property quickly, this versatile asset offers over 6,500 SF on the main floor and 1,000 SF of dedicated office suites in the lower level.

Designed for maximum flexibility, the layout allows for single-occupant use or seamlessly converts into a multiuser office setup with separate workspace zones. Includes an expansive, dedicated parking lot on-site, an exceptional commodity in downtown Traverse City with direct ingress and egress off Front Street.

Don't Forget the Tax Incentives: Both from the city (PILOT) and the State of Michigan (MRCP, MI Community Redevelopment).

PROPERTY HIGHLIGHTS

- **Multiuser Capability:** Layout accommodates single-tenant corporate headquarters or multiple business tenants seeking premium downtown office suites. Potential for 1-3 users.
- **Brand New Roof (2023):** Professionally installed by Summit Point Roofing. Includes a standard lifetime warranty covering both materials and workmanship, featuring a non-prorated 50-year term and extended GAF Master Elite manufacturer protections.
- **Move-In Ready Interior:** Recently updated interior featuring professional reception, private offices, modern glass partitions, kitchen/breakroom, and conference rooms.
- **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.

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DEVELOPMENT POTENTIAL OVERVIEW

Positioned well below previous commercial estimates, this **0.53-acre footprint** presents one of the premier **redevelopment opportunities** along the East Front Street corridor. Marketed as prime vacant land for development, the property offers developers and investors immediate upside with favorable zoning and substantial local incentives.

DEVELOPMENT HIGHLIGHTS

- **Buildable Potential:** Zoned C-4a with allowable buildable heights **up to 45 feet**, ideal for mixed-use, multi-story commercial, or residential over commercial development.
- **Substantial Tax Incentives:** **City Incentives:** Eligible for **PILOT** (Payment in Lieu of Taxes). **State Incentives:** Eligible for State of Michigan programs including **MRCP** (Michigan Revitalization & Community Readiness).
- **Unmatched Location:** High-visibility corridor with direct proximity to Grand Traverse Bay, Boardman River, and downtown shopping/dining.

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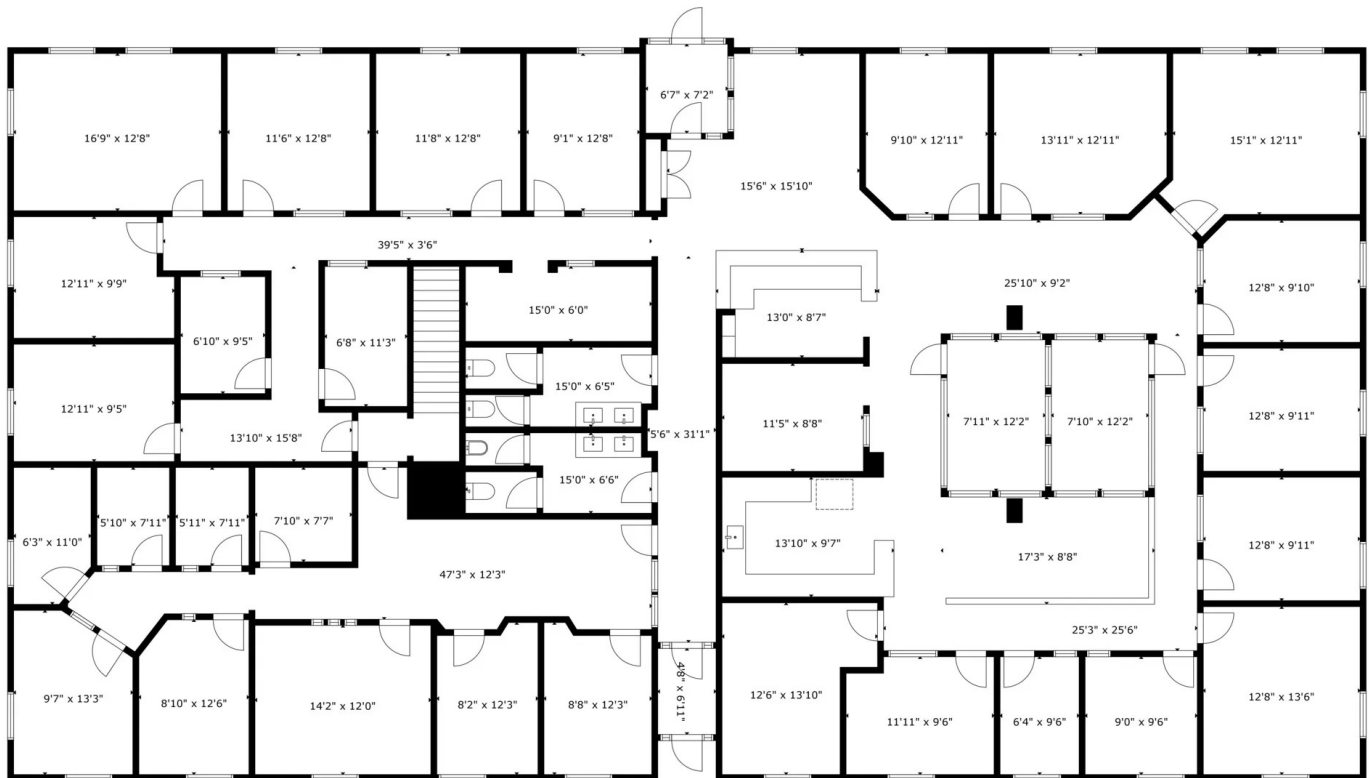


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FLOOR PLAN - MAIN LEVEL

PRIME MULTIUSER OFFICE BUILDING & DOWNTOWN DEVELOPMENT SITE

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GROSS INTERNAL AREA
TOTAL: 8,418 sq ft
BASEMENT: 2,130 sq ft, FIRST FLOOR: 6,288 sq ft
SIZE AND DIMENSIONS ARE APPROXIMATE, ACTUAL MAY VARY

FIRST FLOOR

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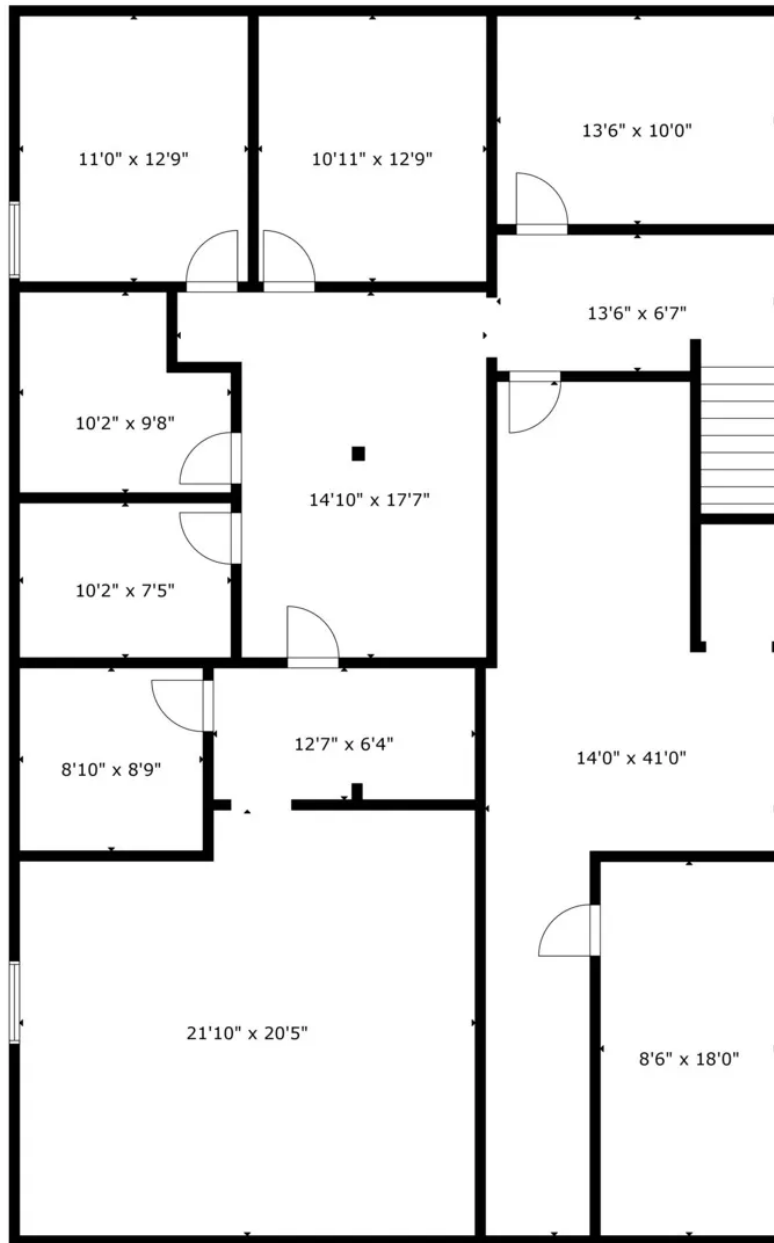


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FLOOR PLAN - LOWER LEVEL

PRIME MULTIUSER OFFICE BUILDING & DOWNTOWN DEVELOPMENT SITE

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TOTAL: 8,418 sq ft

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SIZE AND DIMENSIONS ARE APPROXIMATE, ACTUAL MAY VARY

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PHOTOS

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ABOUT TRAVERSE CITY

"Food City of the Year" (2026) by Midwest Living's Best of the Midwest Awards, recognizing Traverse City's nationally regarded culinary and farm-to-table scene.

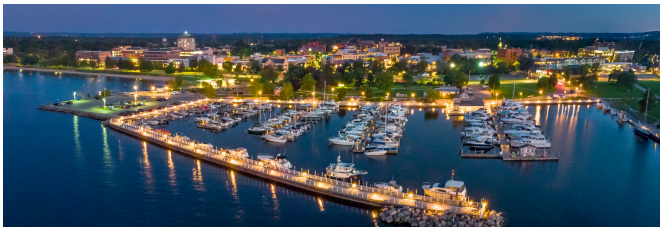
"Best Small City for Foodies" (2025) by Newsweek, highlighting the downtown restaurant district, wineries, breweries, and food culture.

"The Coolest Small Towns of 2025" by WILDSAM, citing Traverse City's vibrant downtown, waterfront access, arts culture, and independent businesses.

"51 Most Beautiful Places in the U.S." by Travel + Leisure, recognizing the area's scenery, bayfront, and historic downtown charm.

Top small-town and Main Street recognition from outlets including World Atlas, Lonely Planet, Architectural Digest, and USA Today, frequently praising Front Street, walkability, and the downtown shopping and dining environment.

USA Today 10 Best recognition for the Boardman/Ottaway River corridor and waterfront as one of the nation's top riverwalk experiences.



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.

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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

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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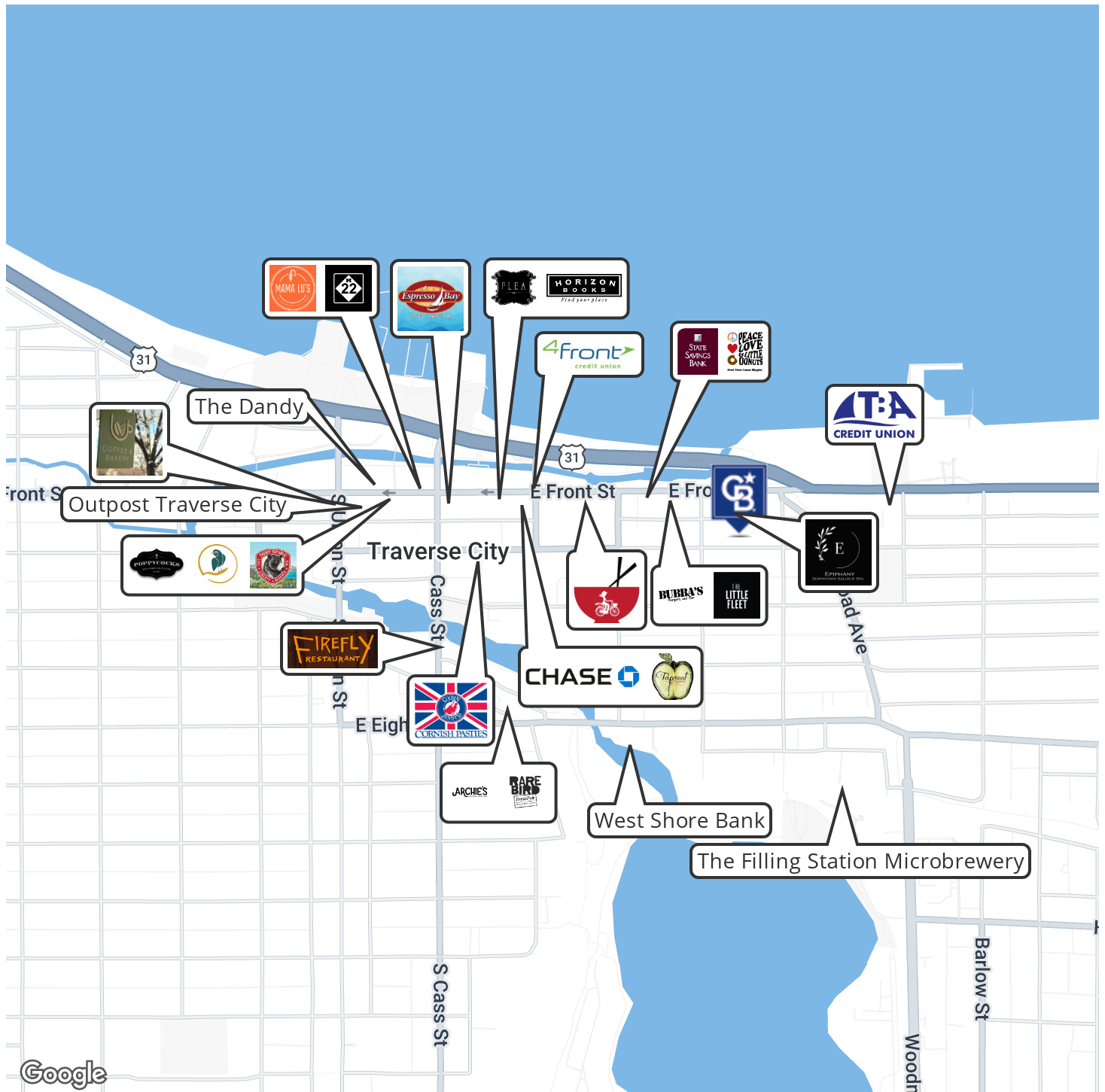


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RETAILER MAP

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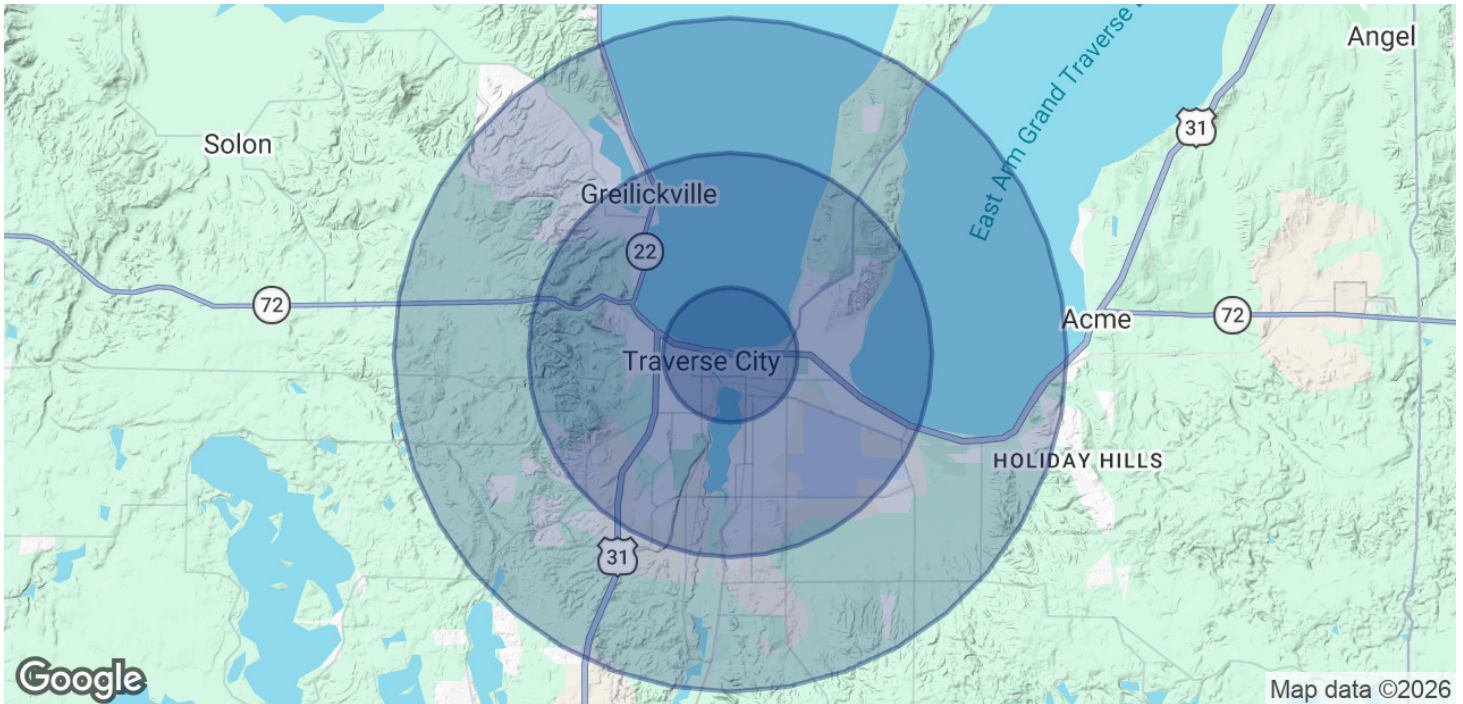


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DEMOGRAPHICS

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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

2020 American Community Survey (ACS)

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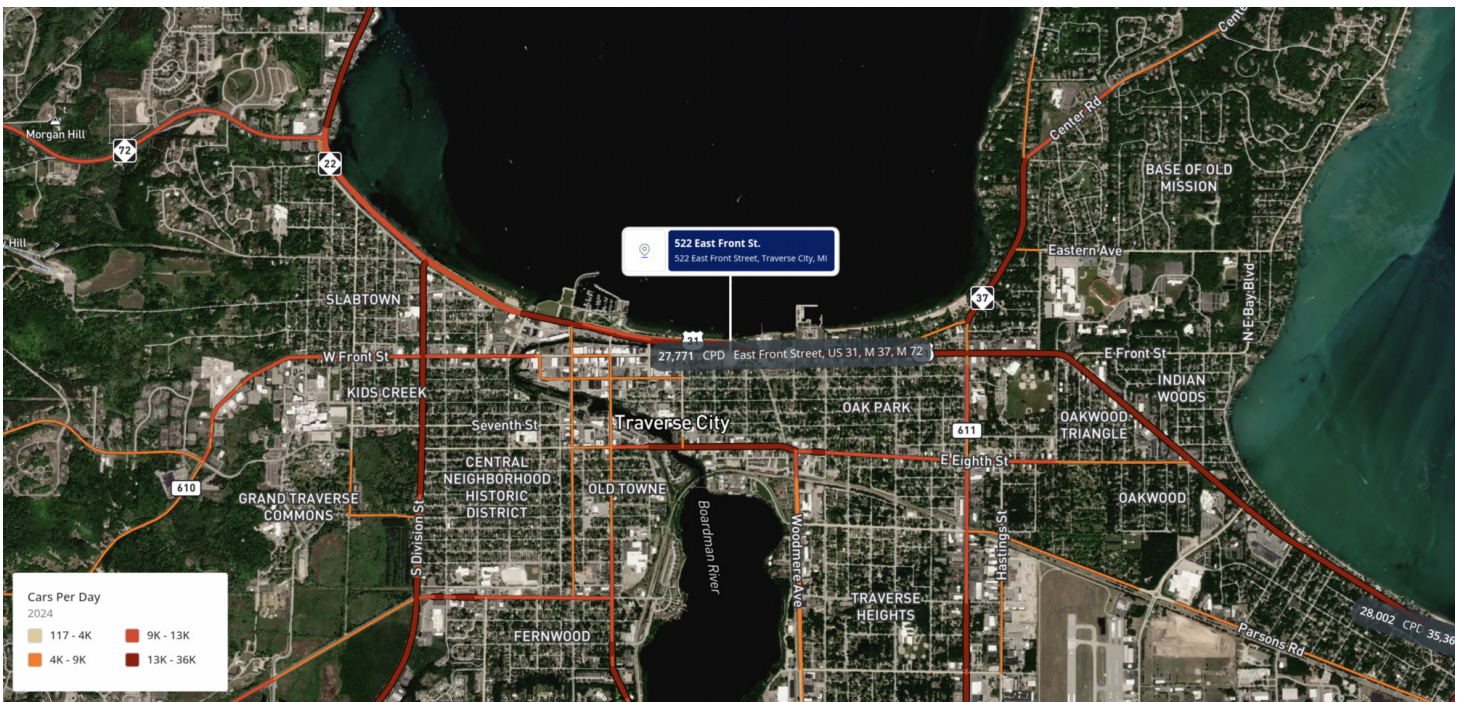


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TRAFFIC COUNTS

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SCOTT HARDY

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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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