



RCRA Corrective Action Cleanup + Productive Use

Economic Profile

M1 Concourse

Pontiac, Michigan

BEFORE

Car motors and castings manufacturer

AFTER



Racetrack



Private
Garages



Event
Center

CLEANUP OVERSEEN BY EPA

The 87-acre M1 Concourse site was formerly home to four General Motors plants. Following the company's bankruptcy in 2009, the RACER Trust took ownership of all former GM properties to clean them up and position them for redevelopment.

At the M1 Concourse site, RACER worked with EPA's RCRA Corrective Action program to investigate and clean up soil and groundwater contamination from past operations. Redevelopment prompted excavation of PCB-impacted soil in 2015. Groundwater monitoring is ongoing. To protect human health, EPA also put legal controls in place to restrict groundwater use, make sure any new buildings are safe from underground vapors and prohibit residential development at the site.

Through RACER's effective marketing, a car enthusiast and entrepreneur acquired and developed the site into M1 Concourse, a hub for vintage car collectors, test drivers and hobbyists.



14

EMPLOYEES



\$208,000

ANNUAL SALES





M1 CONOURSE HAS ENJOYED ITS COLLABORATIVE WORKING RELATIONSHIP WITH EPA IN ORDER TO BRING ABOUT A VERY UNIQUE AND DYNAMIC AUTO ENTHUSIAST PROJECT IN THE HUB OF OAKLAND COUNTY'S AUTO INDUSTRY.

Roger Zlotoff, Manager, M1 Concourse

At the time RACER acquired the former GM property, demand for vacant land was very weak. However, with the support of city officials and persistent advertising, RACER found a private developer willing to take on the challenge. M1 Concourse began construction in 2015 and opened the following year. The property currently includes more than 170 private garages and a 1.5-mile testing track. M1 Concourse plans to add 80 additional garages, a clubhouse, office space and a 28,000-square-foot trackside events center that will hold up to 500 people.

Although construction is ongoing, M1 Concourse has already attracted numerous car enthusiasts looking to purchase space in its garages. The company estimates that 90% of its members are local, living within a 45-minute drive of the site. Several popular community and automotive events have chosen M1 Concourse as their venue. The racetrack has accommodated everything from teenage defensive driving courses to dealer exhibitions. In December 2020, the center even hosted the city of Pontiac's annual holiday parade, which was held as a drive-thru event due to the COVID-19 pandemic.

M1 Concourse's redevelopment continues to benefit the Pontiac community. Additional tourism spending and increasing property values have revitalized the area. Initial and ongoing construction created 200 temporary jobs and the finished site is projected to create more than 70 permanent service and sales positions. Renovating the formerly blighted area has breathed new life into the city of Pontiac, while remaining true to its automotive origins.



When construction is complete, M1 Concourse will feature more than 250 private garages for storage and entertainment. Each garage could sell for upwards of \$165,000.



Developers envision the M1 Concourse site as a spot not only for car hobbyists but as an entertainment space that attracts both tourists and community members.