



Case Study:

PONTIAC NORTH CAMPUS INDUSTRIAL LAND

1091 JOSLYN AVE., PONTIAC MI 48340

FACTS

Site ID: 11970

Acres: 0.376

SF at Time of Sale: 0 (vacant land)

FMV: \$1,000

Congressional District: MI-11

Date Sold: Aug. 29, 2022

Buyer: Joslyn Ave. Building, LLC

Developer: Joslyn Ave. Building, LLC

New Use: 2,300-SF automated, two-lane car wash

Jobs Pledged: 1.5 FTE

Jobs Actual: 1 FTE

Investment Pledged: \$600,000

Investment Actual: \$1,200,000

Est. New Tax Base: \$368,000

Lead Agency: U.S. EPA

Regulatory Programs: N/A

Remedial Activities: N/A

Cleanup Cost: \$0

BEFORE



AFTER



THE CHALLENGE:

Given its relatively small parcel size, zoning, and surrounding land uses, the highest and best use and the maximal reuse potential for this property was ideally commercial retail or service. However, this property's location characteristics would be perceived as being desirable by only a select few types of commercial users. RACER exposed its offering of this property to a broad market to attract a developer or a franchisee seeking an opportunity where this particular size, location, local demographics, traffic counts and other metrics would meet their business model.

THE OUTCOME:

RACER's marketing resulted in a local company, with investments in service stations and carwashes across Southeast Michigan, taking interest in the property. RACER entered into a purchase and sale agreement with the company in 2022 and completed the sale soon after the local planning commission approved the site plan in August of that year. The MI Touchless Car Wash, a two-bay, automated car wash, opened in May 2024 and was assigned the address 1091 Joslyn Ave., Pontiac.



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