



# Redevelopment Traffic Study

## Amazon Fulfillment Center



Late last year ROWE Professional Services Company was approached by Seefried Industrial Properties, Inc. regarding a redevelopment project at the former Pontiac Silverdome site.

The project site will be home to a four-story, 823,000-square-foot Amazon fulfillment center and a 200,000-square-foot Amazon delivery station. Creating over 1,500 jobs. The first phase of this project is underway and will be completed in August 2020 and the second phase will be completed by August 2021.



ROWE conducted a comprehensive traffic analysis of the roadway network surrounding the site which was owned by four different jurisdictions: Michigan Department of Transportation (M-59), the Road Commission for Oakland County (Opdyke Road), City of Pontiac (Featherstone Road), and City of Auburn Hills (Executive Hills Drive). The study included 19 intersections and took approximately three months to complete.

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**4 Jurisdictions • 19 Intersections • 3≈Months • 6 Traffic Scenarios**



**1,500 Jobs**  
**4 Stories**



**823,000 Square Foot**  
**Fulfillment Center Footprint**



**200,000 Square Foot**  
**Delivery Station**

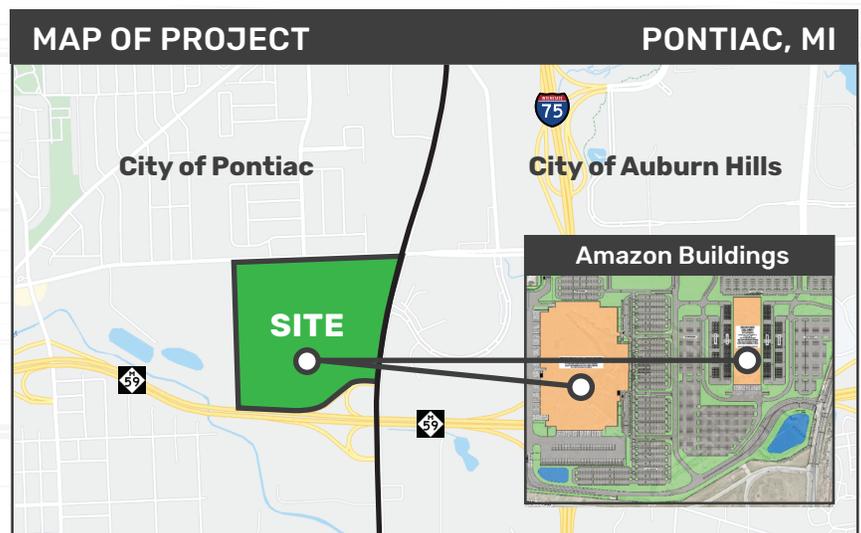
ROWE examined six different traffic scenarios including: existing traffic, background traffic, background traffic with improvements, future traffic, future traffic with improvements, and extended future traffic. The background traffic improvements were based on future traffic conditions without construction of the proposed development. Future traffic improvements were based on construction of the proposed development under the assumption the background improvements were implemented. The scenarios were studied at both AM and PM weekday peak hours.

## Overcoming Obstacles

The traffic study faced a quick turnaround due to pressure caused by the phases of the redevelopment plan mentioned above. During the summer of 2019, the I-75 / M-59 interchange was under construction; this had an impact on the traffic volumes collected on the surface streets in the surrounding area. Information from the Road Commission for Oakland County's Coordinated Adaptive Traffic System and historical traffic information was used to adjust the data collected for the study. The four different agencies with jurisdiction over the roadways also had their own consultants involved with this project. Throughout the duration of the study, only two out of four consultants had access permits to the redevelopment site. Therefore, it was necessary for ROWE to lead with strong communication and a strict schedule.

## Partnerships

It is important to select a qualified firm for complex projects such as this. The ROWE project manager believes that Seefried chose ROWE because of our expertise, past relationships, and commitment to teamwork. At ROWE, teamwork is a partnership that focuses on putting the client first, having integrity, and going above and beyond expectations when possible. Partnerships are a major factor to successful projects; not only with the developer but also with the reviewing agencies. ROWE understands the importance of mutual trust and strong relationships when completing project requirements. Our project manager said, "The level of commitment in this area, the number of jobs being created, the tax base, and the economic benefits allowed the redevelopment project to be expedited. This project should create a positive impact in the area and surrounding communities. ROWE is proud to have been a part of such a unique project with Seefried."



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