

SMART GROWTH AS REUSE AND HAPPY PEOPLE

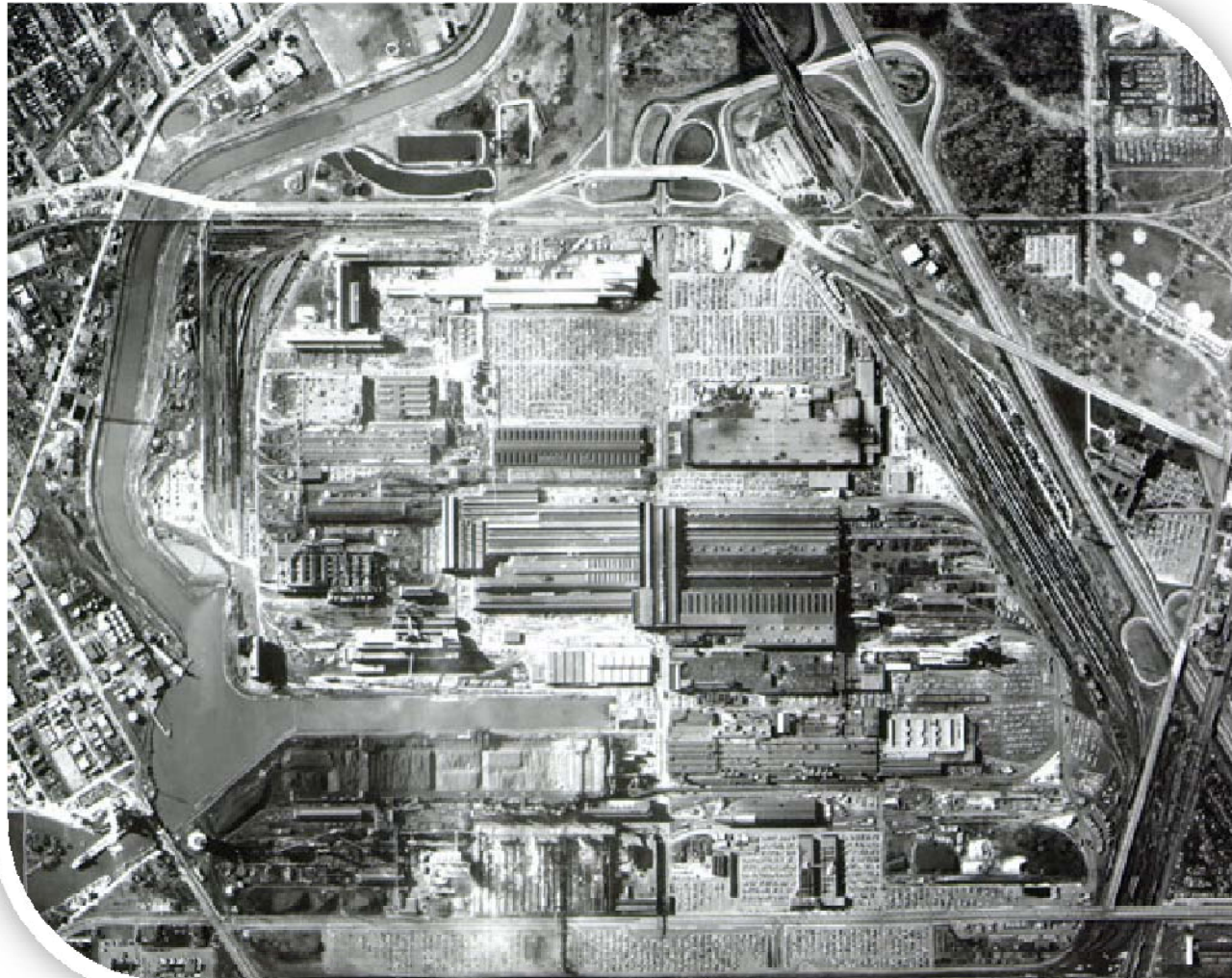
Osama Ahmed

Adidas Village and Ford's River Rouge Complex

Adidas Village



Ford's River Rouge Complex



AV Goals

- Form follows function
- Earth Advantage
- Community outreach
- Employee happiness
- Consolidate



FRRC Goals

- ❑ Old Ford's facelift
- ❑ Song birds
- ❑ The River Rouge
- ❑ Employee happiness
- ❑ Consolidate



AV Re-Use

- ❑ Suburban to integrative
- ❑ Build over BKH
- ❑ Olympic colors
- ❑ Cafeteria
- ❑ From maze to field



FRRC Re-Use

- ❑ By 1980's...
- ❑ Build over Ford
- ❑ Change the name
- ❑ Fiery river
- ❑ Green space
- ❑ 1,100 acres!



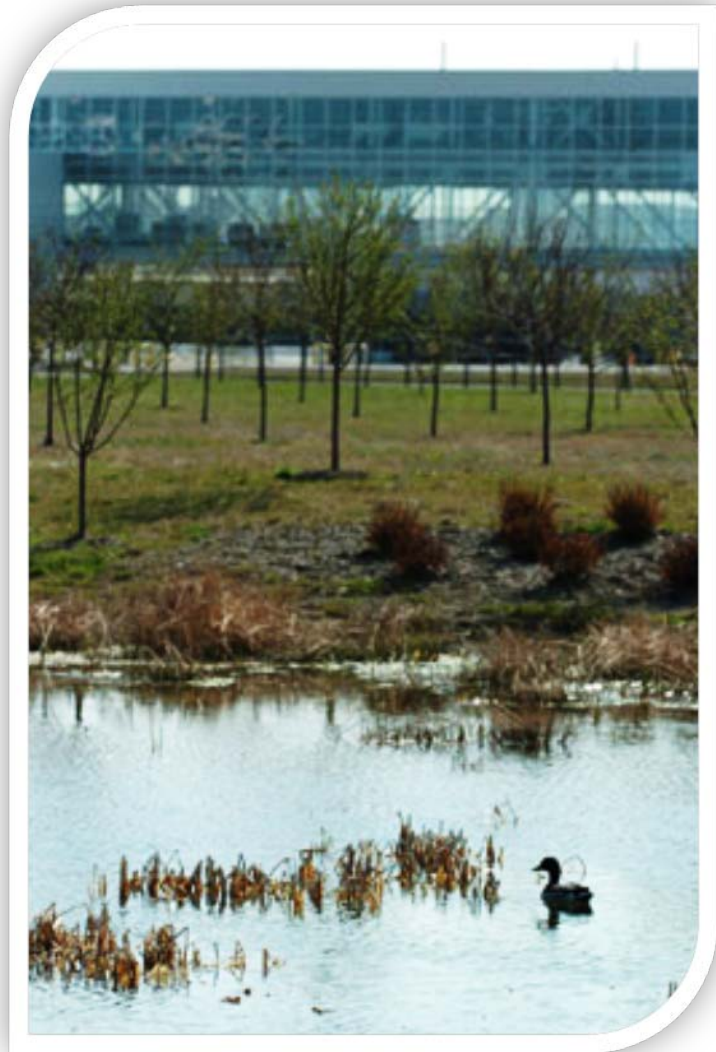
AV's Green Design

- ❑ IIDA Citation Award for Excellence in Interior Design
- ❑ Earth Advantage designation
- ❑ Low toxicity paint and flooring
- ❑ Natural Lighting



FRRC's Green Design

- Shallow drainage canals and multiple artificial wetlands
- 10 acre living roof!
- Phytoremediation
- Photovoltaic panels
- Natural Lighting



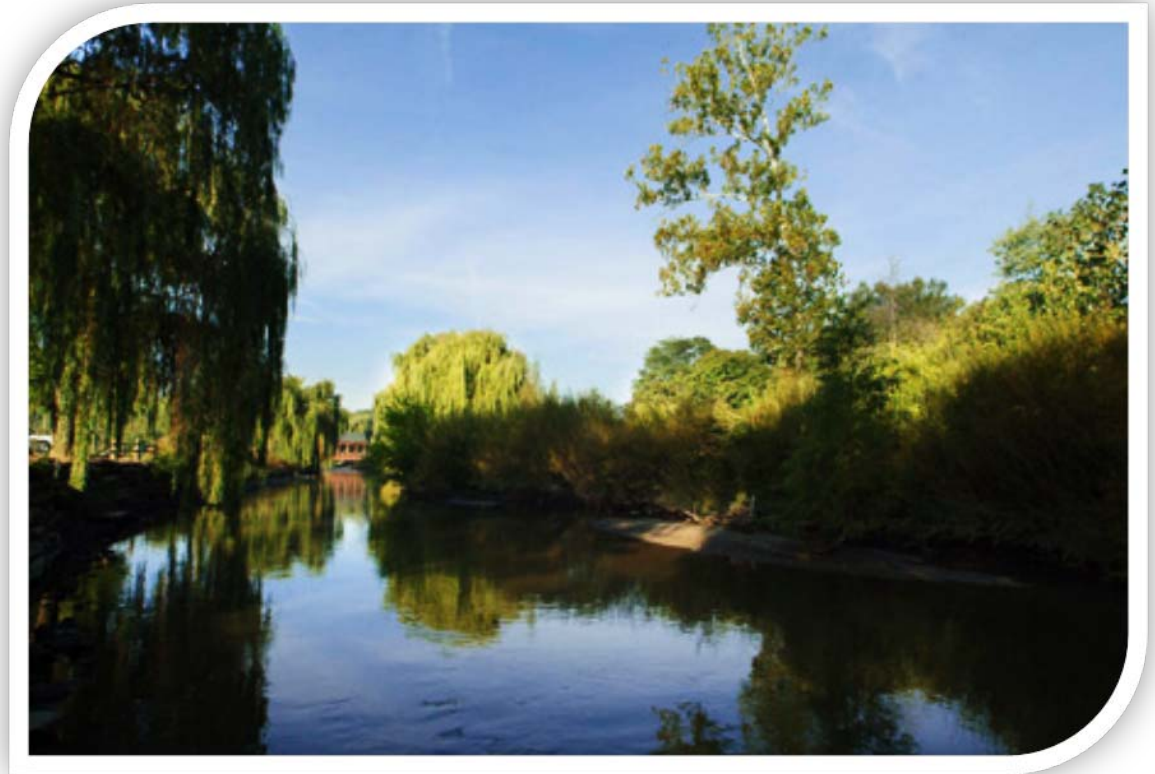
AV's Community

- ❑ 280 tons of leftover hospital material
- ❑ Walk and bike paths
- ❑ 900 jobs
- ❑ Tennis, basketball, soccer
- ❑ Madrona Park



FRRC's Community

- ❑ Rouge River
- ❑ Tourism
- ❑ Open space
- ❑ F-150s
- ❑ Where are the people?



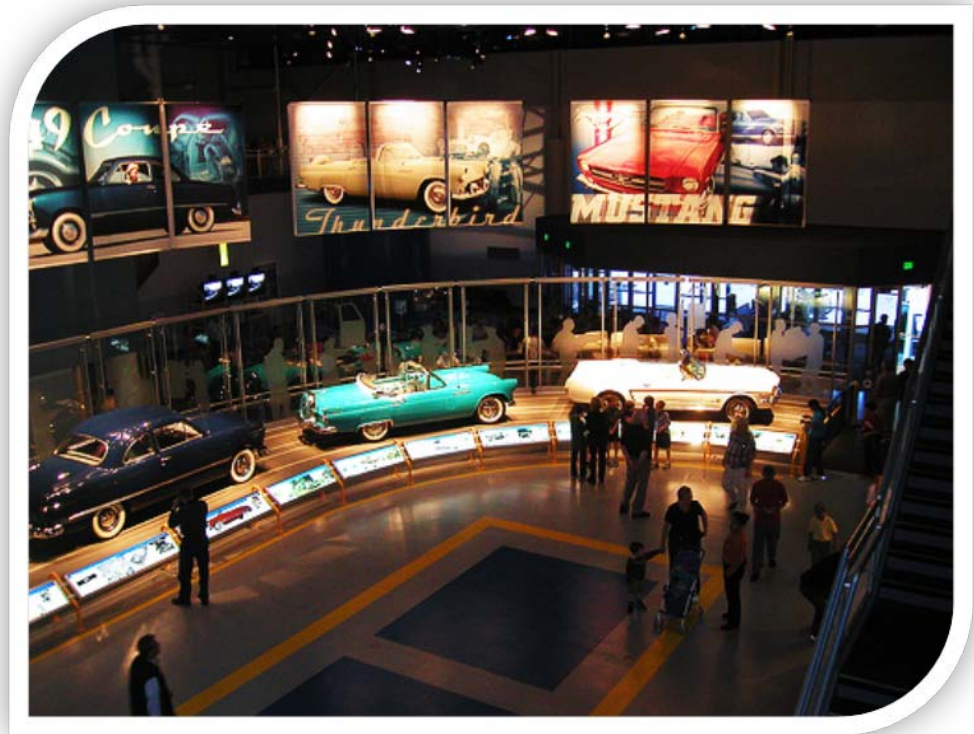
AV's Employee Morale

- ❑ One location for the work force
- ❑ Plaza
- ❑ Weather
- ❑ ~30% increase in sales



FRRC's Employee Morale

- ❑ “Facility of the Year”
- ❑ Gold LEED
- ❑ Mezzanine
- ❑ Natural lighting
- ❑ “350 lbs workers learning bird songs on the internet”



Conclusion

- ❑ Both successful... in their own way
- ❑ AV – Community involvement
- ❑ FRRC – Green design and employee happiness
- ❑ Both – Re-use!!!

