



Rich & Associates Leads Team That Designed Ford Motor Company's Groundbreaking New Bagley Parking Hub in Detroit

February 18, 2021

SOUTHFIELD, Mich. -- February 18, 2021

Rich & Associates, the world's oldest firm dedicated solely to parking design, planning, and management, announced today that it led the multi-discipline team that designed Ford Motor Company's new Bagley Parking Hub. Rich & Associates designed the structure and is providing ongoing parking engineering consultation through the construction process. With design completed, construction of the groundbreaking mobility hub is about to commence and should be completed in 2022.

"We are proud to be playing such an important role on this pioneering project," said David Rich, Vice President of Rich & Associates. "From day one, Ford challenged our team to create a facility that's more than just a parking garage. Through their vision, and the expertise of the entire design group, we are creating a mobility hub that will serve as a model for cities and private owners across the globe."

The Bagley Parking Hub will be a state-of-the-art mobility center located in Detroit's Corktown Neighborhood. In addition to parking, it will offer micro-mobility solutions, including e-bikes and scooters. The technology-enabled environment will also offer electric vehicle charging stations, smart parking and automated payment technologies, parking guidance systems, and smart lockers. The hub will also enhance street life through exterior artwork, two new public plazas, green spaces, and a tree canopy.

The Bagley Parking Hub will be part of a landmark 30-acre mobility Innovation District being built by Ford Motor Company around Michigan Central Station. The vision includes creating an open platform for innovators, startups, entrepreneurs, and other partners from around the world to develop, test, and launch new mobility solutions on real-world streets, in real-world situations. In addition to the Bagley Parking Hub, the development revolves around four buildings: Michigan Central Station; the Book Depository, which sits adjacent to the station and is being revitalized into a maker space; The Factory, which is already home to the company's autonomous vehicle business unit; and a newly constructed development to the west of the station. The parking hub will connect the site buildings and serve as an entry-point to visitors.

Other members of the Bagley Parking Hub's design team include the architectural and planning firm ROSSETTI, Strategic Energy Solutions and Giffels Webster.

Bloomberg

About Rich & Associates

Rich & Associates (R&A) is the nation's foremost parking consulting firm, providing customized solutions for every type of parking need. Founded in 1963, Rich & Associates' industry-leading role as planners, designers, developers, and operators comes from our focused expertise in the ever-changing field of parking and mobility. In keeping with our founding principles, we provide innovative approaches to all aspects of parking. Working as a cohesive team, while partnering with our clients, we deliver quality services and successful customized solutions to meet the unique needs of each parking project. Rich & Associates can be found online at www.richassoc.com.

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