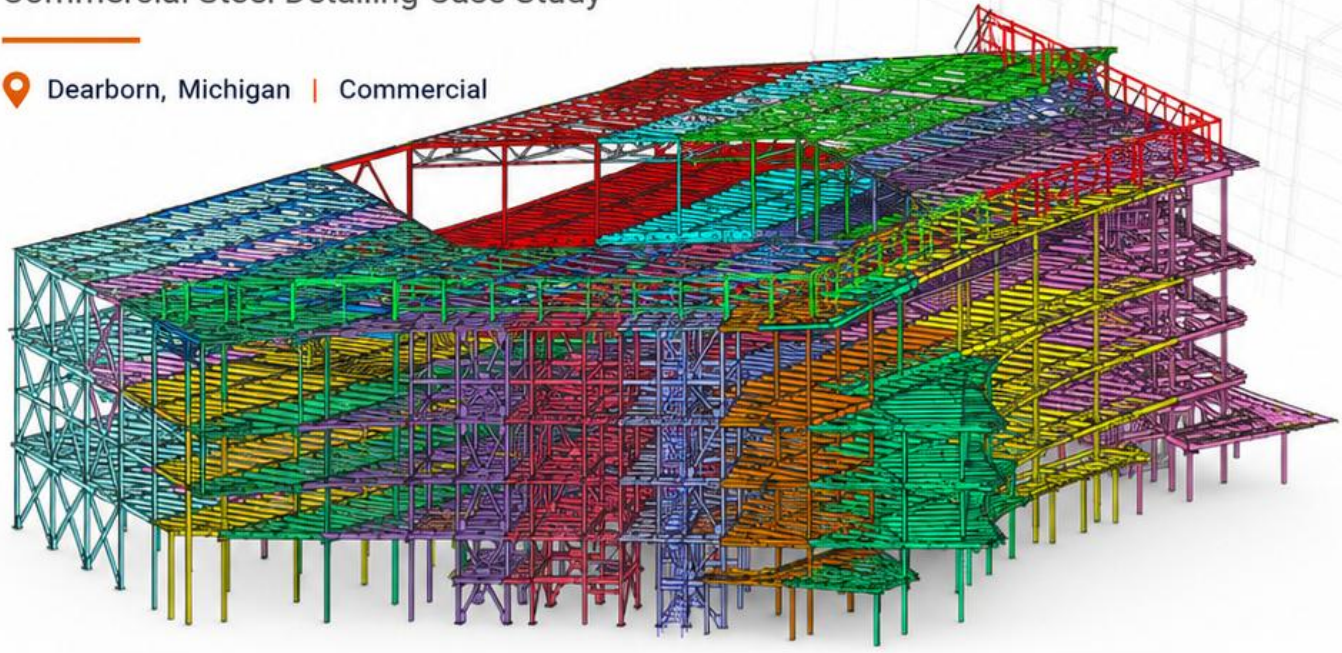




Ford Land Central Campus Building

Commercial Steel Detailing Case Study

Dearborn, Michigan | Commercial



PROJECT SUMMARY

The HUB project is a mixed-use high-rise development within the Ford Land campus in Dearborn, Michigan. The facility supports Ford Motor Company's future-focused research and development campus, combining office space, amenities, laboratories, design studios, shops, garages, loading dock areas, and outdoor spaces within a community-oriented building environment.



6,200
Tonnage



24
Weeks



4
Stories + Basement



2M+
Sq. Ft.

PROJECT OVERVIEW

Built for a future-focused campus development.

Ford Land Central Campus Building is part of Ford Motor Company's next-generation research and development campus in Dearborn, Michigan. The mixed-use facility is designed to support innovation, mobility research, office functions, laboratories, design studios, workshops, garages, loading dock areas, amenities, and outdoor community spaces.



6,200
Tonnage



24
Weeks



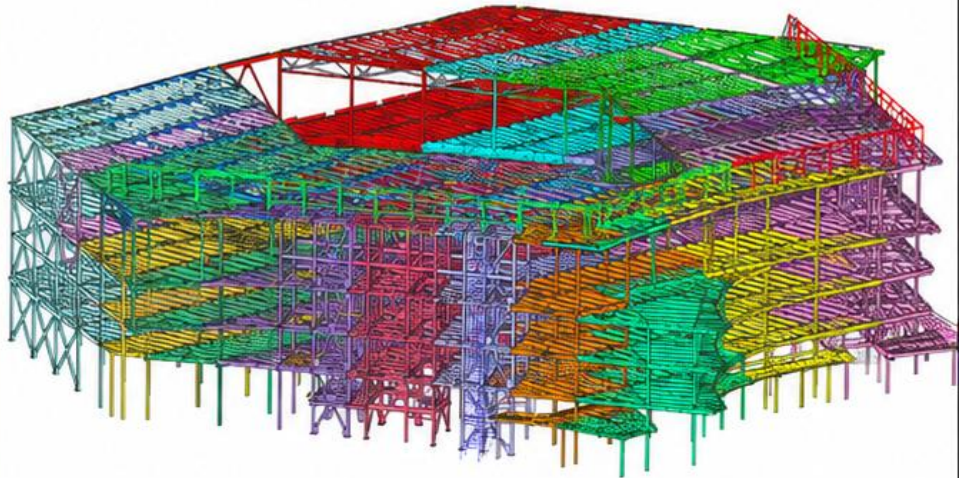
Commercial
Campus



2M+
Sq. Ft.

PROJECT SNAPSHOT

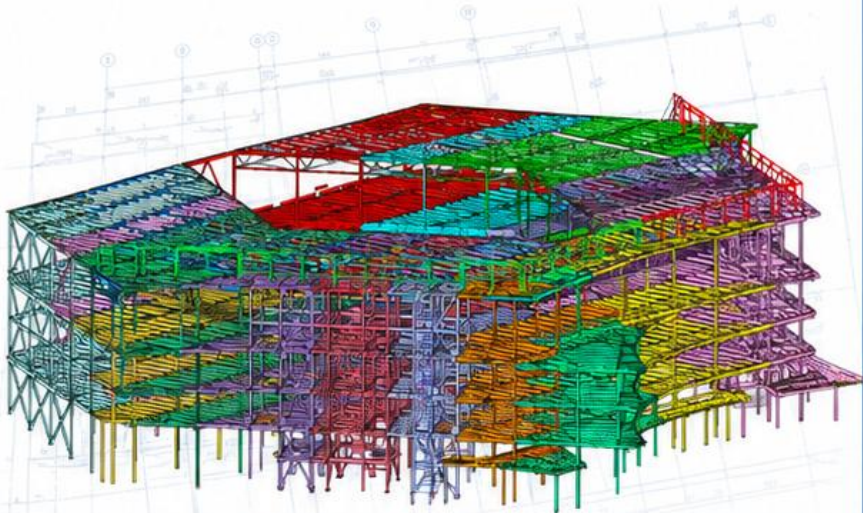
- Located in Dearborn, Michigan
- Mixed-use commercial campus facility
- Four-story building with full basement
- Office, lab, design studio and shop spaces
- Garages, loading dock and outdoor spaces
- Fordland as owner and operator



SCOPE OF WORK

Steel detailing for a large mixed-use campus building.

The HUB project consists of a four-story building with a full basement and a total area of just over 2 million square feet. The programme includes office space, amenities, research and development laboratories, design studios, shops for metals, plastics and wood, garages, loading dock areas, and outdoor spaces.





6,200
tons of steel



24
week schedule



4
stories + basement



2M+
square feet



Main steel framing

Complete structural steel framing for the entire campus building.



Campus building structure

Robust structural system supporting office, amenity and circulation zones.



R&D laboratory support

Precision steel support for labs, equipment and specialized loads.



Design studio + shop spaces

Flexible layouts for studios and shops with long-span solutions.



Garage + loading dock interfaces

Integrated steel detailing for garages and loading dock operations.

OUR DELIVERY APPROACH

01



Capture project frame

Review contract docs, models and scope to establish a clear detailing basis.

02



Plan detailing packages

Define WBS, deliverables, LOD, QA plan and milestones for efficient execution.

03



Model campus steel

Build accurate 3D steel models with connections, plates, embeds and member data.

04



Coordinate interfaces

Resolve clashes and coordinate with concrete, MEP and façade disciplines.

05



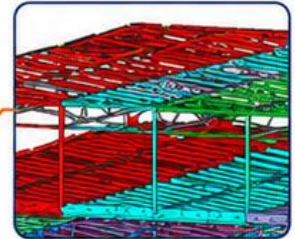
Release drawings

Deliver IFC and shop drawings, BOMs and reports for fabrication and erection.

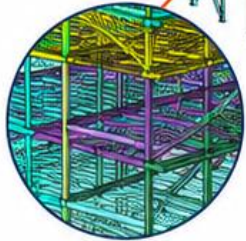
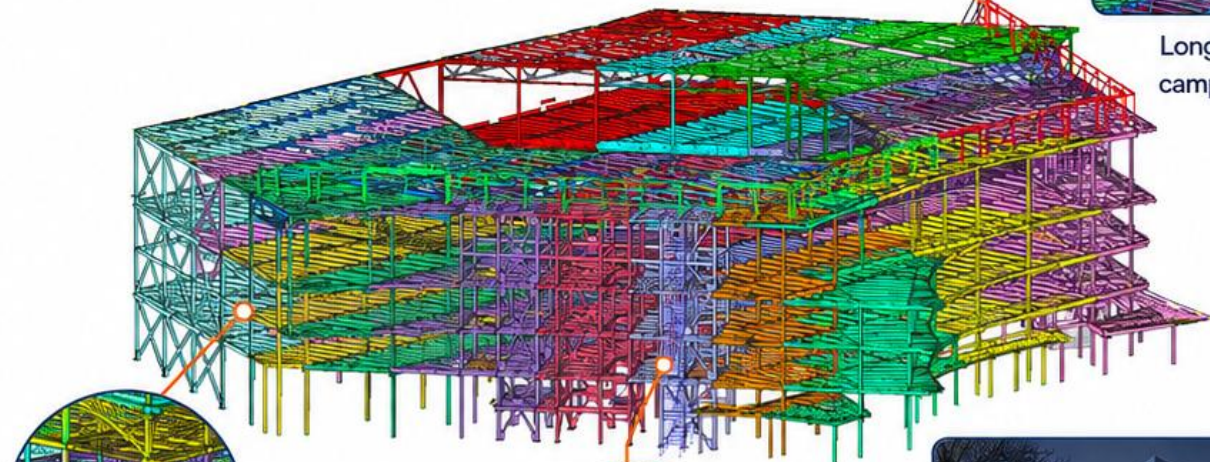
COORDINATION CHALLENGES

Managing a large mixed-use steel package across campus functions

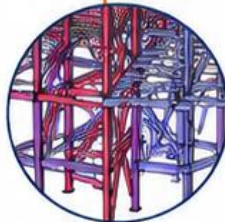
The project required structured coordination across a large commercial campus building with multiple programme zones, including offices, laboratories, design studios, shops, garages, loading dock areas and outdoor spaces. The steel model had to support a complex, high-area facility while maintaining clarity for detailing, coordination and release control.



Long-span campus framing



Multi-zone structural interfaces



R&D / lab coordination zones



Coordination challenges

- | | | |
|-----------|---|---|
| 01 | Large building footprint | Extensive plan area and multiple wings required consistent modelling standards across the campus. |
| 02 | Mixed-use programme zones | Diverse functions with different structural grids, loads and clearances demanded careful planning and coordination. |
| 03 | Full-basement interface | Complex below-grade structure with tight connections to superstructure and underground services. |
| 04 | Garage and loading dock conditions | Specialised structural requirements including vehicle ramps, larger spans and heavy-duty loading areas. |
| 05 | 24-week release discipline | Aggressive release schedule requiring structured workflow, early coordination and strict milestone tracking. |



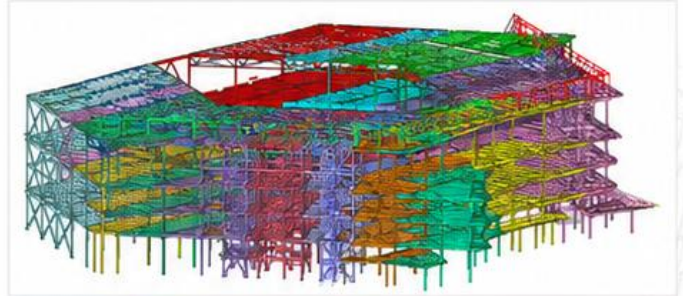
Detailing implication

Structured modelling, interface coordination and clear release tracking helped translate a large mixed-use commercial campus project into coordinated steel detailing deliverables.

DELIVERY FRAMEWORK

Coordinated detailing support across a 24-week programme

This large commercial campus package required disciplined release planning to support a 6,200-ton steel scope. The workflow balanced structural modelling, mixed-use interface coordination, drawing review, quality checks and release planning across a 24-week schedule.



6,200
Tonnage



24
Weeks



4
Stories +
Basement



2M+
Sq. Ft.



Main steel

- 3D structural modelling for the full steel scope
- Accurate member geometry and connections
- Optimised detailing for fabrication and erection



Campus coordination

- Mixed-use interface coordination across zones
- Clash management with architectural, MEP and civil models
- Clear coordination for faster decisions



Model reviews

- Structured model review cycles
- Constructability and coordination validation
- Issue tracking and resolution



Drawing release

- Fabrication-ready drawings and reports
- Detailed GA, connection and shop drawings
- Controlled release with revisions and logs



Schedule Lens - 24 Week Programme



Kickoff
Week 0



Inputs
Weeks 1-3



Modelling
Weeks 4-10



Coordination
Weeks 11-16



QA/QC +
revisions
Weeks 17-21



Release-ready
output
Weeks 22-24



VALUE DELIVERED

- ✓ Clear breakdown of a 6,200-ton commercial steel package
- ✓ Support for a four-story campus building with full basement
- ✓ Better coordination across mixed-use programme zones
- ✓ Schedule discipline across a 24-week delivery window