
NEWS

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New Firestone Complete Auto Care Center Strikes Gold

Center Garners a LEED® Version 2.2 Gold Certification Rating

CLEVELAND, Ohio (Jan. 20, 2010) — Middough Inc., a top ranking U.S. architectural, engineering and management services company, is pleased to announce the energy-efficient and green technology incorporated into Firestone's new Smyrna, TN Complete Auto Care Center was awarded a LEED version 2.2 Gold certification from the U.S. Green Building Council® (USGBC). This certification increases the commercial facilities in Tennessee to receive this prestigious rating to 12, proving Firestone's excellence in environmental sustainability.

In an increasingly competitive marketplace, Firestone sought out Middough to advance the productivity and predictability of its service center and uphold its long tradition of supporting the environment and conservation efforts.

"We focused on the basic achievable items to score LEED Silver certified points and then dug deeper to implement other approaches to score additional points to result in a LEED version 2.2 Gold certified ranking," says Richard Benton, Middough senior designer.

Working with Middough, a LEED version 2.2 Gold certified prototype store was developed. To maximize the center's sustainability and meet the vigorous certification requirements, Middough's in-house team of LEED accredited professionals and professional engineers accomplished a number of essential tasks in completing the project.

Strategies were upgrading existing systems that included:

Domestic Water and Plumbing Systems

Every effort was made to conserve water through low or ultra low flush and flow fixtures. The landscaping was designed to be drought tolerant and required no irrigation system which notably reduced water consumption.

Mechanical Systems

Heavily modified to achieve maximum efficiencies, the mechanical systems received significant upgrades. The condensing furnace, instantaneous hot water heater, modulating infra-red heater and a special heat reflective coating for the roof are just some of the advanced technologies integrated into the building.

Lighting and Power Systems

The lighting and power systems were modified to optimize energy efficiencies that included installing occupancy sensors throughout less occupied areas and renewable energy generating capabilities. The installation of a solar array on the roof produces electricity that is then sold back to the local electric utility equivalent to 13 percent of the electricity required to operate the store.

Material Recycling

Firestone is using waste tire recycling throughout its facility. Environmentally friendly rubber tire mulch is used in landscape planting areas and some paving surfaces are composed exclusively of recycled tires. These features displace otherwise landfilled tires and puts them to a positive use.

The Firestone Auto Care Center is a key point of reference for Middough's architecture and sustainable design capabilities; it enables traceability and visibility of the end-to-end business and environmental operations. The framework for this prototype is a strategic platform for future integration and a model for creating and replacing existing service centers all while providing cost-saving measures for Firestone.

Firestone is owned and operated by Bridgestone Retail Operations (BSRO) and provides routine scheduled maintenance and tire sales. For more information on LEED® certification, visit www.usgbc.org.

About Middough Inc.

For more than 60 years, Middough Inc. has been recognized for its performance and leadership as an international company in architecture, engineering and management services. With major offices in Cleveland, Chicago, Atlanta, Philadelphia, Phoenix and St. Louis and additional offices nationally comprising more than 700 professionals, Middough provides a full range of traditional and specialized design, technical and management services worldwide. For more information about Middough, visit www.middough.com.

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Editor's note: Digital images are available upon request.