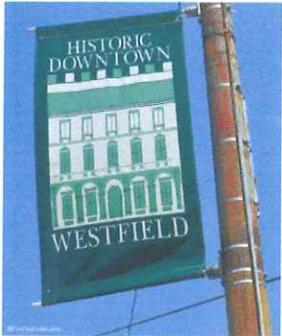


SR 32 + US 31 Interchange Enhancement

May 13, 2013



Concept:

Combine the foundational historic charm with a welcoming message that Westfield is transforming with and engaging the future. Create a memorable, iconic gateway that will leave a lasting first impression.

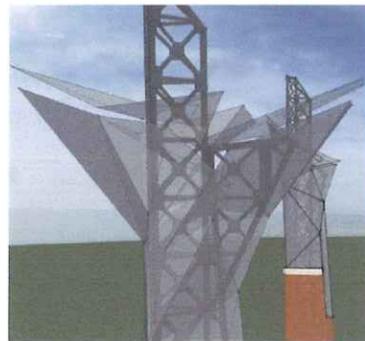
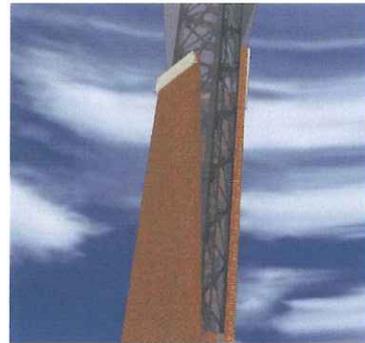
"Old Town Charm, New City Style"



RENDERINGS



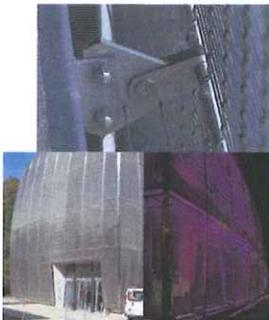
DETAILS



MATERIALS



HERITAGE
HISTORIC CHARM
TRADITIONS
WARM
HOSPITABLE
WELCOMING
STABILITY



TRANSFORMATIONAL
ENERGIZING
MEMORABLE
SUSTAINABLE
CONNECTED
THRIVING
ELEGANT

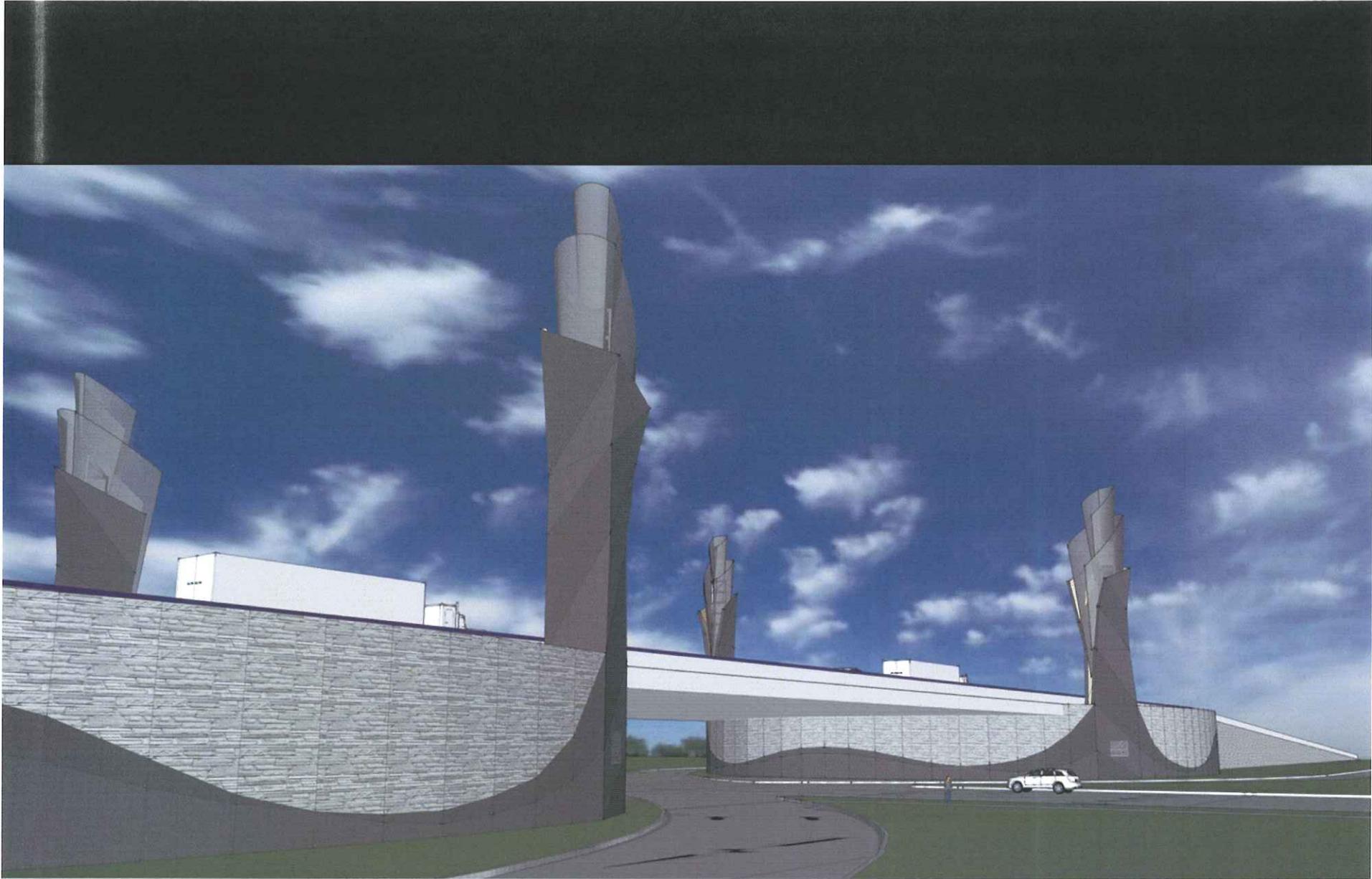


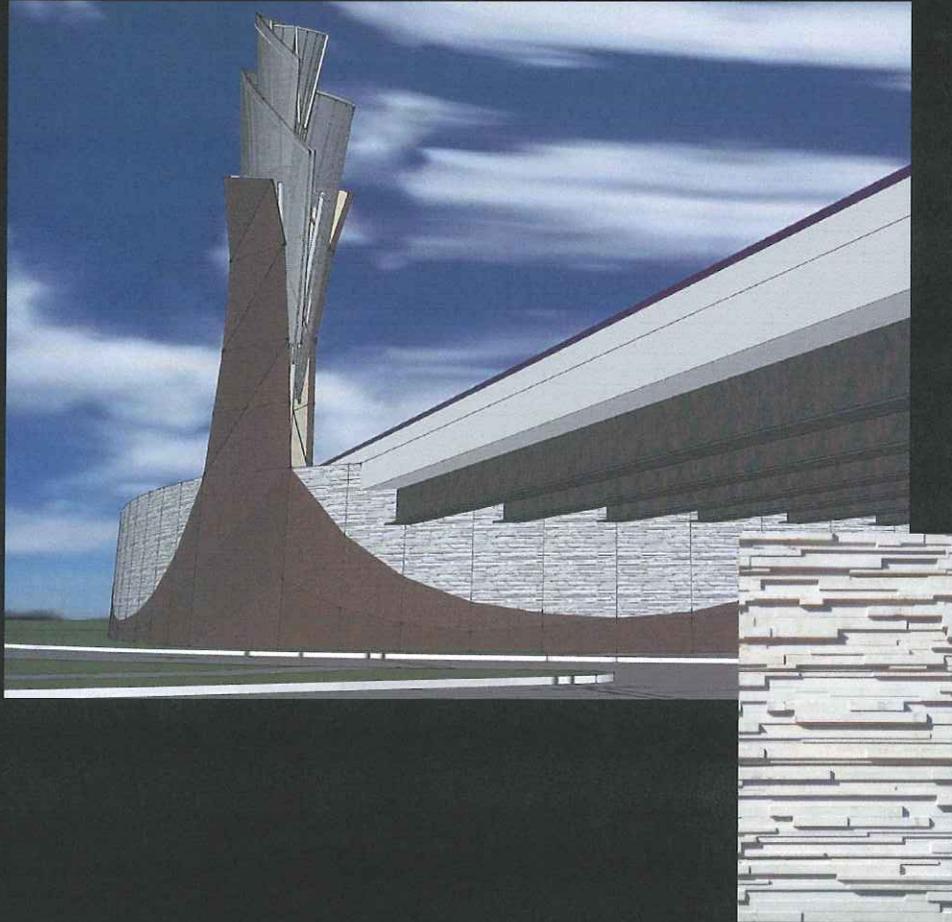
Feedback:

- Looks unfinished. Too Industrial.
- Utilize granite as a base material in lieu of brick. It reinforces the Westfield brand and relates to the historic community foundation.
- Engage the base of the tower and the ground with a sweeping design.
- It's too 'busy'. Focus on 'Simple Elegance'.
- Provide lighting that will transform the towers at night.
- Utilize stainless mesh material as a "modern" material.
- Need more of a 'WOW' factor / Make a statement / Make it a gateway icon / Make it memorable

Solution:

- Simplify the design to create a stronger, singular dominant form.
- Connect the entire base retaining wall with the towers in a fluid motion to draw the eye from the ground plane upward.
- Simplified structural frame
- Embrace the notion that a 'Memorable Icon' is something that has not yet been tried elsewhere.
- Establish 'Destination Through Design' theme.
- Provide night time renderings to illustrate the dramatic effects of the lighting within the towers.





Design:

- Materials and design to be open to the elements.
- Ease of construction.
- Low to No Maintenance

Materials:

- Long Lasting and Durable.
- Deep rust color, granite like precast panels. Two finishes / textures
- Super-structure steel frame – tmemec paint to match stainless steel.
- Sculptural Crown – tube steel frame – tmemec paint to match stainless steel, stainless steel mesh – two (2) types.

Two Tower Design:

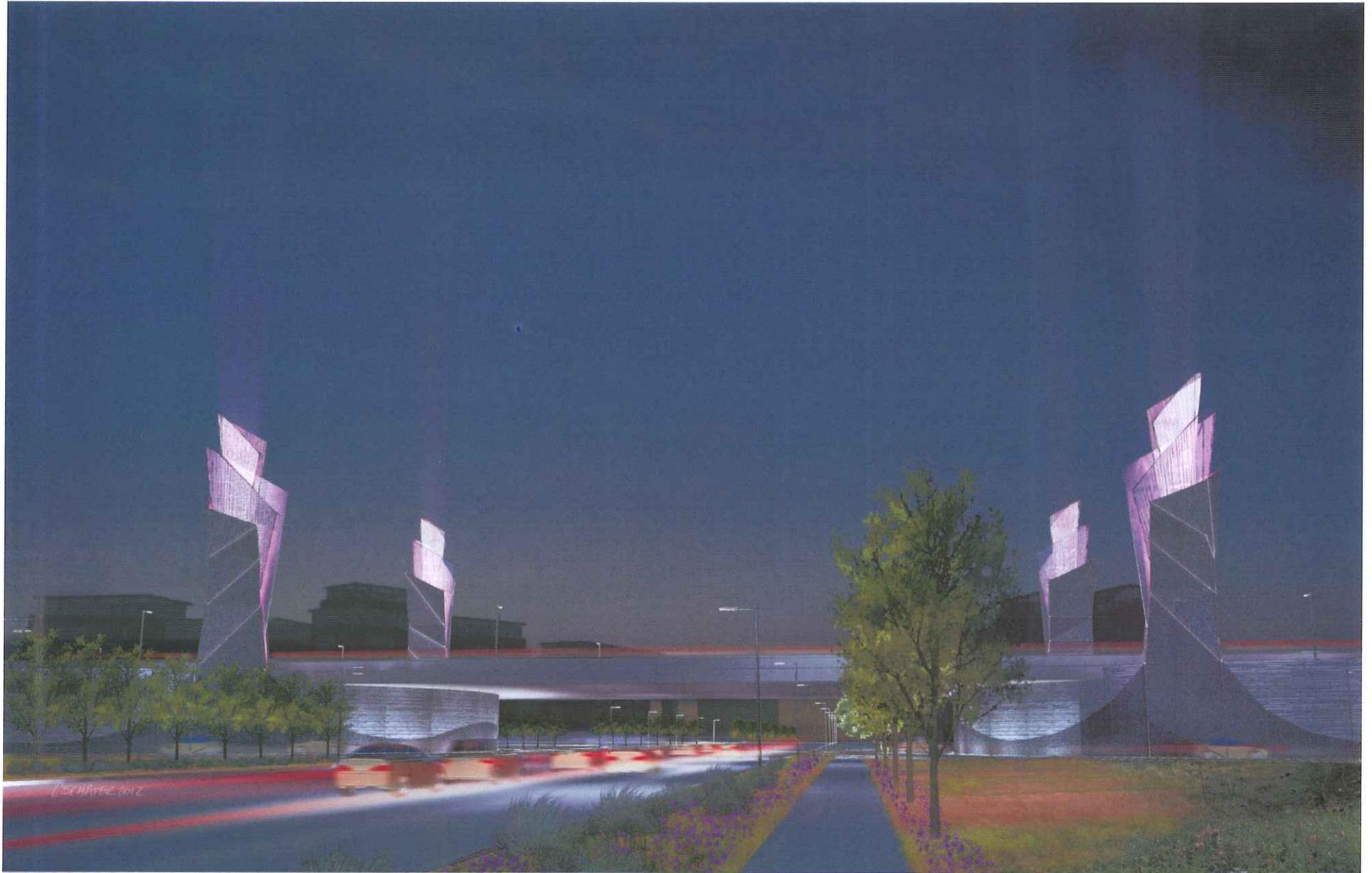
- Southeast and Northwest
- Signage
- Lighting



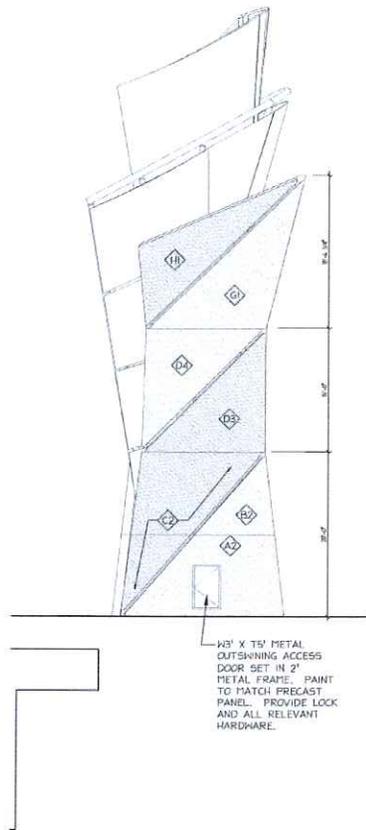


Tower and Sculptural Crown Lighting:

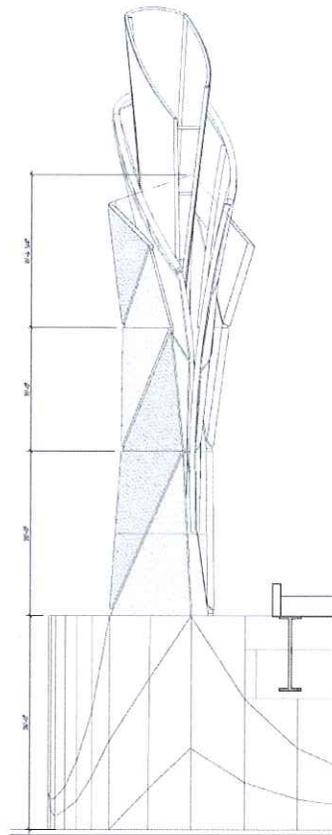
- Jim Rago, LightSOURCE
- Dynamic Visual Effect
- Very Low Maintenance
- Programmable Change for Seasons, Holidays or Events
- Night Time Visual Different from Day Time



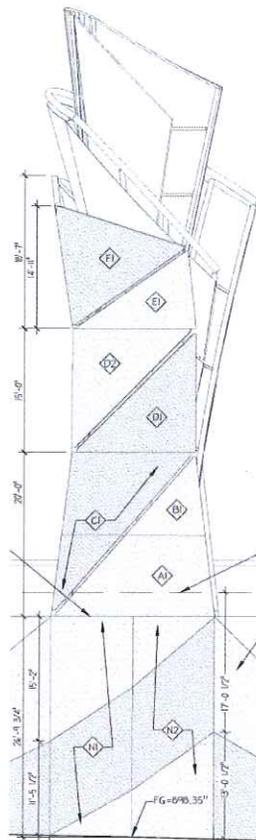




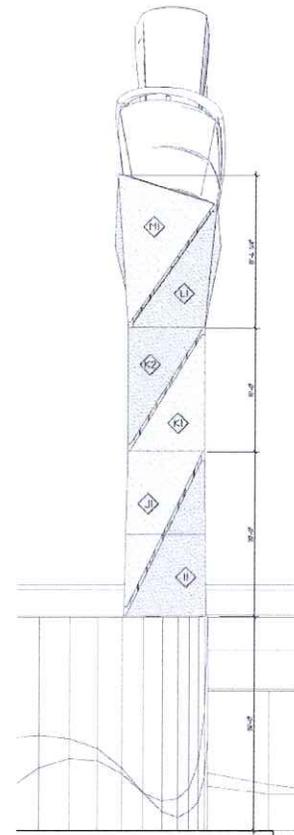
TYPICAL ELEVATION '4'
SCALE: $1/8" = 1'-0"$



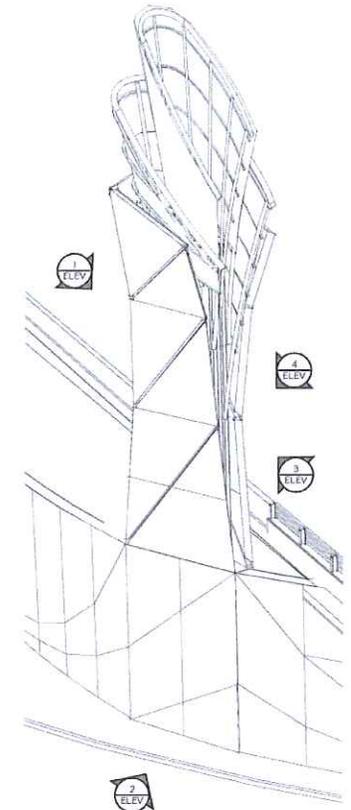
TYPICAL ELEVATION '3'
SCALE: $1/8" = 1'-0"$



TYPICAL ELEVATION '2'
SCALE: $1/8" = 1'-0"$



TYPICAL ELEVATION '1'
SCALE: $1/8" = 1'-0"$



ELEVATION KEY DIAGRAM
NO SCALE

