



SR 32 + 31 Interchange Enhancement

05.09.14

EXPLANATION OF THE DESIGN PROCESS

- A. The City of Westfield created the 'GRAND JUNCTION TASK FORCE' as a community-representative group with a directive to provide direction and design feedback for the design team in developing a gateway at the SR 32 and 31 Interchange. The TASK FORCE included:

Brian Stumpf
Chuck Watson
Steve Reitmeyer
Dave Mueller
Steve Hoover
Jim Ake

Bruce Hansen
John Whitaker
Anne Poynter
Mic Mead
Elaine Hinshaw
Ken Kingshill.

Melody Jones
Greg Silcox
Tenna Pershing
Darlene Lorenze
Joe Edwards
Jim Anderson

- B. Schedule

1. Design team hired in early 2012. The Design Team was hired in early 2012 to begin development of four towers at the planned SR 32 + 31 Interchange and was charged to do the following:
 - a. Create a unique, one-of-a-kind design for four towers that would create a 'WOW' factor
 - b. Create a gateway to the Town of Westfield and the larger mid-Indiana region
 - c. Make a statement
 - c. Make it memorable
2. The Design Team of RQAW met with the City of Westfield representatives over a series of several meetings from March-October 2012 to develop and refine the design.

- C. The Design Team of RQAW researched various existing iconic/gateway design elements around the world that are successful in achieving the same directives the design team was charged with for the Westfield Towers, as identified above in points B.1. At the same time the Design Team recognized that the Westfield Towers needed to be completely unique, innovative and of a 'one-off', nature.

1. Washington Monument



The design is a literal 'tower' and very much in the same vein as what was envisioned for the four corners of the Westfield interchange. The Washington Monument is very successful in the following ways:

- a. Very simple, straightforward form
- b. Has historic precedence (Egyptian obelisks) although it is unparalleled in terms of scale.
- c. Becomes a way-finding/destination icon in that it is highly visible from locations all over the city.
- d. In many ways it has become a visual 'brand' for the city.
- e. Very interesting at night as well as during day

2. St. Louis Arch



- a. Is a very daring, one-of-a-kind design
- b. The form is deceptively simple and fluid. The tapering structure emphasizes the height.
- c. The history/design process was very controversial for the design and the financial cost, but history has proven the wisdom and many returns on the investment
- d. Has become a symbol of the city

3. Columbus Bridge



- a. Is a similar city gateway, connected to a highway overpass
- b. The structure is functional but also very artistic.
- c. Color is used in a bold way for emphasis, dramatic effect, and to relate to history/fabric of community
- d. Is very interesting from multiple directions—both from the E-W traffic below and the N-S traffic above
- e. Engages bridge abutment/ground plain in a very interesting way.

4. Eiffel Tower



- a. Is developed in a material that bespeaks the industrial period in which it was developed in terms of material, form and detail, although it doesn't relate at all to the historic context and scale of its surroundings.
 - b. Was initially very controversial in terms of the design, scale and form but has proven to be one of the most-loved icons in the world.
 - c. The color is fairly subdued and drab, but the form and open structure allow for dynamic shadows/lighting/reflections. It always looks different, fresh, exciting in that it dramatically engages changing light and weather.
5. Key elements picked up from the research of the elements above that should be included in the Westfield Towers
- a. Be courageous! Don't be afraid to make a bold, unique statement. It should be understood that creating a dramatic, never-been-done-before icon will likely not win unanimous approvals from day one.
 - b. Simple, singular forms and curves seem to work best.
 - c. Use color and material in a way that responds to the historic context of the City of Westfield, as well as includes forward-thinking, innovative elements that point to the future.
 - d. Develop a design that is interesting from all angles and that pays attention to the base/ground plane as much as the 'skyline'
 - e. Study ways that the form and materials will engage changing weather and sun angles to create views/shadows/reflection that will always seem new, fresh, and different.
 - f. Study nighttime lighting as a way to create dramatic effects and seasonal/event-focused lighting statements.
- D. The Design Team performed a historic analysis and study of the physical features/context of the City of Westfield to understand the 'story' that the towers are to tell. These include:
- a. The railroad played a very important role in the founding of the community

- b. The community played an important role in the Underground Railroad
- c. The City of Westfield doesn't have a lot of historic structures but there is a mix of various styles, materials, etc that contribute to a historic material palette. These include brick, limestone, granite and lap siding.
- d. The City of Westfield is currently developing very exciting and innovative plans that redevelop the downtown core, embracing the Grassy Branch waterway, create new mixed-use development and public spaces.
- e. The community is growing quickly both in population as well as from a new business standpoint. Innovation and forward-thinking may be as accurate descriptions as reflections to the traditional historic charm and warm hospitality.



Design Statement:

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"



E. The Design Team of RQAW originally presented the design below in early March 2012, demonstrating how the form was developed.

1. Form: The Three-part structure (base, middle, cap) relates to the traditional architectural form of the historic structures in the downtown.
2. Materials:
 - a. The limestone/concrete based correlates to 'Stability, Historic charm'
 - b. The brick correlates to 'Warm, Hospitable, Traditions, and Welcoming'
 - c. The metal correlates to the historic railroad and the history of the Underground Railroad, as well as to 'Transformational, Energizing, Thriving'



F. Comments from the City of Westfield Design Community:

- Looks unfinished. Too Industrial. Looks like a boom crane.
- Looks like an upside-down coffee table.
- 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

G. The RQAW Design Team made revisions and brought back a new design solution that reflected the comments above as well as responded to the following:

- 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.

The new design met the previously-established objectives and design directives through the following:

1. The form of the towers begins at the base of the overpass retaining wall and gently sweeps out of the ground plane as a new spring-time prairie flower beginning to blossom. Others like to describe the spiraling form and crown as a flaming torch marking a transition of a community from an honored traditional past to a new vibrant future.
 - a. The base material, texture, and curves relate to the geographic context of the region (including the rolling prairie and Grassy Branch) and the stability/history/longevity of the City of Westfield. The base is

- precast panels with two colors tones. These colors will relate to the masonry elements of the historic downtown.
- b. The inner metal 'crown' of the tower relates to the new innovative directions and energy of the community. The material of the crown is painted steel structure and stainless steel mesh. These silver/metallic surfaces will glisten and shimmer with the light of the day and passing clouds, creating a myriad of different personalities so that the towers will constantly look new and different.
 - c. The planned lighting effects of the towers include digitally-controlled LED fixtures within the center of the towers to illuminate the metal surfaces from the inside as well as to spill out of the joints between the precast panels, creating a beacon for passers-by. The LED will have the ability to be digitally-controlled remotely, allowing for endless variations of color, sequence and transition, so that seasonal or special-event color-theming can be displayed.





- H. In May of 2013 the RQAW Design Team was asked to make a few final adjustments to the design. The rendering below illustrates how signage could be added to the overpass, and a reduction was made to two towers

to simplify the design statement. The brown colors shown below also more-accurately reflect the final color selections, which relate better to the masonry details of the City as well as to the core-tin steel of other highway overpasses in the area.

