

5. Conceptual Design

McGalliard Road / State Road 332 Corridor Enhancement Plan: The Gateway to Muncie / Delaware County

5. Conceptual Design

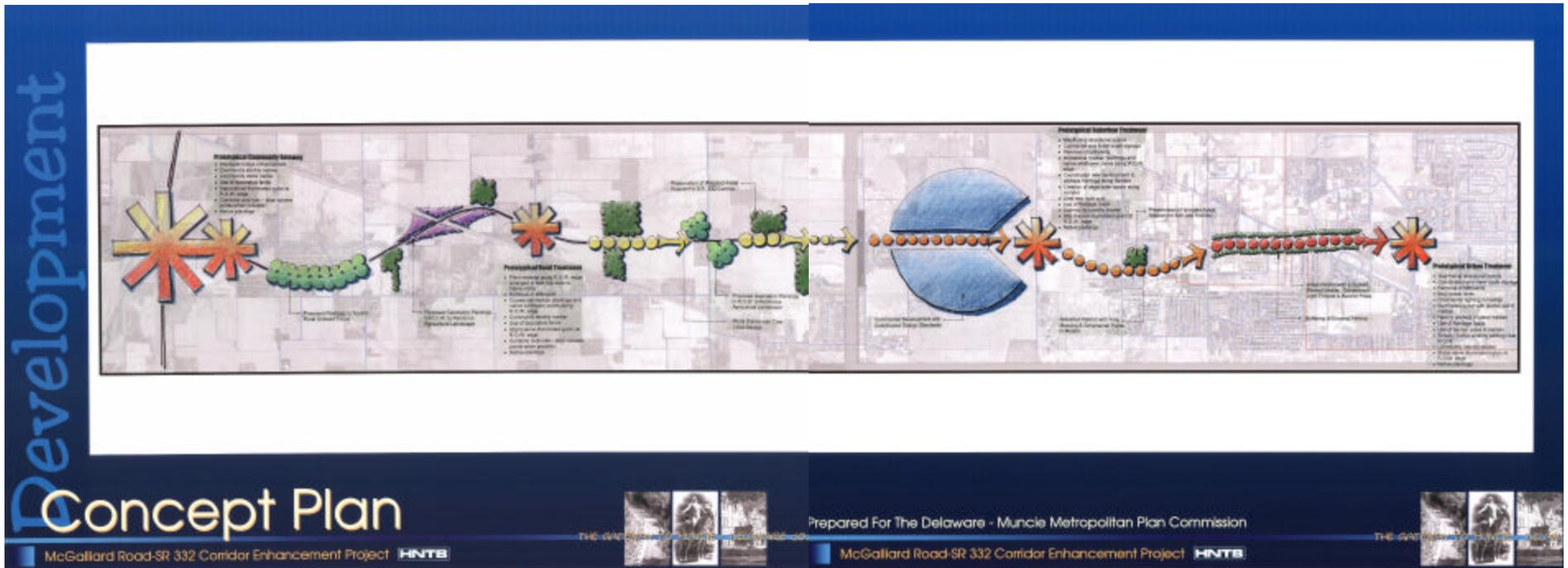
Conceptual Design Framework

The information gathered in the workshop and other input sessions was used to formulate an overall design strategy for the corridor. This strategy involved creating an outward focus for the rural zones of the corridor and turning to a more inward focus in the suburban and urban portions of the corridor. This overall concept, illustrated in Figure 7, Concept Plan, highlights the key development and enhancement characteristics along the entire corridor.

The overall concept was translated into several “prototypical” studies in each zone. The intent of these studies was to illustrate how the physical elements can be arranged along the corridor to reinforce and strengthen the overall design statement. Specific recommendations and illustrations of design elements for each zone follow.

5. Conceptual Design

Figure 7:
Conceptual Plan



5. Conceptual Design

Community Gateway - Zone 1

The first prototypical treatment, illustrated in Figure 9, area is the community gateway. This area establishes the initial “look” of the corridor. The intent of the gateway design is to emphasize the interchange as a key gateway, yet create a unique entry sequence effect. Design features that are recommended for this zone include:

- Interstate bridge enhancements include the introduction of large, decorative obelisk markers at either end of the bridge as a symbolic landmarking feature. (Figure 11)
- Extensive use of softscape and decorative fencing to screen adjacent light industrial / commercial uses and reinforce rural themes. (Figure 10)
- The introduction of architectural elements including the Community Identity Marker and companion illuminated pylon. The Community Identity Marker is a large, graphic panel and coordinating illuminated glass (or glass substitute) pylon that is intended provide a visual focal point at key areas along the corridor. The graphic panel is intended to represent unique features and themes of the Muncie / Delaware County region. The form of the community identity marker is classical, with the use of traditional materials such as stone and steel. (Figure 13)
- The location of a Community Visitors Center near the interchange of I-69 as a major feature in the gateway zone. (Figures 10 & 14)

**Figure 8:
Community
Identity Marker**

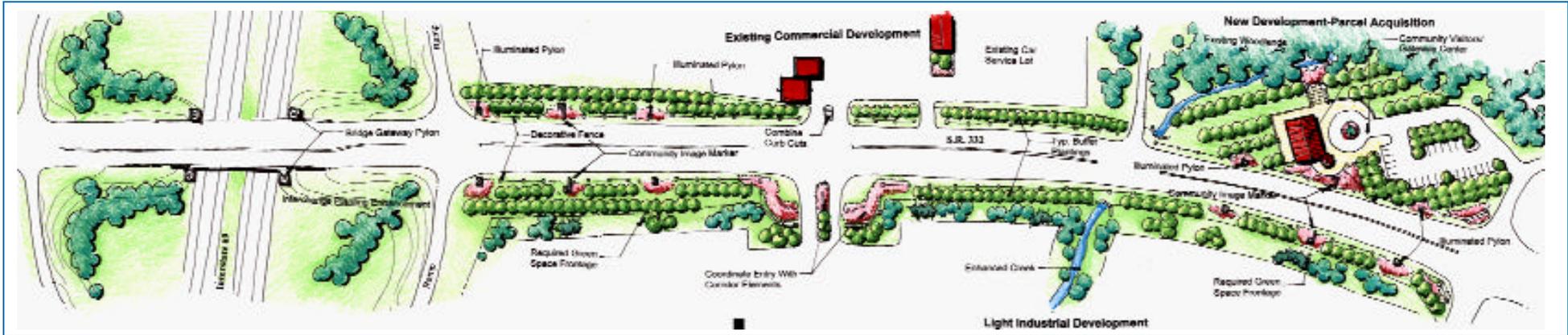


5. Conceptual Design



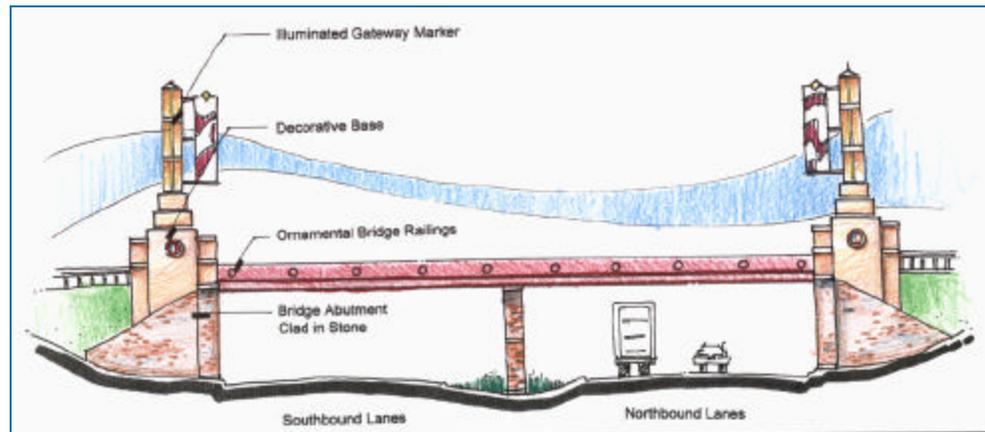
Figure 9: Community Gateway

5. Conceptual Design



**Figures 10:
Community
Gateway Plan**

**Figure 11:
Interstate
Bridge
Enhancements**



5. Conceptual Design

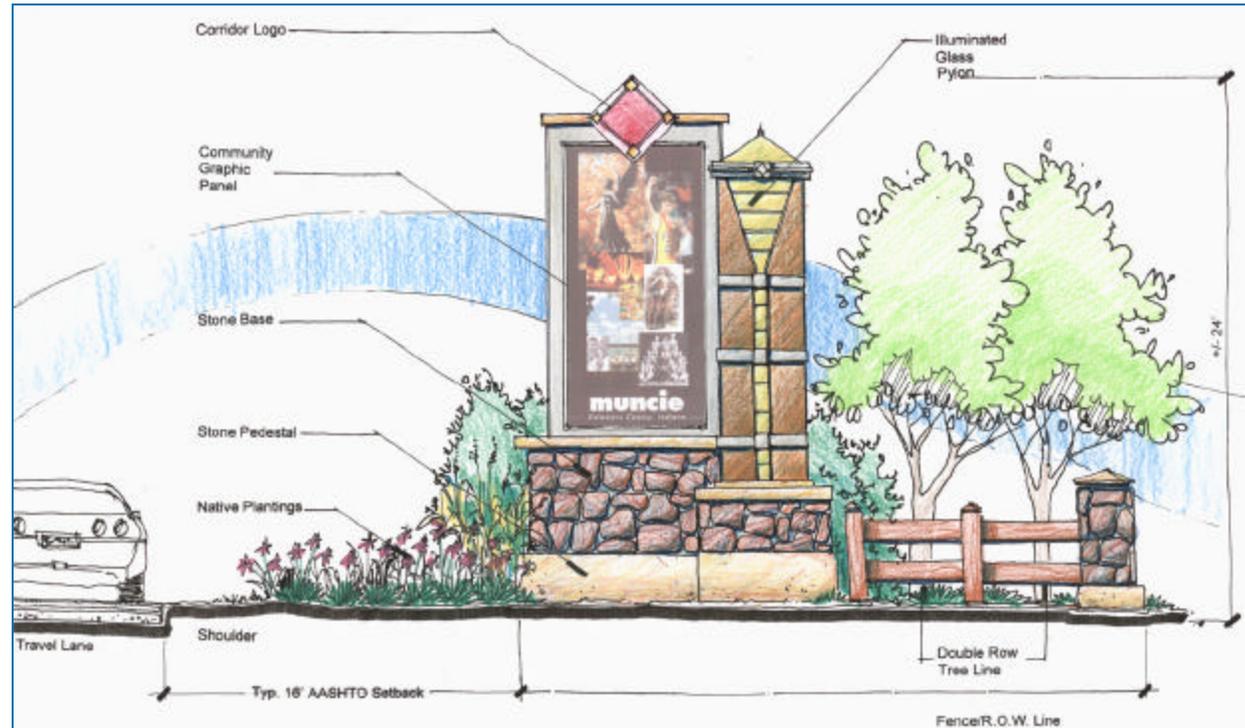
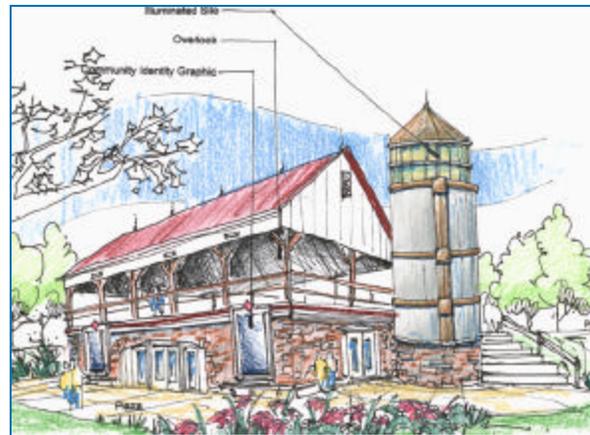


Figure 13:
Community
Marker -
Gateway &
Rural Zone

Figure 14:
Community
Visitors Center



5. Conceptual Design

Rural Treatment Zone - Zone 2

The second prototypical treatment area, represented in Figure 15, is designated the Rural Zone. This is the largest single treatment zone, approximately 3.9 miles. Treatment in this zone builds upon the agricultural landscape, with landscape plantings designed to frame vistas and mimic field plantings. The use of the Community Identity Marker in this district serves to reinforce the directional experience and provides additional opportunity to showcase unique features of the region. Specific design features that are recommended for this zone include:

- Use of Community Identity Marker (Figure 15)
- Use of decorative wood fence and stone columns to accent intersections. (Figure 16)
- Use of informal and native plant material arranged in field row style to frame vistas and reinforce rural character.(Figure 16)
- Use of smaller, stand-alone illuminated pylon. (Figure 17)

5. Conceptual Design

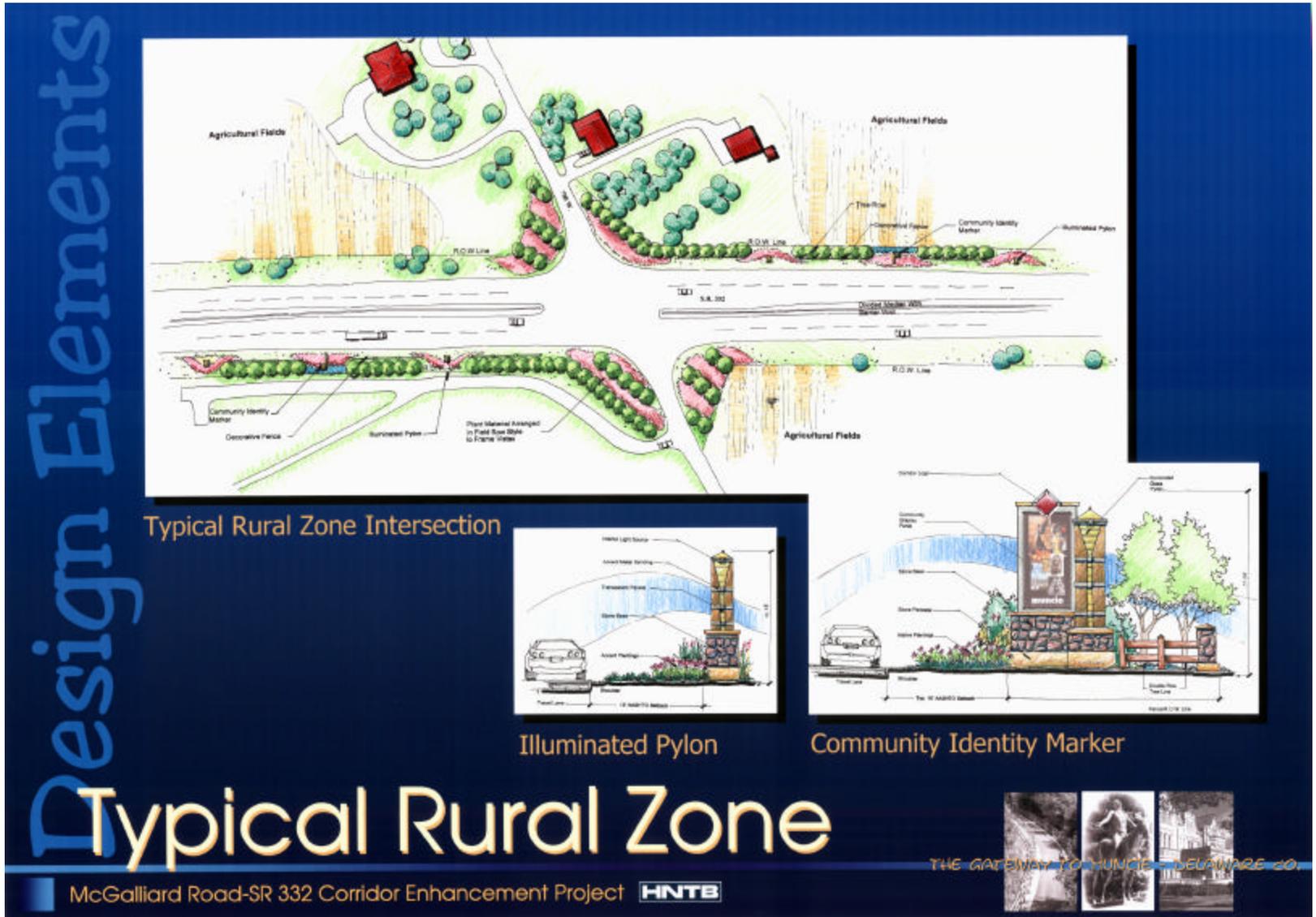


Figure 15:
Rural
Treatment
Zone

5. Conceptual Design

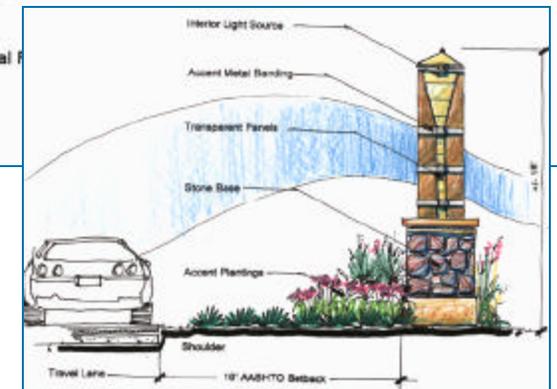


Figure 16:
Typical Rural Zone
Intersection

Figure 17:
Illuminated Pylon

5. Conceptual Design

Suburban Treatment - Zone 3

Figure 18 illustrates the prototypical design treatment for the Suburban Zone. The design recommendations for this zone become more refined as a transition from the rural to the urban zones. Also included in this zone is a recognition that continued major development will occur adjacent to the corridor. Recommendations for development guidelines are included as part of the overall design treatment proposed for the suburban area. Specific design features that are proposed for this zone include:

- Use of Community Identity Marker and illuminated pylon. (Figure 18)
- Introduction of coordinating wayfinding signage. (Figure 21)
- Grouping commercial signage with coordinating materials. (Figure 20)
- Use of frontage roads through existing development. (Figure 19)
- Use of plantings in median. (Figure 19)
- Use of wrought iron fencing as decorative screen. (Figure 19)
- Recommendations for design treatment for future commercial/retail development, illustrated in Figure 19, include:
 - Designing retention pond as an amenity for commercial development.
 - Provide extensive interior landscaping.
 - Building orientation & treatment along corridor frontage.

5. Conceptual Design



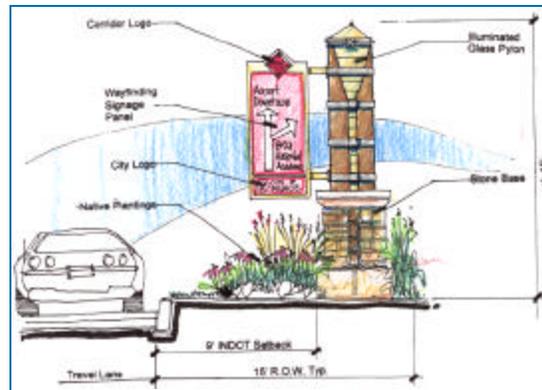
Figure 18:
Suburban
Treatment
Zone

5. Conceptual Design



Figure 20:
Grouped
Commercial
Signage

Figure 21:
Wayfinding
Signage



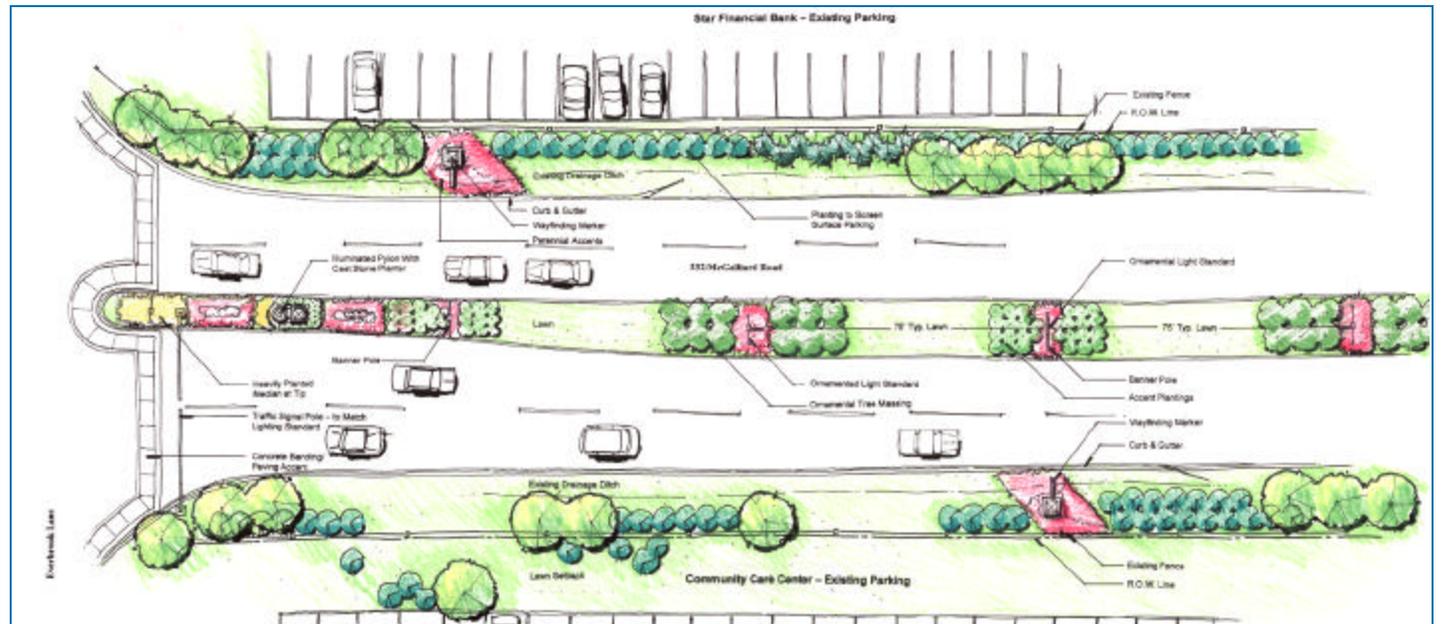
5. Conceptual Design

Urban Treatment - Zone 4

The final treatment zone is illustrated in Figure 23, Urban Zone. The prototypical elements recommended for this particular zone include the following:

- Use of Community Identity Marker (smaller in scale than that used in Zone 1), illuminated pylon and wayfinding directional pylon. (Figure 23).
- Extensive plantings in a curbed median. (Figure 24)
- Ornamental lighting in median. (Figure 25)
- Illuminated pylon with large, ornamental planter in median. (Figure 26)
- Landscape and wrought iron fencing screen for existing parking lots adjacent to corridor. (Figure 24)
- Optional use of stand-alone banner poles in median to continue graphic continuity and intensity along corridor.

5. Concept Design



*Figure 24:
Typical Urban
Zone Plan*

5. Conceptual Design

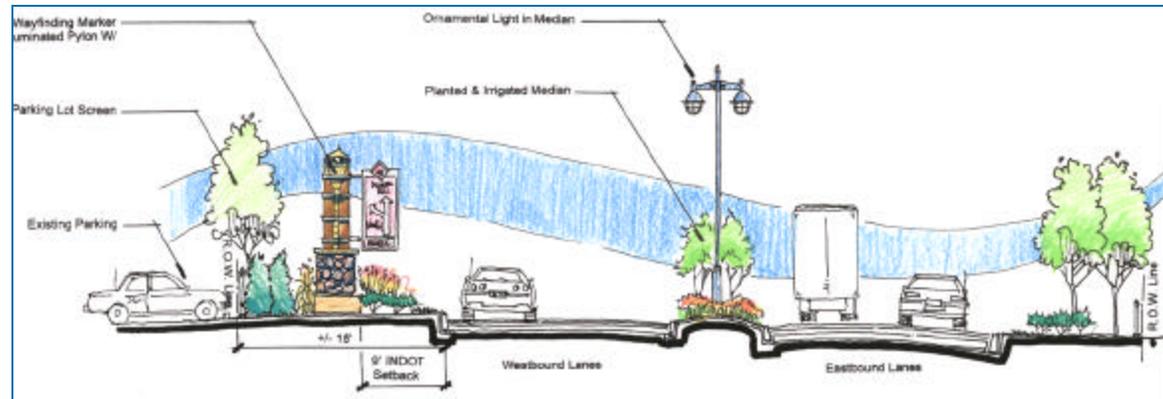
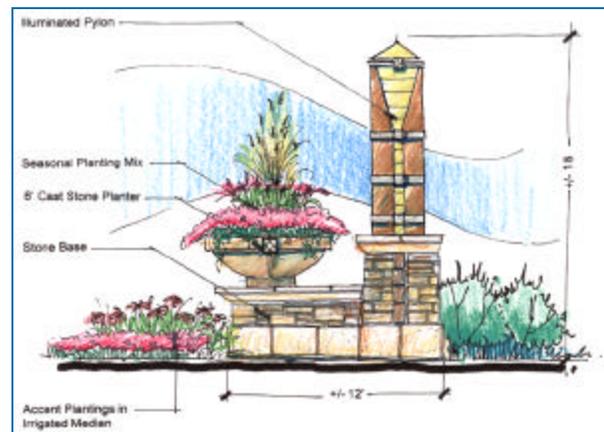


Figure 25:
Typical Urban
Zone Section

Figure 26:
Illuminated
Pylon with
Planter



5. Conceptual Design

Additional Design Elements

The intent of the design elements illustrated as part of the corridor enhancement project was to develop a palate of materials that could be used on other corridors and areas throughout the community. To illustrate the concept of how a stylized form of the elements along the corridor could be used in other areas of the city, a quick study of the wayfinding signage was conducted. This series of sketches, illustrated in Figures 27-30, show how with some minor material modifications, the wayfinding signage could be used in dense urban areas as well as along the corridor roadway.

Summary

As stated in the comprehensive plan, the intent of the design elements proposed for the corridor are to create a unified and high-quality visual environment, establishing it with a unique identity that fosters a distinctive and positive image for the City/County. The implementation of the elements illustrated in these prototypical plans and sketches provide.

5. Conceptual Design

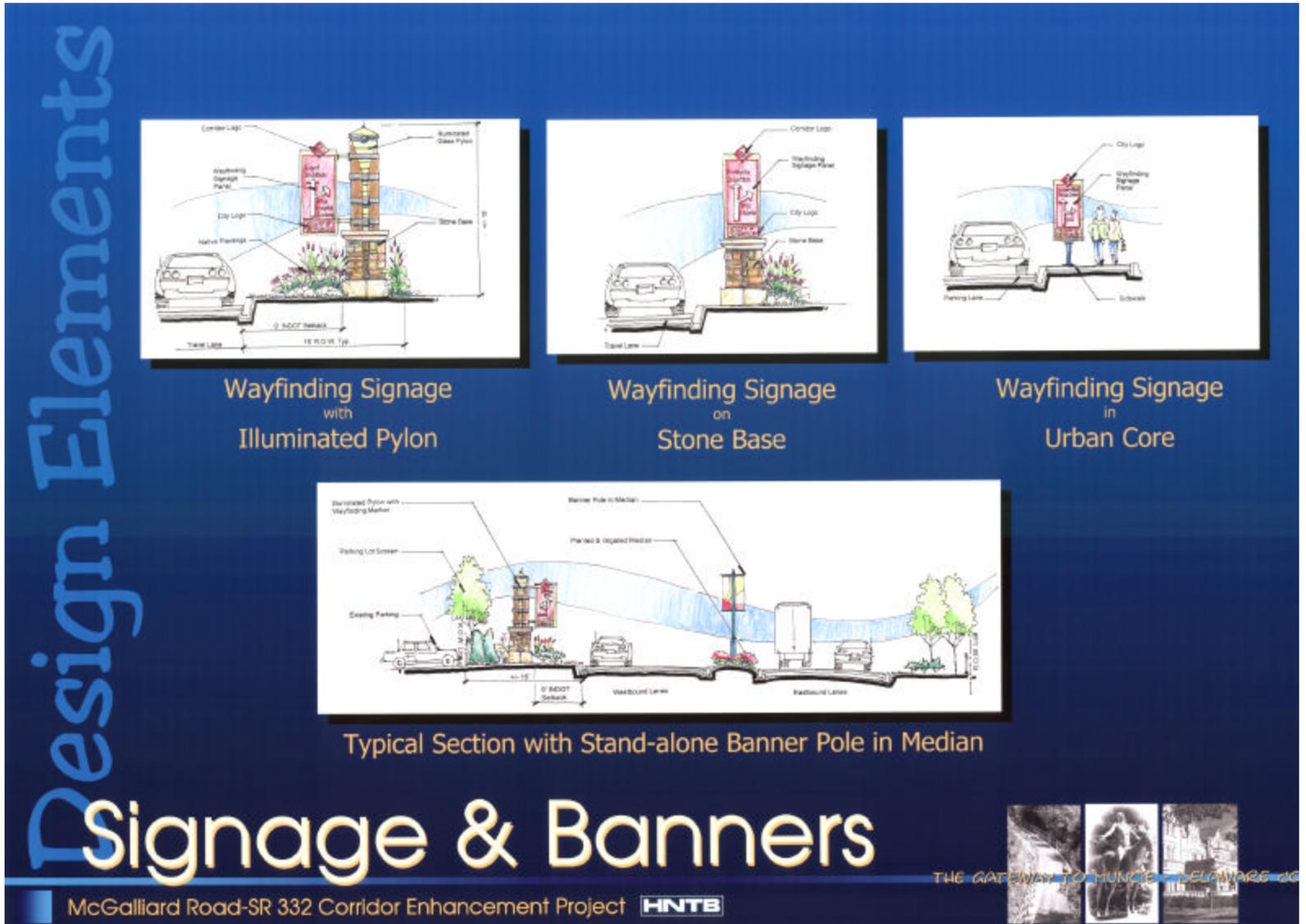


Figure 27:
Wayfinding
Signage &
Banners

5. Conceptual Design

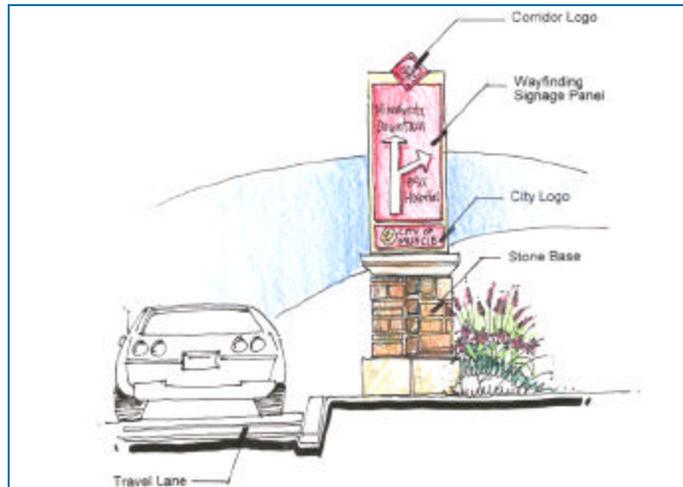


Figure 28:
Wayfinding Signage on Stone Base

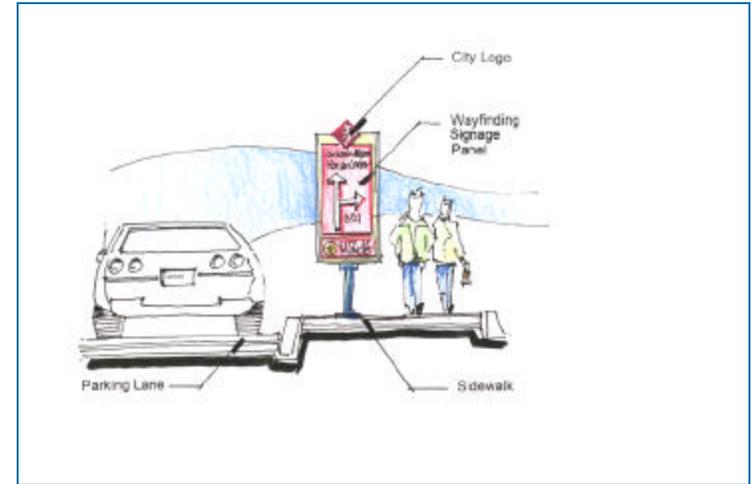


Figure 29:
Wayfinding Signage in Urban Core

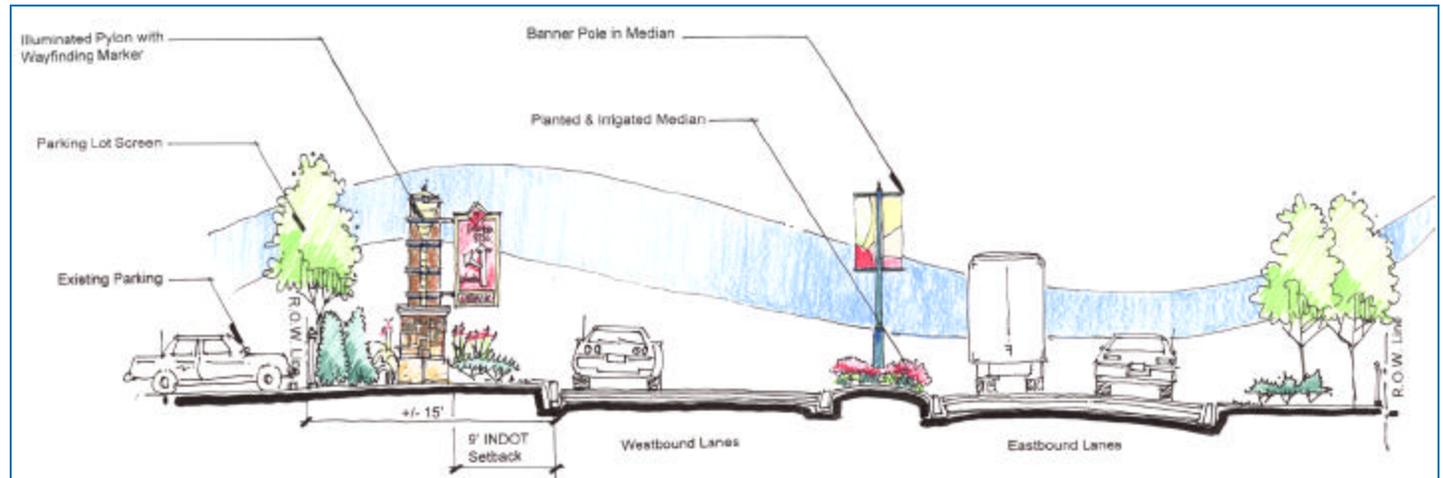


Figure 30:
Typical Section with Stand-alone Banner Pole in Median