



SR 46 AND I-65 GATEWAY STUDY FOR COLUMBUS

Architects: *Venturi, Scott Brown and Associates, Inc.*

Location: *Columbus, IN*

Client: *Office of Community Development, City of Columbus*

Completion: *1991*

This is a Federal demonstration project for the design of a new “entrance” to the city of Columbus, Indiana. Like most small cities located just off the interstate highway system, Columbus needs

to identify itself from the outside and to attract drivers-by into the city.

The architects have been studying a range of graphic, lighting and landscape solutions to create a new identity for Columbus on Interstate Highway 65 and State Route 46. The challenge is to find a way to project a civic image within the traditional commercial context of Holiday Inns, McDonald restaurants and Shell gasoline stations; the solution should be generic enough to apply to many cities across the U.S. A workable and effective resolution to this problem is vital to the continuing economic health of Main Street America.

Part of our solution includes a series of street lights along the median strip of the road leading to the town from the federal highway, lights that are conventional in their design but unconventional in their colored surfaces and their rhythmic sequence. Seen obliquely from a moving car, these objects create a rainbow animated in their effect — during the day and at night.



Planning diagram and design perspectives



The final design