EXISTING VISUAL ENVIRONMENT ISSUES:



~Site is unattractive due to tall signs and issues with off-site Truck Parking, Fast Food Resaurants, and Gas Stations

~-The Overpass bridges themselves are discolored, stained, uninviting, and poorly lit





~This is a high-traffic zone, and is congested and confusing due to its many curb cuts, large truck usage, etc...

~The existing environment of the interchange lacks any color.





~Interstate Right-Of-Way fences at the interchange need replacing. Some are falling down, while others are poorly maintained.

~The interchange is devoid of any greenery other than grasses and weeds.





~The recent Roundabout plans present an opportunity to address most, if not all, of the concerns noted above.



The current interstate interchange does not give any indication of the nature of the nearby city. This could be located anywhere else in the country. We have an opportunity to correct this shortfall.



CONCEPT STATEMENT

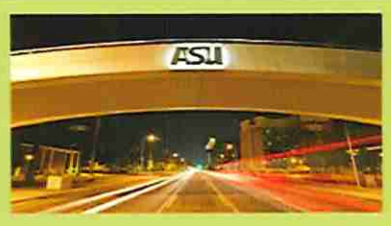
Envision and create a comprehensive plan that addresses the entire visual environment of the Interstate interchange. The plan should be bold in its approach, creative, and developed to showcase Hammond's Arts, History, Culture, and Progressiveness.

We feel that to develop a truly comprehensive master plan, the project must go beyond just a "landscape" treatment of the area. There are many other design considerations that we must explore in planning the new interchange environment, such as:



Color

Most interchanges are devoid of color, as is ours in Hammond. The addition of landscaping will add seasonal color, but it must be taken further to introduce color year-round. The installation of art that employs bold colors, as well as the possibility of painting the horizontal overpass support beams....or how about painting murals on the sloped concrete embankments beneath the overpass bridges. New Mexico overpasses do both and with great success, why can't we?



Landmarking

The use of appropriately scaled art will serve in "landmarking" the interchange. Examples throughout the US show properly scaled modern art used as landmarking.

Texture

The introduction of materials into the design should be chosen to add texture to the visual environment....stamped/colored concrete at the round-a-bouts will create texture and define areas as different uses. The addition of low walls and the types of materials chosen will create "texture". For instance, the addition of "trellis" like attachments to the bridges or bridge supports with colorful vines would mimic the great bridges of the Northeast. Creative employment of materials can add another layer to the visual environment, and help create a unique sense of place.



StoryTelling

In New Mexico, the DOT employs artistic shapes (stair-step designs taken from Native American weavings) and geometry along with other Native American symbolism to fix a place in your memory. We can employ this through careful identification of our local history and heritage.





Pattern

Consider creating a repeating pattern of shapes or symbols as you near the intersection. Creating symbols that build in intensity as you approach the intersection would be dramatic and exciting. Adding color and lighting would make it even more so.



Lighting

Bold lighting of the landscape and art pieces is a requirement, and provisions in the initial construction must be made for this future installation. Why not consider lighting the overpass in a creative way? ....up-light the bridge supports, or if other creative applications are added to the bridge, light them as well. Lighting should take into consideration the driving public and not interfere with the motorist's ability to drive, illuminating only the intended target.

Architectural Showpiece

Employing the eight concepts above with creativity will create an intersection design that funnels you through such a distinctive design that you create a "destination" drive... or an "I'd like to drive through that" experience. All these things working together can create a showpiece, as a "gateway" to Hammond.



Landscaping

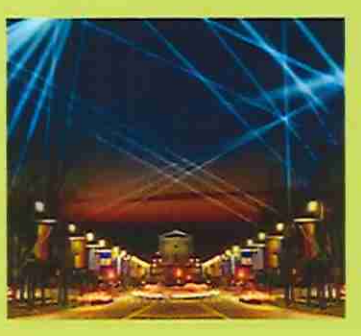
Softening the surrounding environment with the use of landscaping is paramount...screening of the truck stops, creating vistas and focal points, creating shade... There are many opportunities to create exciting and bold landscapes around the interchange. Employing sensitivity to maintenance is a must.....large mass plantings and trees within these masses to eliminate tedious weeding or mowing around obstacles should be considered as requirements. The addition of bold lighting of the landscape will create a completely different design at night. The use of concrete mow strips where detailed landscape meets turf should also be considered. Irrigation is a requirement, as it will enhance the landscape over the long-term.





Regional Iconography

Just as the State of Texas uses the Lone Star Symbol as a State Icon, we too need to define what graphic Icon might represent our area....Shape of Tangipahoa Parish or the State of Louisiana, SLU, or maybe a live oak or cypress?



Art

Community art can create attachment to one's community. Many studies have looked at the economic development benefits of art, but only just recently have there been wider examinations of the effect of art on a community's sense of place. The Knight Foundation Soul of a Community initiative surveyed some 43,000 people in 43 cities and found that "social offerings, openness and welcome-ness," and, importantly, the "aesthetics of a place – its art, parks, and green spaces," ranked higher than education, safety, and the local economy as a "driver of attachment."

Authenticity

In designing a creative interchange any combination of these attributes listed here are only limited by the designers' imaginations. The design must be true and authentic to its place and its purpose.



PROGRAM AND CONCEPT DEVELOPMENT

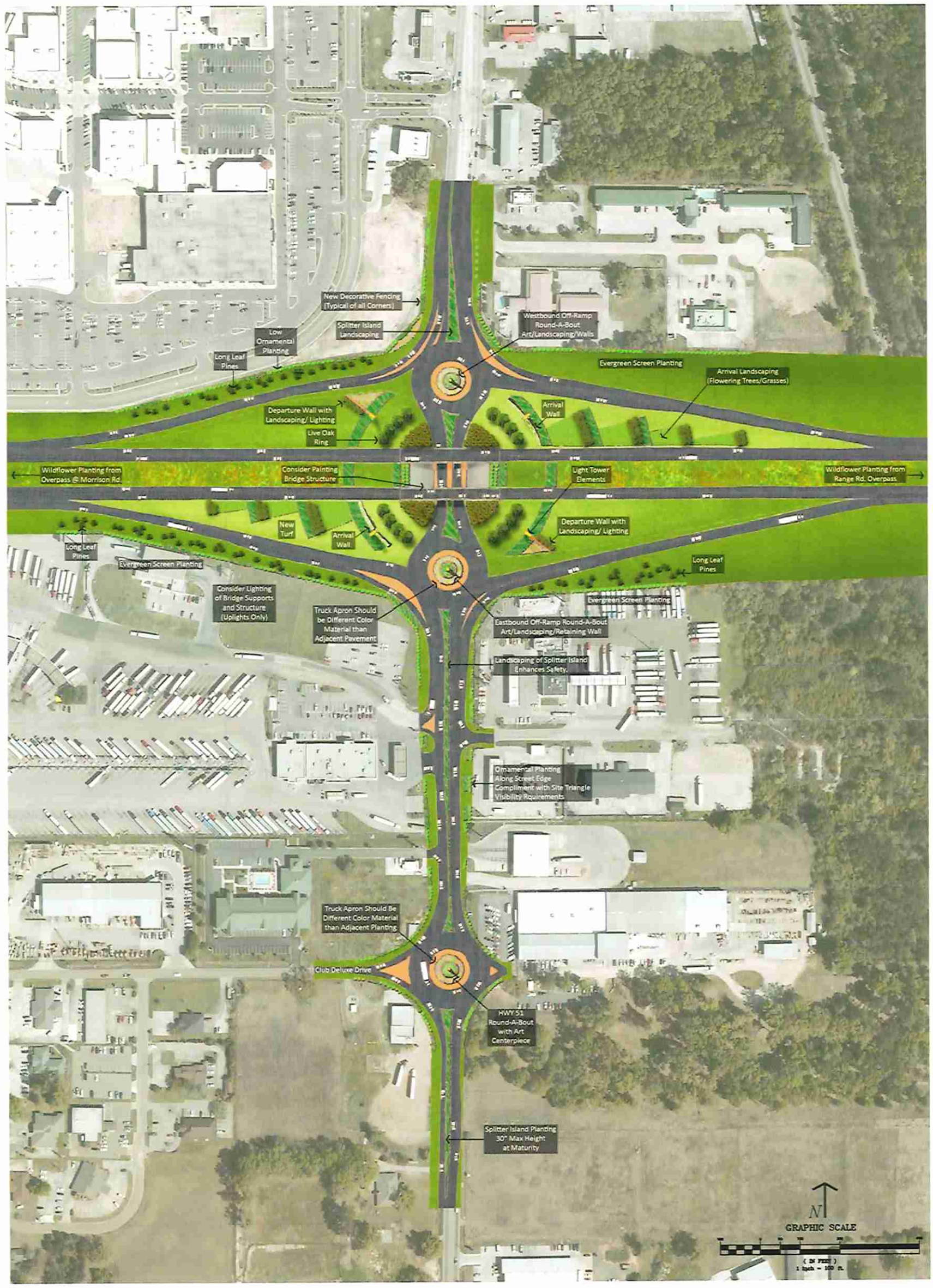
-Research, review and comply with DOTD requirements and standards.
-Develop attractive and relatable arrival elements consisting of architectural and landscape materials closely related to the City of Hammond.
-Develop "departure" elements consistent with the "arrival" elements, but of a lesser scale and stature.
-Use landscaping elements to define, soften, screen, enhance, and direct.
-Architectural elements should relate to Hammond's historic buildings and past, but should also speak to its future.
-Use art elements to "tell the story" of Hammond, the things that make Hammond special.

Things like our:

History	Culture	Founders	Educational Role Models	Environment	The Arts

-Develop architectural "Gateways" that are landmarks, and visible from a long distance.
-Renovate, Clean, Organize, Replace, and Enhance elements within the existing visual environment.
-Use color in the landscape that relates to Hammond and its history.
-Creative use of lighting should be explored.
-Consider design elements along Interstate-12 that announce Hammond prior to the motorists' arrival at the interchange.





Hammond Area 1-12 Interchange

Master Plan

Hammond, Louisiana

August 2014

Roy T. Dufreche & Associates, LLC
208 North Cate Street Hammond, LA 70401


SCALE 1" = 50'-0"
0'
30'
60'
120'
300'





Arrival from Interstate



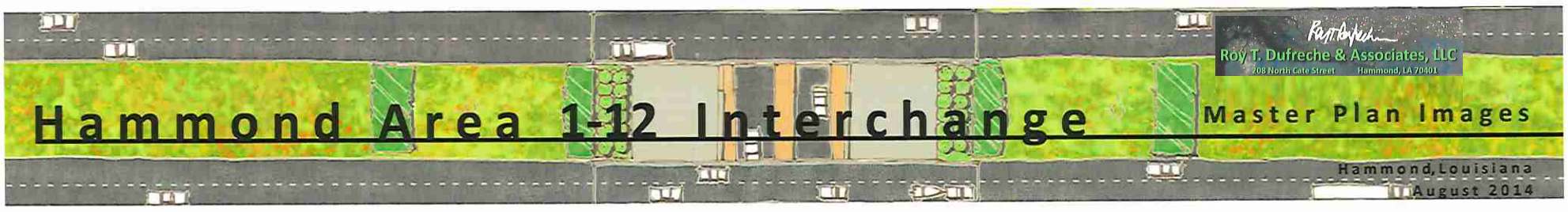
Departure to Interstate



View to Mall Area



Overpass from Below





Requests for DOTD Assistance:

Review the current Roundabout Plans for the interchange and assist us in making changes to allow for the splitter islands to be landscaped. Provide conduit for electrical and irrigation to all splitter islands.

Confirm that conduit is provided to all roundabouts for electrical service and irrigation.

Make changes in the current Roundabout plans to have truck roll-over aprons installed as Stamped and Colored Concrete.

Additional Requests:

Approve our plans to clean and paint the existing overpass bridges.

Allow creative lighting of the bridge supports at the overpasses.

Consider our plans to landscape the Interstate embankments as indicated in our masterplan.

Consider extensions of the guardrails, where required, for impact saftey from proposed landscaping.

Approve the raised planters and art concept within the Roundabouts.

Partner with us in developing a model wildflower corridor project as noted in our masterplan.



