



TOWN OF MOORESVILLE
**GATEWAY AND CORRIDOR
MASTER PLAN**



March 17, 2014



TOWN OF MOORESVILLE GATEWAY AND CORRIDOR MASTER PLAN

Prepared For:

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INFORMATION GATHERING

Inventory Process

As the initial step in the master plan process, the Rundell Ernstberger Associates team gathered information and conducted a physical inventory of the corridor and gateway locations identified by the Mooresville Redevelopment Commission. These locations included five proposed gateway locations along State Road 67:

- North Gateway: north of Samuel Moore Parkway
- South Gateway: at Merriman Road
- Indiana Street
- High Street
- Bridge Street

In addition, improvements along the following corridors which stretch nearly 8.5 miles were also desired:

- State Road 67 from Samuel Moore Parkway to Merriman Road
- Samuel Moore Parkway from State Road 67 to Indianapolis Road
- Indianapolis Road from Samuel Moore Parkway to Main Street
- Main Street from Indianapolis Road to Indiana Street
- Indiana Street from Main Street to State Road 67
- Bridge Street from State Road 67 to Indianapolis Road
- State Road 144/High Street from State Road 67 to Indiana Street

The planning team visited each of the gateway locations and walked each proposed corridor, documenting the physical attributes, opportunities and constraints of each area through written notation and photographs.

Summary of Key Findings

- Several types of signage and identity elements are used throughout the community including banners, flags, wayfinding signage and gateway signage. A more distinct Mooresville identity could be achieved by creating a strong brand that is consistently used across the community.

- The 4.9 miles that makes up State Road 67 from Samuel Moore Parkway to Merriman Road, provides an opportunity to establish a Mooresville identity and distinguish the community from other communities located along the highway. Currently, there is little along State Road 67 that speaks to a Mooresville identity or piques interest among those passing through.

- State Road 67 creates a barrier to pedestrian circulation, and a perceived disconnect between the east and west sides of Mooresville.

- There is a strong visual connection from State Road 67 along Indiana Street to the downtown district. Town Hall, the water tower, and churches are visible from the intersection. It is the one viewpoint along State Road 67 that links those passing through on the highway with downtown Mooresville.

- Limited ROW and commercial signage limit the available location for gateway elements at the State Road 67 intersections at High Street and Bridge Street.

- Currently a memorial to Paul Hadley is located at the northeast corner of the Main Street and Indiana Street intersection. This corner has the potential to become another Gateway location with an expanded memorial and park amenities.

- Some corridors, for example, Main Street and High Street include amenities such as street curbs, sidewalks and tree lawns. These elements provide a more pleasing character and identity to these streets not present in other corridors with few distinctive amenities.

- The existing ROW of the corridors provides ample space for improvements that could include pedestrian and bike circulation amenities, tree lawns and directional signage in all but a few segments.

- The community has made improvements to the downtown district including brick pavement, lighting and banners, to set this area apart.

- The community does not currently have a connected system of dedicated pedestrian and bike trails, although sidewalks are available in some neighborhoods.

Case Studies

As part of information gathering, a series of case studies on community gateways, corridors, and branding was prepared to illustrate how other communities have incorporated a distinct identity in their gateway and corridor treatments.

Case study examples included Traditional, Artful, Agrarian and Current styles to demonstrate that branding and identity can be achieved in a variety of ways. Rather than serving as examples of what is appropriate for Mooresville, the key 'lesson learned' is how gateway and corridor amenities contribute to community branding when they are firmly rooted in the unique identity of a community.

The case studies were also used in the next phase of the process, Community Input, to assist community members in identifying the type of aesthetic they prefer for Mooresville.



SR 67 and Samuel Moore Parkway



SR 67 and Bridge Street



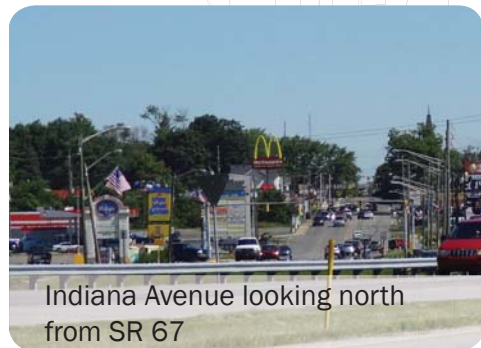
View toward SR 67 and High Street



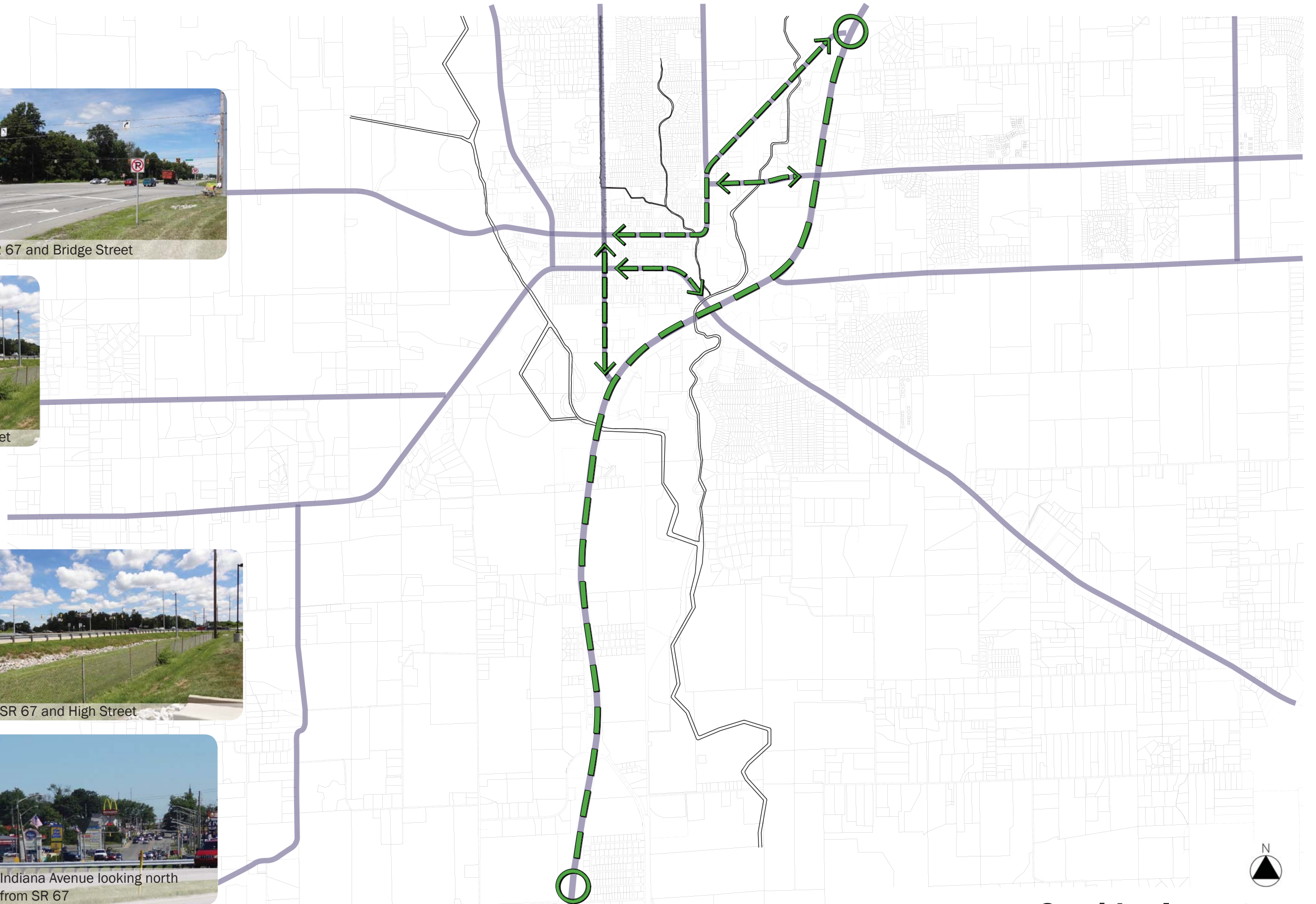
View north on 67 from Merriman Road



SR 67 and High Street



Indiana Avenue looking north from SR 67



Corridor Inventory



View south on Samuel Moore Pkwy



View north on Indianapolis Road



View toward SR 67 and High Street



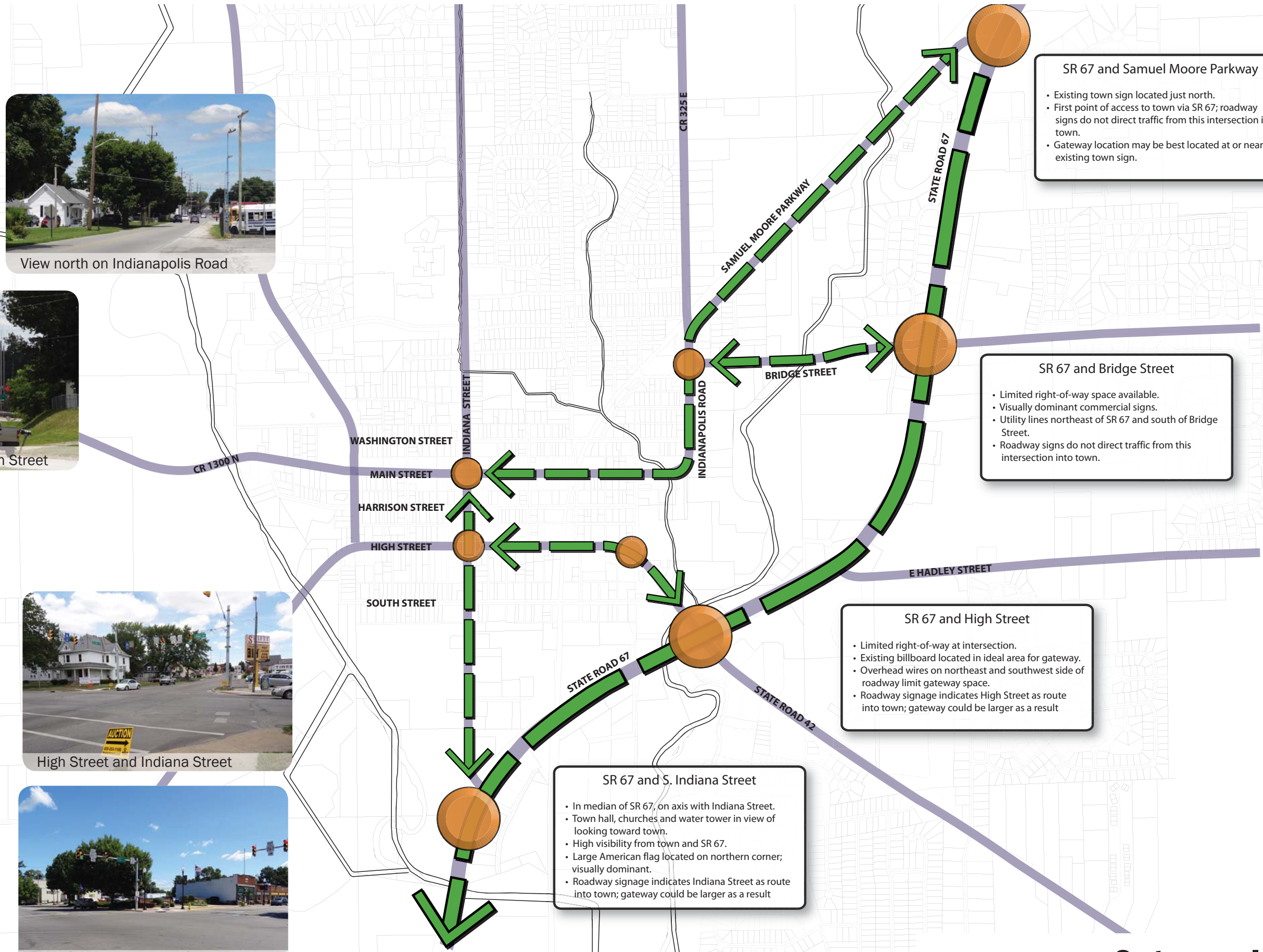
View toward SR 67 and Indiana Street



High Street and Indiana Street



Main Street and Indiana Street



SR 67 and Samuel Moore Parkway

- Existing town sign located just north.
- First point of access to town via SR 67; roadway signs do not direct traffic from this intersection into town.
- Gateway location may be best located at or near existing town sign.

SR 67 and Bridge Street

- Limited right-of-way space available.
- Visually dominant commercial signs.
- Utility lines northeast of SR 67 and south of Bridge Street.
- Roadway signs do not direct traffic from this intersection into town.

SR 67 and High Street

- Limited right-of-way at intersection.
- Existing billboard located in ideal area for gateway.
- Overhead wires on northeast and southwest side of roadway limit gateway space.
- Roadway signage indicates High Street as route into town; gateway could be larger as a result

SR 67 and S. Indiana Street

- In median of SR 67, on axis with Indiana Street.
- Town hall, churches and water tower in view of looking toward town.
- High visibility from town and SR 67.
- Large American flag located on northern corner; visually dominant.
- Roadway signage indicates Indiana Street as route into town; gateway could be larger as a result

Gateway Inventory

BRANDING



WAY-FINDING SIGNS



DOWNTOWN



CORRIDOR CONDITIONS



TRADITIONAL
BALL STATE UNIVERSITY



ARTFUL
SEASIDE, FLORIDA



AGRARIAN
LARIMER COUNTY, COLORADO



CURRENT
DALLAS DESIGN DISTRICT



TRADITIONAL STYLES



ARTFUL STYLES



AGRARIAN STYLES



CURRENT STYLES



Gateway Styles Case Studies

TRADITIONAL STYLES



ARTFUL STYLES



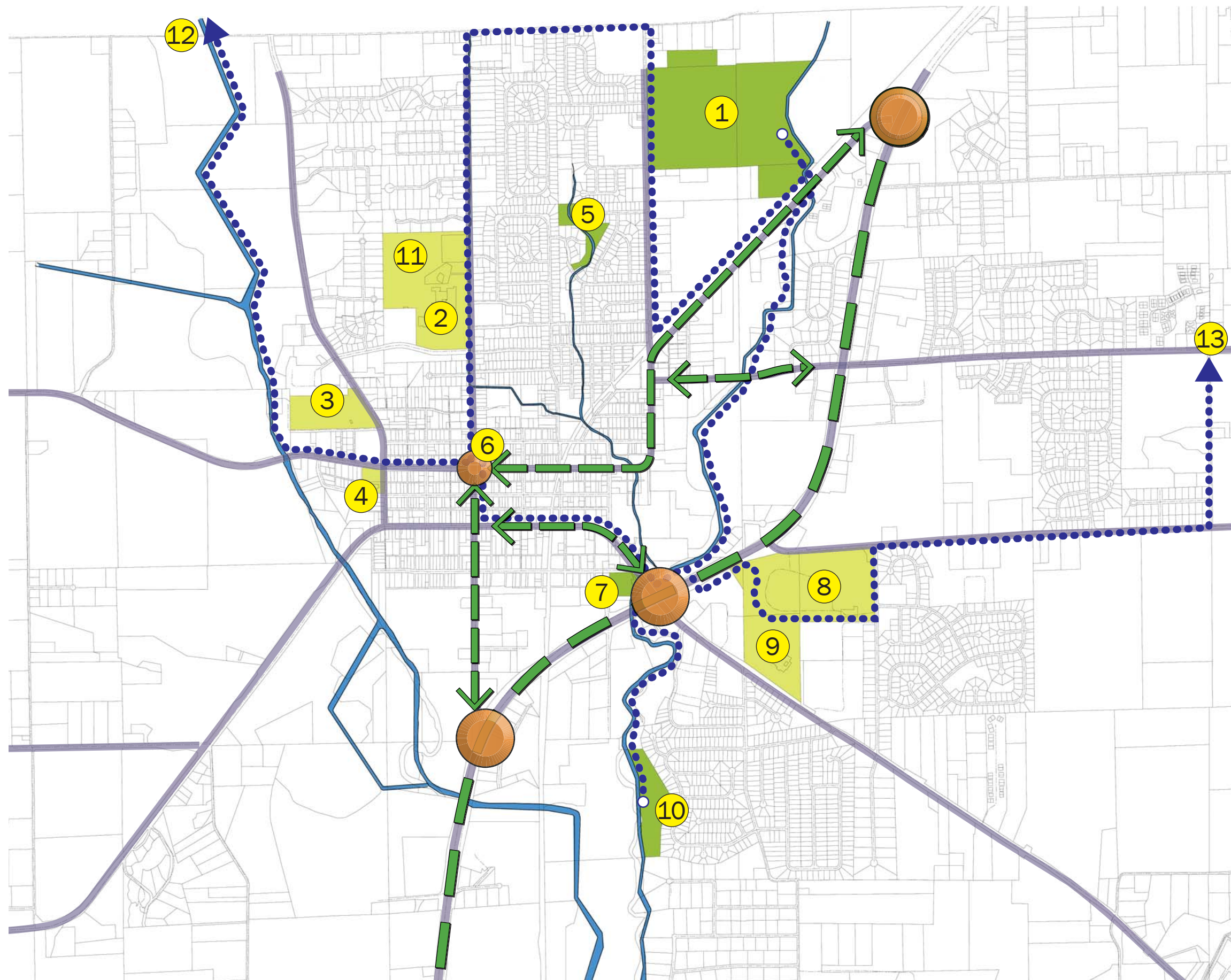
AGRARIAN STYLES



CURRENT STYLES

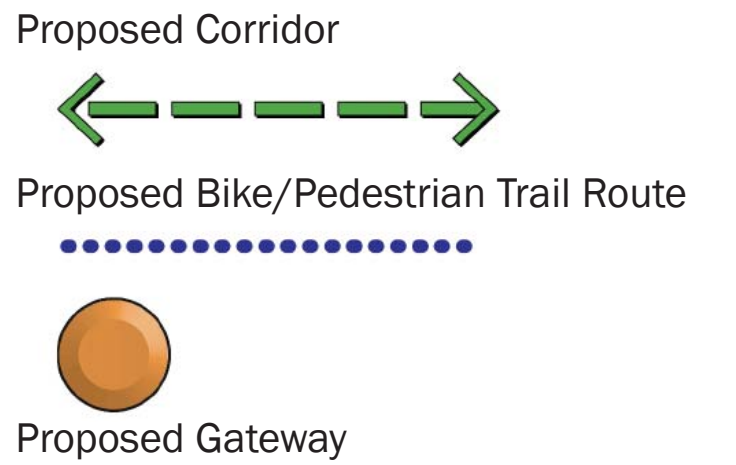


Corridor & Streetscape Styles Case Studies



LEGEND

- 1 Pioneer Park
- 2 Mooresville High School
Paul Hadley Middle School
- 3 Newby Memorial
Elementary School
- 4 Mooresville Public Library
- 5 North Park
- 6 Paul Hadley Park
- 7 Old Town Park
- 8 Franciscan St. Francis Hospital
- 9 Neil A. Armstrong
Elementary School
- 10 Rooker Run Park
- 11 Northwood Elementary School
- 12 To Plainfield Trail System
- 13 To Morgan County Trail





PUBLIC INPUT

Public Input Process

Essential to the Mooresville Gateway and Corridor Master Plan study was a collaborative public input process that included a Design Workshop with stakeholder meetings and a public meeting, followed by a second public meeting to review design concepts.

Design Workshop

The Design Workshop was held August 28, 2013 at the Mooresville Public Library. The workshop began with a series of one-hour stakeholder input sessions followed by a public input session. The goal of the workshop was to gather stakeholder and public input to determine perception of the community’s character and the desired outcome to be accomplished through the design of new or improved features.

Each public input session was an opportunity for participants to share their thoughts, hopes and dreams for the corridors and gateway elements with the Master Plan Team. Participants were encouraged to prepare for the input sessions by considering the following questions:

- What do you like about the entry into Mooresville today?
- What is missing in the in the corridors?
- What existing features should remain?
- Describe your ideal visit/experience in Mooresville.
- What should the entry into Mooresville look like in 20 years?

Nearly 75 community members attended the Design Workshop including representatives from the police and fire department, local and county park and recreation, public works, planning and zoning, the public school system, the library, local and state government representatives, economic development and business groups, the Chamber of Commerce, service groups, local churches, businesses, local utilities, healthcare, and interested members of the public.

Throughout the Design Workshop, attendees were given the opportunity to share their thoughts about the characteristics and attributes of Mooresville.

They also engaged in a group activity to indicate their preferences for different types of gateway and corridor styles using the case studies developed in the information phase as a basis. Documentation of these preferences can be found below and on the following pages.

Design Workshop Comment Summary

Projects to Consider in conjunction with the Gateway and Corridor project:

- County trail
- Mooresville trail connections
- Sewer project at State Road 67 and Bridge Street crossing
- Further development in Business Park
- Celebrate Mooresville initiative
- Main Street Program (Downtown)
- Potential I-69 interchange at State Road 144
- New park in Waverly (a Morgan County Park) for potential connectivity
- Morgan County Trail

Issues/Opportunities to consider

- State Road 67 intersections have vehicular movement issues
- State Road 67 does not provide pedestrian access/crossing
- High volumes of traffic at certain times at the High School and Park create access issues
- Wayfinding is needed both to the community and within the community
- Improve flow at intersections
- Bike paths and pedestrian connectivity
- Add a gateway on North Indiana Avenue for those arriving from I-70
- Beautification of buildings and other properties
- Clean up derelict properties
- State Road 144 east of State Road 67 and State Road 267 corridor into Mooresville also corridors to consider
- Mooresville is a point between here and there
- Do something nice, but make sure it is maintained
- Encourage people to look west and see Mooresville (from State Road 67)
- Mooresville is a shortcut between State Road 67

and I-70

- Possible design elements: water in motion, art, murals
- Continue to highlight the service clubs of Mooresville in community signage – important for a small town
- Center of town has “moved”
- To promote economic development Mooresville needs to ‘show well’
- Gateways should spark interest in the community

Branding/Character

- Home of the State Flag (200 year anniversary of the state and 100 year anniversary of the flag in 2016)
- Brick – General Shale is a local industry
- Small town charm and atmosphere
- Airport has its own branding
- Plainfield does a good job with branding – they use red as part of their brand
- Color as an identifier (Blue and Gold for State Flag, and Mooresville High School)
- Biggest community draws: school activities, parks, Gray Brothers Cafeteria, hospital
- State Road 67 serves as airport, commercial and Mooresville entry points
- Downtown is the heart and character of Mooresville
- Home town pride
- Low crime and low taxes
- Art and cultural scene is emerging, example is the Cultural Trail
- Good location, near to Indianapolis and the airport
- Light traffic
- Good schools, library, parks
- Safe
- Well-known local food draws visitors (Gray Brothers Cafeteria, Zydeco, Bifs, Squealers)
- Brick
- Home town
- Family friendly
- Events: Old Settlers Days, Victorian Christmas, Car Show
- Farmers market
- Classic feel
- Mooresville Art Partnership (MAP)
- Emerging art community, has its highs and lows

- Downtown extends beyond the core blocks at Main Street and Indiana Avenue
- Architecture contributes to the character of the community
- Downtown area/historic district should be reflected in corridor and gateway treatments
- Small town charm, simple design
- Create signage standards
- Create signs that can be changed with new information about community events, etc.
- Mindful of cost
- Mooresville is “not Carmel”
- Expand the use of brick for sidewalks
- Downtown is on national register, but there are no signs to indicate this
- Trees and plantings as part of corridors
- Town logo and town slogan
- Proximity to many other communities/amenities (airport, Indianapolis, Bloomington)
- Quality of medical care
- League of Miracles
- Anderson Orchard
- All denominations of churches
- Sammy Davis, Metal of Honor recipient
- Mooresville Museum (American Indian artifacts, animal trainer)
- Samuel Moore/Quakers
- One of the first high schools in state (1861)
- Paul Hadley – Indiana State Flag designer

Public Meeting

Following the design workshop, the project team developed a series of conceptual designs for gateway and corridor treatments that were presented to the public at a second public meeting on October 23, 2013, at the Mooresville Public Library. More than 30 people attended the second meeting and offered feedback on the concepts presented. Discussion of the preferred concepts can be found in the following section ‘Master Plan’, alternate concepts can be found in the Appendix.

PUBLIC INPUT OVERVIEW

Story Index

Most Recent

• Most Recent

Statewide

By Topic

By Region

By Day of the Week

By County

Resources

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58

9/2/2013 4:55:00 PM

Gateway project aims to lure travelers to Mooresville

Amy Hillenburg, Reporter-Times

MOORESVILLE — What is the character of the town of Mooresville? What is it known for, why do people want to live there and what attractions make it worthwhile for someone driving past town on Ind. 67 to stop in and visit?

Residents gave answers to those questions at the first public meeting for stakeholder input on the Mooresville Gateway and Corridor Project Wednesday at the Mooresville Public Library. The firm hired to improve Mooresville corridors and signage, [Rundell Ernstberger Associates](#) LLC of Indianapolis, provided staff members Carl Kincaid (principal), Cheryl Chalfant, ASLA (Association of Landscape Architects) and Daniel Liggett, LEED AP (green building certified) to lead discussions.

Stakeholders brought up the town's history, its Quaker foundations, the Veterans Memorial, Zydecos restaurant, Gray's Cafeteria, the public library, the Academy Museum, its natural beauty, local festivals and downtown charm. Residents also talked about the quality of [Franciscan St. Francis Health](#) Hospital, Pioneer Park, the League of Miracles and the nearby orchards.

The Gateway and Corridor Project is the result of the Mooresville Redevelopment Commission's Master Plan team, which also hired Butler, Fairman and Seufert to come up with a design that's pleasing to residents. The elements should also be big enough and signage impelling enough along Ind. 67 to coax drivers into town. Stakeholders discussed existing entryways, what features should remain, what is missing in the corridors and what treatments should be used. Kincaid said these branding elements can be used in town letterheads, on websites and on smaller wayfinding signs.

A place between here and there

Kincaid said Ind. 67, as it passes through Mooresville, is a good highway. But it also creates a barrier between the town and its resources in some cases, and causes vehicle problems as well. One resident said Mooresville is on the way from traveling here to there. Yet Ind. 67 is a corridor that can't be ignored and can be used to attract drivers to Mooresville if the Gateway project is successful.

Gateways identified

Gateway locations will be at Samuel Moore Parkway, Bridge Street, High Street and Indiana Street. Corridors will include Indianapolis Road to Main Street, Samuel Moore to Main Street, High Street to Ind. 67 and Indiana Street to Main Street. The downtown is also a big part of the plan. The approach of Ind. 144 from the east to Mooresville is not included in the current project. Nor is Ind. 267 as it comes into town from Plainfield. That doesn't mean that if there are highway changes, such as Interstate 69, those entrances won't be considered for inclusion in the future.

Chalfant said they want to focus on areas that will be financed by Tax Increment Financing funds from Mooresville's two TIF areas. But the design group from Rundell said the actual cost of the project won't be presented until after another public input meeting. They asked residents to rate certain looks and branding elements on easels for corridor and gateway treatments. They will be narrowing down the choices and will bring those back to stakeholders for a final decision.

Larry Moore, interim superintendent of the Mooresville Consolidated School Corp., asked why their administrators were not included as stakeholders, since the schools are responsible for many of the activities in town.

"We serve 4,500 children, and we host events that bring in thousands of people every



+ click to enlarge
Mooresville residents and guests attended the public input meeting Wednesday on the Mooresville Gateway Project, an effort to enhance entrance corridors and signage to capture the character of the town. Here, people put dots on preferred corridor treatments. Amy Hillenburg | Reporter-Times



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year," Moore said.

He added that Mooresville was not only the home of the Indiana State Flag, but it was also home to the state's first high school. He asked to be included on the stakeholder list in the future.

Rosemary Rogers of the former Mooresville Revitalization Group and Mooresville Arts Partnership founder said the downtown needs more promotion. She said there is a lot of potential for some of the old historic buildings, but people traveling down 67 don't realize all the downtown has to offer.

Lynn Adams, a Mooresville Park and Recreation Board member and Mooresville Public Library Board member, said there is a small-town feel that everyone loves; but Mooresville is also in a sweet spot. It's close to the Indianapolis International Airport, the city of Indianapolis, the Indianapolis Motor Speedway and other attractions.

Bill Kirk, chairman of the Academy of Hoosier Heritage Museum Board, said the Academy is a jewel many residents have never visited. On the historic Newby Elementary campus, Kirk said the state's only living Medal of Honor winner Sammy Davis inspired the Veterans Memorial. Kirk said the Academy has also recently acquired some Native American artifacts and items from the Hollywood trainers of Benji, the canine movie star.

Another resident wondered why the churches weren't included as stakeholders, since there is almost every denomination of the Christian faith in town.

They also host Fourth of July activities, festivals and charitable events the public attends.

Mooresville Town Council president George Watkins said he would like to see natural elements, such as stones or wood, combined with the brick that fronts most of the older buildings in the downtown used in the project.

"From what we've heard today, Mooresville has a positive character, with a positive business environment," Kincaid said. "The welcome signs you have now don't define the character of Mooresville. That's what we want to capture."

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TRADITIONAL STYLES

67 10 5 3



ARTFUL STYLES

4 9 26 19



AGRARIAN STYLES

2 21 40 3



CURRENT STYLES

1 9 15 44



GATEWAY STYLES

COLOR RATINGS



FAVORITE



SECOND



THIRD



LEAST FAVORITE

DESIGN WORKSHOP PREFERENCES

TRADITIONAL STYLES

51 9 8 0



ARTFUL STYLES

7 26 18 25



AGRARIAN STYLES

9 23 20 10



CURRENT STYLES

1 13 25 24



CORRIDOR AND STREETScape STYLES

COLOR RATINGS



FAVORITE



SECOND



THIRD



LEAST FAVORITE

DESIGN WORKSHOP PREFERENCES



The word cloud represents a weighted compilation of the comments gathered at the Design Workshop. The more times a word was used, the larger it appears in the Word Cloud.

The Word Cloud highlights several themes resulting from the Design Workshop comments.

Community

Residents take pride in the community and its amenities. It's schools, parks, hospital, and other amenities are high quality and residents appreciated the

quality of life they bring to Mooresville. Safety and small town charm add to the town's appeal.

Connectivity

Community members recognized that connectivity is important. They believe pedestrian and vehicular circulation and wayfinding could be enhanced by the Gateway and Corridor improvements. They see positive aspects to State Road 67, in the traffic and people it brings to Mooresville, but it also serves as a disconnect between the east and west parts of Mooresville.

Food and Art

There is a burgeoning food and art culture in Mooresville. The town has several popular restaurants that attract people to visit the community. Local artists hope to strengthen the community's cultural offerings.

History

Community members celebrate the history of the community. As home of the Indiana State Flag, Mooresville has a unique attribute that no other Indiana community can claim.



MASTER PLAN

Master Plan Concepts

One goal of the Master Plan process was to identify those characteristics of Mooresville that could best be used to develop a compelling brand for the community. While the community has many positive attributes, its connection to the state flag influenced the concept design of the gateway elements.

- In 1966 the community adopted the slogan “Home of the State Flag,” to honor resident Paul Hadley, a well known artist who designed the state flag of Indiana.
- The town’s current logo references the state flag, as do the blue and gold colors of Mooresville High School.
- The local Paul Hadley Middle School is named in honor of the state flag’s designer.
- A memorial to Paul Hadley is located at the corner of Main Street and Indiana Road.
- Indiana is poised to celebrate the bicentennial of its statehood in 2016.

Using the state flag as a starting point, a series of concepts were developed for the Mooresville Gateway and Corridor Master Plan. These were vetted at the second public meeting, and preferred concepts for each element were selected and are presented on the following pages. (Alternative concepts may be found in the appendix.) The Master Plan is an implementation framework including a phasing strategy for the gateway and corridor development, as well as an estimated cost opinion for each proposed phase.

Phasing Strategy

The proposed phasing plan consists of five distinct phases determined in conjunction with the Mooresville Redevelopment Commission. In developing this plan, consideration was given to:

- Construction sequencing
- The relationship of improvements/amenities in each area
- Geographic proximity of improvements
- Other projects and events potentially impact the schedule
- Sustaining community involvement, interest and impact throughout the project schedule.

It is intended that the project phasing be flexible to accommodate opportunities to reduce constructions costs or take advantage of funding sources.

Phase One

- North Gateway
- South Gateway
- Indiana Street Gateway
- Paul Hadley Bicentennial Park
- Portions of SR 67

Phase Two

- Main Street
- Indiana Street
- Portions of SR 67

Phase Three

- Bridge Street
- Bridge Street Roundabouts
- Indianapolis Road
- Portions of SR 67

Phase Four

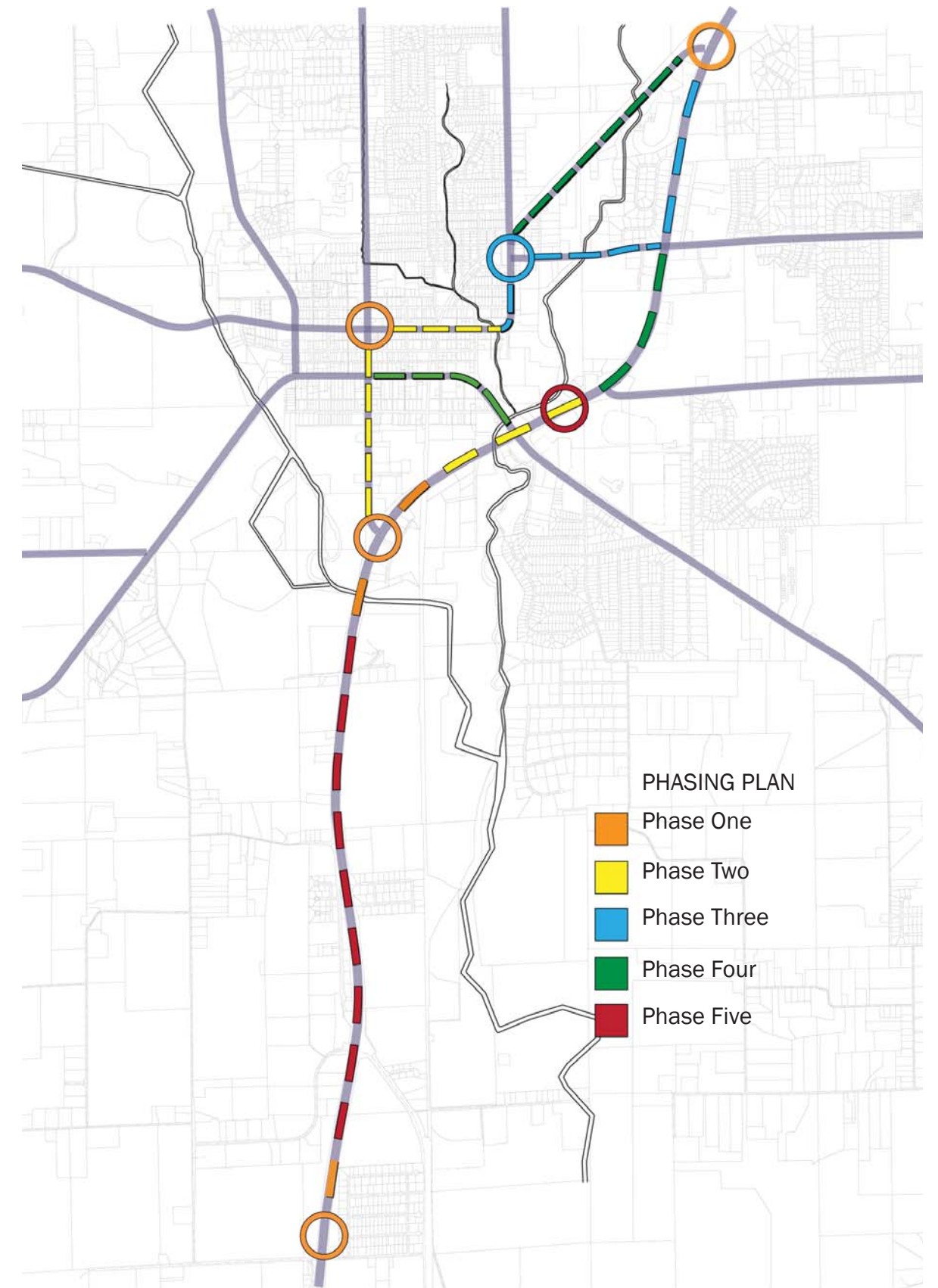
- High Street Corridor
- Samuel Moore Parkway
- Portions of SR 67

Phase Five

- Pedestrian Bridge Gateway
- Portions of SR 67

Policy Recommendations

- Improvements made on State Road 67 or other Indiana Department of Transportation (INDOT) right of ways will require a Memorandum of Understanding (MOU) between the Town of Mooresville and INDOT. Under the MOU, the Town would be responsible for mowing and landscape maintenance of those corridors.
- Mowing and landscape maintenance of other corridors that do not fall under INDOT jurisdiction will also be the responsibility of the Town of Mooresville. A consistent level of maintenance for both INDOT and other corridors is desired.
- A strongly written litter ordinance with substantive penalties particularly for the gateway and corridor zones is recommended to deter littering.
- Also recommended is a billboard zoning ordinance that would restrict placement of billboards along the gateway and corridor improvement areas.



Master Plan Overview



The North and South Gateways are marked with a brick sign wall that is 38' long and 8-1/2' tall. The wall is anchored on one end with a limestone outline of the state and a 25' tall obelisk that references the torch from the Indiana State Flag. The torch is also

limestone with a perforated metal inset. The flame will be lit from within to serve as a beacon at night. A backdrop of evergreen plantings screen any visual clutter from behind, while ornamental plantings at the base add seasonal color and interest to the Gateway.

PHASE ONE

North and South Gateway



The State Road 67 and Indiana Street Gateway repeats a larger scale version of the obelisk used at the North and South Gateways. This repetition of the obelisk at different scales creates continuity between the gateways, while responding to the characteristics

of each location. The 60' tall obelisk references the torch from the Indiana State Flag and has a 9-1/2 foot tall illuminated flame and perforated metal inset. Median plantings at the base of the gateway provide seasonal interest.

PHASE ONE

S.R. 67 & Indiana Street 'Obelisk' Gateway



The Indiana Street Obelisk is on axis with Indiana Street and at 60 feet tall will be visible from downtown Mooresville as well as those traveling along the highway. It marks an important visual connection from the highway to the heart of Mooresville.

PHASE ONE
S.R. 67 & Indiana Street 'Obelisk' Gateway



Paul Hadley Bicentennial Park is a multi-purpose urban park that serves as both a Gateway to downtown, a new recreation amenity for the community and a memorial to Paul Hadley, designer of the State Flag.

- The memorial to Paul Hadley (see illustration, next page) includes a modified version of the state flag torch and a limestone outline of the State of Indiana.
- A spray plaza sits immediately behind the memorial, providing both a backdrop to the memorial and a opportunity to interact with the water spray.
- Brick pavement throughout the park is a nod to local brick manufacturing.
- Multipurpose event lawns can be used in a variety of ways and provide flexible space for community events, passive recreation, and gatherings.
- Tables and seating provide opportunities to enjoy a meal outdoors or relax after visiting a downtown business.
- A covered stage area provides a performance venue, but also serves as a shade structure when the stage is not in use.
- A time capsule is provided to be used in conjunction with Indiana's bicentennial celebration in 2016.
- A green screen wall buffers the park from the back of nearby buildings.

Key

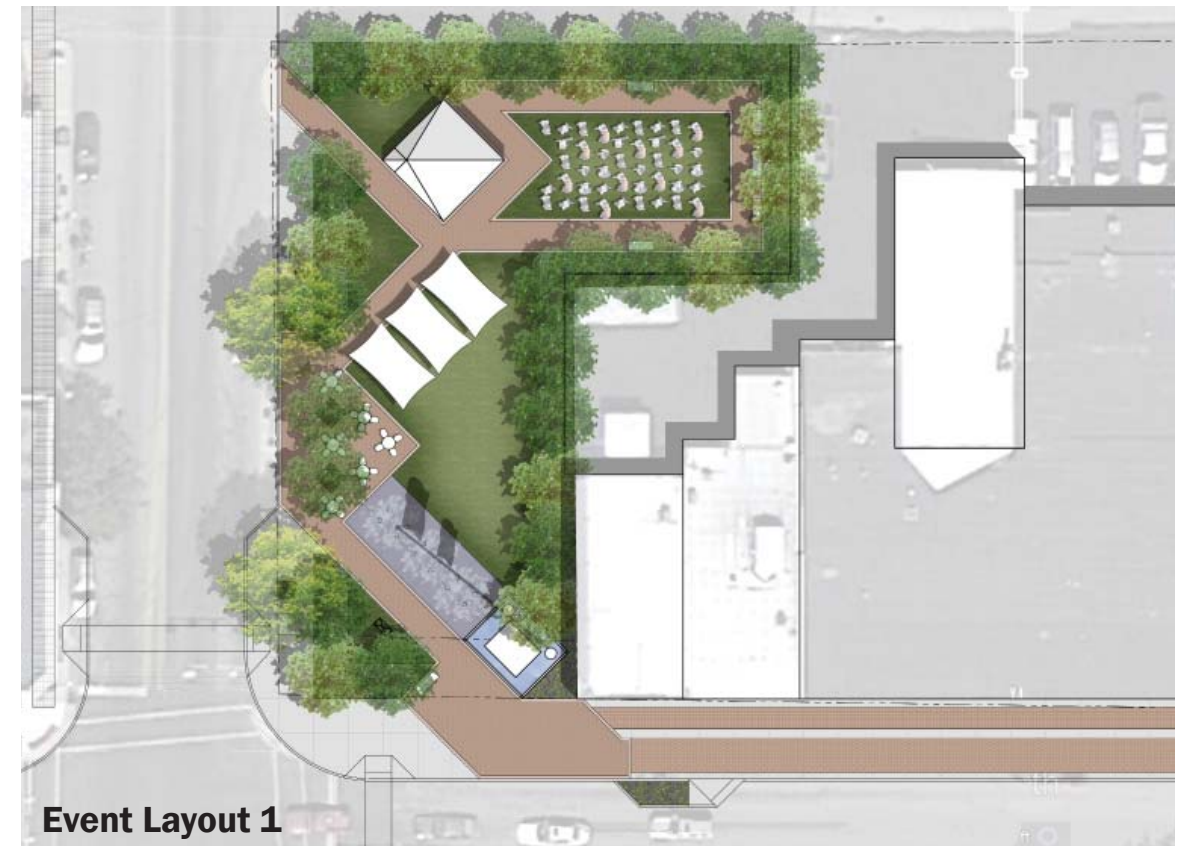
- 1 Stage
- 2 Spray Plaza
- 3 Event Lawn
- 4 Hadley Memorial
- 5 Outdoor Seating
- 6 Brick Walks
- 7 Green Screen
- 8 Time Capsule

PHASE ONE

Paul Hadley Bicentennial Park



Paul Hadley Memorial

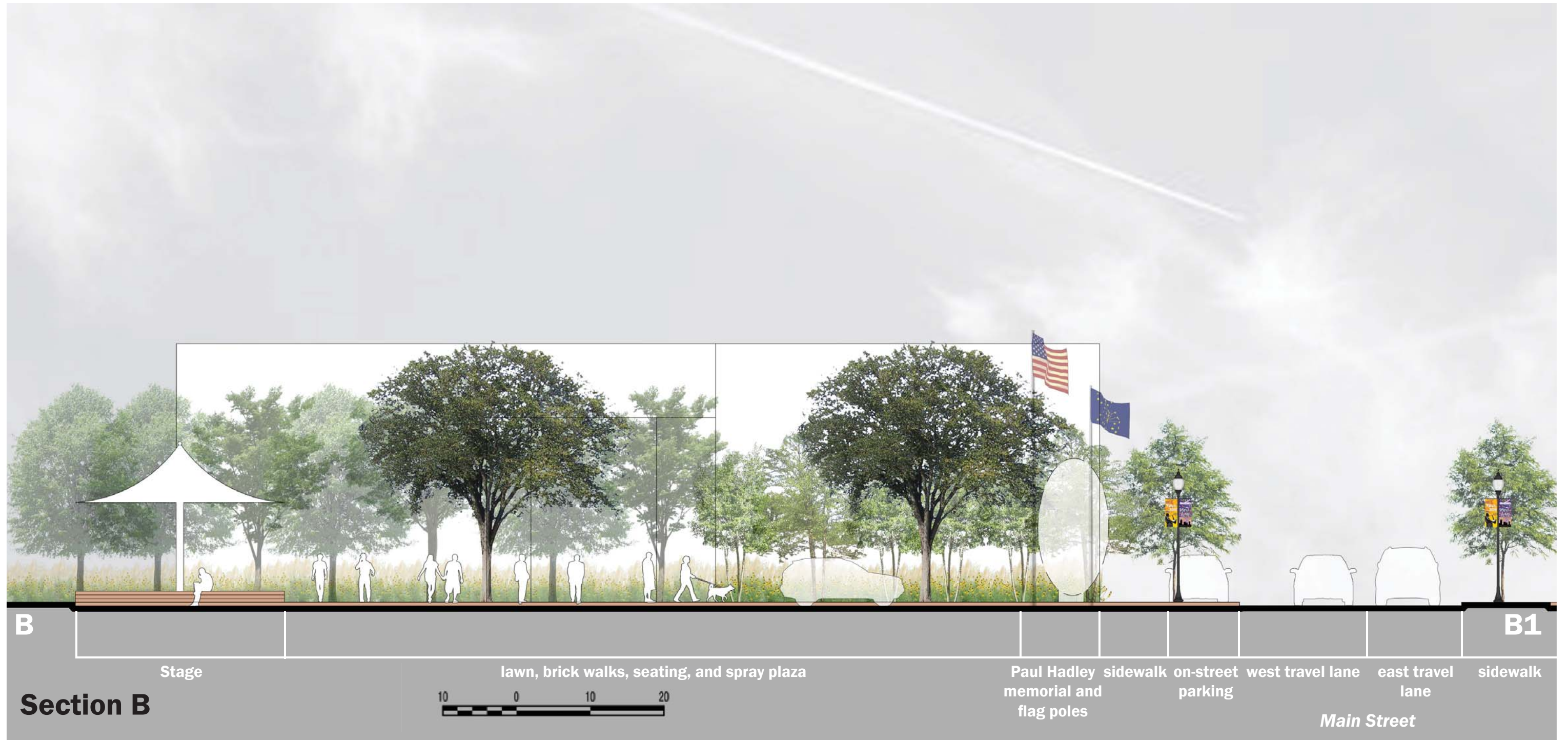


PHASE ONE

Paul Hadley Bicentennial Park

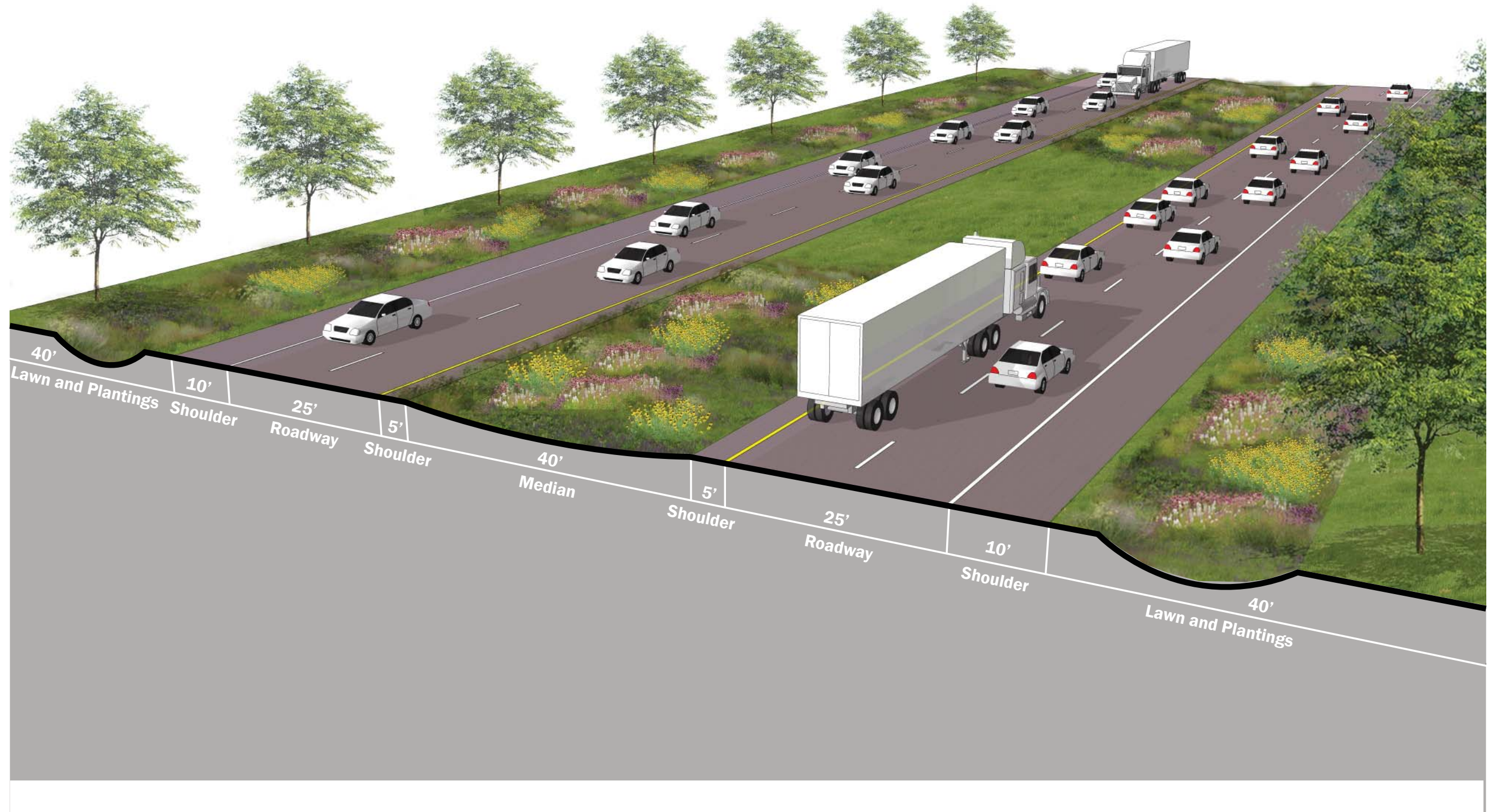


PHASE ONE
Paul Hadley Bicentennial Park
 TOWN OF MOORESVILLE GATEWAY AND CORRIDOR STUDY **23**



PHASE ONE

Paul Hadley Bicentennial Park



State Road 67 improvements include plantings in the medians and shoulders of the highway. Plantings will consist of perennials, ornamental grasses and shrubs, with trees occurring only in the shoulder areas. The improvements will occur along the corridor, with heavier concentrations at key intersections. Phase One plantings will include portions of State Road 67 at the North and South Gateways and the intersection of Indiana Street.



PHASE TWO

Indiana Street Corridor



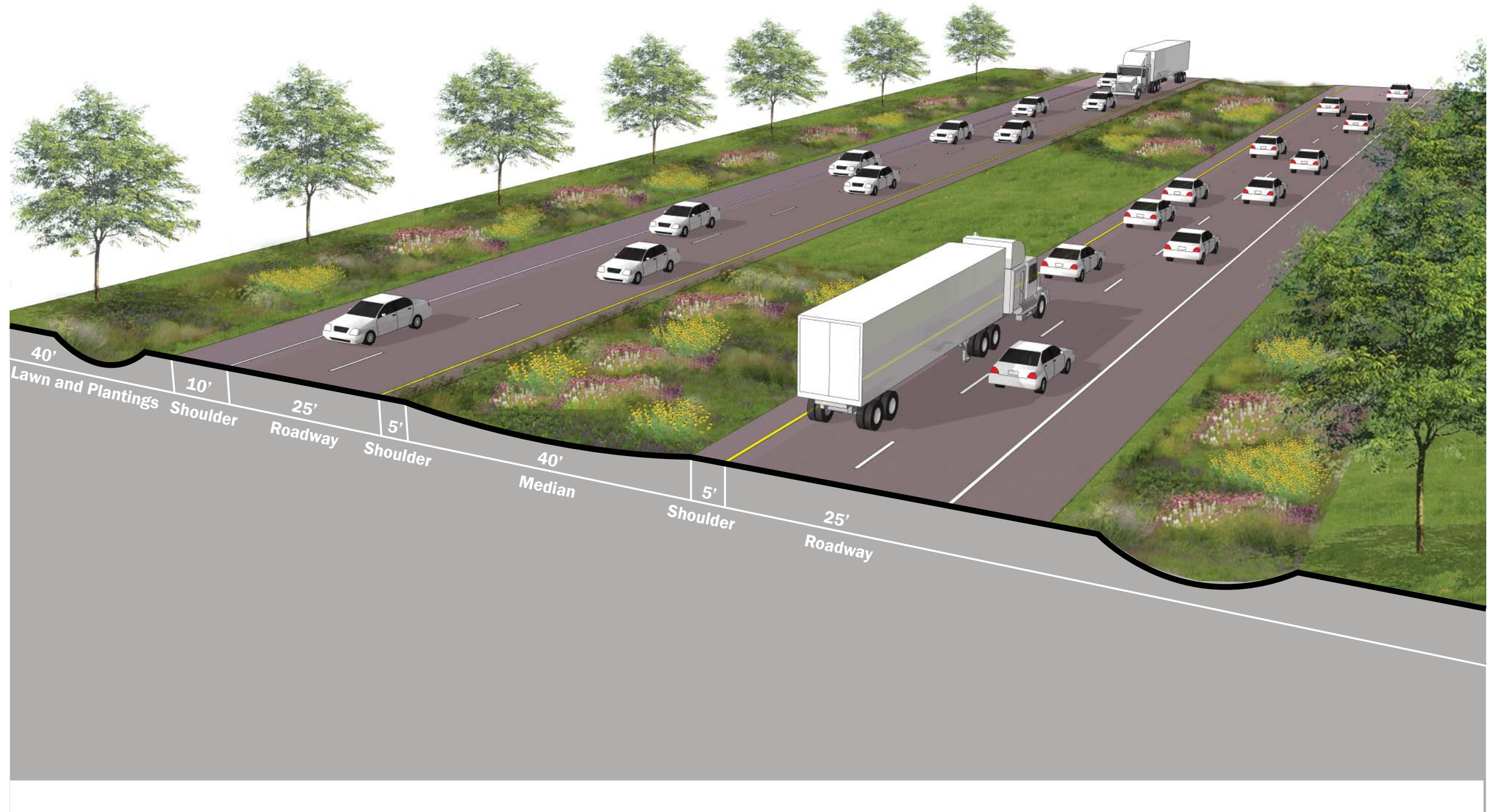
PHASE TWO

Main Street Commercial Corridor



PHASE TWO

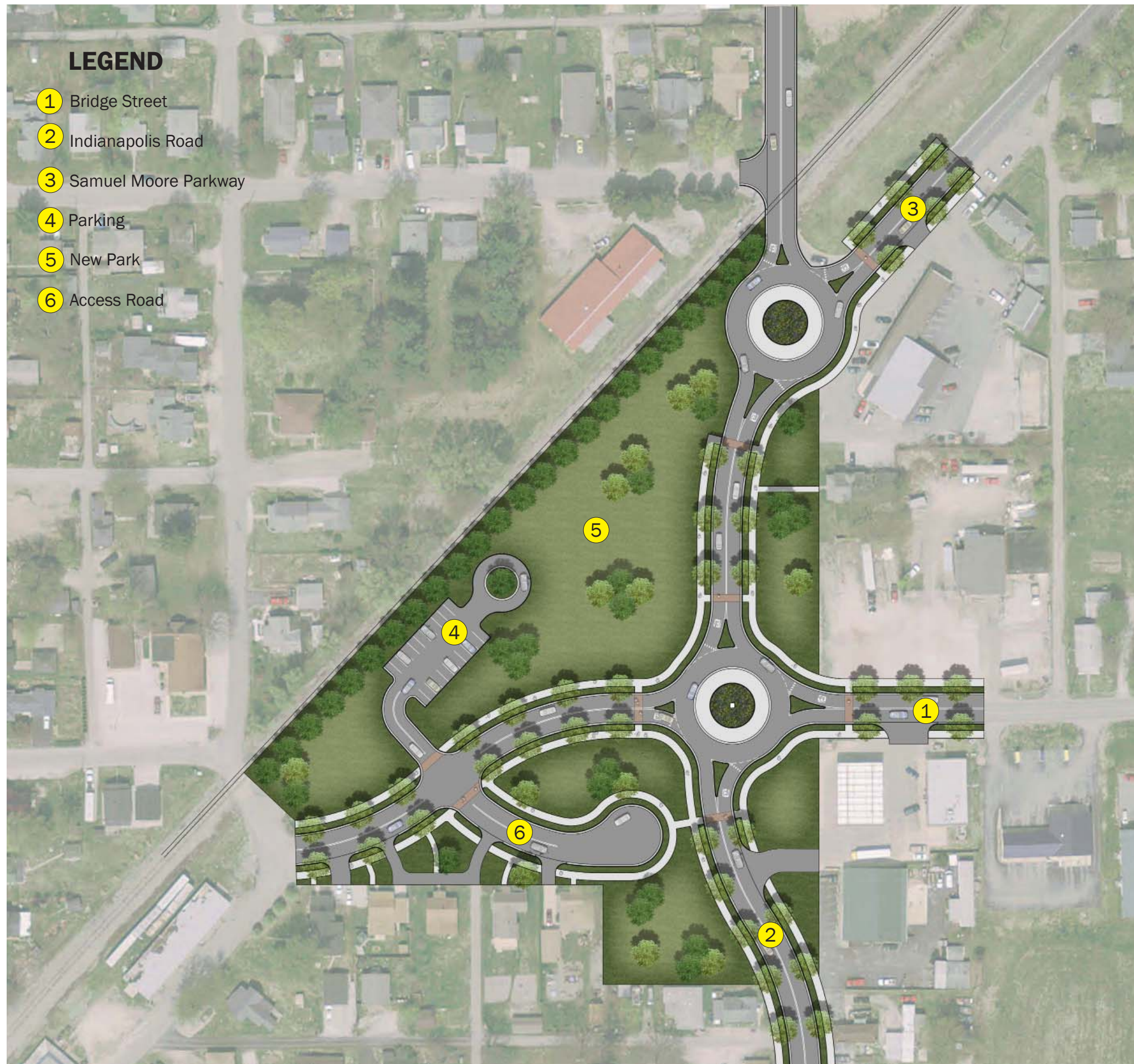
Main Street Residential Corridor



State Road 67 improvements include plantings in the medians and shoulders of the highway. Plantings will consist of perennials, ornamental grasses and shrubs, with trees occurring only in the shoulder areas. The improvements will occur along the corridor, with heavier concentrations at key intersections. Phase Two plantings will include segments of the State Road 67 Corridor from the Railroad Crossing to Hadley Road.



PHASE THREE
Bridge Street Corridor



Vehicular circulation at the intersection of Indianapolis Road and Bridge Street was reviewed as part of the master plan. Upon review of the existing and projected traffic conditions, a new roundabout configuration was proposed to alleviate traffic congestion during periods of heavy traffic.

Existing Intersection Conditions

- Indianapolis Road and Bridge Street: LOS “D” for the intersection during both the AM and PM peak hour
- Westbound Left Turn Lane from Bridge Street onto Indianapolis Road is a LOS “E”
- A large number of vehicles turning left from Bridge onto Indianapolis (approximately 200 vehicles during both the AM and PM peak hour).
- Vehicle delays at the intersection can be as long as a full minute.
- NB and SB thru lanes on Indianapolis Road: LOS “D”
- Vehicle Delays for thru movements experience delays nearing a minute in duration.

Conclusions: Two options are available for improving the intersection.

Intersection Improvement with modified traffic signal improvement and added turn lanes.

- Add a right turn lane on west bound Bridge Street.
- Add a left turn lane to south bound Indianapolis Road.
- Intersection improves to LOS “B” in the short term, but declines with future traffic estimates
- Maximum delay occurs in the NB lane of Indianapolis Road (30 seconds)

Intersection reconfiguration to a round-about.

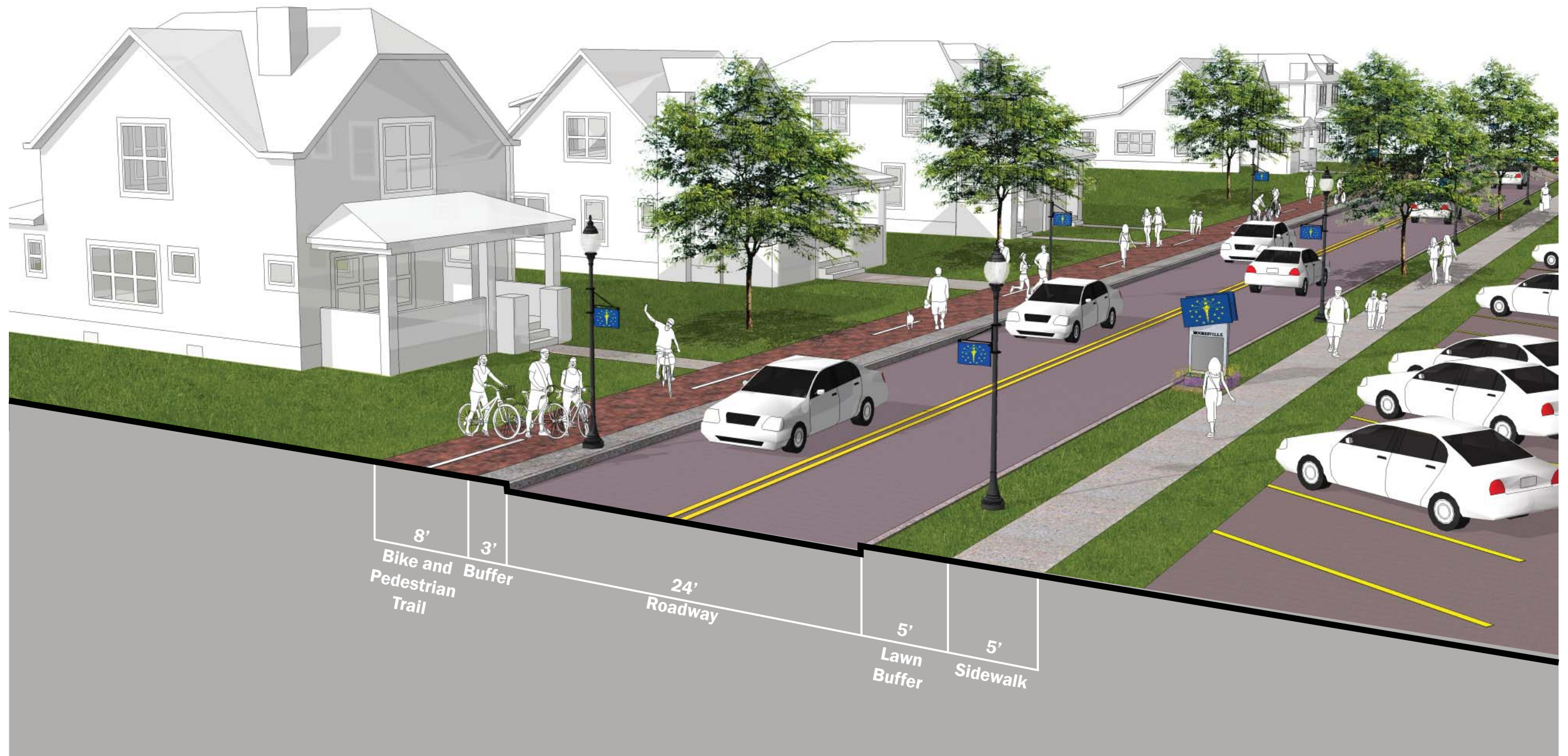
- Upgrade the intersection to a round-about.
- Perform minor reconfiguration to the gas station entrances on the SE corner of the intersection.
- Intersection improves to LOS “B” and remains improved with foreseeable future traffic estimates
- Maximum delay in any direction is 11 seconds at peak volume

Recommendations based on the analysis:

- A roundabout will give the best traffic capacity at the existing intersection. This option gives a long term solution to the intersection
- Traffic signal and lane improvements reduce the preliminary construction and ROW costs associated with the project, but is only a short term fix for the intersection and will require additional improvements in the future.

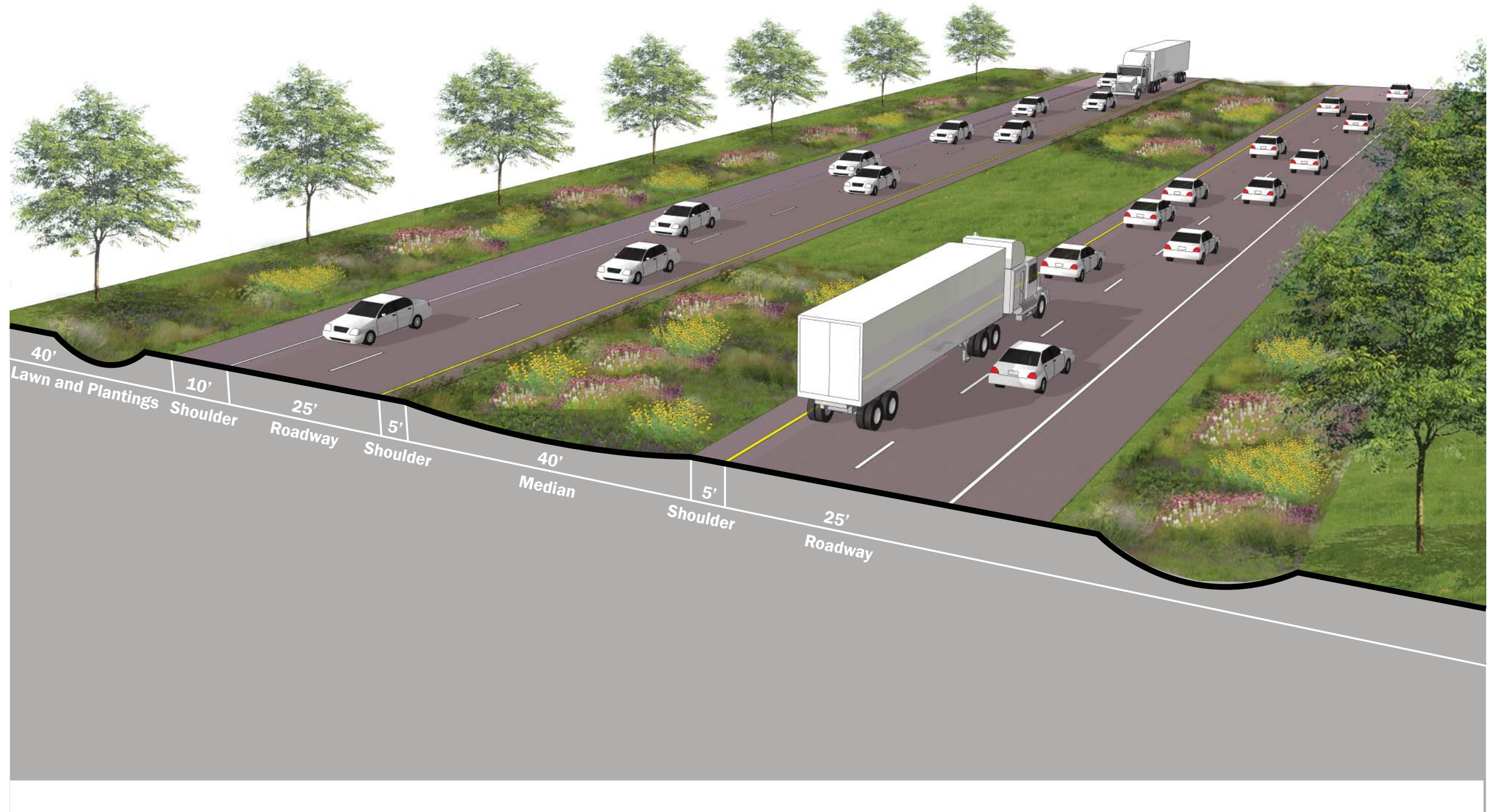
PHASE THREE

Bridge Street Roundabouts



PHASE THREE

Indianapolis Road Corridor



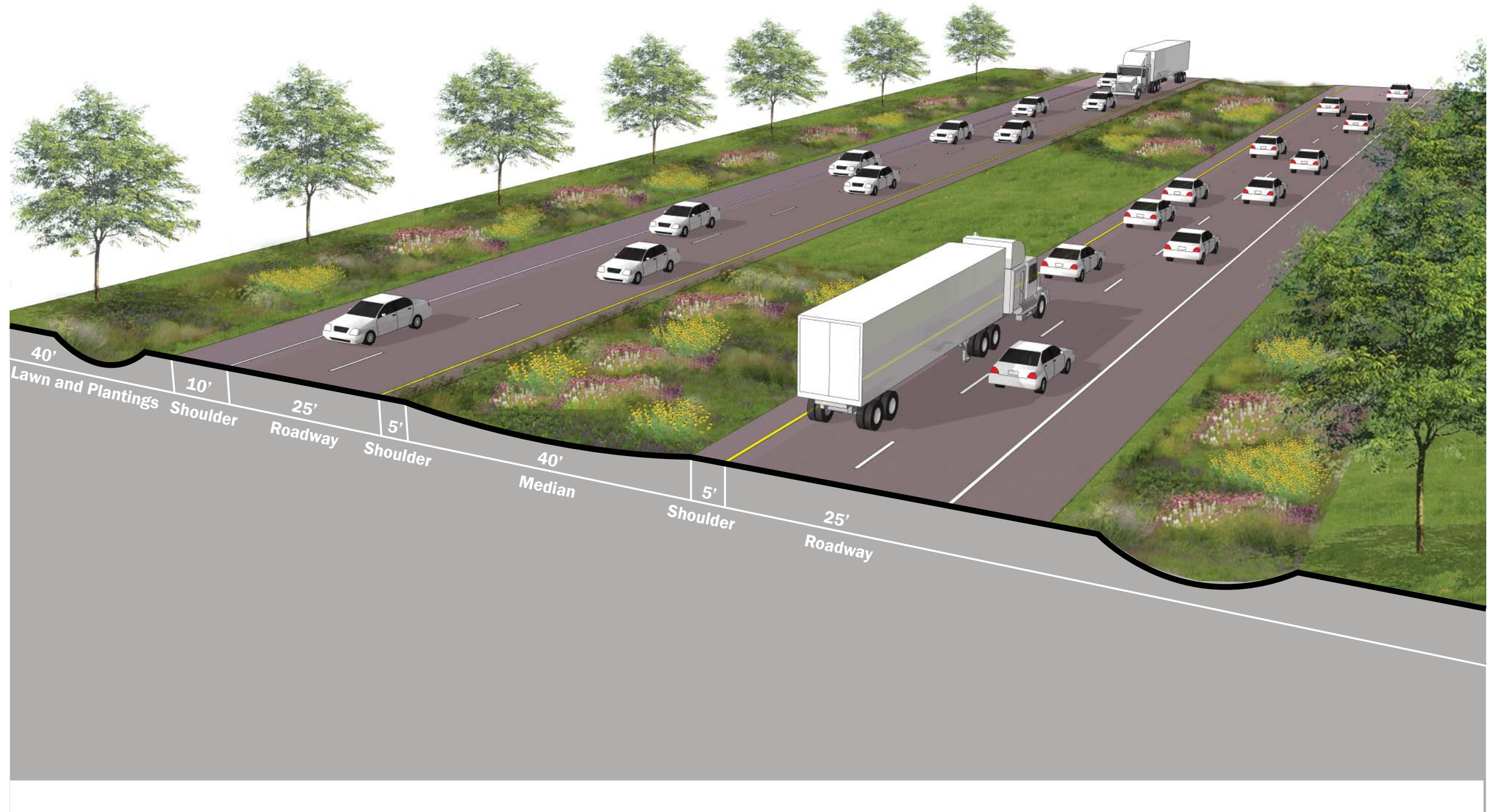
State Road 67 improvements include plantings in the medians and shoulders of the highway. Plantings will consist of perennials, ornamental grasses and shrubs, with trees occurring only in the shoulder areas. The improvements will occur along the corridor, with heavier concentrations at key intersections. Phase Three plantings will include segments of the State Road 67 Corridor from Bridge Street to Samuel Moore Parkway.



PHASE FOUR
High Street Corridor



PHASE FOUR
Samuel Moore Parkway Corridor
TOWN OF MOORESVILLE GATEWAY AND CORRIDOR STUDY 38



State Road 67 improvements include plantings in the medians and shoulders of the highway. Plantings will consist of perennials, ornamental grasses and shrubs, with trees occurring only in the shoulder areas. The improvements will occur along the corridor, with heavier concentrations at key intersections. Phase Four plantings will include segments of the State Road 67 Corridor from Hadley Road to Bridge Street.



The State Road 67 Pedestrian Bridge Gateway is a distinctive structure spanning the highway. As its name suggests, the structure serves not only as a gateway, but also as a much needed pedestrian connection between the east and west sides of Mooresville.

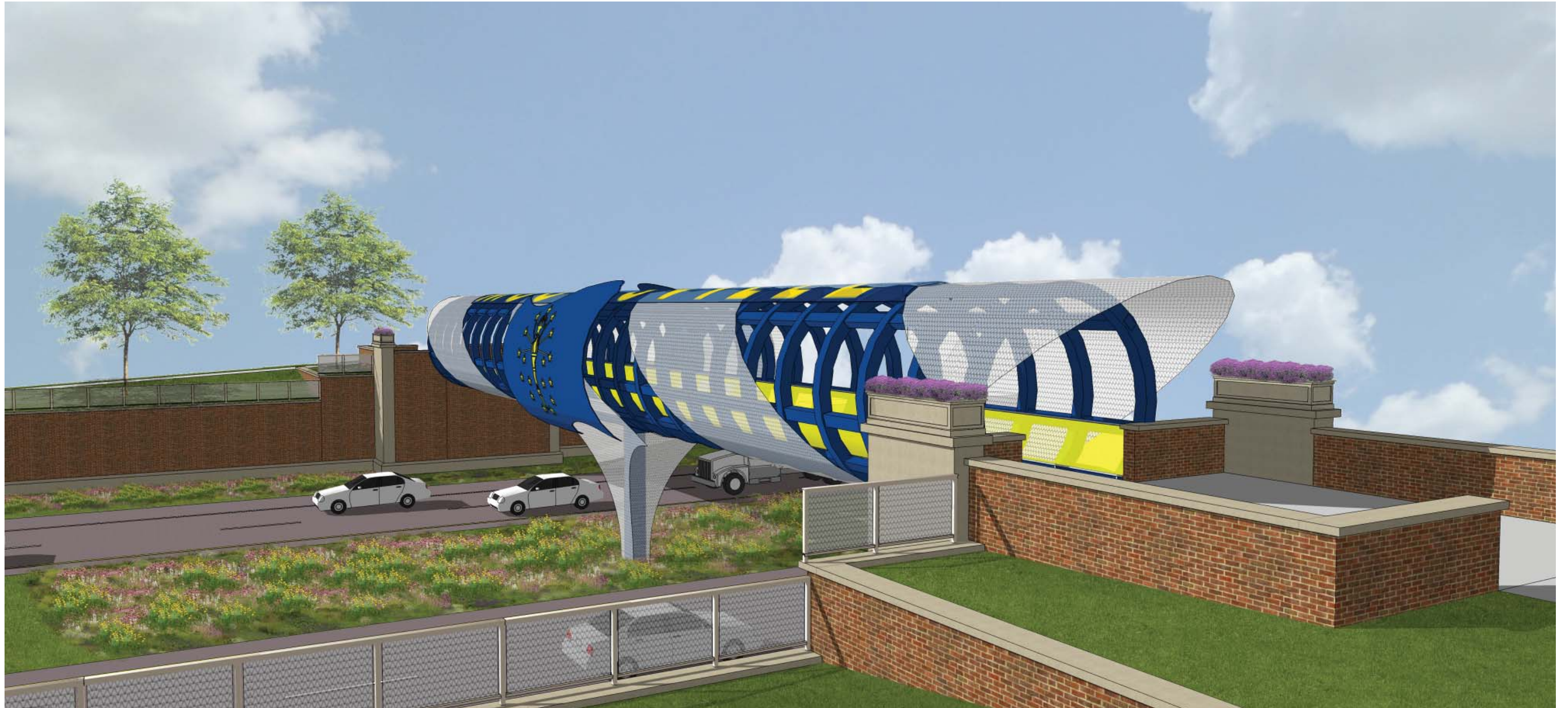
The bridge structure is 150' long, and consists of a metal tube with 42" tall railings and an overhead panel. A decorative metal 'ribbon' wraps the tube, and blue and gold replicas of the Indiana State Flag are attached to either side of the bridge. The word 'Mooresville' spans the top of the bridge and can be viewed by those flying over Mooresville to and from the Indianapolis airport. The exact location of the pedestrian bridge has not been determined.

PHASE FIVE
S.R. 67 'Pedestrian Bridge' Gateway



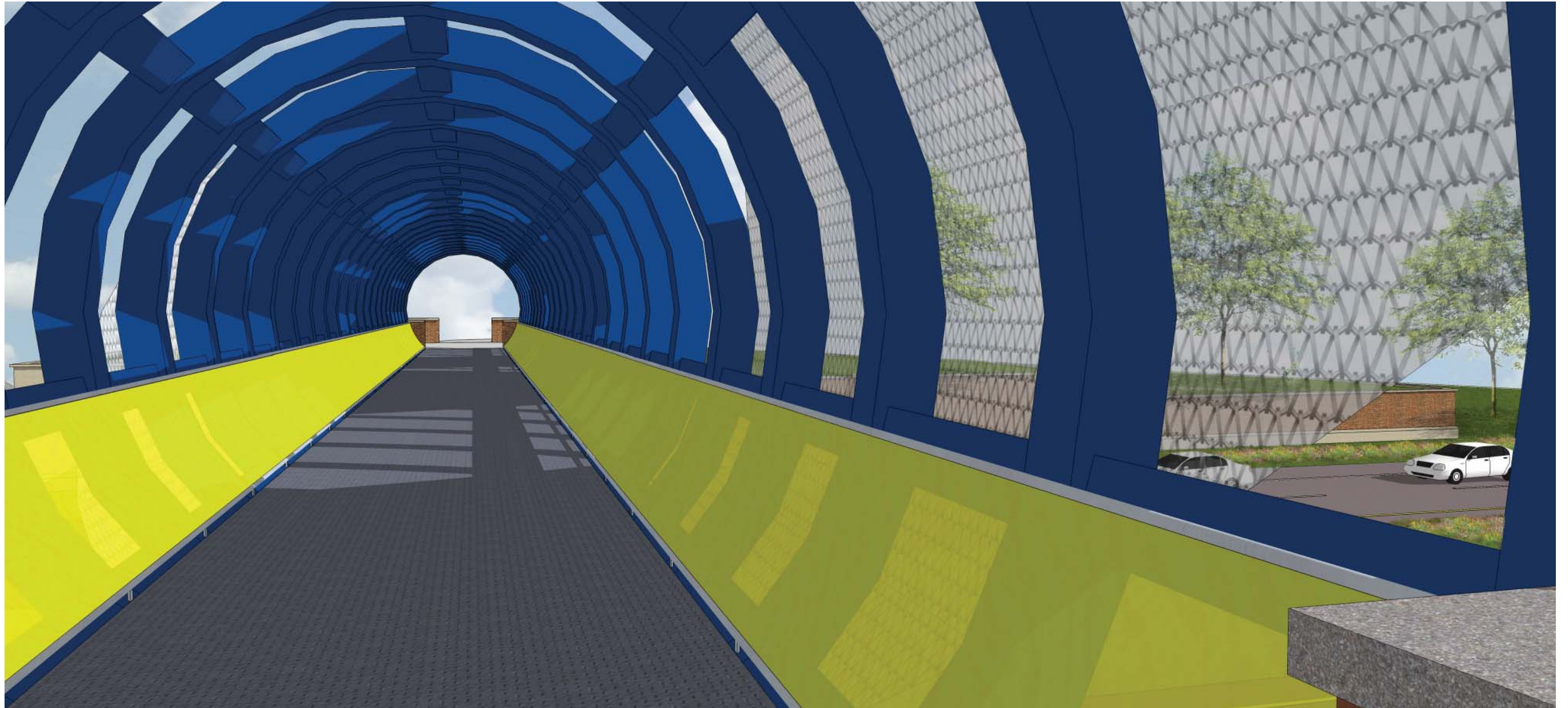
PHASE FIVE

S.R. 67 'Pedestrian Bridge' Gateway



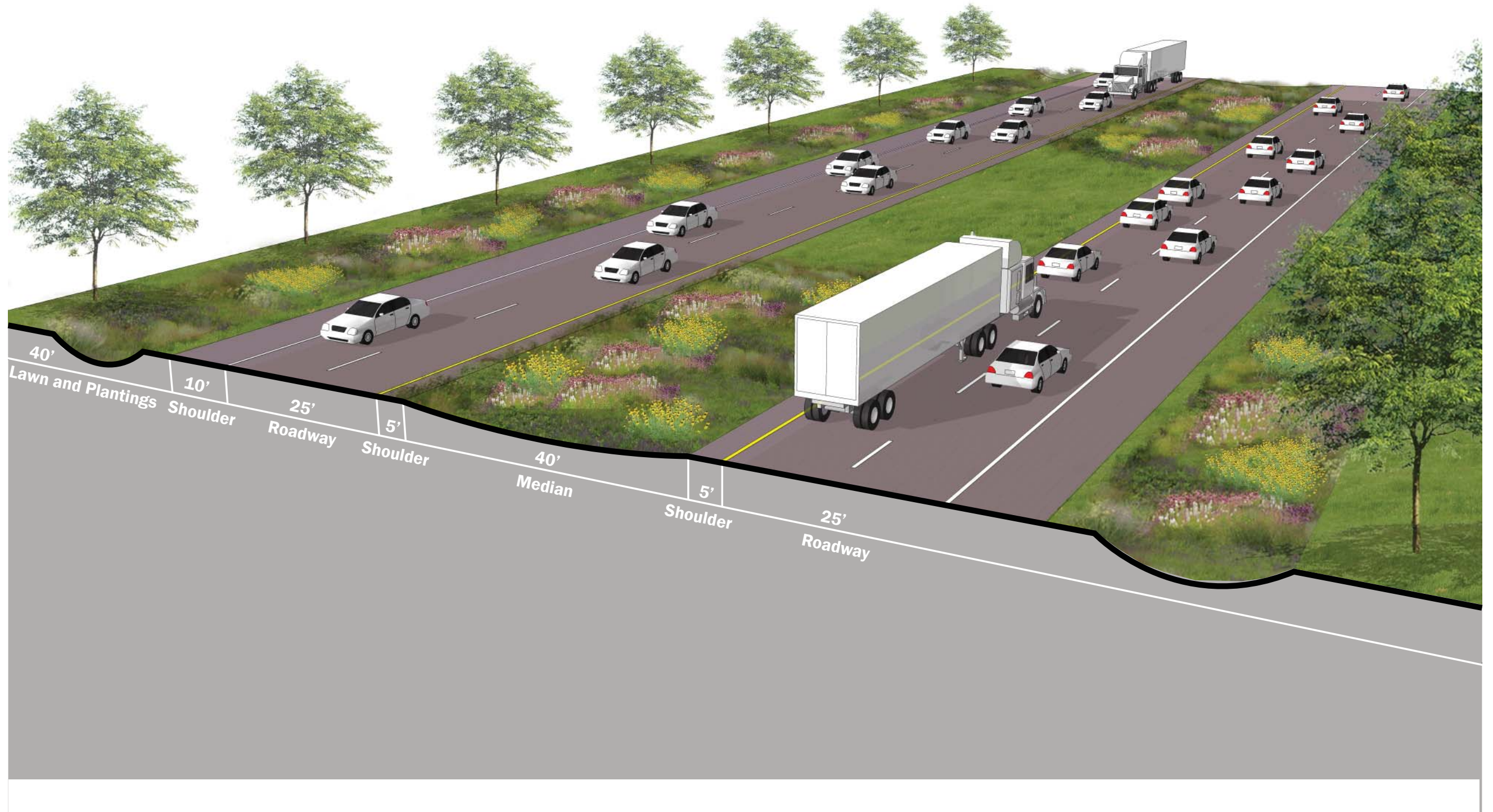
PHASE FIVE

S.R. 67 'Pedestrian Bridge' Gateway



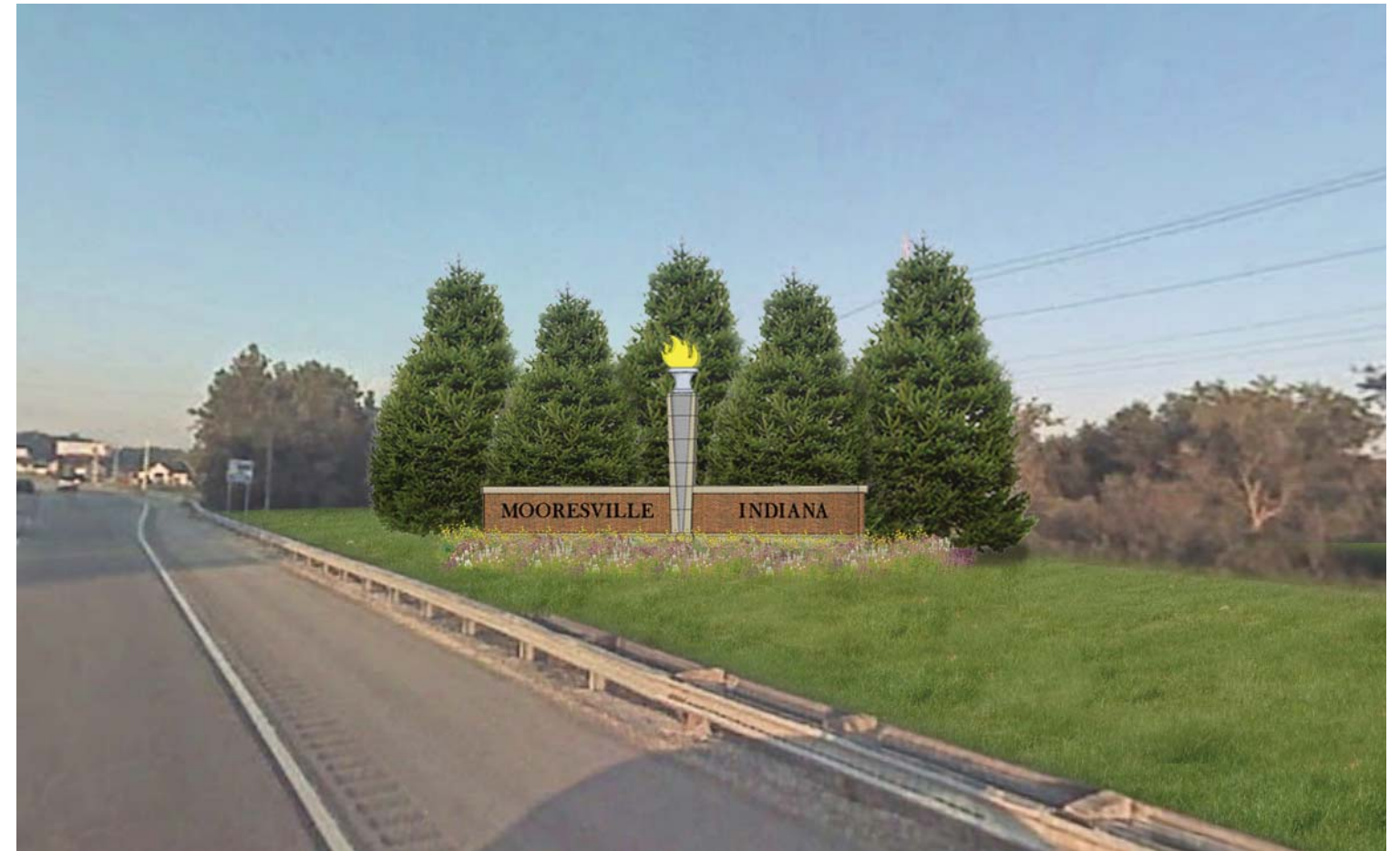
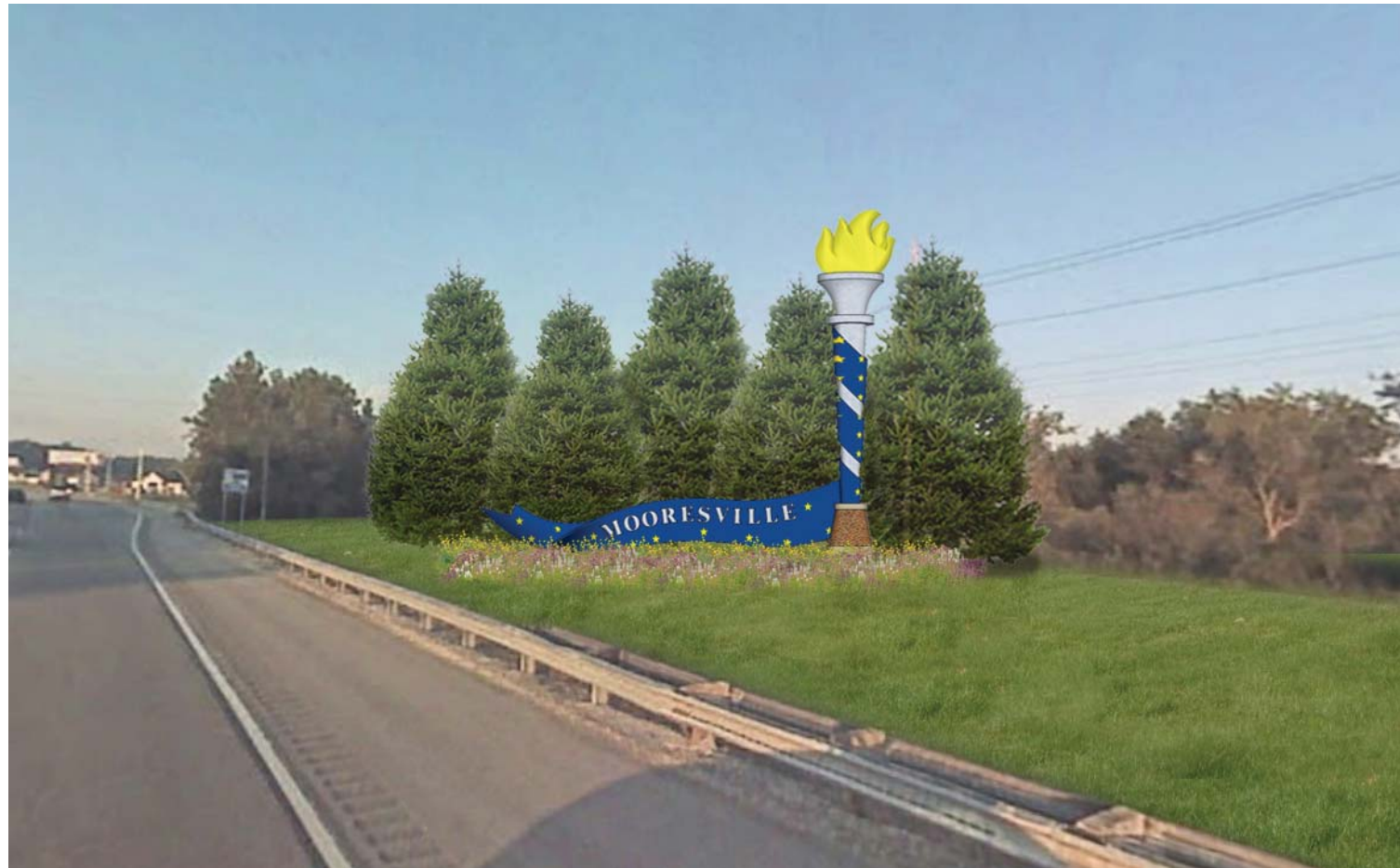
PHASE FIVE

S.R. 67 'Pedestrian Bridge' Gateway



State Road 67 improvements include plantings in the medians and shoulders of the highway. Plantings will consist of perennials, ornamental grasses and shrubs, with trees occurring only in the shoulder areas. The improvements will occur along the corridor, with heavier concentrations at key intersections. Phase Five plantings will include segments of the State Road 67 Corridor from White Lick Creek Bridge to Merriman Road.

APPENDIX



North and South Gateway Alternate Concepts



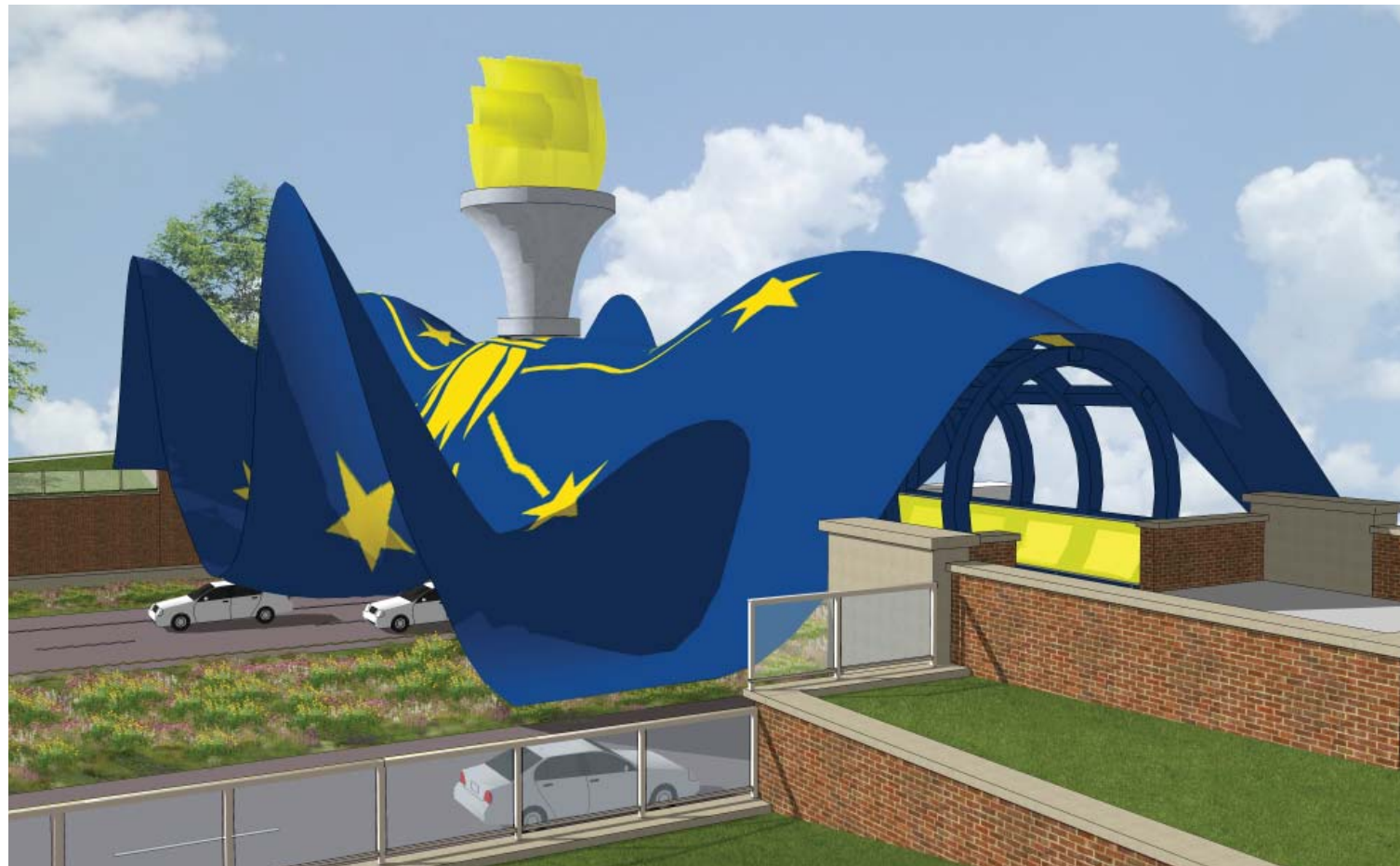
S.R. 67 and Indiana Street Gateway Alternate Concept



‘Draped Flag’ Pedestrian Bridge Alternate Concept



‘Draped Flag’ Pedestrian Bridge Alternate Concept



‘Draped Flag’ Pedestrian Bridge Alternate Concept



'Obelisk' Pedestrian Bridge Alternate Concept



'Obelisk' Pedestrian Bridge Alternate Concept