



**Rudy Bruner Award  
for Urban Excellence**

Submitted by:  
Keep Indianapolis Beautiful, Inc.

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# 2011 RUDY BRUNER AWARD PROJECT DATA



# PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name A Greener Welcome - Interstate 70 Beautification Location Indianapolis, Indiana  
Owner Keep Indianapolis Beautiful, Inc. through a partnership with Lilly and the Indiana Department of Transportation  
Project Use(s) Enhance the western gateway entrance to urban Indianapolis  
Project Size 4 Interchanges along a 6 mile stretch of Interstate 70 Total Development Cost \$2,200,000.00  
Annual Operating Budget (if appropriate) \$160,000.00 per year used for ongoing maintenance  
Date Initiated October 2007 Percent Completed by December 1, 2010 100%  
Project Completion Date (if appropriate) \_\_\_\_\_  
Attach, if you wish, a list of relevant project dates \_\_\_\_\_

## Application submitted by:

Name Mark Adler Title Director of Special Projects  
Organization Keep Indianapolis Beautiful, Inc.  
Address 1029 E. Fletcher Avenue City/State/Zip Indianapolis, Indiana 46203  
Telephone (317) 264-7555 x 105 Fax (317) 264-7565  
E-mail madler@kibi.org Weekend Contact Number (for notification): 317-430-7676

## Perspective Sheets:

Organization	Name	Telephone/e-mail
Public Agencies	<u>Indiana Dept of Transportation, Brandye Hendrickson, 317-467-3434, bhendrickson@indot.in.gov; Indiana State Police, Brent Johnson, 317-232-0652, bjohnson@isp.in.gov; Indianapolis Metropolitan Police Dept, Scott Eaton, 317-253-5111</u>	
Architect/Designer	<u>Browning Day Mullins Dierdorf Landscape Architects, M.J. Meneley, 317-635-5030, mmeneley@bdmd.co</u>	
Developer	<u>RATIO Architects, Tony Steinhardt, 317-633-4040, tsteinhardt@ratioarchitects.com</u>	
Professional Consultant	<u>Cripe Architects and Engineers, David Lach, 317-844-6777, dlach@cripe.biz</u>	
Community Group	<u>West Indianapolis Development Corporation, Beth Gibson, 317-638-9432 x 4, beth@westindydev.org</u>	

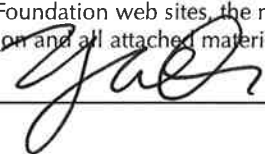
Other Lilly, Carole Copeland, 317-277-3661, carole\_copeland@lilly.com; Indianapolis Colts, Stephanie Mathes, 317-808-5111; DEEM, Matt Gonso, 317-860-2944, mgonso@deemfirst.com; RJE Business Interiors, Denny Sponsel, 317-297-8513, dsponsel@rjeinteriors.com

Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

- Direct Mailing     Magazine Announcement     Previous Selection Committee member     Other (please specify)  
 Professional Organization     Previous RBA entrant     Online Notice  
 Bruner/Loeb Forum

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Signature



Date December 10, 2010

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**2011**  
**RUDY BRUNER AWARD**  
**PROJECT**  
**AT-A-GLANCE**



# PROJECT AT-A-GLANCE

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*NOTE: This sheet and a selected image will be sent to the Committee in advance.*

Project Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

1. Give a brief overview of the project.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

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# 2011 RUDY BRUNER AWARD PROJECT DESCRIPTION



# PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?



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# 2011 RUDY BRUNER AWARD AWARD USE



# AWARD USE

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Please separate this page from the rest of the application. Award Use should be submitted in a sealed envelope along with the application materials. It will not be used in judging entries or be seen by members of the Selection Committee.

Please describe how *Award* monies will be used to benefit the project. (The *Award* check will be made out to the Applicant unless otherwise specified.)

\*\* This statement should be signed by the applicant. Photocopies or facsimile copies of the statement with original signature is acceptable. Award Use statement should be submitted in a sealed envelope along with the application materials.

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Name and Title

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Date

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**2011**  
**RUDY BRUNER AWARD**  
**COMMUNITY**  
**REPRESENTATIVE**  
**PERSPECTIVE**



# COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (       ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Fax (       ) \_\_\_\_\_ E-mail \_\_\_\_\_

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**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

1. How did you, or the organization you represent, become involved in this project? What role did you play?

2. From the community's point of view, what were the major issues concerning this project?

## COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

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3. Has this project made the community a better place to live or work? If so, how?

4. Would you change anything about this project or the development process you went through?

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**2011**  
**RUDY BRUNER AWARD**  
**PUBLIC AGENCY**  
**PERSPECTIVE**



# PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name Brandye L. Hendrickson Title District Deputy Commissioner  
Organization Indiana Department of Transportation (INDOT) Telephone (317) 317-467-3434  
Address 32 S. Broadway Street City/State/ZIP Greenfield, IN 46140  
Fax (317) 462-7031 E-mail bhendrickson@indot.in.gov

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Signature *Brandye Hendrickson* Date 12/7/2010

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

INDOT awarded and administered a Federal Highway Administration (FHWA) Transportation Enhancement grant to help fund this project. Certain aspects of the project were handled through the INDOT construction contract process. In addition, INDOT authorized a comprehensive permit to allow the work to be done in the public right of way and worked closely with the permittee on the design components, traffic management plan, parking plan, safety aspects and approval of the public art installations. Ongoing maintenance agreements were also developed.

To ensure the safety of all of the volunteers, INDOT also submitted and received approval from FHWA for an unprecedented complete closure of Interstate 70 (I-70), including all ramps and interchanges within the project limits, for a 12 hour period (6am to 6pm). The approval process required substantial justification, coordination with other states, local businesses, emergency responders, and many others, and a posting on the Federal Register for a 30 day public comment period.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

The project was intended to beautify the western gateway of the City of Indianapolis (City), to improve the aesthetics of the commute from the Airport to downtown, and implement livability enhancements for local residents and commuters.

The main compromise was the I-70 closure which required significant pre-planning, messaging, re-routing and there was potential for significant delay and congestion on alternate routes and City streets. In the end, the closure was communicated well enough with a consistent message that commuters and through traffic were able to minimize the overall impact by leaving early, telecommuting, carpooling and using viable alternative routes.

3. Describe the project's impact on your city. Please be as specific as possible.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

5. What do you consider to be the most and least successful aspects of this project?

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**2011**  
**RUDY BRUNER AWARD**  
**PUBLIC AGENCY**  
**PERSPECTIVE**



# PUBLIC AGENCY PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name	Brent S. Johnson	Title	Captain
Organization	Indiana State Police	Telephone	( 317 ) 2
Address	100 N. Senate Ave. Room N-340	City/State/ZIP	Indianapolis, In. 46204
Fax	( 317 ) 232-0652	E-mail	

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Signature	<b>Brent S. Johnson</b> <small>Digitally signed by Brent S. Johnson DN: cn=Brent S. Johnson, o=Indiana State Police, ou, email=bjohnson@isp.in.gov, c=US Date: 2010.12.07 12:54:30 -0500</small>	Date	December 7, 2010
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1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

The Indiana State Police was tasked with providing a safe working environment for all of the volunteers that participated in the event and for the safe alternate travel routes for the motoring public that would be travelling through the Indianapolis area that day. Security was provided at all entry and exit points along the closure, along with traffic direction to all detour routes. Continuous patrols were established addressing any possible slow down areas or problem areas which were quickly addressed. Additionally, early and continuous communication with the media proved to be an invaluable tool in the successful accomplishment of the mission.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

Not only was there an ongoing highway beautification project taking place which would enhance the travel into the city for both residents and visitors, the Indiana Department of Transportation (INDOT) conducted maintenance on the closed section of roadway. This maintenance allowed INDOT to perform several days worth of maintenance within a 12 hour period. This maintenance was completed with no risk to the INDOT employee and eliminated future temporary lane closures for the same repairs, thus minimizing the impact on the motoring public.

3. Describe the project's impact on your city. Please be as specific as possible.

The City of Indianapolis continues to promote itself as the sports capitol of the world. This includes numerous major racing events to include the Indianapolis 500 Mile Race (Indy Car), Brickyard 400 Race (NASCAR), the Moto GP( Motorcycle Gran Prix), the U.S. Nationals (NHRA) and the Indianapolis Formula 1 (US Gran Prix). It is also the home of the Indianapolis Colts (NFL), the Indiana Pacers (NBA), the Fever (WNBA), the Indianapolis Indians MLB AAA), the Indianapolis Ice (USHL) and has hosted the numerous NCAA Final Four events. The City of Indianapolis will also host the 2012 Super Bowl, which will bring additional visitors to the city. With the highway beautification project, the City of Indianapolis will be able to put its best foot forward in promoting a green and friendly welcome to all visitors to the city.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

When the initial inquiry was made in regards to shutting down Interstate 70 on the west side of Indianapolis, which serves as a major artery in and out of the city averaging 107,000 vehicles per day on the closure route, it seemed a ludicrous and insurmountable task, filled with potential chaos and destruction. It was agreed that early on a clear and concise mission statement should be established with a clear concise set of goals. All partners were told to leave their egos at the door and not to say why something could not be done, but rather provide solutions or possible actions that could accomplish the task at hand. It was agreed by all parties to meet openly and to air concerns and any grievances in the process. A unified command post was established for the day of the event which was instrumental in the successful accomplishment of the goal. All partners worked as a common group with a common goal, with each accepting responsibility and ensuring that their respective part of the agreement was upheld. Open and honest communication between all stake holders was the key element that guaranteed the success of the project.

5. What do you consider to be the most and least successful aspects of this project?

The most successful aspect of the project was the combined efforts by all stakeholders or partners of working towards a common goal. The organization involved numerous entities; with each have their own philosophies on how the matter should be handled and each with their own respective concerns. The broad spectrum and ideology of all of the various partners early on led me to believe that this would never work and only bad things would come from it. I can honestly admit I was extremely pleased and surprised by all involved. The relationships built will continue to prove beneficial to the City of Indianapolis and all who visit the city.

The least successful aspect of the project was the unavoidable impact that the road closure would have on the motoring public and the city of Indianapolis during the event. Although every effort was made to minimize the effect, there was no possible means to not create congestion and delays for the motoring public. But I can also state that the Indiana State Police did not investigate one (1) accident that was attributed to the closure that day.

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**2011**  
**RUDY BRUNER AWARD**  
**PUBLIC AGENCY**  
**PERSPECTIVE**



# PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name	Scott T. Eaton	Title	Sergeant
Organization	Indianapolis Metro Police Dept	Telephone	( 317 )
Address	3821 Industrial Blvd	City/State/ZIP	Indianapolis, IN 46254
Fax	( 317 ) 327-6596	E-mail	e2916@indy.gov

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Signature	Date	12/09/10
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1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

The role of the Indianapolis Metro Police Department was to work with Keep Indianapolis Beautiful in creating an action plan for the closure of Interstate 70 as well as all on and off ramps on the west side of town. On the day off the event, IMPD staffed all on and off ramps for approximately 12 hours, and stationed numerous officers throughout the City to move the additional vehicular traffic present due to the Interstate closure. Additionally, we worked with the Department of Public Works in coordinating traffic patterns, erecting barricades, setting up traffic cones, and utilizing arrow boards/information boards in order to facilitate smooth and safe traffic routes.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

Interstate 70 is traveled upon by thousands of motorists everyday, and is the main corridor into the City for those utilizing our airport. The area lacked in esthetic value, and needed sprucing up in order to present a more positive image of Indianapolis to our residents and visitors from throughout the world. Through the effort of many dedicated individuals, the area received a major make-over. Literally thousands of plants, trees, and flowers were planted as well as dozens of artworks. The compromise that was made in order to reap these benefits was the closure of Interstate 70 for 12 hours, and the additional burden of extra vehicular traffic on City streets.

3. Describe the project's impact on your city. Please be as specific as possible.

As stated above, the area in question had been lacking in esthetic value for sometime. Through the effort of all involved in this project, this area now presents a very professional image to all those traveling along this stretch of the Interstate. Literally thousand of plants, trees and shrubs have been planted, as well as dozens of pieces of art. The image today is that of a modern City that values its green space and appreciates nature, even in an urban setting.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

For several years, Keep Indianapolis Beautiful, Eli Lilly, and IMPD have worked together on numerous projects to enhance and beautify the City of Indianapolis. This project also involved other government agencies such as the Indiana State Police, Red Cross, INDOT, DPW, and the Buck Creek Fire Department. Much planning and preparation went into this project. I cant say that a new model of private/public partnerships were formed, simply because of the relationships that have been developed through past years and previous projects.

5. What do you consider to be the most and least successful aspects of this project?

The most successful aspect of this project was the tremendous improvement in esthetic beauty that has taken place along Interstate 70. It was also amazing to see so much accomplished in such a short period of time. Although the Interstate and all ramps needed to be closed for 12 hours, the end result is fantastic. 8000 volunteers planting thousands of plants and trees, and all at no cost to taxpayers.

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**2011**  
**RUDY BRUNER AWARD**  
**DEVELOPER**  
**PERSPECTIVE**



## DEVELOPER PERSPECTIVE

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This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name Tony Steinhardt, FSMPS, CPSM Title Keep Indianapolis Beautiful Board President

Organization Keep Indianapolis Beautiful (KIB) Telephone ( 317 ) 264-7555

Address 1029 Fletcher Ave. Suite 100 City/State/ZIP Indianapolis, IN 46203

Fax ( ) E-mail TSteinhardt@RATIOarchitects.com

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Signature  Date 12-10-10

1. What role did you or your company play in the development of this project? Describe the scope of involvement.

As a principal of RATIO architects, Inc. and Keep Indianapolis Beautiful's Board President, I helped to lay the groundwork for the project. Using RATIO's in-house landscape architectural expertise, we collaborated early on with KIB to understand the best practices related to appropriate landscape design and plant material selection. In addition, RATIO helped KIB better estimate construction costs and the impact the project's scope would have not only on the organization, but also the community. In addition, I helped in determining how the project would be evaluated.

After the initial work to determine the project's feasibility and scope, I collaborated with KIB staff and executive director to sell the idea to the organization's Board of Directors. Once the Board had agreed to support the project, I helped to establish partnerships between the State of Indiana, the Federal Highway Administration, the City of Indianapolis and surrounding corporations and businesses to ensure the project's success.

2. What trade-offs or compromises were required during the development of the project?

As part of the planning process, KIB's Board of Directors took appropriate measures to make sure that the organization's existing operations weren't compromised, and that promises made to the community were still fulfilled.

3. How was the project financed? What, if any, innovative means of financing were used?

4. What do you consider to be the most and least successful aspects of the project?

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**2011**  
**RUDY BRUNER AWARD**  
**PROFESSIONAL**  
**CONSULTANT**  
**PERSPECTIVE**




# PROFESSIONAL CONSULTANT PERSPECTIVE

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This sheet is to be filled out by a professional who worked as a consultant on the project providing services other than physical design or planning (e.g., legal services).

Name	David A. Lach, PE	Title	Client Services Director
Organization	Cripe Architects + Engineers	Telephone	( 317 ) 844-6777
Address	3939 Priority Way South Drive, Suite 400	City/State/ZIP	Indianapolis, IN 46240
Fax	( 317 ) 706-6361	E-mail	dlach@cripe.biz

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Signature		<small>Digitally signed by David A. Lach DN: cn=David A. Lach, email=dlach@cripe.biz, c=US Date: 2010.12.07 11:55:06 -05'00'</small>	Date	12-07-2010
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1. What role did you or your organization play in the development of this project?

I served as the Project Manager for the project as it related to the design and management of the project. I managed the design team, consisting of landscape architects, environmental consultant, structural engineer, civil engineers and land surveyors, to develop the design concepts, master plan, and construction documents to obtain the necessary governmental agency approvals, permit approvals and bid documents for the contractors to construct the landscape improvements. I also worked with Keep Indianapolis Beautiful, the Indiana Department of Transportation (INDOT), the Indiana University Herron School of Art, community organizations and the design team for the selection, placement and design of the public art. I also worked with INDOT and Keep Indianapolis Beautiful to create a Traffic Management Plan (TMP) for the closure of Interstate 70 for the installation of the landscape material as part of the Eli Lilly and Company Global Day of Service. The TMP required the coordination with the Indianapolis Police Department, Indiana State Police, various departments of INDOT, Indianapolis Department of Public Works, Federal Highway Administration, and various emergency response agencies. Cripe Architects + Engineers specifically designed the civil engineering public bid construction documents for the land preparation and maintenance of traffic for the landscape project and Lilly Day of Service, the topographic survey, the permit plans for the installation of the public art, and construction observation for the public bid work through INDOT. I also served as an advisor to the volunteer labor during the Lilly Day of Service regarding the organization and installation of the plant material and mulch.

2. Describe the project's impact on its community. Please be as specific as possible.

The project will dramatically impact the community in two ways: immediate impact and long term impact. The immediate impact of the project is the creation of an enhanced entry gateway to the City of Indianapolis along the Interstate 70 corridor. The installation of the plant material, consisting of 1,614 trees, 995 shrubs and 71,309 perennials, has provided an immediate and improved visual impact for local residents, visitors and commuters to and through the city. The installation of the public art in the State of Indiana Right-of-Way along Interstate 70 also provides an immediate visual impact as well as a cultural enhancement. The art has stimulated thought and conversation in the community and has brought another level of visual and intellectual interest to this part of the city. The closure of the interstate also provided a tax savings by allowing INDOT to perform roadway maintenance, sign replacement, bridge inspections, and other repair work in a very concentrated time frame. This work effort was completed in 1 day rather than over a period of months. This approach also created a safe work environment for the INDOT workers since there was no traffic on the roadway. The long term impacts of the project include improved air quality by generating additional oxygen and removing carbon dioxide through the planting of trees, shrubs and grasses. The project also will provide tax benefits since the maintenance responsibilities for the areas (18 acres) will be removed from the INDOT budget because maintenance will be provided through corporate sponsorships. There will be increased community pride since the local Community Development Corporations had input into the overall design and the selection of the art components. The project, which was the successful implementation of the first phase of the masterplan, will also provide long term impacts by serving as the example for future projects along the Interstate 70 corridor for further beautification and environmental enhancement in accordance with the masterplan.

### 3. How might this project be instructive to others in your profession?

This project was the first of its kind in the State of Indiana. The closure of the Interstate was monumental to the success of the project relative to the labor force (8,500 volunteers) used to install the plant material as part of the Lilly Global Day of Service. The development of the logistics plan for the Day of Service coupled with the development of the Transportation Management Plan afforded the project a cost effective and practical way to utilize the volunteer labor to achieve a single mass installation of the plant material. Although future Interstate closures may not be possible for this type of activity, the project was a landmark project. The interstate closure was dependent on extensive planning and coordination with several organizations in the development of the TMP. According to INDOT, this was only the third complete interstate highway closure in the history of the State. The first was for a complete road reconstruction in downtown Indianapolis. The second was a result of a fuel tanker accident and explosion

The Indiana Department of Transportation has historically been very protective and restrictive of the highway and interstate rights-of-way. This project created of "cultural shift" within INDOT. Although the placement of the plant material and public art were designed with the appropriate clear zone and safety requirements, the actual locations of the installed material are at greater distances, usually double, than the minimum as negotiated with INDOT. We have already seen positive impacts of this project in the marketplace. INDOT has been promoting the project and has had discussions with other communities around the State who wish to install improvements in the State rights-of-way. This project is being promoted as the "model" to communities and design professionals.

It is amazing what can be accomplished when people work together.

### 4. What do you consider to be the most and least successful aspects of this project?

The fact that the project occurred is a tremendous success. This project has been discussed since the 1970's and has taken until now to become a reality. The project would not have been possible if it were not for the financial support of FHWA and Eli Lilly through Keep Indianapolis Beautiful. The commitment and "can do" attitude of Keep Indianapolis Beautiful, Eli Lilly, the design team and INDOT was truly amazing. The design coordination, project cooperation among the various agencies, the "cultural shift" in the INDOT process and the relatively short time frame for the design and construction of the project were all critical to the success of the project. Another important success factor was that the closure of Interstate 70 was accomplished with minor impacts to the public with maximum benefits of the plant material installation and INDOT maintenance activities.

The least successful portion of the project was centered around the public bid portion of the project through INDOT. The public bid portion of the work included the preparation of the land to facilitate the viability of the plant material, the coordination of plant material delivery, erosion control practices, installation of the prairie seed in affected areas, the maintenance of traffic plan implementation and project cleanup. This was the first project of its kind that was bid through INDOT. To achieve a successfully bid project in accordance with public bidding laws and INDOT requirements, we had to endure three bidding cycles for the project. With each bid cycle, additional information was developed and clarified to resolve any confusion relative to the requirements of the project with respect to the Lilly Day of Service for the prospective bidders. Contractors that bid projects through INDOT are more familiar with roads and bridges, rather than a landscaping type project and primarily a project management function.

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**2011**  
**RUDY BRUNER AWARD**  
**ARCHITECT**  
**OR DESIGNER**  
**PERSPECTIVE**



# ARCHITECT OR DESIGNER PERSPECTIVE

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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name	Title
Organization	Telephone (      )
Address	City/State/ZIP
Fax (      )	E-mail

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<b>Signature</b>	Date
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1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

2. Describe the most important social and programmatic functions of the design.

## ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

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3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

4. Describe the ways in which the design relates to its urban context.

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**2011**  
**RUDY BRUNER AWARD**  
**ARCHITECT**  
**OR DESIGNER**  
**PERSPECTIVE**



# ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name Kathy Pataluch Title Director of the Basile Center for Art, Design and  
Organization Herron School of Art and Design Telephone ( 317 ) 278-9422  
Address 735 W. New York St. City/State/ZIP Indianapolis, IN 46202  
Fax ( 317 ) 278-9435 E-mail kpataluc@iupui.edu

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Signature Kathy Pataluch Date 12/10/10

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

Herron's portion of the project included the addition of public art at three interchanges. Two designs can be seen directly from the highway, and the third is seen as vehicles exit the highway (alongside a ramp and throughout an intersection).

It was important for the installations to become part of the existing environment. Using lasting materials and average scale, the design needed to be interwoven into the green space, while adding an element of surprise to the site.

Consideration had to be given to the fact that the majority of the audience would experience the work as they drove by at speeds between 45 and 70 miles per hour. This element of movement was ultimately incorporated into the work as an important consideration which served as a vehicle for change or the appearance of change in the composition. Due to the significant scale of the sites, the work required that scale, color and pattern be thoughtfully employed to maximize the visual experience of the audience. The understanding that many of the viewers of the work would see the composition repeatedly, it was important to consider how the work could sustain repeated viewing.

Artist 1 chose to create 34 colorful "pods" of various sizes made of fiberglass. Artist 2 created 60 totems from ash logs, each individually carved. Artist 3 created 9 colorful lotus leaves made of fiberglass. Not only was scale considered, but repetition of the object throughout the space was examined. All artists worked with the landscape architects to ensure cohesiveness with the plantings.

2. Describe the most important social and programmatic functions of the design.

Overall, A Greener Welcome project suggests a 21st century city. Through civic engagement and community efforts, public art and plant life are combined as one design. The installed public art creates a conversation beyond the traditions of public sculpture and reinforces the connection between art and life. Creating a sense of place, the design was intended to contribute to the identity of the neighboring communities and to the larger sense of neighborhood. The sites lay along the primary corridor that connects the downtown with the airport – making the site a gateway to the entire city and contributing to the impressions and experiences had by visitors

One artist stated, "I found the interaction with the audience, and creating a piece where the everyday manual laborer who wouldn't look twice at a piece of art finds interest in their daily commute due to this piece..., was an important social factor."

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

One of the major challenges to this project was designing a way to expand the site without over-stimulating the green space and the moving audience. To consider a high traffic interchange as a location for art creates new possibilities for public engagement.

Artists also needed to work in harmony with the indigenous plant materials, particularly prairie grasses due to the need for care as not to damage them, and to incorporate the growth cycles of these no-mow residents of the sites.

Other challenges included meeting INDOT regulations, such as breakaway devices. Budgets and time constraints contributed to the overall project challenges. Each student artist encountered his/her own design and fabrication challenges as the projects progressed, but these were significant examples of what they could expect in a real-world setting as these public art projects are part of their educational experience as a student at an art school.

4. Describe the ways in which the design relates to its urban context.

Public art changes the way we understand public space and the every-day experience. As a major highway traveled by many people from all locations, I-70 leads people in and out of the City of Indianapolis. It is important to understand that before A Greener Welcome project began, the individual locations along the corridor were not activated spaces. These locations had no real identity, no landmarks to suggest a living city. The recent beautification project along the I-70 corridor awakens an area that needed a new identity. Therefore, by designing each site as an area to be occupied by art and plantings, a connectivity is created between its public audience and its reinvented green space.

Raising the visibility of the arts in a city has a proven track record of benefitting its residents and visitors. It adds to the overall quality of life, has a positive economic impact and creates a sense of community. In this particular situation, the public art pieces can actually have a disconnected affect on the viewers, but in a positive sense. Unlike its industrial neighbors along the corridor, the art can take the viewers on a "journey" for a short amount of time as they pass each installation -- creating a calming, happy effect as they travel to their destination.

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**OTHER**  
**PERSPECTIVE**

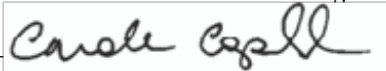


## OTHER PERSPECTIVE

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Name	Title
Organization	Telephone (      )
Address	City/State/ZIP
Fax (      )	E-mail

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**Signature**  **Date**

1. What role did you play in the development of this project?

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

4. What do you consider to be the the most and least successful aspects of this project?

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**2011**  
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## OTHER PERSPECTIVE

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Name	Stephanie Mathes	Title	Director of Community Relations
Organization	Indianapolis Colts	Telephone ( 317 )	808-5144
Address	7001 W. 56th Street	City/State/ZIP	Indianapolis, IN 46254
Fax ( 317 )	297-2161	E-mail	stephanie.mathes@colts.nfl.net

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Signature  Date 12/08/2010

1. What role did you play in the development of this project?

After the Colts committed to supporting this project by adopting an intersection, I served as the Colts main liaison on the fulfillment of our sponsorship. Working with the staff at Keep Indianapolis Beautiful and Eli Lilly, I helped facilitate the recruitment of volunteers for the Colts adopted intersection and assisted with some of the awareness elements of the campaign.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

"A Greener Welcome" was one of the most impactful single-day volunteer efforts this city has seen. Prior to the project, we had a stretch of highway between our airport and our downtown that was somewhat desolate and had very little green space. Through this project, not only did we change that, but we also raised awareness for the importance of citizens taking a meaningful interest in the well-being of our city. This was a massive effort by a group of 9,000 volunteers who cared about our city and cared about making it a better place to live, work and play.

Now, with the help of these volunteers, this stretch of highway will welcome millions of visitors for years to come and will continue to give back to this community for a long time.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

I was not a part of this portion of the project.

4. What do you consider to be the the most and least successful aspects of this project?

I think the most successful aspect of this project was the very fact that it pulled together 9,000 volunteers, all in one place, all in one day; planting more than 1,600 trees; moving thousands of pounds of mulch; and all without a glitch. Everyone came together, everyone had a great job doing it and we even finished early! This success was a true testimony to the hard work of Keep Indianapolis Beautiful and the commitment they have to this city.

From my viewpoint and speaking to the areas of this project that I assisted with, there were not any non-successful aspect.

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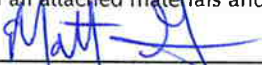


# OTHER PERSPECTIVE

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Name	Matthew Gonso	Title	Purchasing Manager
Organization	DEEM LLC	Telephone ( 317 )	860-2990
Address	6831 East 32nd Street, Suite 200	City/State/ZIP	Indianapolis / IN / 46226
Fax ( 317 )	860-2964	E-mail	MGonso@DEEMFirst.com

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Signature  Date 12/8/10

1. What role did you play in the development of this project?

In DEEM LLC partnering with Keep Indianapolis Beautiful on their "Greener Welcome" project, it was my role to organize the assistance of DEEM's numerous volunteers on the day of service. DEEM had a total of 78 people volunteer for this project, which is a large percentage of our Indianapolis staff. Myself and two other group leaders attended "training sessions" prior to the day of service to gain the knowledge necessary to instruct our designated groups. These "training sessions" allowed us to guide our employees through the day of service, and enabled us to answer all questions.

In addition to the group leadership, I helped to coordinate the following projects (specific to DEEM) leading to the day:

- Communication of the days itinerary and employee expectations
- Rental of two charter busses to take our employees to and from the Harding Street interchange
- Purchase of shirts for DEEM employees to wear on the day of service
- Coordination of rental tools for our employees to utilize
- Coordination of an employee lunch preceding the day of service
- Coordination of snacks, drinks, and coolers while on site
- Coordination of DEEM's safety representative to the work site

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

By coordinating an effort of over 8,500 volunteers to beautify 18 acres of land, planting 1,658 trees, 72,300 shrubs, grasses and perennials, Keep Indianapolis Beautiful has shown Indianapolis through A Greener Welcome that anything is possible. Even more amazing, is that this monumental effort occurred along a stretch of Interstate 70. The effort to make this project a realization did not come from Keep Indianapolis Beautiful, or Lilly, or the Indiana Department of Transportation, or DEEM. It came from the community of Indianapolis. A Greener Welcome is a prime example of what is possible when a community decides to dream big. When a community can put politics and negativity aside, great things can happen. A Greener Welcome galvanized the community of Indianapolis in a way that has not occurred since another major undertaking, the 1987 Pan American games. The 1987 Pan American games acted as a spring board for Indianapolis to take advantage of amateur sports, later Indianapolis became known as the Amateur sports capital of the world. Hopefully, A Greener Welcome can also have this type of springboard effect.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

I did not participate in any trade-off or compromise discussions.

4. What do you consider to be the the most and least successful aspects of this project?

I believe the most challenging aspect of the Greener Welcome project was the portrayal in the media. The project was not portrayed poorly, the media did not take the time to understand the balanced effort of all organizations participating in the project. The majority of the media coverage reported on the "Lilly Day of Service". Also, most of the media reported that this project came to fruition solely in preparation for Indianapolis to host Super Bowl 2012. Lilly did provide the vast majority of the volunteers for the day, and Super Bowl 2012 organizers may have provided much of the political clout necessary to shut down a stretch of I-70, however the media did not portray the natural benefit our community will receive from the thousands of trees and plants planted. These plants will benefit our community for hundreds of years past Super Bowl 2012.

From a DEEM perspective, I consider the most successful aspect of A Greener Welcome to be the camaraderie that was built within our office. The day of service allowed our employees to get to know each other on a level in which they had never encountered. For weeks after, I was being asked when the next team building activity would take place.

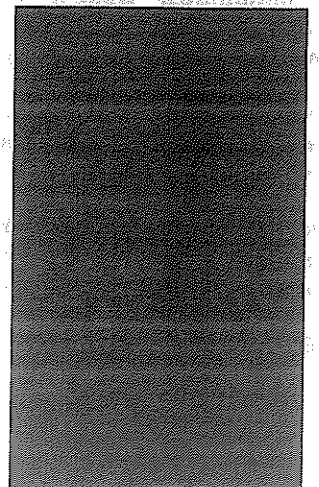
Our employees were also able to leave their mark on Indianapolis in their own special way. Now, when driving with their kids down their own stretch of I-70 in downtown Indianapolis, they can look over to a tree they helped plant, and tell their kids the story about how one day long ago, they were able to help the community by volunteering to keep Indianapolis beautiful.

To capitalize on the day of service, DEEM redesigned our corporate office entry way to memorialize our team building effort. Now as you enter our office, you are greeted by numerous pictures of our employees working together at the Harding Street Interchange. A full group picture is proudly displayed in the center. Every time our employees walk through the entryway, they are reminded of this special day in the history of DEEM.

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2011

RUDY BRUNER AWARD  
OTHER  
PERSPECTIVE



## OTHER PERSPECTIVE

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Name: **Mary A. Cashen**

Title: **Senior Training Specialist**

Organization: **Duke Realty Corporation**

Telephone: **(317)808-6000**

Address: **600 East 96<sup>th</sup> Street, Suite 100**

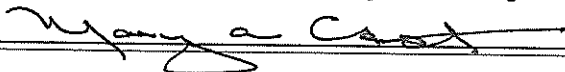
City/State/ZIP: **Indianapolis, IN 46240**

Fax: **(317)808-6740**

E-mail: **mary.cashen@dukerealty.com**

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Signature



Date: **December 09, 2010**

1. What role did you play in the development of this project?

**I participated as a Team Captain (one of four) in the "Greener Welcome" I-70 Beautifications Project organized by Keep Indianapolis Beautiful, Inc. (KIB) on October 7, 2010. Our role in the development of this project was to represent our company (Duke Realty Corporation) in the solicitation, training and coordination of volunteers to work a four hour shift to landscape (integrate native grasses, flowering plants, and trees) and enhance the interchanges that form the western gateway to urban Indianapolis (specifically the West Street exit ramp off east bound I-70). In addition, Duke is one of the companies that agreed to pay for the continued care of the interchanges.**

2. Describe the impact that this project has had on your community. Please be as specific as possible.

**Duke is committed to investing corporate resources to strengthen the local communities where our associates reside and where we conduct business. These activities are investments in progress – progress that allows us to assist in building healthy communities that support our ability to provide complete customer satisfaction and ultimately add value for our shareholders. To best achieve this mission, Duke seeks community programs and partnerships that are targeted and focused and will therefore provide maximum long-term benefit to our local communities. Duke encourages associates to participate in volunteer/community activities. To support associates, the company offers all eligible full-time associates two (2) community days each calendar year. Community days are to be used for the purpose of participating in charitable volunteer activities.**

**The Duke Community came together to support the "Greener Welcome" I-70 Beautifications Project with 77 associates (20% of our Indianapolis work force) participating. Our white shirts among all the red shirts (Lilly associates) looked like a football game in Bloomington, IN – a sea of red and white - working for a common goal of the beautifications of the gateway to urban Indianapolis. "Help the city, help the community. Give back. Pay it forward," said two of the Duke Realty volunteers in unison to the news media interviewing volunteers that day. Several of our volunteers expressed their excitement of being part of a historical effort within our city. As posted on the signature line of Mark Adler, Director of Special Projects with Keep Indianapolis Beautiful, Inc., email signature block, our associates had an experience that "Uniting People...Beautifying the City...Improving the Environment."**

## OTHER PERSPECTIVE (CONT'D)

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

**This volunteer Team Captain activity did take some time away from my normal duties. However the variety and interaction with associates was rewarding – therefore I don't consider them as compromises.**

4. What do you consider to be the most and least successful aspects of this project?

**The most successful aspect of this project would have to be the team building among our associates that volunteered their time and energy to the project and the reward they felt for a "job well done."**

**Even though Eli Lilly did contribute the most man-power and supportive dollars, 500 volunteers from six other companies also participated, including Duke Realty. The least successful aspects of this project were the community awareness that it was not only Lilly Day of Service – it also was an opportunity of service for others in the community.**

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## OTHER PERSPECTIVE

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Name Leticia Snoddy Title President / Owner  
Organization MS Companies Telephone (317) 322-9311  
Address 6325 N. Guilford Ave Suite 208 City/State/ZIP Indianapolis IN 46220  
Fax (317) 322-3329 E-mail leticia.snoddy@mscompanies.com

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Signature Leticia Snoddy Date 12-9-2010

1. What role did you play in the development of this project?

We participated by volunteering our time and free labor in the effort to plant trees off of Hwy 70 downtown.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

I feel the project had a very strong impact on the community. It allow the community to flourish, gave it life, gave it hope, but most importantly it allow the community to come together and work as a team. The project for some was an emotional experience, because it allow the community and volunteers from all walks of life to unite as one, work together and help keep Indianapolis beautiful. I felt it made a strong positive impact.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them? *None*

4. What do you consider to be the the most and least successful aspects of this project?

*I don't believe I would consider anything about this project to be least successful, considering the rewards of unity it created.*

*The project for me was a tremendous success because people came together as one and work very hard to meet and exceed a goal. Therefore all aspects of the event for me were very successful and rewarding on all levels.*

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# OTHER PERSPECTIVE

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Name	Denny Sponsel	Title	President/Owner
Organization	RJE Business Interiors	Telephone ( 317 )	293-4051
Address	621 E. Ohio Street	City/State/ZIP	Indianapolis, IN 46202
Fax ( 317 )	297-8513	E-mail	dsponsel@rjefurn.com

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Signature  Date 12/8/10

1. What role did you play in the development of this project?

RJE was a partner/support for the ongoing maintenance as well as the actual day of service. All 47 employees participated in the day of service.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

Thousands of plants planted in one day. Beautification, maintenance and the establishment of greener gateway into the city of Indianapolis. This also demonstrated the ability to rally volunteerism for the greater good. This furthered Indianapolis as a "City of Volunteers".

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

1. Convincing Federal and State Government to assist and comply.
2. Gaining financial/maintenance support from private companies - RJE being one of those.

4. What do you consider to be the the most and least successful aspects of this project?

1. Mission accomplished for planting.
2. Completed on time.
3. Maintenance on interstate accomplished at same time.
4. Beautiful 80+ degree day for weather.
5. Superb Planning!



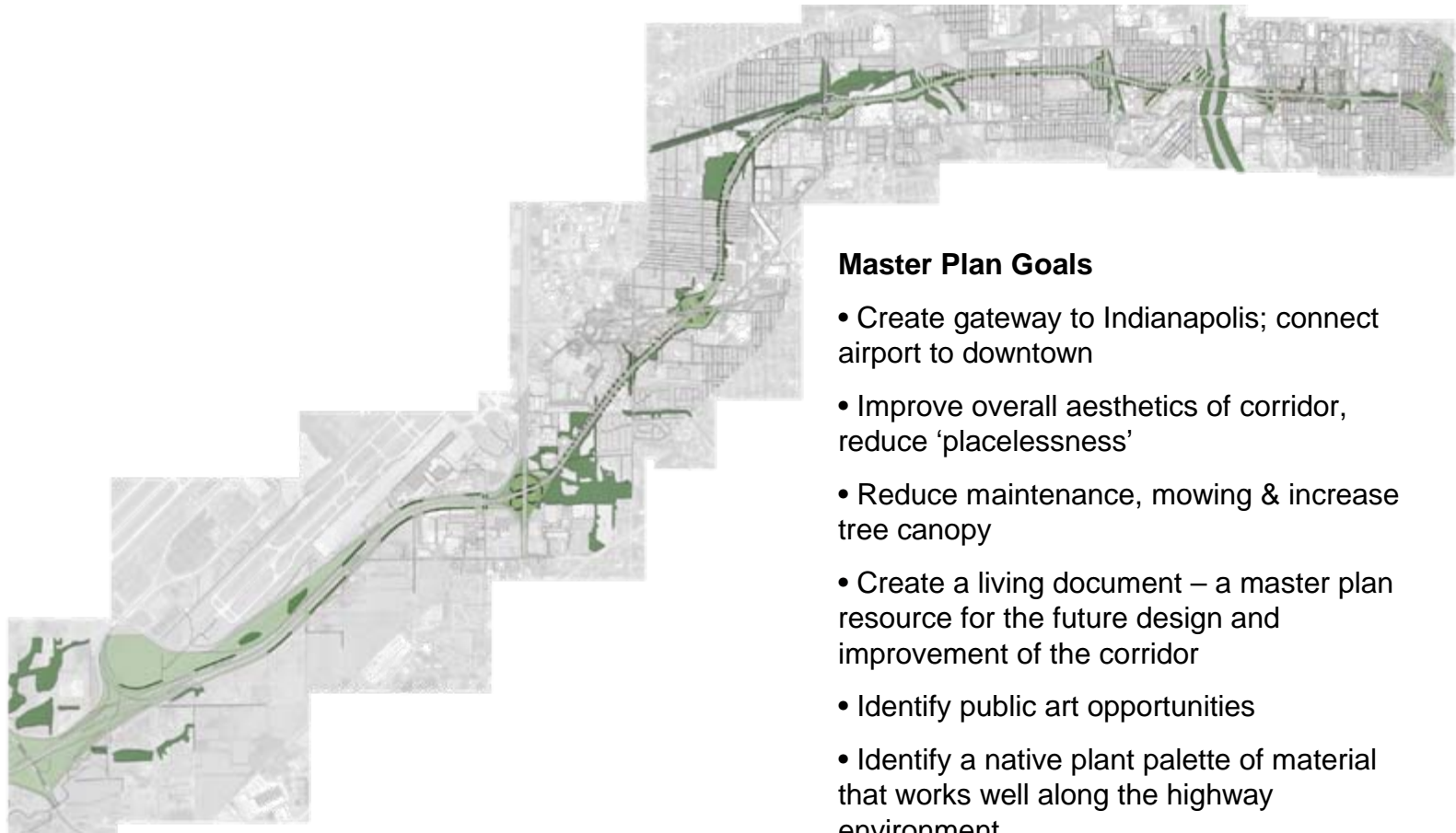
a  
greener  
welcome





## **I-70 CORRIDOR ENHANCEMENT PROJECT**

K.I.B./ LILLY DAY OF SERVICE 2010



### **Master Plan Goals**

- Create gateway to Indianapolis; connect airport to downtown
- Improve overall aesthetics of corridor, reduce 'placelessness'
- Reduce maintenance, mowing & increase tree canopy
- Create a living document – a master plan resource for the future design and improvement of the corridor
- Identify public art opportunities
- Identify a native plant palette of material that works well along the highway environment

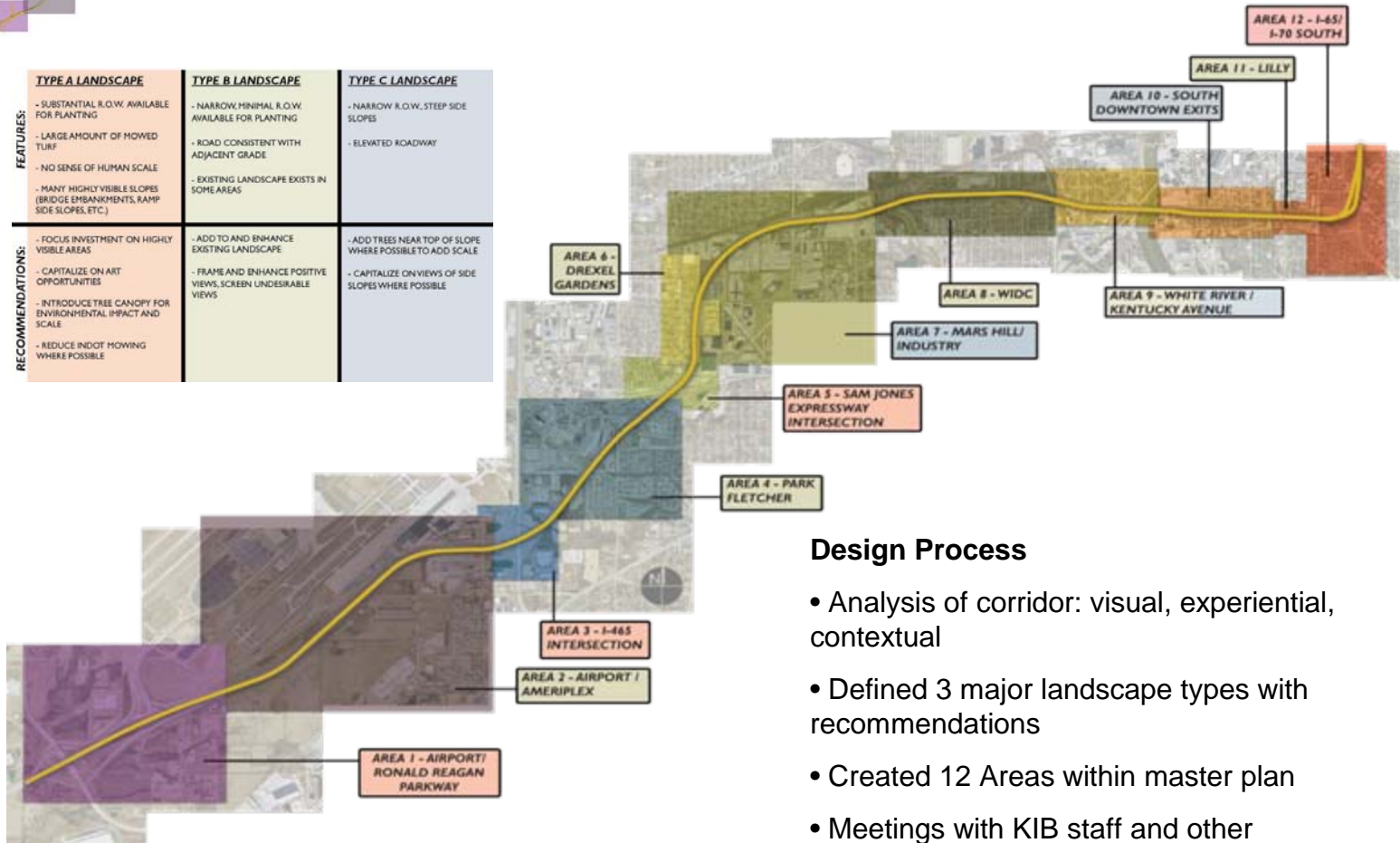
***I-70 OVERALL MASTER  
PLAN***



## I-70 CORRIDOR ENHANCEMENT PROJECT

K.I.B./ LILLY DAY OF SERVICE 2010

	TYPE A LANDSCAPE	TYPE B LANDSCAPE	TYPE C LANDSCAPE
<b>FEATURES:</b>	<ul style="list-style-type: none"> <li>- SUBSTANTIAL R.O.W. AVAILABLE FOR PLANTING</li> <li>- LARGE AMOUNT OF MOWED TURF</li> <li>- NO SENSE OF HUMAN SCALE</li> <li>- MANY HIGHLY VISIBLE SLOPES (BRIDGE EMBANKMENTS, RAMP SIDE SLOPES, ETC.)</li> </ul>	<ul style="list-style-type: none"> <li>- NARROW, MINIMAL R.O.W. AVAILABLE FOR PLANTING</li> <li>- ROAD CONSISTENT WITH ADJACENT GRADE</li> <li>- EXISTING LANDSCAPE EXISTS IN SOME AREAS</li> </ul>	<ul style="list-style-type: none"> <li>- NARROW R.O.W., STEEP SIDE SLOPES</li> <li>- ELEVATED ROADWAY</li> </ul>
<b>RECOMMENDATIONS:</b>	<ul style="list-style-type: none"> <li>- FOCUS INVESTMENT ON HIGHLY VISIBLE AREAS</li> <li>- CAPITALIZE ON ART OPPORTUNITIES</li> <li>- INTRODUCE TREE CANOPY FOR ENVIRONMENTAL IMPACT AND SCALE</li> <li>- REDUCE END OF MOWING WHERE POSSIBLE</li> </ul>	<ul style="list-style-type: none"> <li>- ADD TO AND ENHANCE EXISTING LANDSCAPE</li> <li>- FRAME AND ENHANCE POSITIVE VIEWS, SCREEN UNDESIRABLE VIEWS</li> </ul>	<ul style="list-style-type: none"> <li>- ADD TREES NEAR TOP OF SLOPE WHERE POSSIBLE TO ADD SCALE</li> <li>- CAPITALIZE ON VIEWS OF SIDE SLOPES WHERE POSSIBLE</li> </ul>



### Design Process

- Analysis of corridor: visual, experiential, contextual
- Defined 3 major landscape types with recommendations
- Created 12 Areas within master plan
- Meetings with KIB staff and other interested parties

**I-70 OVERALL MASTER PLAN**



**I-70 CORRIDOR ENHANCEMENT PROJECT**  
K.I.B./ LILLY DAY OF SERVICE 2010

**SAM JONES EXPRESSWAY**

**HARDING STREET**

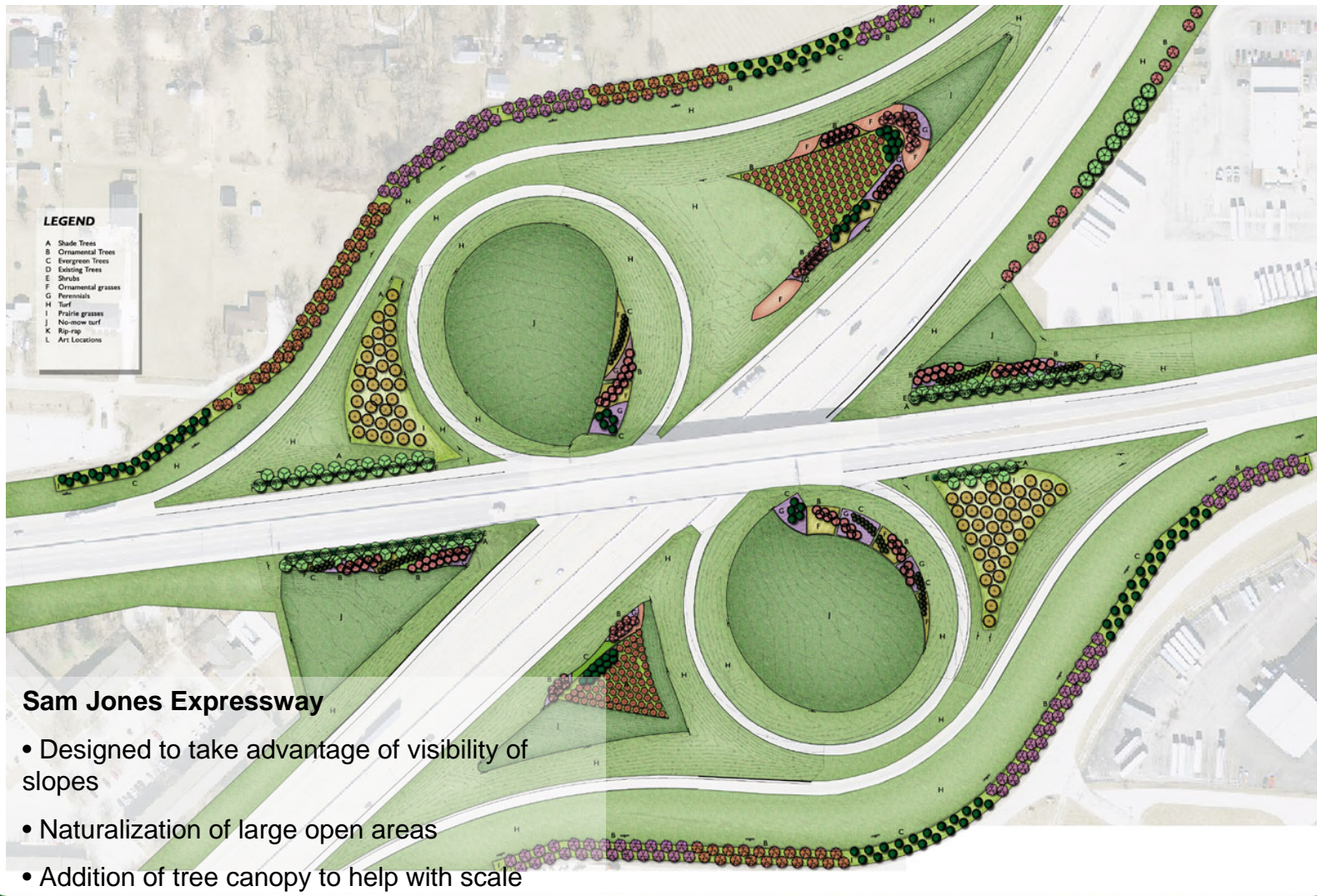
**WEST STREET/  
ILLINOIS STREET/  
MERIDIAN STREET**

### **2010 Project Stats**

- Three intersection 'areas': Sam Jones, Harding and Downtown (West, Illinois and Meridian)
- +/- 17 acres removed from INDOT maintenance schedule
- 1,614 trees
- 71,309 shrubs, grasses and perennials
- 8,830 cubic yards of soil amendment
- 100% native plant palette
- Low maintenance requirements

***I-70 OVERALL MASTER PLAN  
2010 Lilly Day of Service Project  
Sites***

# Sam Jones Expressway



## Sam Jones Expressway

- Designed to take advantage of visibility of slopes
- Naturalization of large open areas
- Addition of tree canopy to help with scale

# Harding Street



## Harding Street

- Neighborhood connection/city grid drives design
- Artwork located in highly visible spot

# Downtown Exits



## Downtown Exits

- Designed to take advantage of visual sequence of planting areas from different exits
- Addition of evergreens and canopy trees to blend with existing
- Perennials and grasses for color
- Art location in prominent spot

# Interchange Adopters

- DEEM - A Mechanical and Electrical Company
- Duke Realty Corporation
- Elanco
- Eli Lilly and Company
- Indianapolis Colts
- MS Companies
- RJE Business Interiors



# Key Partners

- Indiana Department of Transportation
- Browning Day Mullins Dierdorf Architects
- Cripe Architects + Engineers
- Herron School of Art and Design (Basile Center for Art, Design, and Public Life)
- Adopter Companies
- Surrounding Businesses and Residents
- American Red Cross of Greater Indianapolis
- Indianapolis Metropolitan Police Department
- Indiana State Police
- City of Indianapolis Department of Public Works



# Project Summary

- Over 8,500 volunteers
- 5 Interchanges
  - (Sam Jones Expressway, Harding Street, West St, Illinois Street / Capitol Avenue, Meridian St)
- 1,700 trees
- 72,000 plants, grasses and perennials

























keep  
Indianapolis  
beautiful INC.  
Lilly



LUCAS OIL  
STADIUM









August 18, 2010

October 7, 2010  
The 3rd annual Lilly Global Day of Service  
[agreenerwelcome.org](http://agreenerwelcome.org)

Mark your calendar for October 7, 2010. On that day 9,000 volunteers will swarm interchanges along a section of Interstate-70 (I-70), from the airport to downtown Indianapolis, for a major beautification project, planting some 73,000 native plants, trees and shrubs, creating *A Greener Welcome* to our city.

To ensure safety of volunteers working along the highway, as well as motorists who could be distracted causing crashes, and to enable the project to be completed in 12 hours, *a 6 mile section of I-70 will be closed from 6 a.m. to 6 p.m. on this date: I-70 from Interstate 465 (I-465) on the west side to Interstate 65 (I-65) downtown.* (See map on next page.)

**What does this mean for you?** A highway closure – even a temporary one – will be inconvenient. ***We are asking you to think about how this closure will affect your business, employees, or customers and to make a plan for October 7.*** Consider:

- **Deliveries** – Can you arrange for deliveries to come on October 6 or delay until October 8? If this is not possible, communicate with your vendors that they may need to take an alternate route if they utilize this section of I-70.
- **Employees** – Can your employees carpool, take public transportation downtown, or work from home and telecommute on October 7? If not, ask them to plan an alternate route to work if they normally travel on this section of I-70.
- **Customers** – If many of your customers travel to your business using this section of I-70 share information with them about this temporary closure so they can use an alternate route. (Does your company's web site include driving directions to your business? Consider adding a note about this one-day closure in the week before October 7.)

A traffic management plan is in place for the temporary closure; traffic will be diverted to other roadways. Motorists will be notified while on the roadways by overhead electronic message signs. Additionally, we are informing statewide media about this project so the public will be informed well before the event.

Please forward this letter on to your own contact lists to help us get the word out.

Thank you in advance for your support of this worthwhile project and for your understanding for any inconvenience this temporary closure may cause.

Sincerely,

Handwritten signature of Robert L. Smith in black ink.

Robert L. Smith  
President  
Lilly Foundation

Handwritten signature of David Forsell in black ink.

David Forsell  
President  
Keep Indianapolis Beautiful



## Frequently Asked Questions (FAQs)

### What is A Greener Welcome?

- ☀ A public-private partnership to create a more welcoming entrance to Indianapolis by landscaping and enhancing five interchanges along I-70 – from the airport to downtown – the western gateway into the city.
- ☀ The project is expected to provide a greater sense of community pride, economic development opportunities, and enhanced quality of life for residents and commuters.
- ☀ A Greener Welcome is the Indianapolis project for 2010 Lilly Global Day of Service, Lilly's signature volunteerism program that combines philanthropy with enthusiastic volunteer support, all designed to make a profound and sustainable impact on the communities where our employees live and work. The project is sponsored by Eli Lilly and Company in collaboration with Keep Indianapolis Beautiful (KIB).
- ☀ 9,000 volunteers from Lilly and companies that are adopting\* interchanges along I-70 will landscape, and plant trees, shrubs and other native plants. Later in the fall, there are plans to install public art at three interchanges. Visit [www.agreenerwelcome.org](http://www.agreenerwelcome.org) for more information.

### Why is the highway closing for this project?

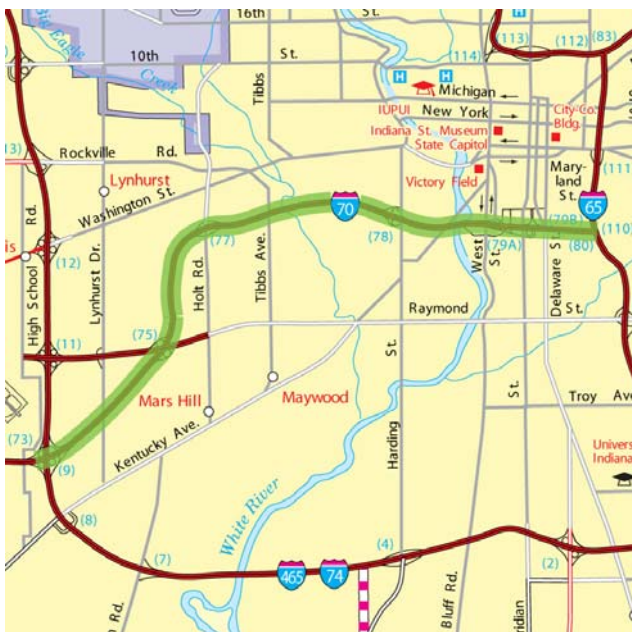
- ☀ To ensure safety of volunteers working along the highway, as well as motorists who could be distracted by the work causing crashes, and to enable the project to be completed in 12 hours, *a 6 mile section of I-70 will be closed from 6 a.m. to 6 p.m. on this date.*

### What does this mean to my business?

- ☀ We are asking you to think about how this closure will affect your business, employees, or customers and to make a plan for October 7. See list on the other side of this letter.

### What area is affected?

- ☀ The area that will be temporarily closed is: I-70 from Interstate 465 (I-465) on the west side to Interstate 65 (I-65) downtown.



*For more information:*

- ☀ Carole Copeland / Lilly  
(317) 277-3661  
[Carole\\_Copeland@Lilly.com](mailto:Carole_Copeland@Lilly.com)
- ☀ Linda Broadfoot / Keep Indianapolis Beautiful  
(317) 264-7555 x112  
[lbroadfoot@kibi.org](mailto:lbroadfoot@kibi.org)

\*Two interchanges are available for adoption. Contact Dave Forsell, KIB, (317) 264-7555 for more information.



October 7, 2010  
The 3rd annual Lilly Global Day of Service  
[agreenerwelcome.org](http://agreenerwelcome.org)

## Facts

- 🌱 A Greener Welcome: Create a more welcoming entrance to Indianapolis by landscaping and enhancing five interchanges along I-70 – from the airport to downtown – the western gateway into the city.
- 🌱 Indianapolis project for 2010 Lilly Global Day of Service, Lilly's signature volunteerism program that combines philanthropy with enthusiastic volunteer support, all designed to make a profound and sustainable impact on the communities where our employees live and work.
- 🌱 Project is sponsored by Eli Lilly and Company in collaboration with Keep Indianapolis Beautiful (KIB) and the Indiana Department of Transportation (INDOT).
- 🌱 8,500 volunteers: Over 8,250 Lilly volunteers, plus some 250 volunteers from interchange adopter companies.
- 🌱 The project will increase the tree canopy and native plantings and reduce the need for mowing and future maintenance.
- 🌱 The project proposal includes public art at three interchanges.
- 🌱 The project is expected to provide a greater sense of community pride, economic development opportunities, and enhanced quality of life for residents and commuters.

## By the Numbers

- 🌱 8,500 volunteers (8,250 Lilly volunteers and 250 volunteers from interchange adopter companies) will work in two shifts – from 8 a.m. to noon and from 1 to 5 p.m.
- 🌱 5 interchanges enhanced: Sam Jones Expressway, Harding Street, West Street, Illinois Street/ Capitol Avenue, and Meridian Street.
- 🌱 100% native plant palette.
- 🌱 1,614 trees (approximately 16 semi loads of trees).
- 🌱 995 shrubs.
- 🌱 71,309 perennials (approximately 24 semi loads of other plant material.) For the long term success of the project most of the plant blooms will be removed before the plants are installed so the plant has more energy as it enters its dormant stage.
- 🌱 Some 18 acres removed from INDOT maintenance schedule.
- 🌱 Some 11 acres naturalized within INDOT right of way.
- 🌱 6,172 yards of soil amending (approximately 206 dump truck loads).
- 🌱 2,658 yards of mulch (approximately 206 dump truck loads).
- 🌱 Approximately 17,000 fewer net pounds of CO<sub>2</sub> removed by the trees in the first year, and more each year they grow larger.



## Natural Landscape

- 🌱 Gateways into urban areas are the first impression that a city can make for residents and visitors. Rather than having dull and underappreciated space greet residents and visitors, A Greener Welcome will mean Indianapolis will soon have acres of native plants that will reduce mowing needs, enhance the landscape for birds and butterflies, and soften the city's hard edges.
- 🌱 About 18 acres will be removed from the INDOT maintenance schedule. Most of that area will be naturalized with grasses and plants, and will be mowed less frequently. The remaining area will be classified as no-mow; the plants there have been selected for their appeal as they grow and mature. This means less gas burned and more budget money for other programs.
- 🌱 Natural landscapes maintain a strong visual interest throughout the seasons. Plants are in flower at different times, creating a multi-season floral display. Even in winter, the colors of native grasses, seed pods, and other plant materials are more interesting than brown turf grasses and unrelieved expanses of snow. (Source: EPA natural landscaping toolkit. [www.epa.gov/greenacres/tooltestkit/testkitshow.pdf](http://www.epa.gov/greenacres/tooltestkit/testkitshow.pdf) Slide 10. Accessed August 9, 2010)

## Public Art

- 🌱 Public art will show the 100,000 motorists daily that Indianapolis appreciates its cultural life. The interchanges will also contribute to the experience of millions of visitors to the city annually, creating beautiful, lasting impressions.
- 🌱 The project proposal includes art at three interchanges:
  - 🌱 At Harding Street, drivers will see tall totems created by Jason Bord, a master of fine art sculpture student from Herron School of Art and Design. The totems will direct each viewer's eye between distances across the landscape.
  - 🌱 At the West Street interchange, drivers will experience a wave of colorful, lush lotus leaf forms designed by Shi-Fen Liu, a master of fine art sculpture student from Herron School of Art and Design.
  - 🌱 The Meridian Street interchange will feature the work of a local sculptor Biagio Azzarelli. "Life Evolving" depicts a ribonucleic acid (RNA) nucleotide molecule.
- 🌱 Art is already onsite:
  - 🌱 In January 2010, the first public art installation occurred at the I-70/Holt Road interchange. Kathryn Armstrong, a sculpture graduate student at Herron School of Art and Design created the piece entitled *going home*, featuring 34 multi-colored forms that reside on the east and west side of the interchange.

## Partners / Interchange Adopter Companies

- RJE Knoll Business Interiors
- DEEM - A Mechanical and Electrical Company
- Duke Realty
- Indianapolis Colts
- MS Companies
- Elanco

