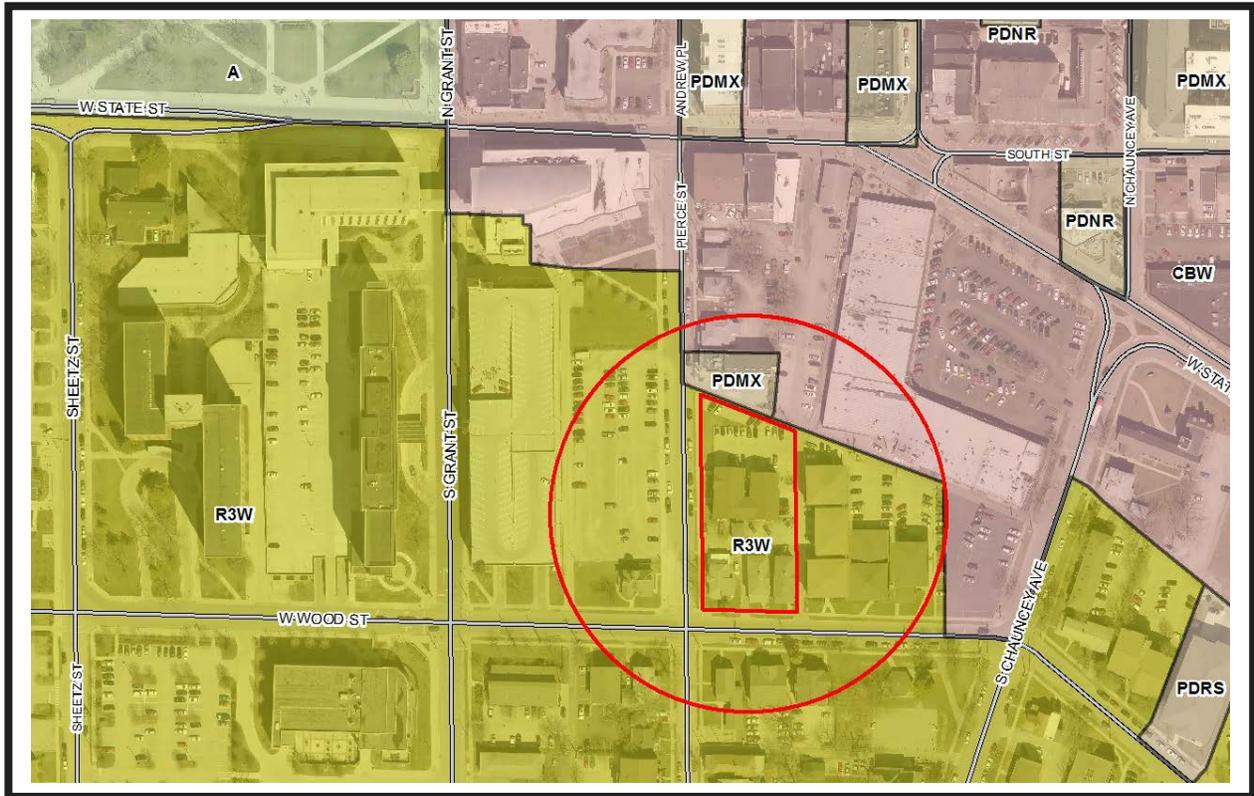

Z-2654
CORE-UP MASTER JV, LLC
(The HUB at West Lafayette PD)
(R3W to PDMX)

STAFF REPORT
September 15, 2016



Z-2654
CORE-UP MASTER JV, LLC
THE HUB AT WEST LAFAYETTE PLANNED DEVELOPMENT
R3W TO PDMX

Staff Report
September 15, 2016

REQUEST MADE, PROPOSED USE, LOCATION:

Petitioner with consent of the owners and represented by attorney Daniel Teder, architect Antunovich Associates, engineer/surveyor TBIRD Design Services, and landscaping services by Garden Art, Inc., is requesting PDMX zoning on approximately 0.83 acres in order to construct a mixed-use building that steps from 9-stories to 10-stories and contains approximately 270-300 fully furnished units with up to 599 bedrooms maximum, an option for approximately 1,800 square feet of ground floor retail, and a 168 space, 3-level internal parking garage. The property is located at 140 S. Pierce Street and 228-236 Wood Street in the City of West Lafayette; Wabash 19(SE) 23-4.

ZONING HISTORY AND AREA ZONING PATTERNS:

The subject property is presently zoned R3W Multi-Family Residential West Lafayette as are most of the properties surrounding the site except to the northeast which is zoned CBW Central Business West Lafayette. Most rezone actions in the vicinity have been PDs and include: 302 Vine Street PDMX (Z-2641), Alpha Omicron Pi PDRS (Z-2618), Grant Street Station PDMX (Z-2589), South Street Station PDRS (Z-2574), 225 Northwestern Avenue PDMX (Z-2562), State Street Corner PDMX (Z-2482), Chauncey Square PDMX (Z-2454), University Terrace PDMX (Z-2450), Chipotle PDNR (Z-2255), Chauncey Townhouses PDRS (Z-2216), Villa on Pierce Street PDMX (Z-2122), West Lafayette Public Library PDNR (Z-2109) and State Street Commons PDMX (Z-1966).

AREA LAND USE PATTERNS:

The subject property is located at the core of Chauncey Village's historic central business district and is surrounded by an increasingly dense mix of commercial and residential uses. The subject property is presently the site of three converted single-family houses and one 3-story apartment building containing, once added together, 83 bedrooms in all. North of the subject property is the Villa on Pierce Street PD (2-story café and apartments) while to the west is a lone converted single-family house and some Purdue University parking facilities (a surface lot and an 8-level garage). To the south and east of the subject property is a mix of older converted single family houses and 2 and 3-story apartment buildings.

TRAFFIC AND TRANSPORTATION:

Wood and Pierce Streets are classified as urban local roads according to the adopted *Thoroughfare Plan*. The subject property is also bounded on the north and east by two public alleys which are to remain: one running east to west (15' wide) and one running north to south (12' wide). Vehicular access to the project's upper parking levels and loading/trash dock will be off the east-west alley while access to the project's lower parking level will be off of Wood Street. Significant updates to the streetscapes along the site's two street frontages will occur with this project. The existing 5' sidewalks with grass strips along both Pierce and Wood Streets will be replaced with an 11.5' sidewalk on Wood Street and an even more generous 17.5' sidewalk on Pierce Street. Both improved streetscapes will contain street trees, street lighting, urban street furniture (bike racks / trash cans / benches) and a total of 8 new public on-street parking spaces. The wider sidewalk along Pierce Street also affords the project a pull-off area and two of the new on-street parking spaces are intended to be reserved for Zipcar or some other car sharing program.

The project contains 168 off-street parking spaces in three internal garage levels. The surface and upper parking levels (accessed from the east-west alley) are internally connected by ramps while the sub-surface level (accessed from Wood Street) is not internally connected to the other parking levels. Based on the maximum unit/bed range for the project (300 units / 599 bedrooms) the proposed residential parking ratio for the project is 0.28 spaces per bedroom or 0.56 spaces per unit. The vast majority of the parking spaces are normally sized (9' x 18') with only a small number of compact (7.5' x 16') and tandem spaces. The garage levels also provide parking for up to 19 motorcycles or mopeds and the project's internal bicycle parking comes to 310 spaces (including residential levels and garage levels).

The Hub will bring a new and welcome urban thinking to the accommodation of private vehicles in downtown residential environments. National trends on parking utilization and staff's own local and regional research have been pointing to drastically decreasing demands for residential parking in dense, urban and near-campus environments. In staff's 2012 defense of our recommendation of denial for "The Landmark Planned Development" (which would later become "Fuse" after many changes) we cited parking research conducted in late 2011 of mostly Big-10 communities in the mid-west to partly justify our recommendation. Generally, parking ratios in these communities have gone down in the five years since they were last researched. Some of the more notable examples include:

University of Michigan (Ann Arbor)

2011 Research	2016 Research
<ul style="list-style-type: none"> • 1.5 spaces / unit (regardless of number of bedrooms per unit) • 1 space / unit for converted homes 	<ul style="list-style-type: none"> • No off-street parking required in core areas. • The normal floor area allowance requires 1 off-street parking space per 1,000 square feet of gross floor area.

University of Nebraska (Lincoln)

2011 Research	2016 Research
<ul style="list-style-type: none"> • 1.75 spaces / unit 	<ul style="list-style-type: none"> • No parking requirement in downtown campus area due to public and private parking garages.

University of Illinois (Champaign)

2011 Research	2016 Research
<ul style="list-style-type: none"> • 0.5 spaces / bedroom • 1 space / unit minimum • 2 spaces / unit maximum • Up to 4 bedrooms / unit maximum 	<ul style="list-style-type: none"> • No parking requirements in core areas. Limited permit parking available in city garages/lots.

University of Wisconsin (Madison)

2011 Research	2016 Research
<ul style="list-style-type: none"> • 1 space / unit minimum to 2.5 spaces / unit maximum • Parking standards negotiated for each project under the city's Conditional Use Permit standards within the aforementioned range. 	<ul style="list-style-type: none"> • No changes - more use of conditional use permits and parking waivers than in the past to lower ratios even more, along with on-street resident parking programs.

Additionally, completed project data from around the country, supplied by the developer and verified by staff, also points to lower parking ratios becoming the norm:

- The Hub at Tucson, AZ (594 bedrooms, 90 parking spaces, 0.15 spaces per bedroom)
- The Hub at Columbia, SC (848 bedrooms, 117 parking spaces, 0.14 spaces per bedroom)
- The Hub at Madison, WI (971 bedrooms, 143 parking spaces, 0.15 spaces per bedroom)
- 1008 S. 4th Street at Champaign, IL (158 bedrooms, 30 parking spaces, 0.19 spaces per bedroom)
- Landmark at Ann Arbor, MI (606 bedrooms, 134 parking spaces, 0.22 spaces per bedroom)
- Evolve at Knoxville, TN (228 bedrooms, 49 parking spaces, 0.21 spaces per bedroom)
- The Flats at Normal, IL (251 bedrooms, 67 parking spaces, 0.27 spaces per bedroom)
- Block 68 at Lincoln, NE (573 bedrooms, 234 parking spaces, 0.41 spaces per bedroom)

Finally local data on parking utilization gathered for three large planned developments in West Lafayette, and generally fully leased at the time the data was gathered, rounds out the picture:

- Chauncey Square (expansion approved in 2011), 386 bedrooms, 455 parking spaces, 250 spaces leased by residents, only 64% of garage used by residents during the fall 2015 semester
- Grant Street Station (approved in 2012), 281 bedrooms, 282 parking spaces, 141 spaces leased by residents, only 50% of garage utilized by residents during the fall 2014 semester
- “Fuse” 720 Northwestern Avenue (approved in 2012), 489 bedrooms, 367 parking spaces, 249 spaces leased by residents, only 51% of garage used by residents during the fall 2015 semester

Clearly we have been over-parking our large, near-campus projects. And while most of the other communities identified in our analysis are larger than ours, their quality of transit and provision of alternative modes of transportation (car sharing, bike sharing, etc...) largely mimics our own with few exceptions. The main difference lies in the provision of public parking infrastructure. Many communities have been lowering or eliminating minimum parking requirements in their core areas in direct proportion to the availability of public (and sometimes private) parking infrastructure. If the city council wants to responsibly continue to support denser, mixed-use urban development in its central business district the issue of creating a sustainable and robust public parking program (on-street residential permits, new city garages, etc...) must be addressed in the near term.

ENVIRONMENTAL AND UTILITY CONSIDERATIONS:

City utilities and Indiana American water are available to serve the site. The city’s fire and police departments were heavily involved from the early stages of negotiations and are satisfied that ease of access to, within, and around the building has been achieved in the preliminary plan. In addition to the generous streetscape offerings along Wood and Pierce Streets, the project will incorporate a “pocket park” at the southwest corner of the building at street level. Coming in at approximately 900 square feet with the upper 8-stories of the building overhead the pocket park will contain terrace-style seating and additional landscaping and have a public-access easement placed over it to allow for lawful public movement.

STAFF COMMENTS:

Moving from the “mid-rise” variety (4 to 6 stories) typified by such projects as Fuse, River Market, and Chauncey Square, The Hub is the first true “high-rise” (7+ stories) in the off-campus part of the city rising to a height of 10 stories. Located in the center of what staff referred to as the “Downtown

Core” in our concept land use plan for the Village/Levee (recently shared with the city council), the building actually continues a theme of urban high-rise long since begun on-campus just west of The Hub down Wood Street: Immediately to the west across Pierce Street is the 8-level Wood Street parking garage, across Grant Street to the west of the garage is the 10-story Young Hall, and immediately west of Young Hall is the 13-story Hawkins Hall.

Architecturally the building’s design embraces and respects its two street frontages. Along Pierce Street, the building’s façade is generously pulled back in two places, creating two large open terraces at the third floor, filled with amenities for the residents. At the street levels the building activates the streetscapes in by incorporating multi-level townhouse units with direct entrances from the sidewalks adjacent to their private patios. Some of these walk-up unit spaces will retain the ability to be repurposed as commercial spaces in the future as market needs dictate. An aspect of affordability is also being incorporated into The Hub with the inclusion of “micro units”. These small, fully furnished studios (approximately 300 square feet) will present a student of more modest means the ability to live in a building that might normally be financially out of reach. At the northwest corner of the building is an open plaza space in front the main residential lobby entrance while at the southwest corner the aforementioned “pocket park” will be placed. Balconies are found with some of the units and are strategically placed around the building on the upper levels to break-up the facades. Rooftop amenities for residents are also being programed on the building’s north roof and signage and lighting for the project are relatively modest given building’s size and location. Finally, from the data we’ve gathered on parking demands, The Hub will be the first large, urban, mixed-use development in West Lafayette to be purposely built to discourage private car usage. With its lower parking ratio, access to car sharing, bike sharing, and transit, the project will set a new standard for parking efficiency in West Lafayette’s downtown.

Consistent with existing policies, (from the adopted *New Chauncey Neighborhood Plan* which encourages the most intense development to locate in the Chauncey Village, to the *Housing Element* in the *Comprehensive Plan* which promotes both increased density and a diversity of unit types to assist with affordability in the downtown/core areas near campus, to our own findings in staff’s publication *2015 Update Tippecanoe County Student Rental Report & Survey* which finds the lowest vacancies centered on Chauncey Village), The Hub at West Lafayette Planned Development is proof of what happens when good planning policy meets market demand. In the many dense, residential, and mixed-use developments supported by staff and approved by the city council in the near-campus areas since the late 1990’s, the City of West Lafayette has sent strong signals to the development community as to exactly where it will support more intense urban development. Located precisely where development of this caliber should be (the historic central business district), “The Hub” is merely the next step in the urban evolution of West Lafayette, built on the foundation of all the planned projects that came before it.

STAFF RECOMMENDATION:

Approval, contingent on meeting all requirements of UZO 2-28-10 for submission of Final Detailed Plans, signed off by those noted in that section to include:

1. All sheets (other than preliminary plat) that make up the approved Preliminary Plan;
2. PD construction plans per UZO Appendix B-2;
3. A final plat including the relocated alley dedication per UZO Appendix B-3 as applicable;
4. Appropriate surety submitted with final detailed plans;
5. Plant schedule approved by the West Lafayette Greenspace Administrator that is in conformance with the approved Preliminary Plan;
6. With the submission of the final detailed plans (including final plat) and subject to approval by the Administrative Officer, easement language governing public access to the pocket park will be finalized;

7. With the submission of the final detailed plans and subject to the approval of the Administrative Officer, the following updates shall be made unless completed prior to the APC public hearing on this petition:
 - a. Wall-mounted lighting fixtures shall be placed along the building's alley frontages with type, amount, and location subject to approval of the Administrative Officer
 - b. MOT and final Site Plan/Landscape – Add notes on the final Maintenance of Traffic Plan and Landscape Plans stating: “Subject to change based on coordination with Plenary Roads State Street and subject to the approval of Administrative Officer and Greenspace Administrator.”
 - c. On the final version of Sheet C106, remove the 16” and 24” options for lighting and instead use the 8” configuration
 - d. On the final version of the signage plan sheets add a note: “Garage signage subject to the approval by the Administrative Officer with the submission of the Final Detailed Plans.”
 - e. Update the Narrative concerning Blade signage with this note: “Blade signage shall not exceed number of commercial tenants and leasing office.”
 - f. Remove “Project Blade Signage”
 - g. PD signage-show max SF, (350SF)
 - h. S1.01 (3) Signage on North Elevation 135SF not 270SF
 - i. Clarification on Pool location (Either location is fine but not both).
 - j. The Signage plan elevation sheets will be updated with maximum-dimensioned locations (per the Narrative) of commercial signage in the event the commercial option is triggered.

