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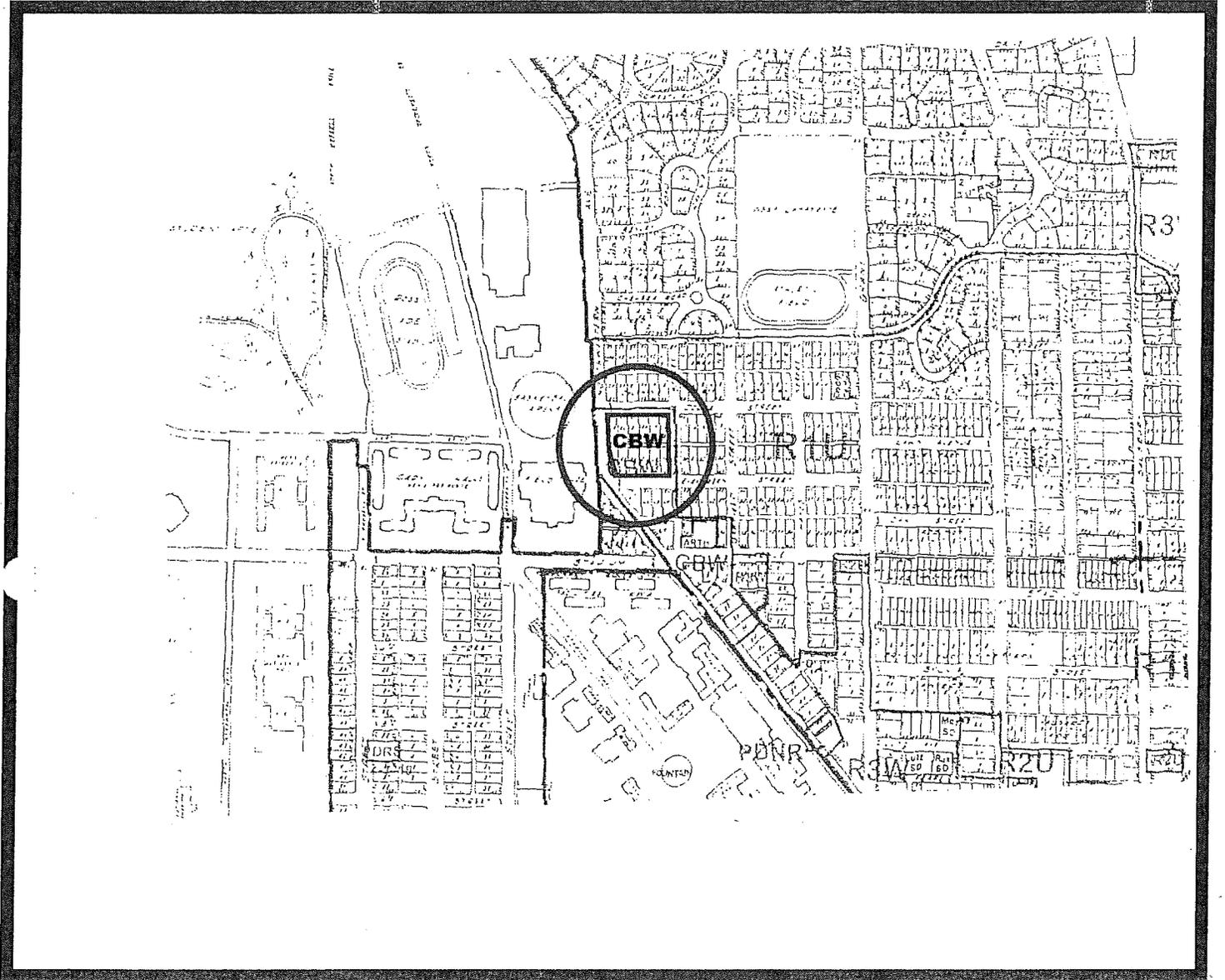
**Z-2494**  
**STADIUM CAPITAL, LLC**  
**720 NORTHWESTERN PLANNED DEVELOPMENT**  
**CBW TO PDMX**

**STAFF REPORT**  
**June 14, 2012**

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STADIUM CAPITOL, LLC  
(CBW to PDMX)



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**REQUEST MADE, PROPOSED USE, LOCATION:**

The owner/petitioner, represented by attorney Daniel Teder, is requesting PDMX zoning on approximately 2 acres in the City of West Lafayette for a five-story, mixed-use building containing a maximum of 230 apartment units with 490 bedrooms, 41,825 square feet of ground floor retail and a 405 space parking garage split between three levels. Additionally, 35 public angled parking spaces will be created. The property is located in the New Chauncey Neighborhood at 720 Northwestern Avenue and is bounded by Northwestern, Dodge, Allen and Evergreen Streets, Wabash 18(NW) 23-4.

**ZONING HISTORY AND AREA ZONING PATTERNS:**

The entire block is zoned CBW. Additional commercial zoning is located to the south and residential (R1U) zoning is located to the north and east. In past years, there have been two significant rezoning petitions approved in the vicinity of the subject property: Z-1278, approved in 1987, established the Purdue Exponent Planned Development and Z-2460, approved in 2011, established the 516 Northwestern Avenue Planned Development. Construction of the 516 Northwestern Avenue Planned Development has already commenced. The development pattern established by both of these non-residential planned developments is urban in character and the design is pedestrian-oriented with buildings closely positioned along Northwestern Avenue for easy access to campus. Other recent rezone petitions in the vicinity include: Z-2472 - The Landmark Planned Development (withdrawn February, 2012) and Z-2484 - Meridian Crossing Planned Development (pending). With the exception of the two aforementioned approved planned developments, the current mix of commercial and residential zoning surrounding the subject property has remained unchanged in this portion of the New Chauncey Neighborhood for many years.

**AREA LAND USE PATTERNS:**

The block presently contains the suburban-styled Regions Bank building, Stadium Square shopping strip center and a collection of small apartment buildings. To the north and east of the block are mainly single family rental homes and apartments and south of the block is a bookstore, gas station and other commercial uses. To the west is the Purdue University campus, Mackey Arena and Ross-Ade Stadium.

**ENVIRONMENTAL AND UTILITY CONSIDERATIONS:**

City utilities and Indiana American water are available to serve the site.

#### **TRAFFIC AND TRANSPORTATION:**

Northwestern Avenue is classified as a primary arterial according to the adopted *Thoroughfare Plan* and right-of-way will be dedicated to achieve the 40-foot requirement at this location. The proposal calls for the vacation of the existing alley and removing its curb cuts on Northwestern and Allen Street. Subject to the approval of the Administrative Officer, two public streets are proposed to be reoriented with Evergreen Street becoming one-way eastbound to at least the Allen Street intersection and Allen Street becoming one-way northbound to at least the Dodge Street intersection. Along with the proposed street reorientations, a total of 35 angled public parking spaces are being created on the Dodge, Allen and Evergreen Street frontages. There shall continue to be no on-street parking along the Northwestern Avenue frontage.

The 405 space parking garage for the project consists of three levels, two of which are underground and connect internally. The ground floor parking level (which contains a mix of compact and standard spaces totaling 34) is accessed off of Allen Street and shall serve the needs of the ground floor retail establishments. The two underground levels of the parking garage (which are connected internally by a ramp and contain a mix of compact, standard and tandem spaces totaling 371) shall serve the needs of the residential use and are accessed off of Dodge Street. The 35 angled public parking spaces do not count toward the required parking for the project. However, as these parking spaces provide convenient access to the retail establishments of this project and other nearby commercial properties, with the approval of the Administrative Officer for the City of West Lafayette, these parking spaces may be time-controlled for public use either through signage, meters or by some other means.

Relative to residential parking, staff was willing, in The Landmark Planned Development case, to lower the West Lafayette traditionally negotiated standard parking ratio of 1 space per bedroom to 0.75 spaces per bedroom only if alternative transportation options were employed to make up for the deficit. This ratio was based on the proposed mix of uses for "The Landmark" (CVS/Pharmacy, fast-food restaurants, retail and service uses) as they related to projects of a similar nature in many Big Ten and other communities that staff surveyed. With few exceptions, generally these other communities do not approach 1 space per bedroom but rather require, on average and subject to negotiation, 1 space per unit or 0.5 to 0.8 spaces per bedroom as a minimum standard for mixed-use, near-downtown or near-campus projects located close to transit or public parking facilities. Frequent transit service is available on this block but public parking facilities are not, so staff chose a residential parking ratio that was on the higher end when compared with these other communities.

A significant factor in staff's opposition to The Landmark Planned Development's residential parking requirement was that, given the provided mix of uses and 0.36 spaces per bedroom parking ratio, the project was unable to provide parking even at the common minimum average rate of 1 space per unit. With the 720 Northwestern Planned Development, the equation has changed significantly for the better due to a more balanced mix of uses, an increase in residential parking and the inclusion of substantive alternative transportation options.

The 720 Northwestern Planned Development is proposing a mix of uses that lends itself to a reduced need for the automobile, most notably in the project's new anchor grocery store tenant: Fresh City Market. To be owned and operated by the owner of Fresh Madison Market ([www.freshmadisonmarket.com](http://www.freshmadisonmarket.com)) located near the University of Wisconsin in Madison, the inclusion of a full-service grocery store to the project will have a direct impact on the residents' need for an automobile to obtain the necessities of living. In "living above the store", the residents of 720 Northwestern will have, at their doorstep, many of their daily living needs available to them. This convenience, however, is not limited to the residents of 720 Northwestern.

According to the United States Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) 2009 Neighborhood Development Rating System, the ideal walkable neighborhood is typically no larger than 320 acres (New Chauncey is 257 acres) with most people walking approximately ¼ mile (1,320 feet) to run daily errands. Beyond that ¼ mile, people will tend to take a bicycle, bus or car. Within a ¼ mile of 720 Northwestern, there are well over 200 homes, dormitories, fraternities, co-ops and apartment complexes as well as West Lafayette Junior/Senior High School and numerous Purdue University campus buildings and offices. All of these residents, students and workers (including the residents of nearly 80 single-family, owner-occupied homes in New Chauncey and Hills and Dales), will be able to take advantage of this new walkable convenience.

The grocery store itself, being modeled on its Madison location, will contribute to a reduction in customer vehicle trips by providing two grocery delivery services: The first involves online or telephone shopping which provides home delivery within 2-hours of order placement. According to the store's owner, 150 orders per week are placed in such a manner. The second involves in-store shoppers with orders of at least \$40 having their groceries delivered to their home within 2-hours, or at a time of their choosing, for free. This later service allows a customer to shop in the store (for example, on a lunch break), set a delivery time of their choosing and not limit themselves to what they can carry home. According to the owner, during the school year in Madison, an average of 80 such deliveries occurs per day with many people setting delivery times when they arrive home from work or school. The Madison location also has a school-year average of 2,000 customers per day with only approximately 1% making use of its underground parking garage and the remainder coming primarily on foot, by bike or by bus. According to the owner, customers' purchases or "transaction sizes" tend to be smaller in size with customers shopping more frequently during the week as opposed to "stocking up". This model of an urban grocery store, where you typically buy what you need for the day, is more akin to the grocery stores found in the dense cities of Europe or in such older, more established American cities as New York or Boston. The Madison location also employs 110 individuals (15 full-time) with the majority of employees being students who live nearby.

Along with this new anchor tenant, 720 Northwestern, in reducing the maximum bedroom count from "The Landmark's" 600 to 490 and increasing the residential parking count from 215 to 371, raises the residential parking ratio to 0.76 spaces per bedroom.

At 230 units, the project can and will park the residential apartments at a rate of 1 space per unit, with the remaining 141 residential spaces being assigned to the units on a first come, first served basis with an emphasis on assigning the tandem spaces to the higher bedroom count units so that the residents of those units can work out their own parking arrangements. Management will have an on-site 24-hour presence and will require copies of keys for tandem space users in the event of an emergency. There will also be public bicycle racks on all four of the project's frontages providing parking for up to 68 bikes and a secured bicycle room in the first floor garage level providing the residents parking for up to 64 bikes. The residents' bike room will also contain tools and equipment for bicycle repairs. Also in the garage are 16 motorcycle parking spaces.

In addition to frequent transit service along Northwestern Avenue, the inclusion of a private 20-bike bicycle-sharing program for the residents (to be operated and maintained by the owner and housed in the secured resident bike storage room) and the option for either a vendor-based or a privately-run car-sharing program (which is required to be implemented in the event the grocery store tenant were to vacate) rounds out the project's suite of alternative transportation options.

#### **STAFF COMMENTS:**

In summarizing our reasons for recommending denial of The Landmark Planned Development in our February 9, 2012 staff report, staff identified insufficient residential parking and inappropriate building design as the principle reasons for the city council to deny the petition. Central to our position was our professional opinion, based on extensive research, that "The Landmark" simply did not meet or exceed the community's standards of sustainable development that it was trying to achieve and that the city council should deny the petition in favor of a more appropriate project. With its balanced mix of uses, reduced height and bedroom count, reworked building design, increased residential parking and innovative alternative transportation options, the 720 Northwestern Planned Development achieves what "The Landmark" had only begun to attempt.

Along with the new and balanced mix of uses (which, besides the grocery store will include a bank, university bookstore, and restaurants), 720 Northwestern has also addressed staff's concern regarding building design. Gone is the "...monolithic 6-story brick and glass block..." staff lamented in our previous report. Where The Landmark Planned Development relied heavily on brick and glass to create an unbroken, uniform look, 720 Northwestern employs a more balanced mix of materials, including metal panels and stone to break up the building's façade and blend in better with its surroundings. And while the "terraced" design staff suggested in our previous report proved to be impractical after thoroughly vetting the concept with the petitioner, by dropping the building height to five-stories and cladding the fifth floor in metal panels and a light-colored brick, the presence of the top floor is largely diminished.

The building further reduces its presence on its surroundings by removing "The Landmark's" balconies and roof-top deck and instead draws its residents into the buildings internal second floor amenity spaces and private courtyards. Also, at 61-feet in

height the building is a significant step below 516 Northwestern Avenue Planned Development's nearly 70-foot roof height and 83-foot central atrium roof height. Being on the edge of the New Chauncey Neighborhood, across the street from Mackey Arena and Ross-Ade Stadium, two blocks from 516 and one block from the neighborhood boundary with Hills and Dales, 720 Northwestern delivers a design and presence that staff believes no longer imposes on its surroundings but instead compliments them.

In our past negotiations with developers, the question of reducing residential parking ratios in the near campus neighborhoods has always been answered with a discussion of what pieces needed to be in place in these areas in order for them to be less automobile-oriented, less automobile-dependent and more sustainable. Invariably, these discussions revolved around creating a more balanced mix of uses within an easy walking and biking distance so that residents of these neighborhoods could more easily acquire the necessities of living without needing a vehicle to drive to suburban retail establishments.

According to the Environmental Protection Agency's "Smart Growth Principles", which this project has succeeded in attaining, sustainable neighborhoods:

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing communities
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration in development decisions

In further considering the sustainability of a place, the previously mentioned USGBC 2009 LEED-ND rating system states that there typically needs to be at least 10 places to visit (cafe, personal services, school, post office, neighborhood retail outlet, newsstand, church, etc.) within a ¼ mile zone in order to begin creating a more livable and sustainable community. In approving 720 Northwestern, the West Lafayette City Council will be adding, in a more profound way, to a sustainable foundation they have been laying in their city for many years. Perhaps without realizing it, the city council, in approving over the decades numerous residential and mixed-use planned developments near campus, has been steadily building a more sustainable and pedestrian-oriented community in the near-campus neighborhoods. With recently approved projects such as Chauncey Square, 516 Northwestern Avenue and Grant Street Station and pending projects such as State Street Corner, Meridian Crossing and 720 Northwestern Avenue that movement toward greater sustainability is poised to advance to the next level where the ¼ mile zones begin to overlap and sustainability is no longer something yet to be achieved, but lived and experienced on a daily basis.

By thoroughly addressing our concerns raised by "The Landmark" point-by-point and adding even greater value to the community through the project's new mix of uses, the development team of 720 Northwestern has succeeded in honoring the purpose of a planned development outlined in UZO 2-28-1a, which is to "...foster innovative and diverse design in land development". Staff is pleased with the result and enthusiastically recommends approval.

**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-2-2;
3. A final plat per UZO Appendix B-3-2 as applicable;
4. Appropriate surety submitted with final detailed plans;
5. Plant schedule approved by the West Lafayette Greenspace Administrator;
6. Recordation of the alley vacation shall be completed prior to Final Detailed Plan approval and recordation.
7. A traffic maintenance plan shall be submitted with the Final Detailed Plans, subject to the approval of the Administrative Officer of the City of West Lafayette.
8. At the Final Detailed Plan Submission, the Administrative Officer may require all ground floor entry doors be recessed into the building in the event that there is insufficient clear sidewalk.





**MATERIAL LEGEND:**

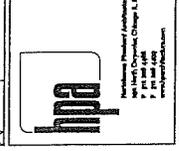
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- 6 ALUM. WINDOW FR. VERTICAL GLASS - COLOR 1
- 7 ALUM. WINDOW FR. VERTICAL GLASS - COLOR 2
- 8 METAL CLADDING ON CANOPY - COLOR 1
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 2. FINISHES AND MATERIALS TO BE DETERMINED BY THE ARCHITECT.  
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**720 Northwestern**  
 Student Housing  
 CBW to POMX

720 Northwestern Ave  
 West Lafayette, IN

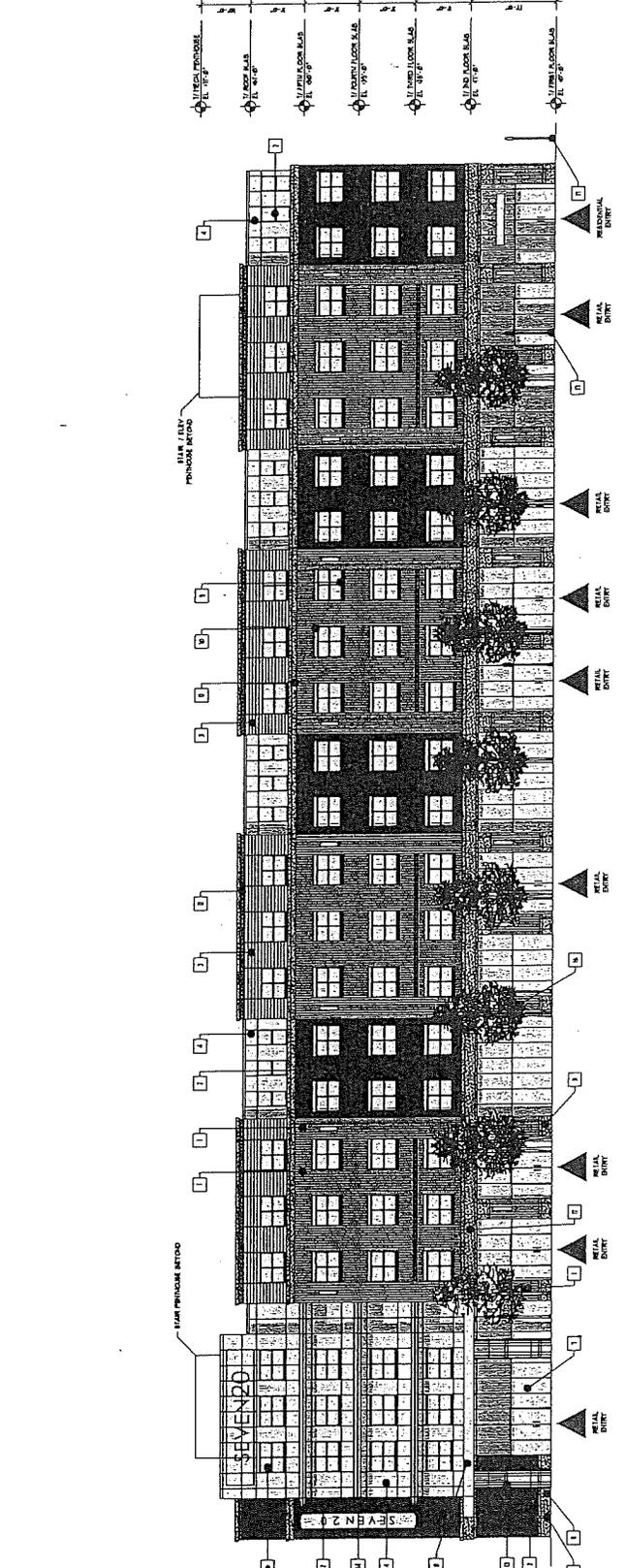
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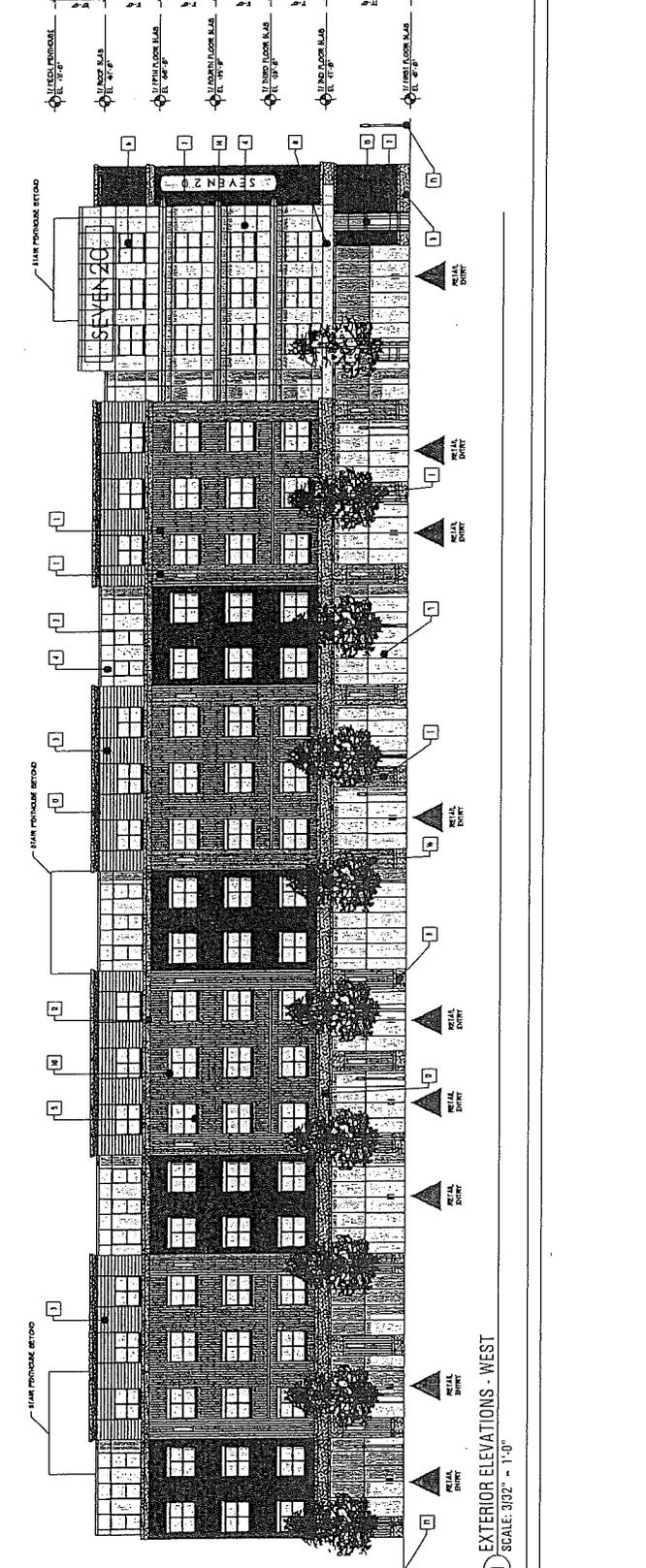
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**A2.0**

EXTERIOR ELEVATIONS  
 WEST & SOUTH



2 EXTERIOR ELEVATIONS - SOUTH  
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1 EXTERIOR ELEVATIONS - WEST  
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158	BRICK - COLOR 53 (MEDIUM)
159	BRICK - COLOR 53 (LIGHT)
160	BRICK - COLOR 54 (DARK)
161	BRICK - COLOR 54 (MEDIUM)
162	BRICK - COLOR 54 (LIGHT)
163	BRICK - COLOR 55 (DARK)
164	BRICK - COLOR 55 (MEDIUM)
165	BRICK - COLOR 55 (LIGHT)
166	BRICK - COLOR 56 (DARK)
167	BRICK - COLOR 56 (MEDIUM)
168	BRICK - COLOR 56 (LIGHT)
169	BRICK - COLOR 57 (DARK)
170	BRICK - COLOR 57 (MEDIUM)
171	BRICK - COLOR 57 (LIGHT)
172	BRICK - COLOR 58 (DARK)
173	BRICK - COLOR 58 (MEDIUM)
174	BRICK - COLOR 58 (LIGHT)
175	BRICK - COLOR 59 (DARK)
176	BRICK - COLOR 59 (MEDIUM)
177	BRICK - COLOR 59 (LIGHT)
178	BRICK - COLOR 60 (DARK)
179	BRICK - COLOR 60 (MEDIUM)
180	BRICK - COLOR 60 (LIGHT)
181	BRICK - COLOR 61 (DARK)
182	BRICK - COLOR 61 (MEDIUM)
183	BRICK - COLOR 61 (LIGHT)
184	BRICK - COLOR 62 (DARK)
185	BRICK - COLOR 62 (MEDIUM)
186	BRICK - COLOR 62 (LIGHT)
187	BRICK - COLOR 63 (DARK)
188	BRICK - COLOR 63 (MEDIUM)
189	BRICK - COLOR 63 (LIGHT)
190	BRICK - COLOR 64 (DARK)
191	BRICK - COLOR 64 (MEDIUM)
192	BRICK - COLOR 64 (LIGHT)
193	BRICK - COLOR 65 (DARK)
194	BRICK - COLOR 65 (MEDIUM)
195	BRICK - COLOR 65 (LIGHT)
196	BRICK - COLOR 66 (DARK)
197	BRICK - COLOR 66 (MEDIUM)
198	BRICK - COLOR 66 (LIGHT)
199	BRICK - COLOR 67 (DARK)
200	BRICK - COLOR 67 (MEDIUM)
201	BRICK - COLOR 67 (LIGHT)
202	BRICK - COLOR 68 (DARK)
203	BRICK - COLOR 68 (MEDIUM)
204	BRICK - COLOR 68 (LIGHT)
205	BRICK - COLOR 69 (DARK)
206	BRICK - COLOR 69 (MEDIUM)
207	BRICK - COLOR 69 (LIGHT)
208	BRICK - COLOR 70 (DARK)
209	BRICK - COLOR 70 (MEDIUM)
210	BRICK - COLOR 70 (LIGHT)
211	BRICK - COLOR 71 (DARK)
212	BRICK - COLOR 71 (MEDIUM)
213	BRICK - COLOR 71 (LIGHT)
214	BRICK - COLOR 72 (DARK)
215	BRICK - COLOR 72 (MEDIUM)
216	BRICK - COLOR 72 (LIGHT)
217	BRICK - COLOR 73 (DARK)
218	BRICK - COLOR 73 (MEDIUM)
219	BRICK - COLOR 73 (LIGHT)
220	BRICK - COLOR 74 (DARK)
221	BRICK - COLOR 74 (MEDIUM)
222	BRICK - COLOR 74 (LIGHT)
223	BRICK - COLOR 75 (DARK)
224	BRICK - COLOR 75 (MEDIUM)
225	BRICK - COLOR 75 (LIGHT)
226	BRICK - COLOR 76 (DARK)
227	BRICK - COLOR 76 (MEDIUM)
228	BRICK - COLOR 76 (LIGHT)
229	BRICK - COLOR 77 (DARK)
230	BRICK - COLOR 77 (MEDIUM)
231	BRICK - COLOR 77 (LIGHT)
232	BRICK - COLOR 78 (DARK)
233	BRICK - COLOR 78 (MEDIUM)
234	BRICK - COLOR 78 (LIGHT)
235	BRICK - COLOR 79 (DARK)
236	BRICK - COLOR 79 (MEDIUM)
237	BRICK - COLOR 79 (LIGHT)
238	BRICK - COLOR 80 (DARK)
239	BRICK - COLOR 80 (MEDIUM)
240	BRICK - COLOR 80 (LIGHT)
241	BRICK - COLOR 81 (DARK)
242	BRICK - COLOR 81 (MEDIUM)
243	BRICK - COLOR 81 (LIGHT)
244	BRICK - COLOR 82 (DARK)
245	BRICK - COLOR 82 (MEDIUM)
246	BRICK - COLOR 82 (LIGHT)
247	BRICK - COLOR 83 (DARK)
248	BRICK - COLOR 83 (MEDIUM)
249	BRICK - COLOR 83 (LIGHT)
250	BRICK - COLOR 84 (DARK)
251	BRICK - COLOR 84 (MEDIUM)
252	BRICK - COLOR 84 (LIGHT)
253	BRICK - COLOR 85 (DARK)
254	BRICK - COLOR 85 (MEDIUM)
255	BRICK - COLOR 85 (LIGHT)
256	BRICK - COLOR 86 (DARK)
257	BRICK - COLOR 86 (MEDIUM)
258	BRICK - COLOR 86 (LIGHT)
259	BRICK - COLOR 87 (DARK)
260	BRICK - COLOR 87 (MEDIUM)
261	BRICK - COLOR 87 (LIGHT)
262	BRICK - COLOR 88 (DARK)
263	BRICK - COLOR 88 (MEDIUM)
264	BRICK - COLOR 88 (LIGHT)
265	BRICK - COLOR 89 (DARK)
266	BRICK - COLOR 89 (MEDIUM)
267	BRICK - COLOR 89 (LIGHT)
268	BRICK - COLOR 90 (DARK)
269	BRICK - COLOR 90 (MEDIUM)
270	BRICK - COLOR 90 (LIGHT)
271	BRICK - COLOR 91 (DARK)
272	BRICK - COLOR 91 (MEDIUM)
273	BRICK - COLOR 91 (LIGHT)
274	BRICK - COLOR 92 (DARK)
275	BRICK - COLOR 92 (MEDIUM)
276	BRICK - COLOR 92 (LIGHT)
277	BRICK - COLOR 93 (DARK)
278	BRICK - COLOR 93 (MEDIUM)
279	BRICK - COLOR 93 (LIGHT)
280	BRICK - COLOR 94 (DARK)
281	BRICK - COLOR 94 (MEDIUM)
282	BRICK - COLOR 94 (LIGHT)
283	BRICK - COLOR 95 (DARK)
284	BRICK - COLOR 95 (MEDIUM)
285	BRICK - COLOR 95 (LIGHT)
286	BRICK - COLOR 96 (DARK)
287	BRICK - COLOR 96 (MEDIUM)
288	BRICK - COLOR 96 (LIGHT)
289	BRICK - COLOR 97 (DARK)
290	BRICK - COLOR 97 (MEDIUM)
291	BRICK - COLOR 97 (LIGHT)
292	BRICK - COLOR 98 (DARK)
293	BRICK - COLOR 98 (MEDIUM)
294	BRICK - COLOR 98 (LIGHT)
295	BRICK - COLOR 99 (DARK)
296	BRICK - COLOR 99 (MEDIUM)
297	BRICK - COLOR 99 (LIGHT)
298	BRICK - COLOR 100 (DARK)
299	BRICK - COLOR 100 (MEDIUM)
300	BRICK - COLOR 100 (LIGHT)

**720 Northwestern**  
Student Housing  
GSW to PDMX

720 Northwestern Ave  
West Lafayette, IN

DATE ISSUED FOR  
SUBMIT ARCHITECTURAL PLAN  
SUBMIT MEP MECHANICAL PLAN  
SUBMIT ELECTRICAL PLAN  
SUBMIT FINISHES

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Hatch Professional Architecture  
1000 West College Street, Suite 200  
West Lafayette, IN 47906  
www.hatchpro.com

DATE: 11/17/16  
SCALE: AS SHOWN  
PROJECT: 720 NW

**EXTERIOR ELEVATIONS - NORTH**  
SCALE: 1/16" = 1'-0"

**EXTERIOR ELEVATIONS - EAST**  
SCALE: 1/16" = 1'-0"

**A2.1**

EXTERIOR ELEVATIONS  
EAST & NORTH

