

RE-IMAGINE
RE-INVEST
RE-MAKE

RE-STATE

A MASTER PLAN FOR STATE STREET



INTRODUCTION

RE-STATE is a vision and strategy seeking to **RE-IMAGINE, RE-INVEST,** and **RE-MAKE** State Street through Downtown West Lafayette, Purdue University, and a newly opened western gateway. It is a commitment to a new State Street – as a place where people want to live, work, and play – connected to recreational, educational, natural, and cultural assets; connected to neighborhoods and transportation networks; and most importantly, connected to the heritage, character, and people of West Lafayette and Purdue University. This is a shared vision, crafted in 2014 by the City of West Lafayette, Purdue University, the Purdue Research Foundation, and community residents and business owners, facilitated by consultants MKSK.



Because State Street is no longer a state highway and is now City-owned, we can create OUR street, one that: favors resident, business, student, and visitor needs over highway transportation objectives; addresses modal disparities; encourages economic development; and establishes a true sense of place and center to the City – a long-needed downtown West Lafayette. As an outcome, we anticipate transformational implementation to include: thriving, vibrant,

and economically diverse commercial districts that withstand the cyclical nature of the academic calendar; thoughtful integration of all modes of travel – vehicular, pedestrian, bicycle, and transit; a cohesive street character that is of West Lafayette; distinct identifiers for the special districts along State Street; a continuous tree canopy supporting social, environmental, and economic vibrancy; and creative use of green infrastructure tying to both functional and placemaking aspects of the street.

EIGHT THEMES

Within the initial phases of the project, a consistency emerged among consensus-building sessions. Commonly heard comments and concerns about challenges and opportunities were synthesized with team impressions and then identified and categorized as “Eight Themes”.

These themes were presented in subsequent consensus-building sessions as “what we’ve heard”. The intent with this phrasing was to check that we were “on the right track”. Positive feedback from these sessions solidified these “Eight Themes” as the foundation for the work to follow.

CHARACTER + IDENTITY

There persists a lack of identity to the City of West Lafayette and, to varying degrees, the districts along the corridor as well.

This plan begins to establish those identities by recognizing three main districts along the State Street corridor: the Downtown District, which encompasses both the Riverfront and Village Districts on the east end; the University District; and lastly, the emerging, Gateway District to the west.

Each district is given a street character as well as identity through different methods of placemaking varying from allocation of roadway to changes to site furnishings and/or the addition of art as a gateway identifier.

IMPLEMENT + DEVELOP

Implementation of proposed changes may be phased to align with other transportation projects throughout the City. It is thought that certain portions of the street could be re-constructed soon and as funding allows.

Investing in the transformation of State Street encourages new development opportunities along the corridor where market data suggests current unmet demand. In concert with a new State Street, new development will help to create a vibrant, economically diverse corridor with a strong sense of place – a Downtown West Lafayette.

01 OF THIS PLACE

CONTEXT-APPROPRIATE SOLUTIONS AND AN INCLUSIVE PROCESS



02 YOU ARE HERE

A DOWNTOWN WEST LAFAYETTE EMBRACING, REINFORCING, AND STRENGTHENING DIVERSE DISTRICTS



03 COLLABORATION

A COMMON VISION BETWEEN THE CITY, PURDUE, AND PURDUE RESEARCH FOUNDATION



04 COHESIVENESS

COMPLEMENTARY TREATMENTS



05 STREETS FOR ALL

INTEGRATION OF ALL TRAVEL MODES - PEDESTRIAN, BIKES, CARS AND BUSES



06 OPEN SPACE & TREE CANOPY

WELL-CONNECTED SIGNIFICANT OPENS SPACES AND A STRONG URBAN STREET CANOPY



07 VIBRANCY

THRIVING AND ECONOMICALLY DIVERSE MIXED-USE DISTRICTS



08 GOING GREEN

ENVIRONMENTALLY RESPONSIBLE INFRASTRUCTURE



CHARACTER + IDENTITY

**GATEWAY DISTRICT
(AVIATION, TRANSPORTATION,
RECREATION, CULTIVATION)**

4 LANES*
2 TRAVEL LANES EACH DIRECTION WITH MEDIAN
TURN LANES WHERE NECESSARY
* MAY INITIALLY BE 1 EACH DIRECTION WITH MEDIAN

8' BICYCLE PATH

8' SIDEWALKS/MULTI-USE PATH

TREES IN LAWN

UNIVERSITY DISTRICT (COLLABORATION, DISCO...)
PURDUE UNIVERSITY MASTER PLAN, PRINCIPLE 2: ESTABLISH STATE S...
STATE STREET MUST BECOME A UNIFYING FEATURE AT THE HEART OF STUDENT AND

2 LANES
1 TRAVEL LANE EACH DIRECTION
TURN LANES WHERE NECESSARY

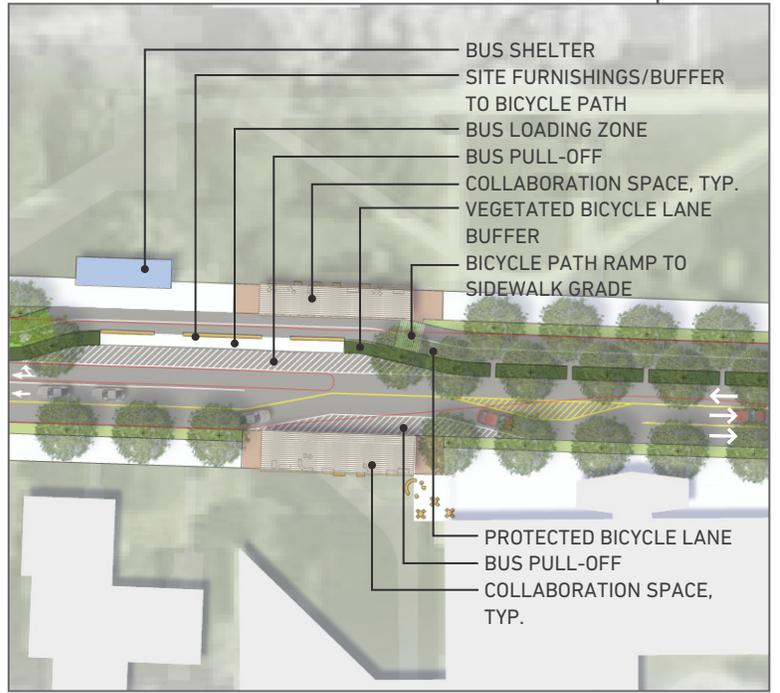
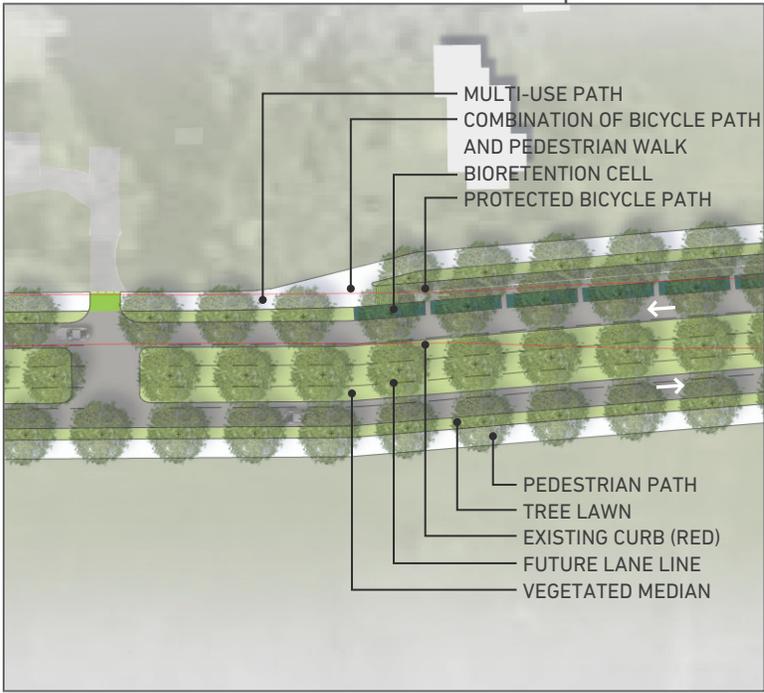
8-10' BICYCLE PATH

12' SIDEWALKS

TREES IN LAWN

TREES IN PLANTERS

TREES BETWEEN BIORETENTION CELLS



UNIVERSITY, ACTIVITY HUB

STATE STREET AS COLLABORATIVE CENTER FOR
ACADEMIC LIFE RATHER THAN A CAMPUS DIVIDER

14-16' BICYCLE PATH

13-22' SIDEWALKS

TREES IN LAWN

DOWNTOWN WEST LAFAYETTE (VILLAGE + RIVERFRONT DISTRICTS)

VILLAGE DISTRICT (VIBRANT, ACTIVE, URBAN, CULTURE)

2 LANES

1 TRAVEL LANE EACH DIRECTION
TURN LANES WHERE NECESSARY

8' BICYCLE PATH

11-14' SIDEWALKS

TREES IN GRATES

RIVERFRONT DISTRICT (VALLEY, HYDROLOGY, TOPOGRAPHY, + GEOLOGY)

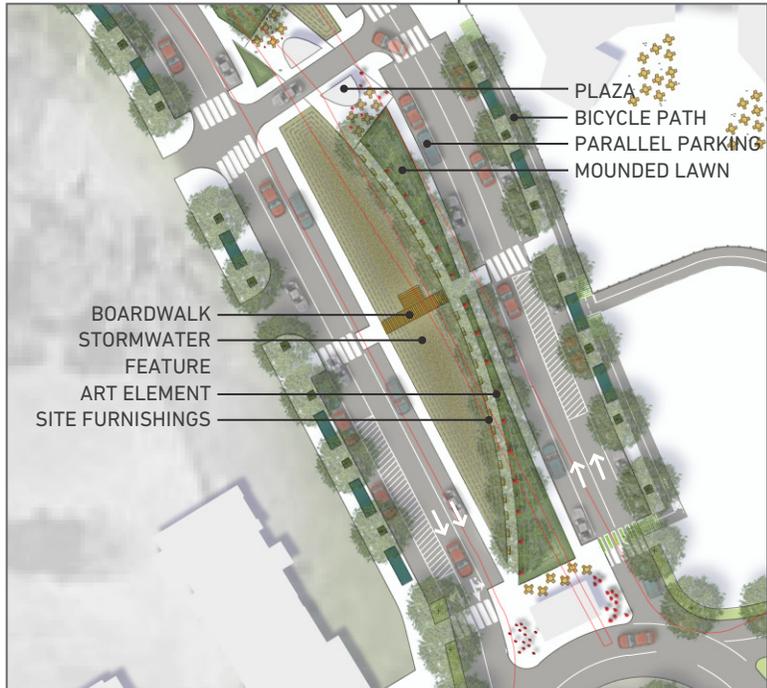
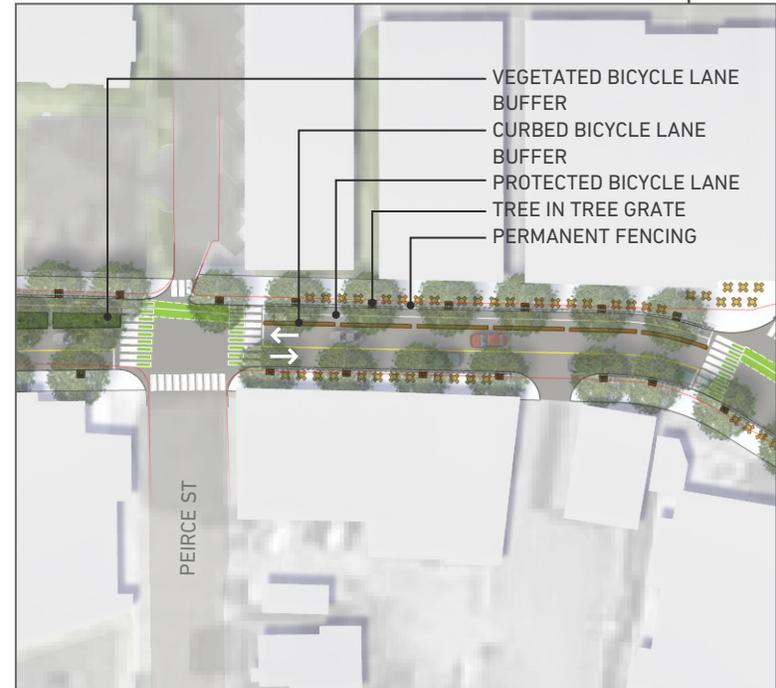
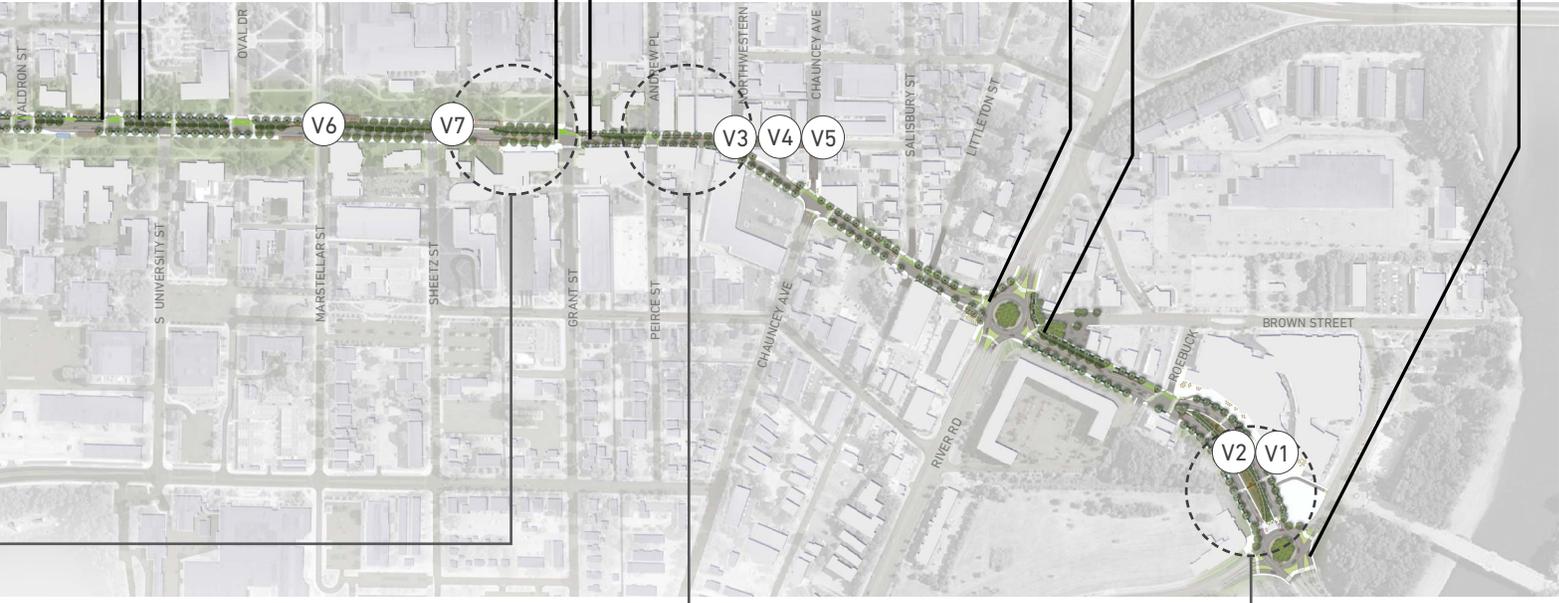
4 LANES

2 TRAVEL LANES EACH DIRECTION
ON-STREET PARALLEL PARKING
TURN LANES WHERE NECESSARY

10' BICYCLE PATH

8' SIDEWALKS

TREES BETWEEN BIORETENTION CELLS



CHARACTER + IDENTITY: DISTRICTS

RIVERFRONT DISTRICT: STREET CHARACTER

Dramatic changes to the Riverfront District address a number of existing challenges. Reconfiguring this segment of State Street to make space for a boulevard, widening sidewalks for outdoor dining and display space, running the separated/dedicated bicycle path between the widened sidewalks and parallel parking would activate and revitalize Wabash landing.

The plan recommends changing Tapawingo Drive's signalized intersection to a roundabout and creating a new boulevard and park space in place of the surface parking lot in front of Wabash Landing. This configuration will place thousands of daily westbound vehicular travelers at the front doors of existing Wabash Landing shops and businesses.



RIVERFRONT DISTRICT: IDENTITY + PLACEMAKING

The boulevard is envisioned as a passive open space, expressive of natural riverine attributes: geology, hydrology, ecology, and topography. It is seen as an opportunity to promote connectivity to the river, wellness through new trail and path systems, social interaction within new gathering spaces, and economic development at its edges.

The boulevard is proposed to include a productive landscape – a space dedicated to managing stormwater runoff from the street and sidewalks, gathering areas, walkways, undulating landform, stone outcroppings, and a potential Welcome Center at the east end of the boulevard. Meaningful, commissioned public art is envisioned as an integrated element reinforcing the character and identity of this space.



CHAUNCEY VILLAGE DISTRICT: STREET CHARACTER

Re-introducing two-way vehicular traffic, providing wider sidewalks, and safely integrating bicycle travel throughout the Chauncey Village District will correctively contribute to a more resilient the business district.

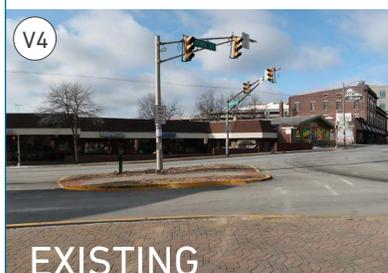
Proposed enhancements, such as wider walks to accommodate outdoor dining and merchant displays, the separated/dedicated bicycle path, and street trees help to create a comfortable, multi-modal environment. These changes, along with new seating opportunities, embrace the notion of vibrancy by providing places for people to meet, mingle, gather, and spend time in this unique urban environment.



CHAUNCEY VILLAGE DISTRICT: IDENTITY + PLACEMAKING

Integrated placemaking elements celebrate the wonderful attributes associated with the Village; new gathering spaces invite residents to visit more often and stay longer.

The proposed new gathering space at the Northwestern Avenue, South Street, and State Street intersection is one such element. It is envisioned that this space will be frequently programmed with live music, dance, and other visual performances that attract a diverse range of people and ages.

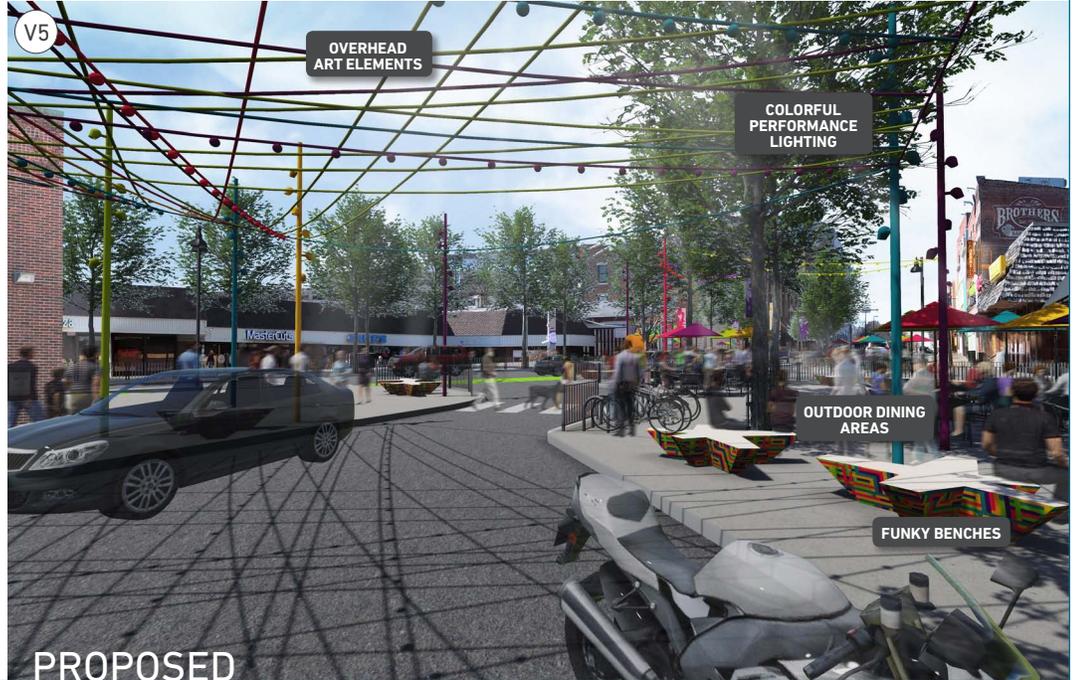


CHARACTER + IDENTITY: DISTRICTS

CHAUNCEY VILLAGE DISTRICT: IDENTITY + PLACEMAKING

South Street today is home to several festivals, during which the street is closed. New overhead elements and lighting support these events, and create a year-round festive atmosphere.

Colorful cables randomly strung from light poles across spaces and streets create interesting overhead and ground plane shadow patterns. Some strands include small, colorful lights which decorate the street during evening hours and events.



UNIVERSITY DISTRICT: STREET CHARACTER

The proposed condition through campus envisions tree-lined, broad, animated sidewalks; a generous, two-way separated/ dedicated bicycle path, protected and separated from vehicular traffic and pedestrian traffic; safe and well-marked pedestrian crossings at intersections; and a calmed street, functional and appropriately-scaled for local traffic.

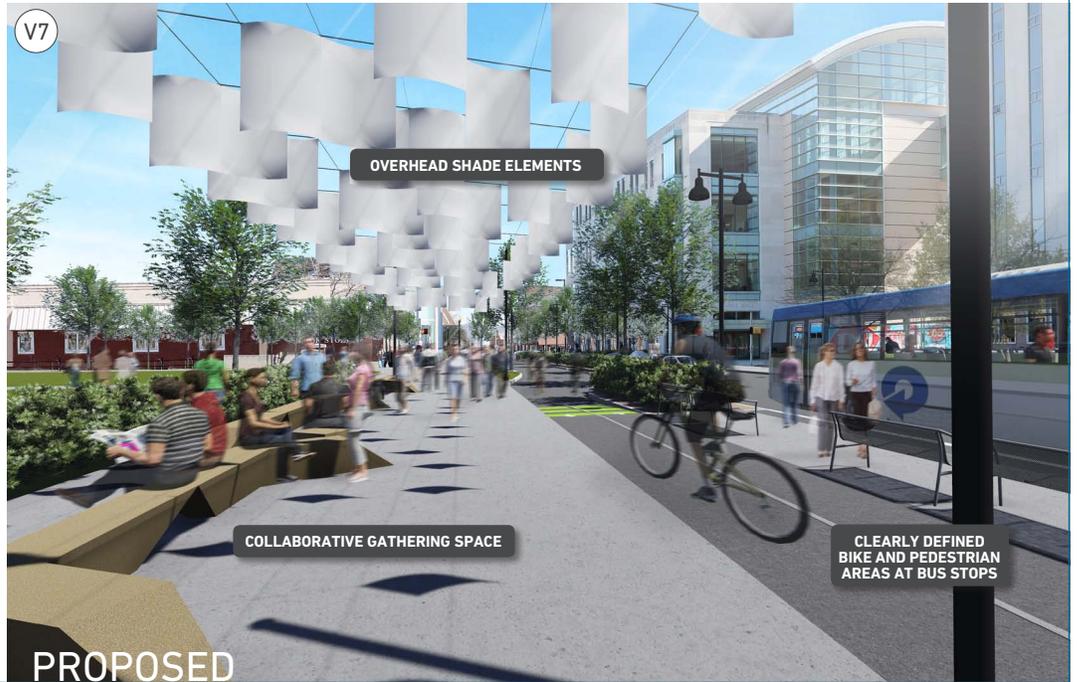
This vision of an integrated State Street not only balances travel modes, but also begins to address how the street can become, as campus master planners proposed, the “collaborative center” and “unifying feature at the heart of student and academic life rather than a campus divider”.



UNIVERSITY DISTRICT: IDENTITY + PLACEMAKING

Often, establishing a true hub of activity can be challenging because those places need people to create social energy and animate the space. However, within campus is an abundant mix of people, constantly walking along or crossing State Street. This source of energy and animation fuels collaboration.

State Street can be home to campus collaborative spaces as outdoor opportunities of learning, sharing, and cooperation for campus students, faculty, staff, and visitors. These spaces, distributed along State Street, coincide with established centers of activity which already enjoy a steady stream of people.



GATEWAY DISTRICT: STREET CHARACTER

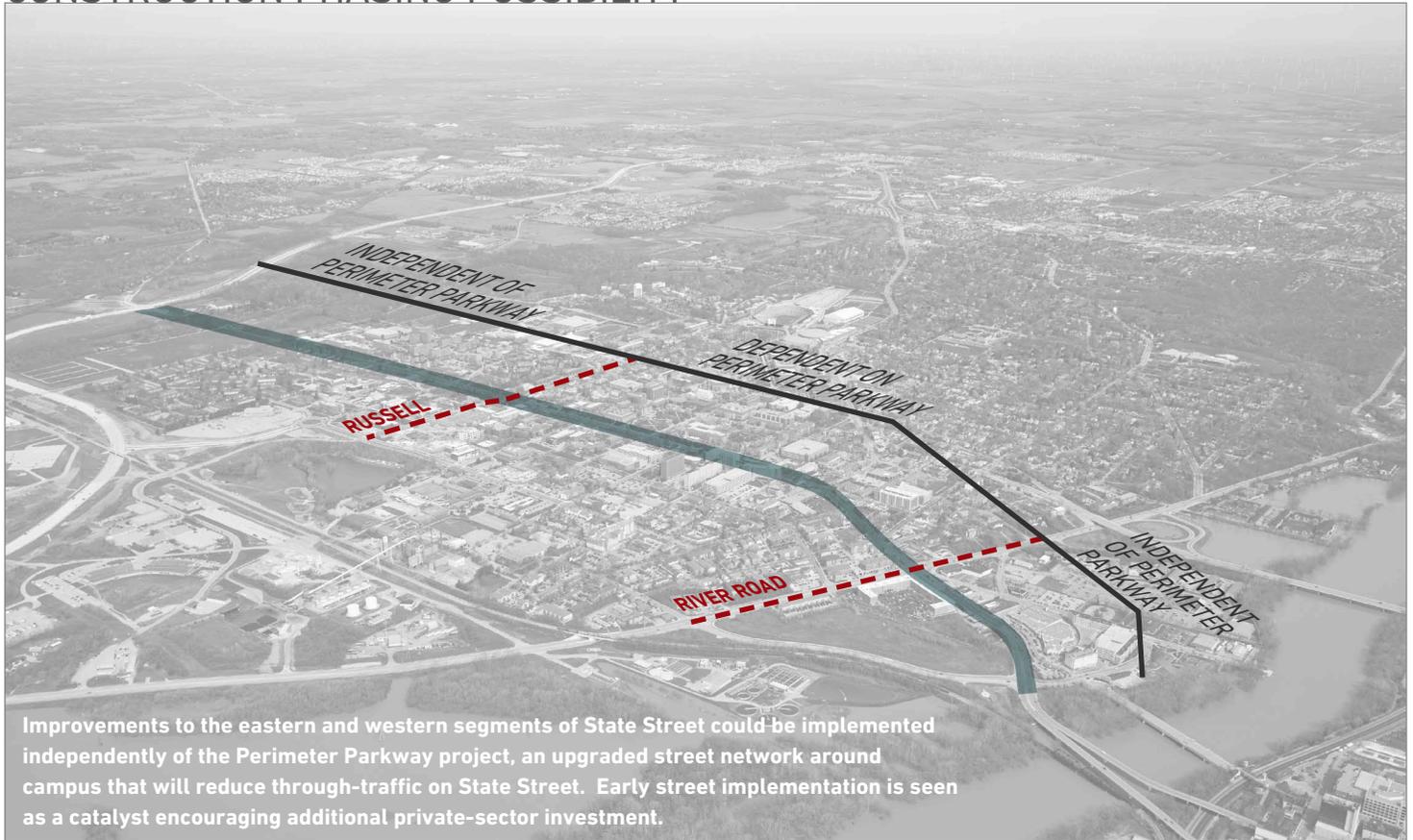
West of Airport Road, a new district is emerging. In its initial stages, reconstruction of this segment of State Street may include two vehicular travel lanes and a wide, planted median. Over time, as traffic volumes dictate, additional travel and turn lanes can be taken from the median, while still preserving long-term a narrow, green boulevard.

This district of State Street is characterized by linear/geometric themes that reflect current land use patterns: cultivation (Horticulture Park and Purdue Student Farms), aviation (Purdue Airport), transportation (US 231 and the Perimeter Parkway), and recreation (Intramural Fields). They provide a starting point for thinking about future public art.



IMPLEMENTATION + DEVELOPMENT

CONSTRUCTION PHASING POSSIBILITY



HISTORIC BUILDINGS ALONG STATE ST.



RETAIL: POTENTIAL USES

← HIGHLY ACTIVE	
ACTION	EAT
USE	Restaurant, Cafe
OFFERS	Food, Drink, Internet
USERS	Residents, Students, Employees, Visitors
EXAMPLE	Bar/Grill, Espresso Royale

MARKET ANALYSIS

Tiptecanoe County and West Lafayette are undergoing significant changes in line with national trends. As a smaller, yet dynamic metropolitan area, this market is experiencing healthy population and white- and blue-collar job growth. Changing demographics, market trends, and consumer preferences can help to shape a different West Lafayette experience for the future.

Demographic trends will drive demand for new housing types which are undersupplied in the market. Smaller attached residences in walkable environments, where more daily needs can be met by transportation options other than the car, will be needed to meet this new demand.

In addition to housing, the retail experience needs to also shift to meet the changing preferences of West Lafayette consumers, and the changing character of a “downtown” West Lafayette. Conventional suburban shopping centers are oversupplied in West Lafayette presenting a market opportunity for more urban character retail that helps bolster a “sense of place” along State Street.

Urban character office space is also under-supplied in West Lafayette and can greatly establish downtown West Lafayette as an urban place with a mix of users throughout the day. A new downtown with office space, new housing and retail options, improved urban form and transportation options will keep West Lafayette on a positive trajectory.

ANNUAL DEMAND SUMMARY

Opportunities exist to capture expenditures with a higher quality downtown along State Street and strategic tenancing to achieve an optimal retail mix.

More housing options and downtown office space will also support a vibrant mix of commercial services.

ATTACHED HOUSING	75 UNITS	30 UNITS
RETAIL (CURRENT UNMET) GROWTH (PER YEAR)	55,000 SQ. FT. 25,000 SQ. FT.	25,000 SQ. FT. 10,000 SQ. FT.
OFFICE (ANNUAL)	34,000 SQ. FT.	13,000 SQ. FT.



LESS ACTIVE 

SHOP

EXERCISE

GATHER

Store, Credit Union, Gallery

Gym, Yoga, YMCA

Co-Working, Computer Lab, Lounge, Conference, University Office

Goods, Services

Membership, Exercise Equipment, Training, Classes

Memberships, Rentable Space, Tables, Chairs, Internet

Residents, Students, Employees, Visitors

Residents, Students, Employees

Residents, Students, Faculty/Staff

CVS, Urban Outfitters, Contemporary Art Gallery

YMCA, Yoga Studio, LA Fitness, Rec Center

Co-working Space, Student Union, Lounge, Conference Space, Career Services





PURDUE PURDUE
UNIVERSITY RESEARCH FOUNDATION