2007
RUDY BRUNER AWARD
PROJECT DATA
Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, 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.

Project Name: A NEW DOWNTOWN FOR WEST LAFAYETTE
Location: West Lafayette, Indiana

Owner: The City of West Lafayette, Indiana

Project Use(s): Town Center, Business, Recreation, Leisure

Project Size: 25 acres

Total Development Cost: $71,050,000

Annual Operating Budget (if appropriate)

Date Initiated: The late 1980s with the City's First
Percent Completed by December 1, 2006: 95%

Strategic Plan

Project Completion Date (if appropriate): This area will always continue to develop, but it is substantially complete.

Please attach, if you wish, a list of relevant project dates. Dates are listed on Abstract Sheet, question #1.

Application submitted by:

Name: Jan H. Mills
Title: Mayor

Organization: City of West Lafayette

Address: 609 West Navajo Street
City/State/Zip: West Lafayette, Indiana 47906

Telephone: (765) 775-5100
Fax: (765) 775-5196

E-mail: mayor@city.west-lafayette.in.us

Weekend Contact Number (for notification): (765) 404-8971

Key Participants (Attach an additional sheet if needed)

Organizations

Public Agencies: see additional sheet

Architect/Designer

Developer

Professional Consultant

Community Group

Other

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

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

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Signature: Jan H. Mills
The Rudy Bruner Award for Urban Excellence

A New Downtown for West Lafayette

Key Participants

The Wabash Landing/Tapawingo redevelopment project involved a number of stakeholders. Public entities included:

- City of West Lafayette
- Area Plan Commission, which is the county's metropolitan planning organization with oversight of zoning matters
- Greater Lafayette Public Transportation Corporation (CityBus), which helped finance the childcare center
- West Lafayette Redevelopment Authority and Redevelopment Commission, invested the city's Levee/Village TIF resources
- West Lafayette Park Foundation

Private entities directly involved included:

- Browning Day Mullins Dierdorf of Indianapolis, Wabash Landing project architect
- Renfro Development Company of Columbus, Indiana, developer
- Wabash Landing LLC of West Lafayette, developer
- T.J. Gall and Associates of Lafayette, project management
- H.J. Umbaugh and Associates LLP of Indianapolis, accounting services
- Ice Miller of Indianapolis, legal services
- Keramida Environmental Inc. of Indianapolis, environmental consultant
- Parsons Transportation Group Inc. of Indianapolis, transportation consultant
- Development Concepts Inc. of Indianapolis, consultant
- DLK Inc. of Chicago, consultant
- Gentleman Associates of Indianapolis, consultant
- Rowland Design of Indianapolis, consultant
- Trkla, Pettigrew, Allen and Payne Inc. of Chicago, consultant
- Tippecanoe Building Trades (Carpenters, Electricians, Masons, Plasterers, Glaziers, Operating Engineers, Plumbers and Steel Workers), construction
- Wahl Architecture of Lafayette, Riverside Skating Center architect
- H. Stewart Kline of Lafayette, designer of Brown Street Overlook and Margerum Fountain

Redevelopment of the area was a citizen-driven process. The City of West Lafayette held a number of public meetings to solicit comments from citizens and various community organizations. Those organizations included:

- West Lafayette Strategic Plan Forum Committee
- Levee Steering Committee
- Levee Study Group
- Vision 2020

The city also utilized the expertise of the Hudson Institute in the strategic planning process.
2007
RUDY BRUNER AWARD
ABSTRACT
Abstract

1. Give a brief overview of the project, including major project goals.

This riverfront redevelopment project covering 25 acres along and adjacent to the West Lafayette side of the Wabash River in Tippecanoe County, Indiana, was designed with these goals in mind:
- Clean up a long blighted, brownfield area that had been haphazardly developed over decades, had once included a dump, and was facing even more deterioration because of the closing of a major retailer
- Create new spaces for shops, apartments and a 650 space parking garage
- Create a tangible, visibly pleasing use of the riverfront as a nature area
- Develop adjacent property appropriate for an urban setting
- Establish a community gathering place with natural amenities and modern conveniences
- Provide recreational opportunities for families, adults and Purdue University students
- Host events to foster community connections
- Offer free transportation to and from the area.

The project began with the 1996 opening of a pedestrian bridge connecting West Lafayette and Lafayette. These components, the largest planned development ever in Tippecanoe County, have followed:
- 2001, more than $60 million Wabash Landing opens, offering retail, dining, apartments, hotel, childcare, plaza space
- 2002, $1,000,000 Riverside Skating Center outdoor ice rink opened
- 2004, Free CityBus trolley service route covering Purdue and Lafayette initiated
- 2005, $ 500,000 Wabash Heritage Trail Overlook to Wabash River built, Brown Street improvements completed
- 2005, Public sculpture installed and dedicated at Wabash Landing
- 2006, Taste of Tippecanoe annual festival extended to include West Lafayette riverside
- 2006, $250,000 Sonya Margerum Fountain and Plaza dedicated
- 2006, Art on the Wabash, annual local artists festival debuted.
- Future: A boathouse for Purdue crew to be shared with the community. Property is purchased.

2. Why does the project merit the Rudy Bruner Award?

This riverfront redevelopment eradicated an unsightly, unhealthy property; greatly enhanced West Lafayette’s urban environment by preserving the area’s natural beauty, creating a community gathering place and adding much-needed urban amenities. The public/private project was completed by tapping the vision, imagination, expertise, cooperation and enthusiasm of countless groups, from a citizen-driven strategic planning committee to public/private partnerships. In addition, the CityBus trolley system and West Lafayette trail system provide alternative modes of transportation to the area from the Purdue campus and Lafayette’s downtown.

The city has won four prestigious awards for the Landing: the Indiana Association of Cities and Towns’ Community Achievement Award for outstanding achievement and accomplishment in municipal government; the Indiana Land Use Consortium’s Models of Success Award, the Main Street Award, and the National League of Cities’ Howland Gold Award.
2007
RUDY BRUNER AWARD
PROJECT DESCRIPTION
Project Description

1. Describe the underlying values of the project.

The values of the project include revitalization/clean up, enhanced community space, new businesses and apartments, 800 new jobs and increased tax base. Less tangible but equally valuable are the community feelings and connections fostered by the project. West Lafayette was once a city without a true downtown. A small village area near Purdue University had been dwarfed by campus growth, squeezing out all but a few college-targeted retailers. With this riverside redevelopment, West Lafayette once again has a downtown, a center of the city, a place that welcomes all residents. And it’s beautifully combined with adjoining nature areas that include the river, an overlook, 17 miles of walking trails and the skating center.

2. How has the project impacted the local community?

The success of the project has made believers of those who felt it was not appropriate for the city to partner with a private developer. The community has enthusiastically embraced the development, the improved access to nature and the family activities and events. More than 16 businesses in Wabash Landing are thriving. The sculpture and fountain/plaza areas are popular social gathering places. Festivals and concerts at the site are well-attended and community residents frequently voice their appreciation and enjoyment of the completed project—West Lafayette’s new downtown.
3. Describe the key elements of the development process

A citizen-driven strategic plan adopted in 1987 set the tone for creation of a new downtown, a new urban setting that would also tap the area's natural beauty. A public/private partnership was created to leverage local, state, federal and private funding. Some of the land in the project area was designated a brownfield, and in 1990, drawn into a tax increment financing (TIF) district, creating a funding mechanism for development.

In 1995, Sears Roebuck & Co. closed its big-box retail story on the property. Having anticipated the closure, the city purchased the site in 1996 for $1.6 million with money borrowed on a bond anticipation note. TIF money was used to conduct environmental studies, make significant up-front investments in utility relocation/upgrades and build a parking garage. In 1998, the city entered into an agreement with Columbus, Indiana-based Renfro Development Co. to develop Wabash Landing on nearly seven acres previously occupied by Sears and its parking lot.

At the same time, the City's Parks and Recreation Department began other improvements to the area including the city-run skating center, overlook on the Wabash River and the Sonya Margerum Fountain.

4. Describe the financing of the project.

<table>
<thead>
<tr>
<th>Project Component</th>
<th>Funding Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Wabash Landing Shopping Center</td>
<td>Renfro Development, City of West Lafayette</td>
<td>$56,000,000</td>
</tr>
<tr>
<td></td>
<td>Grants</td>
<td>10,600,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2,700,000</td>
</tr>
<tr>
<td>Riverside Skating Center</td>
<td>City of West Lafayette, State of Indiana, Indiana DNR, Rotary Club, Individual Donors</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Wabash Heritage Trail Overlook and Brown Street Improvements</td>
<td>West Lafayette Parks Board, West Lafayette Redevelopment Commission, Indiana DNR, Rotary Club, Alcoa Inc.</td>
<td>$500,000</td>
</tr>
<tr>
<td>Sonya Margerum Fountain</td>
<td>West Lafayette Parks Board, West Lafayette Redevelopment Commission</td>
<td>$250,000</td>
</tr>
<tr>
<td>Property Acquisition for future Community/Purdue boathouse</td>
<td>City of West Lafayette, West Lafayette Redevelopment Commission</td>
<td>$1,200,000</td>
</tr>
</tbody>
</table>

In accordance with the Wabash Landing project agreement, the city paid for public infrastructure improvements, utility relocation, transportation enhancements and street improvements. Our parks department and park board are responsible for the overlook, skating center and fountain.

Renfro Development Company, whose resources included conventional construction financing along with various equity partners, was responsible for financing the construction of the retail, residential and hotel components, and for obtaining the garage financing and management, on- and off-site parking, and management/upkeep of public space.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other settings?

The project is both unique and adaptable to other settings, first in its public/private cooperation; second in its combination of nature (including access to the river) and urban amenities (including intermodal transportation); and third in its visibly striking results. Other communities have expressed interest in how this redevelopment was accomplished and have visited to see for themselves what can be achieved. Our mayor has spoken at the National League of Cities Congress of Cities, the Indiana Brownfields Conference, and the International City/County Association, Brownfields Conference.
2007
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 represents an organization that was involved, in helping the project respond to neighborhood issues.

Name: Thomas B. Robinson
Title: Vice President for Student Services
Organization: Purdue University
Telephone: (765) 494-5776
Address: 475 Stadium Mall Drive
City/State/ZIP: West Lafayette, IN 47907-2050
Fax: (765) 496-1109
E-mail: trobinson@purdue.edu

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Signature: 

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

Purdue University and the City of West Lafayette have a long history of working in a collaborative way. In recent years, the University-City partnership has been strengthened in an effort to improve the quality of life for all citizens—students, faculty, staff, and local residents. A great amount of joint effort has been focused, and continues to be focused, on economic development, neighborhood issues, and services in our community. With the overall planning and development of the Wabash Landing area, the University has worked with the City in a supportive role, and as partners, we are engaged in a specific river-front construction project.

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

Following the forward-thinking of the Mayor, the City of West Lafayette made a major investment in the redevelopment of the Wabash Landing area. Issues included: site planning; financial planning and resource development; developing space for shops, restaurants, a theater, and hotel; relocating some businesses; developing the river-front park area, including recreational space and building of the Riverside Skating Center; parking; and planning streets and transportation flow.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

Purdue has been very supportive of the City’s initiatives to make improvements in our community, and those improvements also positively impact members of the University community. The Wabash Landing area is a wonderful example of the importance of urban redevelopment and the positive impact on the community if done well. Linking the City of West Lafayette to the downtown of the City of Lafayette by the Myers Pedestrian Bridge, Wabash Landing today is at the center of activity and commerce in the Greater West Lafayette/Lafayette community. And Wabash Landing is within walking distance of the Purdue campus, making it very accessible to students and others. The University and City have worked closely together on many fronts, especially in the planning and development of infrastructure, road, and transportation flow.
COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

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

As a result of the creation of the Wabash Landing area, Purdue students, faculty and staff find a wider range of activities, opportunities and eateries that are of interest to them. Wabash Landing provides students and staff access to off-campus entertainment, shopping and recreational activities through the Wabash Landing 9 movie theater, Riverside Skating Center, occasional community festivals and assorted stores and services. Wabash Landing has become a destination for Purdue students, staff and community members and consequently an even greater connectivity has developed between the University and the community.

The physical revitalization and reconfiguration of this area, formerly known as the Levee, offers a welcoming gateway to the West Lafayette community and the University. The attractive design of the space, landscaping and buildings leaves an impression that reflects a strong spirit of community pride.

One of our primary goals in student services is to attract, admit and retain a high quality and diverse student body. Prospective students and parents visiting Purdue for the first time evaluate not only the University but also the surrounding area to see if it is an acceptable community for the student. Providing pleasant, nicely maintained surroundings, such as Wabash Landing, located within walking distance to campus demonstrates a greater sense of suitability.

In recent years, Wabash Landing has become a place for students to relieve stress, engage in the joy of play, and participate in leisure activities, all of which are important complements to discipline based learning. An essential element of what we do in student services is help students have the very best experiences possible. West Lafayette, through the development of Wabash Landing and other projects, has been an excellent partner in achieving this goal.

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

The Wabash Landing redevelopment project has been enormously well received by members of this community. There have been many positive aesthetic, business, and recreational outcomes of the project, and enhancements continue. Public displays of art are now in place, and the beautiful Sonya L. Margerum Fountain was recently dedicated. The entire Wabash Landing redevelopment project represents the vision and vitality of the City of West Lafayette.
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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

<table>
<thead>
<tr>
<th>Name</th>
<th>Stanton Lambert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Wabash River Enhancement Corp.</td>
</tr>
<tr>
<td>Telephone</td>
<td>(765) 420.3355</td>
</tr>
<tr>
<td>Address</td>
<td>200 N. 2nd. St.</td>
</tr>
<tr>
<td>City/State/ZIP</td>
<td>Lafayette, IN 47901</td>
</tr>
<tr>
<td>Fax</td>
<td>(765) 420.3355</td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:slambert@lafayette.in.gov">slambert@lafayette.in.gov</a></td>
</tr>
</tbody>
</table>

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**Signature**

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

   My organization was created in part from the success of this project. This project has been a catalyst for enhancing the Wabash River Corridor. It has shown the potential that exists to improve the quality of life in West Lafayette and Lafayette. The mission of my organization is to extend and expand corridor enhancement to bring people to the river to recreate, live, and work. This project is serving to excite, unite, and encourage a sense of community.

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

   - Creation of a real downtown area in W. Lafayette.
   - Re-development of dilapidated urban space.
   - Public/Private partnership as a strategy to implement this project.
   - Riverfront development

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

   Our organization was not in existence during the development phase of this project. Public-Private Partnership was a new strategy that the community was unfamiliar with. The community had to embrace public participation in a private sector development.
4. Has this project made the community a better place to live or work? If so, how?

It has dramatically improved the sense of community in West Lafayette and Lafayette.

Redevelopment of this space into mixed use (retail/residential/recreation use), has revitalized a former derelict area that attracts local and regional users along with college students. It’s created a place where community gathers that was absent in West Lafayette.

It has united West Lafayette and Lafayette by creating public space that enables local festivals to become truly West Lafayette-Lafayette celebrations.

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

I would have planned for a larger river-front enhancement concept that included the urban space along both sides of the river. This is the focus of our organization currently, and the ongoing effort is a result of the Wabash Landing Project.
Community Representative Perspective

Name: Jim Bodenmiller
Organization: Indiana Arts Commission
Address: 3620 Greenfield Ln.
Fax:

Title: Chair and Commissioner (retired)
Phone: 765-497-9853
City/State/Zip: West Lafayette, In 47906
E-mail: jboden@verizon.net

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

I have served in many leadership roles in the arts and cultural community; however, for this project I represented no specific organization but rather a citizen of West Lafayette with a strong interest in advocacy for the arts and culture and quality of life issues that were important considerations for the development of this project. I participated in the strategic planning process for West Lafayette that helped define the course for the Wabash Landing project.

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

The cost to the city for the purchase of the site and the financial commitment the city made to the developer for the infrastructure necessary for the project's development.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

As indicated above I represented no particular organization so did not participate in any of the compromises or trade-offs.

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

Wabash Landing is now a destination with restaurants, coffee shops, and retailers and other amenities surrounding defining the new “downtown” of West Lafayette. Strategically located near the Wabash River other facilities have developed near the shopping area that enhances the quality of life offering recreational and cultural experiences. An ice skating pavilion, walking trails along the river, development of Tapawingo Park, a pedestrian bridge connecting the two cities and outdoor sculpture and a fountain all providing opportunities for the citizens and visitors to participate and enjoy the many offerings in the area.

The Taste of Tippecanoe, a collaborative effort of both cities and an event sponsored by the Tippecanoe Arts Federation, utilizes the space in Tapawingo Park as well as the Pedestrian bridge connecting Reilly Plaza in Lafayette. Art on the Wabash, a juried art fair for local artists, was launched this year and will provide an annual event that encourages local artists opportunities to market their work to the community.

A vision and careful planning have created a diverse landscape that attracts the Purdue students, faculty and citizens and visitors and engages them in a richness of
community life. Plans for future development along the Wabash are in process to encourage economic development with facilities and activities that enhance the quality of life for the community.

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

The planning process was inclusive providing all citizens in West Lafayette to participate and give input. Where practical the ideas were incorporated into the plan.
COMMUNITY REPRESENTATIVE PERSPECTIVE

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

Name: Martin C. Tischke
Title: President
Organization: Purdue University
Telephone: (765) 494-9708
Address: Hodge Hall 200, 610 Purdue Mall, West Lafayette, IN 47907
Fax: (765) 494-7875

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Signature: Martin C. Tischke

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

See attachment.

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

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?
COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

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

5. Would you change anything about this project or the development process you went through?
1. How did you, or the organization you represent, become involved in this project? What role did you play?

Purdue University is located near Wabash Landing. Historically, this area had been a neighborhood shopping area and provided a significant amount of off-campus housing for Purdue students. Prior to the Wabash Landing project, the area had experienced a rapid decline. This included significant vacancies and abandoned stores. The remaining retail operations, bars and restaurants were of poor quality and not adequately meeting the needs of the Purdue students, faculty and staff. In addition, the surrounding community as a whole did not utilize this area of the city.

Because this area is in close proximity to Purdue University, we were keenly interested in the emergence of a quality environment in this area. This would help to align the Wabash Landing area with the quality of Purdue University campus and provide necessary shopping and entertainment opportunities for students, faculty and staff. The University was proud to provide broad direction and feedback through the planning process to ensure that the project would meet our current needs.

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

Developing a dynamic vision for this property was a major issue. A simple remodeling of the existing property was an option; however, we do not believe that this would have provided the dramatic transformation required. The project needed to present a vibrant, exciting and safe area that would welcome Purdue students, faculty and staff as well as provide and inviting area for the community as a whole. It also needed to be more than just a strip center and therefore provide the types of amenities that would create a true destination. For this process we focused on four key areas: activities, image, access and social amenities.

Our hope was also to see this area provide a positive first impression for visitors to Purdue University as they pass through this area in route to the campus. It was our intent to see this area provide new possibilities for the community and a sense of place for students and faculty. We also wanted to create a higher quality off life that would promote positive opportunities for leisure activities as well as high quality retail and dining options.

An area of particular concern was providing convenient access to Wabash Landing from the Purdue University Campus. Purdue staff participated in the planning of trolley routes that maximize opportunities for students to better utilize the site.
3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

Because the Wabash Landing area has several adjoining property owners, it would have been ideal to see the entire area redevelop at once. However, the opportunity to redevelop a major parcel was the only current opportunity. Despite the lack of control of all properties, the Wabash Landing site set a new standard for development in the area by creating a vibrant urban setting with entertainment, shopping and dining. This bold move essentially raised the bar for development in the area and has in fact led to a number of new and interesting businesses on adjoining properties. The quality of these new businesses is in keeping with the standards set by the Wabash Landing development and continues to improve the area and create new possibilities for the students, faculty, staff and community.

Purdue University is quite pleased with the results of Wabash Landing and is now partnering with the City of West Lafayette to create a boat house facility for the Purdue Crew (Purdue’s Rowing Team) adjacent to Wabash Landing. This facility will not only provide a location for further involvement of the Purdue students, but will offer an interesting atmosphere for the entire river front area as the teams practice and compete on the Wabash River. We envision that the pedestrian bridge will be heavily utilized as a result of this activity.

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

We are extremely proud of the Wabash Landing project. The project not only transformed a blighted area that underserved Purdue and the community, but it has contributed significant and critical amenities that now provide outstanding opportunities to our entire area. The fountain and pedestrian bridge areas invite our entire community to gather for festivals or simply to enjoy a pleasant walk. The skating center and movie theater are being heavily utilized by the entire community creating a great atmosphere and great entertainment. In addition, new facilities have thoughtfully created a modern, urban feeling making the Wabash Landing a very appealing destination for shopping, dining or simply spending leisure time.

Wabash Landing has become a vibrant destination that reaches and welcomes everyone in our area. This provides a real sense of community and provides our diverse student population with an opportunity to take part in both our university and our great city.

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

We are quite pleased with the outcomes of the Wabash Landing project. It is our hope that future development will continue to provide improved pedestrian and bicycle access to the site. At present because a state highway runs adjacent to the area, it is difficult for pedestrians to cross the highway from nearby housing and retail areas. Although we understand that this can be a difficult process, we believe that this will lead to even better utilization of the Wabash Landing area when pedestrian access is improved.
COMMUNITY REPRESENTATIVE PERSPECTIVE

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

Name: Don K. Gentry  Title: Chairman of the Board

Organization: Lafayette/West Lafayette Development Corp.  Telephone: (765) 494-0819

Address: Sweezy Commerce Center  City/State/ZIP: Lafayette IN 47905

Fax: (765) 494-3200  E-mail: dkgentry@purdue.edu

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Signature:

1. How did you, or the organization you represent, become involved in this project? What role did you play?
   The Lafayette/West Lafayette Development Corporation is a consolidation of six economic and community development organizations serving Tippecanoe County, Lafayette, and West Lafayette. Our mission is to build the economic and community quality of life to make the area a place of choice for people to live, work and raise a family as well as to attract businesses to locate and grow in the community. The Wabash Landing area project is one of many economic and community development initiatives that our organization has been supportive of and deeply involved with. The organization was pleased to support the City of West Lafayette in this extremely vital and aggressive redevelopment of a major area of West Lafayette.

2. From the community's point of view, what were the major issues concerning this project?
   The Wabash Landing project redeveloped a run down commercial area of the city into a vibrant commercial, entertainment and social gathering place for residents in the Lafayette and West Lafayette area. The project took the commitment and support of many groups over a period of several years to put together the financing, developer interest, commercial use interest and traffic flow issues. The results were a great economic, social and visibility boom for the area.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?
   I am not aware of trade-offs.
COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

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

The results of this project have made the West Lafayette levy an alive, vibrant and thriving commercial center for the city. The activity in this area of the city has greatly expanded and it has become the place to go.

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

The results were well worth the effort. I am sure the city administration might do something different, but to the public, the results were well worth the investment of time and resources.
COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, 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 someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name: Patti O'Callaghan  Title: W.L. Youth Council Liaison

Organization: Lafayette Urban Ministry  Telephone: (765) 423-2691

Address: 525 N. 4th Street  City/State/ZIP: Lafayette, IN 47901

Fax: ( )  E-mail: pattioc@insightbb.com

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Signature: __________________________

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

I am the City Council liaison to the West Lafayette Youth Council. The Youth Council is an organization giving youth an opportunity to participate in city government and to improve the lives of youth in the community. They sent a survey to all high school students to find out needs and interests of youth. Youth Council representatives also participated in the West Lafayette Strategic Plan Steering Committee. One need that was clearly expressed was a "place to be" and things to do. They very much wanted a book store as part of that!

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

From the beginning of the Wabash Landing project, a major issue was how to convert an abandoned retail store and parking lot into the vibrant, active downtown which West Lafayette lacked. From the youth perspective, the issue was having a place where they could go and be safe while still having a good time.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

For the Riverside Skating Center, which has become a great place for the youth of our community to go, a compromise regarding the size of the rink desired was required. Taking space and financial restrictions into consideration, and a trade-off with other things desired in Tapawingo Park, a compromise was reached that would serve the citizens. The youth did not participate much specifically, except to let their needs be known.
4. Has this project made the community a better place to live or work? If so, how?

The entire Wabash Landing project including the Myers Pedestrian Bridge, the Sonya L. Margerum Fountain, Riverside Skating Center and the Landing retail center, has significantly improved the community as a place for youth. The area provides a place where parents can feel comfortable having their children go with their friends. Without driving anywhere, the youth can have something to eat, go shopping, take in a movie, stop at the bookstore they advocated for, and go ice skating (or roller blading in the summer) for fun and exercise. The Youth Council has used the area for community service projects as well. They received a grant to host a skating party for underprivileged youth at Riverside Skating Center. They put on a Kiddie Carnival in the pedestrian way to provide fun and games for children. The last two years, the Youth Council participated in a downtown festival, “A Dickens of a Christmas,” with children’s activities at Wabash Landing.

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

While not something I would change, I would definitely repeat the collaboration with our neighboring city of Lafayette on the development of the Myers Pedestrian Bridge. It has allowed the many downtown festivals to include West Lafayette. The Youth Council has participated in several of them, from providing children’s activities at “Dickens of a Christmas”, to clean-up at Dancing in the Streets. Riverside Skating Center has provided an opportunity to interact with youth from Lafayette and surrounding areas as the only ice skating rink around.
COMMUNITY REPRESENTATIVE PERSPECTIVE

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

Name  C. BARRY RUSIN  Title  REAL ESTATE BROKER/DEVELOPER
Organization  COMMERCIAL BROKERS INC  Telephone  (765) 497-9993
Address  10543 SAGAMORE WEST  City/State/ZIP  LAFAYETTE, IN  47906-
Fax  (765) 497-3679  E-mail  clorbin@commercialbrokersinc.com

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Signature

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

As an early supporter of the redevelopment of a riverfront gateway to the city, I attended visioning meetings, spoke out in favor and encouraged our elected officials to make the needed investment in the project to help ensure a successful public/private partnership.

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

There were two major challenges facing this project, design and financing. Appropriate design was a very important goal in the community forums. Of particular concern was the incorporation of green space and pedestrian accessibility as integral parts of any final design solution. Overcoming objections to the use of public funds required additional creativity. It became apparent that for this project to be successful, all stakeholder concerns would be addressed, public/private partnership would be required.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

The trade-offs/compromises that I saw were the willingness of the community to bring significant resources to the project in return for the inclusion of design elements that reduce the developer’s return on investment. This took political will and widespread community support to accomplish.
4. Has this project made the community a better place to live or work? If so, how?

The enhancement of the community's quality of life from the addition of the levee improvements has been profound. Not only has there been a beautification benefit as a gateway entrance to the city but it has enabled us to develop a "hilltop to hilltop" marketing approach in collaboration with the city of Lafayette. In addition, the development has given us a year round number of recreational opportunities as well as "community building" venues to host fairs and festivals. This project also has spurred on several millions of dollars of additional residential and commercial developments.

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

From my perspective, there was a methodical procedure that was followed allowing for an open and inclusive process. For the most part, community needs that were identified were met. There had been some hope that this site could have also supported some civic/cultural buildings but unfortunately, it was not large enough or economically feasible to accommodate those uses.
PUBLIC AGENCY PERSPECTIVE

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

Name Sallie Dell Fahey
Title Executive Director
Organization Area Plan Commission
Telephone (765) 423-9248
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City/State/ZIP Lafayette IN 47901
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Signature Sallie Dell Fahey

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).

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?
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 Wabash Landing portion of the project required zoning approval in the form of a Planned Development. The Area Plan Commission (APC) serves six member jurisdictions, including the City of West Lafayette. Although the plan commission staff has the primary responsibility to negotiate and review all aspects of the proposed development, we work collaboratively with city staff. All aspects of the project were negotiated with the developer including: infrastructure, access, perimeter road improvements, architectural elements, permitted uses, and signage. Particular care was taken to ensure a mixed-use development that includes residential units, recreation, retail, restaurants, daycare facility and parking garage. Design elements were negotiated to reduce dependence on auto travel and promote pedestrian and transit access. Careful planning was paramount as this project established the standards for additional redevelopment in this portion of West Lafayette. The area has now largely been redeveloped from a low-density, underutilized suburban style commercial area to a high density, neo-traditional urban downtown.

The Riverside Ice Skating facility, located closer to the river, had to be carefully designed to prevent negative floodplain impacts. The plan commission staff worked with West Lafayette to allow sufficient fill in the floodway fringe to elevate the land for the skating rink and building without adversely increasing the regulatory flood elevation for upstream properties.

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 overall project created, as intended, a new West Lafayette downtown linked to Lafayette's traditional downtown across the Wabash River. The two downtowns now seamlessly function as one, with the Wabash River offering scenic and recreational focal points in the middle. The two downtown areas are creatively linked by a pedestrian bridge (formerly SR 26), a new vehicular bridge, with the CityBus trolley providing free access to both sides of the downtown and Purdue University. The Area Plan Commission is also the designated Metropolitan Planning Organization for countywide transportation planning. In this capacity, the commission and its staff played a key role in the transportation projects that converted the old highway bridge to pedestrian-only use, built the new vehicular bridge that modified the alignment of the state highway, and provided planning support for the CityBus trolley and the transit supported day care facility within Wabash Landing.

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

The combination of public and private elements of this project spurred additional private redevelopment and investment within this once tired, old commercial area. All subsequent new development has followed the mixed-use, dense urban design form established by this project as the area model. The city-funded parking garage supports vehicular parking needs in the true downtown style by eliminating the need for a sea of paved surface parking lots.

It is impossible to discuss positive impacts without mentioning the benefits to the Lafayette side of the downtown. Homegrown restaurants flourish, new retail shops open weekly, and in the last four years, 162 residential condominiums have either been built above new ground floor commercial space or converted from empty upper stories of old downtown buildings. Both sides of the downtown are quickly becoming an evening destination location, with the pedestrian bridge linking destinations on both sides. The diverse U.S. and international Purdue University student population, more accustomed to walking and riding the bus, have now discovered and frequent establishments in all parts of downtown.
4. Did the 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?

Knowing that this project would set the standards for all subsequent redevelopment in the broader downtown area, West Lafayette and APC staffs achieved unprecedented levels of cooperation. Those levels of cooperation continue today. Focusing on the common goal - the ultimate benefit to the community - promotes shared creativity, eliminates territorialism, and strengthens mutual decision-making between our two staffs. This is an important lesson for other communities.

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

The most successful aspect is the overall downtown renaissance resulting from the project. Having persons living, working, shopping and dining downtown provide a vibrancy not seen for many years.

The most disappointing aspect of the project has been how long it has taken citizens to embrace the parking garage. The focus groups that kicked off the project universally identified traditional urban form, walkability, and a de-emphasis on surface parking as the most desirable design concept. That can only occur with garage parking. In practice, however, many citizens are still wedded to the idea that they should be able to park in front of their destination, especially in the Wabash Landing area. Although still underutilized, parking garage usage has finally begun to increase.
PUBLIC AGENCY PERSPECTIVE

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

Name  Joe Payne  Title  Superintendent, Parks & Recreation
Organization  City of West Lafayette  Telephone  (765) 775-5110
Address  609 W. Navajo Street  City/State/ZIP  West Lafayette, IN 47906
Fax  (765) 775-5249  E-mail  jpayne@city.west-lafayette.in.us

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Signature  

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).

Through a cooperative public and private effort, the West Lafayette Board of Parks and Recreation is committed to the conservation and proper development of the Wabash River Heritage Corridor. The goal is to conserve and develop West Lafayette’s urban riverfront as a demonstration project for the entire heritage corridor. The objectives are to provide exemplary examples of: proper management of the riverbank and associated floodway and floodplain; development of the Wabash Heritage Trail as an accessible, multi-use trail for recreation and transportation; development of better access to the river for recreational use; and redevelopment of the urban riverfront area, including providing new recreational facilities and public gathering and event spaces. All activities are guided by the on-going public participation process that is inherent in West Lafayette’s strategic planning process. Conservation and development work is conducted in partnership with the U.S. Army Corps of Engineers, the Indiana Departments of Natural Resources and Environmental Management, the Tippecanoe Area Plan Commission and the community.

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 primary focus of the Board of Parks and Recreation’s effort has been on the renovation of Tapawingo Park. The renovation has included the conversion of the former Main Street Bridge to the Myers Pedestrian Bridge and Plaza, providing the key “sense of place” connection with the City of Lafayette; removal of old tennis and basketball courts; and the construction of the Wabash Heritage Trail, the Riverside Skating Center (a unique facility for the community, providing outdoor ice skating in the winter and a special events and entertainment venue during the rest of the year), a new playground, the Wabash Heritage Trail Overlook (on the preserved abutment for the first bridge over the Wabash River in Tippecanoe County), and the Sonya L. Margerum Fountain (and plaza). The park landscaping has also been renovated through the various project phases. The Board of Parks and Recreation has had to make decisions about recreational use trade-offs and development compromises during the park master planning process and project development phases.
The renovation of Tapawingo park has helped make West Lafayette's urban riverfront a “place to go” rather than an area formerly used by only a small segment of the community. Citizens now enjoy the unique amenities along the river daily, as well as year-round, walking, bicycling, skating, watching the fountain, playing on the new playground equipment, and congregating with friends for lunch and with large groups for festivals and special events. The riverfront has become a friendly place and the park is used for much more than occasional pick-up basketball games or tennis matches. People now want to “go down to the river” and enjoy the area. Formerly, much of the population was not particularly comfortable in this area.

The development of the Riverside Skating Center was a complete community effort, with a year-long fundraising effort and dozens of corporate and business contributors. The Wabash Heritage Trail Overlook project was selected as the community’s millennium project by Rotary International, and the Alcoa Foundation also contributed to funding the project. The Myers Pedestrian Bridge and Plaza project was the community’s first FHWA/INDOT funded Transportation Enhancement project, and the local funding match and project coordination was a partnership between the cities of Lafayette and West Lafayette; the project received one of the initial Environmental Quality Awards from the Federal Highway Administration. Many aspects of these projects can be shared and be instructive for other communities.

The most successful aspect of the redevelopment of the urban riverfront area and the renovation of Tapawingo Park is that an overall synergy and sense of place emerged as projects were completed. People now live, shop and recreate in the area. The riverfront “district” has become much more than the sum of the project parts necessary to complete the redevelopment and renovation. Recreational uses in Tapawingo Park have become so popular that wider paved trails, a larger playground, a larger ice rink, and more space for festivals and entertainment would help make the overall project even more successful.
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: James J. Curtis, Jr.
Organization: Sheehan Development, Construction, & Property Management
Address: 6930 Atrium Boardwalk South, Suite 100
Fax: (317) 849-0200
Telephone: (317) 579-9255
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E-mail: jjcurtis@sheehandev.com

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

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

3. How was the project financed? What, if any, innovative means of financing were used?
4. How did the economic impacts of this project on the community compare with or differ from other projects you have been involved in?

5. What about this project would be instructive to other developers?

6. What do you consider to be the most and least successful aspects of this project?
1. What role did you or your organization play in the development of this project? Describe the scope of involvement.

Sheehan Development, Construction, and Property Management was the lead developer for Wabash Landing. We were deeply involved in all aspects of the project. We were responsible for bringing together the team of construction professionals. We coordinated weekly meetings with the city, worked with the bond banks, leasing brokers, insurance companies, as well as construction and permanent lenders. After acquiring the Hilton hotel franchise, we hired the hotel operator. In addition, we acquired necessary parcels of land, designed and built the luxury apartments which we currently manage along with the parking garage, and helped coordinated overall signage for Wabash Landing.

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

We had a tremendous working relationship with the City of West Lafayette. As in all business deals, there are many compromises as the project moves forward. Frankly, we were in agreement on how best to handle situations as they arise. For instance, the city requested that we build the parking garage two feet above the 100 year flood elevation, and we concurred.

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

Creative financing, persistence and patience were the ingredients that made Wabash Landing reality. To explain the complexity of the team financing concept would take up too much space in this questionnaire. Thus, in a nutshell, LaSalle Bank financed the retail and apartments. The city provided bonds, backed by TIF, through six local banks and funded the parking garage but required the personal guarantee of James Curtis, the developer. Meanwhile, another lender financed the hotel. A combination of Sheehan Development and three union pension funds provided the equity for the overall project.

4. How did the economic impacts of this project on the community compare with or differ from other projects you have been involved in.

For too many years this area of West Lafayette along the banks of the Wabash River has cried out for attention. Large weedy parking lots and neglected, dilapidated buildings were demolished to make way for Wabash Landing. Some refused to believe the area could thrive. Cleaning up this blight was a challenge the city of West Lafayette was determined to meet head on. The incredible economic impact of this project can be felt on both sides of the river. Wabash Landing is attractive, clean, has a variety of quality tenants, has provided homes and jobs for many in the community, and has become a thriving destination in place of an eyesore. Not all projects we work on are redevelopment oriented, thus it has been a treat to see the awesome transformation of this site.
5. What about this project would be instructive to other developers?

As the lead developer on a redevelopment project of this magnitude, our relationship with city leaders was paramount. We worked closely and communicated often about our plans and direction for Wabash Landing. This project took longer than what we had anticipated, so getting a good handle on costs upfront and building in a strong contingency was key to keeping things moving efficiently. Be flexible and willing to be creative with the financing. We not only had a strong development team who worked well with city leaders, but we were able to work with banks, unions and other professionals to make this project a welcome asset to the community.

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

The strong support of the City of West Lafayette and their overall vision helped tremendously in making the project successful. The Hilton Garden Inn has been a huge attraction for visitors and is full on a regular basis. Our tenants are pleased with the shopping area and the retail arm of the project has shown profitability. Meanwhile, the apartments continue to retain a high occupancy rate. As more and more people shop, live and dine at Wabash Landing, we have experienced positive reactions from the community as residents embrace this project. The least successful aspects of this project were the cost overruns in the retail center and overall site expenses. An additional $1 million was required to add pilings as extra support under buildings which is of no value to anyone. Also, parking is an important issue for retailers. Thus, we have open units as there is no available parking in front of the remaining vacant spaces.
2007
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. Copies may be given to other design professionals if desired.

Name G. Kurt Wahl, AIA Title President & Principal
Organization Wahl Architecture, PC Telephone (765) 429-5880
Address 211 Alabama St. City/Lafayette, IN 47901
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Signature Kurt Wahl

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

The design concept was to link the cities of West Lafayette and Lafayette across the Wabash River, and link the Levee area of West Lafayette to the campus of Purdue University by developing an area, which for many years acted as a barrier. When the Meyer’s bridge was converted into a pedestrian bridge this was the first part in creating a safe path across the river and allowing easy access from downtown Lafayette to the Levee area. The Riverside Skating Center further added to the concept by providing a public space at the end of the bridge in the same manner as the Big 4 Depot does on the Lafayette side. The two building styles, scale and materials are similar and provide cohesive elements on both sides of the river. The Margerum Fountain and its public space at the end of the bridge also links across the river to the fountain and public space in Reihle Plaza on the Lafayette side. The Wabash Landing project, which travels west from the river, provides commercial and residential uses that merge with the existing like uses, as the complex gets closer to campus.

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

Prior to the development of these projects the West Lafayette side of the river had vacant buildings, large parking lots and a park, which was only accessible by automobile. The program called for the introduction of people to the area through residential uses, commercial uses and recreational uses. The creation of a new downtown was the social goal. Much like the downtown Lafayette, which springs from Reihle plaza at the end of the bridge, the new West Lafayette downtown, Wabash Landing, springs from the Margerum Fountain and create a commercial corridor all the way to Purdue University. The downtown’s flow together and climb the hill to the university.
3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

The Wabash Landing site had two major challenges, the first was it was a brown field and needed to be cleaned up. The second was the partnership between the city and the private developer. Many compromises were made to accommodate the budgets of the two entities, so that it could come together as one project. The Riverside Skating Center also had its challenges. The site was well below the required flood level and needed to be raised. The projected building / rink pad was not going to be large enough to support a full size hockey rink, so it was determined that a smaller rink for figure skating only should be built. Given the close proximity to the river special provisions were made for containment of the ice rink refrigerant agent as to avoid a spill. Overall all phases of the projects ran smoothly and all of the buildings work well together.

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

The urban context of Lafayette and Purdue University are established and in place. In creating this new urban area, the elements used needed to create a successful development, but also enhance the two existing urban areas. Unique and different uses, such as movie theaters, were planned to create new interest from the adjoining areas. New shopping and dining are located close to the residential units. A transportation hub is provided for access to all other parts of the community. Parks and recreational areas are located just across the street with activities year round and access to a trail network, which extends citywide. Its location between two long time established urban areas means this project draws from both of them for its success, but strives to better the existing urban areas by linking them together.
2007
RUDY BRUNER AWARD
OTHER PERSPECTIVE
OTHER PERSPECTIVE

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Name John Metzinger Title Development Manager
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Fax (765) 742-4729 E-mail john@90citybus.com

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Signature

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

Wabash Landing is a transit-oriented development that came about, in part, due to CityBus's construction of a child care center within the development. The child care center was purchased and built-out with an 80% federal, 20% local funding mix, under the Federal Transit Administration's (FTA's) Livable Communities Initiative. The agreement to build the child care center was one of the "tipping points" that made the Wabash Landing project a reality for the city of West Lafayette. The child care center was completed in the Fall of 2002, and is leased to Tippecanoe County Child Care, a local United Way agency. The center achieves the purpose of creating convenient child care opportunities near major transit hubs.

In August 2003 CityBus began operating the "Wabash Trolley Line," a fare-free trolley route that creates a frequent, vital link between the downtown area (including Wabash Landing) and Purdue University for the purpose of strengthening residential and retail activity. Funded by a local property tax levy, the trolley is showing a $3.7 million annual return on investment in transit (Economic Impact Study, Wilbur Smith Associates, Sept. 2005).

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

Wabash Landing is a major destination and origination point for CityBus riders. It is an important stop on four bus routes (including the trolley), for residents of Wabash Landing, for users of the child care center, and for riders who go to the development for retail/dining purposes.

The Wabash Landing development has resulted in one continuously-developed urban area that includes downtown Lafayette, the John Myers Pedestrian Bridge, the Village, and Purdue University. This entire space is pedestrian- and transit-friendly.
CityBus was not directly involved in trade-offs and compromises related to the development.

The most successful aspect of the Wabash Landing project is that it was an ideal solution to the problem of vacant retail space and blight within the downtown area. A nearly-approved previous proposal would have utilized the property for warehousing of portable restrooms! The city leadership’s vision for something better has resulted in a lively, beautiful, city center that has resulted in better quality of life for all residents of West Lafayette.

The only aspect of the project that seems less successful is the number of retail vacancies inside the interior corridor of the development.
SUPPLEMENTARY PAGES
Rudy Bruner Award Application

A New Downtown for West Lafayette
Wabash Landing Retail Development

Wabash Landing: Scotty's Restaurant & entrance to Pedestrian Walkway

Wabash 9 Theater

Hilton Garden Inn at the foot of the pedestrian bridge
Riverside Skating Center

Art on the Wabash: An Artists' Fair

The CityBus Trolley provides free transportation

Wabash Landing Retail Development
Sonya L. Margerum
Fountain Dedication

Sunday, September 24th
1:00 p.m.
West Lafayette, Indiana
Downtown is an historian’s dream with its beautiful turn of the century architecture, historic neighborhoods, and inviting public areas. This area remains the heart of our community and is home to many festivals throughout the year. Shops abound where one can find everything from antiques to that perfect garden bench...from home accessories to that much needed fly rod! Lodging facilities and restaurants help to make this a perfect get-away location. From the one-chair barbershop to the bike and jogging trails, Downtown will keep you coming back time and time again.

Look for the TROLLEY!...
The Wabash Trolley Line is your FREE ride to hotels, restaurants, shops, and entertainment throughout Downtown and the Purdue University Campus... so hop on!

Self-guided architectural tours of the Downtown are available by using a brochure and/or an audio tour from the CVB.

LAFAYETTE - WEST LAFAYETTE
CONVENTION & VISITORS BUREAU
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www.LafayetteWestLafayetteDowntown.com
Sharpen your skates.
Tie on a scarf.
Practice your pivots.

With your help, ice skating is coming to Greater Lafayette.

What is the Riverside Ice Rink?
The Riverside Ice Rink is a public facility planned for Tapawingo Park on the West Lafayette Levee. The facility will include a pavilion with a community room, locker room, public restrooms, skate rental, snack counter and rink maintenance room; an outdoor skating rink; and a surrounding plaza. Use will not be limited to ice skating. During the warm months of the year, the facility will be used for roller and in-line skating, festivals and special events.

Where will the rink be constructed?
The rink will be built at the site that for many years housed basketball courts. Those courts will be relocated to a nearby area in Tapawingo Park.

When will Riverside Ice Rink open?
If funds can be raised, plans are to open the rink for the winter 2001/2002 season.

Who will operate the ice rink?
The facility will be operated by West Lafayette Parks & Recreation.

Why are private donations needed?
While several sources of public funding have been secured, sufficient sources don't exist to raise the full $1.75 million needed. Additional private sources are being sought to complete the project.

Is my contribution tax-deductible?
Contributions are made to the West Lafayette Parks & Recreation Foundation, a not-for-profit corporation, so donations qualify as tax deductions. For specific tax benefits, donors are advised to seek advice from their accountant or tax advisor.

Can I make a contribution in honor of someone else?
Yes. Numerous naming opportunities have been identified so contributors may honor a loved one or leave a legacy in their family name.

What if I have other questions?
Please stop by or call the West Lafayette Parks & Recreation Department in City Hall. If you'd like, a member of the board of the Foundation would be happy to meet with you to further discuss this exciting new facility.