12 December 2002

Bruner Foundation
130 Prospect Street
Cambridge, MA 02139

Re: 2003 Rudy Bruner Award application

To: Award Selection Committee

Enclosed please find the application and supplementary materials for your consideration on behalf of the Wabash Landing Planned Development in the City of West Lafayette, Indiana.

Thank you for providing us the opportunity to tell our story of challenge and achievement. We look forward to hearing from you.

Sincerely,

Jesse C. Andrew III
2003

RUDY BRUNER AWARD
FOR URBAN EXCELLENCE

APPLICANT:
WABASH LANDING PLANNED DEVELOPMENT
WEST LAFAYETTE, IN 47906

12 DECEMBER 2002

CONTACT:
JESSE C. ANDREW III, DIRECTOR
WEST LAFAYETTE DEPARTMENT OF DEVELOPMENT
609 W NAVAJO STREET
WEST LAFAYETTE, IN 47906
Project Site Overview
"Pre-Wabash Landing"
PROJECT DATA

Project name: Wabash Landing Planned Development
Owners: Wabash Landing LLC and City of West Lafayette
Uses: Retail, Restaurant, Entertainment, Service, Residential, Parking Garage & Public Open Space

Project Size: 7+ acres
Development Cost: $54-58 million
Annual Operating Budget: N/A
Date Initiated: 1998
Project completion: Summer 2003

% Completed by Dec. 1, 2002: 85%

Application submitted by:

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Indicate how you learned of the Rudy Bruner Award for Urban Excellence?
Local library contact

Signature

Sonya L. Margerum
ABSTRACT

Wabash Landing Planned Development
300 E. State Street
West Lafayette, IN 47906

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

Wabash Landing is a $55+ million mixed-use development on 7+ acres previously occupied by a 1950's Sears & Roebuck Store. The "Levee", where the project is found, is approximately 80 acres located adjacent to the Wabash River, Purdue University and the city of Lafayette. The site has been the subject of 6 urban studies dating back to 1928. In 1990, following the recommendations of a 1986 community strategic planning effort, the Levee was designated a blighted area and became one of three tax increment funding districts (TIF) in the City. In 1996 Sears vacated the building to open in a new location in the local suburban mall. The City of West Lafayette, in a politically controversial move, purchased the site one year later for $1.6 million, borrowed on a bond anticipation note. The decision to purchase the Sears property was made in an effort to retain control of its future development and to participate in transforming an eyesore into a City gateway and creating a new downtown. Community input gained through a series of citizen meetings was funded in part by an Indiana Dept. of Commerce planning grant, and in 1998 a developer was selected. A portion of the site was sold to Renfro Development while the City retained the balance of the property for a public parking garage, pedestrian way/greenway and public open space throughout the project. Ultimately, the development goal was to avoid a "Big box store in a sea of parking". The outcome is a "new downtown" placed in an urban setting creating a gateway into West Lafayette as one enters the community from downtown Lafayette across the Wabash River from the east. The project combines public, residential and commercial/retail and childcare uses. The city brought together private, local, state and federal dollars in a way never before attempted in the Greater Lafayette/West Lafayette area.

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

The project serves as a catalyst in turning an economically struggling river front and commercial district into one of the most exciting development sites in the area. The city was able to realize the best and highest use of the old Sears site through a unique public/private partnership. City access to economic development funds and state/federal transportation grants for the project, not available to a private developer, is the key to Wabash Landing's success. As a result, Wabash Landing has a public parking garage, pedestrian-friendly open space and bicycle/transit amenities and an urban project in keeping with the context of the site and affording public access to the Wabash River. The city's investment to improve aging infrastructure, create public space and amenities "primed the pump" for future spin-off projects within the area. A public investment of $10.6 million, equivalent to 15% of the projected cost of Wabash Landing, is forecasted to result in private investments of $108,000,000 in new development for the surrounding area.
PROJECT DESCRIPTION

1. How has the project impacted the local community?

People in the community are proud of and excited about Wabash Landing. The quality of the project and site-appropriate design is a new source of pride for the community. What was once an abandoned retail store is now a thriving, high-quality new downtown that will continue to grow and attract people. Moreover, the overwhelming success of the project has made believers of those who felt it was not appropriate for the city to partner with a private developer. Even as the Landing is not yet complete, residents could spend the better part of an entire day there enjoying an assortment of restaurant, retail, leisure, and entertainment options. The level of customer activity, well beyond the expectations of new tenants in a project under construction, indicates that the community supports the development. Confidence from the existing retail in the Levee has increased as well. In turn, property owners are investing and upgrading properties in the area. Financially successful, Wabash Landing will generate enough tax increment revenue to pay for the public garage. Land values in the vicinity have tripled, and renewed interest in a previously sagging retail area promises to encourage additional improvements in the Levee. The city estimates total improvements, including Wabash Landing, over the next five years to be $108,000,000.

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

One of the greatest underlying values of the project is realizing the importance of the City implementing a pro-active approach to redevelopment. It became obvious to the City that a “wait and see” attitude would produce a further declining retail base and aging infrastructure while the community waited for private development to step in. The majority of trade-offs assumed by the City involved time and money. Concern about the history of fill found on site would lead to a major Brown Field issue. To clear the way for development, the City paid for environmental studies prior to any purchase agreement. Trade-offs included a significant up-front investment in utility relocation/upgrades and building a $6.6 million dollar 650-space parking garage for a project that existed only on paper. Once under way, the development has taken more hands-on staff time to oversee its progress than was originally envisioned. Documenting the project agreement alone required months of negotiating and scores of attorneys and bankers. To that end, giving up complete control of the process at times has been a significant trade-off. Timetables, design details and cost estimates in the world of the private developer have little in common with a public municipality’s way of operation. Trying to make the two philosophies mesh on a daily basis without conflict has been and continues to be a challenge.

3. Describe the key elements of the development process including community participation where appropriate.

Key elements of the process leading to the development of Wabash Landing are rooted in its history. The Levee has been the subject of long range thinking and community planning since 1928. Master plans dating back to the 1950’s illustrate an opportunity to turn the Levee into a community retail hub and gateway. Two studies conducted in the mid 1970’s and mid 1980’s focused on concerns with traffic circulation and redevelopment. The City’s first Strategic Plan completed in 1987 identified three target areas in the community in need of redevelopment which included the Levee. This was
further supported by the 1989 Urban Plan for the Levee. Beginning with a background guide for prospective developers in 1990 and leading up to a request of proposal (RFP) in 1998, the selection of a specific plan and developer were the result of extensive community input. Believing that the future of the Levee depended upon investment and redevelopment, the community then turned its attention to the urban character and aesthetic values they wanted in the development. During a series of community planning meetings, public opinion in support of up-scale retail, residential and entertainment venues with pedestrian friendly public open space and links to the river front served as a guide for the design and construction of the project.

4. **Describe the financing of the project. Please include all funding sources and square foot costs where applicable.**

In accordance with the Project Agreement, the City paid for public infrastructure improvements, utility relocation, transportation enhancement and street improvements utilizing a combination of TEA 21, Federal Highway Administration, Indiana Department of Transportation (INDOT), EPA, local Economic Development Income Tax (EDIT) and Tax Increment Finance (TIF) funds. The developer’s resources included conventional construction financing along with various equity partners. In the Project Agreement the developer was responsible for financing the construction of the retail, apartment and hotel components in addition securing the garage financing and management, on & off-site parking and management/keep of public space through out the project.

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

Wabash Landing is unique because of its zoning and land use, funding sources and the private/public development team. The project borrows on some of today’s current neo-traditional thinking in support of mixed-use development. Wabash Landing’s application of the planned development (PD) zoning district has served as a model for subsequent countywide planned developments. Creative financing also set this project apart from others. The property is partly owned by the City and the developer. The land comprised of the building footprints belongs to the developer. The balance of the site, including the parking garage, belongs to the City. A combination of TIF, EDIT, TEA 21 enhancement (through the IN Department of Transportation), Federal transit, Build Indiana Fund, Wastewater Utility and Street Department dollars make up the sources-used by the City to cover its share of the investment. Finally, the team approach to planning and construction of Wabash Landing has produced a mixed use development containing a nine screen cinema, Child Care facility, a 104 room Hilton Garden Inn, 92 apartments and condominiums, Borders Book Store and numerous retail and food establishments. The end result is the creation of a downtown the City has never had for area citizens to meet and interact as never before. It ties in with nearby Purdue University and downtown Lafayette and takes advantage of the riverfront, including adjacent park space and connecting linear parks.
1. How did you, or the organization you represent, become involved in this project? What role did you play?

The City of West Lafayette began a successful community-wide strategic planning process in 1987. I served on the Steering Committee for the Strategic Plan in 1994 and 1998, and chaired that committee in 2001. The Plan is a systematic attempt to shape the future of the city and has involved the formation of a Citizens Forum that critically reviews progress and revises the plan (usually every 2 years). A wide cross section of community members are invited and encouraged to participate and the meetings are open to the public. Every Forum has encouraged “hilltop to hilltop” commercial and downtown development in the Levee area. The 1996 Forum reaffirmed this development and suggested partnership with a private developer.

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

The major issue was the risk associated with purchasing the site from Sears and then entering into a public/private partnership for development. Infrastructure improvements were also necessary to support this project (roads and sidewalks). The project agreement called for the building of a parking garage built by the WL Redevelopment Commission and funded by that group and the private developer. The city provided the major funding for the $6.6 million garage project. Other issues of concern from the public point of view included land use and design, percentage of retail component, percentage of residential component, and transportation design.

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

The public participation in this process occurred prior to the Request for Proposal from the developer. Using the Forum as the template, a public Visioning process for the redevelopment of the Levee area as a whole was conducted. Information from three public meetings, previous Strategic Plans, interviews with property owners and tenants, and feedback from developers were gathered. A survey of community preferences was included in the Request for Proposal.
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, impacts statements).

We are a multi-jurisdictional planning agency serving the Cities of Lafayette and West Lafayette, unincorporated Tippecanoe County and 3 small incorporated towns. All requests to rezone must come through our staff and commission prior to action by the appropriate legislative body. Our Unified Zoning Ordinance (UZO) provides for Planned Development zoning, which permits development outside the strictures of standard zoning. According to our UZO, “PD zoning may be used to foster innovative and diverse design in land development that is still consistent with both the adopted Comprehensive Plan and the intent of the Unified Zoning Ordinance.” We encourage use of Planned Development Zoning to, amongst other goals, “permit a harmonious variety of uses within a single development.” Area Plan Commission staff presided over and participated in the negotiations between developer, city administrative staff, and ourselves, ensuring that land use, design, landscaping, and traffic flow would all enhance the physical context within which the development is located, without negatively impacting surrounded uses. Ultimately, negotiation led to agreement, which in turn led to a positive staff report and a unanimous vote by the Plan Commission to forward this request to the WL Common Council with an affirmative recommendation.

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

The project occupies a 7-acre site — the abandoned former home of a Sears store and its parking lot — at the center of West Lafayette’s Levee area. The site faces urban downtown Lafayette, across the Wabash River, only 100 yards wide here. The underutilized Levee is otherwise characterized by a succession of fast food restaurants, a half-empty strip center, their parking lots, and an undeveloped expanse of flood plain. In short, the Levee qualified as being what a planner might euphemistically call “an opportunity area.” And the opportunity would be to fill in a strategically located yet highly underused part of our urban center, to create what we call here a “hilltop to hilltop,” seamless downtown, utilizing all of the Wabash River valley, from West Lafayette’s Village on the west to Lafayette’s Five Points on the east. The Wabash Landing project would thus serve as a centerpiece and catalyst to the productive use and reuse of the centrally located Levee. To do this, we needed, at our required PD negotiation meetings, to convince the developer that his project needed to closely resemble Lafayette’s older developed downtown, rather than look like a shopping center one might find on the edge of a developing community. But we needed to give up some of the built-to-the-sidewalk look of Lafayette’s downtown to accommodate traffic flow around key portions of the development.
3. Describe the project's impact on your community. Please be as specific as possible.

Completion of the Wabash Landing negotiations and rezoning has served as a catalyst for further urban-style development on the Levee. River Market, with 216 apartments and 20,000 sq.ft. of first floor commercial space, and a look designed to complement Wabash Landing’s, has been negotiated, rezoned, developed and occupied just west on the south side of State Street. It replaced a row of very old storefronts, most no longer used. Five more urban-style projects have been proposed on the Levee, have gone through discussions with West Side administrative personnel and negotiation with our staff. To date, 2 of the 5 have been rezoned, one is now in the midst of the approval process, and 2 others have been explored and are awaiting further study to proceed. The current economic downturn has delayed construction on all of these, but approvals remain in place. One of these may yet yield a chain drug store which, through the negotiation process, went from being a canned, suburban design to a handsomely redesigned urban store, to be built at the sidewalk with lots of storefront windows.

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

Planned development zoning has been available in our jurisdictions since 1977, but the Wabash Landing experience honed the process into a more useful, and thus more used, tool. PD zoning here is flexible to a point, that point being the legislative action of rezoning approval. Beyond that, a developer is fixed in place to build the project depicted in PD drawings. Because of the variety of its components, we needed a way to build flexibility into the Wabash Landing process even after rezoning. The developer, the City and our staff arrived at a solution that added an appropriately complex narrative to the required drawings. That narrative permits a broad range of commercial uses while banning inappropriate ones, allows for transitional uses during the course of development, adjusts the final size of the parking garage and accompanying surface parking to the mix as it develops, and calls for a broad variety of urban signage without requiring a unifying "theme." We now use narratives extensively in the PD process, always derived through public/private partnership, to allow developers the post-rezoning flexibility they previously lacked.

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

Wabash Landing, and the process that has led to its development, have both provided a clearer focus in the community. The development brings a new geographical focus to a centrally-located but underutilized section of town. With its internal pedestrian access, and its tie-in with the Main Street pedestrian bridge crossing the Wabash into downtown Lafayette, we can look to a much needed recentralization in an age of limited resources and environmental consciousness. From this planner's perspective, changes in the PD process itself, very much a by-product of this particular development, bring many new options -- and a renewed sense of flexibility -- to the development community and to our staff as negotiators. From a personal perspective, decisions by the developer and the operator of the multiplex movie house, to severely limit outdoor places for people to congregate, so as to keep the "wrong element" away, show a shortsightedness that just doesn't belong in a mixed-use, pedestrian-oriented development.
1. What role did you or your organization play in the development of this project? Describe the scope of involvement?

We responded to the RFP from the City with a development plan for retail and apartments. After the City selected our proposal, we signed a Project Agreement with the City and purchased the land needed and build a 110,000 square foot retail center and 92 unit apartment complex. We also are building a 104 room Hilton Garden Inn Hotel. The entire project is served by a 684 car parking structure built by the City and Pedestrian Walkways built by the City.

We were responsible for building, leasing and managing the project.

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

We were required to achieve a lease-up threshold to get the Redevelopment Commission and the Tax Increment Financing Banks to begin construction on the garage. In addition, we guaranteed the TIF Bonds on the garage, although favorable interest rates allowed the City to refinance the bonds at lower rates and take us off of the guarantees. Most of the difficulties in this development were caused by the site constraints and bad soil conditions rather than the fact that it was a Private/Public Partnership. In fact, the City was very helpful in helping us overcome a number of hurdles.

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

The retail and hotel were financed by Union Pension Funds providing equity, and traditional construction financing. The Unions were interested in being a part of the project because of their relationship with the Mayor and because they believe this project is important to West Lafayette and the entire Greater Lafayette/West Lafayette market.

4. How did the economic impact of this project on the community compare with or differ from other projects you have seen?

While it is too early in the project to be able to assess its impact, it spurred other development around it, such as the River Market retail and apartment complex across the street, before ever being finished.
5. What about this project would be instructive to other developers?

It is important to listen to the City and community and understand what kind of development they want. It is also important to be candid with the City when problems occur, so that win/win solutions can be found.

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

Probably too early to assess with any accuracy, but my opinion is:

Most Successful: Entertainment. Theaters, restaurants, coffee shops, books and music.

Least Successful: Apparel. We have been unable to attract apparel tenants to the retail center. This is caused in part by the economy over the last couple of years, and partly because it is an unusual project in a smaller market. We believe that this situation will change during 2003.
1. What role did you or your organization play in the development of this project?

DCI served as the planning consultant to the Redevelopment Department of West Lafayette. In that capacity, DCI prepared a market study and outlined development directions and roles for the public and private sectors. Once a development direction was determined, DCI assisted the City in securing a developer for the project.

2. From your perspective, how was the project intended to benefit the urban environment?

The subject site was of significant interest to a number of commercial developers. The developers felt the site could support a conventional retail strip center. This type of development is in keeping with many commercial corridors across the country that accommodates in-and-out one-stop shopping. The City and DCI felt that a higher and better use was possible. The site traditionally has supported piecemeal developments that do not relate to each other and result in inefficient land use. The City and consultant engaged a community process which helped to define a sense of place that the community would support and enjoy. The Wabash Landing Project serves as the first significant mixed-use development in the Greater Lafayette/West Lafayette area. It has achieved the goal of being the Town Center that West Lafayette never had.

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

The project has taken under-utilized land and has intensified land uses, created significant number of new jobs, and expanded the tax base. It has also created a destination point, or expressed another way, a community center, which appeals to students, local residents, and visitors alike. The ability to appeal to these very different market segments has allowed West Lafayette to enjoy commercial investment that it otherwise would not be able to support.

4. What trade-offs and compromises were required during the development of the project?

Initial development interest in the site proposed large surface parking lots which would be visible from the thoroughfare running in front of the site. Most plans assumed a strip center environment. The City requested that building fronts with a minimum setback from the thoroughfare. The final plan compromised somewhat on this issue with a modest setback for the building fronts and two rows of parking. It
was hoped by the City that large retail anchors would serve as a catalyst in the initial phase of the project. In reality, smaller retail and commercial investments occurred which set the stage for the larger anchors to follow. The City assumed some good faith in allowing the developer to move forward without the commitment of the larger anchors.

5. How did our organization participate in making them? How might this project be instructive to others in your profession?

The project serves as an excellent model on how the community can come together to raise the development bar for an area that is struggling. Through an educational process with City leadership and the public, the community struck down existing perceptions of this "backwater" commercial area. The process defined new development uses for the area as well as a new role. The City agreed to partner with the private sector in order to make significant new investments occur. The roles played by the City were new to it and it required new behavior and responsibilities for both political and staff leadership. The strong working relationship between the City and the developer demonstrates how entities with divergent objectives can work together to accomplish significant results.

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

The most successful aspect of the project is the creation of a new development prototype for the community. The project represents an urban mixed-use development that addresses the need for a community meeting place. The least successful aspect deals with the reticence of anchor retailers to become involved in a public/private partnership that has yet to prove itself.
1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

The overall concept for this project was to create an urban mixed use neighborhood at the termination of a pedestrian bridge. The scale is to be tight and urban with building of different scales and textures. The exterior materials were chosen for their ability to meet the budget and make the project appear that it was built over a number of years. The architecture was designed to reflect the adjacent river and create a cross axis to the pedestrian bridge termination.

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

The scale of the parking garage could have overpowered the retail stores but by wrapping it with the apartments and the Hotel the garage is taken out of the visual equation.

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

The last few years have been very difficult on the retail industry and each of the stores had to meet a very low budget to allow them to be financed so many of the exterior materials are not as detailed as we would have liked. Their national offices designed two of the building the Theatre and Borders and they do not relate as well as the other buildings.

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

The termination of the pedestrian bridge is anchored by the round plaza that introduced the arch of the main retail area. The taller structures are located on the lowest portion of the site to blend their scale with the one story retail portions. Each façade is designed as an individual building so the project does not have a super block, strip center appearance.
5. Describe the strengths and weaknesses of the project’s design and architecture.

The strength of the project’s design is in the site plan. The plan resolves the axis of the pedestrian bridge with an active public plaza and introduces a cross axis that connects the on-grade parking, the structured parking, and the retail spaces.

The weakness of the architecture is the low scale of the retail shops, lack of awnings, and the scale of some of the retail walls that do not have windows or pedestrian details.
1. What role did you play in the development of this project?

I have been the City’s facilitator and planner for its strategic development planning process since 1986, called the Community Forum. Every two to three years, a group of approximately 100 civic leaders review progress, notes trends, refines vision and identifies three to five key initiatives to upgrade the City over the next two to three years. It has worked extremely well. This is one of the very few communities I have worked with that has made a long range planning process part of its way of life.

Much of the visioning in the 1986-87 planning process has been refined and acted upon in subsequent planning updates. Early on, residents and civic leaders identified the amorphous physical character of the City as a problem. The City lacked a focal point and a feel for its own identity beyond Lafayette. At every planning update session, the potential for levee development was discussed and researched further. Finally, by the mid-90s an initiative began to take shape.

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

The traits of this project fit well under three broad areas of interest in the Bruner Award: process, place and values.

Process: Many other initiatives have resulted from the strategic development planning process, including the establishment of a professional Department of Development, the extensive use of development finance tools, the Celery Bog nature area and various improvements to city services. None is more visible and more consequential for affirming the participative planning process than Wabash Landing. It has given city officials and civic leaders much greater confidence that they can take charge of their destiny for positive ends.

Place: Early strategic plans called for the City to have a “front door,” a “gateway to the community.” This project has given a run-down part of the city a statement or signature. The strategic plan calls for a “knowledge-centered community.” Discovery, learning, creativity and innovation are more likely to occur in places of high amenity value (the recent work of Richard Florida). This project significantly enhances amenity and aesthetics.

Values: Up to the early 80s, West Lafayette was a community of separately functioning parts: university, city government, school corporations, small commercial enterprises, communities of faith, etc. The early planning process recognized that the city of the future was more than its separate parts. New potentials for communication, cooperation and collaboration presented themselves, but only with more trust. This project has been an outward expression of a deepening trust and willingness to cross jurisdictional and
organizational boundaries, which extends into other major initiatives, such as the Purdue Research Park.

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

I was not directly involved in the project, rather, its early gestation. The most difficult trade-offs at that stages were philosophical and fiscal: Should government take a direct investment in projects commercial in nature? And how can government find the funds without increases in the property tax?

Both issues were addressed head-on in a series of public meetings I facilitated. Frankly, I think citizens and civic leaders had to bend a lot to get the project started. Indiana small cities seldom engage in these kinds of public-private ventures.

A second trade-off related to potential land contamination at the site. A small but vocal segment of the community raised several environmental concerns. Again, open discussion and thorough research helped allay fears.

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

Most successful aspects

- Creates a positive gateway to the City
- Gives more identity to West Lafayette (This is important as it becomes a major high tech city of Indiana's 21st century)
- Causes complementary commercial development to occur elsewhere along the riverfront
- Brings attention to the river as a significant City amenity and asset
- Provides more varied shopping and entertainment to Greater Lafayette/West Lafayette
- Increased confidence of civic leaders who now want to explore similar approaches on Sagamore Parkway

Least successful aspects:

- Could not get certain anchor tenants
- Non-commercial riverfront development, e.g. rowing club, river walks, etc. have been slow to take off
- Still not fully featuring and utilizing the river
Sears & Roebuck Site - Before

- Existing Commercial Uses
- Existing Commercial District
- Sears Store
- Lower parking lot
- City Park
- Pedestrian Bridge
Wabash Landing
Urban Retail/Entertainment Center

A Legendary Name.  A Landmark Opportunity.

The fabled Wabash.  Made legend in songs, poems, stories and film.  Serene.  Inspiring.  Its rich and gently winding banks have long drawn people to the bounty of America’s heartland.

Now this legendary river is the centerpiece of a new vision. One that is fast becoming reality. A strategically designed urban village that celebrates the vitality and abundance of one of the Midwest’s most dynamic regions.

Wabash Landing is an experience like no other. A regional lifestyle destination where shopping, entertainment, dining, cultural and recreational choices flow freely, like the river itself, among open plazas . . . sun-drenched fountains . . . and landscaped promenades.

Conceived for a diverse and affluent market of families, young couples, empty nesters, Purdue University faculty and students, Wabash Landing presents an outstanding opportunity for leading retailers today.
Welcome...to Wabash Landing

Varied forms. A wash of color. Gracious vistas. A pedestrian scale. Wabash Landing incorporates intimate and grand gestures through a lively mix of architectural and lifestyle features that spur round-the-clock activity. All linked to expanding residential centers by transportation corridors that put close to a half-million people within a 40-minute drive of Wabash Landing.

Entertainment.
Anchored by a state-of-the-art, seven-screen cinema complex, Wabash Landing includes a sparkling array of entertainment features, including a proposed performing arts facility and a planned 1,000-seat open air theater situated right on the banks of the Wabash.

Shopping.
Signature retailers. The very best boutiques and specialty stores. Local color too. Wabash Landing is designed to embrace a seamless interplay of storefronts and street life that add true entertainment value to the shopping experience. One- and two-story spaces provide 155,000 square feet of retail area.

Dining.
From outdoor cafes and bistro's to the most elegant full-service restaurants, Wabash Landing offers locations ideally suited to every taste. Surface parking and structures provide more than 1,000 spaces to easily accommodate projected usage.

Community.
A private/public cooperative venture, Wabash Landing creates a bridge between core city centers and the sprawling Purdue University campus, focusing the energy and sophistication of this world-class community. A public park, riverfront trail, civic spaces and a proposed second-phase residential development give added vitality to the project.

Leadership.
Wabash Landing is a product of Renfro Development Company, one of the nation's leading catalysts for innovative development of urban space. Herman Renfro, founder and president, has assembled an ace team of development professionals, including Gospel DeMars general contracting, Blackburn Architects and Shook Commercial Realty.

Infrastructure.
Located where four key highways converge, Wabash Landing is the strategic gateway to West Lafayette, greeting traffic from Chicago, Indianapolis and communities in between. A commercial airport and rail depot are also just minutes away.