



TRADITIONAL RESEARCH PARK

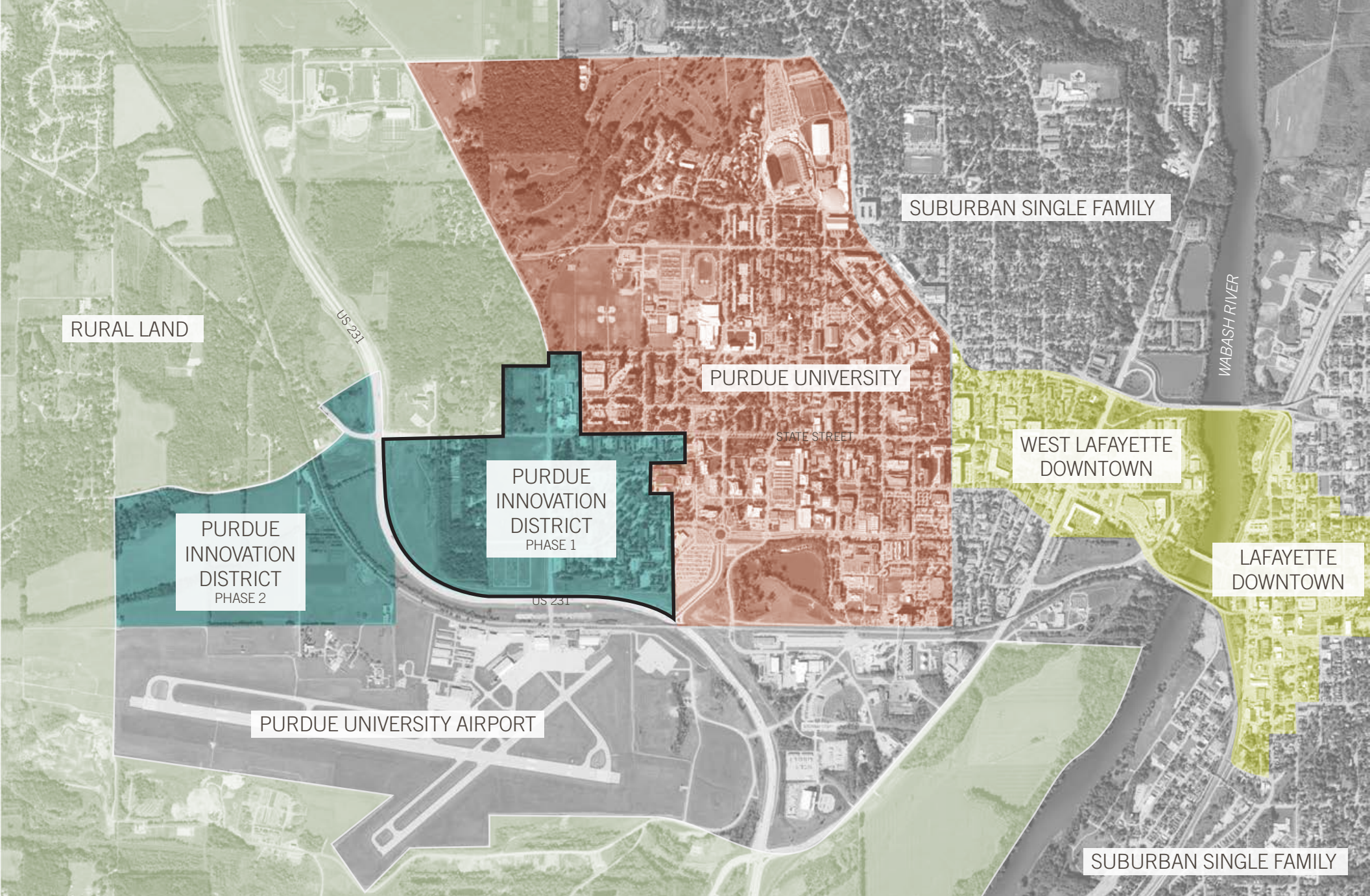


INNOVATION DISTRICT

## Combining Communities

Purdue Innovation District Master Plan

Often research is performed in single-use, and auto-dependent 'parks' in the suburbs. The Purdue Innovation District will capitalize on the campus community and its advanced research to create a lively mixed-use district that generates a unique place and local economy.

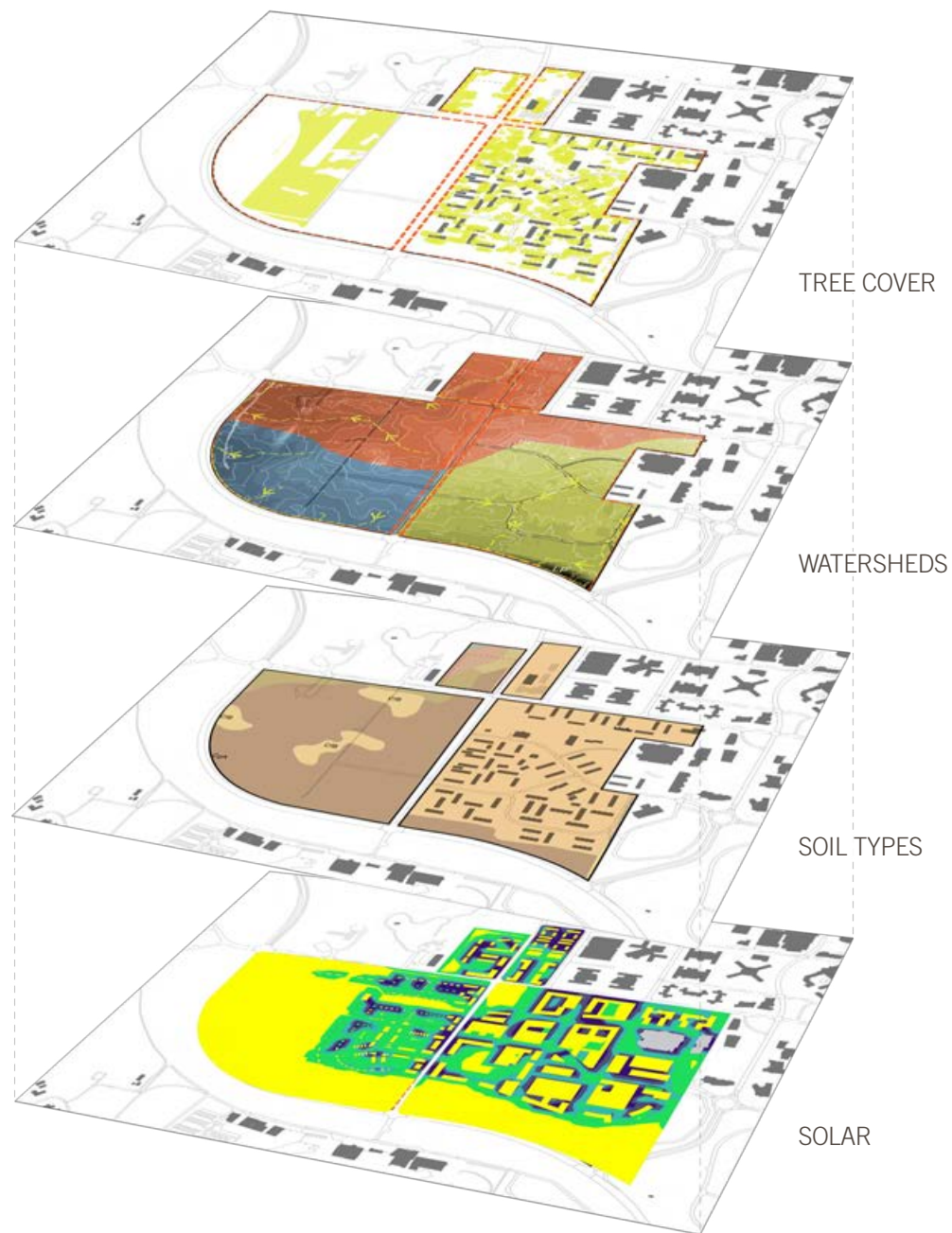


## Context

### Purdue Innovation District Master Plan

The district sits adjacent to a variety of land uses. The site will act as a transition into the campus from the west. This location will create a unique opportunity for businesses to interface with the university's research and create a culture that mixes academic theory with real-world applications.





## Ecological Analysis

Purdue Innovation District Master Plan

Designers used soil types, tree health, and watershed analysis to place development in the least ecologically valuable land. Solar potential was continuously studied throughout the design process to ensure the viability of renewable energy. Land conservation for recreation, provisioning, and agricultural research became major drivers for density.



## Community Engagement

Purdue Innovation District Master Plan

Design charrettes and open forums were held with members from neighborhood groups, campus communities, business owners, and local experts to inform the master plan.





AGRICULTURAL

DENSE MIXED USE

T1

T2

T3

T4

T5

T6

## Urban Form

Purdue Innovation District Master Plan

The project creates a gradient of density moving from west to east in coordination with urban transect zones. The gradient eases the transition from rural land uses to the university campus, while facilitating a wide variety of uses and opportunities within a walkable distance.





# Master Plan

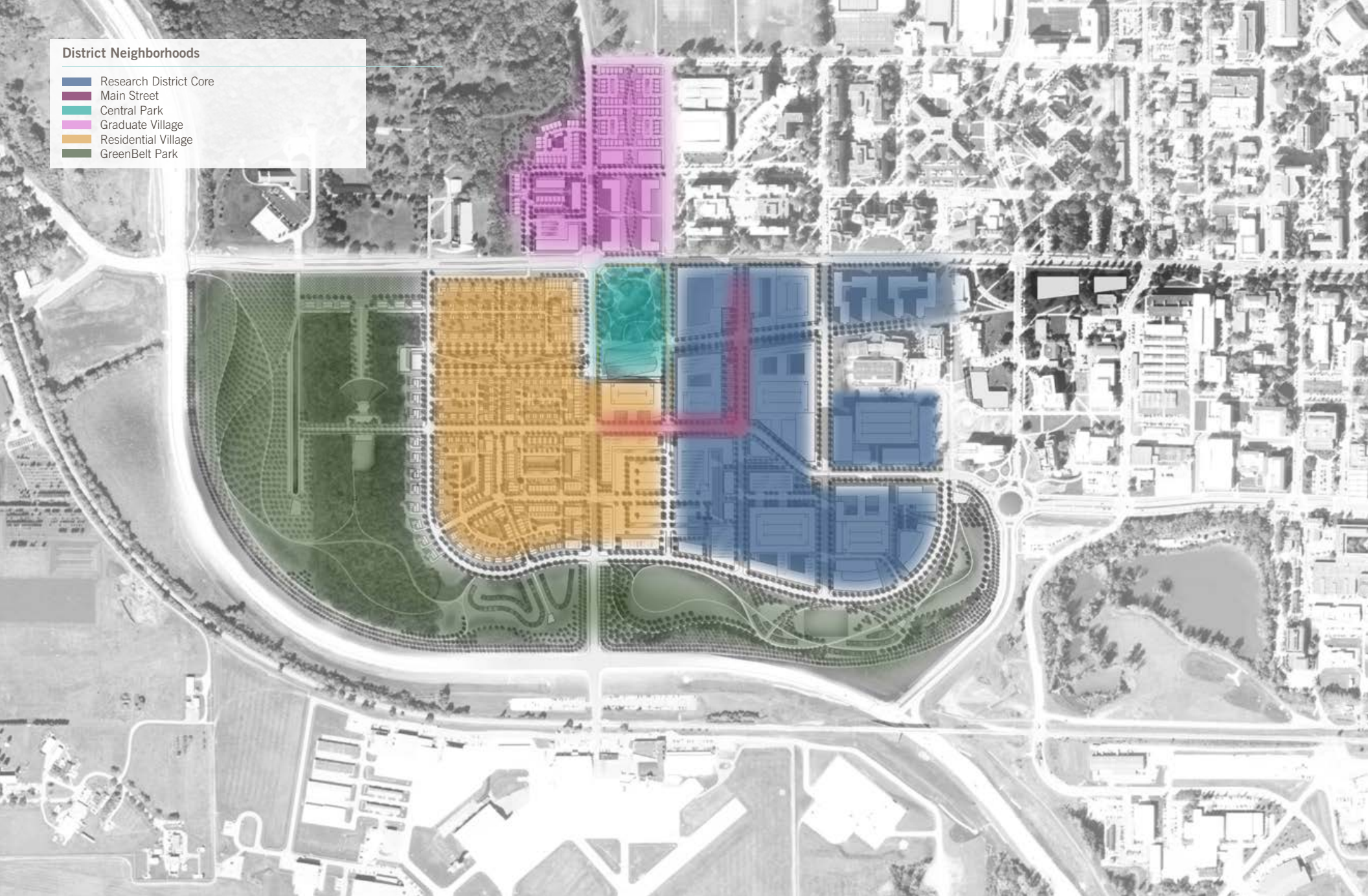
Purdue Innovation District Master Plan

The plan creates an urban center to support an active live-work-play environment. A variety of open space types and housing typologies have been mixed to create a dynamic fabric and to attract people with diverse needs. The streets and parks networks act as regulating threads connecting the district.



#### District Neighborhoods

- Research District Core
- Main Street
- Central Park
- Graduate Village
- Residential Village
- GreenBelt Park



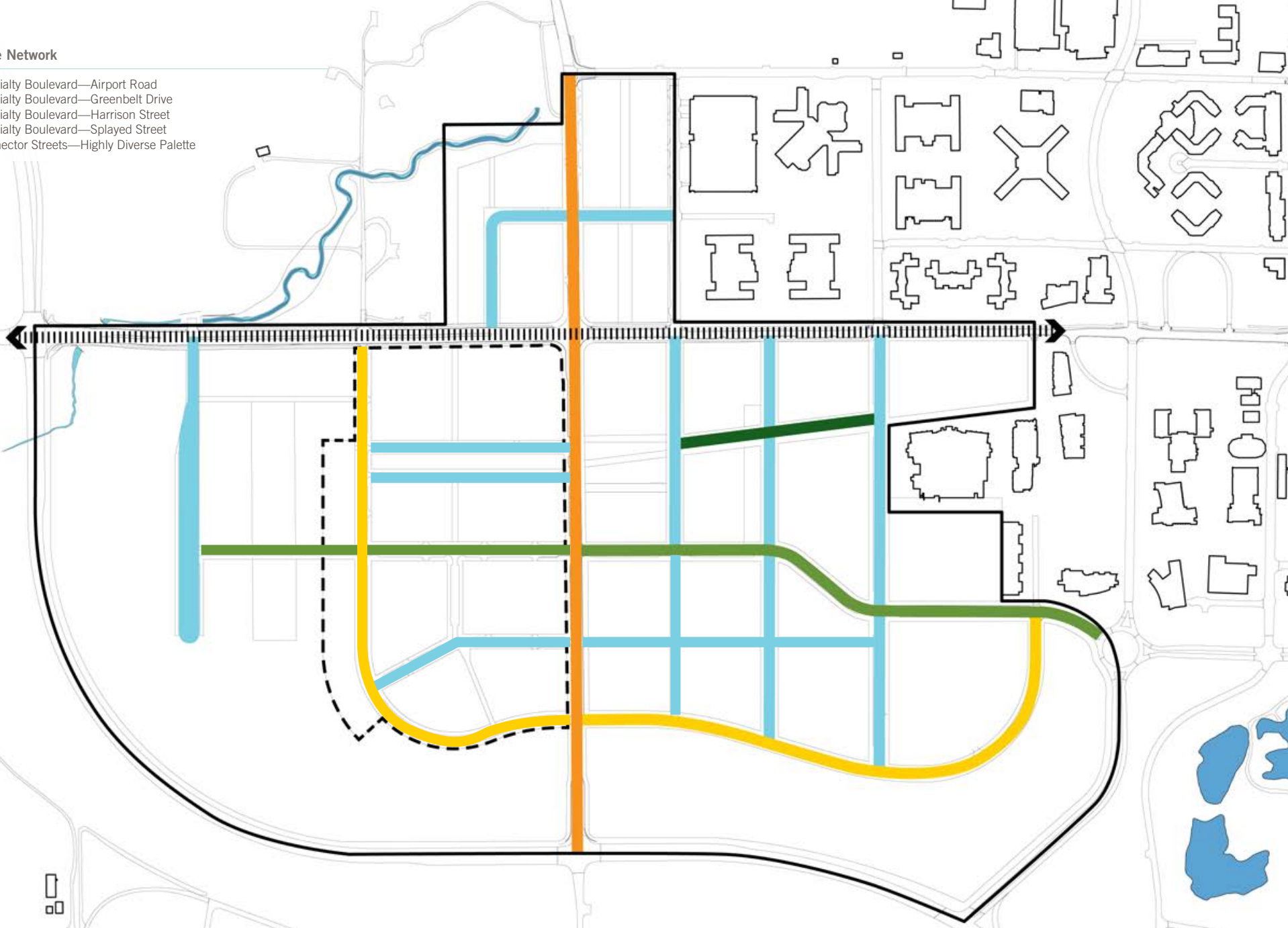
## Creating Neighborhoods

Purdue Innovation District Master Plan

The district is sectioned into individual neighborhoods to create more closely related communities and respond to urban transect densities of the master plan. While each area holds a mix of uses, their unique identities create a rich district with placemaking identifiers integrated.

## Street Tree Network

- Specialty Boulevard—Airport Road
- Specialty Boulevard—Greenbelt Drive
- Specialty Boulevard—Harrison Street
- Specialty Boulevard—Splayed Street
- Connector Streets—Highly Diverse Palette

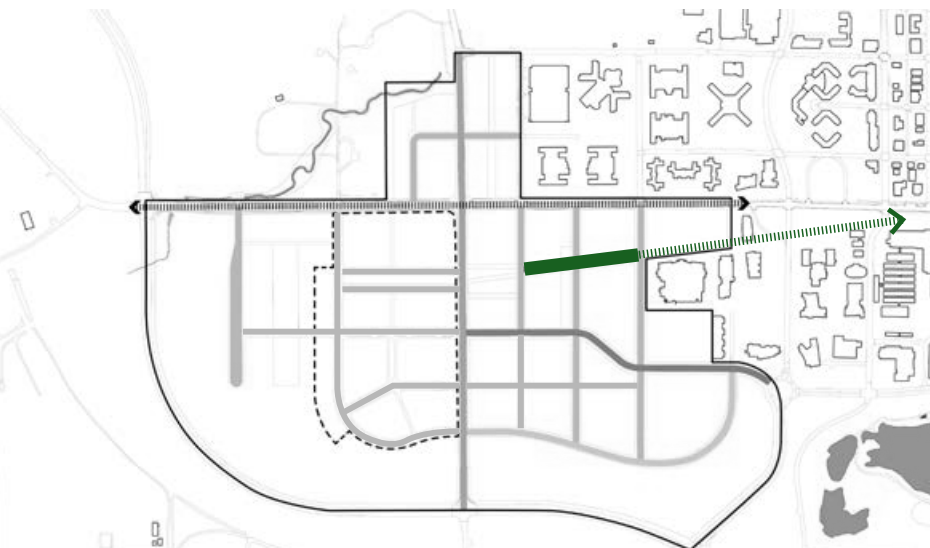
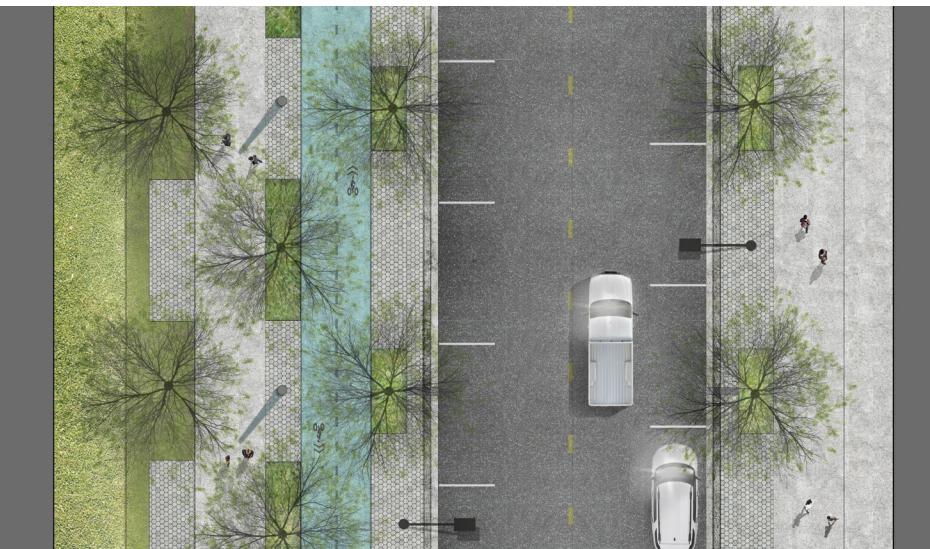


## Street Ecology

Purdue Innovation District Master Plan

The street tree network identifies four specialty boulevards to have their own visually distinctive streetscapes. These streets are important connections beyond the district and will have the majority of gateway moments, while the connector streets act an ecological network of diverse plantings.



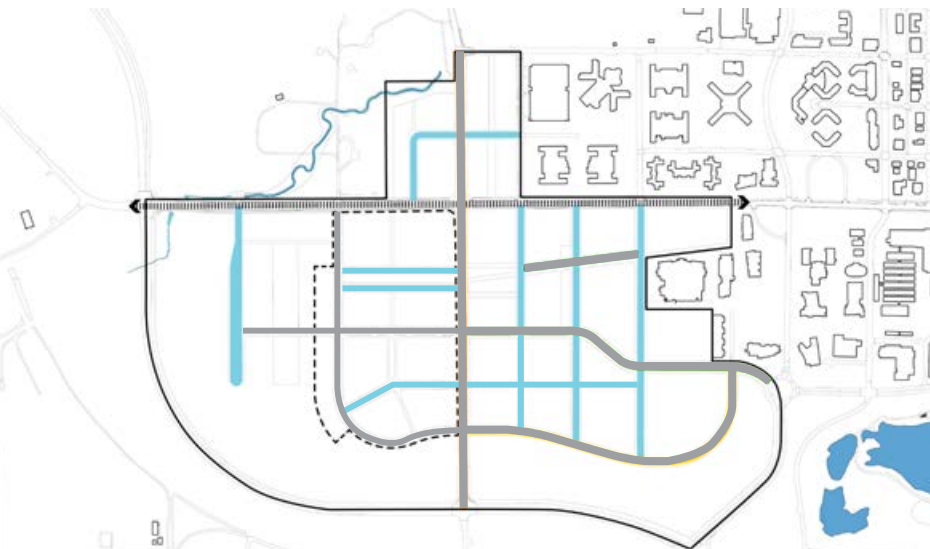
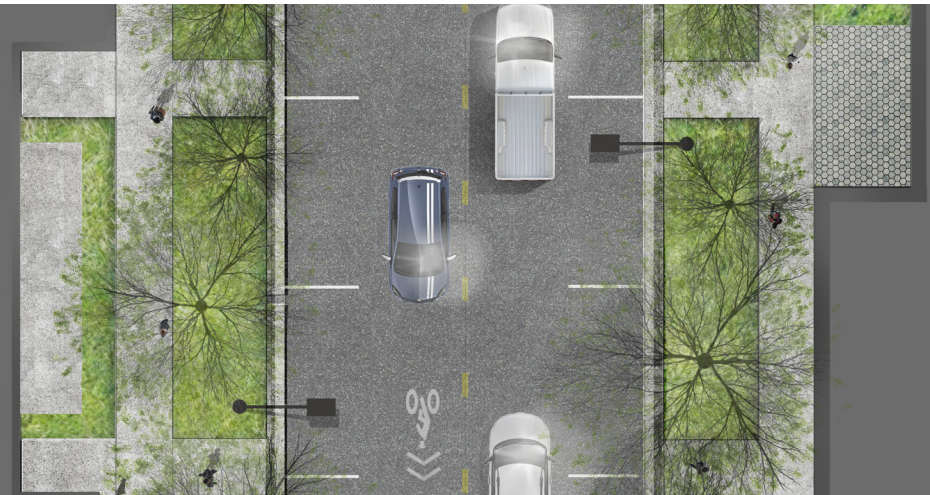


## Iconic Boulevard

Purdue Innovation District Master Plan

These two blocks connect the innovation district to the campus bike network and act as a major retail street, culminating in an urban central park. The quadruple allée of trees creates a sense of grandeur, while the pedestrian-scaled section makes a seamless transition to the campus.





## Street Ecology

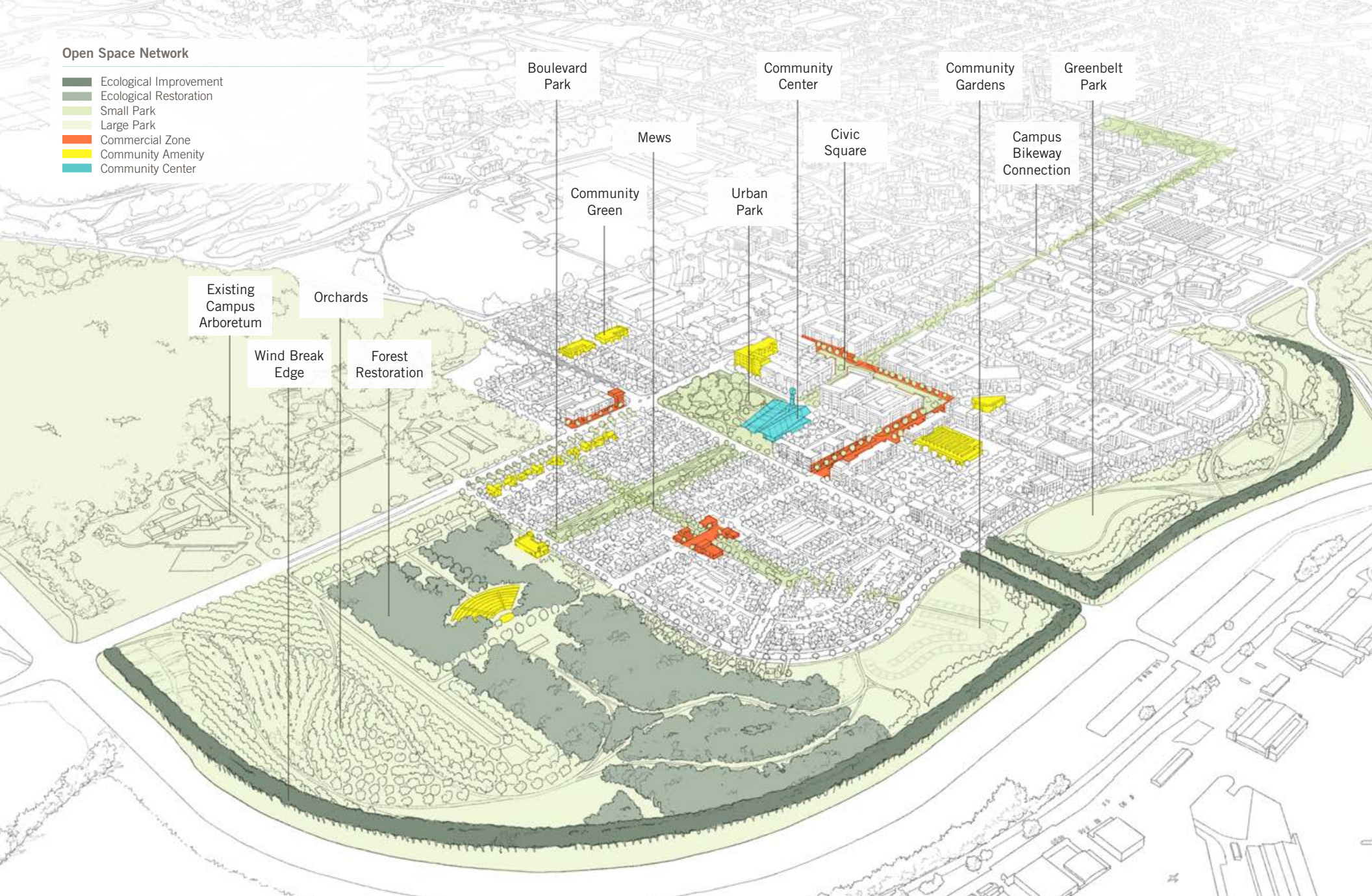
Purdue Innovation District Master Plan

Most streets in the district are defined as connector streets. They are designed to yield a high number of ecosystem services and give the district a significant level of biodiversity. They contrast with the boulevards by allowing for irregular spacing of varied tree species.



## Open Space Network

- Ecological Improvement
- Ecological Restoration
- Small Park
- Large Park
- Commercial Zone
- Community Amenity
- Community Center



## Open Space Network

Purdue Innovation District Master Plan

The open space network offers a variety of parks and plazas that respond to existing site conditions and needs of each neighborhood. The system integrates community amenities and the street network to create a seamless district experience.





## Urban Central Park

Purdue Innovation District Master Plan

This urban central park preserves healthy, mature trees by designing paths and program between their roots zones. The park connects to a community center to create a strong central node of activity in the district.





## Civic Square

Purdue Innovation District Master Plan

The civic square expands the right-of-way to create a flexible plaza to host everyday activities and small events that cater to the urban core of the research district. This plaza runs parallel to the street, advancing the pedestrian experience through planting, tree canopy, and movable cafe seating.





## The Greenbelt

Purdue Innovation District Master Plan

The Greenbelt will act a regional amenity that serves recreational, research, and ecological functions. The park is connected through a series of winding trails that span orchards, woodlands, community gardens, playgrounds, and flexible play fields. This park will support large seasonal events that are currently lack enough space.