EXECUTIVE SUMMARY

Purdue University is a public land-grant institution in West Lafayette, Indiana. In recent years, the University has focused on collaborative research. Today, with a student population over 39,000 and more than 10,000 employees, Purdue University is the size of a moderate city, and is one of the nation’s pre-eminent public institutions.

This Purdue University master plan is the result of a highly collaborative process. The University formed a broadly representative Master Planning Committee, and the bones of the plan resulted from energized work sessions, frequent discussions, and public meetings. Constituents provided continual feedback which greatly influenced the plan’s development.

The resulting master plan is best understood as a physical expression of the University’s new strategic plan, New Synergies. The campus environment envisioned by the master plan will ensure the realization of the goals and objectives established by New Synergies. In particular, the plan seeks to ensure that the people needed to further this vision, both those already on campus and potential new recruits, will be nurtured by their physical environment.

The vision represented in the master plan is grounded in a rigorous examination of existing conditions and available data sets conducted during an initial analysis phase. The key outcomes of the analysis are:

- The University has sufficient space within the existing campus bounds to accommodate future growth needs for the next twenty years and beyond.
- Research in the west and academic functions in the east must be re-integrated within a balanced residential context.
- The ecological benefits from preserving the University’s western land holdings are significant, and argue strongly against continued westward sprawl.
- Programmatically, the University has already crossed State Street, but the street currently divides the campus north and south. State Street must become a unifying feature at the heart of student and academic life. By diverting traffic from the center of campus, a perimeter parkway will allow for the transformation of State Street into a vibrant, connective, mixed-use corridor.
- The University’s transportation needs are best met by a road network that promotes clarity and simplicity.
- Existing student residential populations are concentrated on the western edge of campus. Students not housed on campus are impacting what were formally family neighborhoods. Strategically creating new residential communities around the campus core, and enhancing existing communities would help the neighborhoods, improve the overall campus experience, and improve the town-gown relationship.
- The University should collaborate with the cities of West Lafayette and Lafayette, as well as with the County, to the benefit of all parties, discouraging car-driven suburban style sprawl, encouraging stable owner-occupied neighborhoods close to the University, and strategically directing rental housing and mixed-use development.

The master plan details building site opportunities, service access, infrastructure, and other specifics, but its core consists of five overarching principles resulting from the analysis and collaborative process. It is inevitable that the University will face unforeseeable decisions over the life of the plan. The core principles establish a flexible framework for decision making, one that will act as a reference guide when unexpected developments arise.
Principle 1: Promote compact growth within the existing campus

Principle 2: Establish State Street as a collaborative center

Principle 3: Create program synergies through strong mixed-use districts
Principle 4: Encourage a simple integrated transportation system with a Perimeter Parkway

Principle 5: Preserve the Western Lands
CONNECTIONS TO THE STRATEGIC PLAN

The Master Plan's attention to planning the future of the campus environment and appropriate facilities will ensure that the goals and objectives established by New Synergies may be fully attained and that the individuals needed to further them may be recruited and retained as members of the Purdue community.

While the University’s strategic plan and the physical master plan were developed in parallel, the two documents actively reinforce one another. Both efforts were structured around broad topics which framed the key issues in analogous fashions. For the strategic plan, President France A. Córdova created white papers initiatives centered on several key areas. The strategic plan areas and master plan initiatives correspond as follows:

**Strategic Plan Initiatives** —> **Master Plan Implementation**

- **Facilitating Collaboration**
  - State Street as a unifying feature
  - Creating a “corridor for collaboration” including appropriate facilities
  - Minimization of sprawl by concentrating campus activities to create a vibrant community

- **Creating a Living Laboratory**
  - Use of the campus physical environment for research, habitat and recreation purposes

- **Sustainability**
  - Engagement of the environment
  - Encouraging environmental stewardship
  - Quality of life considerations including enhancement of trail system

- **Fostering Community**
  - Collaboration of Purdue / West Lafayette communities
  - Demystification of road systems

- **Student & Faculty Recruitment, Success, and Retention**
  - Enhancement of Purdue’s sense of place
  - Facilities and environment critical to creating positive first impression