WESTGATE AT CRANE

KEY INVESTMENTS GUIDELINES

KEY INVESTMENTS ARE THE FOUNDATION FOR THE FUTURE. THEY ARE A SET OF COMMONLY AGREED UPON PROJECTS THAT WILL BE USED TO CREATE A PUBLIC REALM EXPERIENCE WITHIN THE WESTGATE @ CRANE TECHNOLOGY PARK AND ENSURE THE DISTRICT'S VISION.

KEY INVESTMENT GUIDELINES

WestGate @ Crane will not be built in a day. The continued growth of the technology park will take decades, and a wealth of parties will be involved over time. To safeguard the bold vision cast within the master plan, it is essential that structure be in place that sets clear standards and guides future decision-making for all those involved. This document, the Key Investments Guidelines, is one piece of that composition, focused specifically on how to utilize public funds to create civic amenities that will contribute to the character and success of the district.

HOW IS IT USED?

The leadership overseeing WestGate @ Crane will hold this document as its guidebook, directing each of its moves. The master plan projects big-picture goals and priorities, but this document provides a more strategic set of tactical actions in order to achieve those goals. While developers shape great places on individual parcels, the authority will work to construct a dynamic public realm experience around that development through the implementations of these key investments.

WHAT'S INSIDE?

The district's master plan is built around eleven design principles. They are goals that express the desired project outcomes at every step during development, but especially upon full project buildout. The ambitions are grand and focus on the long-term. This is beneficial in terms of expressing project aspirations, but complex in terms of implementation. This document and its companion, the Development Guidelines, are intended to close that gap, providing specific direction in terms of the small decisions that help shape the fully realized district one element at a time.

Both documents translate the design principles into a set of practical guidelines that will guide decision-makers. The guidelines not only expresses how the principle can translate to value for the district, but they also lay out a series of specific and actionable steps in order to achieve success. These recommendations run the range from broad design suggestions to extremely specific parameters, depending on the topic at hand and its contribution to the character of the district. Lastly, the specifications lay out the technical details required for implementation. These specs include the types of expertise that should be involved in the process, the scalability of elements from small interventions to major investments, and the sequencing required to build out the district in a thoughtful manner.

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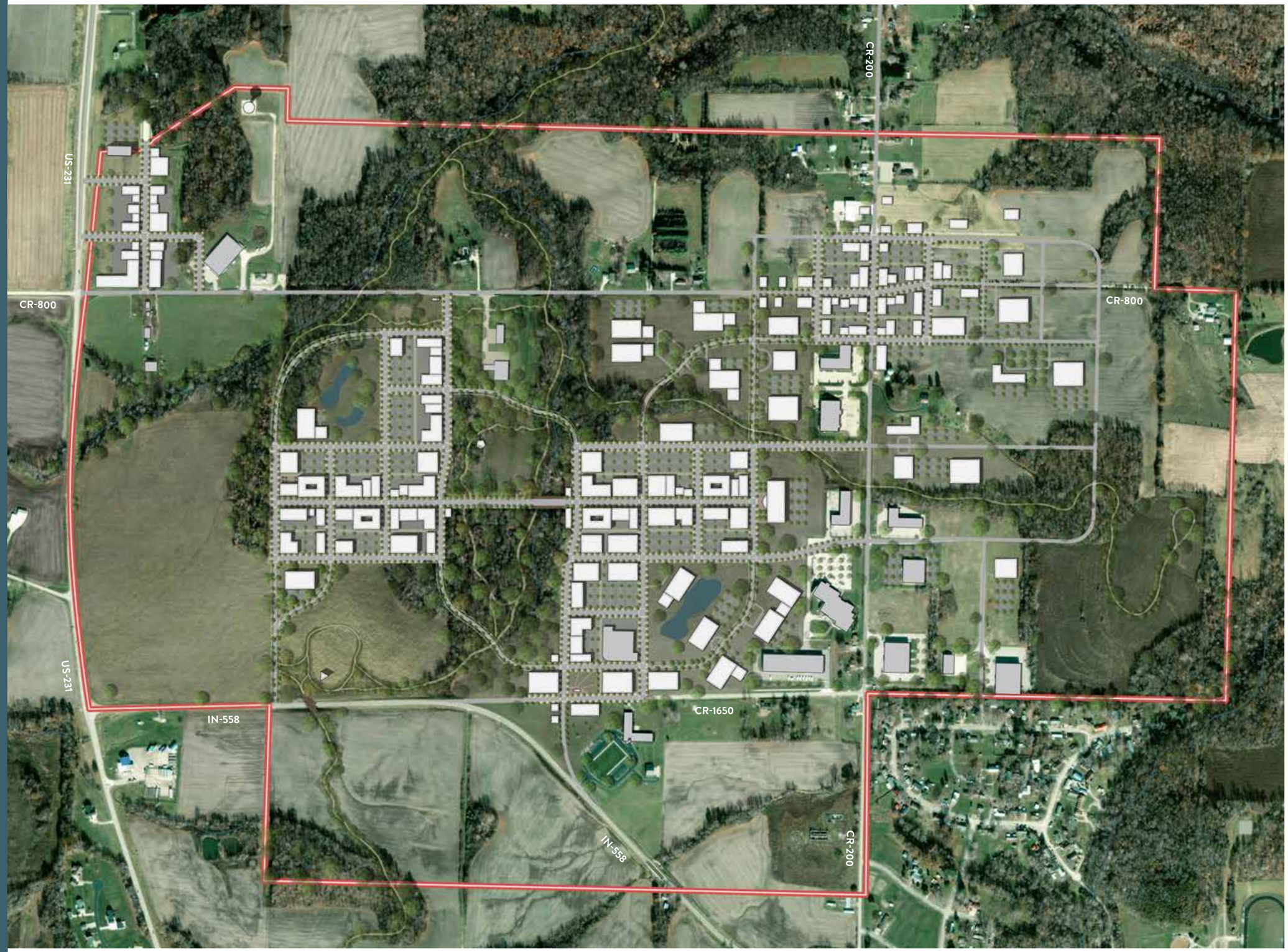
THE MASTER PLAN

WestGate @ Crane is a park within a park. A grand recreational park is woven into cutting-edge technology park, giving life to new ideas and creating a one-of-a-kind destination for research and innovation. The lively and engaging district stirs curiosity and challenges unexplored ideas, creating a welcoming sense of community for the hardworking and the adventurous.



THE MASTER PLAN

WestGate @ Crane is re-imagined as a park within a park, where the district's connection with its natural surroundings enables a dynamic mixed-use community and unprecedented research destination.

THE VISION

Rising out of the lush Indiana Uplands landscape, WestGate @ Crane is an ambitious technology park where nature inspires boundless ideas. The beautiful, woodland region is recognized for its wealth of outdoor activities and recreational amenities, and the district will harness that power, unleashing curious minds to explore amid a natural retreat.

WestGate @ Crane will be a concentrated and lively research park combined with a engaging recreational park to create a mixed-use district. Its robust innovation ecosystem and experiential landscape will draw the nation's top firms and institutions to the walkable community, where unplanned sidewalk encounters are the basis of transformational collaboration. Clusters of activity will center around a spirited main street with an intimate and comfortable scale that possess a kind of familiar, small-town character. Mixed-use development throughout the district will house not only advanced research facilities but also a diverse collection of commercial offerings that activate the landscape night and day. Employees, visitors, and residents alike will find a wealth of interesting shops, services, and mixed-use spaces that give the district a unique, down-to-earth character and recognizable sense of community.

The district will preserve and celebrate the site's most beautiful natural features, making them beloved open space amenities. A path network will connect the park's assets and guide pedestrians and cyclists across the scenic terrain. The variety of open spaces, ranging from primitive woodlands to comfortable and well-designed greenspaces, will foster every kind of outdoor recreation, from active and intrepid to passive and serene. There will be a space for everyone outdoors. The spacious and splendid landscape provides beautiful views out every window and adventure only a few steps away from your office or front door.

For vehicular access, the activity clusters are linked by a sweeping parkway that winds through pastoral vistas and is spotted with iconic corporate campuses that thoughtfully sit amidst the rolling landscape. The connected street grid means that every use is close at hand.

Remote but adjacent. Bold but approachable. Curated but unexplored. Hardworking but easygoing.

To make the district a success, WestGate @ Crane is driven by two core themes that make achievability a priority during every phase of implementation.

SCALABILITY

WestGate @ Crane should be a success today, tomorrow, and every day into the future. To achieve this end, the master plan establishes an approach whereby every goal is broken down into small, incremental parts. Long-term goals are scaled down to measurable and attainable short-term objectives. Like a series of stepping stones, every effort reaches a destination on its own, while also providing the district measurable progress towards a final destination. Stakeholders can see a clear connection between the finite investments of today and the long-term outcomes of tomorrow. Low-hanging fruit and short wins prove that success can be scaled up to grand achievements. The guidelines include a description of small-scale efforts that can be made starting now.

This plan projects efforts for the next 10-15 years, but its scalability allows for future planning efforts to easily build upon it going forward.

THE CLUSTER APPROACH

The district's landscape is embedded with areas of different value, based on assets and proximities. As a result, the master plan proposes various groupings of programs around related ideas that can best capture the most value for that portion of the site. These differentiated "clusters" dictate different functions and experiences within the park, and so the character of each is slightly different than the next. The various clusters should add up to feel like a complete and cohesive district, but the planning and tools dedicated to each individual cluster is very different.

The clustered approach requires private and public dollars to be invested somewhat in parallel. In this way, decision-makers should be both proactive and reactive. At times, public infrastructure should come before development in the form of streets and utilities, and at other times, public investments should follow development, creating new amenities only after a certain number of users justify their construction.

The strategies inherent within the Key Investments Guidelines and the Development Guidelines, paired with thoughtful, nimble logic, offers the balance required to translate each opportunity into a favorable outcome and continually move the district toward success.

DESIGN PRINCIPLES

WestGate @ Crane's design principles are the basis of the master plan and are implemented through the Key Investment Guidelines and the Development Guidelines.

I
PRESERVE AND ENHANCE THE NATURAL LANDSCAPE.

WestGate @ Crane sits within the beautiful Indiana Uplands region. The technology park should protect, enhance, and celebrate its natural landscape as its most valuable asset.

II
BUILD THE DISTRICT AROUND OUTDOOR RECREATION.

A "park within a park," WestGate @ Crane should create a regional park that makes outdoor recreation the district's defining feature and competitive advantage.

III
SHAPE SAFE, MULTIMODAL STREETS.

Designed as a walkable, mixed-use district, WestGate @ Crane should utilize comfortable and accessible multimodal streets that provide users with a wealth of mobility options.

IV
ESTABLISH FLEXIBLE BLOCKS.

WestGate @ Crane will be framed with a conventional street grid that forms regular blocks and development parcels, enabling the greatest variety of uses and forms.

V
FORGE A UNIQUE DISTRICT IDENTITY.

WestGate @ Crane will broadcast its one-of-a-kind identity as a world-class research destination nestled amidst a pristine, natural park.

VI
DEFINE DIFFERENTIATED DEVELOPMENT CLUSTERS.

WestGate @ Crane takes advantage of its varied landscape by developing unique groupings of development that help focus investments during implementation.

VII
CREATE A MIXED-USE COMMUNITY.

WestGate @ Crane will be home to a lively mix of uses, offering opportunity to employees, visitors, and residents alike, creating a strong sense of place and community.

VIII
CONSTRUCT HUMAN SCALE BUILDINGS AND PLACES.

In order to create an active, friendly, comfortable district, buildings and the spaces between them should focus on human-scale dimensions.

IX
DESIGN WITH SMALL TOWN CHARACTER IN MIND.

WestGate @ Crane will honor the rural traditions of the Indiana Uplands region with a design that captures the most beloved facets of the area's small towns.

X
PRIORITIZE SUSTAINABLE DEVELOPMENT.

Westgate @ Crane will advocate for environmental, economic, and social initiatives that support long-term ecological balance and integrity.

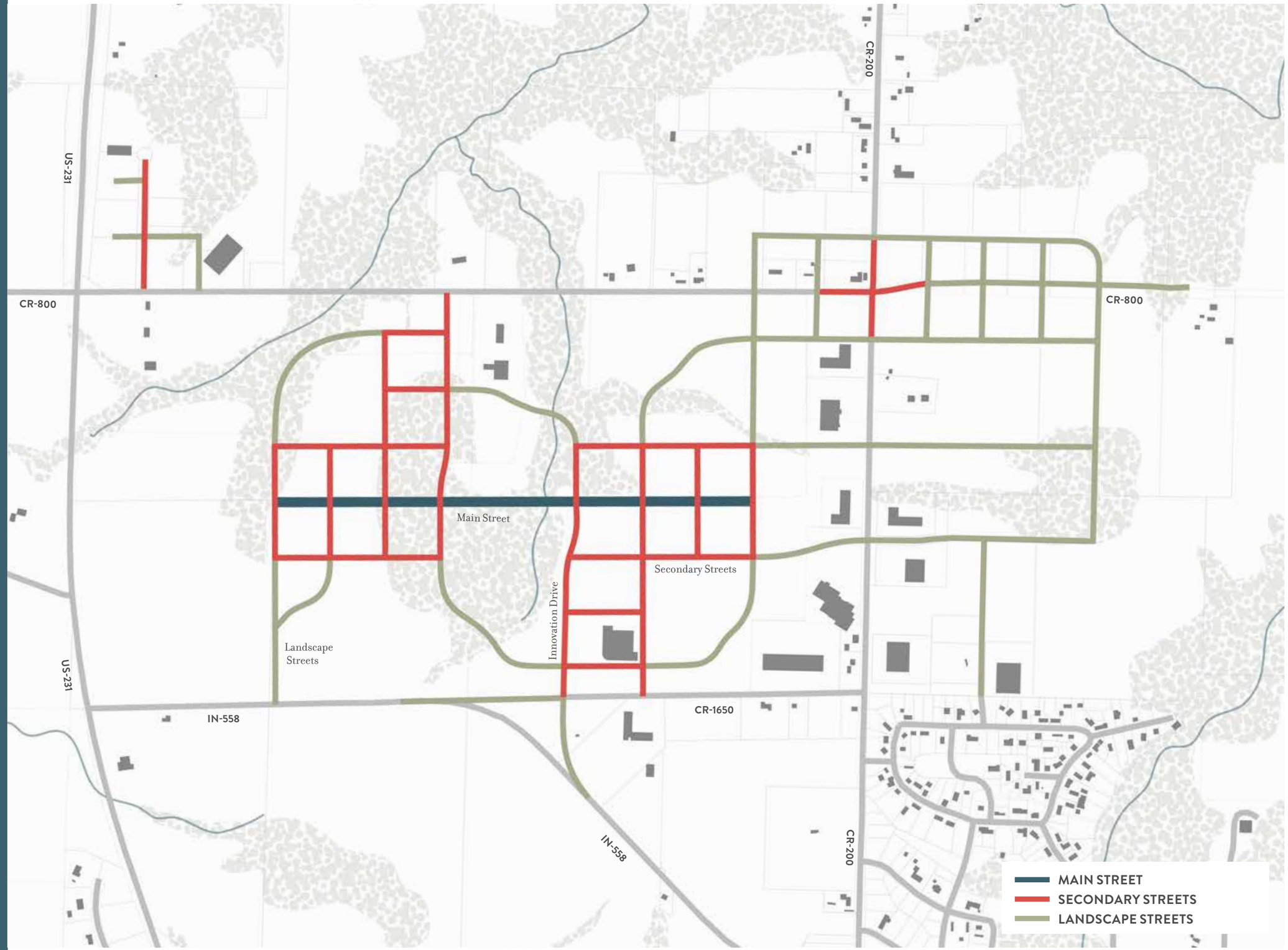
XI
PROTECT AND EXPAND DOD MISSIONS IN THE REGION.

Westgate @ Crane will support the strategic military value of the base with compatible development that protects and expands the installation's current and future missions.

01

STREETS & PARKING

Technology parks thrive when various users are moving throughout the district in distinct ways and the collision of ideas can be fostered. As such, WestGate @ Crane should be a place that fosters mobility and access in every form. The next generation's workforce is looking to live in a place where they can walk and bike to nearby destinations, and where the work life and personal life are within walking distance.



STREET AND PARKING DESIGN

Streets should be designed for multimodal use, and this approach includes the elements within both the roadway and sidewalk portions of the street. Narrow vehicular travel lanes promote slower driving speeds, which supports use by other modes, such as walking and biking. Travel lanes should be 10 feet or narrower. Dedicated bike lanes should be included in and should be at least 4 feet in width.

The district's design contains three types of streets: the main street, secondary streets, and periphery streets. The main street and secondary streets exist within the core of the site, where the inclusion of strong and formalized streetscape elements help define a sense of place. Periphery streets extend outside the core and have an informal character that compliments the more natural portions of the site. As such, they include fewer streetscape elements.

MAIN STREET

The functional east-west corridor of the district is a wide main street that should serve as the commercial and social spine of the technology park. The main street should be 75 feet in width, from building to building, including all sidewalks, streetscape elements, and vehicular travel lanes. Generous sidewalks are fronted by buildings with active ground-floor uses promoting lively street-level character throughout the day. The main street should contain two lanes of on-street parallel parking.

Sidewalks on the main street should be 20 feet in width. Each sidewalk should contain three zones: (1) a street furniture and tree planting zone, and (2) a clear zone, and a supplementary zone.

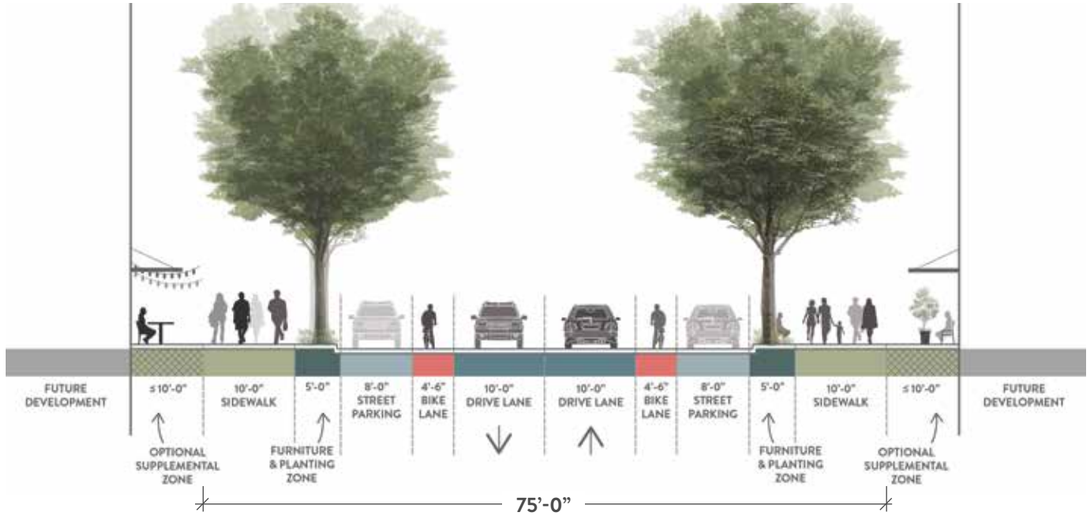
If the opportunity exists in the future, the main street should be extended to to connect with US-231 and provide a new key entrance into the district.

SECONDARY STREETS

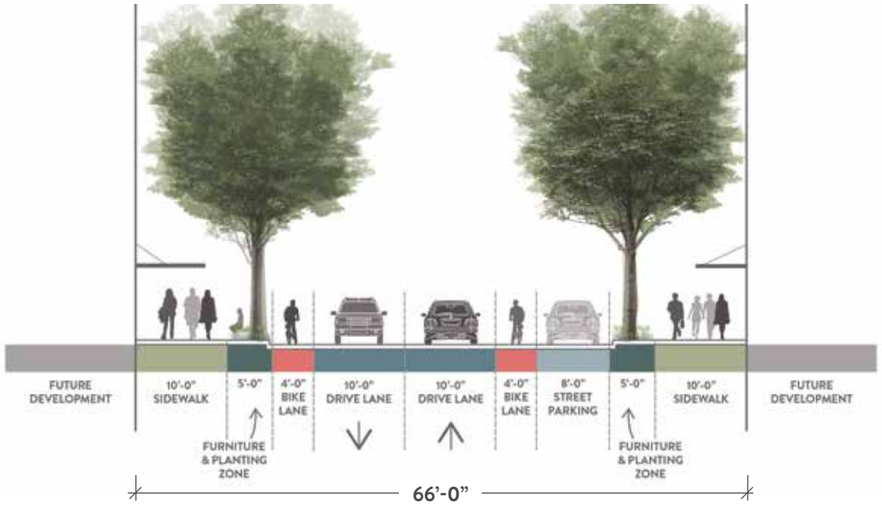
Slightly smaller in scale than the main street, these corridors complete the rectilinear portions of street grid, providing optional routes and relieving the main street. Secondary streets should be 66 feet in width, from building to building, including all sidewalk and street elements. Secondary streets should contain one lane of on-street parallel parking.

Secondary street sidewalks should 15 feet in width. Each sidewalk should contain two zones: (1) a street furniture and tree planting zone and (2) a clear zone.

01 STREETS & PARKING



MAIN STREET



SECONDARY STREETS

LANDSCAPE STREETS

The nature in character of the district's streets, these curvilinear corridors extend beyond the rectilinear street grid and are intended primarily for vehicular use and slightly higher speeds than the main street or secondary streets. Periphery streets should be 86 feet in width, from property line to property line, including all sidewalks, streets, and planted areas.

Periphery street sidewalks should 6 feet in width. Sidewalks should be separated from vehicular travel lanes with a natural landscape buffer at least 10 feet in width. Periphery street sidewalks should be thought of as multi-use paths for recreational use.

STREET FURNITURE AND TREE PLANTING ZONE

Both the main street and secondary streets should entail a street furniture and planing zone. The zone should be a minimum width of 5 feet and should be located immediately adjacent to the curb. This zone should include the required planting of trees and the placement of street furniture including utility poles, waste receptacles, fire hydrants, traffic signs, bus shelters, bicycle racks, and similar elements.

The use of bioswales to concentrate and convey stormwater runoff should be considered as performative function of the planting zone.

LIGHTING

To create an inviting environment and provide a sense of safety at all hours, street lights should be placed with the street furniture and planning zone and organized 40 feet on center on the main street and on secondary streets. Lighting should also be used on plazas, landscaped areas, patios, pedestrian paths, and/or to accentuate furniture and public art.

STREET TREES

Street trees are required on the main street and on secondary streets and should be planted in the ground a maximum of 40 feet on center within the street furniture and tree planting zone and spaced equal distance between street lights. The area between required plantings should either be planted with evergreen ground cover or utilized pavers. The species of street trees should be native to the area and should complement the forested areas of the site, such that streets do not have distinct, hard edges but fluidly blend into the natural portions of the landscape. Periphery streets should embrace organic plantings of trees adjacent to the streets.

CLEAR VISIBILITY AT INTERSECTIONS

Nothing should be erected, placed, planted or allowed to grow in such a manner as to impede visibility within visibility triangles at all street intersections between the heights of 2.5 feet and 8 feet above grade.

UTILITY ORGANIZATION

Every commercially reasonable effort should be made to place utilities underground or to the rear of structures to allow for unobstructed use of sidewalks.

CYCLING INFRASTRUCTURE

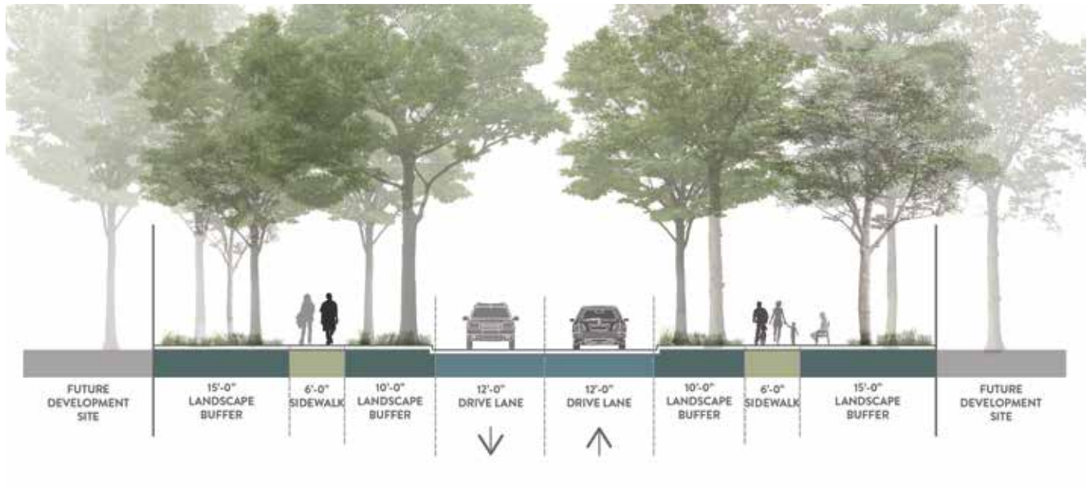
Bike infrastructure, including bike racks, bike lanes, and bike regulations should be included in the district. A cycling culture can be fostered over time when all of these elements are working together as a network, allowing cycling between the workplaces, home, and recreational amenities.

Designated exclusively for bicycle travel, bike lanes should be separated from vehicle travel lanes with striping and should be indicated by pavement stencils and signage. The lanes are intended to increase the comfort of bicyclists and remind motorists that bicyclists have a right to the road. These lanes should be used on the main street and secondary streets.

DISTRICT PARKING

In order to support the development and maximize investments, district parking should be considered in the core zones of the district. A shared parking strategy saves significant construction costs, but it also helps to reduce automobile reliance and creates the kind of multimodal district envisioned by the master plan. A strategy of this kind should provide a number of on-street parking spaces within the street network, while relegating the remainder of the parking to shared parking in more walkable district clusters and private parking in those clusters aimed at motorists.

01 STREETS & PARKING

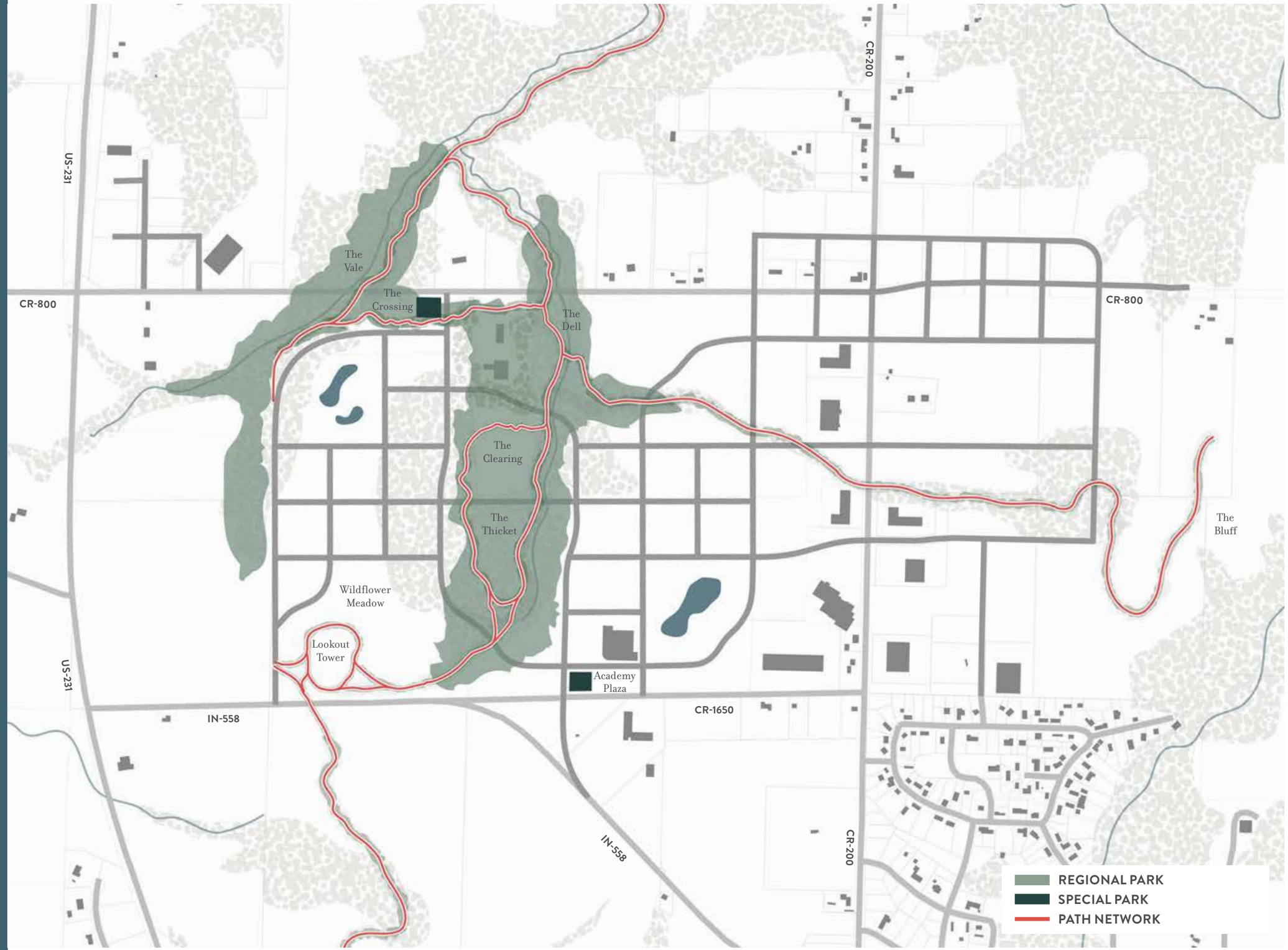


LANDSCAPE STREETS

02

LANDSCAPE AND OPEN SPACES

A survey of the WestGate @ Crane landscape reveals that there are very few developed areas or landmarks. The site is largely a blank slate, in terms of development potential. In order to generate value in early phases and to create a distinct technology park destination, the district should capitalize upon the site's rich landscape, which contains wooded forests and rolling hills. Winding creek beds navigate the landscape in beautiful ways, dense with verdant growth and native ecosystems. A celebration of this landscape reflects the rural landscape of this region, and the community's long-standing connection with the land.



02 LANDSCAPE & OPEN SPACE

THE NATURAL LANDSCAPE

One of the most distinct draws to the WestGate @ Crane technology park will be its interconnectedness with the natural environment and as such, the master plan should protect, enhance, and celebrate its natural landscape as its most valuable asset.

Much of the flatter portions of the site have been cleared for agricultural uses, while the most hilly areas remain untouched. These lush forest areas are protected within the master plan's design, and they should be preserved as such. Developed, farmed, or altered areas should be returned to their pre-settled form where possible through the reforestation and replanting efforts, providing visual relief, reinforcing a sense of place, and recreating the integrity of the ecology.

PROTECTING THE LANDSCAPE

Trees should only be removed in those areas designated for development within the master plan. The topography should only be regraded within private development parcels or in minor ways to enable infrastructure such as roads. Efforts should be made to protect wildlife and existing ecosystems.

ENHANCING THE LANDSCAPE

Native landscapes lost to farming should be returned to their natural splendor with native and indigenous species. Areas of the site not designated for development should be reforested. This includes areas not expected to see near-term development, for which natural growth in the interim years could create value. Best practices in reforestation techniques should be utilized. The forest should be supplemented with a diversity of native tree species—both deciduous and coniferous trees—in order to create a lush landscape year-round. Newly forested areas should be thought of as "recreational forests" that are not completely untamed, naturalistic conditions, but instead, they are sustained and managed for human enjoyment, providing thoughtful interaction with nature. These conditions support activities like hiking, trail jogging, mountain biking, photography, bird watching, picnicking, etc. Growth will occur over time, so the landscape will always be dynamic and changing.

The site's highest point, a high mound adjacent to IN-558, should be transformed into a lookout meadow. The hill should be planted with native grasses and wildflowers.

Individual landscapes should run together with minimal interruptions to form a continuous mass of forest, grasses, shrubs, and wildflowers.

CELEBRATING THE LANDSCAPE

Natural elements should be used in strategic ways throughout the technology park such that the environment is the most notable feature of the district. Natural features should be utilized in focal spots and to create important views and vistas. In addition, educational signage should be placed across the landscape to identify tree and plant species, communicating their value to setting. In all man made structures within the district, natural materials should be used to highlight the landscape. This includes public furnishings, such as benches, signposts, amenities, public art, and the like.

02 LANDSCAPE & OPEN SPACE

A REGIONAL PARK SYSTEM

A "park within a park," WestGate @ Crane should create a regional park that makes outdoor recreation the district's defining feature and competitive advantage.

Over the years, WestGate @ Crane has been slow to see development, relative to peer military base-adjacent research parks. Upon review, it is clear that WestGate @ Crane lacks a notable anchor institution or amenity to create a powerful draw. In response, the WestGate @ Crane Master Plan proposes that the most powerful and feasible anchor available is a regional park that is designed across the site's naturalistic landscape. There is not an identifiable precedent for this structure in which an engaging and picturesque recreational park and engaging trail network are woven through a cutting-edge research district.

The park system is greenway corridor of open space woven through the site that follows natural land and creek features and that is intended to embed those spaces with human activity, while protecting and enhancing natural resources.

SCALABILITY

Already an abundant and green landscape, the site needs very little before basic recreational amenities can be created. The district should take advantage of this easily scalable characteristic by forging early paths through lush areas of the landscape, which requires little work. The recreational amenities will not only be scalable in terms of sizes, with parks and trails that expand as needed, but also in terms of the quantity and quality of amenities located in open spaces and along trails. Initial paths will likely take root and continue into longevity, so their locations should therefore be taken seriously.

MASTER PLAN

Ideally, the park system and path network should be planned together, such that the park's full buildout will reflect a thoughtful design where trails, open spaces, forests, and amenities all work together and take advantage of key areas of the landscape. When it is feasible, a landscape master plan should be considered for the entire district boundary. As vital competitive advantage for the district, the regional park plan should be made a priority and completed by talented professionals.

TRAIL SYSTEM

The trail system should venture though a diversity of settings, navigating to and across the most interesting parts of the site's landscape, including the highest highs and lowest lows. Shaded, sunny, forested, steep, flat and creek bed-adjacent conditions should be explored. As portions of the landscape are developed, the trail system should always reach the furthest destinations and provide a alternative means of traveling to all district locations.

Gateways and trailheads provide distinctive identity reflecting the character of the district and serve as key wayfinding elements within the trail network. Such elements should be placed at key locations so vehicular and pedestrian transit can efficiently find their destination.

OPEN SPACE

Amidst the naturalist conditions, some flat areas should be designated for open green space. At least one larger area should be dedicated as an open lawn that can serve a wide variety of uses and users from everyday informal gatherings and games to large-scale festivals and events.

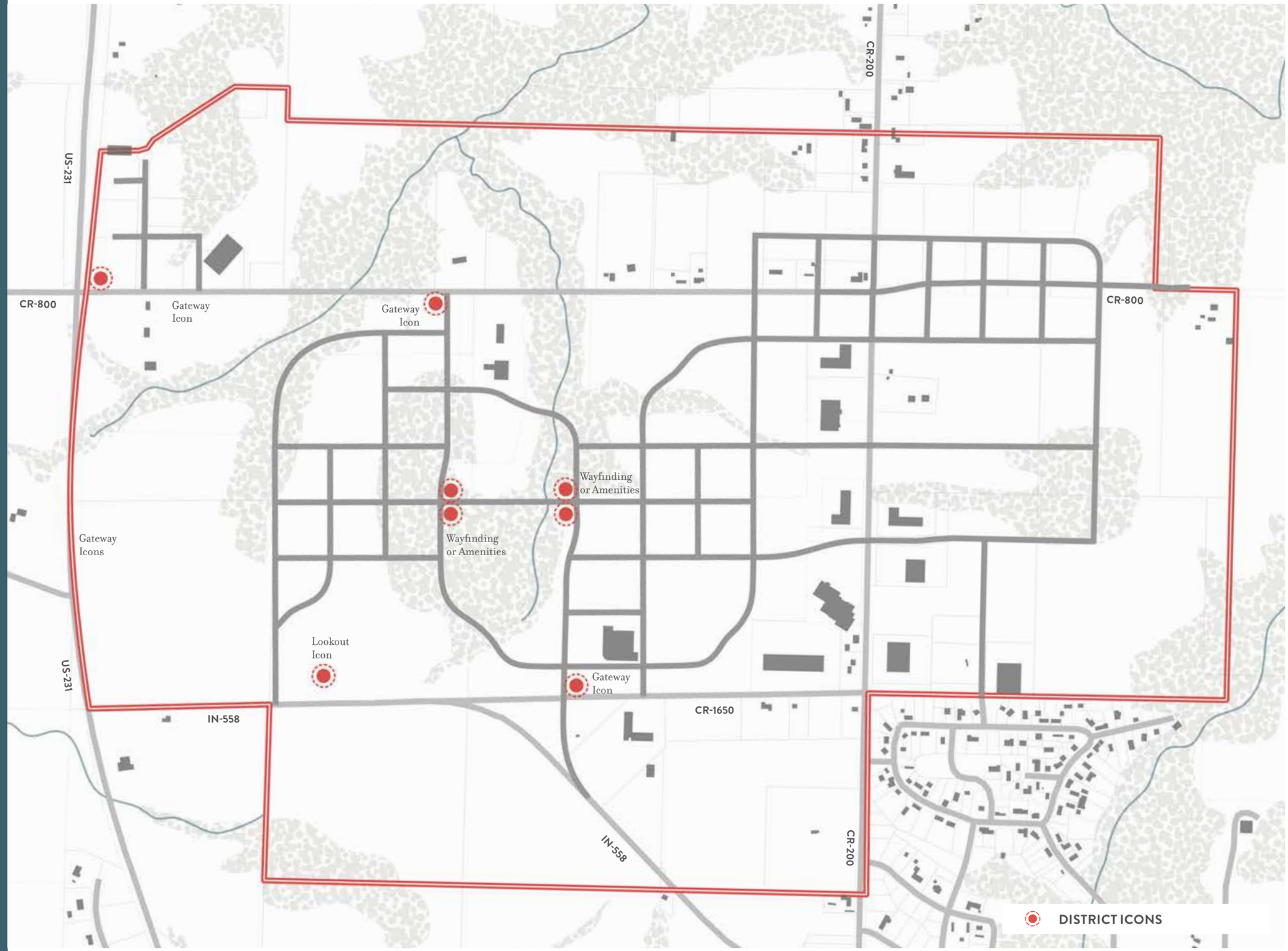
RECREATIONAL USES AND AMENITIES

The regional park and trail system should be designed to cater to a large number of uses and should include common recreational facilities and amenities, such as wayfinding signposts, benches, picnic tables, bridges, water features, dog runs, community gardens, shelters, pavilions, playgrounds, amphitheaters, follies, and buildings. Man-made elements or structures should utilize naturalistic materials. Designs could vary from primitive to contemporary, but much like those seen in a national park, the amenities should feel at home in the natural context. All of these elements are scalable and should follow the buildout strategy of adjacent private parcels.

03

IDENTITY & WAYFINDING

WestGate @ Crane should be a distinct and recognizable place that has a personality on its own. A person dropped anywhere in the district should be able to easily identify that they are in this discernible district. Despite a wide assortment of uses and conditions within the tech park, a number of consistent, telltale features will express the identity and brand to residents and visitors alike.



03 IDENTITY & WAYFINDING

DISTRICT IDENTITY

WestGate @ Crane will be a technology park unlike anywhere else in the world, broadcasting its one-of-a-kind identity as a world-class research destination nestled amidst a pristine, natural park.

BRANDING

A rebranding effort should be considered, such that the WestGate @ Crane brand reflects the district's concept of a park-within-a-park and its unique connection with nature. This definition should not focus just on the traditional expression of brand, in terms of marketing and public relations; it should also consider a much broader definition of brand that ranges from digital presence and programming to the design of the built environment. This step should be taken before investments are made into any physical elements that communicate the tech park's brand.

NATURE AS THE BRAND

The identity of place should capitalize on the site's naturalist features, utilizing natural materials and design motifs where feasible. Designs can range from primitive to contemporary while still expressing nature as a theme.

BRAND IN THE PUBLIC REALM

All physical elements within the public right-of-way should contribute to the identity of the district, including benches, lampposts, street trees, planting strips, sidewalk pavers, bike racks, streets signs, wayfinding signs, and the like. WestGate @ Crane is being shaped as a distinct setting, the selection of any such elements should be taken seriously. Decision-makers should not default to items commonly used in the area or simply utilize accepted local standards, as some of these elements may detract from the WestGate @ Crane brand.

DISTRICT ICONS

District icons will pepper the landscape and help to communicate the district's identity. These elements could include gateways, wayfinding elements, public art, monuments, structures, or amenities. Icons should be placed at a number of strategic points: along the outside of the district to establish the location of the district for those passing by; at key district entries to welcome visitors to the park; at highly visible sites within the district to orient users; and at key destinations within the park in order to create iconic and memorable gestures.

WAYFINDING

Conveying both information and district identity, a collection of branded wayfinding components should strategically work together to orient district users and define a one-of-a-kind sense of place. Branded wayfinding should be installed throughout the district. A thoughtful wayfinding strategy considers the numerous touch-points at which residents and visitors alike will require direction and establishes a system of coordinated information to provide guidance. Wayfinding elements present a unique opportunity to elevate the district's brand in special ways, highlighting district titles, logos, colors, patterns, slogans, etc.

PUBLIC ART

To inspire residents and visitors alike, while also celebrating the spirit of the place, public art should be strategically located within the technology park to give voice to the character of the district. Public art should be explored on many fronts; for example, transient or permanent, interactive or static. Choices about public art should consider those who will inhabit the neighborhood. Given the district's role as an incubator for innovation, space should be made for a wide variety of art that strives to be progressive, inspiring, educational, and thought-provoking.

PROGRAMMING

One-time and regularly-scheduled events should activate the district with elements that engage, enrich, and educate. With the intent to create an active public realm, special events should be common. To encourage human interaction, programming can be important at multiple scales. Programming can be strategic (through larger planned events) and spontaneous (through elements that encourage small events). Both should be considered and accommodated when possible.

PHASE ONE INVESTMENTS

NEW STREETS

As development opportunities occur, a new north-south street and gateway into the district should be established. This will give access to additional development parcels, will remove district traffic from co-mingling with the Crane entry and will give the district a new face.

REGIONAL PARK AND TRAILS

Early phases of the regional park in their simplest form could entail cutting back plants to form basic paths through the landscape. For the trails, a rough trail network can be started at any time and should be kicked off as soon as possible.

The buildout of more formal open spaces and advanced trail portions that include trail-side amenities should run in parallel with the buildout of adjacent private parcels within the same cluster. In this way, private and public investments are happening within the same cluster at similar times, so as to create a unified sense of place before moving to other clusters.

NEW IDENTITY INFRASTRUCTURE

While new infrastructure and investments are being made, the district's identity should be made physical - reinforcing when you are in the district. These could include signage and art.