



Indoor Wellness, Recreation & Aquatic Center

West Lafayette, Indiana

Hunden worked with the City of West Lafayette and professionals at Perkins and Will to conduct an indoor recreation and aquatic center feasibility study. West Lafayette, Indiana is home to Purdue University and a highly educated and engaged population with an interest in wellness and in particular, competitive swimming. The City engaged the team to conduct a comprehensive needs assessment, market analysis, financial feasibility and design for the proposed facility.

Hunden contributed to the study as the lead market analytics consultant. The study included a market and demographic analysis, the development of an operations plan, and the development of revenue estimates. Other elements included a citizen participation plan, program development, concept design, site planning and development, and cost estimate development.

Upon completion of the analyses, the Team made two recommendations. The first scenario included a gymnasium, fitness, community and support spaces as well as the hybrid zero-entry depth warm-water recreation pool with four lap lanes and a 25 yard 8 lane competition lap pool. The second scenario included the same as the first scenario minus the 25 yard 8 lane competition lap pool. The West Lafayette Wellness Center successfully opened in January 2021.

Client: City of West Lafayette

Time Period: 2017 - 2018