



FOR IMMEDIATE RELEASE

Media Contacts:

Great Ink Communications – (212) 741-2977

Lindsay Church – Lindsay@greatink.com

Sara Williams – Sara@greatink.com

Landmark Properties, in Partnership with Manulife Investment Management, Breaks Ground on The Standard at West Lafayette Adjacent to Purdue University

Project Slated to Deliver 678 Student Beds in Supply-Constrained West Lafayette, IN

ATHENS, Ga. (March XX, 2025) – [Landmark Properties](#), a fully-integrated real estate firm specializing in development, construction, investment management, and operation of high-quality residential communities, has begun construction on The Standard at West Lafayette, the fourth project in a build-to-core joint venture with Manulife Investment Management. Peninsula Investments also partnered on the project, adding to their investments in Landmark communities. Landmark Urban Construction, the in-house general contractor for Landmark Properties, is serving as general contractor. TSB Capital Advisors coordinated financing through BMO Bank on the project. The 678-bed, 253-unit student housing community in West Lafayette, Indiana will be steps from Purdue University and is expected to deliver in time for the 2027 academic year.



“Purdue’s record enrollment highlights the need for premium off-campus housing,” said Jason Doornbos, Chief Development Officer of Landmark Properties. “The Standard will help meet those needs, offering an outstanding student living experience with unmatched, resort-style amenities and a prime location, placing students steps from campus and at the heart of the Purdue community.”

The Standard at West Lafayette, located on West Wood Street, between Pierce Street and South Chauncy Avenue, will offer fully furnished residences with floorplan options ranging from studios to four-bedroom units. All residences will feature gourmet kitchens with quartz countertops and stainless-steel appliances, high-speed internet and cable, large closets, and in-unit laundry. Finishes include hardwood-style laminate floors, custom wood trim and plantation blinds. Select residences will include private balconies.

Spanning 18,234 square feet, the robust amenity package at The Standard at West Lafayette will include a rooftop clubhouse with an outdoor heated pool and fitness center, as well as a fourth floor indoor/outdoor amenity level with seating, grilling area, gaming lounge and interior courtyard. The property will also feature more study spaces than any student community in West Lafayette, with well-appointed options on every floor. The building also includes garage parking for 207 vehicles.

“We are excited to expand our partnership with Landmark with the closing of The Standard at West Lafayette,” said Edward Dunn, Managing Director, Infrastructure, Manulife Investment Management. “We believe the Standard will be well-positioned to benefit from the strong fundamentals in the Purdue market, supported by its premier location adjacent to campus.”

The Standard at West Lafayette will be adjacent to the east side of Purdue’s campus offering walkable access to academic buildings and the Purdue Memorial Student Union. The community will be a six-minute walk to the nearest bus stop with routes taking students to and from the north and west sides of campus.

BKV Group will serve as architect of record on The Standard at West Lafayette.

The Standard at West Lafayette will be Landmark Properties’ second student housing development in Indiana which includes [The Standard at Bloomington](#), which opened in Fall 2023 for students attending Indiana University.

###

About Landmark Properties

Headquartered in Athens, Ga., with an office in Atlanta, Landmark Properties is a fully integrated real estate firm, specializing in the acquisition, development, and management of high-quality residential communities. With \$15 billion in AUM, Landmark’s portfolio includes over 115 residential communities across the country with 72,000 beds under management. Additionally, Landmark benefits from an active development pipeline with over 50 student and multifamily projects under construction or near term start with an estimated value of over \$10 billion. For more information, visit www.landmarkproperties.com.

About Manulife Wealth & Asset Management

As part of Manulife Financial Corporation, Manulife Wealth & Asset Management provides global investment, financial advice, and retirement plan services to 19 million individuals, institutions, and retirement plan members worldwide. Our mission is to make decisions easier and lives better by empowering people today to

invest for a better tomorrow. As a committed partner to our clients and as a responsible steward of investor capital, we offer a heritage of risk management, deep expertise across public and private markets, and comprehensive retirement plan services. We seek to provide better investment and impact outcomes and to help people confidently save and invest for a more secure financial future. Not all offerings are available in all jurisdictions. For additional information, please visit manulifeim.com.

About Peninsula Investments

Headquartered in Miami, FL, and Montevideo, Uruguay, Peninsula Investments Group is a leading private equity real estate firm specializing in the acquisition and development of student housing and residential projects in the U.S., as well as residential developments across Latin America. In student housing, the firm has invested in over 30,000 beds within more than 10,000 units across 48 properties in 22 U.S. states and the UK, representing over \$5.2 billion in total development costs.

www.peninsulainvestments.com