WMU Student Center & Dining Facility

Town Hall #2
September 17, 2018
The WMU Student Center and Dining Facility is the heart of the campus. The Center enriches the student experience socially and intellectually by creating a safe hub for dialogue and a culture of civility welcoming all. Collaboration and inclusivity are in its architectural DNA which celebrates the Bronco spirit in a socially, economically, and environmentally sustainable setting.
The new student center will...

...be a home for **DIVERSITY** where all are genuinely welcomed and intentionally included.

...create a **WOW** place that embodies a vibrant and timeless expression of student life.

...be **ENGAGED** to build intercultural understanding, within equitable co-curricular learning environments.

... celebrate Western Michigan University’s unique identity and promote Bronco **PRIDE**.

... create **FLEXIBLE**, efficient, accessible spaces that easily adapt to changes in use.
### Project Schedule

**Timeline:**

- **2018:**
  - **Q1:** Study
  - **Q2:** Program Analysis
  - **Q3:** Schematic Design

- **2019:**
  - **Q1:** Design Development
  - **Q2:** Construction Documents
  - **Q3:** Bidding + McCraken Demo

- **2020:**
  - **Q1:** Construction

- **2021:**
  - **Q1:** Move-In & Training

**Notes:**

- 2-DAY WORKSHOP
- 2-DAY WORKSHOP + CAMPUS TOWN HALL
- PAUSE, REVIEW, ALIGN
Here's what we heard from you!

You made your voices heard...

- Surveys
- Campus Intercepts
- Town Halls
- Diversity Dialogues
- Bronco Bash
Dining Survey:

I am:
(Total Respondents - 1,209)

- Upperclass Undergraduate, 46.8%
- Graduate/Prof Student, 15.1%
- Faculty, 2.0%
- Staff/Admin, 14.0%
- 1st Year Undergraduate, 19.0%
- Other, 1.1%

I live:

<table>
<thead>
<tr>
<th></th>
<th>On campus in a residence hall</th>
<th>On campus in an apartment</th>
<th>Off campus - within walking/biking distance to the campus</th>
<th>Off campus - using my own vehicle or carpent to get to campus</th>
<th>Off campus - using public transportation to get to and from campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Respondents (1,209)</td>
<td>27.7%</td>
<td>4.8%</td>
<td>17.3%</td>
<td>44.9%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Undergrad On (365)</td>
<td>89.9%</td>
<td>30.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Undergrad Off (455)</td>
<td>0.0%</td>
<td>0.0%</td>
<td>31.0%</td>
<td>86.7%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Grad/Prof Student (183)</td>
<td>1.6%</td>
<td>7.7%</td>
<td>24.6%</td>
<td>52.6%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Fac/Staff/Admin (193)</td>
<td>1.0%</td>
<td>0.5%</td>
<td>11.9%</td>
<td>84.5%</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

“Other” subsample is too small to include in the results.
Results:

**Retail / Services: Top 10 Requests**

1. Post Office / Shipping Center
2. Copy / Printing Center
3. ATM
4. Bank / Credit Union
5. Cell Phone Store / Repair
6. Gift Shop
7. Technology Store
8. Ticket Office
9. Test Prep / Kaplan
10. Vision Center / Eye Care

**Top 10 Traffic Generators**

1. Local / Unique Restaurants
2. Longer Evening Building Hours
3. Expanded Weekend Building Hours
4. More Naturally-Lit Spaces
5. Quiet Lounge Spaces
6. More Public Lounge Spaces with Soft Seating
7. Group Study Space
8. Larger Coffee Shop
9. Expanded Convenience Store
10. Sports Bar / Pub
What is missing from the Bernhard Center:
Campus Intercepts:

Activities
- E-Sports Center
- Dance/Activity Multipurpose Room
- Maker Space
- Student Businesses/Pop-Ups
- Auditorium / Performance Space

Community
- Outdoor Space (passive)
- Outdoor Space (active)
- Sports-Themed Food/Entertainment
- Lounge/Hangout
- Gaming Room

Food and Retail
- Grab & Go - Convenience Store
- Branded Dining (National/Regional)
- A la Carte Dining/Food Court
- Cafe/Coffeeshop
- Retail/Services

Academics
- Student Senate
- Student Orgs
- Conference Rooms
- Study Space
- Large Event Space
The top 80% of preferred spaces focus on food and social spaces. Study space, gaming, and food options all ranked high.
HOW WILL YOU GET TO THE STUDENT CENTER, THROUGH WHICH SIDE, AND FROM WHERE?
Town Hall on 4/12/18:
Bronco Bash 2018!!
Where will you go first in the new...

- Fresh Market / Convenience Store
- Branded Dining (National/Regional)
- Student Orgs
- Cafe/Coffeeshop
- Retail/Shopping

Student Center and Dining Facility?

- Dining Facility
- Sports-Themed Food/Entertainment
- Lounge/Hangout
- Gaming Room
- Study Space
We heard about lots of excitement for the new Student Center, but you are most excited for the Entertainment Venue/game room and coffee shop.
...And we listened
Category 1A: Dining Center
31,434 NSF

Category 1B: Entertainment Venue
2,600 NSF

Category 1C: Retail Food Service
14,261 NSF

Category 3: Conference & Meeting
11,400 NSF

Category 4: Bookstore
11,444 NSF

Category 5: Retail
2,450 NSF

Category 7: Recreation & Entertainment
3,330 NSF

Category 8: Lounge Space
10,160 NSF

Category 9: Related Groups
11,448 NSF

Category 10: Student Organizations
14,226 NSF

Category 11: Administration
6,450 NSF

Student Center and Dining Facility
129,206 NSF
52% Food, Fun, and Retail
25% Lounge, Meet, Study, Hang
20% Student Orgs and Services
Research
Inclusivity
Architecture | Program | Media
Geology
Gathering Circles
Process
Hand Sketching:
Schematic Design
ALIGN PENT-HOUSE TO NORTH OF LEVEL 00

LEVEL 03 +920
LEVEL 02 +900
LEVEL 01 +884
LEVEL 00 +868
LEVEL 01 ENTRY STAIR +879
Department Legend

- BUILDING SERVICES
- CIRCULATION
- DINING
- LOUNGE
- RECREATION
- RETAIL
- STUDENT ORGANIZATIONS

LEVEL 01

+884'

+879'
Proposed Masterplan Ring Road
Proposed Masterplan Ring Road
Keep making your voices heard!
Go #WMUBuild