



Western Michigan University Campus Master Plan

Workshop #1 Summary Presentation

Perkins&Will

March 22, 2024

Agenda

Introductions

Process Overview

What We've Heard

Vision and Goals

Next Steps

Introductions

Planning Team



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Technical Advisors

Transit/Mobility - Nelson Nygaard

MEP - AEI

Civil - Eriksson

Process Overview

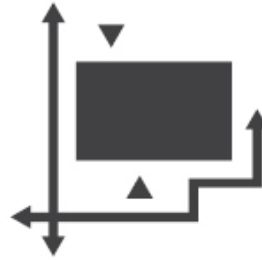
Why Master Plan?



Alignment with
Strategic Priorities of
Western Michigan
University



Think **big** and
explore ideas



Improve **efficiencies**
and ensure that
proper infrastructure
is in place

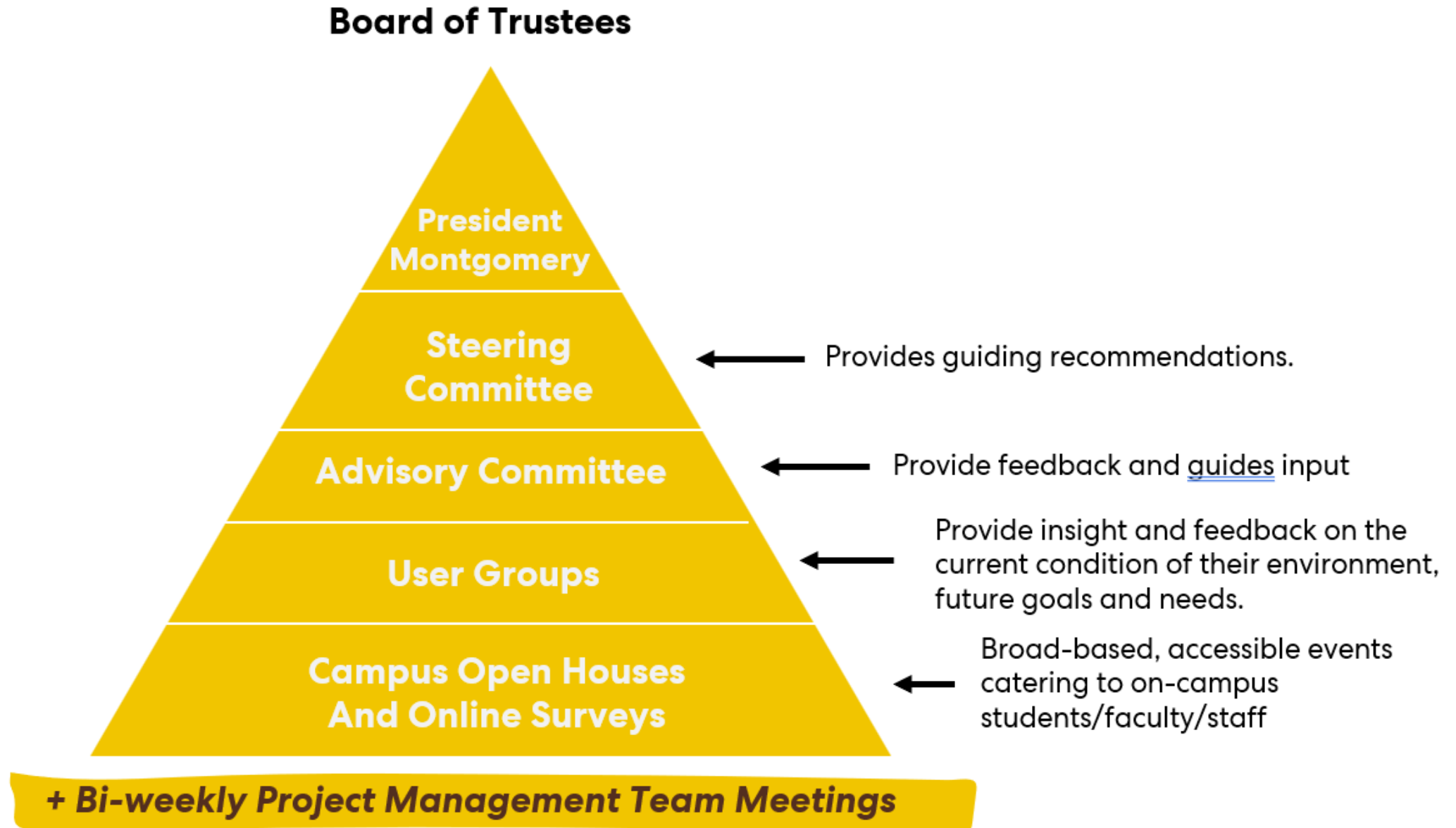


Enhance the **sense of
place** and weave
connections back to the
community



Identify needs, **develop
cost effective solutions**
and prioritize investment

Decision Making Structure



User Groups

**Academic Affairs-
Main and East
Campus**

**Academic Affairs
– Parkview and
Aviation**

**Academic Affairs
- Library &
Academic
Support**

Athletics

**Diversity, Equity
& Inclusion**

**Facilities &
Infrastructure**

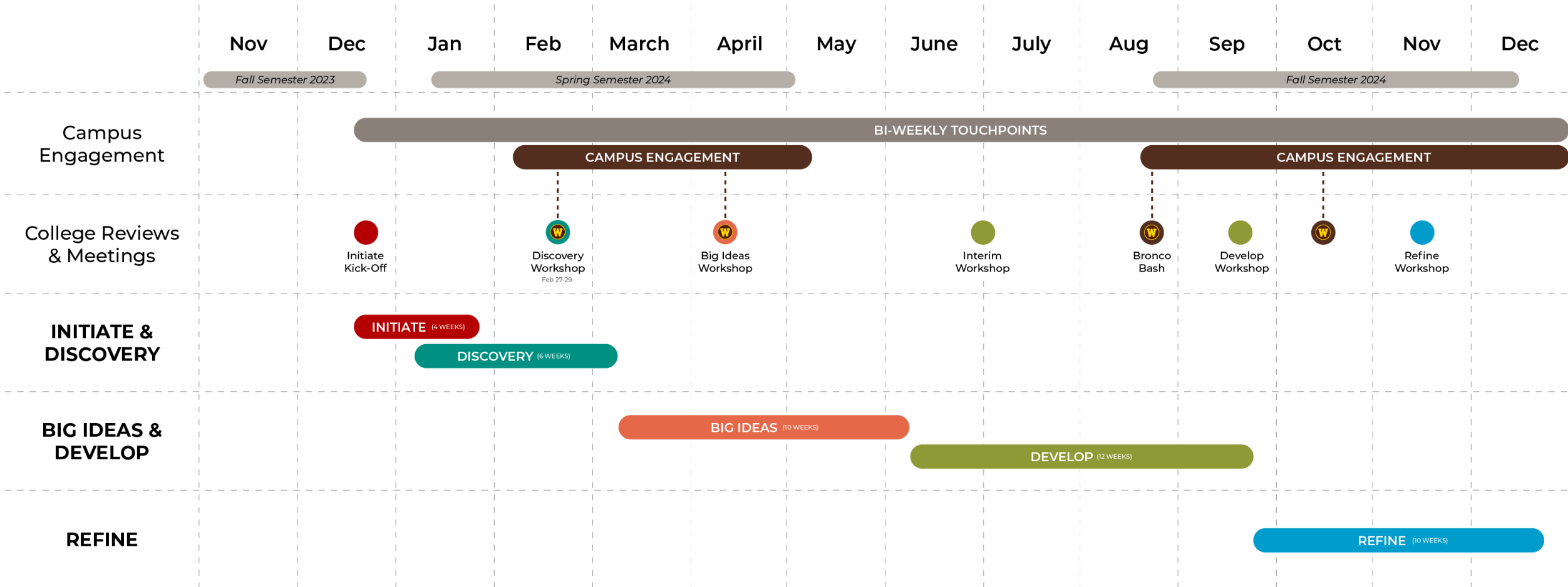
**Research &
Innovation**

**Student Affairs –
Student and
Residential Life**

**Special Purpose &
Auxiliary
Enterprise**

Sustainability

Process & Schedule





Updated Campus Plan Website

<https://wmich.edu/facilities/planning/master-plan>

Campus Master Plan 2025 and beyond

Help us plan for the future. This is Western Michigan University's first campus master plan in 20 years.

Your voice matters!

We're committed to creating a campus that meets the needs and aspirations of our students, faculty, and staff. That's why we're inviting you to take part in our survey for the WMU Campus Master Plan 2025 and beyond project! Whether you're a student or a faculty/staff member, your input is invaluable in shaping the future of our campus.

Take the student survey

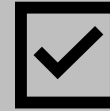
Take the faculty/staff survey

Alignment with Your Strategic Plan



ACADEMIC EXCELLENCE
COMMUNITY BUILDING
DIVERSITY, EQUITY AND INCLUSION
INTERNATIONALIZATION
RESEARCH AND CREATIVE SCHOLARSHIP
SUSTAINABILITY
WELL-BEING

How can the campus plan support WMU?



Increase Retention through Student Experience and Placemaking



Engage and Plan with DEI Groups and Initiatives



Reduce Carbon Emissions through Integrated Sustainability Planning



Enable Research Growth through Innovative Lab and Facility Planning



Prioritize Well-being and Safety for Faculty, Staff, and Students in Process and Recommendations



WMU makes decisions based on these five core values

Community-Engaged

We collaborate with local and global partners with an emphasis on trust, respect, reciprocity and cultural humility.

Discovery-Driven

We pursue inquiry, disseminate knowledge and foster critical thinking that encourages life-long learning.

Equity-Centered

We transform systems and remove barriers to ensure we represent, serve, include and empower every member of our community.

Learner-Focused

We challenge every member of our community to be responsive to and responsible for the education of our students by intentionally cultivating an engaging university experience that creates skilled, life-long learners.

Sustainability-Guided

We serve our communities by discovering transformational, multidisciplinary solutions, being environmentally, socially and financially responsible; and improving the quality of life for current and future generations



WMU - Grand Rapids

131

43

89

37

89

66

96

Battle Creek

Kalamazoo

Aviation Campus

Main Campus

Events Center

School of Medicine

East Campus

Parkview Campus

131

343

96

96

96

94

194

94

94

131

Building Upon Work WMU Has Done and Is Doing:

Data Inputs in Campus Planning

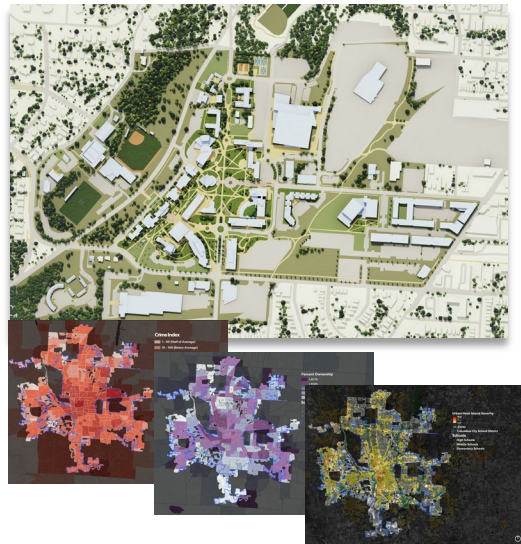
People

- Enrollment (Institution, FTE/Headcount by College)
- Course Schedule
- Employees
- Researchers (PIs, Support)
- Visitors

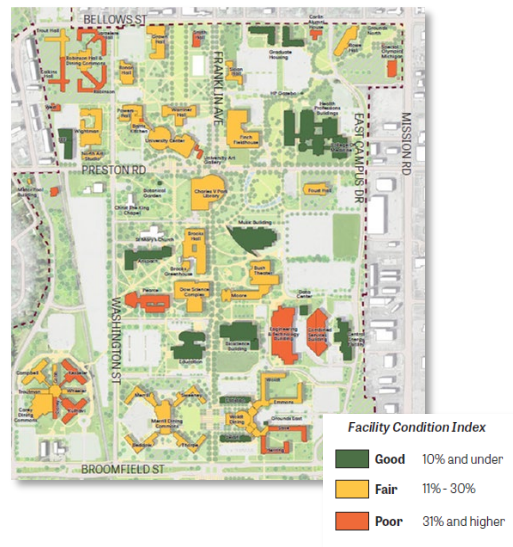
Space and Infrastructure

- Facility Inventory
- Facility Condition Index (FCI)
- Space Standards
- Research Expenditure
- Central Plant Capacity
- Transportation – Parking Capacity, Utilization/Counts

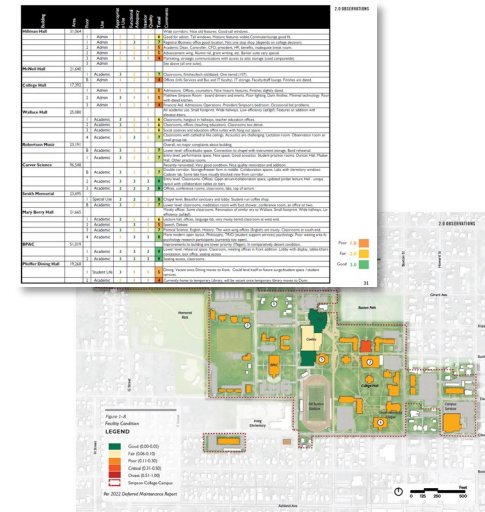
SPATIAL MAPPING



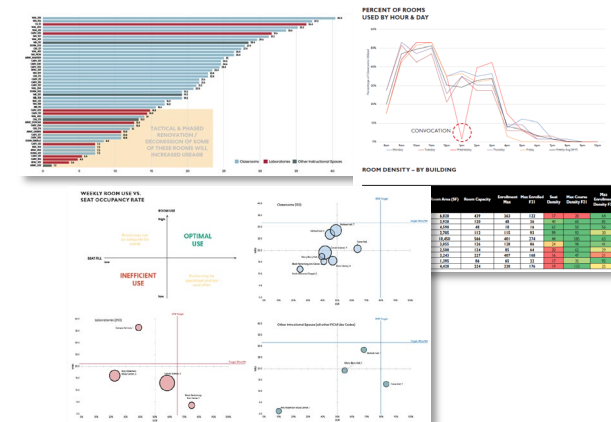
FACILITY CONDITION ASSESSMENT



SPACE EVALUATIONS



SPACE UTILIZATION



Leveraging the Embedded Value of Your Campus

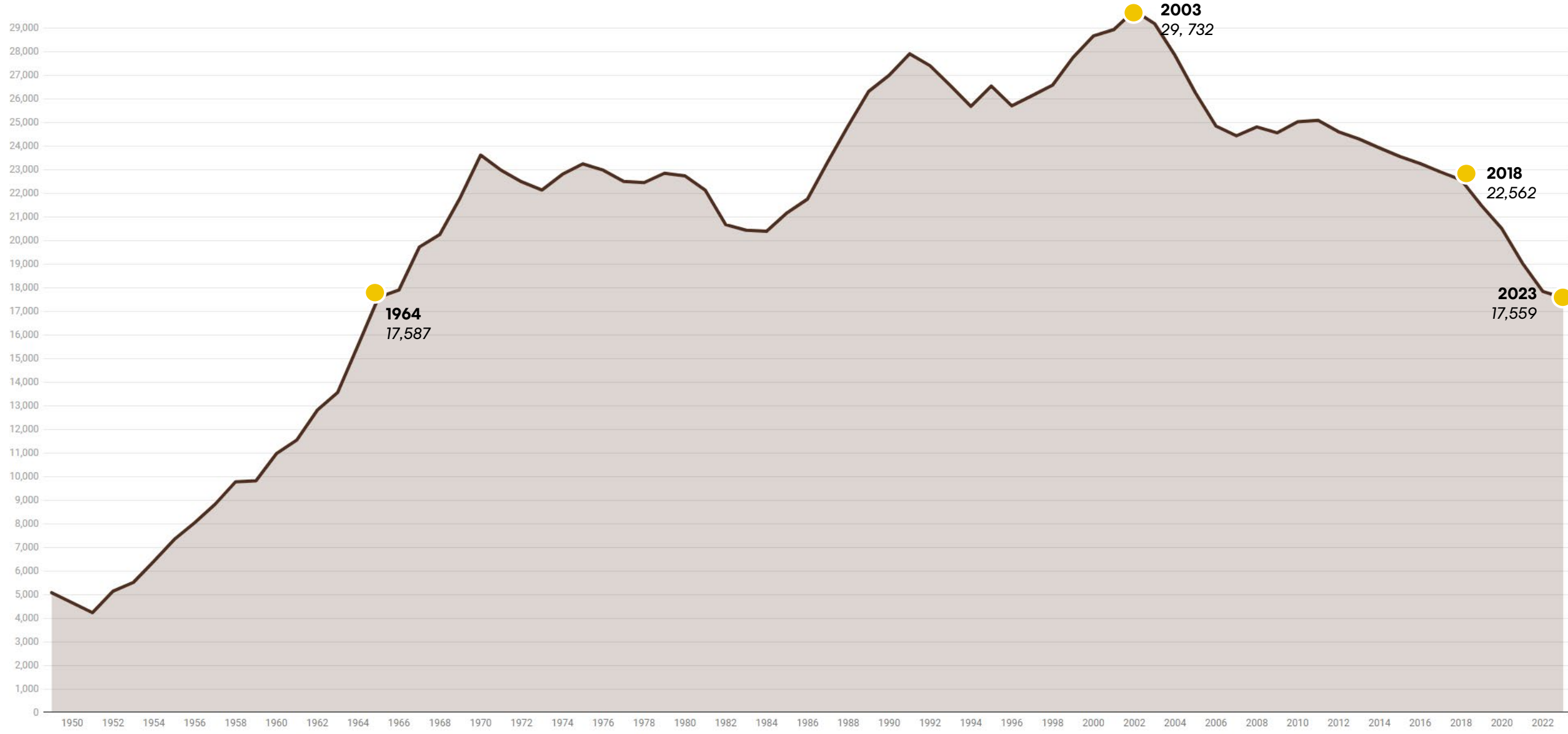


Assess

Redistribute

Implement

WMU Enrollment 1949-2023

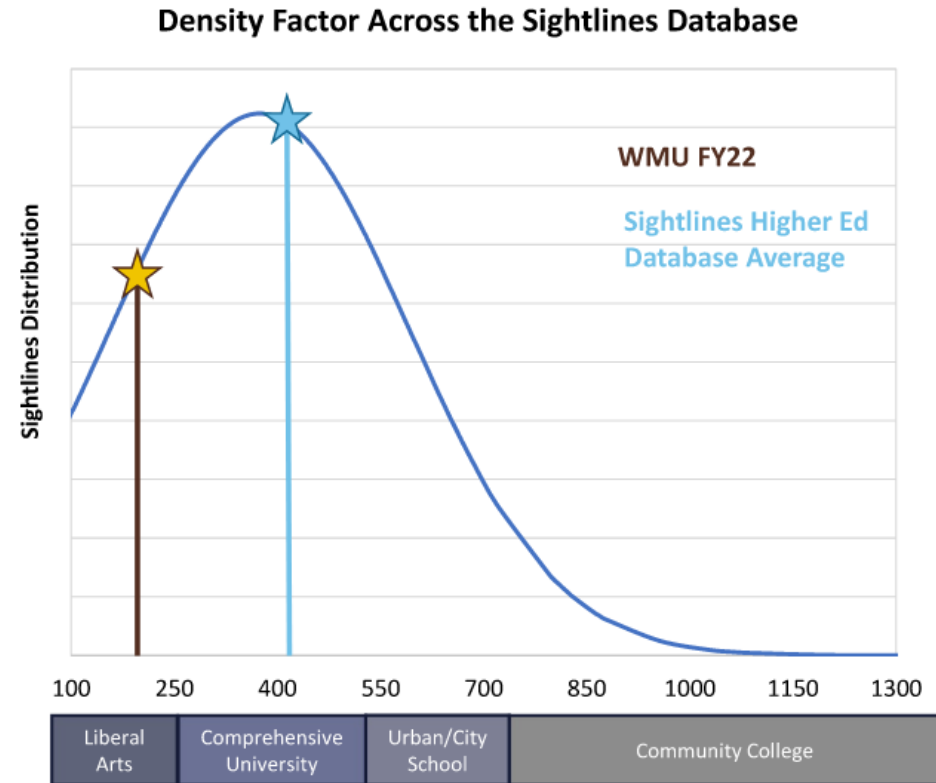
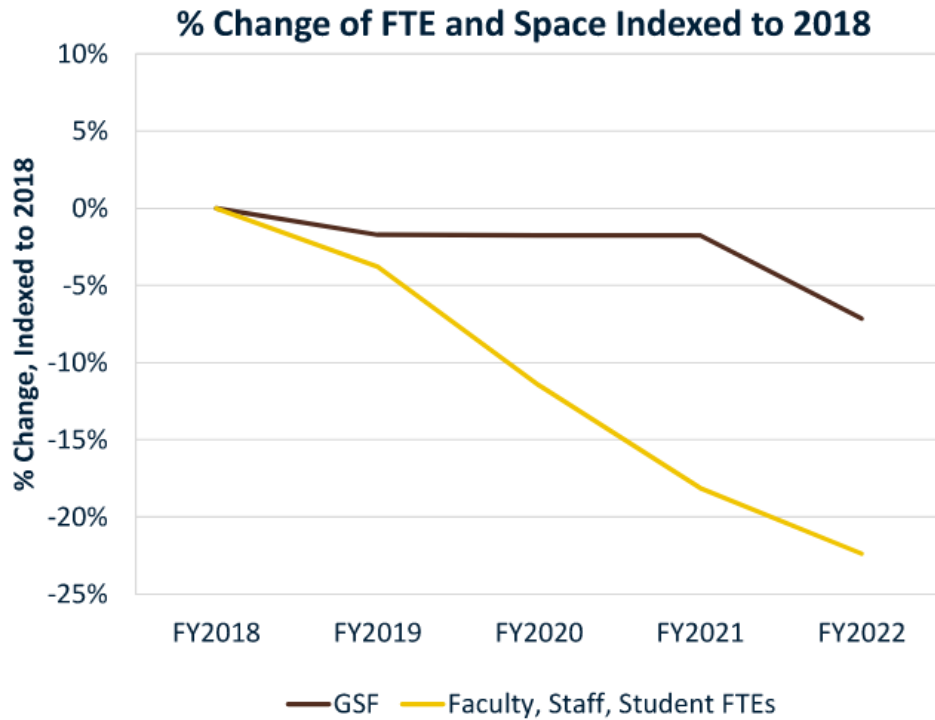


Data from 1980 to 2023 was received from WMU via FOIA. The prior data also comes from WMU, but from a separate document not considered a "public record," so its accuracy can't be confirmed.
Chart: Taylor DesOrmeau • Source: Western Michigan University • Created with Datawrapper

Rightsizing the Campus and Increasing Density

Reduction in FTEs Outpacing Reduction in Space

Campus FTEs down 22%, space down 7% since 2018, resulting in lower campus density



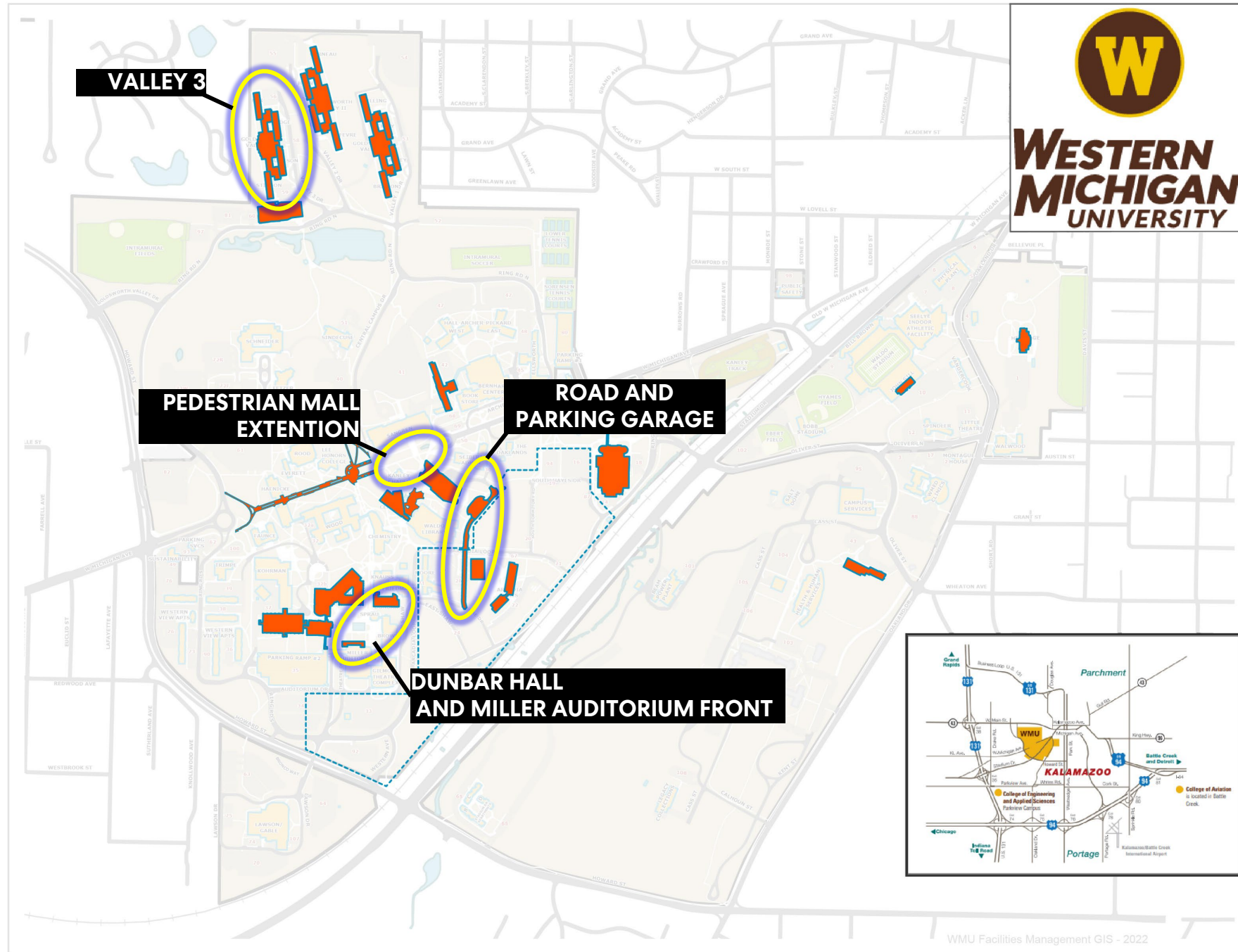
Current and Future Projects

FUTURE

- Dunbar Hall Renovation
- Hilltop Village Loop Road
- Hilltop Village Parking Structure
- Stadium Club – President’s Suite Remodel
- Valley Three Housing
- West Hills Modernization
- UCC Second Floor Renovation
- Dalton Art Annex
- Henry Hall Refresh
- MGRRE Core Lab
- West Michigan Mall Expansion
- C Center for Advancing Arts Research

COMPLETED IN THE LAST DECADE

- Arcadia Flats
- Aviation Education Center
- Board of Trustees Plaza Renovation
- Business Technology and Research Park North
- Campus Wayfinding
- Central Campus Open Space
- EWB Renovation—Physical Therapy
- Heritage Hall- Alumni Center
- Homer Stryker M.D. School of Medicine
- The Hilltop Village
- Richmond Institute for Design + Innovation
- Transportation Master Plan
- Virtual Imaging Technology Lab
- Miller Auditorium Veranda Replacement
- Student Center and Dining
- Goldsworth Valley Pond
- Valley Dining Center
- Hall-Archer-Pickard East and West



WMU's Past Campus Plan

Guiding Principles

Ten fundamental Master Plan concepts form the foundation of the campus-wide recommendations.

Plan Concepts

Fundamental

- 1. Protect the Valleys** Preserve and enhance the open space character of Goldsworth and Arcadia Valleys. Restrict building development and enhance natural features, landscaping and maintenance levels within these corridors.
- 2. Develop Campus Edges and Entrances** The University is to be easily identifiable. Establish visually distinctive and significant campus approaches, arrival areas, entries and edges.
- 3. Ensure Wayfinding and Accessibility** Create a friendlier campus with upgraded signage, informational kiosks and improved vehicular and pedestrian circulation, particularly at entrances and approaches to the University. Plan compliance with ADA accessibility guidelines and four-season access to all campus areas.
- 4. Plan Alternate Forms of Transportation** Place greater emphasis on safe and efficient transit, bicycle and pedestrian circulation on and off campus.
- 5. Distribute Parking** Position parking around the campus perimeter to be easily accessible from main roads and near principal centers of use. Coordinate transit and pedestrian interface in order to facilitate access to major destinations.
- 6. Connect the Campuses** Maintain and enhance visual and physical connections between the West, Oakland Drive and East Campus areas. Improve inter-campus circulation and accessibility. Protect potential bridging points connecting the campuses.
- 7. Preserve Open Space** Plan future development to preserve and optimize the use of open space to achieve a sense of community and distinctive settings.
- 8. Develop Districts** Identify and develop districts that reflect a distinct identity, share a common function or are relatively self-contained. District buildings should relate to one another, both physically and through similar functions. Consistently maintain building massing, patterns or grids, density and heights appropriate to each district.
- 9. Create Campus Activity Hubs** Create pedestrian-scale activity centers that are centrally located and visually distinct, with facilities clustered around a core open space that attracts students and visitors.
- 10. Distribute Housing** Locate housing throughout the campuses; serve a variety of housing needs and markets.

WMU's Past Campus Plan

Guiding Principles

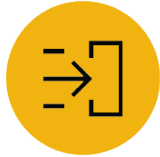


ALL DECISIONS SHOULD...



CREATE A TRUE, VIBRANT HUB

for WMU's South Neighborhood Campus. Make destination of choice: "quintessentially Western."



IMPROVE AMENITIES & ACCESS

around and throughout campus. Entice and engage community beyond campus edge.



SMART DEVELOPMENT

leads to assessing program and needs through the balanced lens of economics, viability, and sustainability.



ENHANCE USER EXPERIENCE

for students, faculty, staff and visitors. Celebrate the Bronco Spirit.



INTEGRATE INCLUSIVITY AND AGILITY OF SPACES

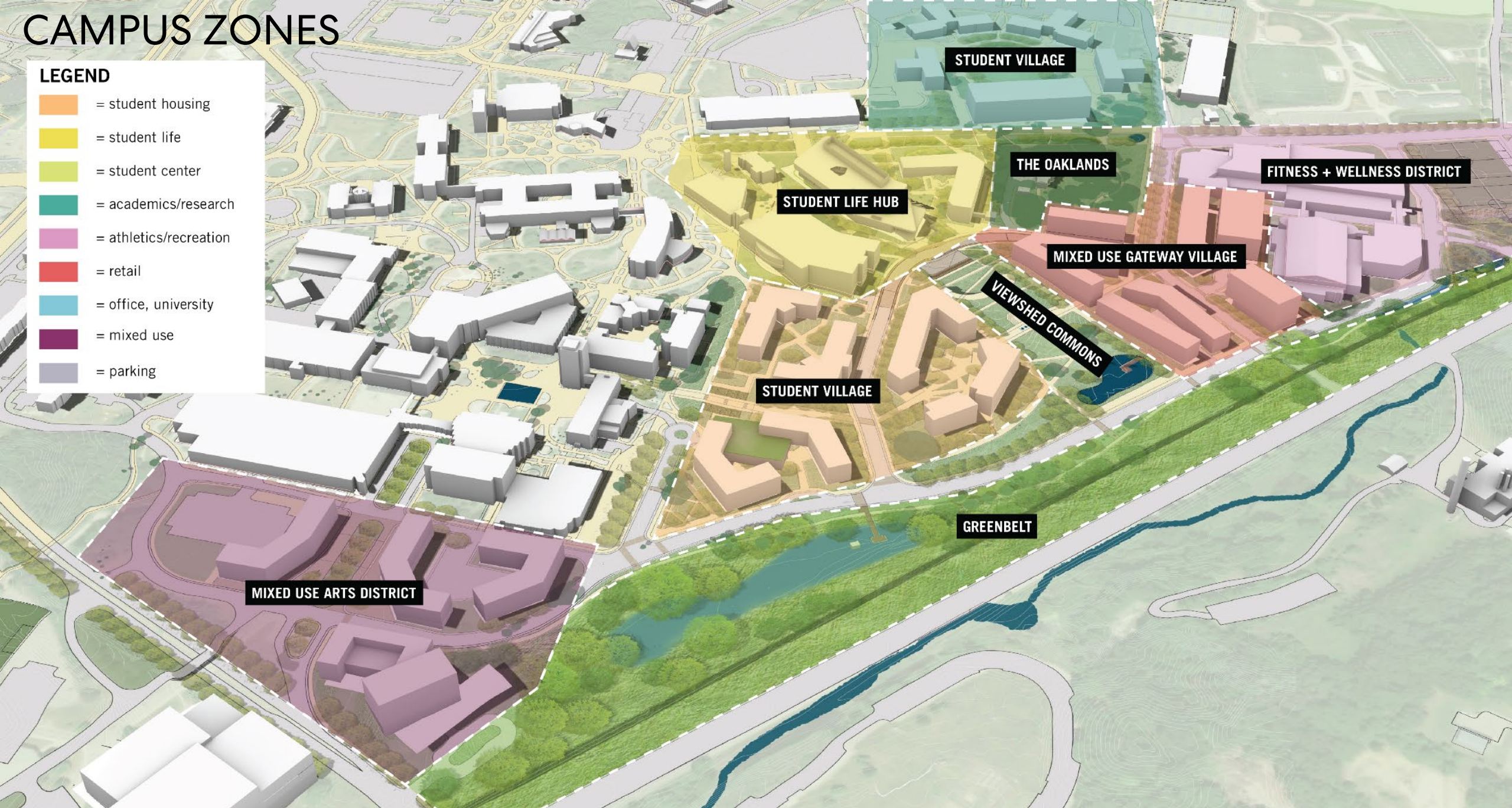
buildings and landscape, that can adapt in use over time.



CAMPUS ZONES

LEGEND

- = student housing
- = student life
- = student center
- = academics/research
- = athletics/recreation
- = retail
- = office, university
- = mixed use
- = parking



STUDENT VILLAGE

STUDENT LIFE HUB

THE OAKLANDS

FITNESS + WELLNESS DISTRICT

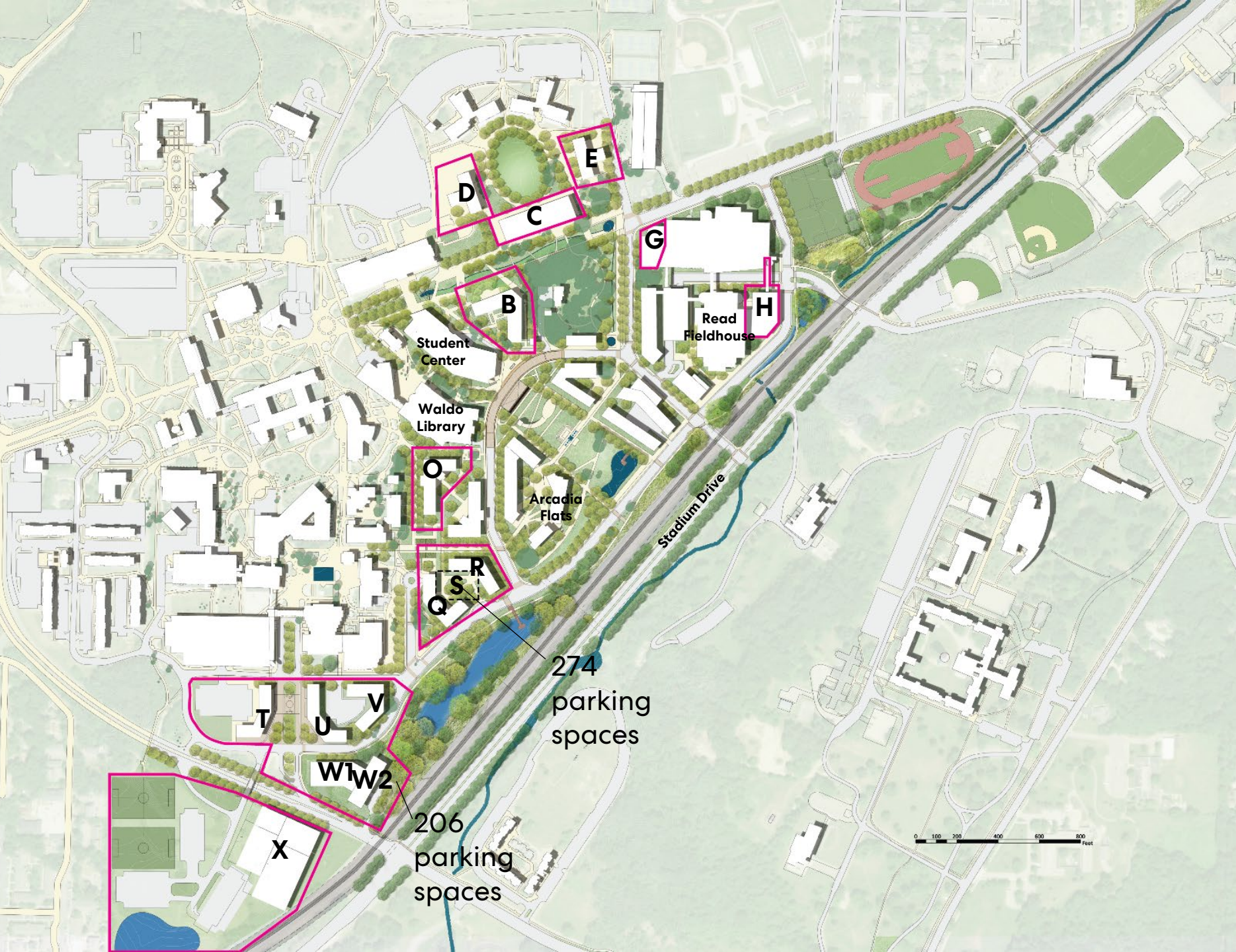
MIXED USE GATEWAY VILLAGE

VIEWSHED COMMONS

STUDENT VILLAGE

GREENBELT

MIXED USE ARTS DISTRICT



New Construction
C. Academic Research
D. Student Housing
E. Student Housing
G. Athletics / Recreation
H. Athletics / Recreation
O. Student Housing
Q. Student Housing
R. Student Housing
S. Parking
T. Mixed Use
U. Mixed Use
V. Mixed Use
W1. Mixed Use
W2. Mixed Use
X. Athletics / Recreation

BEFORE



FUTURE



What We've Heard (so far)

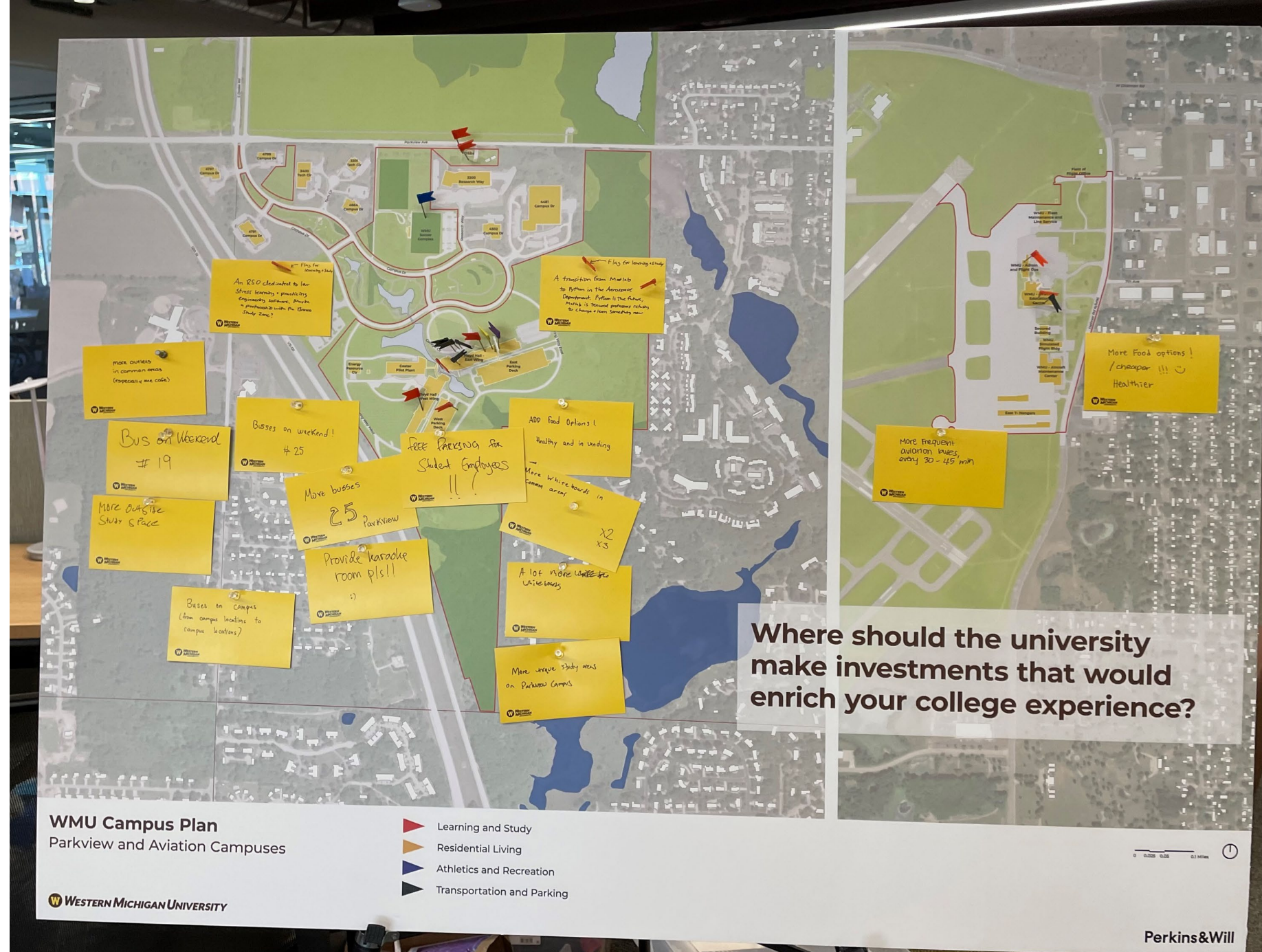
Main and East Campus

- More centralized student experience.
- The student center is a standout project for students and is the primary place for social interactions
- East Campus feels distant and out of reach to those on Main Campus.
- There are several zones between major campus hubs that make students feel unsafe.

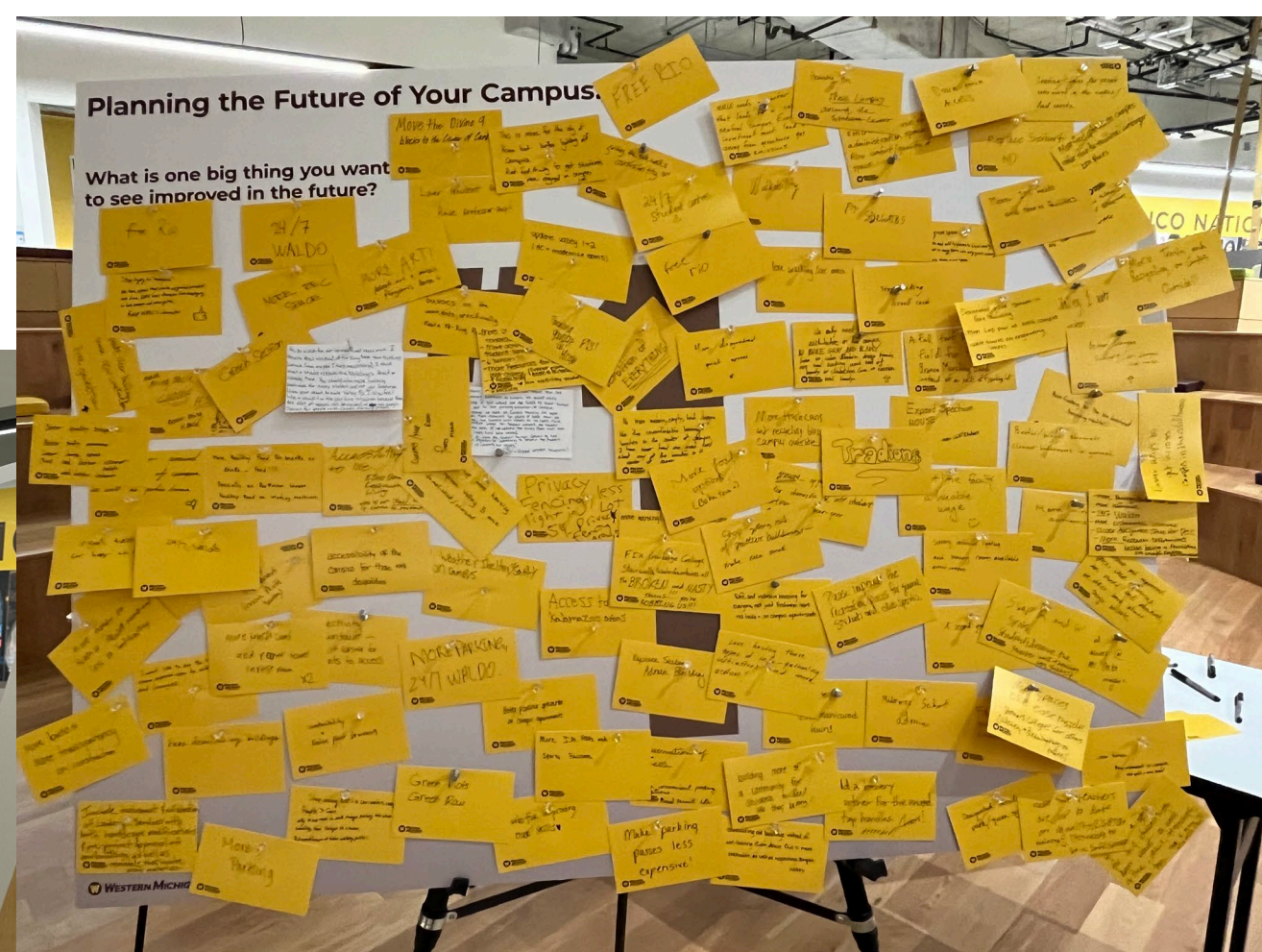
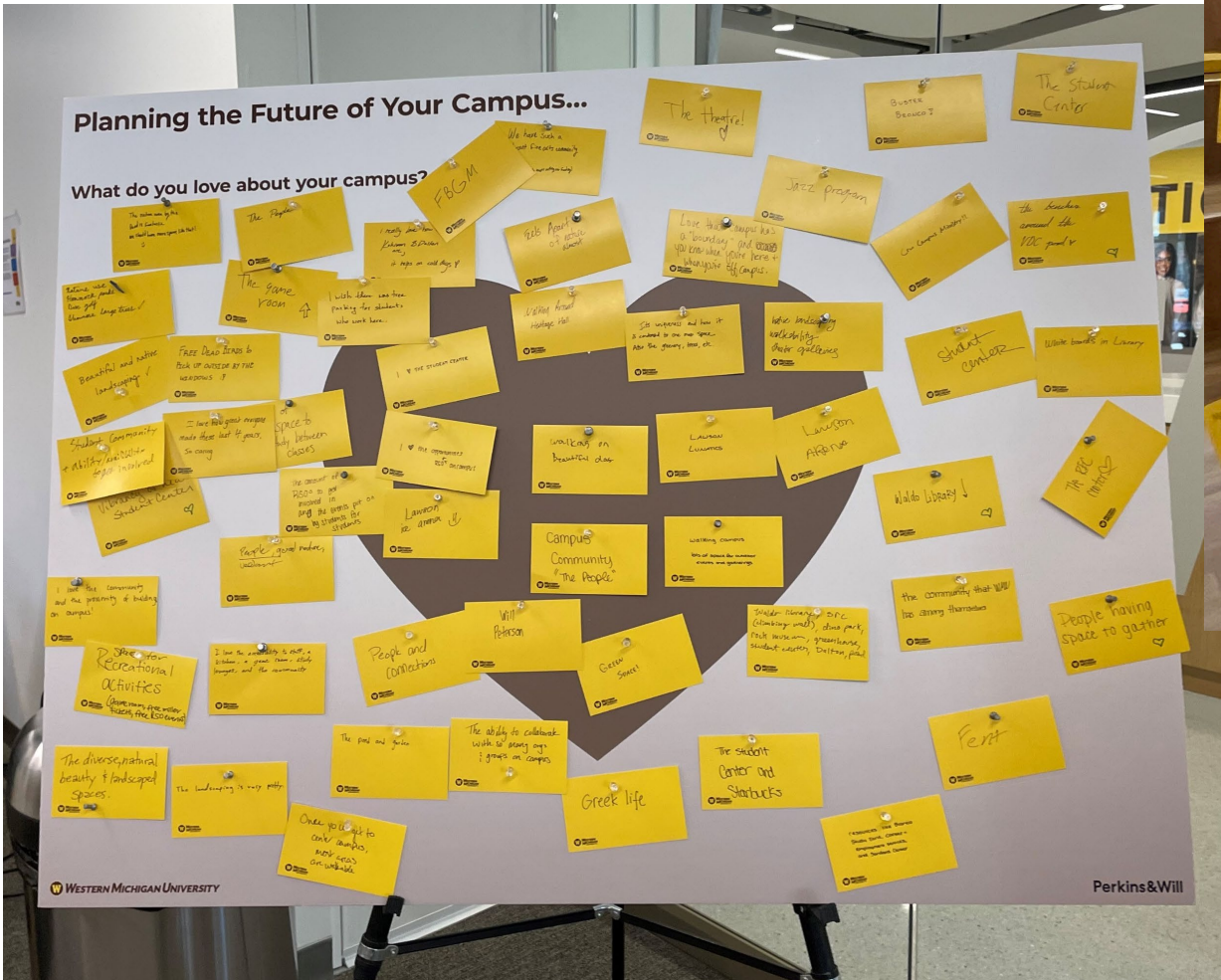


Parkview and Aviation Campus

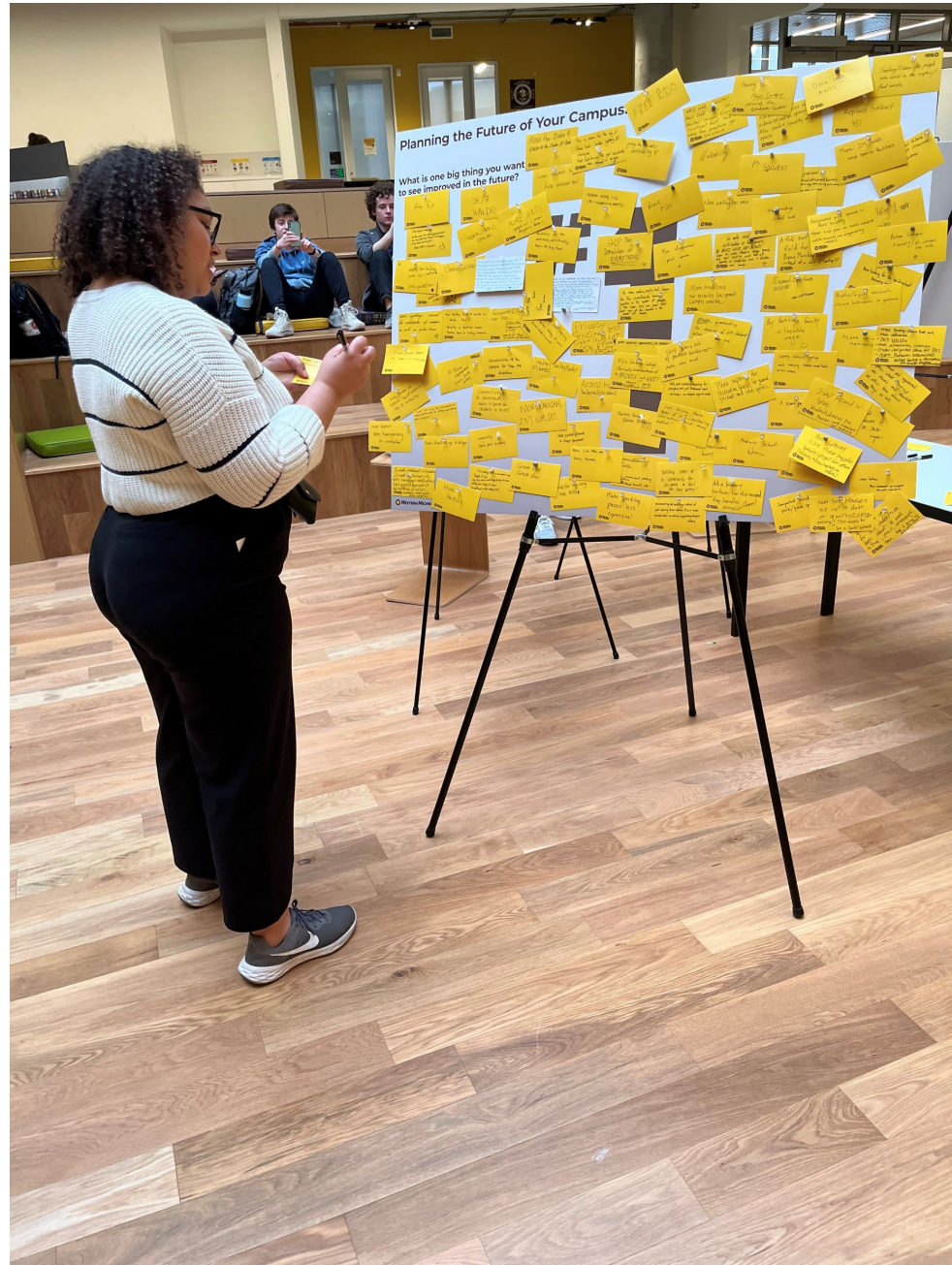
- More (healthy) food options
- More accessible / frequent transit
- Parking
- More public outdoor spaces
- Collaboration areas with more outlets.



What Stands Out



- More weather / outdoor shelter spaces.
- More 24/7 or round the clock study and social spaces.
- Better housing density and more social centers.
- Focus on building community through new construction and outdoor spaces.



Our summary headlines...

Combine data insights and user input to continue to ‘rightsize’ the institution.

‘Prune the shrub’ (so it grows back even stronger).

Embrace the campus “neighborhoods concept” for placemaking and vibrancy.

Build around catalyst anchors:

- Hilltop Village
- Central Neighborhood
- North Neighborhood (Valley)
- Fountain Plaza
- East Campus

Student success is paramount and further investment in facilities to expand access, inclusion, health and wellness, and support.

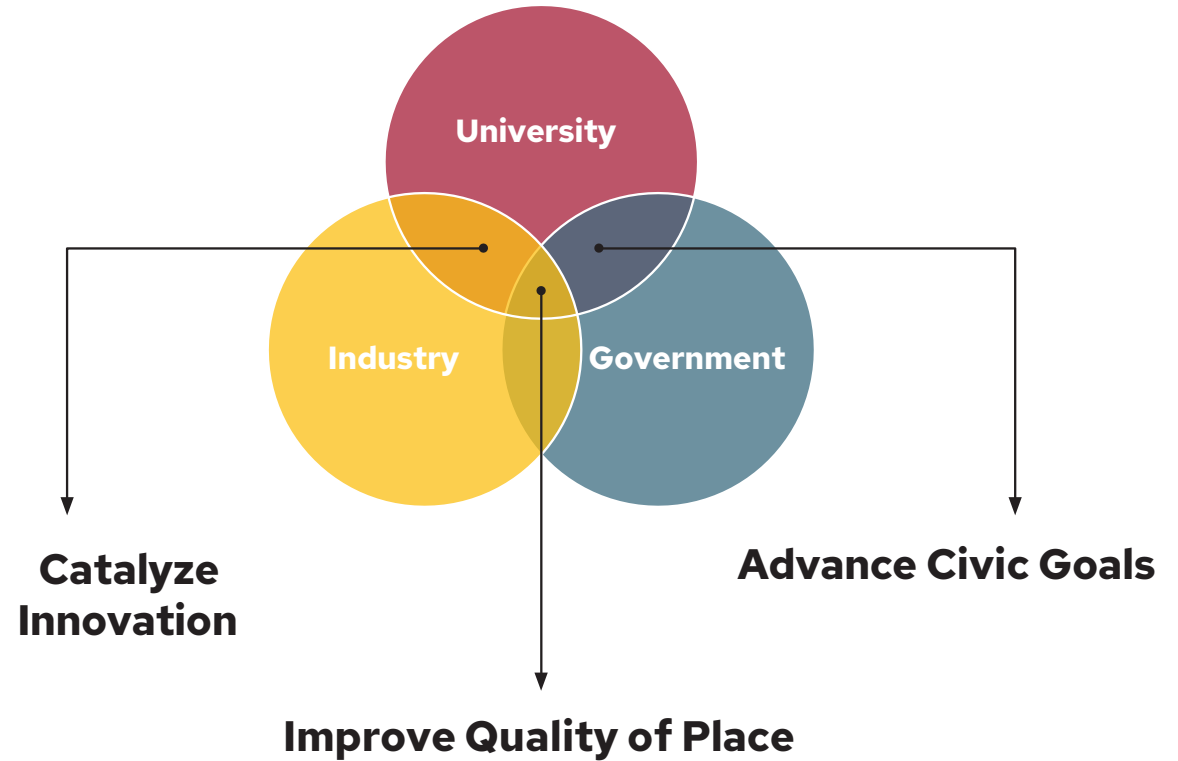
Supporting goals for DEI, health and well-being, student recruitment and retention.

Sustainability goals (including carbon neutrality by 2050) are important to integrate throughout the plan

Amplify your sustainability story, set metrics to achieve goals.

A Call to Action

This plan will need partners to achieve common goals.



Potential Themes for WMU

**STUDENT
SUCCESS**

SUSTAINABILITY

**DIVERSITY,
EQUITY,
INCLUSION**

**SCHOLARSHIP
AND RESEARCH**

**COMMUNITY
PARTNERSHIPS**

**HEALTH AND
WELL-BEING**

User Groups

Academic Affairs- Main and East Campus

Main Takeaways

- Manage and plan for growth (+/-) at college-level
- Density and vibrancy factor of campus life
- Discipline driven and experiential learning
- Renovation/re-use and re-design
 - Modernize and plan for the human experience
 - E.G. Dunbar, Knauss, Kohrman (north)

Questions to Explore Further

- East Campus—future investments needed to provide amenities, critical mass; What future uses will thrive on East Campus?

Academic Affairs – Parkview and Aviation

Main Takeaways

- Aviation
 - Positive recent investments
 - Hangar expansion needs (storage and fleet maintenance)
 - Flight Operations area needed renovation
 - Future endeavors: simulation, UAS, EV)
- Engineering
 - 3rd Wing is possible
 - New labs in autonomous vehicles
 - Materials testing/high-bay
 - Lab Refresh
- Paper Pilot Plant
 - Industry R&D focus
 - Revenue generator and best-in-class facility
 - Future endeavors: sustainable packaging (pulp and fiber), pilot corrugator
 - Larger equipment needs / new lab space

User Groups

**Academic Affairs
- Library &
Academic
Support**

Main Takeaways

- Modernize Waldo Library ---”put the buzz back’
 - Revisit library master plan from 2017
- Find a Home for Merze Tate College
 - Student support (advising, pathways, navigation)
 - Conduit to retention
 - Need a centralized, accessible, and visible home
- Accessible Honor’s College—manage growth at Lee
- Instructional innovation investment (UC)

Athletics

Main Takeaways

- New arena downtown
 - Basketball (men's and women's) and hockey
- Recent Athletics Master Plan for Main/East Campus
 - Football Stadium – South End Zone is priority
 - Seelye Renovations
 - Baseball/Softball – lights, indoor practice
 - Read Fieldhouse renovations and backfill
 - Tennis/Track/Soccer – support facilities (e.g. lockers, storage)

Questions to Explore Further

- What is the future of Lawson? Community recreation, youth sports, etc.?

Diversity, Equity & Inclusion

Main Takeaways

- Existing facilities limit potential (Elsworth, Seibert, Trimpe)
- Expand accessibility and accommodation services to meet rising demand
 - 1,400 student today (and growing)
- Remove barriers to transportation, mobility and access
- Aspire to co-locate all of ODI under one roof –centralized and accessible
- Multicultural Affairs can be optimized in a new space/ adaptive re-use

Student Affairs – Student Life

Main Takeaways

- Student Center is the new “heart” for campus life
- “Wellbeing Team” aspires to be co-located with convenient access for students
 - Campus Recreation / SRC
 - Campus Health Services (potential to relocate out of Sindecuse)
- Continue to invest in student housing to improve quality while maintaining variety and affordability
 - Valley 3 is the near-term focus
 - Bring supply and demand in balance
 - Flexibility
 - Social gathering and common space
- Campus Recreation needs investment in outdoor fields (current and future)
- SRC needs some rightsizing and re-imaging of some existing spaces

Sustainability

Main Takeaways

- WMU is a leader in advancing sustainability goals (e.g. 30% more energy efficient compared to State of Michigan standards)
- 'Zero stormwater' run-off strategy
- Build visibility, awareness, and education of sustainability
- Infrastructure 'readiness' for future changes (especially electrification)
- Climate action plan update in progress (and can integrate/inform campus plan)

Next Steps

60 Day Outlook:

Workshop #1 (commencing February 27th-29th)
Includes all ten user groups
Advisory Committee
Steering Committee
Campus Open Houses (Student Center)

Workshop #2
Big Ideas Phase – April 10-12th

Process & Schedule

