



PROFILE

WMU is one of the nation's top 100 public universities. In 2000, nearly 29,000 students were enrolled in 165 undergraduate and 89 graduate programs. Outside research support exceeded \$45 million. Founded in 1903 as Western State Normal School, the institution grew to become one of the nation's leading teacher-training colleges before attaining University status in 1957. An engineering complex south of the central campus and an aviation campus in Battle Creek, Michigan, complete the University's core academic facilities.

To better serve the residents of the State of Michigan, nearly three dozen complete degree programs are offered through regional facilities in eight Michigan cities. These regional centers serve as focal points for WMU's efforts to broaden the University's outreach programs.

Since 1998, with the vision of a new University president and a strong leadership team in place, WMU has continued to move to the forefront of higher education, research and public service. As it approaches its centennial year, the University has ensured that its legacy and place within the community will be strengthened and enhanced with the creation of this new Master Plan.

SIGNIFICANT ISSUES

Major planning concerns and challenges were identified and prioritized through interviews and in workshops with the Advisory/Policy Committee and the focus groups.

1. Regional roadway (Stadium Drive), rail line and two valleys (Goldsworth and Arcadia) bisect and separate the campus.
2. Campus entries are often congested and lack definition.
3. Campus edges are in need of definition and are often unattractive.
4. Vehicular and pedestrian wayfinding is difficult.
5. Vehicular and pedestrian safety is a concern.
6. Parking demand exceeds supply in key areas.
7. Building and open space maintenance is deficient.
8. Architecture lacks a cohesive appearance.
9. Building placement and open spaces do not reinforce each other effectively.