Why a Master Plan?

• The Campus Master Plan:
  – Is a valuable document that guides decisions over the next 20 years
  – Supports university’s mission
  – Is achieved through collaboration with all constituents.
  – Is a framework for implementing physical growth and development
1903: plan for an academic quadrangle on Prospect Hill; illustrates institutional growth potential, academic organization and priorities ten or more years into the future.
Previous Campus Master Plans
1927

- Existing 1927 buildings shown in brown
- Proposed growth, shown in gold, includes new stadium, auditorium, and residence halls
- Illustrates strategies for future growth and expansion while dealing with terrain issues in undeveloped land west of Oakland Drive, which contains steep slopes and marshland, both difficult to build on and maintain.
Previous Campus Master Plans
1962

- Expansion to east and south too costly; campus expands westward in the 1940’s.
- 50’s campus organized into zones: services, academics, housing, etc. No changes to existing city streets.
- 1962: Future property acquisition plus housing, parks / sports fields, academic buildings. Future roads shown with dashed lines.
• 1970 Development Plan addressed tremendous enrollment growth of 60’s and 70’s. Recommended densely-built pedestrian campus, parking on perimeter, West Michigan Avenue / Vande Giessen Road closed to vehicle traffic.
1904: 107 students in Western State Normal School’s first class. Gradual, stable enrollment growth between world wars. Large, prolonged enrollment increase from end of World War II to 1970. Smaller growth period in the late 80’s.
Facilities growth parallels enrollment growth until the 90’s, when technology and research needs outpace enrollment.
Primary areas of concern in 1999

- Campus Edges
- Campus Entries
- Exteriors / Aesthetics
- Parking
- Poor maintenance
- Safety
- Signage
- Stadium Drive
- Way finding

**ISSUES: A CAMPUS PERSPECTIVE**
2.26.99  Revised 17 March 99

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<td>1. Poorly defined and treated campus entries</td>
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<td>2. Stadium Drive provides visual and physical barrier</td>
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<td>3. Lack of clearly defined vehic.&amp; ped. wayfinding</td>
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<td>4. Congestion at vehicular entries to campus</td>
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<td>5. Internal vehicular and pedestrian safety concerns</td>
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<td>6. Availability of parking spaces on West Campus</td>
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<td>7. Poorly maintained campus buildings</td>
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<td>8. Inconsistent building exterior</td>
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<td>9. Poorly defined campus edges</td>
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<td>10. Aesthetically poor image-stud.housing at signage</td>
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<td>11. Poor campus signage</td>
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<td>12. No hierarchy of pkg space distribution(stud./fac./visitor)</td>
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<td>13. Lack of order- building placement &amp; open space</td>
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<td>14. Continued definition of campus zones</td>
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<td>15. Integration of high tech research facilities</td>
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<td>16. Need for more student activity nodes</td>
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<td>17. Lack of short term parking or drop-off spots</td>
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<td>18. Define use and integration of S &amp; E campus facilities</td>
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<td>19. Improved accessibility on campus</td>
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**Community Issues**

- Integration of campus with community/commercial
- Poorly defined neighborhood links
- Student parking in campus neighborhoods
2000 Master Plan: The Fundamental Concepts

- Communicates the philosophy behind the recommendations
- Provides the framework for future development
- Critical connection between planning goals and implementation
Fundamental Concepts of the Master Plan

- Protect the Valleys
- Develop Campus Edges and Entrances
- Ensure Wayfinding and Accessibility
- Preserve Open Space

- Create Campus Activity Hubs
- Distribute Housing
- Plan Alternate Forms of Transportation
- Distribute Parking
- Connect the Campuses
- Develop Districts
• Fundamental Concept #1: Protect the Valleys
  – Preserve and enhance the open space character of Goldsworthy and Arcadia Valleys. Restrict building development and enhance natural features, landscaping, and maintenance levels within these corridors.
• **Fundamental Concept #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.
Fundamental Concept #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.
• Fundamental Concept #4: Plan Alternate Forms of Transportation
  – Place greater emphasis on safe and efficient transit, bicycle and pedestrian circulation on and off campus.
• Fundamental Concept #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.
• Fundamental Concept #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.
• Fundamental Concept #7: Preserve the Open Space
  – Plan future development to preserve and optimize the use of open space to achieve a sense of community and distinctive settings.
Fundamental Concept #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.
• Fundamental Concept #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.
• Fundamental Concept #10: Distribute Housing
  – Locate housing throughout the campuses, serve a variety of housing needs and markets.
In response to the primary concerns raised in 1999, many implementation projects have dealt with image, wayfinding and accessibility.
Core Campus Projects 2000 ~ 2008

• “Arts Village”
• Arts (Miller) Plaza Improvements
• Brown Hall Renovation
• Campus Map Kiosks
• Central Campus Development
• Chemistry Classroom Building
• Dalton Promenade Renovation
**Arts Village**

New Richmond Center for Visual Arts and the relocated School of Art join music, dance and theatre facilities in the Arts Plaza to complete fine arts district.
Arts Plaza Improvements

Reconfiguration of open spaces reduces physical and visual congestion, improves wayfinding, enhances fine arts district.
Brown Hall Renovation

New image along Stadium Drive features barrier-free accessibility inside and out, student gathering areas inside building and on west side.
Campus Map Kiosks

Central Campus Development
Road and parking changes increase open space and reduce vehicles in central campus, pedestrian areas.
Chemistry Classroom Building
Addition to science and research district, improves Dalton Promenade, creates outdoor “living rooms”.
Dalton Promenade Renovation
Renews and improves the campus’ principle pedestrian way, improves overall campus accessibility.
Campus Edges Projects  2000 ~ 2008

• Ring Road Signs
• Entrance Monument Signs
• Sports Fields Improvements
• Valley Drive Improvements
• West Entrance Development
• Howard-W.Michigan Improvements (with city of Kalamazoo)
• Bike Trail: WMU Segment of Non-Motorized Vehicle Plan (with city of Kalamazoo and MDOT)
Ring Road Signs
High-visibility graphics along campus perimeter aide wayfinding and orientation.
Entrance Monument Signs
Prominent brick and brass entrance structures establish location, create image
Sports Fields Improvements

Multi-year, multi-project efforts to improve facilities and promote student involvement, maintain open space in valleys.
Valley Drive Improvements

Turn lanes and sidewalks enhance entrance location and increase overall safety.
West Entrance Development

Major vehicle / pedestrian congestion area replaced with roundabout, new bus transit center, pedestrian-safe sidewalks. Improves campus wayfinding.
Howard – W. Michigan Improvements
(with city of Kalamazoo)
Intersection widening, boulevard, pedestrian safety improvements, creates campus entrance.
WMU Segment: Non-Motorized Vehicle Plan (with city of Kalamazoo and MDOT)
Safe, attractive connection between downtown and Stadium Drive, promotes alternative forms of transportation.
Oakland Drive Campus  2000 ~ 2008

- College of Health and Human Services Building
- Campus Development
- Oliver Street Reconfiguration
College of Health and Human Services Building

New building anchors new health sciences district on the Oakland Drive Campus, creates visual link with West Campus.
Oakland Campus Development

New campus entrance and transit hub, improved roads, parking and sidewalks, maintains edge image and open space.
Oliver Street Reconfiguration
Upgrades to road and parking improve traffic flow, create stronger connection between West and Oakland Drive Campuses, reduces use of unsafe intersections, improves wayfinding.
Stadium Drive 2000 ~ 2008

- Stadium Drive Apartments Demolition
- East Campus Development - Seelye Athletic Center
- Roads and Railroad Crossing Improvements, with city of Kalamazoo and MDOT
Stadium Drive Apartments Demolition

Increases open space and enhances the valleys, creates opportunity to develop site for low-traffic uses, first step in housing master plan.
East Campus Development:
Seelye Athletic Center

New recreation / athletics facility strengthens sports district, creates new image at campus gateway.
Road and Railroad Crossing Improvements
(with city of Kalamazoo and MDOT)
Multiple railroad crossings consolidated into one, roads reconfigured to create new, safer intersection
Ten years into implementing the Master Plan, projects currently in development deal with building districts and communities on campus and emphasizing the pedestrian nature.
Additional Information
Appendix C

Map showing floodplains and wetlands in the study area, with locations such as Arboretum, West Campus, East Campus, Oakland Drive Campus, Klenstuck Preserve, Asylum Lake Preserve, and Parkview Campus.