

II.C MASTER PLAN GOALS

1. *Create a Sense of Place*

Identify, emphasize, renew, and build on the special features that constitute the Western Michigan University campus.

2. *Develop Academic Communities*

Develop a unified campus with viable parts. Create West, Oakland Drive, and East Campus “communities.”

3. *Organize the Campus Districts*

Assure a people-friendly campus. Simplify the campus into districts that are easily identifiable, accessible, and manageable for pedestrians and vehicles.

4. *Plan a Four-Season Campus*

Aim for a friendly, year-round campus that imparts a different vital spirit with each season change.

5. *Develop the Campus Edges*

Design the campus edges to be physically identifiable, yet friendly and sensitive to the urban fabric. Make the campus “front door” a positive experience.

6. *Think Ahead*

Plan for and protect future development opportunities, anticipating the demands and changes faced by educational institutions in the 21st century.



Figure 2-C.1 Western Michigan University Aerial

II.D MASTER PLAN FUNDAMENTAL CONCEPTS

These concepts communicate the fundamental philosophy upon which the Master Plan recommendations are based and provide a framework for considering individual implementation projects.



Goldsworth Valley Pond

1. *Protect the Valleys*

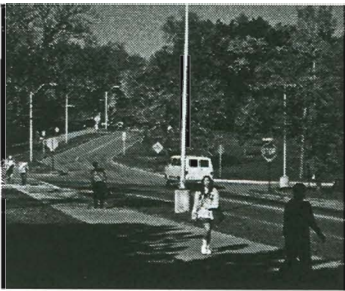
Preserve and enhance the open space character of Goldsworth and Arcadia Valleys. Restrict building development and enhance natural features, landscaping, and maintenance levels within these corridors.

- Site future development outside the valleys and preserve and strengthen their existing open spaces and wooded slopes.
- Upgrade landscape quality by treating natural areas as special, not leftover, areas. Introduce special landscape elements, including indigenous plants and water features, and improve maintenance levels to achieve an image consistent with the University's institutional quality
- Maintain Goldsworth Valley as an active and passive recreation area.

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.

- Create distinctive campus arrival zones through site amenities, road alignment, landscape features, and architectural definition.
- Locate major entries along major community travel routes (Stadium Drive, Howard Street, Oakland Drive, and Michigan Avenue).
- Vary treatment levels to clearly communicate the relative significance of the campus entries (primary and secondary).
- Link the entries to internal travel corridors, particularly the loop roads, but also with open space, parking, pedestrian, bicycle, and transit corridors.



Goldsworth Drive / Gilkison Avenue Intersection

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*

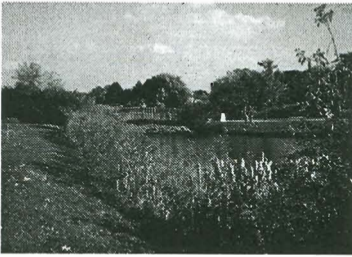
Position parking around the campus perimeter to be easily accessible from main roads and near principal centers of use. Coordinate transit and pedestrian interface in order to facilitate access to major destinations.

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.

- Use bridges (accommodating vehicles, bicycles, and pedestrians) to provide direct on-campus access over Oakland Drive (linking the two portions of East Campus) and over Stadium Drive (linking West and Oakland Drive Campuses).
- Create inter-campus bicycle, pedestrian, and transit routes that connect with the city transit system and provide access within and between the subcampus districts.
- Upgrade perimeter circulation. Complete and improve the West Campus Loop Road; create loop road and circulation systems for Oakland Drive and East Campuses.





Goldsworth Valley

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.



Schneider Hall

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.

- Utilize the highest quality of design, materials, and construction techniques.
- Edge the featured space with facilities and activities that attract high volumes of students, faculty, staff, and visitors to the area.
- Create "people places" that reflects a pedestrian scale where vehicular traffic is restricted and congregation and interaction are encouraged.
- Create pedestrian and bicycle links between core open spaces and other campus districts.

10. *Distribute Housing*

Locate housing throughout the campuses; serve a variety of housing needs and markets.