



Grand Valley State University

HOUSING & RESIDENCE LIFE MASTER PLAN

2023





CONTINUING TO HONOR OUR PROMISE

Greetings Grand Valley State University Community,

We are thrilled to introduce to you the Housing and Residence Life Master Plan, a pivotal undertaking born out of our commitment to align with the overarching vision set forth in the Grand Valley State University 2022 Campus Master Plan and our Reach Higher 2025 Strategic Plan.

This Housing and Residence Life Master Plan serves as a testament to our unwavering dedication to fostering an environment where every member of our campus community can thrive. From innovative design concepts to future-forward living initiatives, each aspect of this Plan has been meticulously crafted to elevate the student experience, enhance campus life, and propel us towards our collective vision of excellence.

We extend our heartfelt gratitude to all those who participated in this work, provided invaluable



feedback, and contributed innovative ideas. Your dedication and commitment to the residential experience have been instrumental in shaping this Housing and Residence Life Master Plan and moving our University forward.

A special thank you to the Steering Team and our consultants who guided this work with expertise and vision. Your leadership has been indispensable throughout this process.

As we move forward, we invite you to join us in embracing this transformative endeavor. Together, let us embrace the endless possibilities that lie ahead and work collaboratively to shape a brighter future for our beloved institution—Grand Valley State University.

With enthusiasm and Laker pride,

Jenny Hall-Jones, Ph.D.
*Vice President for
Student Affairs*

Kyle Boone, Ph.D.
*Director of Housing
and Residence Life*

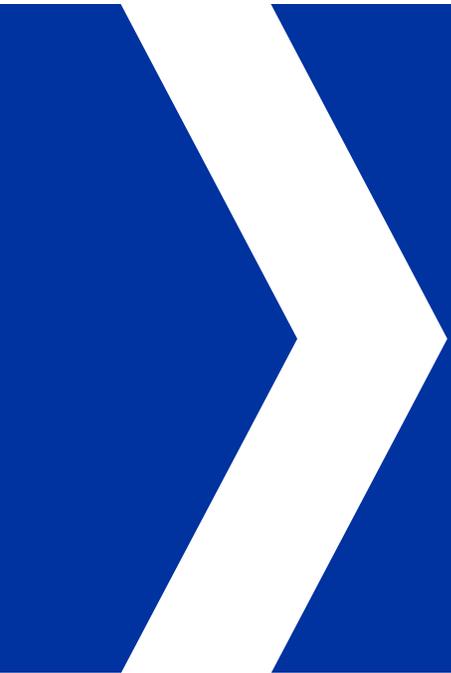
Acknowledgements

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Contents

CHAPTER 1: EXECUTIVE SUMMARY	1
CHAPTER 2: PROCESS & DISCOVERY	16
CHAPTER 3: LOOKING FORWARD	30
CHAPTER 4: PLAN RECOMMENDATIONS	48
APPENDIX A: SCENARIO PLANNING	
APPENDIX B: PROGRAMMING STUDIES	
APPENDIX C: BUDGET BENCHMARKING	



01

EXECUTIVE SUMMARY



Introduction

VISION & FRAMEWORK

The Grand Valley State University Housing & Residence Life (HRL) Master Plan (MP) is a 10-year vision and framework for housing and residence life at GVSU. This Plan is a follow-up to the recently completed Campus Master Plan Update of 2022.

The Plan focuses on the two main residential campuses of the University, the Allendale and Pew Campuses. It acts as a vision in that it collects and records insight, understanding, strategy, and implementation details relative to the future needs and aspirations of student housing on both campuses (along with key relationships to other student life elements such as dining, student services, outdoor recreation, and living / learning potential). It looks for commonality, equity, and differentiation between the two campuses. And it

acts as a flexible framework, embracing the notion that the details of the Plan will likely change but the Guiding Principles and desired destination remain the same. It is not a commitment to follow (or implement) every plan detail. Rather, it is an active and adjusting roadmap for the future.

This HRL Master Plan responds to many factors present at the time of the study. Some of the factors include the increased fall enrollment and housing demand in 2023, the need for additional on-campus residential capacity, the need to address aging facilities, along with new developments in student needs and interests. The Plan intends to build upon GVSU's housing strengths such as a variety of living options, well defined residential zones, and well maintained living and common spaces.

The HRL Master Plan supports the University's *Reach Higher 2025* Strategic Plan. *Reach Higher 2025* outlines three commitments that directly influence the Guiding Principles for the HRL Master Plan. The three commitments are as follows:

- 1 An Empowered Educational Experience**
- 2 A Lifetime of Learning**
- 3 A Culture of Educational Equity**

HRL MP GUIDING PRINCIPLES

With the understanding of *Reach Higher 2025* and the recently completed Campus Master Plan Update 2022, the GVSU Steering Team, Planning Team, and Stakeholders developed the following set of Guiding Principles for the HRL Master Plan that reflect GVSU's long term goals for the future of housing and residence life as noted on the following page.

Source: gvsu.edu/reachhigher2025



>> Guiding Principles

- >> Build a caring community that fosters a diverse and strong desire to live on campus.
- >> Embed flexibility for enrollment and residency fluctuations.
- >> Create renovation, reuse, or replacement strategies for aging facilities.
- >> Make residence and student life a visible and vibrant part of each campus.
- >> Consider multi-class, multi-disciplinary, and multi-use living/learning opportunities.



Process

PROCESS OVERVIEW

The Housing & Residence Life Master Plan included five phases over an eight month time-frame. A significant part of the process included stakeholder input. A summary of stakeholder groups that participated in the process are below;

- Senior Leadership Team (SLT)
- Oversight Team
- Housing and Residence Life Leadership Team
- Living Center Directors & Student Life Staff
- Facilities, Sustainability, and Wellness
- Dining
- Students

STAKEHOLDER ENGAGEMENT & THANKS

The HRL Master Plan process included a number of opportunities for input from the GVSU community, the HRL MP Steering Committee, Focus Groups, the Oversight Committee, and the Strategic Leadership Team (SLT). We want to thank each of these groups for their considerable time commitments, insights, and support of this planning effort. Our design process included multiple forums for feedback including committee meetings, stakeholder workshops, student focus groups, and student intercepts.

As a result of this process, key themes and ideas emerged for each campus as described below. There were many overlaps between the Allendale and Pew Campuses. Themes such as community building, open space, connectivity, and location were among the top Emerging Themes. These conversations and ideas helped the Planning and Steering Teams develop understanding, options, and ultimately, agreement on plan responses to the HRL Master Plan Guiding Principles.

Emerging Themes

ALLENDALE CAMPUS:

Proximity & Location

- Residence halls should not be isolated from campus amenities

Community Building

- Room types play a significant role in community building in a residence hall
- Shared community space within a residence hall helps build community and identity
- Combination of classroom space, retail space in a residence hall is well liked

Open Space & Connectivity

- Recreation space (indoor and outdoor) is important for student wellness
- Enhance existing resources (i.e. Ravine, open green space, etc)

PEW CAMPUS:

Proximity & Location

- Utilize potential partnerships available in downtown Grand Rapids

Community Building

- Room types play a significant role in community building in a residence hall
- Connect to Grand Rapids community

Open Space & Connectivity

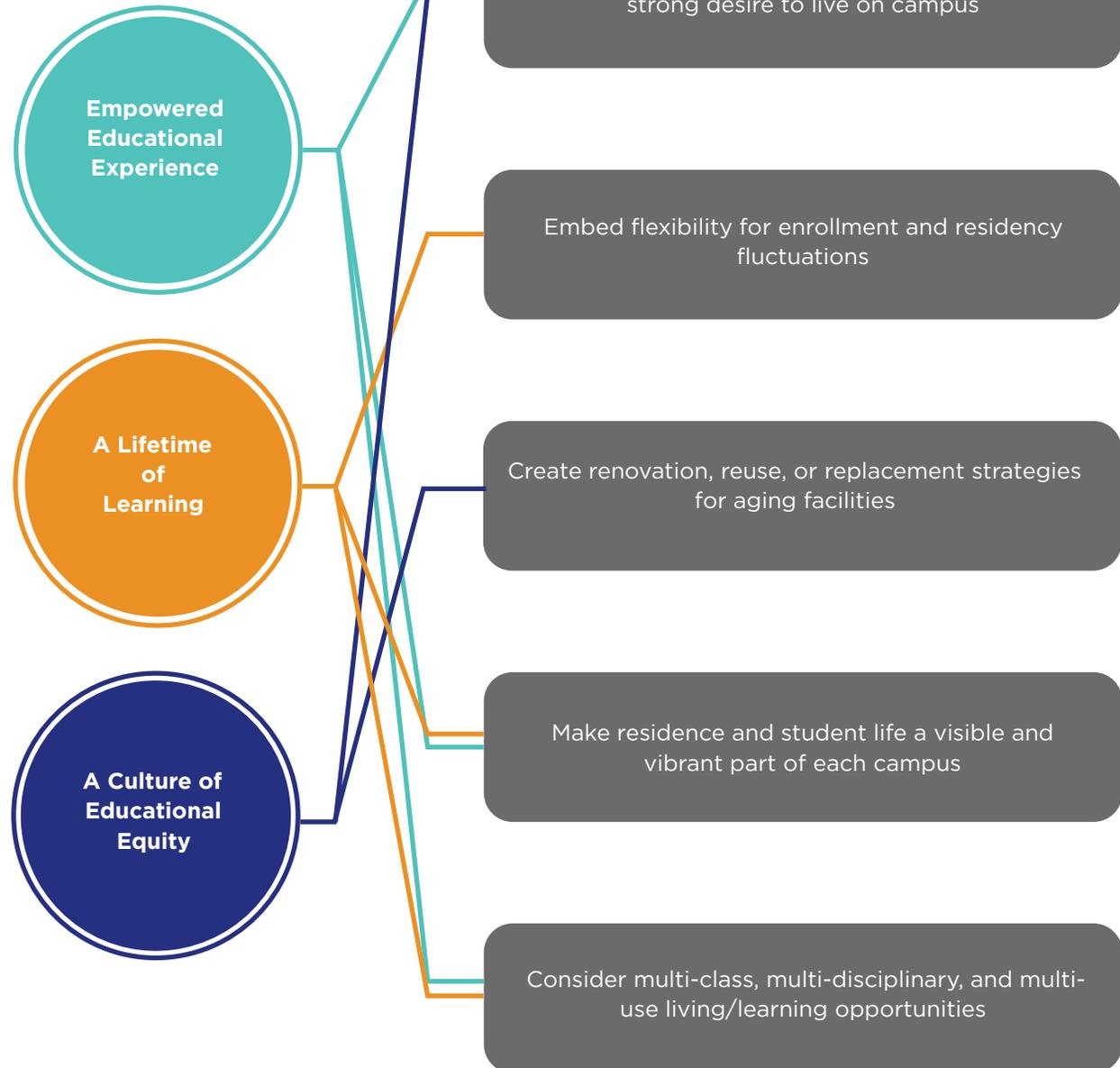
- Recreation space (indoor and outdoor) is important for student wellness
- Green space is needed to connect campus buildings
- Density and foot traffic needed throughout campus
- Allow for physical connections throughout campus

2025 Reach
Higher Drivers

Housing and Residence Life Master Plan
Guiding Principles

CONNECTING THE GOALS

The diagram to the left shows how the *Reach Higher 2025* goals connect with multiple Guiding Principles of the Housing & Residence Life Master Plan.



RECOMMENDATIONS

- (A) New Residence Hall - 600 beds
- (B) Remove Kistler Living Center, Create New Recreation Zone
- (C) New Mixed Class Community - 500 beds
- (D) New Dining Commons
- (E) Renovated Blue Connection and New Connector
- (F) Renovated Recreation Zone
- (G) Modest Renovations to Copeland and Robinson
- (H) New Apartments - 150 beds
- (I) Future Residence Hall - 500 beds

-  Student Life
-  Dining
-  New Residence Hall
-  Refresh Living Center
-  Modest Living Center Renovation
-  Existing Building
-  Car Paths
-  Pedestrian Paths
-  Entry Point
-  Gateway Focus Point

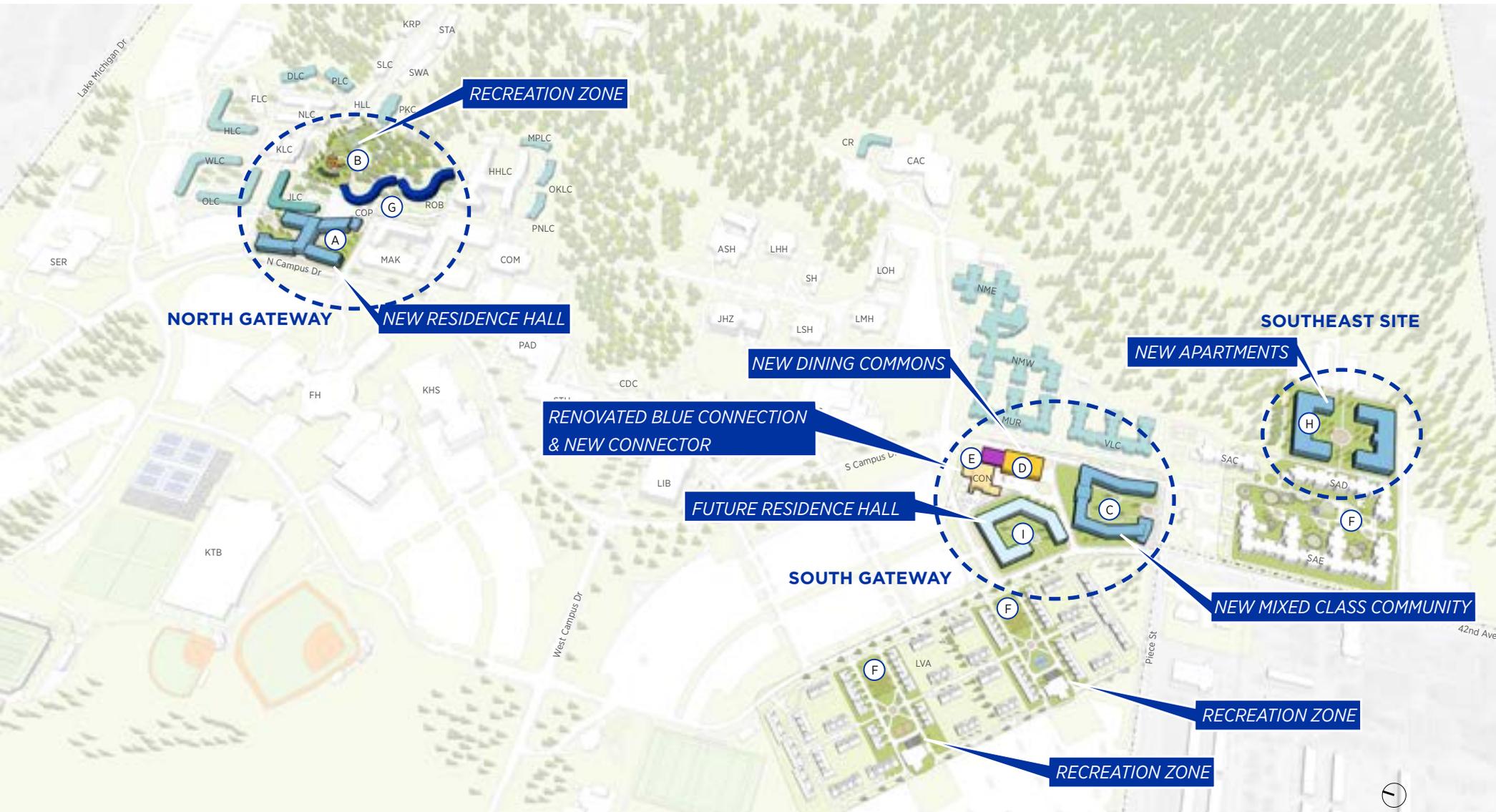
LEGEND

- AH Alumni House & Visitor Center
- CAC Calder Fine Arts Center
- CDC Cook-DeWitt Center
- COM Commons
- CON Blue Connection
- COP Copeland Living Center
- CR Calder Residence
- DLC DeVos Living Center
- FLC Frey Living Center
- HHLC Holton-Hooker Living Center
- HLL Hills Living Center
- JHZ Zumberge Hall
- JLC Johnson Hall
- KC Kirkhof Center
- KLC Kleiner Commons
- KRP Kirkpatrick Living Center
- KTB Kelly Family Sports Center
- LHH Lake Huron Hall
- LIB Mary Idema Pew Library
- LMH Lake Michigan Hall
- LMP Marketplace
- LOH Lake Ontario Hall
- LSH Lake Superior Hall
- LVA Laker Village Apartments

LEGEND CONT.:

- MAK Mackinac Hall
- MPLC Maple Living Center
- MUR Murray Living Center
- NLC North C Living Center
- NME Niemeyer East Living Center
- NMW Niemeyer West Living Center
- OKLC Oak Living Center
- OLC Ott Living Center
- PAC Hass Center for Performing Arts
- PAD Padnos Hall
- PKC Pickard Living Center
- PLC Pew Living Center
- PNLC Pine Living Center
- ROB Robinson Living Center
- SAC South C
- SAD South D
- SAE South E
- SER Service Building
- SLC Seidman Living Center
- STA Stafford Living Center
- SWN Swanson Living Center
- VLC Vansteeland Living Center
- WLC Weed Living

Allendale Campus | Three Dimensional Plan



Graphic Illustration of Allendale Campus

- Student Life
- Dining
- Refresh Living Center
- New Residence Hall
- Modest Living Center Renovation

RECOMMENDATIONS

(A) New Residence Hall - 600 beds

The new residence hall at North Gateway will be a focal point for residents and visitors as it sits on the edge of the academic core and the North Campus. This residence hall will offer ample community space with a traditional style living unit.

(B) Remove Kistler Living Center, Create New Recreation Zone

The new recreation zone will offer a variety of recreation opportunities. Courts, grassy areas, and pavilions offer recreation in all weather. The location provides easy access to students as it is a mid point between many of the living centers. The new green space is also located near the Ravines, celebrating one of the campus' greatest assets.

(C) Mixed Class Community - 500 beds

The mixed class community will bring vibrancy and help knit the South Campus together. This site will also have the opportunity to provide an architectural statement at the corner of Pierce St. and 42nd Ave. as you enter campus from the south.

(D) New Dining Commons

Due to the increased number of students in the South Campus, a new dining commons is needed. This facility is envisioned to complement The Blue Connection with an "all you care to eat" meal plan option.

(E) Renovated Blue Connection and New Connector

An enclosed connector is proposed to provide easy access between The Blue Connection and the new dining commons. This connector is envisioned as a transparent and active community space for the South Campus.

(F) Renovated Recreation Zone

The plan proposes enhancing this residential area with programmed green space that offers students outdoor gathering in a variety of weather conditions. Areas of covered seating are suggested to shelter from the elements. These areas will be a great way to utilize the vast Allendale Campus while also encouraging visible student activity.

(G) Modest Renovations to Copeland & Robinson

Modest renovations to Copeland and Robinson will improve the common living room and lounge spaces, provide all new furniture throughout the facilities, and address selective deferred maintenance items, all while maintaining needed residential capacity.

(H) New Apartments - 150 beds

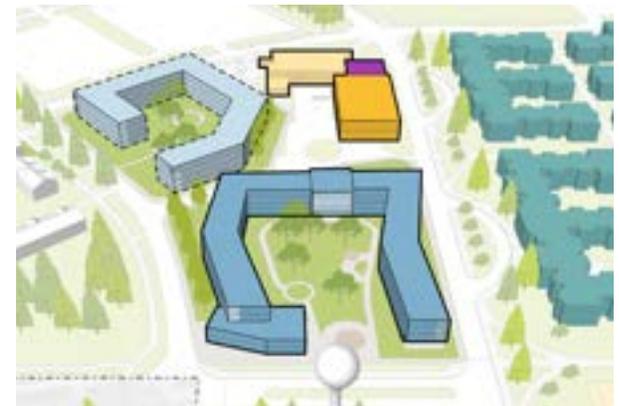
The new apartments will occupy the site of the former Grand Valley Apartments and provide students with a contemporary, yet affordable apartment style living experience.

(I) Future Residence Hall - 500 beds

If GVSU enrollment continues to increase, this site would be ideal as it is at the heart of the South Campus and the new dining commons.



North Gateway

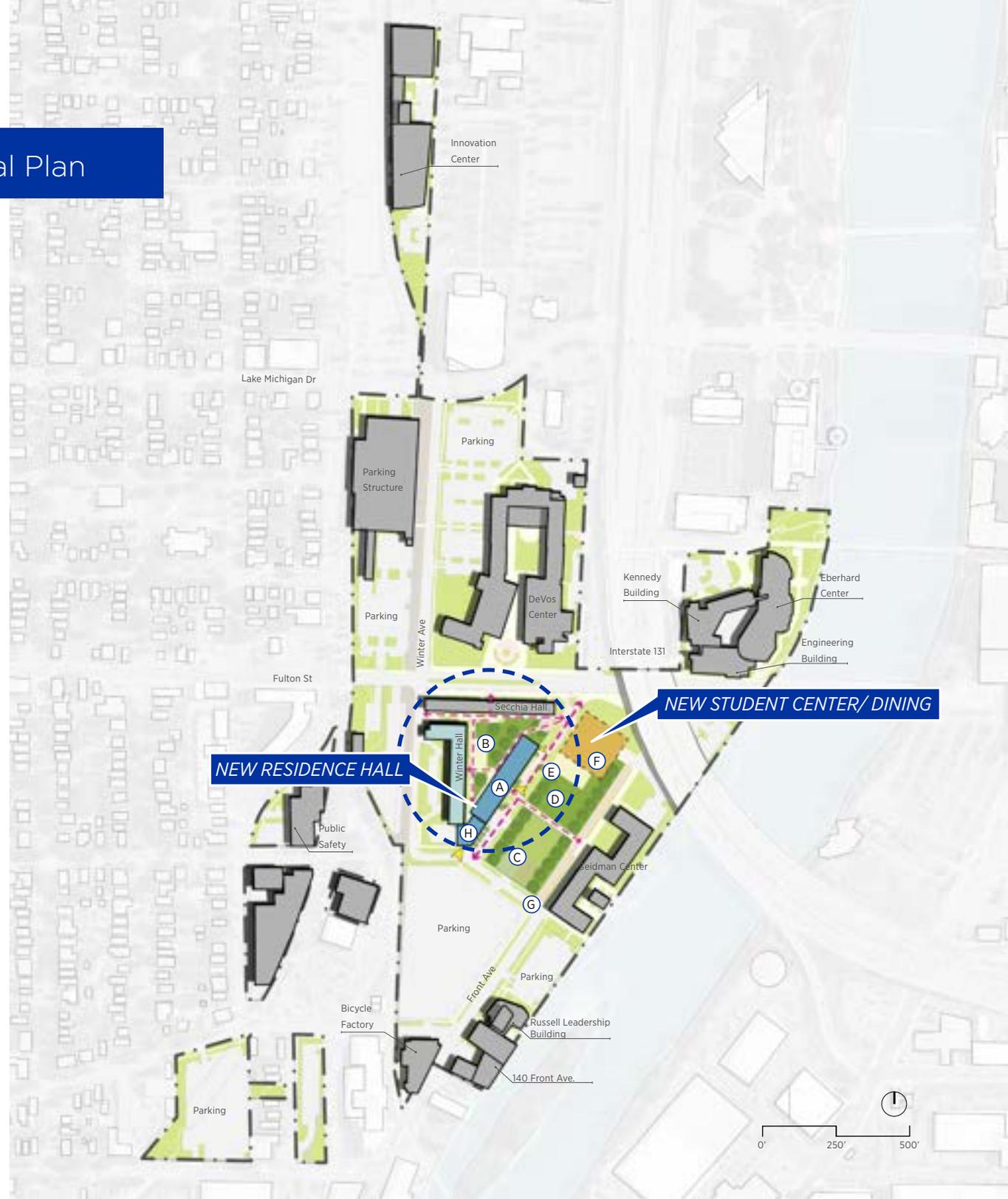


South Gateway



Southeast Gateway: New Apartments

Pew Campus | Two Dimensional Plan



RECOMMENDATIONS

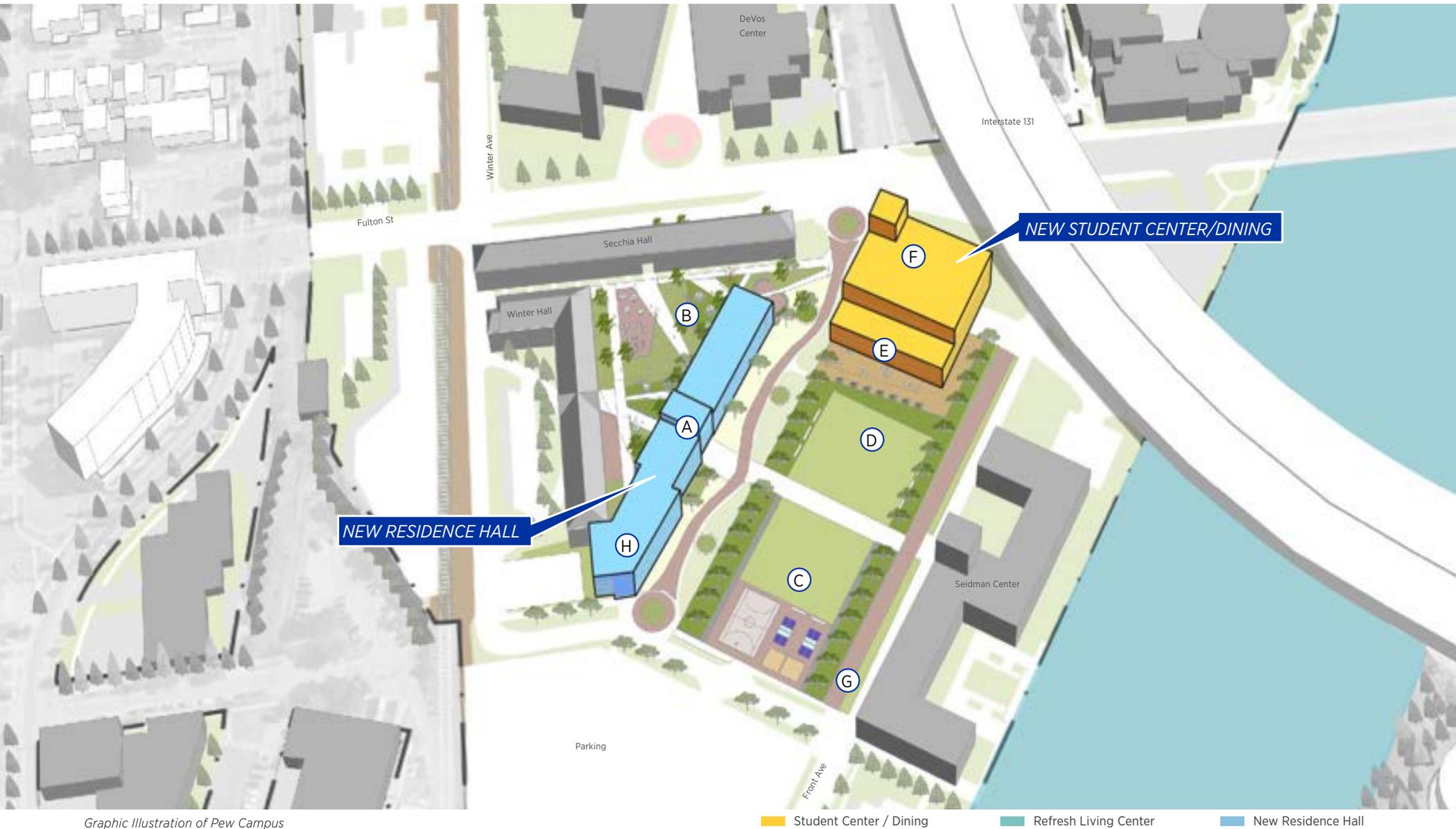
- Ⓐ New Residence Hall - 400 beds
- Ⓑ New Interior Courtyard
- Ⓒ New Recreation Zone
- Ⓓ New Campus Green
- Ⓔ New Outdoor Patio
- Ⓕ New Student Center/Dining
- Ⓖ New Brick Vehicle Drive
- Ⓗ New Connector to Winter Hall

- | | |
|---|--|
|  Student Center / Dining |  Pedestrian Paths |
|  New Residence Hall |  Entry Point |
|  Existing Building |  Refresh Residence Hall |



Existing Winter Hall

Pew Campus | Three Dimensional Plan



RECOMMENDATIONS

A New Residence Hall - 400 beds

The new residence hall is proposed as an Entrepreneurial Living Learning Community (ELLC). This addition to the Pew Campus will help create a dynamic community of students and community.

B New Interior Courtyard

The Plan suggests the transformation of the existing parking lot into a courtyard for the residents of the Pew Campus, offering an outdoor place to socialize that is intimate and comfortable in the urban setting.

C New Recreation Zone

The new recreation zone provides students on the Pew Campus an opportunity to engage in outdoor play, programming, and relaxation. This also provides the opportunity to create more energy at the center of the Pew Campus.

D New Campus Green

The Campus Green is a central spot that can help create an identity and brand for the Pew Campus. It is a central location for all students and community members to gather.

E New Outdoor Patio

The outdoor patio is an extension of the Student Center/Dining offering a bridge between the indoors and outdoors. The patio provides an opportunity for outdoor dining.

F New Student Center/Dining

The Student Center/Dining is intended as a multi-functional building that offers a variety of student services including dining, commons, study, and student organization space. The Student Center/Dining is at both at the core of the Pew Campus and a gateway, offering easy access to residents, mass transit commuters, and community members. The location of the Student Center/Dining right off of Fulton Avenue to the north, fronting the Campus Green to the south, and visible from the nearby highways, suggests that this building should be a powerful landmark for the Pew Campus and GVSU.

G New Brick Vehicle Drive

A vehicle path is proposed parallel to the Campus Green on the eastern edge. The proposed brick mirrors the design of the Mount Vernon pedestrian path and creates a consistent campus core. This pathway also serves as an accessible drop-off zone to the Seidman School of Business and service corridor to the Student Center/Dining.

H New Connector to Winter Hall

The connector to Winter Hall will serve as an opportunity to connect common spaces and amenities for all students living on the Pew Campus. It also serves as an opportunity to combine the residential unit types of Winter with the new residence hall creating a mixed class, collaborative community of students.



Pew Campus plan recommendations



Interior courtyard at Pew Campus



02

PROCESS & DISCOVERY



Schedule and Process

The HRL MP spanned eight months across 2023. The iterative and inclusive process included meetings with the Steering Team, Focus Groups, and Oversight Team meetings throughout the process to get input and feedback. This process allowed the Planning Team to meet with many different groups throughout the University and include the insights and feedback before arriving at the plan recommendations. The groups and individuals who participated in the process included:

- President Mantella
- Senior Leadership Team (SLT)
- Oversight Team
 - Facilities Planning Department
 - Finance Department
- Student Focus Group
- Student Intercept at Kirkhof Center
- Focus Groups
 - Housing and Residence Life Leadership Team
 - Living Center Directors & Student Life Staff
 - Facilities, Sustainability, and Wellness
- Dining Department

The Planning and Steering Team also embarked on a road trip to see other outstanding residential housing projects in the Midwest. These projects were instrumental in learning pros and cons from existing projects to provide GVSU with the best possible results.



Steering Team Kick-Off Meeting



Focus Group Workshop



Living Center Director Focus Group Workshop



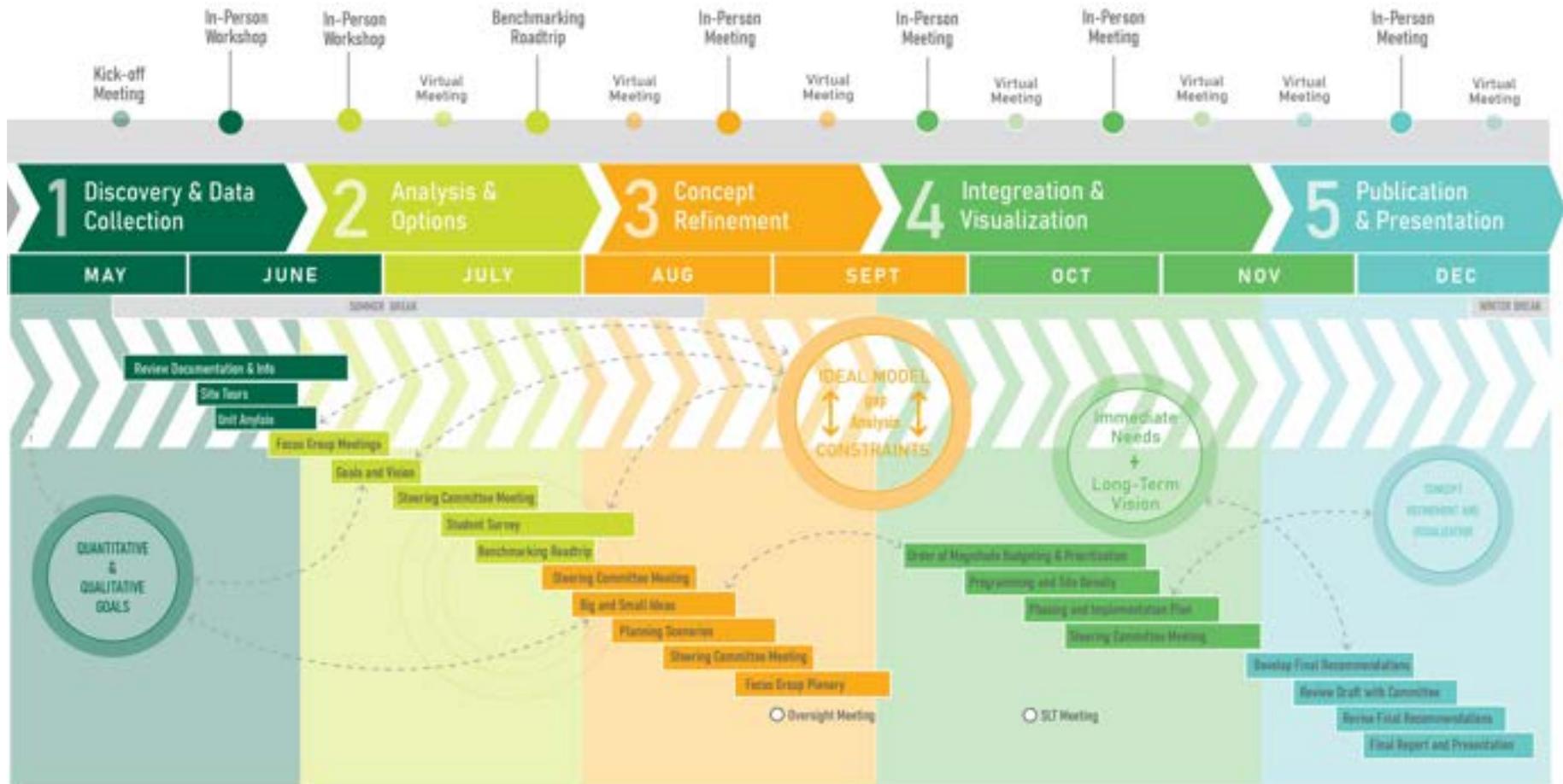
Student Workshop



Student Workshop



Student Intercepts



GVSU HRL MP Process Schedule

Qualitative Analysis



Existing Conditions: Winter Hall



Existing Conditions: Pew Living Center



Existing Conditions: Pew Living Center



Kick-Off Meeting SWOT Analysis of Allendale Campus



Existing Conditions: Grand Valley Apartments



Existing Conditions: Exterior of Laker Village



Existing Conditions: Copeland Living Center



Existing Conditions: Copeland Living Center



Existing Conditions: Copeland Living Center

QUALITATIVE ANALYSIS SUMMARY

Part of the Housing and Residence Life Master Plan was to complete a qualitative analysis at both the Allendale and Pew Campuses. The qualitative analysis required the Planning Team to walk the living centers and residential buildings and visually assess the facilities to understand the strengths and opportunities at each site. Below is a summary of the Planning Team's findings.

1. There is a wide variety of unit types and generally the quality of the residential facilities is very good.
2. Single occupancy apartment units are difficult for community building among first year students.
3. The 2-story building typology at Allendale tends to create a sprawling, low-density community.
4. While Secchia and Winter are well maintained apartment style units, there is a lack of community-building spaces around both buildings.
5. Most living centers have well appointed social spaces, but some could be improved.
6. Outdoor recreation and gathering spaces tend to be undefined and unprogrammed.
7. There could be more opportunities for co-curricular and multi-disciplinary activities.
8. Copeland, Kistler, Robinson, and Grand Valley Apartments are showing signs of their age.. Facilities maintenance will need to be a focus for these complexes.
9. Mailboxes tend to define the entry sequence of most living centers instead of a more welcoming environment.
10. Many of the living centers lack a quad or neighborhood scale space that relates them to other buildings.
11. There is an opportunity to take advantage of the natural views and surroundings at both Pew and Allendale.



Existing Conditions: Kleiner Second Floor



Existing Conditions: North Living Center C



Existing Conditions: Copeland Living Center

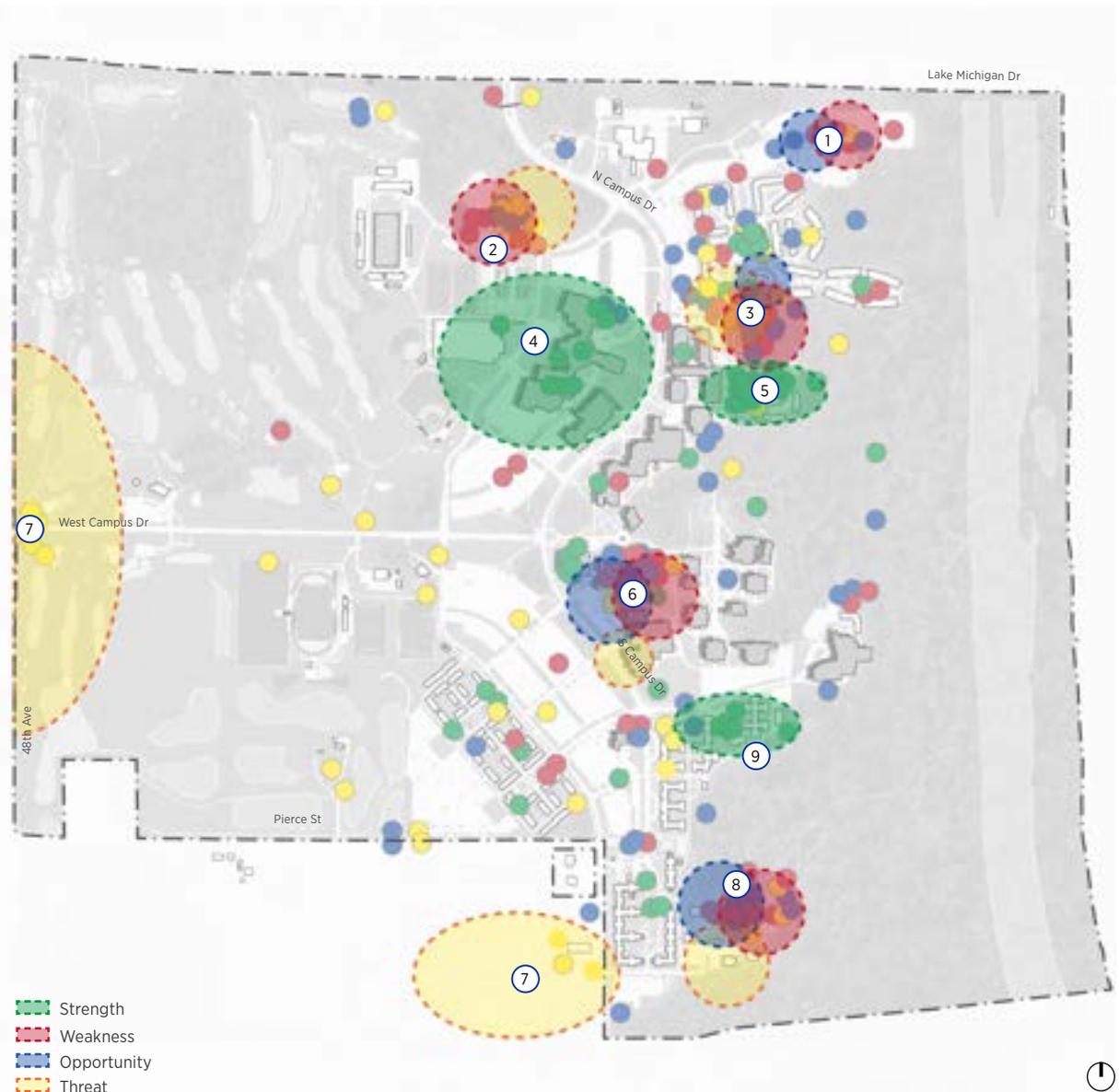
Existing Conditions Mapping

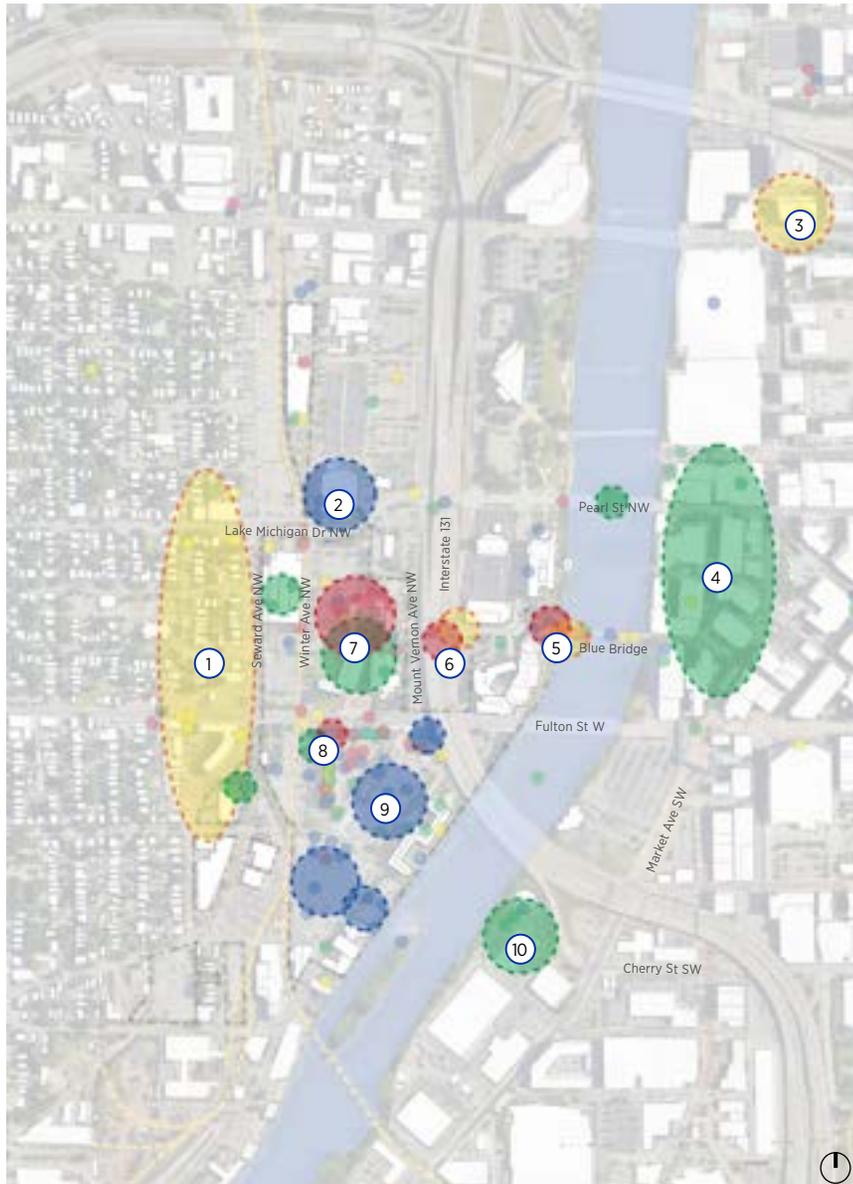
STRENGTH, WEAKNESS, OPPORTUNITIES, AND THREATS (SWOT) MAPPING

As a part of the input process, the Planning Team asked all Focus Groups and the Steering Team to place dots on the Allendale and Pew Campuses (and surrounding area) to note where they believe the strengths, weaknesses, opportunities, and threats are at each campus. The Planning Team combined all of the results to reveal the overlapping themes.

ALLENDALE SWOT SUMMARY

1. This parking lot is far from many residence halls, but is also a good spot for a potential new build
2. Mail retrieval is a pain point due to location
3. CKR is old but promotes community
4. Recreation is a great asset to the campus
5. Holton-Hooker has been great for building community, combining classroom, multipurpose, and retail space
6. Kirkhof is not working as it stands today. It is too broken up, small units, not enough open social space
7. Nearby off-campus housing is competition for GVSU housing
8. GVA is not benefiting students well. The buildings require a lot of deferred maintenance
9. Niemeyer consistently receives high student and staff reviews





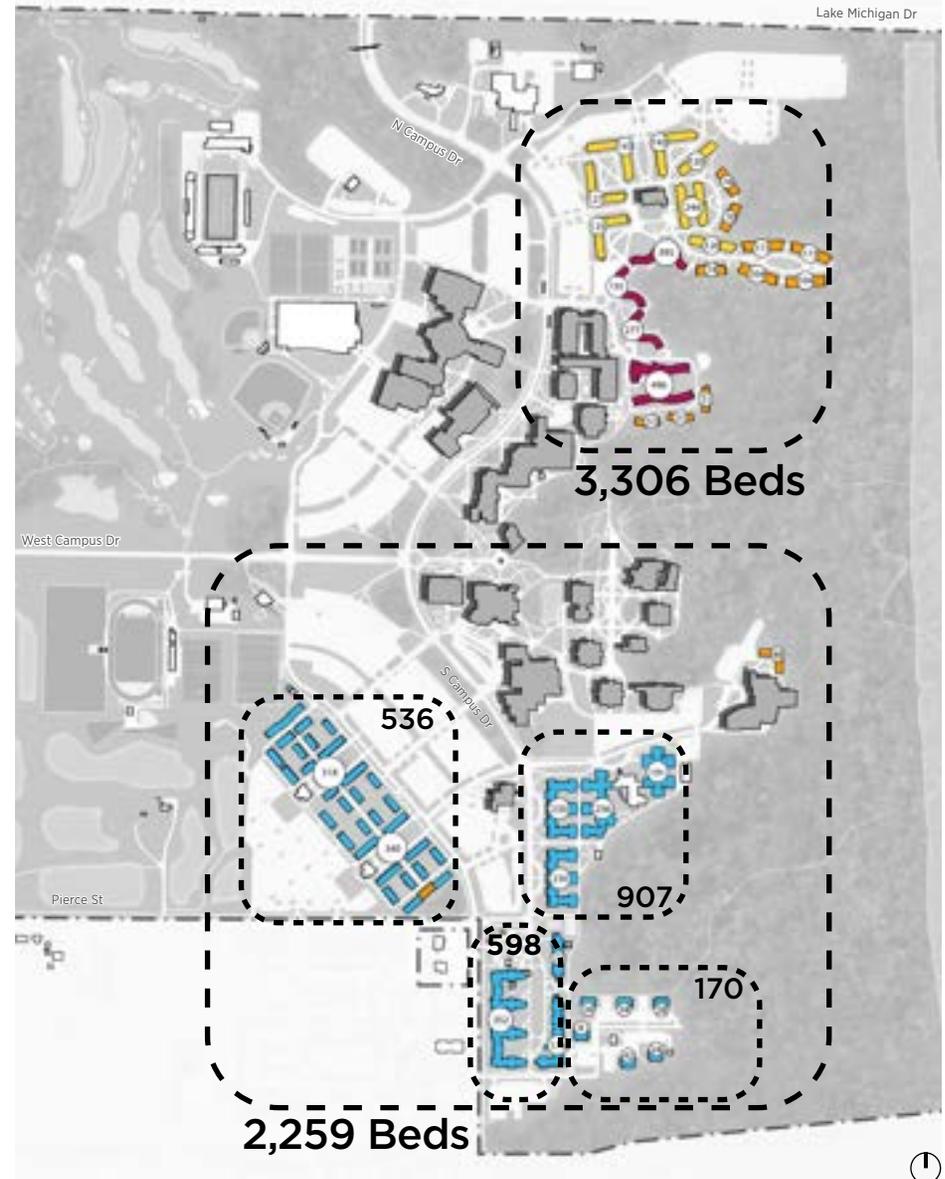
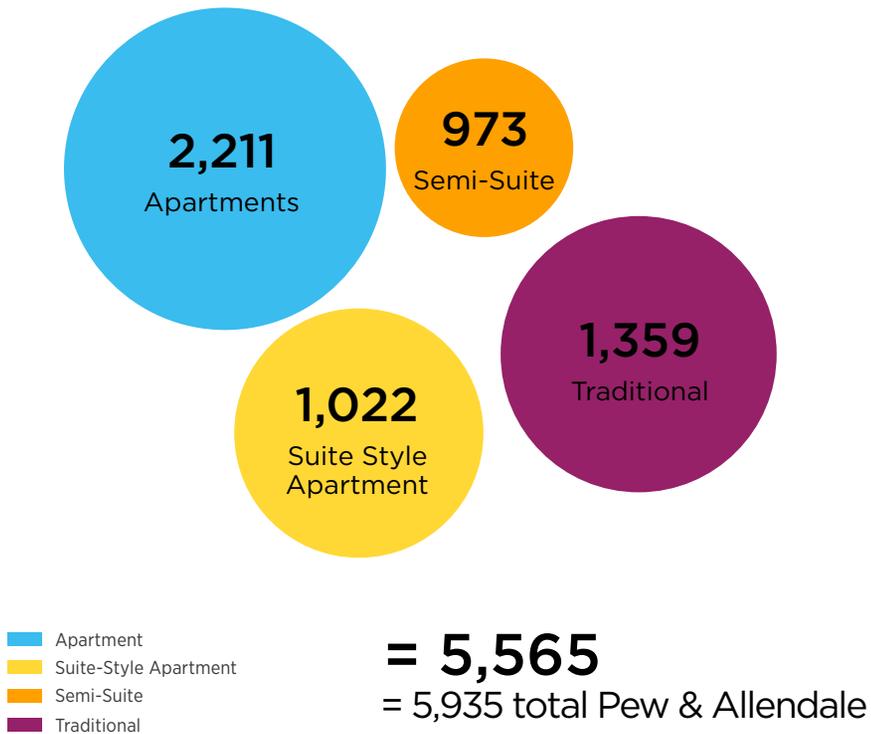
PEW SWOT SUMMARY

1. The surrounding neighborhood has a strained relationship with the Pew Campus
2. YMCA is a close asset that could be used more by students
3. MSU is a potential competitor to the Pew Campus. “We are all fighting for the same students”
4. Proximity to downtown assets is a huge strength
5. Blue Bridge crime is a deterrent for some
6. Interstate 131 poses a challenge for a unified campus
7. DeVos has a great plaza but not enough foot traffic for it to be a social place
8. Winter and Secchia have mixed reviews. Some students who live in Secchia are repeat residents. Winter generally does not fill, but has higher occupancy in the summer for local internships
9. Central parking lots and open land offers a lot of potential
10. New development on the east side of the river will be a great asset to the Pew Campus in the future

Existing Conditions Mapping

RESIDENTIAL BED COUNT ANALYSIS | ALLENDALE

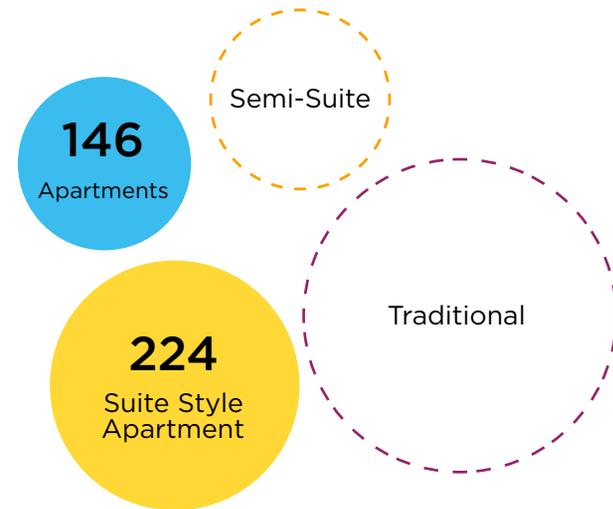
Part of the analysis and discovery phase consisted of understanding the amount and styles of housing options available at Allendale and Pew. Another important consideration was the location of the units. Traditionally North Campus is freshman-focused whereas the South Campus is upper-class focused. Recent enrollments have skewed this separation as there have been more freshman living on campus than what is available at North Campus. This analysis also tells us that there is a need for more traditional and semi-suite living units to support success of the freshman population.





RESIDENTIAL BED COUNT ANALYSIS | PEW

The analysis at Pew concluded that traditional and semi-suite unit styles are needed to be able to support students of all years at the Pew Campus. Currently, Secchia is a highly desired residence hall due to the spacious living areas, single room options, and great views to the city. These units are highly desirable for upper-class students who may be taking courses downtown. Winter Hall has consistently been a challenge to keep fully occupied. The suite-style apartment buildings (such as Winter) are less sought after for students in the downtown setting.



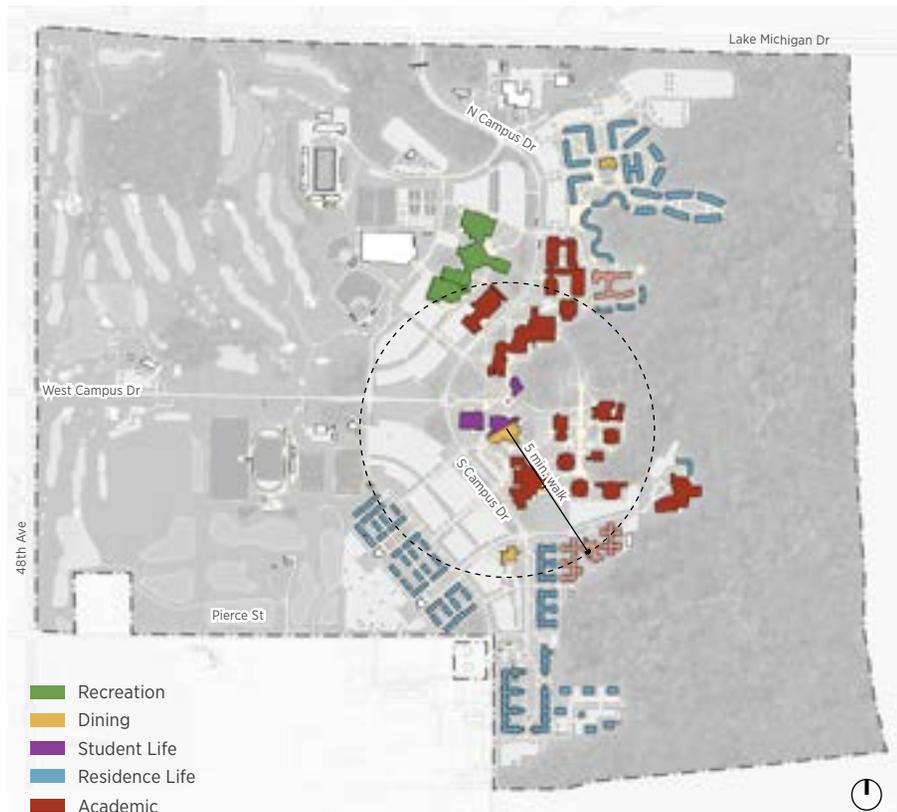
= 370
 = 5,935 total Pew & Allendale

Existing Conditions Mapping | Allendale

BUILDING USE ANALYSIS

Key Insights:

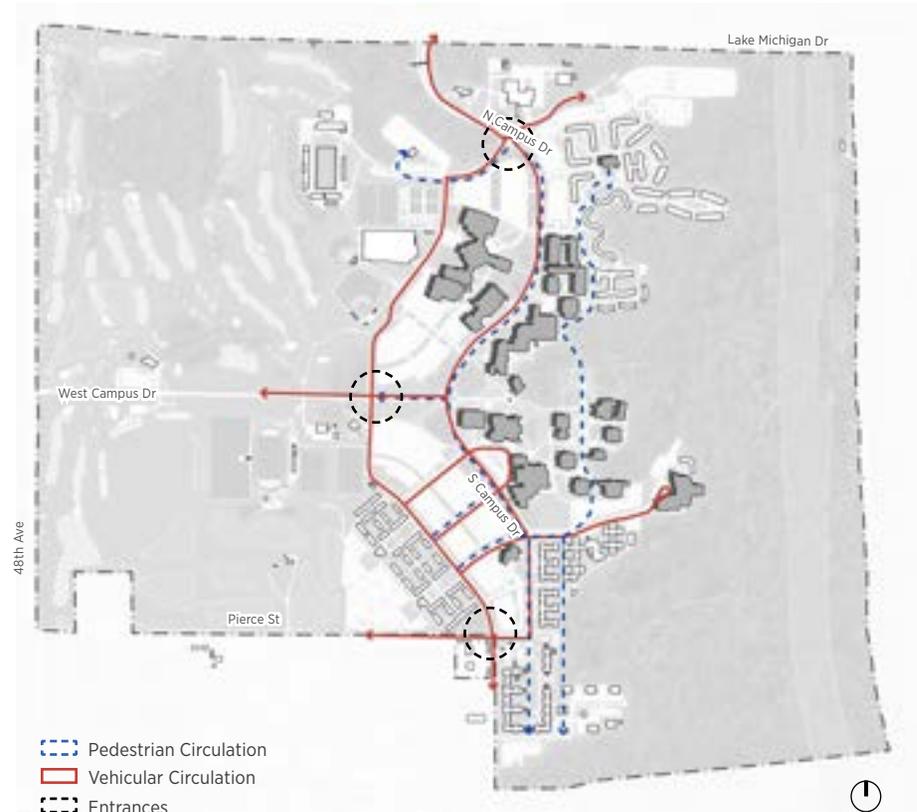
- Student life amenities are centrally located, except for the recreational facilities which are located near the north end of campus
- Dining is available in both the North and South Campuses. Although the South Campus has limited options
- Kirkhof, although centrally located, is more than a 5 minute walk to most residence halls



PEDESTRIAN AND VEHICULAR ANALYSIS

Key Insights:

- Currently, vehicular and pedestrian traffic mingle especially along N. and S. Campus Dr.
- Vehicles have three main entry points into campus, while only the north entrance is clearly branded



TRANSIT ANALYSIS

Key Insights:

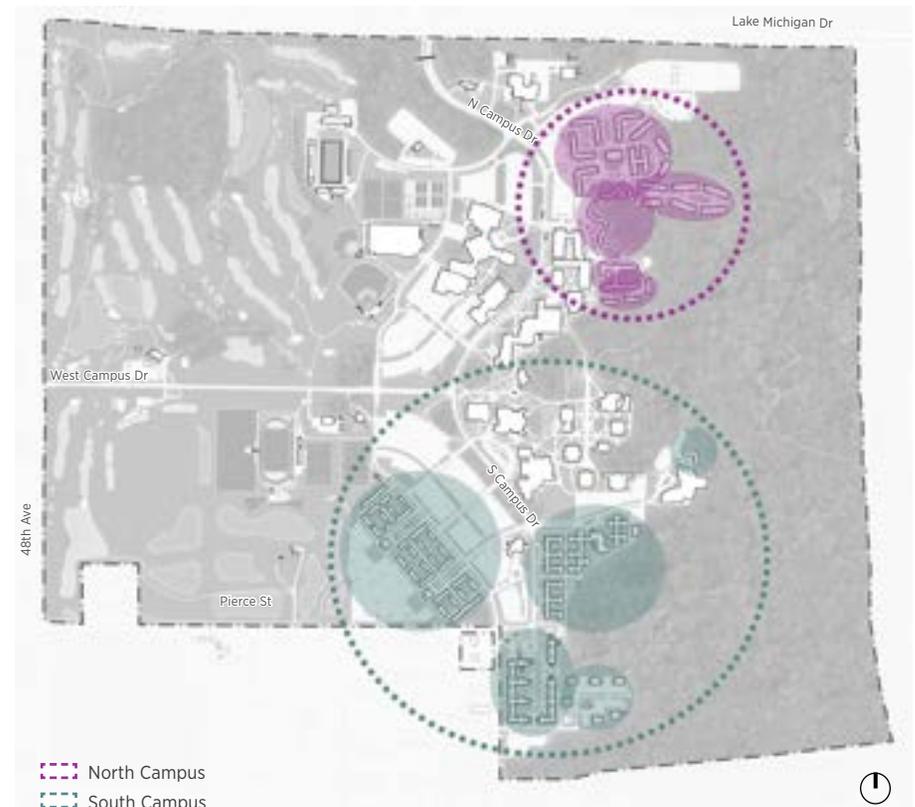
- Many bus routes are available to transport students off campus
- A bus is available to take you from either end of campus to help reduce the walking time
- Laker Line provides a quick trip to the Pew and Health Campuses



CAMPUS NEIGHBORHOOD ANALYSIS

Key Insights:

- The North Campus is comprised of many living centers that are in close proximity to each other, providing a sense of community and place
- The South Campus is spread out and lacks a central gathering space that promotes community and identity



Existing Conditions Mapping | Pew

BUILDING USE ANALYSIS

Key Insights:

- Student life amenities are limited at the Pew Campus
- Academic buildings are separated by streets, parking lots, and Interstate 131
- Residence Halls are at the center of campus, while many academic buildings surround the perimeter of the Pew Campus
- The riverfront and downtown provide great opportunities



PEDESTRIAN AND VEHICULAR ANALYSIS

Key Insights:

- Students have to cross main roads to access amenities
- Buildings are separated by parking lots creating a challenging to produce a cohesive campus feel



TRANSIT ANALYSIS

Key Insights:

- Bus routes are plentiful to take students to and from campus
- Bike infrastructure is lacking around campus
- Outdoor plazas are nice and have potential to expand
- Open green space is lacking
- Opportunity to connect to surrounding neighborhoods and the Grand River



CAMPUS NEIGHBORHOOD ANALYSIS

Key Insights:

- There is a small community at the Pew Campus that tends to be upper class students
- Although small, the residential community is centrally located creating a prime opportunity for development to happen around it, creating a vibrant environment.





03

LOOKING FORWARD



Benchmarking Road Trip

To kick-off our “Forward Looking” phase of the process, the Steering and Design Teams went on a benchmarking road trip to Chicago, looking for best-in-class student housing examples, new ideas, and inspiration for GVSU. We visited the University of Chicago, University of Illinois Chicago, Loyola University, and Northwestern University. Many thanks to our gracious hosts at each institution for sharing your facilities, experience, and wisdom with us.

Our itinerary is shown below and important photos from each site visit are to the right.

July 18

- University of Chicago
- 11-12: Campus North Residential Commons
- 1:30-2:30: Renee Granville-Grossman Residential Commons
- UIC
- 3-4: The Academic and Residential Complex

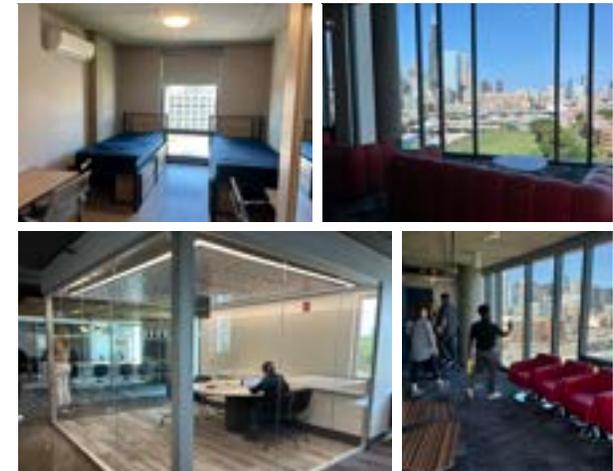
July 19

- Loyola University
- 8:30-9:30: Francis Hall
- Northwestern University
- 10-10:30: Willard Residential College
- 10:30-11: Shepard Hall
- 11-12: Schapiro Hall

University of Chicago



University of Illinois Chicago



Key Takeaways

Loyola University



Northwestern University



These are the notable strengths and ideas we observed that could be helpful for GVSU

- Distinctive identities for each neighborhood, building, and house/hall
- High quality co-curricular / academic space
- Fostering academic rigor AND student health and wellness
- Visible student activity (especially on the ground floor)
- Unit type layout, furniture, finishes, and systems that maximize square footage
- A combination of unit types (and classes) on the same floor
- Staffing models (Dean, Faculty, RH, RD, RA)
- Community sizes (RA to residence ratios, total building occupancy, density and affordability)
- Fostering community and student success with a rich variety of common space (at different community scales)
- Active learning, maker-space, community kitchen, small group study, classroom, fitness, lounge, conference, zoom, multipurpose, green screen, pod cast, music practice
- Important to balance too much vs. too few amenities (centralized vs. distributed)
- Views, views, views! Capitalize on views to the campus, the city, and natural features
- Residential buildings should shape great outdoor spaces for recreation and wellness

Guiding Principles

Early on in our ideation process with the Steering Team, we did a 'visioning exercise' where we reflected on GVSU's *2025 Reach Higher* Strategic Goals along with the 2022 Campus Master Plan Update tenants, summarized below. We asked the group how this Plan could support those two sets of aspirations. The Steering Team had a wonderful set of comments and thoughts that we captured on sticky notes. Together, we asked the Steering Team to tell us what ideas resonated with them collectively and summarized those statements below and at the center of the page. From this exercise, we crafted five Guiding Principles, long term goals for residence and student life at GVSU, with the help of Steering Team and Focus Group participants. In the grid to the right, we organized several BIG and SMALL ideas from our Focus Group sessions according to those Guiding Principles. In this sense, there's a direct connection between the Plan's Guiding Principles, the Strategic Plan that informed them, and the recommendations in this Plan.

STRATEGIC GOALS

2025 REACH HIGHER

1. An Empowered Educational Experience
2. A Lifetime of Learning
3. A Culture of Educational Equity

2022 CAMPUS MASTER PLAN UPDATE

1. Create more equitable campus experiences between the Allendale, Pew, and Health campuses.
2. Focus on spaces that appeal to an increasingly diverse range of learners... and aligns with strategic academic program growth.
3. Emphasize digital learning and modernize learning spaces...

VISIONING FOR GVSU, HOUSING & RESIDENCE LIFE MASTER PLAN

"I want to live on campus" to "I NEED to live on campus"

Provide single housing option with community

Design infrastructure that is flexible over time

Provide a variety of recreational and wellness spaces that are indoors and outdoors

A place that is welcoming for all

Provide care throughout the housing process

Design space that can ebb and flow with the fluctuation of enrollment

HRL to be an integral part of the education experience

HRL Department is integrated in campus-wide planning efforts

GUIDING PRINCIPLES

Build a caring community that fosters a diverse and strong desire to live on campus

Imbed flexibility for enrollment and residency fluctuations

Create renovation, reuse, or replacement strategies for aging facilities

Make residence and student life a visible and vibrant part of each campus

Consider multi-class, multi-disciplinary living/learning opportunities

> Big and Small Ideas

ALLENDALE			BOTH			PEW		
CKR: Highest and best use	New capacity related to CKR	Grand Valley Apartments: highest and best use	Focus on Co-curricular space and programming	Flexible Capacity in both units and phasing	Multi-class, Multi-Disciplinary	Winter: Highest and Best Use	College specific LLCs	Entrepreneurship LLC
Views / Access to Outdoor Space & Ravines	Engage University Avenue	Strengthen community at Johnson, Ott, Weed, and Hoobler	Outdoor Recreation and Programming	Calibrate Staffing Model	Improve Mail and Package Centers	Community / Common Space for Secchia	Outdoor green space	Computer Science LLC
Refreshed Common Space	Calder: Highest and Best Use	Kleiner Commons 2nd Floor: Highest and best use	Provide Mobility Hubs	Proximity of Dining Options	Focus on Student Health and Wellness	Views to City Skyline	Connections between existing and new	Demand, Phasing, and Capacity
Multi-purpose rooms for group fitness	Natural Light	See what is happening inside a building	Focus on Safety and Security	Maximize unit SF for affordable rental rates	Build Identity for Neighborhood, Building, and Hall	Differentiated Fitness		
See life, see activity even in the winter	Multi-purpose space for recreation, meetings, and wellness		Short Term Housing	Visible student activity, especially at ground level	Build Community at different scales within and outside halls			

Capacity Planning | Future Housing Demand

A key tenant of this Plan is the assertion (confirmed by GVSU for the 10 year timeframe of this Plan) that the University plans to house all students who wish to have on-campus housing accommodations.

In order to understand the future housing demand at both Allendale and Pew Campuses, we looked back at the last decade of housing data for GVSU. We found that there was a 23% average capture rate of the total Full Time Equivalent (FTE) student body. At the same time, there were two years in that timeframe where GVSU experienced a peak in student housing demand, and the capture rate rose to 25% of the total FTE student body.

When we apply both a 23% average capture rate and a 25% peak capture rate to the 2033 enrollment target of 27,000 students, we find a needed bed count range of 6,243 - 6,750 beds. Importantly, it appears that we are in another peak demand timeframe in 2023 (today), with a record in-coming first year class and a demand of 6,300 beds. Since GVSU does not have that idealized capacity today, they have had to house some students in denser on-campus room assignments and some in off-campus housing properties.

Average Demand

Fall 2021 HC	22,406
Average Total Housed	5,214
% Historical Housed	23%

Peak Demand

Fall 2016 Enrollment	25,460
Max Total Housed (2016)	6,262
2016 % Housed	25%

2033 Enrollment Target: 27,000 Students

$$27,000 @ 23\% = 6,243$$

$$27,000 @ 25\% = 6,750$$

Difference: 507

>> 2023 (Current) Housing Capacity: 5,935
 >> 2023 (Current) Housing Demand: 6,300

Average Projected Demand is too low: 6,243
 Peak Projected Demand is too low: 6,750

Plan Targets

AVERAGE DEMAND: 6,500
PEAK DEMAND: 7,000

Programming Scenarios

Considering all of these factors, our Steering Team and GVSU leadership decided that this Plan should target a total residential capacity of 7,000 beds between the Allendale and Pew Campuses by 2033.

With this target established, we developed a number of programming scenarios that tested the removal of varying degrees of existing student housing due to age and condition and paired those removals with the needed new construction beds to reach the 7,000 bed total target. Copeland, Kistler, Robinson, Grand Valley Apartments, and Calder Hall were all considered as possible residential capacity that might be removed in whole or in part. The number of new beds at the Allendale Campus adjusted accordingly.

Of note, the number of new beds at the Pew Campus remained consistent across all scenarios since this demand was based on a 23% residential capture rate of those students who might enroll in an undergraduate computer science program relocated to the Pew Campus (in keeping with the 2023, Campus Master Plan Update) along with the incremental enrollment growth of the existing Seidman College of Business, Padnos College of Engineering and Computing, and College of Education and Community Innovation.

Scenario 1: Minimum New

Current Capacity (2023)		5,935
New Beds at Pew	$(1,429+334) \times 23\% =$	405
CKR, Singles and Reno		-427
GVA is Repurposed / Removed		-168
New Beds at Allendale		1,255
Total Capacity (2033)		7,000

Scenario 2: Medium New

Current Capacity (2023)		5,935
New Beds at Pew	$(1,429+334) \times 23\% =$	405
K Removed, R Doubles, C Singles		-488
GVA is Repurposed / Removed		-168
New Beds at Allendale		1,316
Total New Capacity (2033)		7,000

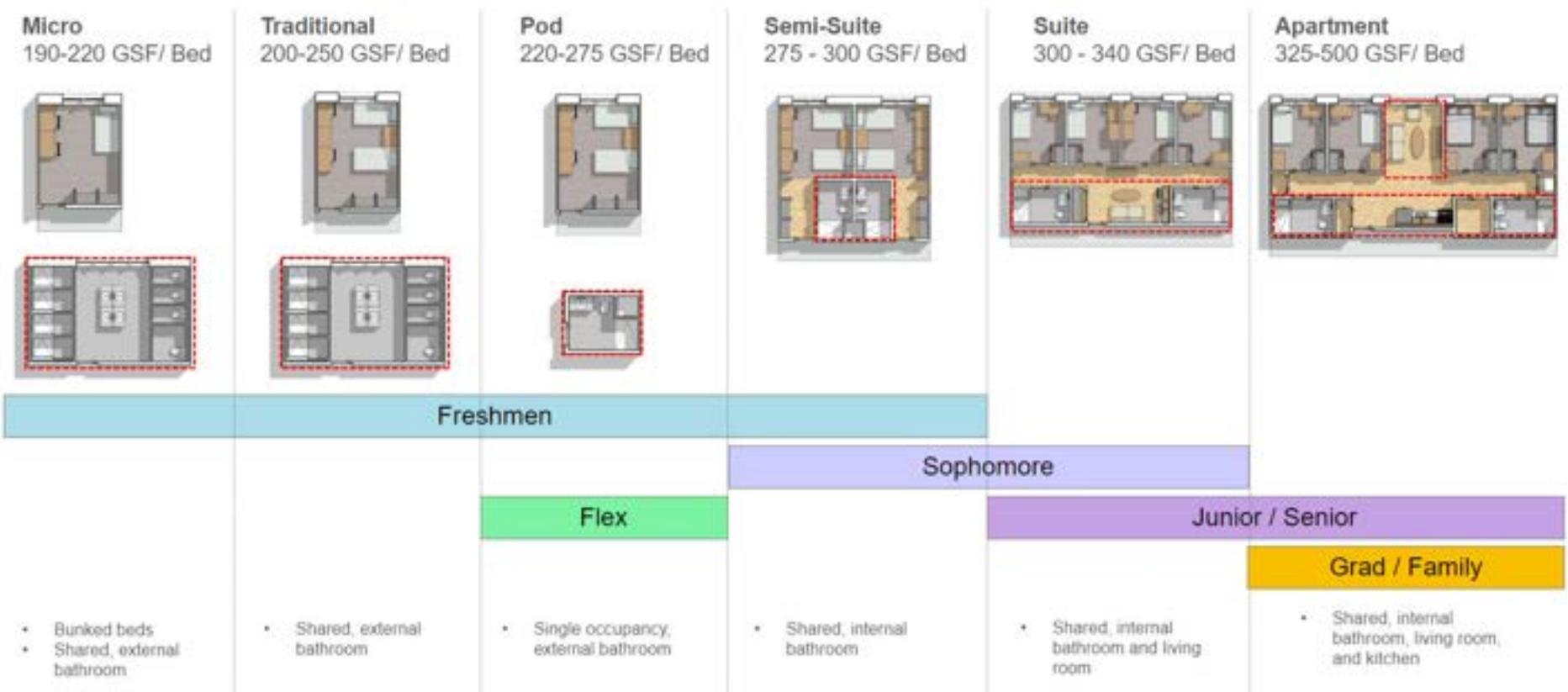
Scenario 3: Maximum New

Current Capacity (2023)		5,935
New Beds at Pew	$(1,429+334) \times 23\% =$	405
CKR is Removed		-863
GVA is Removed		-168
Calder is Repurposed / Removed		-47
New Beds at Allendale		1,738
Total New Capacity (2033)		7,000

Capacity Planning | Unit Types and Student Demographics

UNIT TYPES

In the course of our process, we discovered that GVSU, like many higher education institutions, has their own nomenclature for different residential unit types. Furthermore, some unit types don't fit neatly in a single category. With that being said, it was important to establish a unit type nomenclature for this plan so that we could be consistent with how we discuss the on-campus housing options, needs, and aspirations. The graphic below starts to classify and define several different residential unit types, lists benchmark GSF/Bed, and suggests which unit types are commonly associated with first year, second year, third year, fourth year, graduate, and family students. We noted in the course of our Qualitative Analysis that several first year students at GVSU live in suite or apartment style units at both the Allendale and Pew Campuses (especially Johnson, Ott, and Weed Residence Halls at Allendale). These housing assignments, while popular requests by first year, can pose a challenge to building strong first year communities since students are not readily encouraged (or feel the need) to leave their units.



STUDENT DEMOGRAPHICS

It is first worth mentioning that GVSU went from no live-on requirement to a one year live-on requirement in the last two years. We understand that this change in policy has not significantly impacted demand for on-campus housing as of the drafting of this Plan. When analyzing GVSU’s current unit type options and quantities, we discovered an interesting relationship between the projected demand for student housing by class and the distribution of unit types.

Using historic student housing ‘capture rates’ for each class, we find that approximately 3,844 first year are expected to need housing at GVSU by 2033. However, there are only 2,332 traditional and semi-suite style units in the entire GVSU inventory. This suggests that there is a significant deficit in these unit types to be addressed by this plan.

By the same methodology, a total of 2,399 ‘returners’ (a.k.a. second year through graduate students) are expected to need housing at GVSU by 2033. There are currently 3,603 apartment style units today, suggesting that there are more than enough apartments to serve the future student population.

PROJECTED

	First Year	Second Year	Third Year	Fourth Year	Graduate	Total
27,000 Projected Housing No. of Beds	3,844	1,188	630	507	74	6,243
	3,844		2,399			

HAVE:

What GVSU has now:



NEEDS:

What GVSU needs in the future:

-1,512 traditional or semi-suite short

1,204 semi-suite apartments and apartment surplus

Common Space Analysis | Existing & Future

As a part of our quantitative analysis, we conducted a study of GVSU's existing common spaces within the residential communities. The purpose of this Space Analysis is to provide the Planning Team with comparative data between the residential communities on the campus. All community space in this analysis is shown in assignable square feet (ASF). It does not include building circulation, mechanical areas, or building service spaces.

PROCESS & METHODOLOGY

We compared the overall ASF per student related to community space for the following buildings: South C, Pew, Copeland, Calder, Hills, Murray, Ott, Holton-Hooker (figure 1).

Our second layer of analysis compared the different types of community/shared space within each residential community (figure 2).

FINDINGS

South C has the highest amount of community ASF per student. At the same time, we heard from focus groups that student activity is not very visible at South C, which may be an indicator that there is too much common space for the apartment style units and a place of critical mass is not apparent. On the other hand, we understand that the Holton-Hooker Living Center has been a successful model for the right amount and type of common spaces. Holton-Hooker has an average common space factor of 17 ASF per student including all co-curricular program. This gives us a helpful guide as to common space programming for future residence halls and apartments.

Figure 1

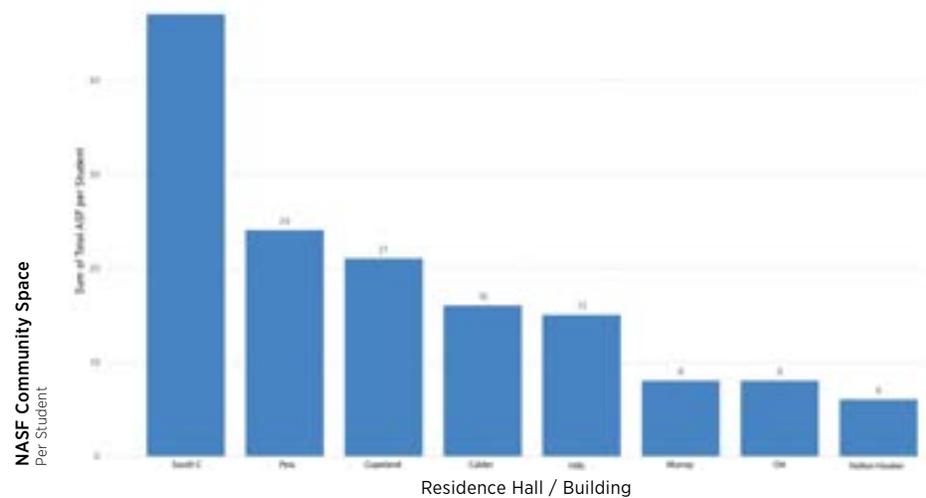
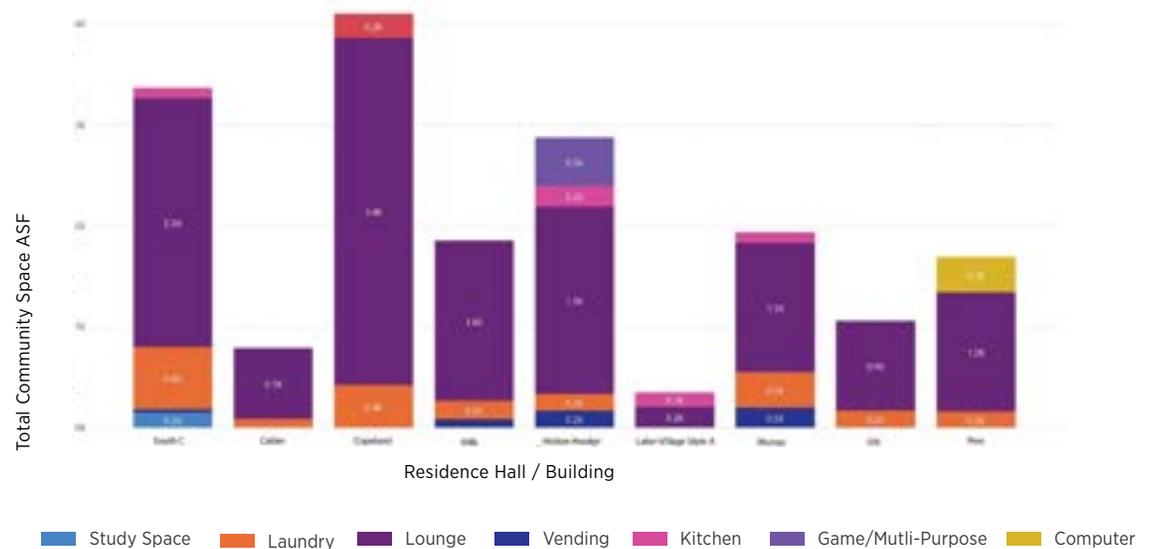


Figure 2

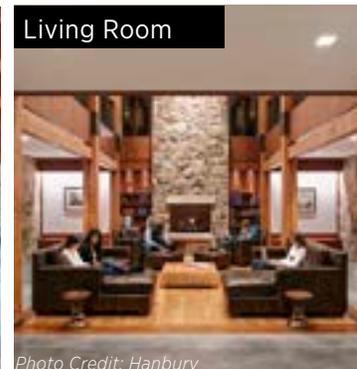


» Future Aspirations & Visual Programming

In this phase of the planning process we met with student focus groups, student staff, and conducted student intercept interviews in the Kirkhof Center to understand what students thought should be included in the future of residence and student life at GVSU. We organized precedent images in a series of four boards, with two topics or themes on each board. The topics or themes showcased were

- Multipurpose / Learning Space
- Innovation & Entrepreneurship
- Creator Space
- Group Study Space
- Living Room / Community
- Identity / Cultural Heritage
- Outdoor Recreation
- Health & Wellness

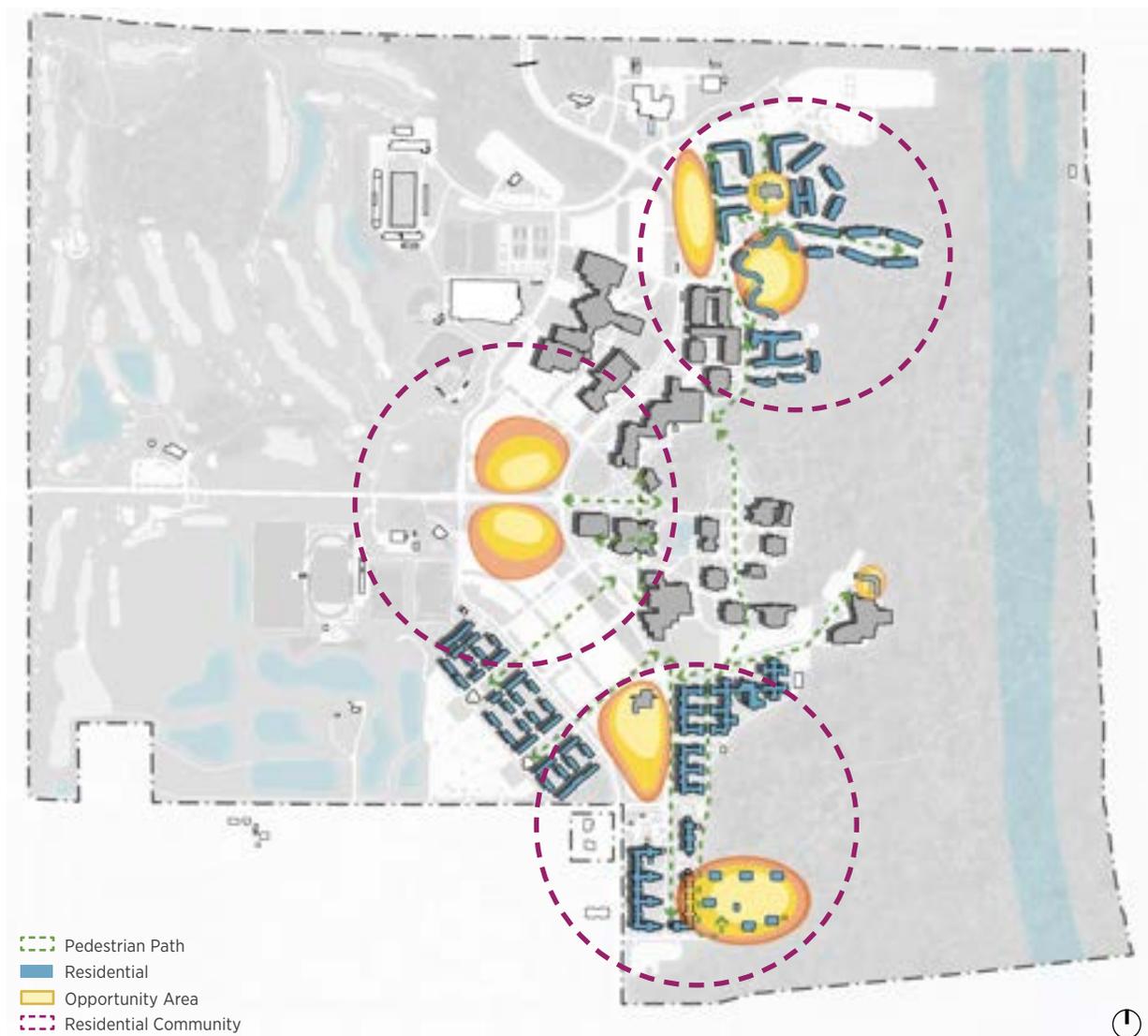
Students were asked to place no more than four sticky dots on their favorite images on any of the boards. The images to the right were those that received the overwhelming majority of sticky dots. For the Planning Team, this provided great insight as to what the current student body may be interested in and/or lacking in their on-campus residential experience. This feedback also acted as inspiration for the Planning and Programming concepts in the next phase of the process.

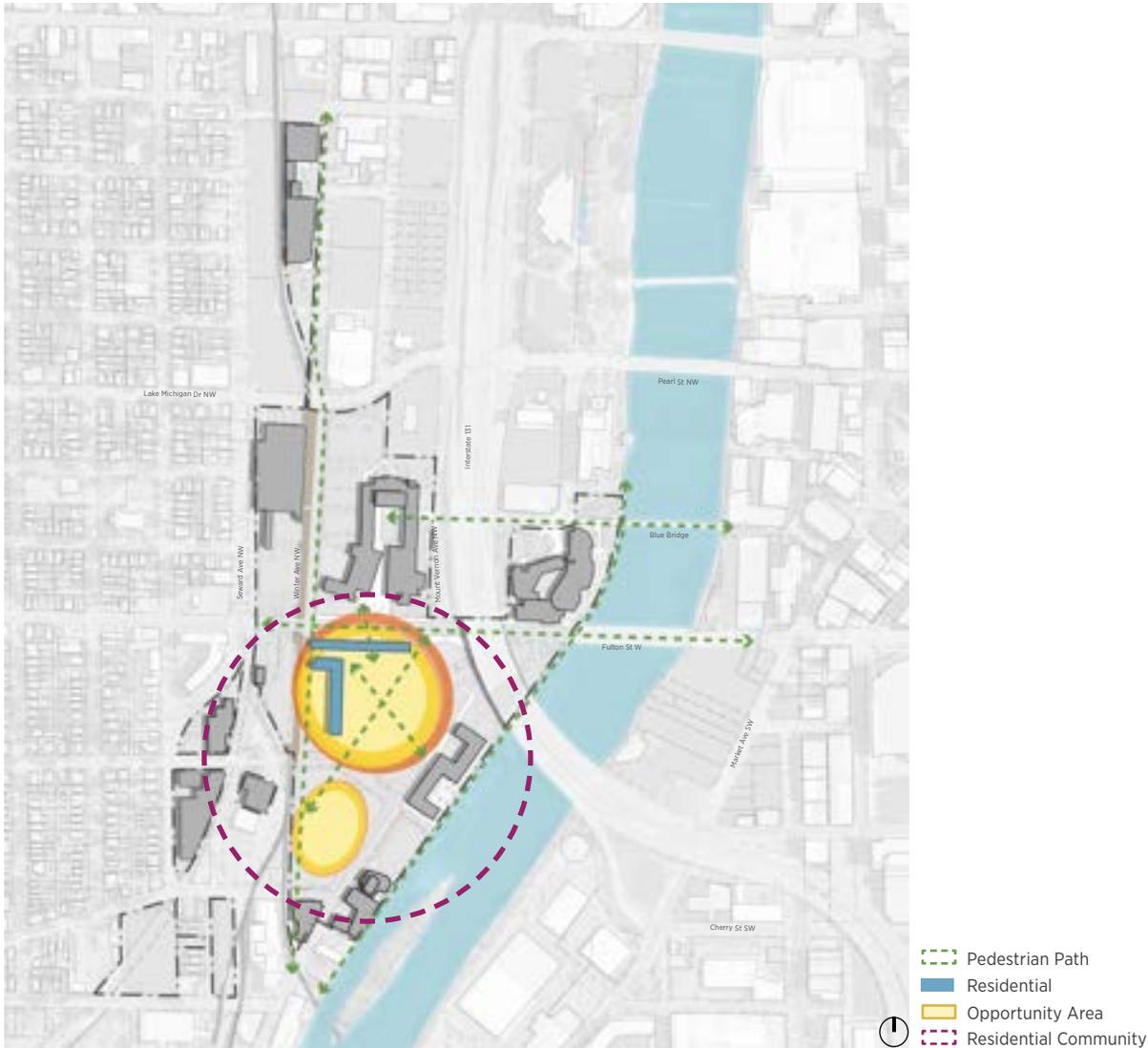


Opportunity Diagrams | Allendale and Pew Campuses

Key Insights

- As indicated by the yellow bubbles, the Planning Team identified areas where new housing development could be both integrated into the existing housing fabric and be a visible landmark for the campus.
- A few sites such as the GVA apartments and Copeland, Kistler, and Robinson were identified as sites to investigate further in regards to renovation or removal.





Key Insights

- The Planning Team recognized the opportunity and benefit of adding a new residence hall at the center of the Pew Campus. The placement of a residence hall at the core of Pew Campus, near the existing housing, has the potential to add energy and density to an area that is heavily dominated by parking lots.
- Another great opportunity at the Pew Campus is the proximity to surrounding businesses, many of whom are could be innovation partners.



Copeland, Kistler, and Robinson (CKR) Study

As we started to test capacity and programming scenarios, studying the future of Copeland, Kistler, and Robinson Halls became paramount since these are the oldest residence halls on the Allendale Campus and have substantial deferred maintenance needs, and contain a considerable amount of residential capacity at 863 beds. A number of factors were considered and are summarized below.

FACILITY CONSIDERATIONS

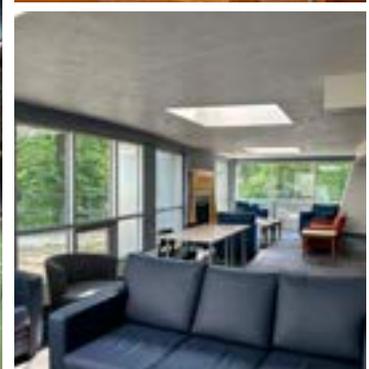
- The double rooms are smaller (and less flexible) than the GVSU standard
- Bedroom and common space furniture needs updating
- There is significant deferred maintenance costs; sanitary piping, brick repointing, roofing, mechanical, windows
- Adding cooling is difficult and cost prohibitive in existing student rooms and common spaces
- Modern features are needed such as renovated and expanded bathrooms, lounges, studies, community kitchens, elevators, and accessibility

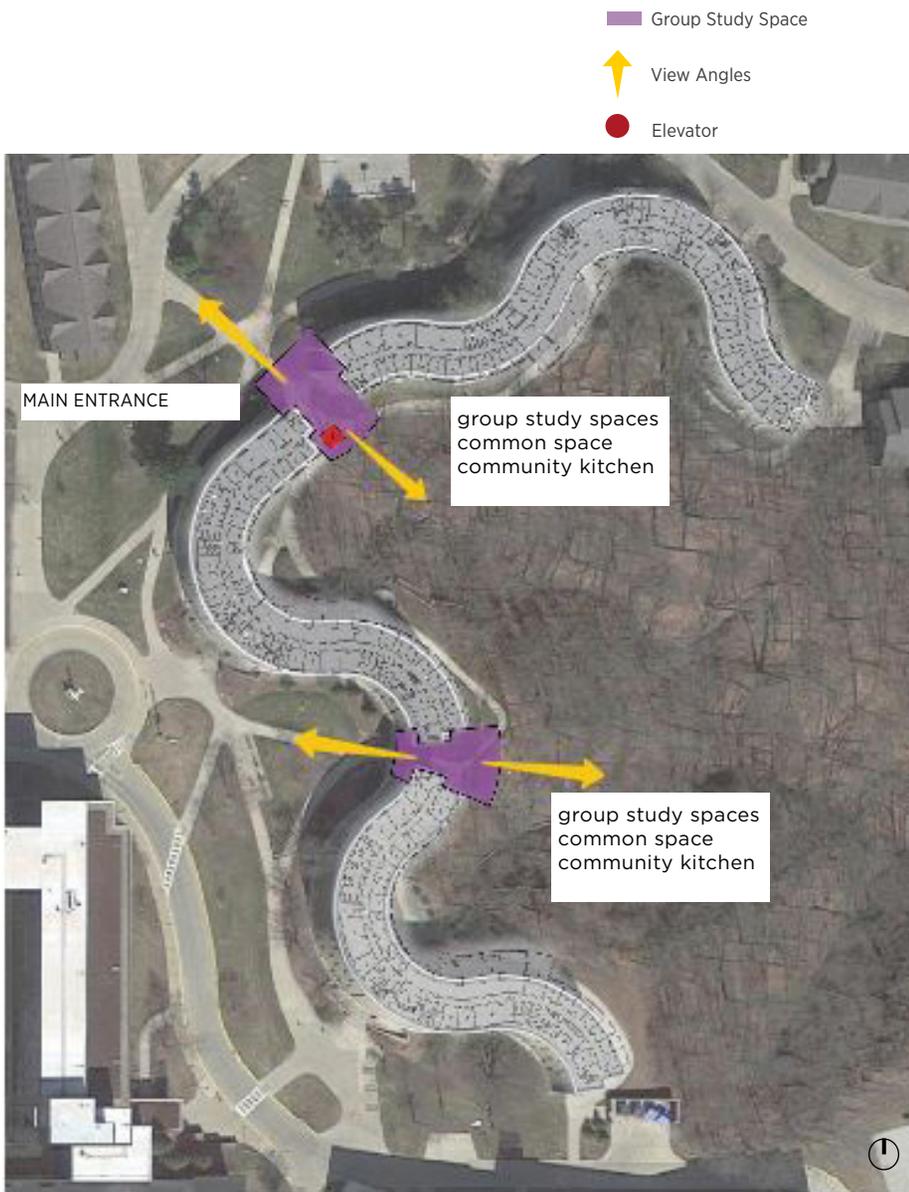
PROGRAMMATIC CONSIDERATIONS

- CKR holds a large bed capacity (863 beds) at Allendale
- Generally, the residential community at CKR is considered strong
- Retention may be waning
- There is some interest in saving CKR for affordable doubles
- There is some interest in saving CKR as upper class singles

EXTERIOR IMPROVEMENTS

- Ideally, CKR would have an upgraded exterior appearance
- We looked at lighting strategies, first floor remodeling, the addition of new, glazed, entries / connectors, and reskinning the entire facade as possible options.





Category	Room	Total Project
Deferred Maintenance		\$ 20,000,000
	Roofing (Copeland and Robinson)	\$ 1,500,000
	Sanitary Piping Replacement (CKR)	\$ 9,700,000
	Exterior Brick and Balcony Removal (Copeland and Kistler)	\$ 4,600,000
	Windows (CKR)	\$ 2,000,000
	Mechanical Room Upgrades (Kistler and Copeland)	\$ 2,200,000
Renovation Strategy		\$ 18,085,474
Addition Strategy		\$ 11,477,000
CKR, Renovation and Addition Strategy		\$ 49,562,474
CKR, New Construction Strategy		\$ 103,193,561

In the image to the left, we imagined two major additions to CKR that could act as entry pavilions with elevator access to all floors, additional common space, and great views to the ravines. In the table above we conducted a rough order of magnitude budget comparing the renovation/addition strategies of CKR to new construction (replacement). Ultimately, the future of CKR was narrowed down to three major options reflected in the following planning scenarios.

1. **Remove CKR entirely** and replace this capacity with new construction.
2. **Remove Kistler only** (395 beds) and keep Copeland and Robinson with recommended renovations and additions. Copeland or Robinson could become singles.
3. **Keep CKR entirely** with recommended renovations and additions.

Planning Scenarios

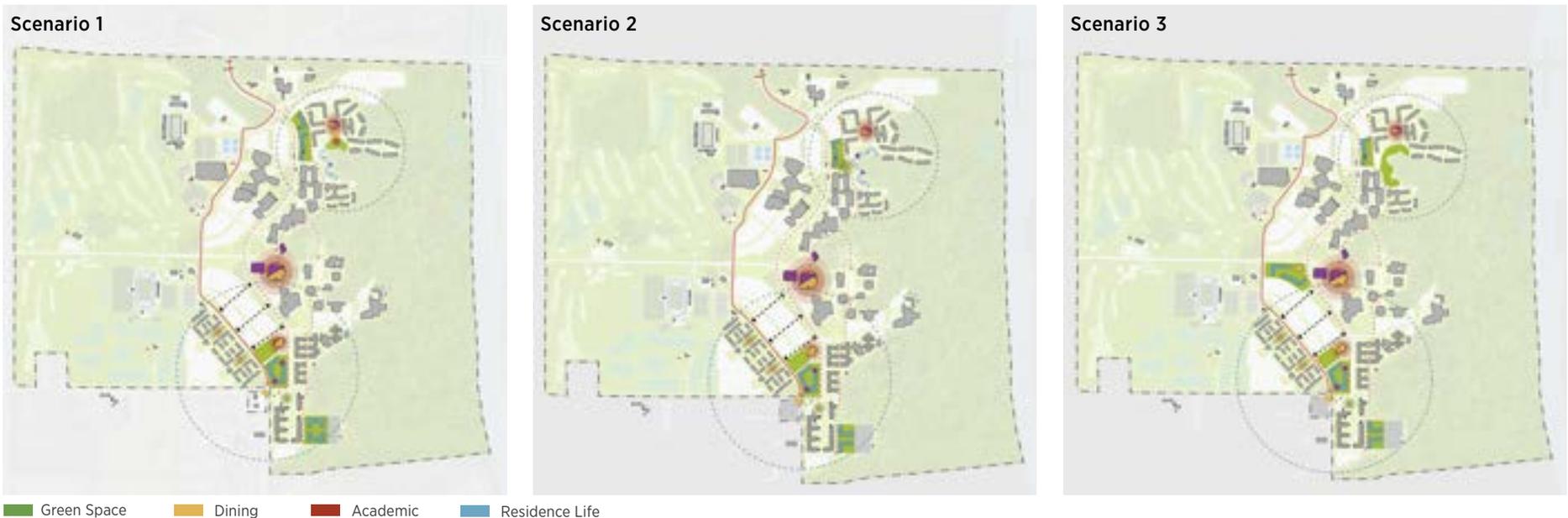
ALLENDALE PLANNING SCENARIOS

In this phase of the process, we developed multiple planning scenarios for both the Allendale and Pew Campuses. All planning scenarios can be found in the Appendix section of this document. With the help of our Steering Team and focus groups, we took the best ideas from each of those scenarios, combined them, and narrowed to the top three scenarios for each campus. Below, we have the top three scenarios studied and discussed for the Allendale Campus.

Scenario 1: In this scenario we tested the idea of Kistler being removed (demolished) and replaced with a generous, south facing recreation zone for campus north residents. Copeland and Robinson would remain and be renovated / added to. A new set of two residence halls would be located at what we called the North Gateway. Another new residence hall would be located at what we called the South Gateway. And a new apartment building would be located at the Grand Valley Apartments site.

Scenario 2: In this scenario we retained Kistler, Copeland, and Robinson Halls, renovating and adding to all three. A new residence hall is located on Lot D1 of the North Gateway. Another new residence hall would be located at what we called the South Gateway. And a new apartment building would be located at the Grand Valley Apartments site.

Scenario 3: In this scenario we removed (demolished) Kistler, Copeland, and Robinson Halls, replacing this with a large green space / recreation zone. A new residence hall is located on Lot D1 of the North Gateway. Another new residence hall would be located at the South Gateway. We located a two-building residential complex and new dining commons at what we called the West Gateway of campus. And a new apartment building would be located at the Grand Valley Apartments site.



PEW PLANNING SCENARIOS

Below, we have the top three scenarios studied and discussed for the Pew Campus. It is important to mention that we do not believe there is demand for student housing at the Pew Campus until an academic program (such as Computer Science) is located at the Pew Campus along with additional General Education courses, that would attract first and second year students to live here. It's also important to remember that both Winter and Secchia are apartment style buildings and that no traditional or semi-suite style rooms geared toward first and second year students currently exist at the Pew Campus. Therefore, all of our initial studies for Pew imagined a new, first and second year residence hall with a mix of traditional and semi-suite unit types. All scenarios show a new Student Center/Dining at the Pew Campus that would host important dining and student service functions to support the new student housing.

Scenario 1: In this scenario we tested all 400 beds of new student housing near Secchia and Winter as the 'third leg of the triangle.'

Scenario 2: In this scenario we divided the 400 beds between two sites, with 200 beds in each, framing the Campus Green on the west and south edges (similar to the strategy in the Campus Master Plan Update 2022). The challenge with this strategy is that two buildings of this size will be considerably more expensive (with two sets of entries, vertical cores, building systems, sitework, etc.) and a much lower urban density / land use potential.

Scenario 3: In this scenario we connected the new 400 bed student housing to Winter Hall, with the opportunity of connected amenities, increasing the site area for the new building, and creating a more robust unit mix (and four year experience) between the two buildings.





04

PLAN RECOMMENDATIONS



Allendale Campus | Plans

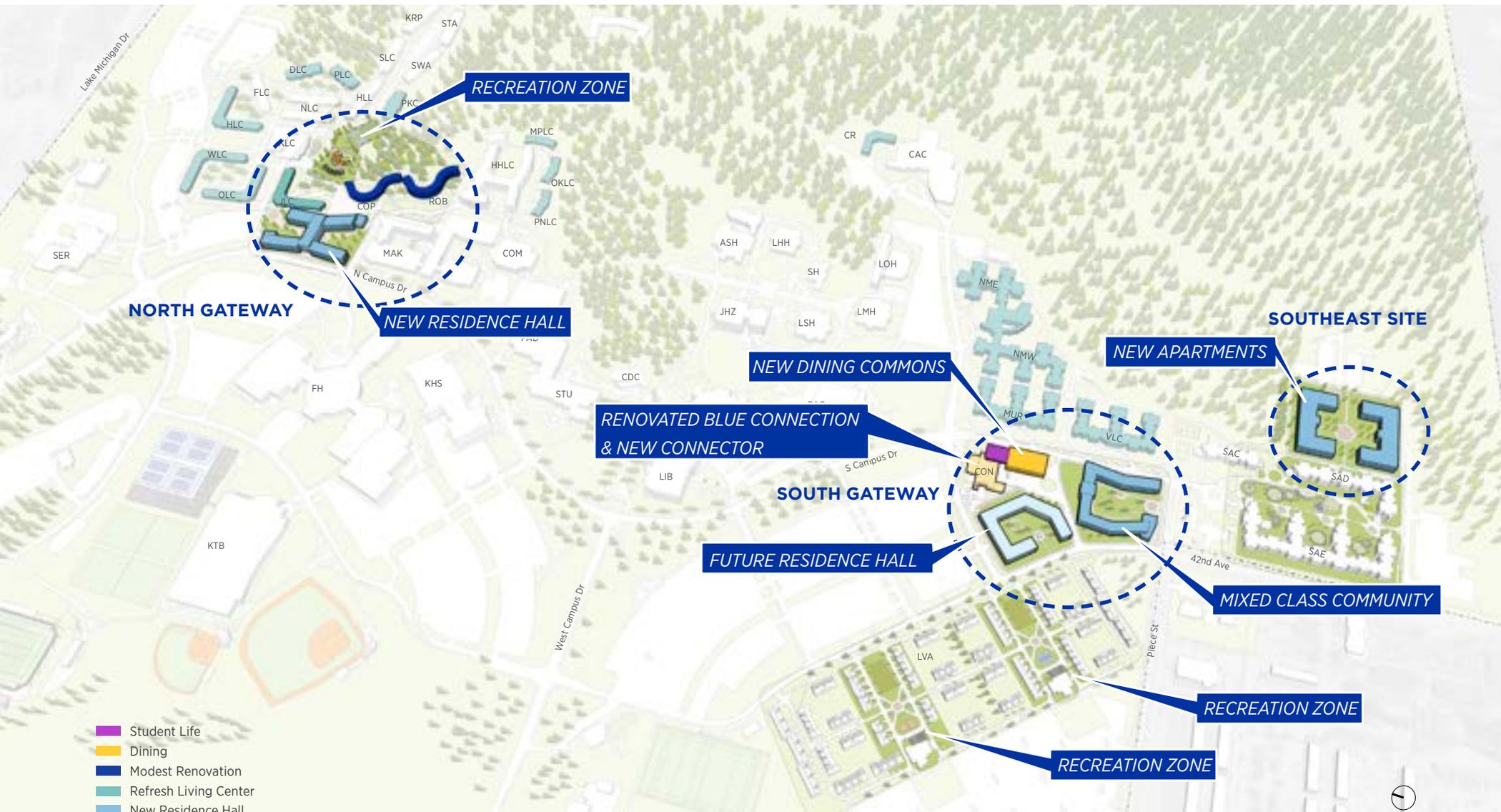
ALLENDALE CAMPUS PLAN

The Allendale Campus plan includes building renovations, landscape interventions and new construction. With the overall objective of reaching 7,000 beds of total residential capacity between the Allendale and Pew Campuses, we have designated three sites at Allendale for new student housing (and one site at Pew). A fifth new construction site is shown at Allendale in the event that the University wishes to increase capacity to 7,500 beds total sometime in the future.

The North Gateway site helps activate N. Campus Drive as a pedestrian oriented campus spine, is located close to the campus core, adjacent to a modestly renovated Copeland and Robinson, and in close proximity to Kleiner Commons and the new, outdoor recreation zone. Given this new, residence hall's close proximity to other first year housing and dining, this Plan suggests that this be the first phase of new housing development.

The South Gateway site has considerable room for expanded student housing and dining capacity, connecting the south side of campus between Laker Village Apartments and Murray Living Center. This residential community is envisioned as a mix of classes, first through fourth year. This strategy heralds a new intentionality behind first year students living in South Campus, new opportunities for peer mentoring, and new multi-disciplinary collaboration. The southernmost building on this site is envisioned as phase two of the plan while the lighter shade of blue building would be the future phase.





Graphic Illustration of Allendale Campus

Allendale Campus | North Gateway

NEW RESIDENCE HALL - 600 BEDS

At what we've called the North Gateway site, the Plan calls for a new, 600 bed residence hall modeled programmatically after the GVSU, Holton-Hooker Living Center. It will be comprised primarily of double occupancy, traditional style resident rooms, cluster bathrooms with 4 students to every 1 bathroom fixture set, and 1 single occupancy Resident Assistant (RA) room to every 35-40 students. This building reinforces the Guiding Principle of building additional first year student housing capacity first.

SITE RELATIONSHIPS

The building arrangement preserves vehicular access to the Kleiner Commons loading dock as well as the D2 parking capacity. As part of this planning process a recycling, waste, and compost center has been discussed as a valuable addition to the Kleiner loading dock area. The new residence hall covers a portion of the existing utility tunnel that runs diagonally through the site. Access to this infrastructure can be accomplished at the basement level of the new building. The building accommodates a south facing courtyard, providing an all season outdoor recreation space. This space also faces Mackinac Hall creating a visual dialogue between living / learning environments. The center portion of the building acts as an important community hub with visible student activity, access points from four sides, easy move in and move out, centralized vertical circulation, clustered common spaces, and great views to the Ravines, and the surrounding campus.



PROGRAMMING

The new building at the North Gateway will include a number of important common spaces including a very visible, functional, and flexible multipurpose room (along with ample furniture storage and catering kitchen), recreation space, community kitchens, living room and lounges. Innovative aspects of this facility could include hybrid learning capabilities, study/tutor spaces, staff apartments with outdoor access, and highly sustainable

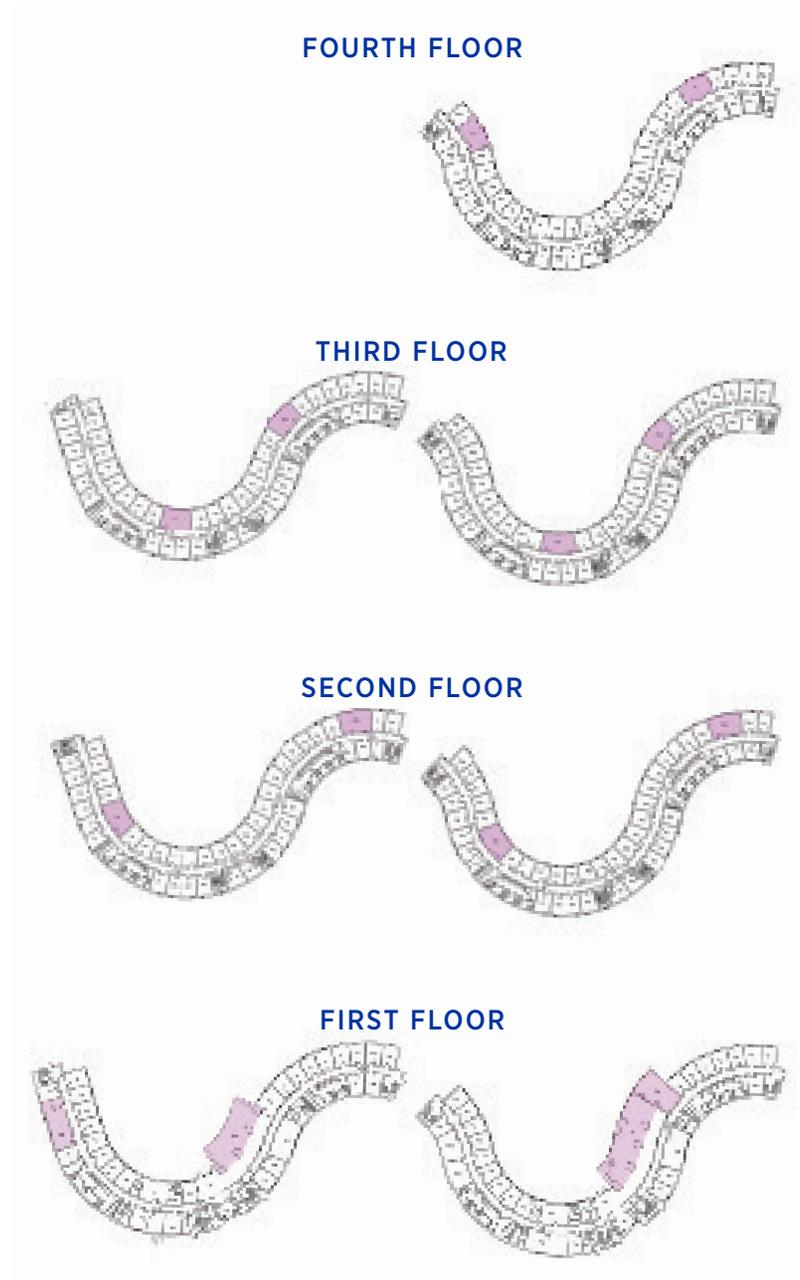
building strategies. This building maximizes residential density on the current site of Parking Lot D1, positioning these residents in close proximity to Kleiner and Commons Dining. The entries and exits of the building orient to other key spaces in North Campus such as N. Campus Drive, the renovated Copeland and Robinson Halls, and the new outdoor recreation zone.

DEMOLITION OF KISTLER HALL

After careful consideration of Copeland, Kistler, and Robinson, it was decided that Kistler Hall would be removed within this plan's 10 year time-frame. Kistler has more deferred maintenance items and associated costs than the other two buildings. Kistler does accommodate 395 beds, so the new, 600 bed residence hall mentioned previously is intended to replace this capacity with a net gain of 205 beds. This net gain of residents and potential dining meal plan participants, can be supported by the existing Kleiner and Commons Dining programs.

RENOVATIONS TO COPELAND AND ROBINSON

Understanding that GVSU wants to minimize its continuing investment here, the Plan recommends modest upgrades to mechanical systems and deferred maintenance items to keep these buildings in good working order for the next ten years. The Plan also suggests selective renovations to first floor and upper floor lounges (opening them up to the residential corridors if possible) and wholesale replacement of resident room and common space furniture. These minimal investments can have a high impact on the student experience and ensure that Copeland and Robinson remain an equitable piece of the student housing portfolio.



Renovated Common Space

Copeland and Robinson Floor Plan Diagrams

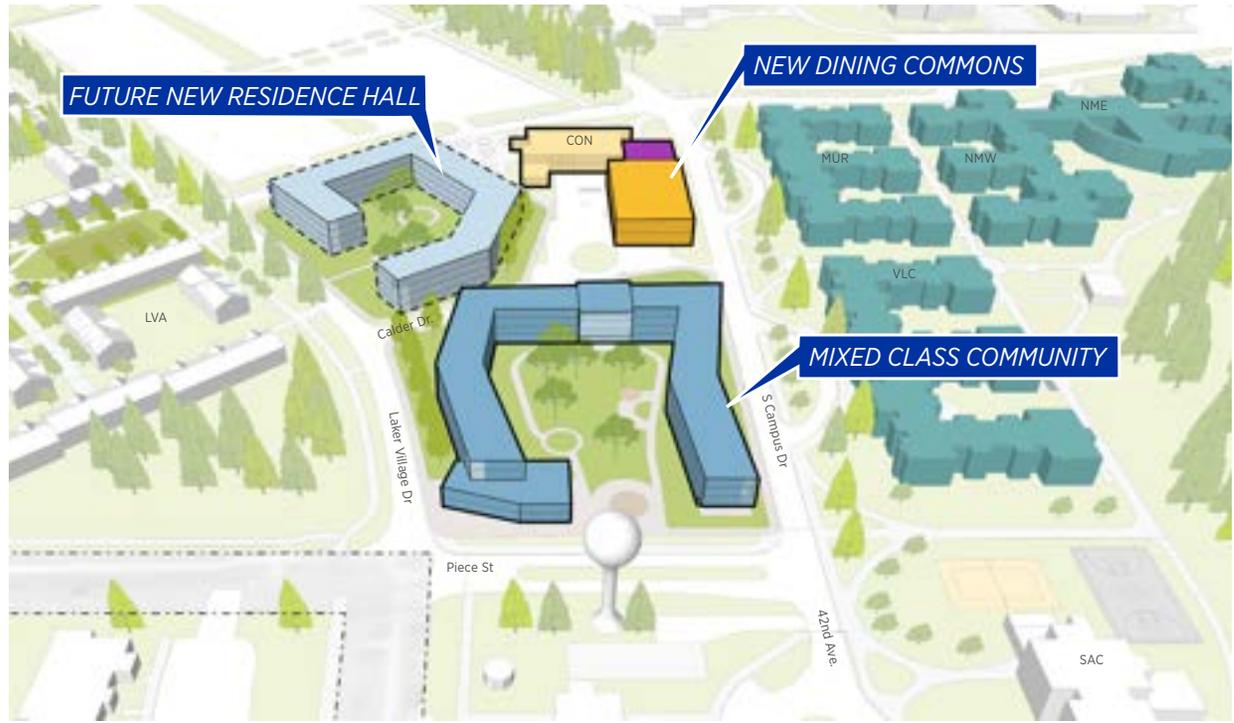
Allendale Campus | South & Southeast Gateways

NEW MIXED CLASS COMMUNITY - 500 BEDS

The South Gateway is an opportunity to more intentionally celebrate the entry to the Allendale Campus from 42nd Ave. and Pierce St. The Plan positions a new, 500 bed, mixed class residential building on this site with an active multipurpose room on the corner. The south facing courtyard, northern entry, and mix of first year through fourth year residents can make this a dynamic and flexible, new residential model for GVSU. The building also knits together the Laker Village, Murray, VanSteeland, Niemeyer, and South Apartments into one larger community (replacing the surface parking lot that is there today).

NEW DINING COMMONS

Included in the South Gateway site is a new 'all you care to eat' dining commons. A number of residents in South Campus already participate in an 'all you care to eat' meal plan. With additional residents being added to the South Gateway, a new dining commons can serve a significant portion of the Allendale student population. This dining commons is imagined to connect to the existing Blue Connection which may remain as is or be converted to an on-campus marketplace. The dining commons is centrally located in South Campus intentionally activates the Calder Dr. street frontage, and shares an expanded loading dock area with the Blue Connection.



Overview of South Gateway Dining Student Life New Residence Hall Refresh Living Center

FUTURE MIXED CLASS COMMUNITY - 500 BEDS

The plan shows a future mixed class, residential building in the South Gateway area to accommodate an additional 500 beds and reach a 7,500 bed capacity for GVSU. This residential building acts as a 'partner' to the first residential building at the South Gateway and takes advantage of its proximity to the new dining commons and

the Allendale campus core. With this project as a future possibility, it is important to consider this residential capacity in the sizing of the south dining commons.

NEW APARTMENT COMPLEX - 150 BEDS

As part of this planning effort, we understood that the existing Grand Valley Apartments provide an affordable rental rate option for apartment style living (as well as a unit type configuration that is well liked). However, a few of these buildings have had structural and exterior deterioration over the years and are not anticipated to have useful life beyond the ten year horizon of this plan. Therefore, the Plan recommends the demolition and replacement of the Grand Valley Apartments with a new, 150 bed, apartment complex of affordable, apartment style units. This apartment complex is located near South Apartments C, D, & E and primary walking paths to the Allendale campus core. There is an option to include a 'multipurpose community room' in this development that makes student activity and programs more visible. A parking area on the east end of the site supports this development.



New Apartments at Southeast Gateway

■ New Residence Hall



Existing Blue Connection



Existing South Living Centers



Existing Grand Valley Apartments

Allendale Campus | Project Details

The vast majority of student housing at Allendale is very well cared for and high quality. We have noted minor, refresh renovation opportunities throughout the housing portfolio below.

- Overall, entry sequences could be reconsidered to; eliminate individual mailboxes (now that this function is centralized), celebrate the identity of each residential community and GVSU at large, and consider a welcome desk at key locations.
- Halls like Hoobler, Johnson, Ott, and Weed have a unit configuration (2 single occupancy bedrooms, with inboard kitchen and living room) that can make it difficult to build community among first year residents. We recommend considering defined living / learning opportunities to create greater connection between first year residents and enhance student success.
- Halls such as Maple, Oak, and Pine have a fairly confined basement level corridor that could be improved if the lower level lounge is opened up to the hall.
- DeVos, Pew, and Pickard have slightly dated living room and study room spaces. These could be refreshed with modern amenities, hybrid learning capabilities, and new furniture.
- Murray, VanSteeland, Niemeyer East, and Niemeyer West are very well liked by students. We recommend any minor refresh or reprogramming that may be needed over the next 10 years.



Renovation Strategy

- Laker Village Apartments is well liked by most students. We see an opportunity to activate the outdoor space immediately in front of the laundry buildings. These outdoor spaces can become 'see and be seen' recreation zones with weather covered porches, grilling areas, pickleball courts, sand volleyball courts, and 'all season picnic bubbles.'
- South Apartments C, D, and E are well liked by students, have ample indoor common space, and amenities. However, student activity is not often visible outside. The Plan recommends activating the landscape with more outdoor seating, hardscape, grilling areas, hammock parks, shade trees, meditative landscapes, outdoor sports, and programming.

Outdoor Recreation & Programming



NORTH CAMPUS RECREATION ZONE

Today, North Campus has no central green space or courtyard where student activity and recreation is readily visible. Once Kistler has been demolished, the vacated site is envisioned as a new, outdoor recreation space for North Campus residents. This zone could include a basketball court, pickleball courts, a large green space, and a covered outdoor pavilion for student activities like group fitness, meditation, yoga, and live performances. Part of the outdoor pavilion may include a mobility center for small vehicle storage, repair, and charging. This outdoor recreation space faces south for good sunlight throughout the day and winter months, uses the Ravines as a beautiful backdrop, and is directly adjacent to Kleiner Commons so that student activity can be visible, secure, inclusive, and inviting.



LAKER VILLAGE RECREATION ZONE

In our qualitative analysis of Laker Village we found the two major green spaces leading up to the 'laundry pavilions' to be an untapped and underutilized opportunity. Laker Village lacks organized outdoor recreation space and these areas are in an ideal location to act as a civic anchor for the residential community. We heard from both students and Steering Team members that these spaces could host pickleball courts, beach volleyball, a covered porch seating area (to protect from sun and snow), a grilling area, some 'all season' picnic bubbles, and a recreation field for things like soccer or frisbee. Since there are two of these open spaces at Laker Village, one could be slightly different than the other, perhaps pickleball at one and beach volleyball at the other.



SOUTH APARTMENTS RECREATION ZONE

We heard from a number of stakeholders and saw in our qualitative analysis that the south apartments are a great residential environment with wonderful residential units, meeting and study lounges, community kitchens, and just the right separation from core campus. However, very little student activity is visible outdoors, in the landscape. This Plan suggests activating the central green space and courtyards at south apartments with ideas like seating areas, grilling stations, game areas, meditative landscapes, and hammock parks. All of these outdoor amenities were highly ranked by our student focus groups as opportunities for the Allendale Campus.

Pew Campus | Project Details

PEW PLAN CONTEXT

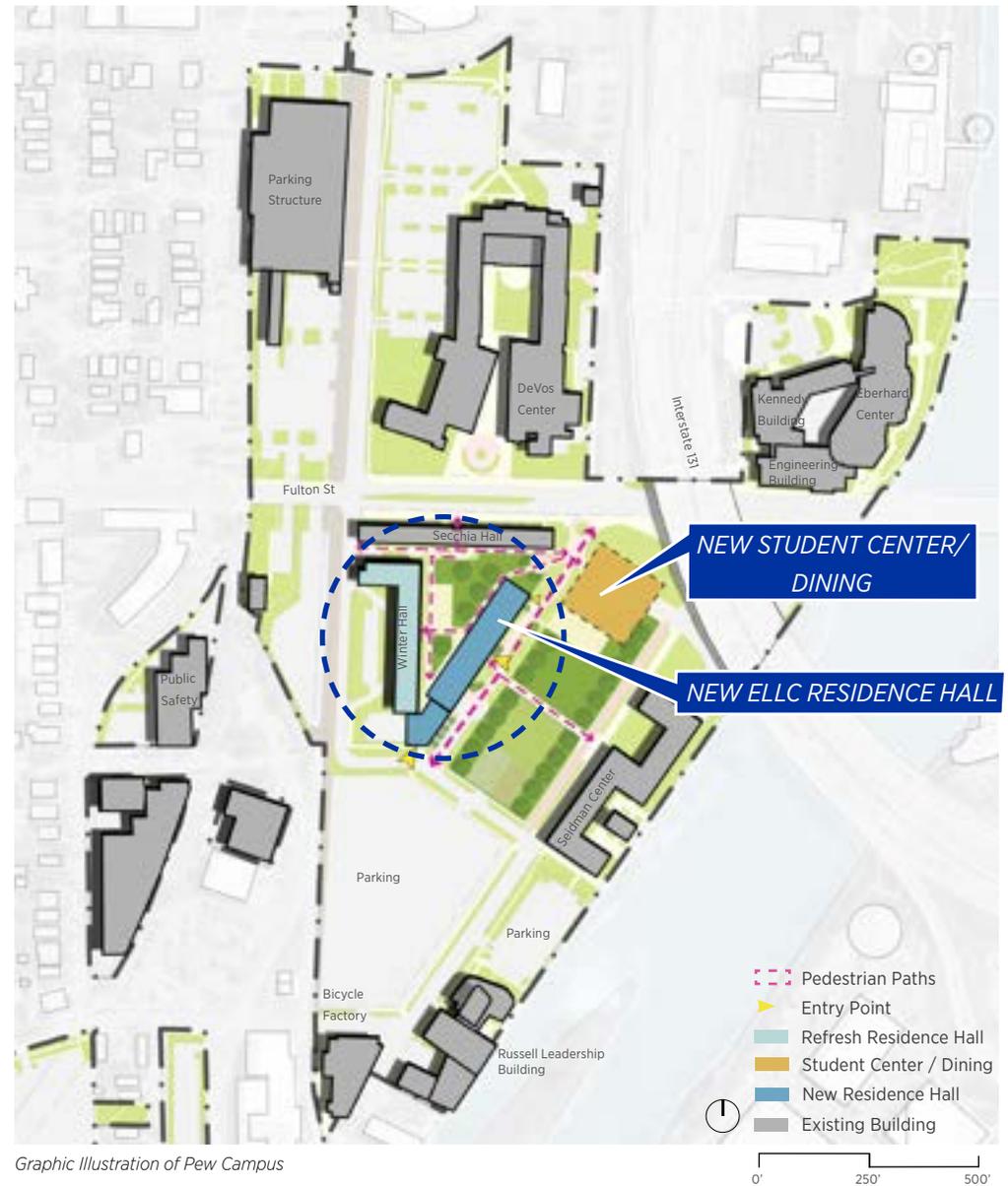
The Pew Campus plan is driven by the idea of making this campus a more robust, four year undergraduate residential experience. Today, most GVSU students who travel to or live on the Pew Campus are third, fourth year, or graduate students who are part of secondary admit academic programs in the College of Engineering, the College of Business, and the College of Education. A major academic driver that would cause first and second year students to take major-specific and general education courses at the Pew Campus is needed before any additional residential demand can be realized. During the GVSU Campus Master Plan Update 2022, it was suggested that GVSU's undergraduate and graduate Computer Science program could be relocated to the Pew Campus and provide that impetus for first and second year housing. This Plan continues that thought process.

SECCHIA HALL

The Secchia residential building tends to be very well liked and fills reliably each year. We've heard from focus group participants that the three and four bedroom apartment unit types are part of what makes Secchia so appealing. Meanwhile, the lack of indoor common space, the lack of accessibility (no elevators), and the walk-up configuration are challenges for creating a connected community.

WINTER HALL

The Winter residential building is less well liked than Secchia and tends to fill only in the summer months with short-term rentals by young professionals participating in local internships. We've heard from focus groups that the single and double occupancy apartment units are isolating, expensive relative to the off campus market, and have some acoustic disturbance from the nearby train tracks. Winter does have nice common space on the ground floor, but students said that faculty use of the gym space has made this space less conducive for student use.



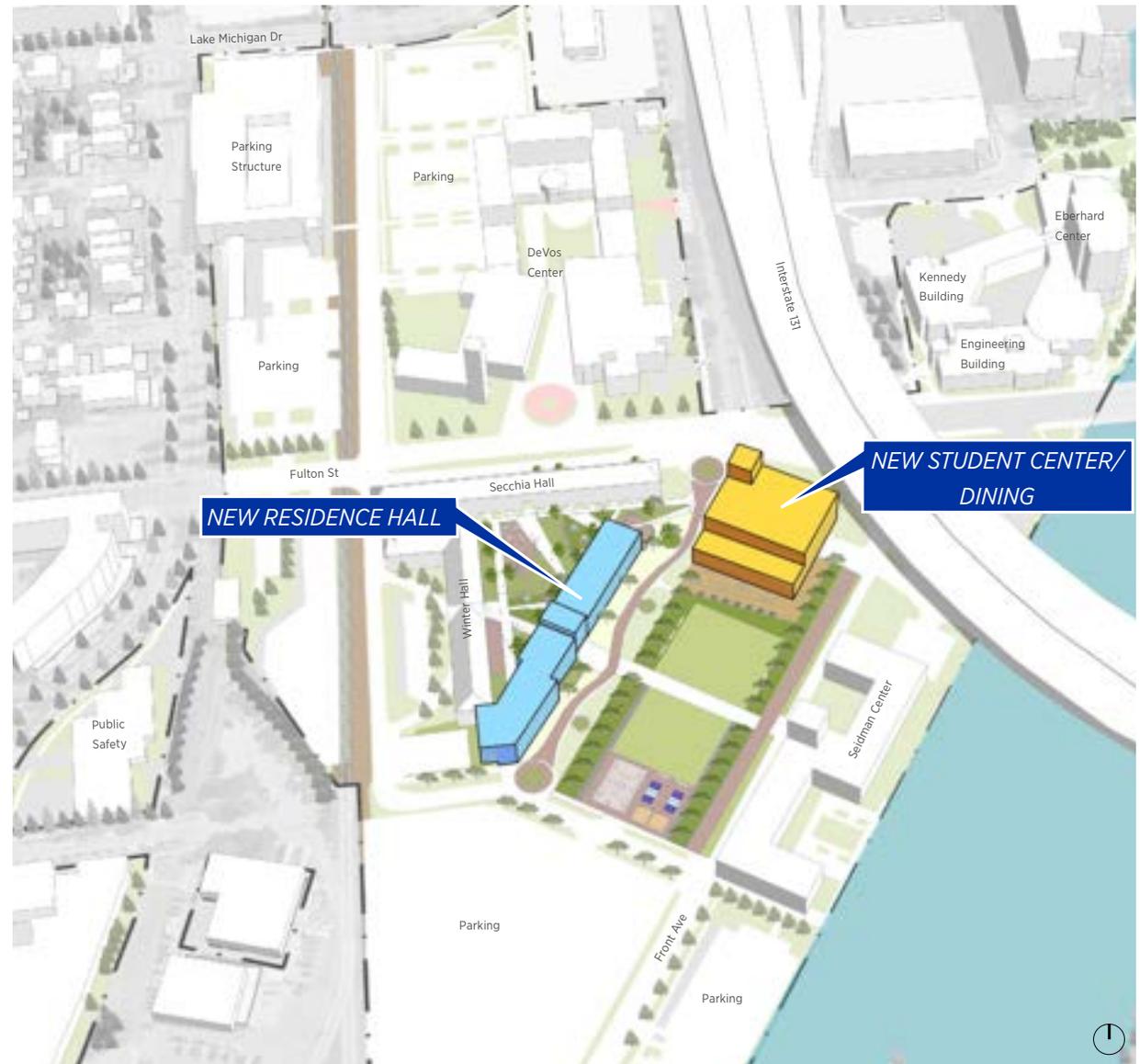
Graphic Illustration of Pew Campus

NEW RESIDENTIAL ELLC - 400 BEDS

A new 400 bed residential building is imagined to complement Secchia and Winter at the Pew Campus and help GVSU reach the 7,000 total bed count target. This building completes the 'triangle' between the three buildings and replaces the inboard parking lot with a new recreational and community-driven courtyard. The new building is envisioned as a five-story building with a combination of affordable, traditional and semi-suite style, double occupancy units. When connected to Winter, the two buildings accommodate first through fourth year style housing all in one connected building and accomplish the Guiding Principle of creating a mixed class living / learning community. This mixed class living/ learning community is envisioned as an Entrepreneurial Living Learning Community (ELLC) in response to the current and future potential of innovation within the downtown setting.

PARKING AND SITE RELATIONSHIPS

We understand that both the Seward Parking Lot immediately to the south of the new residential building and the parking structure to the north are currently underutilized. We anticipate that the small amount of parking removed for the new residential ELLC would be relocated to the Seward Lot. We want to encourage residents of both the new residential building and Secchia to circulate along the extended Mount Vernon pedestrian walkway so that foot traffic enlivens the Campus Green and reinforces the feeling of safety at the Pew Campus.



Aerial view of Pew Campus

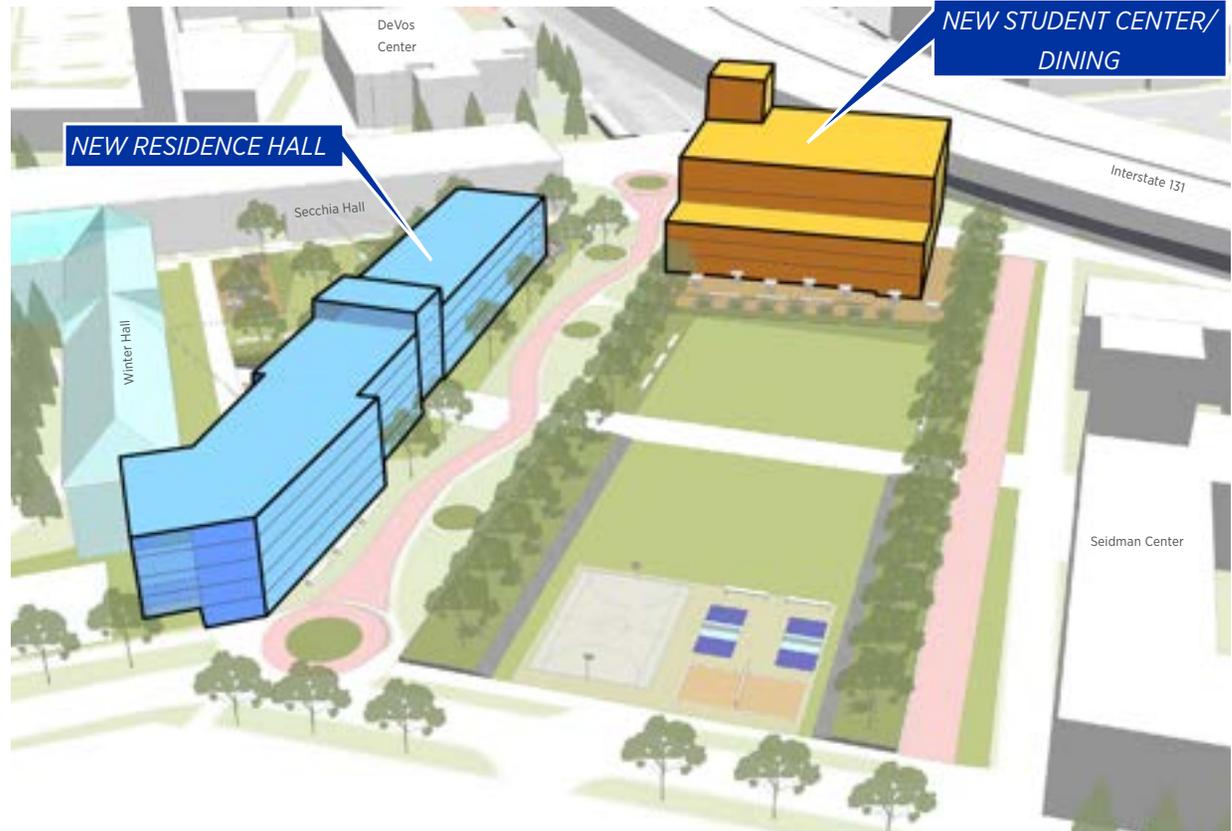
Pew Campus | Project Details

RESIDENTIAL ELLC & INNOVATION DISTRICT

The southern portion of the new building connects to Winter, increasing the sense of community between the two buildings, combining first through fourth year unit types, and taking advantage of combined resources / amenities. The ground floor of the new building is imagined as a robust Entrepreneurial Living Learning Community (ELLC), welcoming students of all academic disciplines (and University partners) to participate in a thriving, creative, and entrepreneurial residential community. This co-working, maker, research, prototype, fund, launch space is intended to complement the Blue Dot project at the Eberhard Building, the growth of the Computer Science program, and help establish the Pew Campus as a remarkable 'Innovation District.'

CAMPUS GREEN

Adjacent to the new residential building is a new Campus Green where the Seidman College of Business parking lot currently exists. We recommend that the Campus Green be divided into two major parts. The northern portion is suggested as a large green that can act as a seating and activity area for campus and community events, performances, and programming oriented to the Student Center/Dining. The southern portion of the Campus Green is envisioned as a recreation zone. This area includes the possibility of basketball, pickleball, soccer, beach volleyball, meditation, yoga, and other outdoor activities. The landscape of the Campus Green not only provides important play and program space for the residents of the new and existing buildings, but its regular occupa-



Aerial View of Pew Campus

tion is important to ensure that this space is active and safe throughout the year. There is an important relationship between the center, primary point of entry for the new residential ELLC at the Seidman School of Business giving easy access to both across the Campus Green.

STUDENT CENTER/DINING

The Student Center/Dining shown in this plan is

an evolution of the GVSU Campus Master Plan Update 2022. The Student Center/Dining is a vital component since it would provide dining and student services critical for the success of the new residential building. We have provided greater intentionality as to how this building could relate to the new residential building via the ground floor ELLC program, the entry off of the Mount Vernon

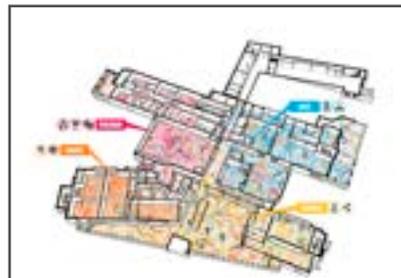
pedestrian walkway, the connection through the Campus Green to the Seidman College of Business, and a service and drop off drive. The Student Center/Dining massing incorporates a tower closest to Fulton Avenue making this building a welcoming landmark from the highway and the city, relating to the other high points at the Pew Campus, and providing incredible views of the Grand Rapids skyline from the interior. The massing cascades down to the south, harvesting natural light on outdoor terraces and embracing the pedestrian scale at the south porch. With input from multiple stakeholders we have included a brick pedestrian street on the east edge of the Campus Green to allow for drop off at the front of Seidman as well as service vehicles accessing the Seidman and Student Center/Dining loading docks.

INTERIOR COURTYARD

The interior courtyard of the new residential ELLC has been transformed into an active, intimate, and secure residential gathering space. Student focus groups suggested that this courtyard could include a patio for grilling, lounging, firepits, string lights, and outdoor gatherings. This hardscape is complemented by a shared green space for outdoor recreation. Pathways around the courtyard connect all three buildings to the first floor ELLC program of the new residential building, placing student activity and entrepreneurship on full display. The aperture at the north end of the courtyard could be a celebrated and secure gateway that directs pedestrian traffic to the Student Center/Dining entry and Fulton Avenue.



Aerial View of Internal Courtyard at Pew Campus



Precedent Images of ELLC - Virginia Tech, CID by Hanbury



05

APPENDIX



Scenario Planning

ALLENDALE

Many scenarios were presented, reviewed, and discussed over the course of the process. The series of scenarios were presented and reviewed with stakeholders and the Steering Committee. After review, the team was able to narrow down the scenarios based on the pros and cons of each option presented.

One of the major factors presented in the scenarios were different ways of addressing Copeland, Kistler, and Robinson (CKR). CKR provides many beds at an affordable price point. However, the original design of the buildings does not allow for modern living arrangements. To replace over 800 requires a lot of time and funds. Therefore, many options were discussed to make the most financially responsible decision while also keeping the students wants and needs in mind.

Another site that was studied for future expansion was to the west of the campus core. Although close to the campus core and its potential as a gateway site, the location poses a challenge as it is isolated from both the already established North and South Campuses. This option was dropped as it did not support the Guiding Principles of the Housing and Residence Life Master Plan.





Scenario Planning

PEW

The Pew Campus scenarios studied in Housing and Residence Life Master Plan started with the concepts presented in the Campus Master Plan Update 2022.

Based on the housing demand research, the Pew Campus was identified to have an approximately 400 beds increase in demand (if an academic program moves to the Pew Campus). Due to the number of beds projected, only one or two sites were studied to develop housing on. Early on in the process, the Steering Team and Planning Team agreed that keeping the housing on one site is ideal scenario for future growth. Developing only one site allows the surrounding sites to be used for other needs in the future.

The team also looked at different ways of connecting (or not connecting) to Winter and Secchia halls, but ultimately connecting to the south end of Winter seemed to offer the most potential to benefit Winter and still develop a compelling new residence hall.





Programming Studies

PROGRAMMING

A programming exercise was completed for a new residence hall at the Allendale Campus, North Gateway.

The programming study was developed with the Steering Team and was modeled from the design of Holton-Hooker Living Center (HHLC). During the HRL Master Plan we heard a lot of positive feedback on the design and programming elements of Holton-Hooker. For example, the multi-purpose room is located on the first floor, near the entrance and with visibility to student activity along the exterior of the building. Stakeholders felt the location of the multi-purpose room promoted engagement and student activity. Therefore, the new residence hall is envisioned to engage and promote student activity by locating public spaces visible to those inside and outside the building allowing the residence hall to be a place of connection and social engagement.

The new residence hall is envisioned to include a variety of programs to enrich the residential living. Programmed spaces such as co-curricular areas, study spaces, places for hybrid learning, community kitchens, and recreation rooms are all spaces included in the programming for a new residence hall.

Each program mentioned previously is important to support the modern student. However, it is also important to consider the amount, placement, and design of the space. Including natural light and providing a variety of seating is important for spaces such as study space and recreational space. In addition, providing spaces that are visible to students passing by allowing students to “see and be seen” provides students with an ability to be in a social space while allowing students to choose the amount of engagement they want to participate in.

Providing spaces through out the living floors for social interaction is also important. Sprinkling social space throughout the building allows for student to engage in different levels of community. A community kitchen is a great social space that provides the opportunity for students to meet others and share a meal together.

The programmed spaces stated above all work to support the 600 bed residence hall. The residence hall is planned to be traditional style units with group hall bathrooms. The combination of traditional style units, community kitchen, and a variety of social and learning spaces work to create a strong community within the residence hall.

Building Program Categories	NASF	Quantity
Residential Space		
Traditional Rooms	57,000	600
Hall bathrooms (4:1 student: fixture ratio)	15,000	120
Total Residential Space	72,000	
Building Common Space		
Lobby/Living Room	1,000	1
Reception Desk	300	1
Hybrid Learning/Privacy Rooms	640	8
Lounge/Community Kitchen	3,600	3
Group Study	800	8
Recreation	400	1
Laundry	1,000	4
Multi-purpose	1,200	1
Total Common Space	8,940	
Building Support		
Housekeeping/dry storage	300	*
meter room	168	*
Transformer room	862	*
Fire pump	333	*
IT	400	*
Electrical	800	*
Mechanical	2,000	*
Loading dock		
Total Support Space	4,863	

New Residential Community	Capacity
Bed Count	600

Net Area (NASF) Categories	NASF
Residential Components	72,000
Community Components	8,940
Building Support Spaces	4,863
Total NASF	85,803

Total Building NASF	85,803
Total Building GSF	150,155

Total GSF per student	250
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Budget Benchmarking

BUDGETING

The Planning Team looked at many different sources to understand the projected cost per square foot for a new residential building in the Midwest.

The process included looking at cost per square foot for different projects and construction types and unit types. These costs were compared to projects around the country and around the Midwest.

The team also looked closely at the construction cost of GVSU's Holton-Hooker Living Learning Center as this was the model GVSU wanted to follow the closest.

The Planning Team also looked at the phasing of new construction (and the needed dining needed for certain locations), and the phased renovations to ensure the capacity of beds needed is available throughout the construction phases.

Traditional Unit Types: \$278 - \$294/sf
Average: \$312 / sf

Grand Valley State University

Project: Holton Hooker Living Center (HHLC)
Construction Type: Light Gauge Steel
Unit Type: Traditional Doubles / Triples
Bid Date: 2014
Escalated Construction Cost 2023: \$294 / GSF
*Courtesy of GVSU

Ferris State University

Project: North Residence Hall
Construction Type: Concrete and Wood Frame
Unit Type: Traditional Doubles
Bid Date: 2017
Escalated Construction Cost 2023: \$278 / GSF
*Courtesy of Granger Construction

University of Illinois Chicago (UIC)

Project: Academic and Residential Complex
Construction Type: Concrete, Highrise
Unit Type: Traditional and Semi-Suite
Bid Date: 2018
Escalated Construction Cost 2023: \$365 / GSF
*Courtesy of American Campus Communities (ACC)

Apartment Unit Types: \$283 - \$424 / sf
Average: \$354 / sf

Western Michigan University

Project: Arcadia Flats
Construction Type: Concrete & Steel Frame
Unit Type: Apartments
Bid Date: 2018
Escalated Construction Cost 2023: \$424 / GSF

Central Michigan University

Project: Graduate Apartments
Construction Type: Wood Frame
Unit Type: Apartments
Bid Date: 2016
Escalated Construction Cost 2023: \$295 / sf
*Courtesy of Christman Construction

Eastern Michigan University

Project: P3, Design Build, Student Housing
Construction Type: Wood Frame, 4 story
Unit Type: Apartments
Bid Date: 2022
Escalated Construction Cost 2023: \$283 / GSF
*Courtesy of AVB Construction

Traditional Unit Types:
Benchmark: \$343 / sf

Apartment Unit Types:
Benchmark: \$389 / sf

> Rough Order of Magnitude Budgeting

Traditional Unit Type Range: \$230 - \$490/sf
 Budget: \$350 - \$375 / sf



University of Chicago
 Project: North Campus Commons
 Construction Type: Concrete, Highrise
 Unit Type: Traditional & Apartments
 Bid Date: 2016
 Escalated Construction Cost 2023: \$490 / sf
 *Courtesy of Hanbury



Ball State University
 Project: New Residence Hall
 Construction Type: Steel Stud
 Unit Type: Traditional
 Bid Date: 2020
 Escalated Construction Cost 2023: \$351 / sf
 *Courtesy of Hanbury



University of Tennessee
 Project: West Campus Redevelopment
 Construction Type: Steel Stud
 Unit Type: Traditional
 Bid Date: 2015
 Escalated Construction Cost 2023: \$382 / sf
 *Courtesy of Hanbury



Western Carolina University
 Project: New Residence Hall
 Construction Type: Wood Stud
 Unit Type: Traditional
 Bid Date: 2021
 Escalated Construction Cost 2023: \$230 / sf
 *Courtesy of Hanbury

courtesy of Christman Construction



Purdue University
 Project: Honors College
 Construction Type: Steel Stud
 Unit Type: Traditional
 Bid Date: 2015
 Escalated Construction Cost 2023: \$303 / sf
 *Courtesy of Hanbury



Wake Forest University
 Project: North Campus Residence Halls
 Construction Type: Wood Stud
 Unit Type: Traditional
 Bid Date: 2019
 Escalated Construction Cost 2023: \$266 / sf
 *Courtesy of Hanbury

