





# A Word from the President



**PRESIDENT  
PHILOMENA V.  
MANTELLA**

I am excited to present this Campus Master Plan Update to our students, faculty, staff and community. With engagement and input from each of these critical stakeholders, we are able to present a comprehensive and bold vision for our campuses and our future.

In 2018, we released an update to our campus master plan and today, just 5 years later, we embraced the necessity and importance of updating that plan and sharing it with the entire Grand Valley community. The work of examining the way a student will learn, considering how a faculty member will transfer and import knowledge or what our community will need from us is certainly not simple. Our lives and our systems have changed so dramatically over these past few years and these changes demand our attention and action. This critical update was created by listening to the voices and input of every segment of our Laker Nation to best reflect how Grand Valley will meet and exceed the demands of our future.

Our updated plan also aligns with the goals from our Reach Higher 2025 strategic plan. While investments in our infrastructure will stretch beyond 2025, our vision to empower learners in their pursuits, professions, and purpose will guide us for the short and longer term and create the foundation for future generations of Lakers.

This plan creates a financially responsible, environmentally sustainable and fully accessible solution to the changing needs of our students and community. We fully acknowledge that our campuses are each dynamic places, with their own assets and opportunities and each is addressed in this plan. We must embrace the uniqueness of the places where Lakers learn and also cultivate the collective power of one GVSU vision.

I want to thank the many people who participated in this work and ask you to stay involved with feedback and ideas as we begin to build out what you all envisioned. The Plan Steering Committee and Planning Team have invested time and talent, without which this work could not happen. Together with these teams, I am ready to build the future of GVSU.

Let's Go!



# Acknowledgements

## GRAND VALLEY STATE UNIVERSITY PRESIDENT

Philomena V. Mantella

## GRAND VALLEY STATE UNIVERSITY STEERING COMMITTEE

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Patricia Smith, General Counsel  
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Richard M. DeVos Center →  
Pew Campus



# 1 | INTRODUCTION

# An Impetus for Action

There is, arguably, no more important time in recent history to be planning for the future of Grand Valley State University’s (GVSU) campuses. Amidst a landscape of seismic shifts in higher education—shifts accelerated most recently by the global pandemic and social and racial justice movements - the affirmation of the importance of the university campus and the value of higher education is critical. GVSU plays a pivotal role across the region through its academic and research prowess and its advancement of equity. The driving motivation for this campus plan update is to guide growth and inform change that embraces the future. This is a proactive ‘roadmap’ to prepare the University for great challenges of the next decade. In short, forming a more resilient GVSU capable of conquering the next decade is the central focus of this plan update.

This plan update focuses on the future of three campuses (Allendale, Pew, and Health) by bringing the physical campuses in alignment with the University’s strategic plan. The plan embraces diverse learners by providing a more welcoming campus experience with an improved alignment of student services, enhanced student and residential life components, and modernized academic environments, while also recognizing the shift to online, hybrid, and in-person learning.

## Alignment with Reach Higher 2025

Reach Higher 2025, GVSU’s Strategic Plan, makes three commitments that inform this campus master plan update:

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

The campus plan update furthers these goals in the following recommendations:

- Create more equitable campus experiences between the Allendale, Pew, and Health campuses.
- Expands upon the goals of the Strategic Enrollment Management Plan by focusing on spaces that appeal to an increasingly diverse range of learners including adult, racial, ethnic, gender diverse learners, and aligns with strategic academic program growth.
- Emphasize digital learning and modernize learning spaces to evolve with technological transformation.

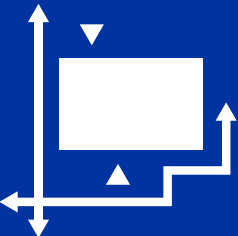
## Why Plan?



**Alignment with Reach Higher 2025**



**Think big and explore ideas.**



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



**Create a sense of place and weave connections back to the community.**



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



# Changing Higher Education Context

**The Pandemic has been a great “accelerant” of trends already underway while also an inflection point prompting new solutions to old problems.**

## Learning - Teaching & Research Spaces

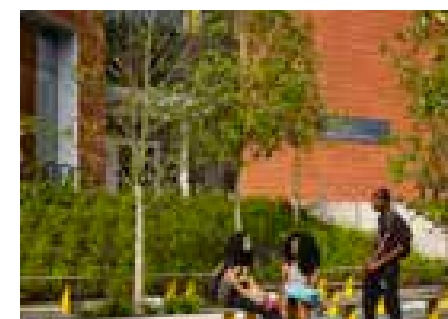
**Hybrid learning** will continue to be a focus on campuses as we move into the future. GVSU is intentionally doubling down on their existing assets to create seamless virtual and in-person experiences and environments – irrelevant of location, but relevant of place. New layers are emerging mainly with hybrid learning, amplified gamification and analytics and are now deeply tied to engagement and student success. Re-imagined learning environments will drive curiosity, promote peer to peer interactions – which allows for constructive feedback and honing collaborative skill sets. Through curated experiences, digital learning can support students at different paces, different levels and harness personalization to meet learners at their level of comfort and confidence.

## Workplace / Office

The **workplace of tomorrow** needs to be a destination. Spaces should be promoted in the manner of “what are you gaining” versus “what are you losing” when it comes to optimizing square footage. By layering in experiential amenities, it allows users to engage, rejuvenate and focus – strategies to retain and recruit the best and the brightest. When thinking of adaptability, planning should be aligned with a ‘kit of parts’ mindset which allows spaces to fit a variety of functions with minimal rework and change.

## Commuter & Mobility

As **campuses mobility** evolves, the premise of shifting cars away from the campus core is growing – especially with the impact COVID-disrupted classes and work schedules. Thoughtful attention to parking permitting, digital-permit, license plate reader technology and other management practices, offer right-sized and flexible parking options. Flexibility and daily cost incentives to promote non-driving commute modes without losing any parking options, is a key tool to accommodate campus-commuters’ variables and evolve on/off campus schedules. Subsidized shared mobility through the Laker Line BRT and other programs are solid alternatives to decreasing congestion at the highly-valued centers of campus.



## Health and Wellness

With **health and wellbeing** ranking as one of the top priorities for university leadership around the country, holistic health was a key driver in GVSU’s master plan update. It allows students, faculty and staff to recognize the value of self-care and necessity of finding their own meaning for and purpose in relationships, work and life. Proposed scenarios incorporate biophilic and active design by choreographing the places and in-between spaces to keep people healthy by keeping them moving and surrounded by nature.

## Social Equity - Diversity and Inclusion

**Social equity in the physical environment** requires meaningful stakeholder input that engages a full range of groups in order to understand what will help individuals thrive. Physical solutions must provide opportunities for people of similar backgrounds to gather and share common challenges and perspectives while also providing opportunities to mix in order to harness the richness of experience that comes from bringing those with very different experiences and points of view together in one place. And we must be sure our plans enable the physical environment to address the variety of needs that come from a community of diverse individuals.

## Sustainability/Living Design

Living Design is about creating high-performing places that promote human and ecological well-being at every level. Informed by research, these projects can endure, adapt, promote biodiversity and help life thrive at the individual and community scale.

# Planning Process

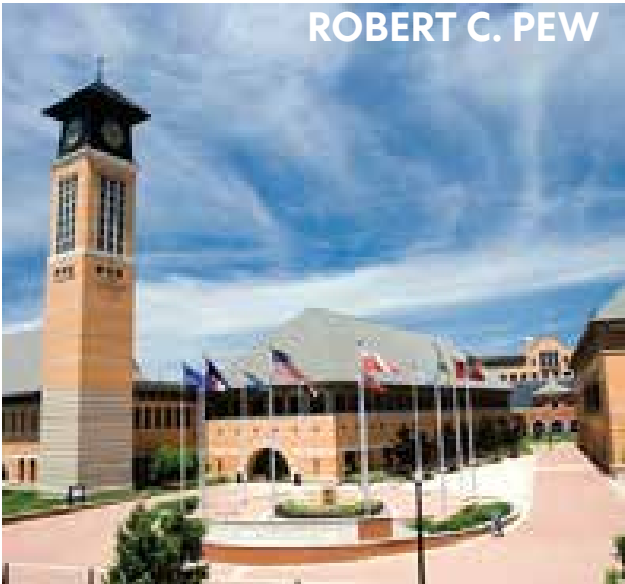
The Campus Master Plan Update process began in May 2022 with recommendations and documentation completed in November 2022. Through a competitive selection process, GVSU selected and contracted with the planning and design consultant team of GMB and Perkins&Will to provide thought leadership in campus planning and design, process facilitation, and documentation.

The process used to create this master plan update involved a wide range of perspectives, a high amount of faculty, staff, and partner involvement, and multiple engagement touch-points throughout the planning process. These engagement sessions took place in each of the three Grand Valley State campuses as well as virtually. A Steering Committee, comprised of administration, faculty, and staff representing all campuses, provided input on an almost monthly basis. The Board of Trustees, Senior Leadership Team, President’s Council, Provost’s Cabinet and user groups provided direct input.

The five-phase approach outlined below was followed by the consultant team in creating this framework plan.



ALLENDALE



ROBERT C. PEW



HEALTH



# Engagement

The following GVSU groups were created to provide input and guide recommendations during the process:

A Steering Team was formed by GVSU leadership to provide feedback and make recommendations on the path forward. The Steering Team met with the consultant team at key touchpoints throughout the planning process. At each meeting, the Steering Team provided guidance to the consultant team and curated the recommendations in this master plan.

The Project Management Team consisting of GVSU Facilities Planning leadership provided day-to-day project management, information pertaining to organizational structure, facilities, space, sites and historical data, and weekly guidance on schedule, scope, process, and documentation.

Three User Groups were formed by GVSU to provide input on the day-to-day operations, challenges, needs, and aspirations at the college or department-level. Each User Group consisting of 8-10 people was engaged early in the process by the consultant team.

Over 20 stakeholder group meetings (User Groups, Senior Leadership Team, Steering Team, Board, External Advisors) were conducted.

## SENIOR LEADERSHIP TEAM (SLT)

July 14th, 2022  
September 9th, 2022

## STEERING TEAM WORKSHOPS

May 4th, 2022  
June 15th, 2022  
July 14th, 2022

## 11 Member Steering Team

**BOARD PRESENTATION**  
October 7th, 2022

## USER GROUP SESSIONS

May 4th, 2022  
June 15-16th, 2022  
July 27th, 2022

### User Groups:

**01. Student Outreach, Success & Support** (10 members)

**02. Resident Life, Facilities, Safety, Athletics** (10 members)

**03. Academics, IT, Lifelong Learning** (11 members)

## EXTERNAL ADVISORS SESSIONS

June 2nd, 2022  
July 26/28, 2022  
December 12 & 16, 2022

### City of Grand Rapids

**Grand Action 2.0**

**The Right Place**

**Corewell Health**

**Michigan State University**



## City of Grand Rapids

Coordinating Land Uses

Neighborhood Context

Transit-Oriented Development

Need for Housing

Adjacent Areas are Developing

Shared Parking Opportunities

## Grand Action 2.0

Urban Development Catalysts

Soccer Stadium

Amphitheater

Mixed-Use Development

Programming Partnerships

Seek Campus Vibrancy

## The Right Place

People, Place, Prosperity

Opportunities for Sharing (food!)

Need for Community

Touchpoints/"Third Spaces"

Host Public Events/Public Face

Small Business and Entrepreneurship Support

Welcoming

## Corewell Health

Leverage Multi-Institutional Assets

Academic Spaces

Non-Academic Spaces

Conference & Event Space

Opportunity for Research Spaces

Housing is a Potential Shared Need

Attract/Compete for Talent

## Michigan State University

Spirit of Collaboration

Research Cluster at Medical Mile

MSU, Van Andel, GVSU,  
Corewell

North Monroe Business District

Shared Future Needs: Innovation  
Center

Feed the talent





## 2 | CAMPUS OBSERVATIONS & DISCOVERIES



# Discoveries

The Campus Master Plan Update aims to set forth an overall long-term aspirational vision for the University, the foundation of which was created in the Discovery Phase. Through stakeholder meetings, user group interviews and engagement, as well as guidance from the Senior Leadership Team and Steering Committee, the following six discoveries emerged as guiding principles for the planning of the three campuses. These discoveries are applicable to each of the tailored frameworks and are complemented by campus specific observations which are detailed later in this document.

- ① Be courageous to ‘future proof’ GVSU.**
- ② Create consistent and more equitable campuses for empowered learners.**
- ③ Seek opportunities for meeting shared needs through partnerships.**
- ④ Engage neighborhood context and provide continuity.**
- ⑤ Update existing learning environments for engagement and active learning.**
- ⑥ Design for resiliency and sustainability to address climate change and protect the environment.**



# Three Campuses, One University

## 1 Be courageous to ‘future proof’ GVSU.

- Embrace new paradigms
- Seek out new partnerships
- ‘De-silo’ and seek interdisciplinary programs and spaces
- Embrace technology (training and support)
- Mix program in creative ways
- Plan flexible and adaptable spaces

## 2 Create consistent and more equitable campuses for empowered learners.

- Continue student life investments, especially for some aging resident life
- Consolidate some student services- one stop shop
- Provide dining and food services for all
- Put a emphasis on health and wellness for the GVSU community
- Strategically keep up with workplace evolution
- Provide places to gather, collide, share ideas - “Third Places”
- Evolve class offerings with changes in industry, pedagogy and trends

## 3 Seek opportunities for meeting shared needs through partnerships.

- Explore specialized lab and/or learning facilities with industry partners
- Shared housing with other institutional presence (explore alternative financing models - i.e. public private partnerships)
- Meet community needs for amenities in dining, fitness, and retail through partnerships
- Create opportunities for shared Digital Learning, Innovation and Incubator spaces
- Recreation, Culture, Wellness in Grand Rapids with stronger presence on the river, in sports, entertainment and arts
- Experiential learning opportunities

## 4 Engage neighborhood context and provide continuity.

- Be deliberate about land use choices and density along the edges of campus
- Promote porosity and access to shared, public green spaces for the surrounding and visiting communities
- Create welcoming spaces with public components on the campus edges
- Daylight “Third Spaces” or places for people to gather outside of work or home life

## 5 Update existing learning environments for engagement and active learning.

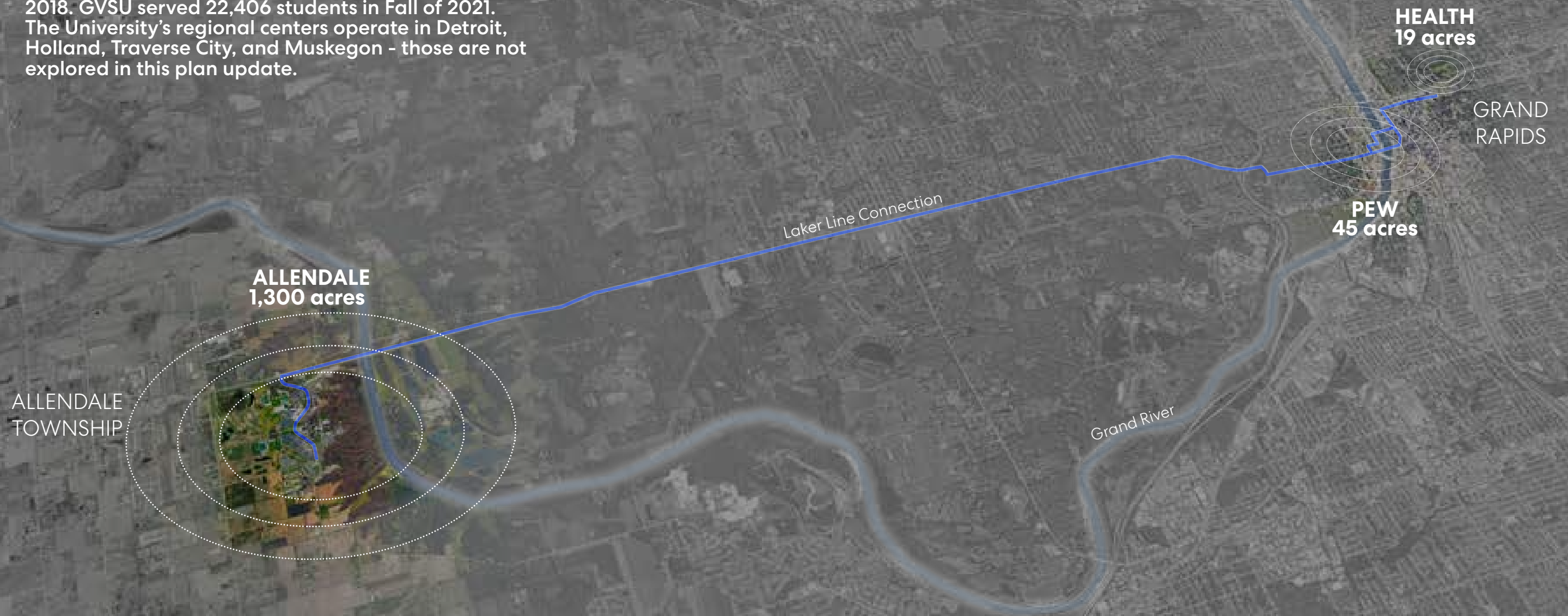
- Embrace the impacts of hybrid and online learning - “More clicks, different (and fewer) bricks.”
- Renovate and right-size for active and hybrid learning at various classroom sizes
- Bolster on-site IT support capabilities
- Invest in technology and standardize layouts/process and access
- Modernize learning support spaces
- Create opportunities for increased technology training and instructional support

## 6 Design for resiliency and sustainability to address climate change and protect the environment.

- Adapt to a changing climate
- Enforce policies and design ethos aimed at reduction in waste
- Promote energy efficiency and utility redundancy
- Plan systems allowing for unpredictability and more extreme weather conditions
- Champion green infrastructure interventions for local relief
- Provide varied and frequent options for mobility
- Plan for population shifts -- “climigration”
- Resiliency also incorporates notions of social equity especially in the physical environment within the campuses



Grand Valley State University (GVSU) operates 6.4 million gross square feet (GSF) of building space on 1,457 combined acres in all campus and regional centers - the largest campus is in Allendale and the next two largest are in Grand Rapids, Michigan. The University's initial master plan was completed in 1968, and its most recent plan update occurred in 2018. GVSU served 22,406 students in Fall of 2021. The University's regional centers operate in Detroit, Holland, Traverse City, and Muskegon - those are not explored in this plan update.



# Creating More Equitable Campuses for Empowered Learners

Students are at the center of GVSU. Prioritizing the student experience so that students thrive no matter where they are accessing their GVSU education is important. “Empowered learners” need physical campuses that are intentionally welcoming, where student services are optimized with academic pathways, and customized support is brought to students as they journey through their education experience. It also requires adapting academic environments to more flexible, hybrid, collaborative, and experiential ways of learning. Preparing physical spaces for digital learning is crucial in preparing future learners for career success.

The three campuses (Allendale, Pew, and Health) in this campus plan offer different experiences. Specific recommendations to increase the vibrancy of the Pew Campus through investments in academic and research spaces, student services, and student life investments seek to create a more comprehensive and well-rounded experience for learners.

Meanwhile, continuing to invest in the ‘heart’ of the Allendale Campus will improve student services and student life opportunities.

Finally, continued investment and growth in the nursing and health profession programs at the Health Campus will help with a regional demand from employers in those sectors.

## Identifying Diverse Learner Needs

Based on the diverse learner profiles defined in the Strategic Enrollment Management Plan, the campus plan team engaged with GVSU faculty and staff to identify the specific needs of the following diverse learner “personas.” The results of this exercise are included on the next page.

Undergraduate, On Campus - 1st or 2nd Year	1st Generation Learners
Undergraduate, On Campus - 3rd or 4th year	Pell-Eligible Learners
Undergraduate, Commuter	Transfer Learners
Graduate and Doctoral Learners	Racial, Ethnic, Gender Diverse Learners
International Learners	Virtual/Hybrid Learners
Adult Learners	Prospective Learners (and Parents)
FTIAC Learners	

## Persona Mapping Exercise

What persona in your mind has the greatest needs and what are they?

What is missing on each campus that is needed so that each group can thrive?



## Spaces

- Visible & welcoming spaces for on-campus population
- Virtual rooms or “booths” for hybrid learners and commuters
- Dining areas and dining options across most personas
- Collaborative environments for hybrid, FTIAC, 1st generation learners
- Centralized services on campus

## Community

- Strategies to improve sense of belonging for learners
- Multicultural Centers
- Collaborative environments
- Increase mentorship opportunities
- Weekend activities on campus

## Services

- Visible security and safety for commuters
- Advising (classes, major, career)
- Counseling services (health and wellness)
- Outdoor and indoor wifi/plug-ins in spaces across campus
- New and transfer student welcome and orientation programs
- Flexible hours

## Access

- Added recreational and social spaces (especially outdoors)
- Wellness and childcare services
- Dining options
- Housing (Pew & Health)

3+ 2 1 Mentions

## Spaces:

Refers to the quality and type of spaces needed to support the learner experience

## Community:

Implies a sense of identity and belonging to GVSU that fosters the learner experience

## Services:

Includes academic and non-academic, "wrap-around" support programs to enhance the learner experience

## Accessibility + Affordability:

Speaks to the availability of resources, services, and amenities that provide upward mobility to the learner experience

## Spaces:

Visible and Welcoming  
Priority to Green Spaces  
Virtual Rooms or Boxes  
Dining Areas  
Living/Study Areas  
Nearby Parking Areas  
Centralized Services  
Touchdown spaces

## Community:

Sense of Belonging  
Cultural Centers  
Weekend Activities  
Collaboration/Involvement  
Virtual Communication  
Mentorship

## Services:

Student Employment  
Security / Safety  
Outdoor / Indoor Outlets  
Financial Aid  
Childcare Drop in  
Advice + Counseling  
Welcome/ Grad Orientation  
"Holistic Advisors"

Flexible Hours

Faculty + Student

Communication/Marketing

## Access + Affordability:

Recreational / Social Spaces  
Technologies + Services  
Wellness / Childcare  
Dining Options  
Housing + Facilities  
Disability / Inclusivity  
Transportation

Undergraduate,  
On Campus - 1st  
or 2nd Year

Undergraduate,  
On Campus - 3rd  
or 4th Year

Undergraduate,  
Commuter

Virtual/  
Hybrid  
Learners

Prospective  
Learners (and  
Parents)

Racial, Ethnic,  
Gender Diverse  
Learners

FTIAC  
Learners

1st Generation  
Learners

Pell-Eligible  
Learners

International  
Learners

Transfer  
Learners

Graduates  
and Doctoral  
Learners

Adult  
Learners



# Allendale Campus |

The Allendale campus is Grand Valley State University's historic campus established in 1960 - it is located in the Allendale Township (population 27,073 in 2020). The campus is 12 miles west of Grand Rapids via Lake Michigan Drive.

The Allendale campus spans just over 4.1 million gross square feet (GSF) spread out in just under 100 buildings. Most of the University's existing structures are located in the campus academic core with buildings at close proximity intermittently divided by greens connected by a dense array of pathways. These span extraordinary, natural, wooded landscapes interspersed by ravines leading to the Grand River on the east side.

Pockets of residential buildings are sited north and south of the academic core with the main athletic facilities occupying the west of the campus, including The Meadows, Grand Valley State University's sizeable golf course buffering the campus from Allendale's off-campus residential developments.



1



2



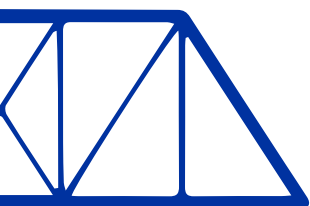
3



4



1. Mary Idema Pew Library Learning and Information Commons
  2. Cook Carillon Tower
  3. Little Mac Bridge
  4. James H. Zumberge Hall
- Allendale Campus





Grand River

Grand Valley Woods

Ravines

Lake Michigan Dr

N Campus Dr

LITTLE MAC BRIDGE

Great Lakes Plaza

Laker Line BRT Stop

Calder Dr

42nd Avenue

Campus View Apartments

Laker Village

Laker Village Dr

Soccer

Lubbers Stadium

Lacrosse & Track

The Meadows Golf Course

W Campus Dr

Pierce St

Luce St

GVSU Sustainable Agriculture Project

48th Ave





# Allendale Campus |

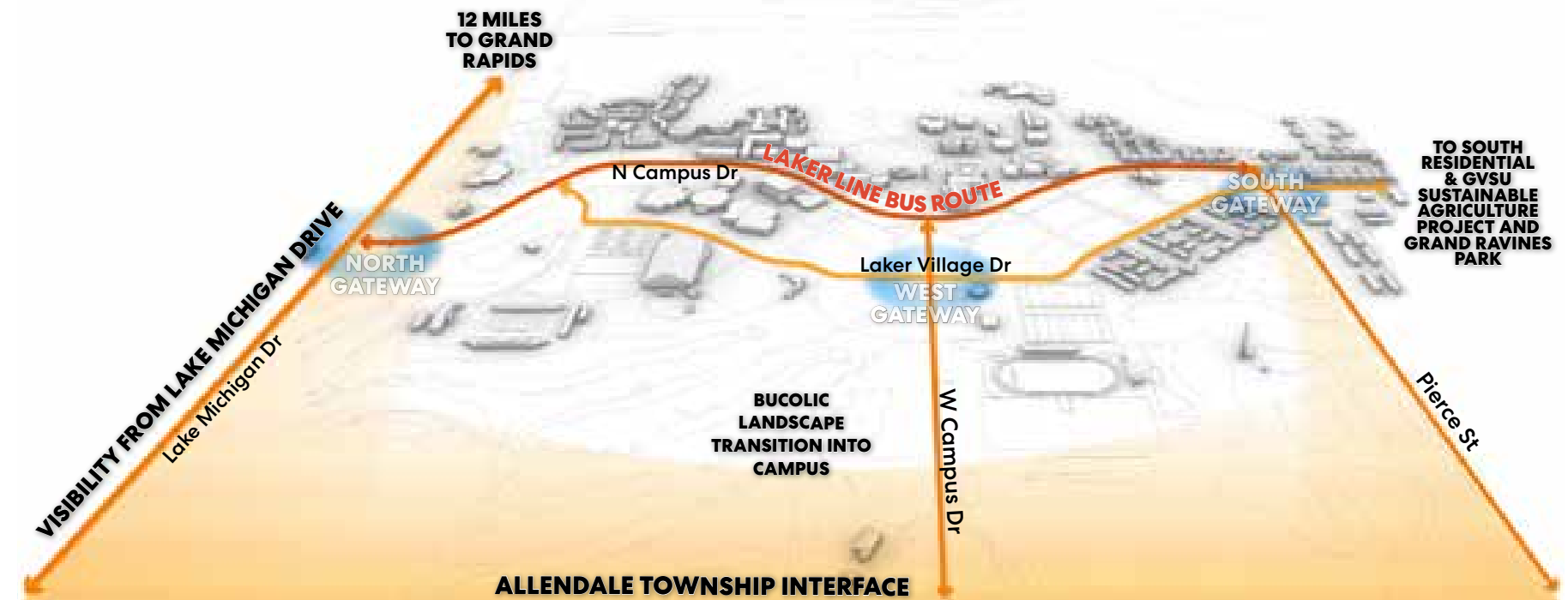
Grand Valley State is seeking to strategically invest in its historic campus, improve its existing facilities and become a draw for more students, faculty and staff - locally, regionally, and nationwide. The University continues to be a steward of the land it owns in Allendale through meaningful planning, optimization of uses and spaces and to serve the next generation of learners.

The Campus Master Plan Update is a product of analysis and input on the following key drivers:

- Embrace hybrid and active learning environments as the standard
- Optimize services offering across campus
- Distribute digital learning & support
- Reuse existing buildings
- Enhance the student experience
- Preserve beauty and nature
- Implement Athletics Master Plan
- Replace older housing

## Seek opportunities for meeting shared needs through partnerships.

The University is inextricably linked as the beating heart of the Township and Ottawa County. The campus is the nearest center for sports, entertainment and arts which live through GVSU's athletics and performing and visual arts. Further partnerships with city and local governments can advance opportunities to connect the community with the campus' students, faculty and staff.



## Engage neighborhood context and provide continuity.

The Allendale Campus has a real draw to students because of the quintessential college experience it provides to students from the very first moment they set foot on Campus Drive. Its North Gateway arch is a prominent and visible passageway from Lake Michigan Drive, while the campus' symmetrical plan layout with the Cook Carillon Tower and the Mary Idema Pew Library serve as a visual landmark coming from the West.

The Campus is well connected to its surrounding via regular vehicular pathways, and has the Laker Line BRT linking the Allendale - Pew - Health campuses together.

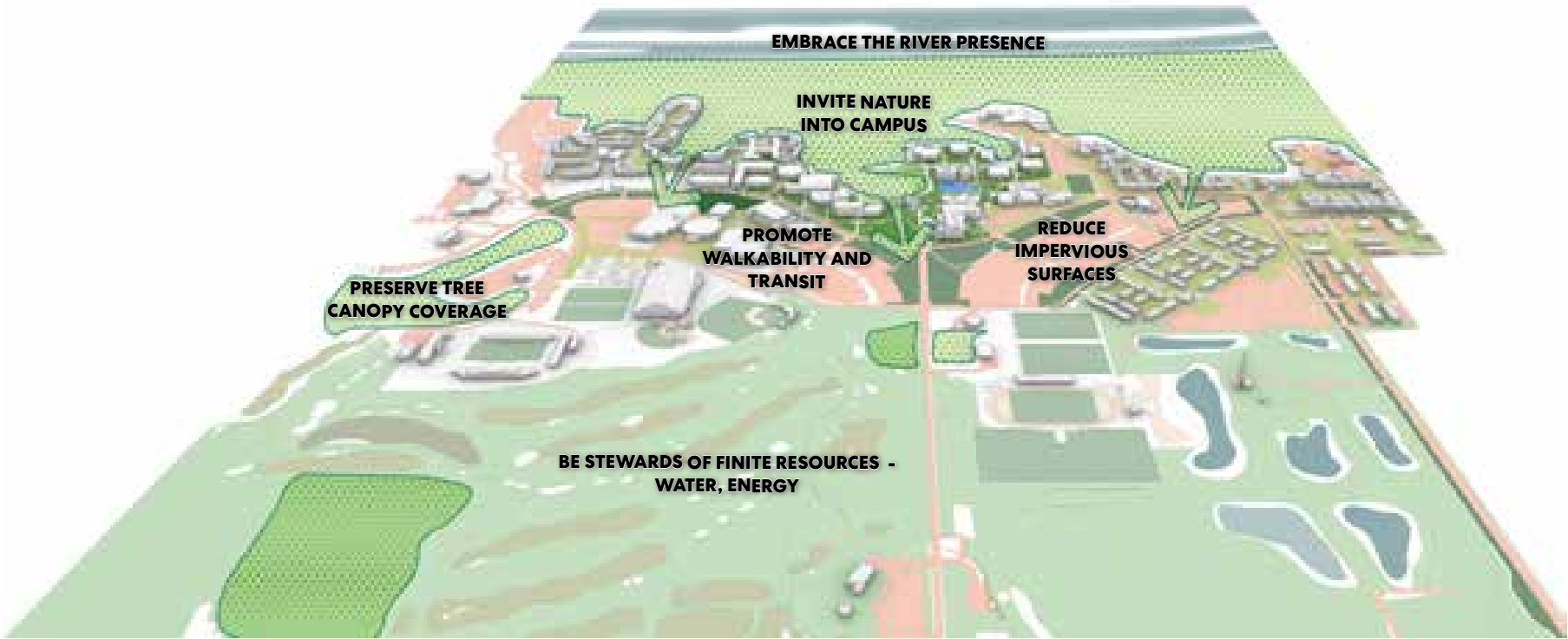




## Update existing learning environments for engagement and active learning.

Grand Valley State University’s instructional facilities are clustered around two cores close to the center of campus. One cluster includes academic buildings that are concentrically organized around the Great Lakes Plaza, while the other includes academic buildings near Padnos Hall, Mackinac/Manitou Halls and Kinschi Hall of Science. These facilities are supported by the state of the art Mary Idema Pew Library and the Kirkhof Student Center to form Allendale’s academic ecosystem.

Parts of the 2018 Master Plan recommendations have been implemented. Lake Huron Hall, for example, underwent a major renovation featuring new offices and classrooms and redesigned study spaces. Mackinac Hall has also seen the incorporation of active learning classrooms through tactical renovations. Such efforts should be continued as pedagogy and student needs continue to evolve.



## Design for resiliency and sustainability to address climate change and protect the environment.

Among many of its stunning features - the Allendale Campus’ beauty lies in its location nestled above the ravines sloping down to Grand River. The campus must continue to invite nature as part of its fabric. As the campus community is more frequently impacted by climate change induced events, the natural ecosystem and ecology tied together by the ravines and river presence must be embraced and preserved. GVSU will continue to build on the campus core’s strong tradition of pedestrian connectivity through bridges, trails, plaza, and green spaces.

The sprawling nature of the campus and large land use requiring maintenance will always pose logistical constraints on sustainable practices, but the University can keep conscientious attention to resource stewardship.

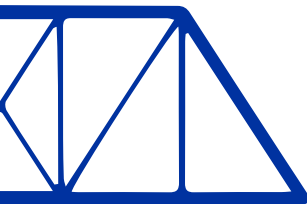
# Pew Campus |

The 45-acre Robert C. Pew Campus is located just west of downtown Grand Rapids across Grand River. It has seen gradual growth starting with the L.V. Eberhard Center and Meijer Public Broadcast Center groundbreaking in 1986, and culminating with L. William Seidman Center opening in 2013 placing GVSU's business school in downtown Grand Rapids. The campus is connected via an array of walkways, sidewalks, partial riverfront paths, and a pedestrian mall. The campus features two residence halls offering housing options to students: Winter Hall and Secchia Hall.

The Pew Campus comprises just under 1.3 million gross square feet (GSF) spread out over 13 buildings. It has an abundance of surface parking lots around its multiple buildings and a parking structure to the west. It is directly connected to the heart of downtown via the iconic Blue Bridge just north of the Eberhard Center.



- 1. Mount Vernon Pedestrian Mall and the L. William Seidman Center
  - 2. The Blue Bridge and Downtown Grand Rapids
  - 3. L.V. Eberhard Center
  - 4. Richard M. DeVos Center
- Pew Campus





Abbreviation	Building Name
EC	Eberhard Center
DEP	The Depot
SRH	Secchia Hall
KEB	Keller Engineering Lab
FRT	Steelcase Building
WIN	Winter Hall
SPL	Seward Parking Lot Ramp
KEN	Kennedy Hall of Engineering
WAT	609 Watson
SCB	L. William Seidman Center
BIK	Bicycle Factory Condominium Unit 2, Unit 3 and Common Space

IDC

Richard M. DeVos Center

DEV

Innovation Design Center

Feet

0

250

500



# Pew Campus |

Grand Valley State University's Pew Campus occupies a strategic presence in Grand Rapids and has the capacity and potential for increased growth, serving the next generation of diverse learners and complementing the growth of the downtown.

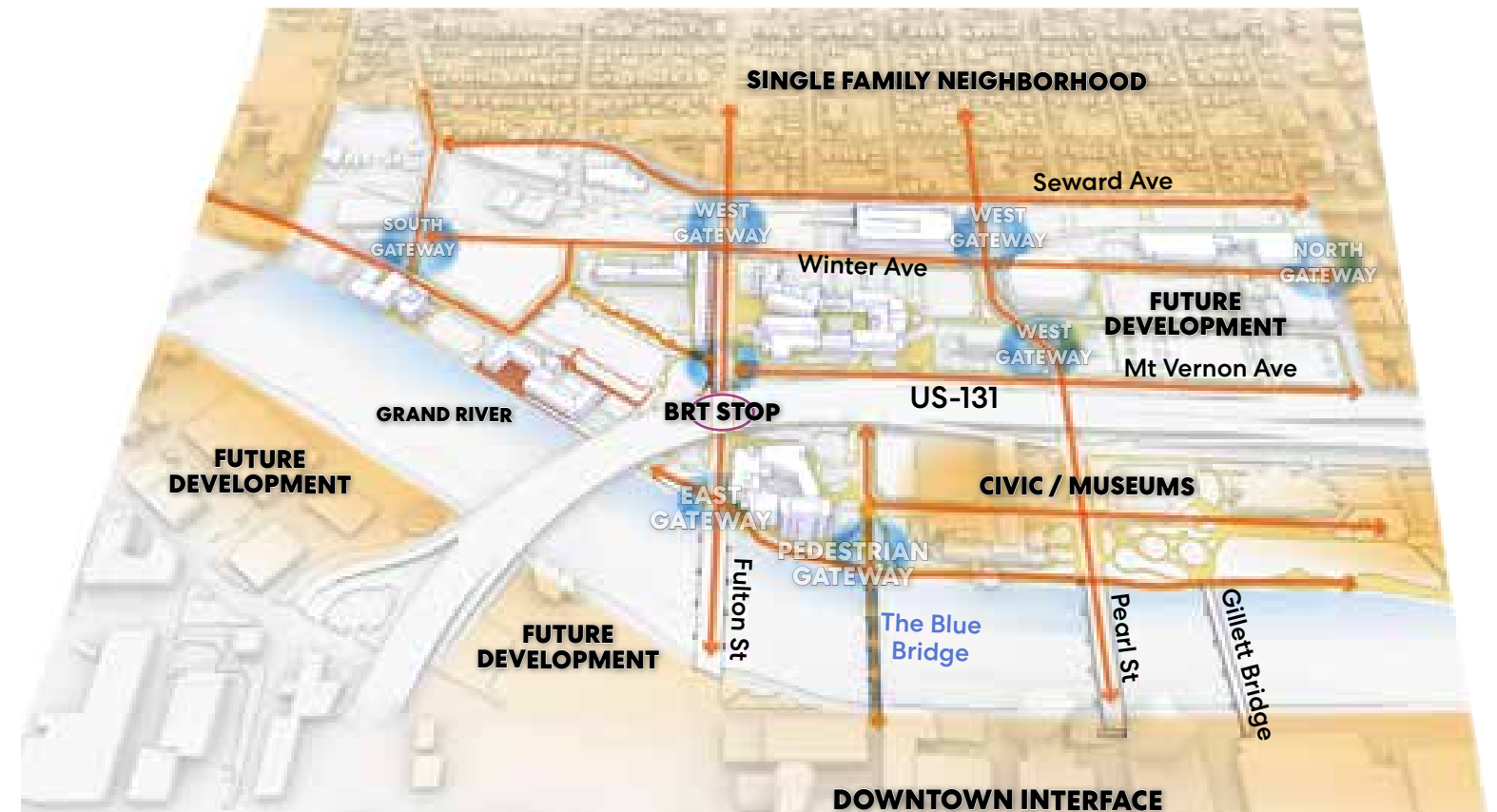
The Campus Master Plan Update is a product of analysis and input on the following key drivers:

- Actively leverage partnerships to benefit Pew Campus' growth
- Optimize services offered in Grand Rapids
- Prioritize implementation of digital and experiential learning dynamic both through living and learning
- Plan for future capital investments
- Include opportunities for lifelong learning
- Thrive for community alignment through outreach

## Seek opportunities for meeting shared needs through partnerships.

The partnership potential at the Pew Campus is very strong by virtue of its location in downtown Grand Rapids and its proximity to aspiring & seasoned developers, many industry leaders, neighboring institutions and local public entities. Public realm improvements can be brokered in collaboration with the City of Grand Rapids to provided continuous riverfront access along the campus' eastern edge in the form of a riverwalk and bridge connection to tie into the overall trail network of the city and the region. Future development at the Grand Action 2.0 and other development sites create aligning interests in enhanced connectivity, density to fulfill a vision of an active, diverse neighborhood fostering well-being, health and cultural vibrancy. Community alliances can be forged with the neighborhood groups to the West and North, as strong bonds can link downtown's performing arts and entertainment.

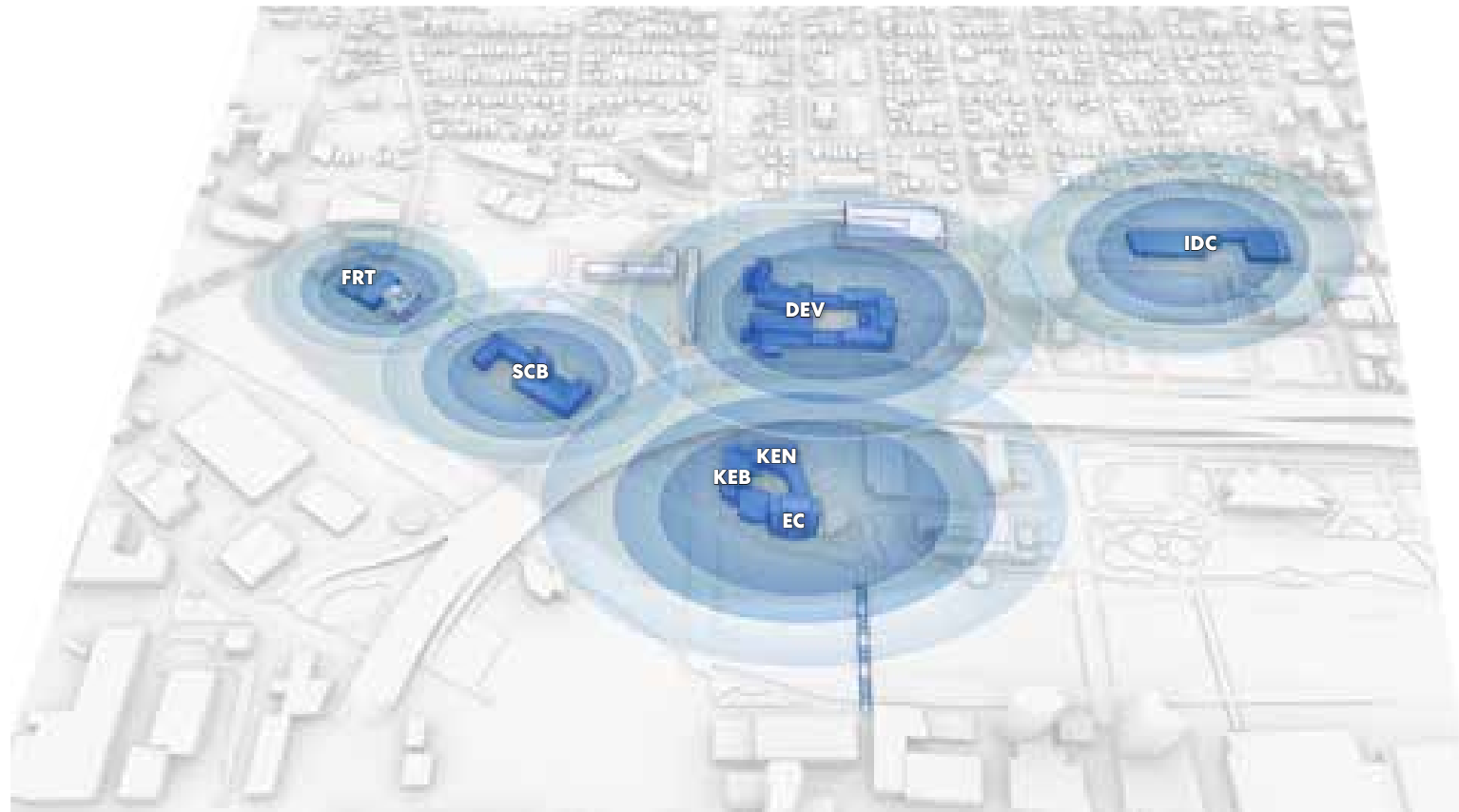
This campus creates the partnership catalyst to offer services, amenities and access to digital learning, innovation spaces for a wide range of students, community members and surrounding workers.



## Engage neighborhood context and provide continuity.

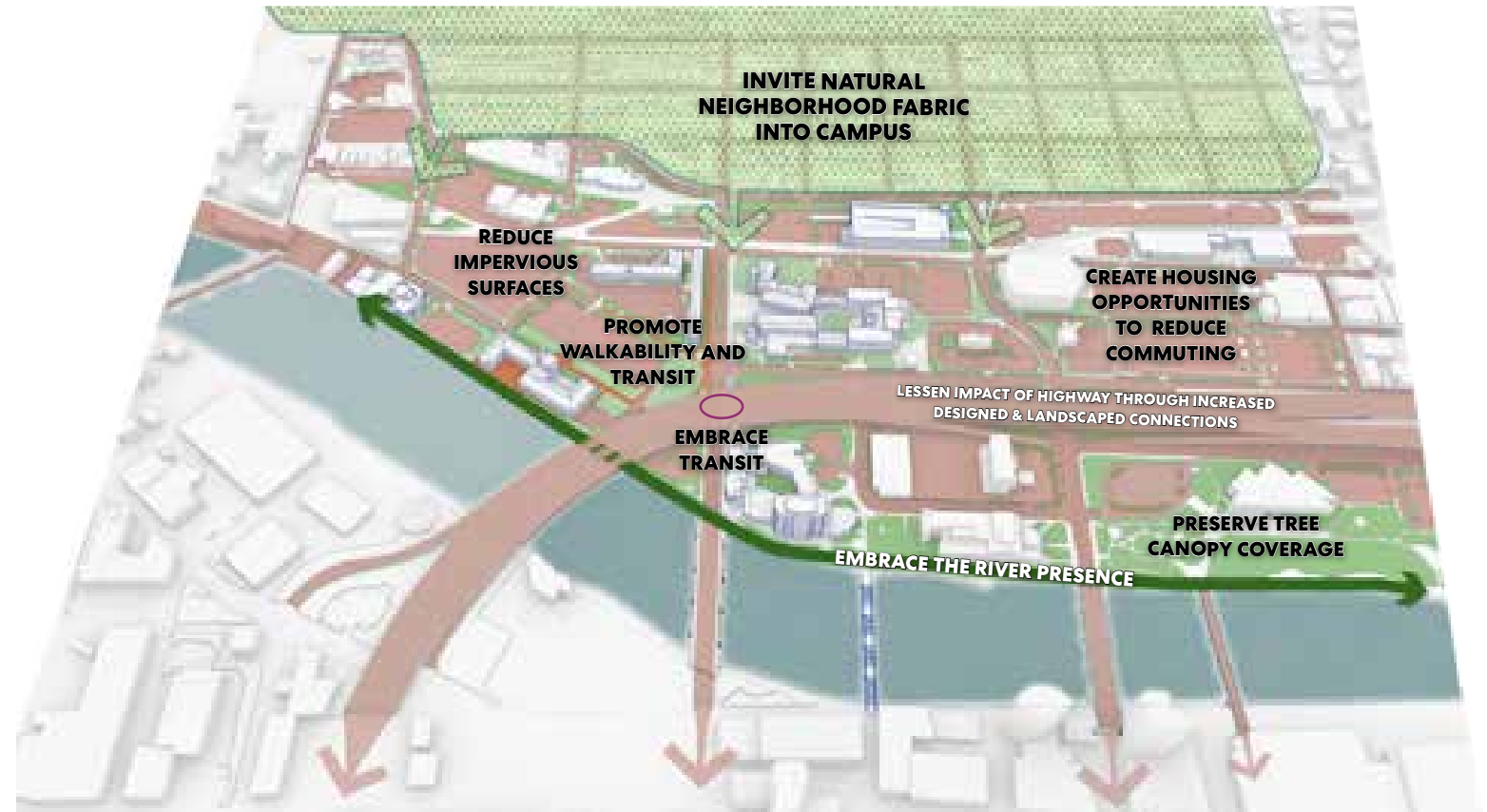
The Pew Campus sits at the transition between Grand Rapids' high density downtown and its first west river single family neighborhood. As an institutional anchor GVSU has the ability to appropriately connect both in a seamless way providing amenities, shared spaces, informal "third space", events and much more.

The presence of riverfront connectivity, parks, a civic campus with the Public Museum and the Ford Presidential Museum as well as close-by retail and activity downtown and at Bridge Street provide great cornerstones to build upon. The University has already done a remarkable job of addressing the visual obstacle posed by US-131 bisecting campus through meaningful design interventions. Existing university, public and natural assets as well as a gradual integration with the neighborhood context provide this campus with a great foundation needing a small boost to fill gaps in connectivity, services and programs to be able to thrive.



## Update existing learning environments for engagement and active learning.

Pew features a spectrum of learning environments - from older classrooms and study spaces in Eberhard to newer ones at Seidman. Targeting existing facilities for renovation and slight expansion will allow for program growth in engineering, computing and digital learning. This may include larger scale renovations as well as right-sizing of rooms for active and hybrid learning at various sizes. Improved classrooms and labs spaces along with IT enhancements will open the door for further recruitment of learners seeking an urban experience with access to Grand Rapids amenities, arts and culture while still fully experiencing the college life and community that many seek at GVSU.



## Design for resiliency and sustainability to address climate change and protect the environment.

Pew Campus is embedded in a complex urban context with historic industrial land use remnants. It features a highway bisecting the north-south connections between Seidman and Eberhard, as well as an abundance of impervious surface parking lots. Even with recent investment in the Mount Vernon pedestrian mall, the overall campus lacks tree canopy and usable green spaces and features some fragmented connections breaking continuity in its array of academic buildings. The uneven landscape distribution offers opportunity to introduce new greenspaces reducing the overall impervious surface, runoff, while enhancing connections and reducing car dependency. New development in housing will also help transform the campus from a place to commute to and from, to a place of sustainable living.

The surrounding neighborhoods can be further brought into the campus through the promotion of public transit and the additions of pedestrian & community friendly landscapes and connections.



# Health Campus |

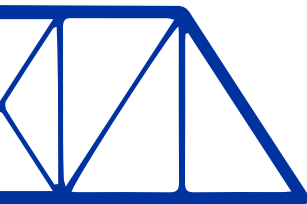
The 19-acre Grand Rapids Health Campus is located along Michigan Street on the Medical Mile and in the Belknap neighborhood just north of the Gerald R. Ford Freeway. The four buildings on the campus account for ~835,000 GSF of GVSU's real estate. These currently house many of the University's health programs as well as some of its graduate computing programs. The Cook-DeVos Center for Health Sciences (CHS) first opened in 2003.

The five blocks owned by the University in the neighborhood are in an area of transition. In 2016-17, GVSU underwent a master planning process for the campus and entered memorandum of understandings (MOUs) regarding campus' future with Neighbors of Belknap Lookout (NOBL), and the city. The MOUs outline the plans for affordable housing, and review processes of new building plans when they are developed to ensure contextual fit with regard to neighborhood character.

After reaching full occupancy at CHS due to continued growth, other buildings followed starting in 2018 with the establishment of the Raleigh J. Finckelstein Hall (RFH) - the first building in the Belknap Lookout neighborhood portion of the campus following the MOUs guidelines. Most recently the University has developed the DeVos Center for Interprofessional Health (DCIH) and a shared parking structure with Corewell Health on Michigan Street. It has also followed through on the affordable housing promise with the construction of the Belknap Place, a 50-unit apartment (40 affordable) building replacing housing lost when RFH broke ground.



- 
1. Raleigh J Finkelstein Hall (RFH)
  2. Daniel and Pamela DeVos Center for Interprofessional Health on the Medical Mile (DCIH)
  3. Rendering of the affordable Belknap Apartments (under construction)
- Health Campus





**BELKNAP LOOKOUT  
NEIGHBORHOOD**

Highland  
Park

The Belknap  
Place

RFH

The Gateway at  
Belknap Apt

Clancy Ave

Prospect Ave

North St

Sinclair Ave

Hastings St

I-96 Gerald Ford FWY

Corewell  
Health

Corewell  
Health

Corewell  
Lehman- Holton  
Cancer Ctr

Coti Ave

P

Corewell  
Health  
Ambulatory  
Bldg

Lafayette Ave

CHS

DCIH

335 Michigan



Laker Line  
BRT Stop

Michigan St

College Ave

Van Andel  
Institute

Corewell Health  
Butterworth  
Hospital

Barclay Ave

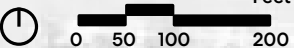
Crescent St

Prospect Ave

Calkins  
Science Ctr

P

Abbreviation	Building Name
CHS	Cook-DeVos Center for Health Sciences
RFH	Raleigh J. Finkelstein Hall
DCIH	Daniel and Pamella DeVos Center for Interprofessional Health





# Health Campus |

Grand Valley State University's Health Campus holds a prominent footprint on the Medical Mile and GVSU as the top provider of health science professionals in West Michigan and is a primary talent pipeline for the state. Its close proximity to other institutions and the growth potential of its programs are opportunities to meet critical academic, economic, and community needs within the broader region.

The Campus Master Plan Update is a product of analysis and input on the following key drivers:

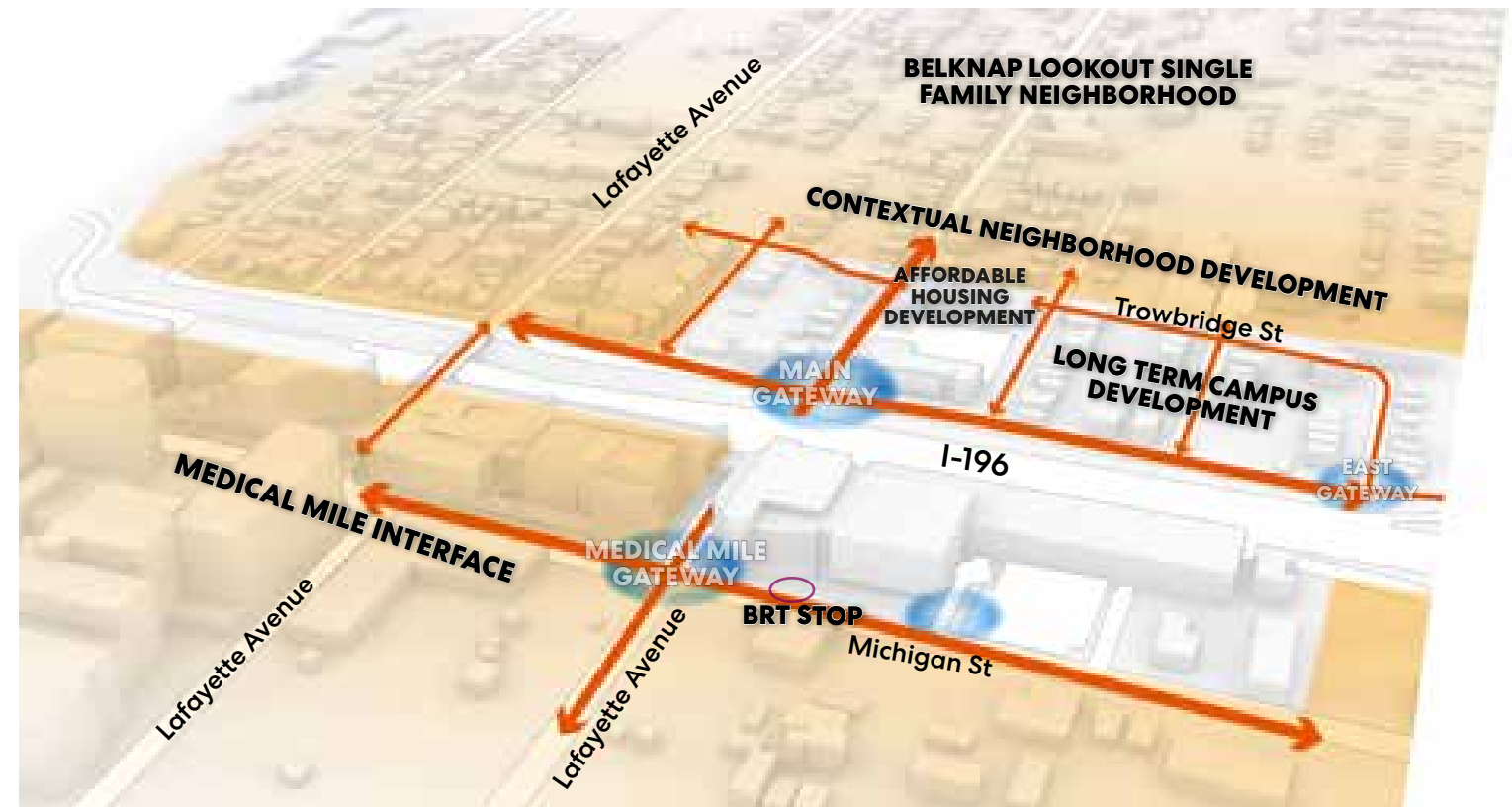
- The GVSU Belknap Master Plan and Memorandum of Understanding
- Optimize services offered in Grand Rapids
- Academic/health partnerships
- Student housing
- Grow nursing and health professions
- Dynamic living and learning

## Seek opportunities for meeting shared needs through partnerships.

The Health Campus' location on the Medical Mile and its proximity to institutions such as Michigan State University, Corewell Health and other health care and research actors like the nearby Van Andel Institute create opportunities for coordination, collaboration and partnerships.

These can occur in multiple realms:

- Health & medical services
- Health sciences research
- Multi-institutional housing
- Housing to support employees & clinical students (92% of GVSU health alumni stay in Michigan and 62% stay in West Michigan)
- Amenities: dining, wellbeing, fitness, retail

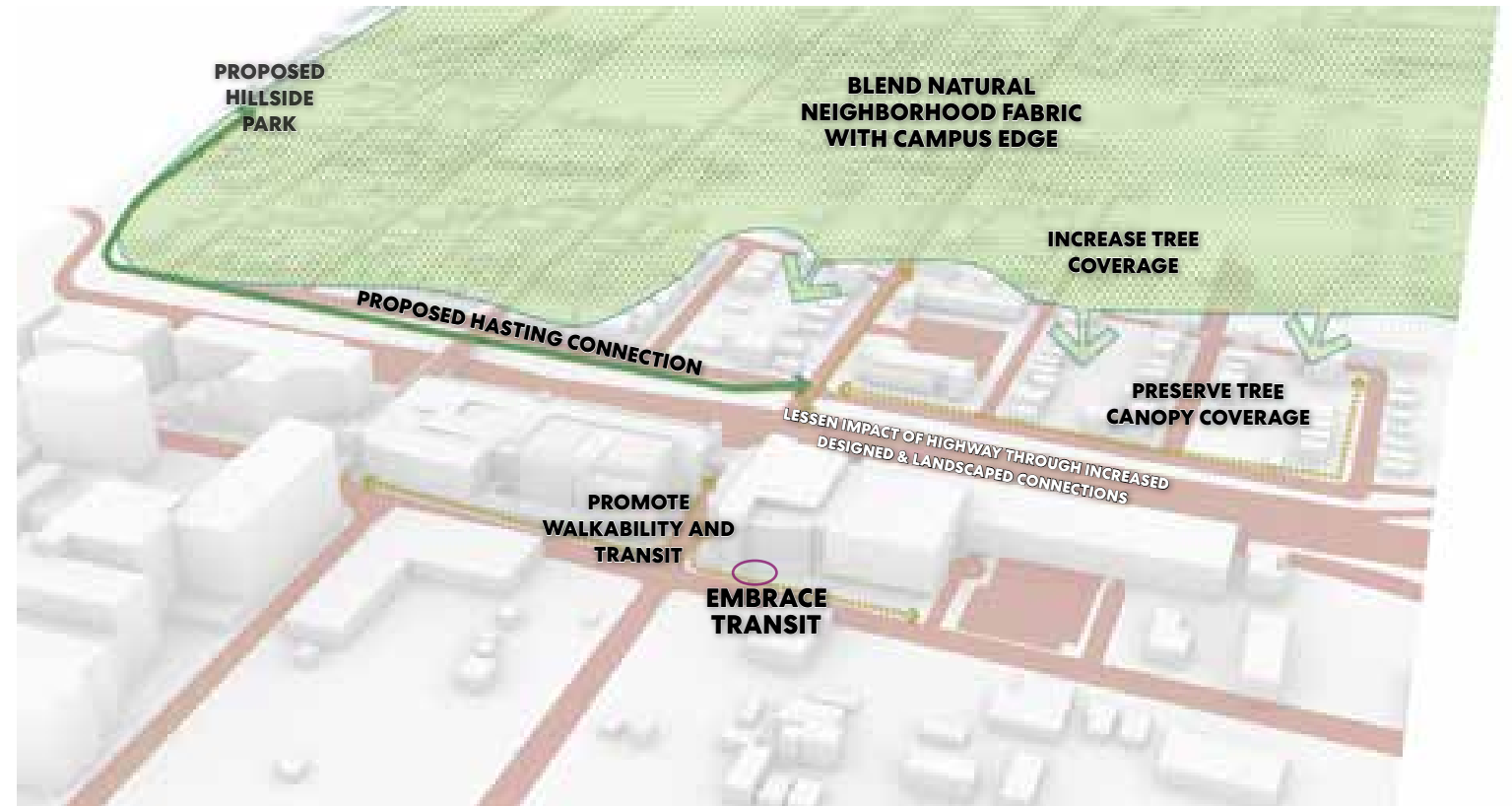
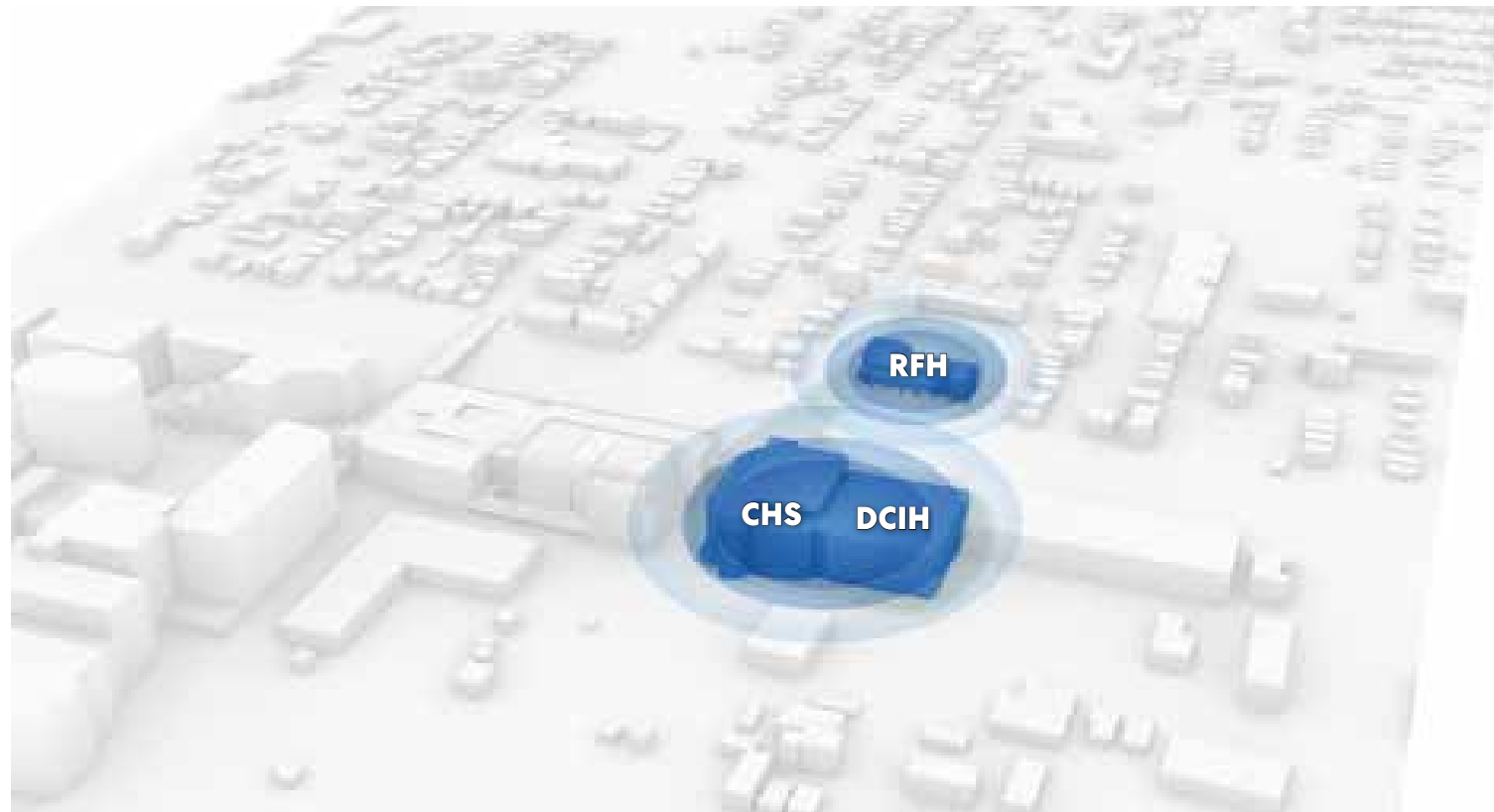


## Engage neighborhood context and provide continuity.

The Health Campus sits in an area of transition on both sides of I-196. To the north, there is Raleigh J. Finklestein Hall, and a predominantly single family housing with some light industrial land use remnants next to a rail corridor. To the south of the freeway, the GVSU buildings mark the current east end of the continuously evolving Medical Mile along Michigan Street: a world-class medical healthcare destination. Clinical, research, and academic uses now occupy both sides of the corridor leading down to Monroe Avenue. The area is marked by important elevation changes and man-made obstacles in the form of the freeway.

Grand Valley's prominent buildings serve as gateways to and from the Belknap Lookout neighborhood and the health district, providing strong connection points which can be enhanced with future development, landscape, and streetscape interventions. The campus also provides an important buffer between the neighborhood's low density, community living and the intense, bustling center of activity along Michigan Street.





## Update existing learning environments for engagement and active learning.

The Health Campus's academic life is anchored around three buildings with defined learning environments. The first Cook-DeVos Center for Health Sciences (CHS) features classrooms, computer, and research labs (dry and wet), as well as an auditorium, seminar/conference rooms, and 140 faculty offices. It may require slight renovations as the next decade unfolds but is the campus' workhorse academic core - its reaching capacity prompted the need for expansion on the campus.

RFH and DCIH are the two buildings of the Health Campus expansion which house and enhance collaboration and interaction between students in GVSU's 20+ health science, and nursing programs. With shifts in programs some targeted renovation and backfill of spaces may be necessary as well as adapting to increased digital and active learning that may be adopted in the future of healthcare and life sciences practices.

## Design for resiliency and sustainability to address climate change and protect the environment.

The Health Campus can champion community resiliency and sustainable development as it is already deeply integrated in the Belknap neighborhood and the growing Medical Mile. Much like Pew, this campus faces challenges in terms of sustainable connectivity and walkability due to the freeway splitting functions and activity nodes.

As the Health Campus of the University it must embrace the value of self-care, biophilic design, holistic aspects of health service provision as it moves through the upcoming decade and opportunities for strong, meaningful project partnership arise. A strong emphasis must continue to be put on active design and the preservation of strong natural features already present in the Belknap Lookout neighborhood (tree canopy, low impervious coverage). Efforts in green design displayed by the existing LEED buildings serving the Campus must be continued. The Health Campus must look to integrate with plans for accessing Hillside Park to the West and further pushing for policies prioritizing sustainable transportation to and from the Campus (via transit options like the Laker Line BRT already servicing the area).



# 3 | THE DECADE AHEAD



# Growth Objectives

The next decade at GVSU will focus on strategic transformation in attracting and retaining diverse learners, advancing digital learning, and enhancing key partnerships with other public, and private entities while investing in tactical areas of Grand Valley State University's three largest campuses - Allendale, Pew and Health.

## Existing Campuses

ALLENDALE



ROBERT C. PEW



HEALTH





# Program Driving Growth

The Campus Master Plan Update sets forth an overall long-term aspirational vision for the University’s physical campus and details frameworks for each of one of GVSU’s campuses.

This update incorporates campus-wide initiatives, on-going projects and past planning efforts. These include (but are not limited to) the 2018 Master Plan, 2017 GVSU Belknap Master Plan, Reach Higher 2025 Strategic Plan, and the Athletics Master Plan.

The plan update is comprehensive in nature and focuses on the following growth opportunities & areas of need for the University:

**Academic**

- Digital Learning and innovation growth
- School of Computing
- Active Learning Classrooms
- Research
- Tutoring
- Academic Advising
- General Education offerings at Pew
- Accelerated pathways
- Computer Science, Data Science and trans-disciplinary degrees
- Nursing and Health Professions
- Increase pathways for technical education
- Synergies with start-ups, entrepreneurs, business and corporate partners

**Student and Residential Life**

- Student Center
- Student Housing

**Student Services**

- Registrar
- Financial Aid
- Admissions
- Career Services

**Student Outreach**

- Diverse Populations
- TRiO

**Student Support**

- Division of Inclusion & Equity
- Social Justice
- Military and Veterans
- Disability Support Resources

**Athletics**

- Baseball/Softball
- Arena
- Indoor Practice
- Indoor Tennis

**Recreation and Wellness**

- Fitness
- Recovery
- Outdoor Recreation
- Counseling

**Amenities**

- Dining
- “Third Spaces” (not classroom or residence)
- Events
- Childcare

**Green Spaces & Connections**

- Pedestrian Streetscapes
- Open Space
- Inclusive Gathering Spaces
- Enhanced Connectivity

**The School of Computing strives to triple its current enrollment in the future.**

Grow School of Computing programs by 3X by relocating major programs to Pew and create the Blue Dot - Center for Talent, Technology and Transformation (C3T) at the Pew Campus.

**Maintain/grow other academic programs through recruitment and retention strategies at all campuses.**

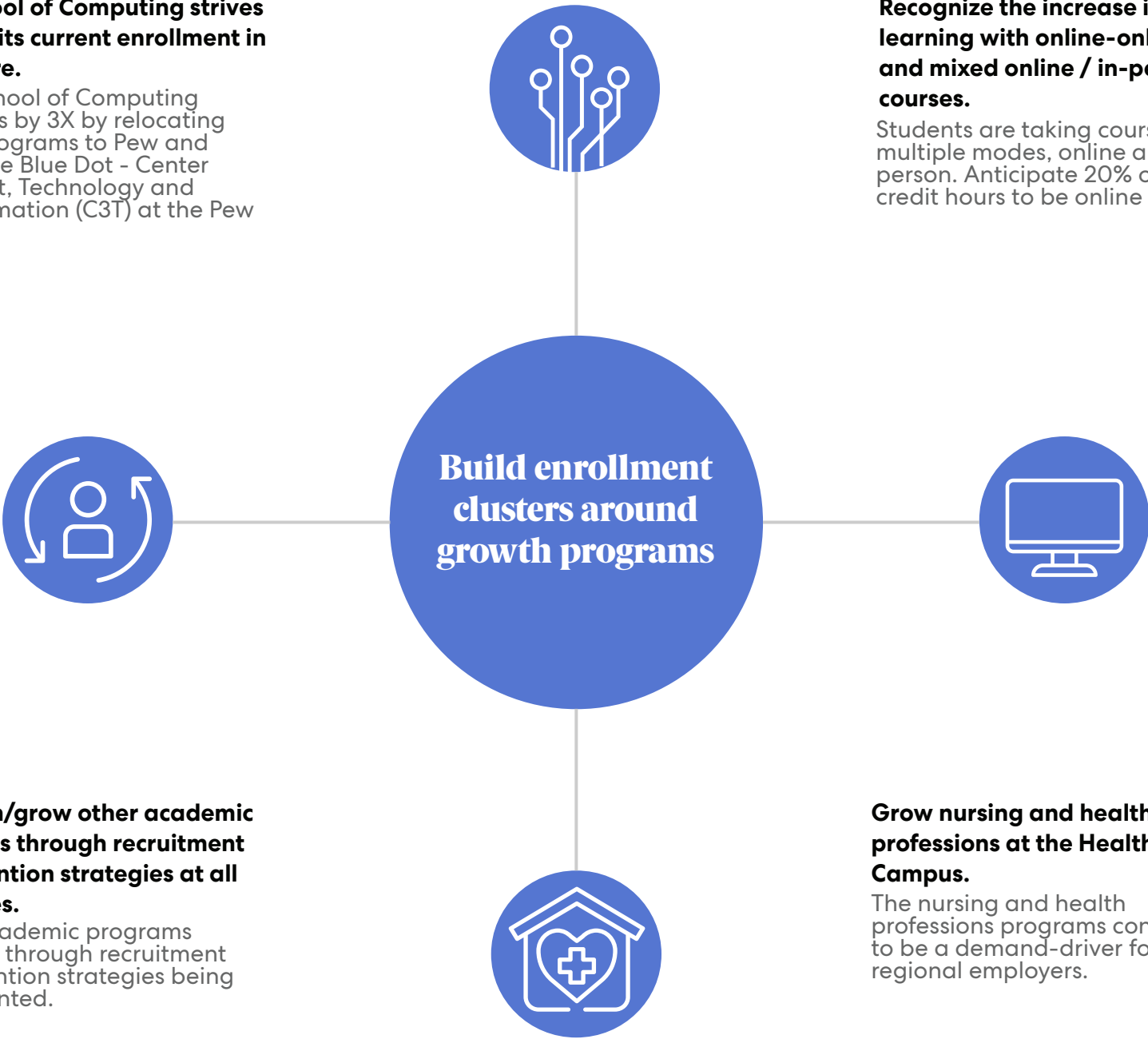
Other academic programs will grow through recruitment and retention strategies being implemented.

**Recognize the increase in hybrid learning with online-only, and mixed online / in-person courses.**

Students are taking courses in multiple modes, online and in-person. Anticipate 20% of future credit hours to be online at GVSU.

**Grow nursing and health professions at the Health Campus.**

The nursing and health professions programs continues to be a demand-driver for regional employers.



# Visionary Enrollment Scenario

60% Allendale / 30% Pew / 10% Health

During the planning process, the planning team projected enrollment in alignment with the university's Strategic Enrollment Management Plan (SEMP), and allocated headcount enrollment to the three different campuses based on anticipated credit hours by location.

## TODAY

22,406

Fall 2021 Headcount

+4,540 students

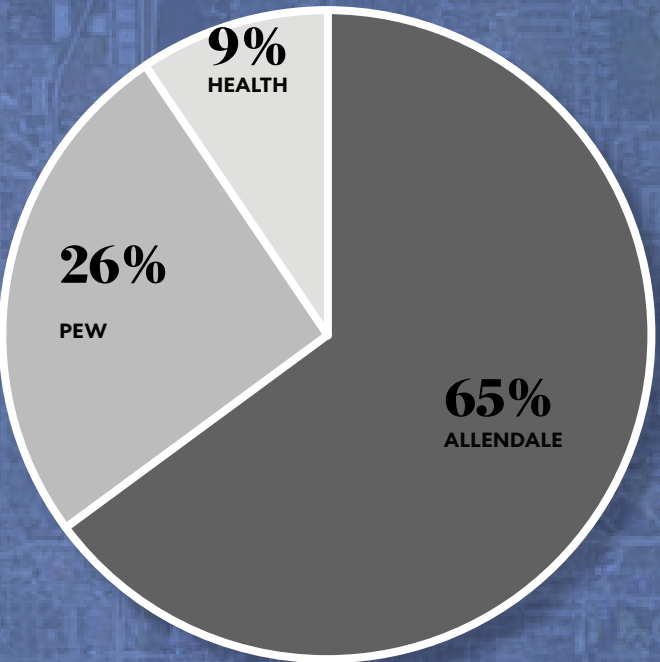
+21%

## FUTURE

27,000

Headcount 2025 Semp

## Existing Enrollment



14,540

Allendale

+1,660 students

+11%

16,200

5,754

Pew

+2,346 students

+41%

8,100

2,112

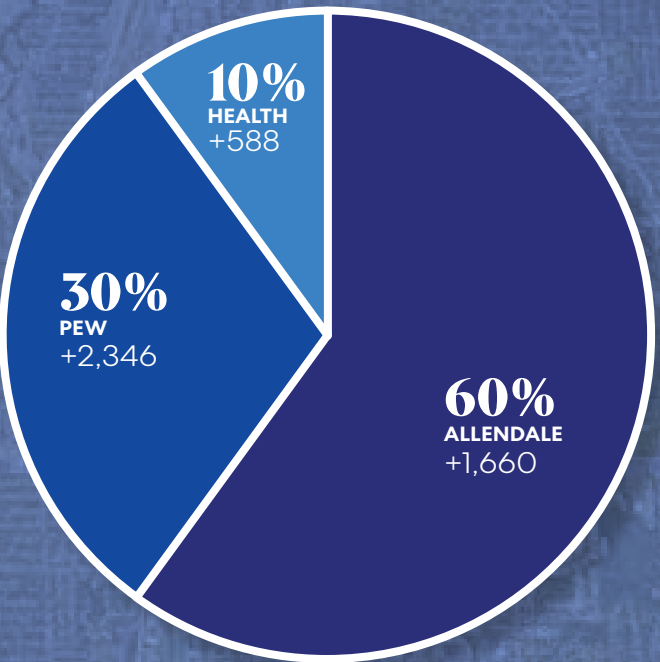
Health

+588 students

+28%

2,700

## Future Enrollment





## Campus Plan | ALLENDALE

**Further bolster the “heart” of the Allendale Campus through student life, student services, pedestrian spaces, and learning environment investments.**

**Prioritize focus areas and concentrate investment at the Allendale Campus.**

**Assess existing facilities, consider utilization, optimization, and adaptive re-use where feasible.**



The geographic and iconic “heart” of the Allendale Campus is the center for student life, student services, and includes important academic and performance venues (Mary Idema Pew Library and the Hass Center for Performing Arts). The Master Plan highlights the following investments:

- Optimize adjacencies of student services between the STU, MIPL, KC
- Re-imagine the Student Center (renovate/replace Kirkhof Center)
- Consider investing in digital learning hubs with IT and instructional support in existing academic buildings
- Invest in active learning classrooms
- Convert Campus Drive to limit automobiles and become a pedestrian-priority street with bus rapid transit access

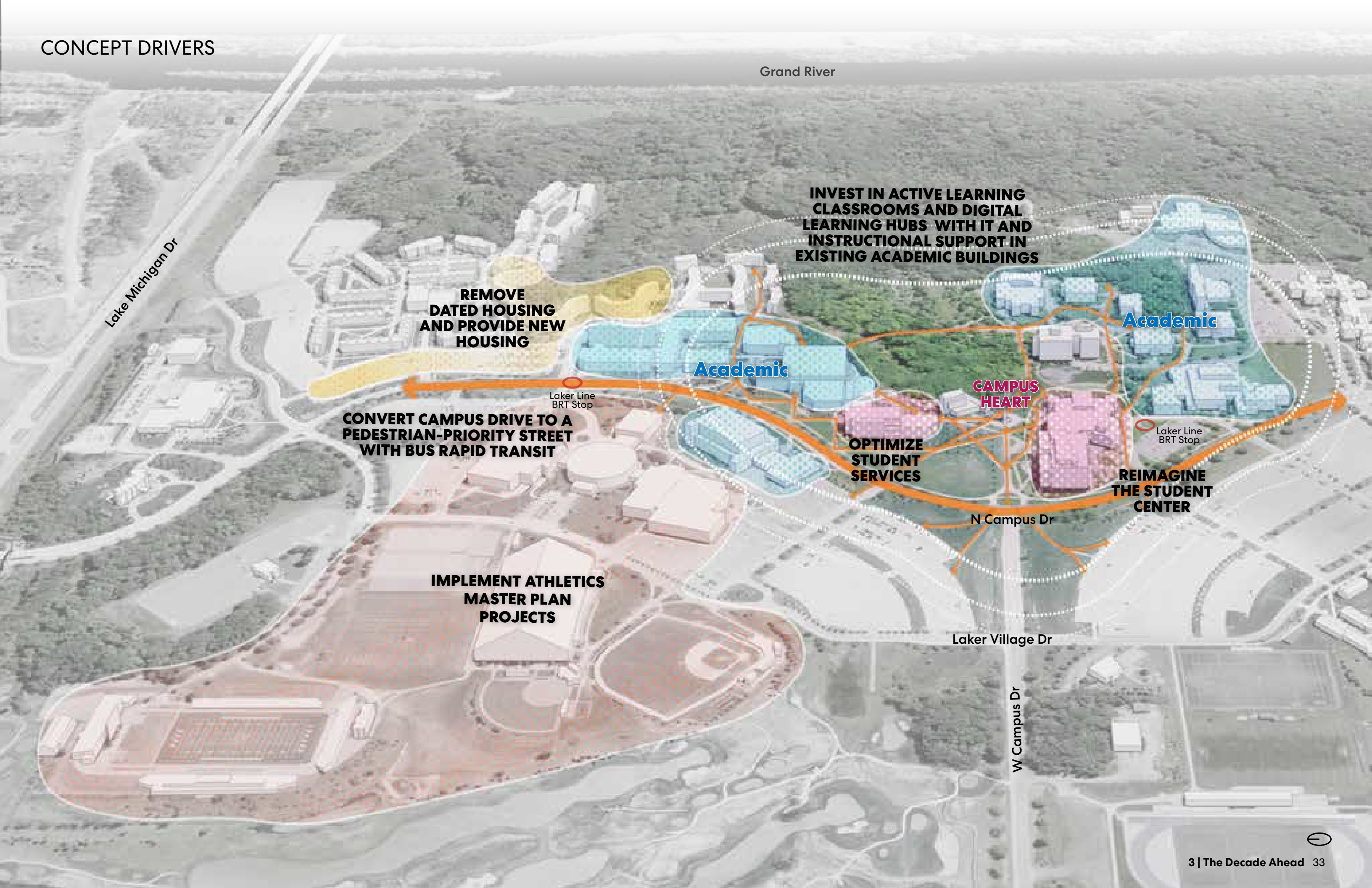
Extending beyond the “heart,” there are two precincts to concentrate investment:

- **Residential Life** (Kistler, Copeland, and Robinson - KCR) - KCR has a long history of serving the Allendale campus as an affordable, first year housing option, but it lacks important community gathering space, and ideal bathroom amenities. Replacing KCR with new student housing facilities anchoring the northern edge of campus can provide more modern accommodations.
- **Athletics** - continued investment to existing facilities and planning for new and expanded facilities will help GVSU remain competitive.

The Master Planning process incorporated a variety of data points from previously conducted facility condition assessment work, walkthroughs and local knowledge from facility managers, and users of different buildings. Multiple renovation needs were discovered among the initial campus buildings: Great Lakes Plaza mid-century buildings and GVSU's core academic buildings such as Mackinac & Manitou.



CONCEPT DRIVERS



Grand River

Lake Michigan Dr

INVEST IN ACTIVE LEARNING CLASSROOMS AND DIGITAL LEARNING HUBS WITH IT AND INSTRUCTIONAL SUPPORT IN EXISTING ACADEMIC BUILDINGS

REMOVE DATED HOUSING AND PROVIDE NEW HOUSING

Academic

Academic

CONVERT CAMPUS DRIVE TO A PEDESTRIAN-PRIORITY STREET WITH BUS RAPID TRANSIT

Laker Line BRT Stop

CAMPUS HEART

OPTIMIZE STUDENT SERVICES

REIMAGINE THE STUDENT CENTER

Laker Line BRT Stop

N Campus Dr

IMPLEMENT ATHLETICS MASTER PLAN PROJECTS

Laker Village Dr

W Campus Dr

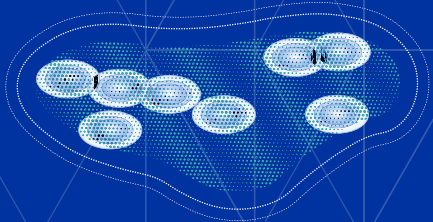
# Campus Plan | ALLENDALE

## MAIN PLAN COMPONENTS

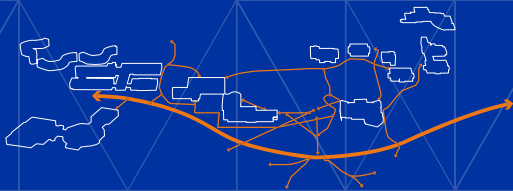
DIGITAL LEARNING HUBS  
ACTIVE LEARNING CLASSROOMS  
STUDENT HOUSING  
STUDENT CENTER

STUDENT SERVICES - “ONE STOP SHOP”  
HOLISTIC HEALTH & WELLNESS  
ATHLETICS

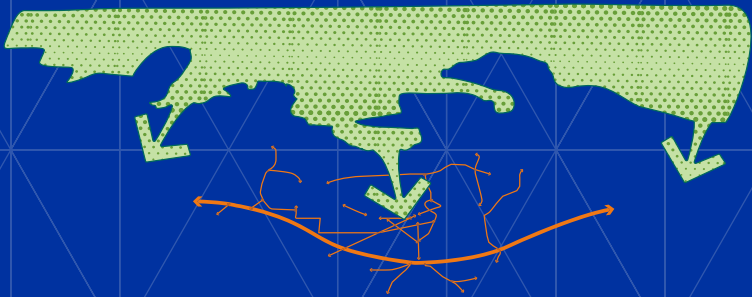
ENHANCE THE  
LEARNING EXPERIENCE  
WITH DIGITAL &  
ACTIVE LEARNING  
AMENITIES



CONNECT & BUILD  
UPON EXISTING  
ASSETS WITHIN THE  
CORE



PRESERVE BEAUTY  
& NATURE



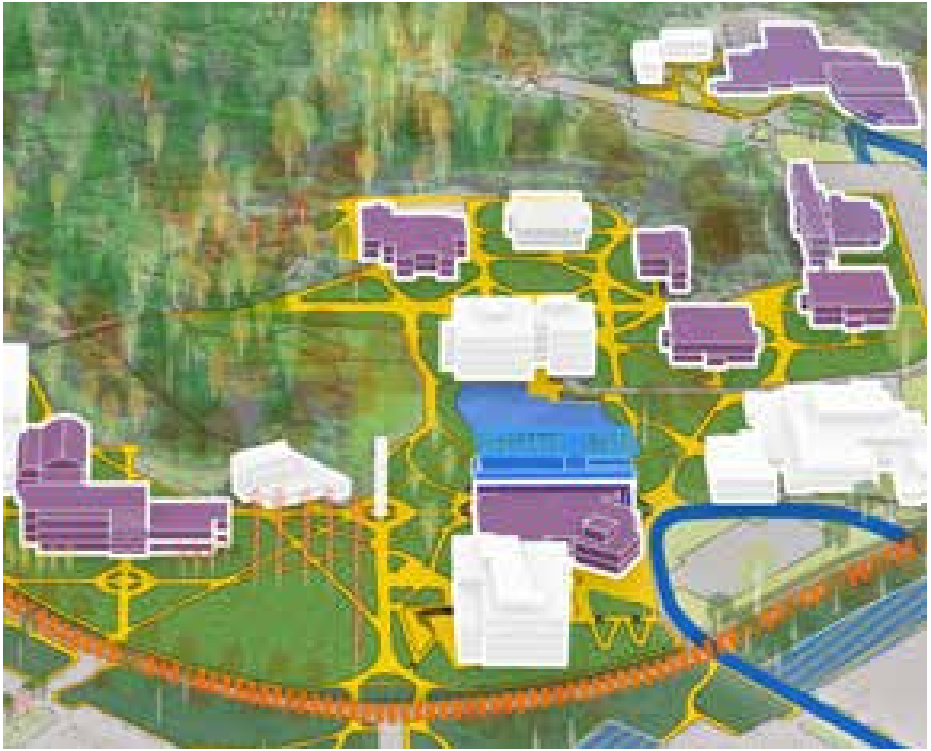
## Details

PROJECT TYPE: | New/Expansion | Renovation | Demolition

### ACADEMICS

#### Active Learning Classrooms Renovations- MAK, ASH, LOH, CAC

Continue to improve learning spaces to facilitate hybrid and active learning pedagogy and technology. Renovations include flexible furniture, new technology, additional power, portable writing surfaces for active learning environments suitable for hybrid instruction. A phased renovation approach is expected.



■ RENOVATION  
■ NEW CONSTRUCTION

#### Digital Learning Centers - MAN, LMH

Invest in two digital learning centers--Manitou Hall on the north end of campus and Lake Michigan Hall on the sound end of the campus in order to provide distributed, multidisciplinary, digital learning opportunities for instructional courses and independent/group study.

#### Lake Superior Hall Renovation- LSH

Modernize and adapt studios for current pedagogy within this facility and address deferred maintenance where possible.

#### Calder Art Center Renovation - CAC

Adapt the academic environments within this facility for current pedagogy.





Grand River

Lake Michigan Dr

CHILD CARE

RELOCATE FACULTY/STAFF PARKING

KIS

COP

ROB

MAK

MAN

PHASE 1 HOUSING

PHASE 2

WELCOME CENTER

NORTH GATEWAY

NATATORIUM

POOL

ARENA

FIELDHOUSE ADDITION

FH

RECREATION

INDOOR TENNIS

RAC

EAST STADIUM

LUBBERS STADIUM

SOFTBALL

BASEBALL

N Campus Dr

Laker Village Dr

WEST GATEWAY

W Campus Dr

Laker Line BRT Stop

EXPAND PARKING

SOUTH GATEWAY

HOLISTIC HEALTH & WELLNESS

42nd Avenue

GRAND RIVER GREENWAY TO GRAND RAVINES PARK

GRAND RIVER GREENWAY TO ALLENDALE CORRIDOR

Pierce St

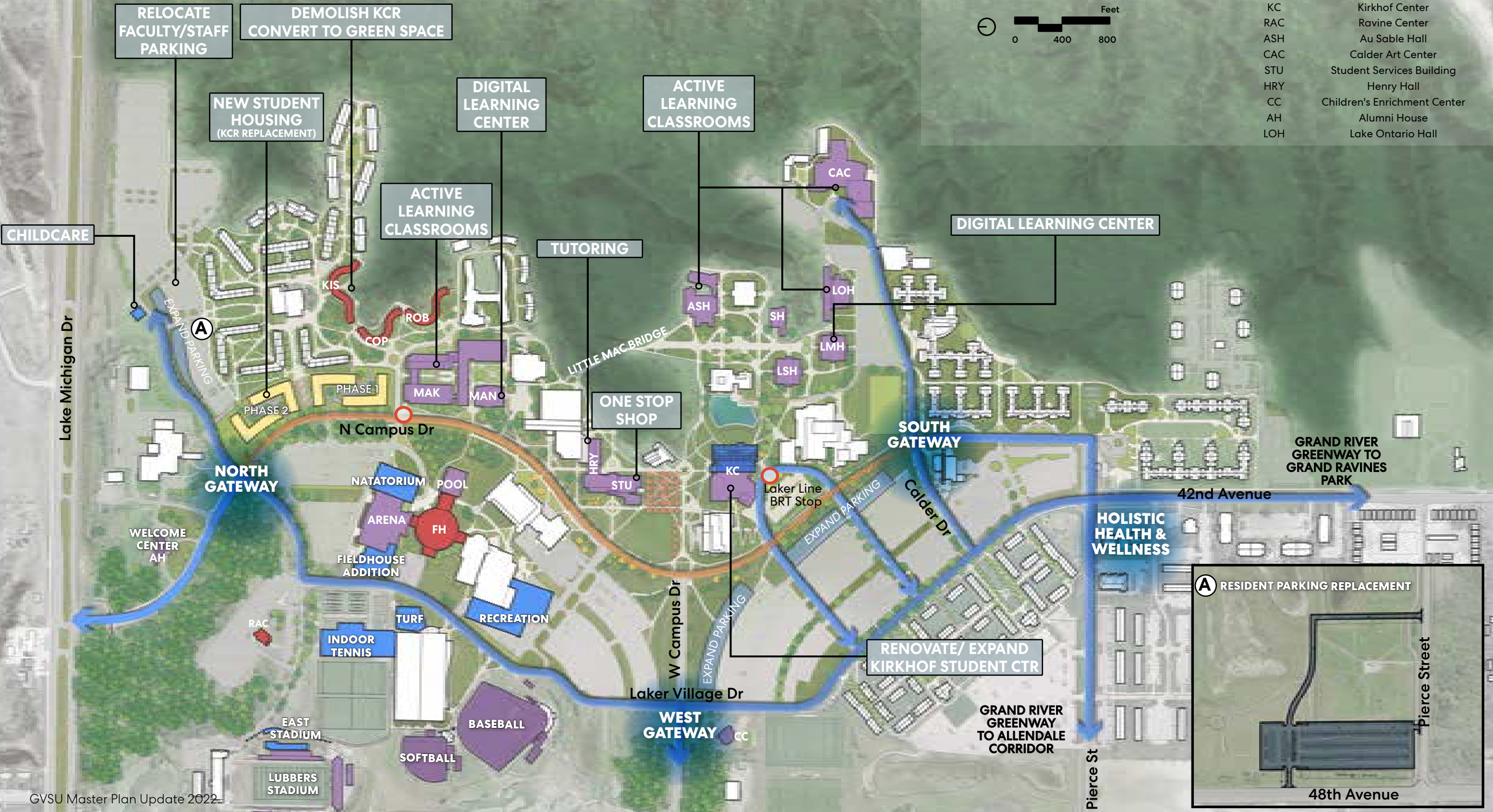
- DEMOLITION
- RENOVATION
- NEW CONSTRUCTION
- STUDENT HOUSING
- PEDESTRIAN/BIKE + LAKER LINE
- VEHICULAR TRAFFIC



- DEMOLITION
- RENOVATION
- NEW CONSTRUCTION
- NEW STUDENT HOUSING
- PEDESTRIAN/BIKE + LAKER LINE
- VEHICULAR TRAFFIC



Abbreviation	Building Name
LMH	Lake Michigan Hall
LSH	Lake Superior Hall
SH	Seidman House
COP	Copeland Living Center
ROB	Robinson Living Center
MAK	Entire Building
MAN	Manitou Hall
FH	Fieldhouse All
KIS	Kistler Living Center
KC	Kirkhof Center
RAC	Ravine Center
ASH	Au Sable Hall
CAC	Calder Art Center
STU	Student Services Building
HRV	Henry Hall
CC	Children's Enrichment Center
AH	Alumni House
LOH	Lake Ontario Hall



# Details

PROJECT TYPE: | New/Expansion | Renovation | Demolition

## STUDENT AND RESIDENTIAL LIFE

### | Kistler, Copeland, Robinson demolition and replacement with new student housing - KIS, COP, ROB

A phased replacement of Kistler, Copeland, Robinson (KCR) totaling approximately 650 beds (a reduction from the current 900 beds at KCR currently). The plan suggests replacing Copeland and Robinson in a phase one construction at Parking Lot D1.

A second phase of construction will allow for the replacement of Kistler at Parking Lot D2. These parking capacities would be replaced with a remote parking lot (included in the plan). The vacated sites of KCR will become new, campus green space. The new student housing would incorporate a community model similar to Holton Hooker and act as an important student life gateway with its proximity to Campus Drive.

### | Resident Parking Replacement

A new parking lot will replace lost residential parking, as well as slight extension to existing lots around campus. The new replacement parking will be located at the intersection of Pierce and 48th offering 600 spaces.

### | Kirkhof Center Renovation/ Expansion - KC

This project involves a partial demolition and new addition on the east side of the building. A new glass exterior wall will create better views to the outside and natural light. The project will reorganize circulation within the building, provide ample space for student organization center, group/conference and performance activity spaces. The plan also provides brand new homes for the Milton E Ford LGBT Resource Center, Gayle R Davis Center for Women and Gender Equity, as well as the Office of Multi Cultural Affairs. Renovated spaces in the west side of the building will house student life/ event services office, Military resource center as well as other social spaces. |

## STUDENT SERVICES AND SUPPORT

### | One Stop Shop - STU

Optimize adjacencies by re-arranging student services departments in the Lubbers Student Services Center. This will foster a more welcoming environment with more convenient on-boarding experience for new and prospective students.

### | Welcome Center/Alumni House Renovation/ Expansion - AH

Consider establishing a “welcome center” for visitors including prospective students and their families at the Alumni House. Also, renovate the Alumni House to modernize the facility, address deferred maintenance.

### | Children’s Center Relocation - CC

Provide a new, modern childcare center on the north end of campus with convenient parking and drop-off area and an outdoor playspace.



## ATHLETICS

### || Arena Renovation

Renovation of arena, demolition of unit B of field house complex. Field house addition and zone D renovation with locker rooms, offices, small indoor turf.

### | Indoor Tennis Courts/Turf Extension Facility

This project includes a 6 court indoor facility with small men’s team and women’s team locker room, restrooms, control desk, spectator seating, and a 35 yard x 35 yard turf area for soccer, lacrosse, possibly throw. This will help ease scheduling constraints of existing indoor spaces.

### | Baseball & Softball Fields Renovation

Improvements to facilities: Turf / Dugouts / Lights / Covered batting cages /Team room / Concessions / Restrooms / Tickets

### | Lubbers Stadium Renovation

Renovation to east and west sides of stadium that would include: a new entrance, tickets, concession, restrooms, and spectator seating on the east. The west will see improvements to press box, suites, spectator amenities.



## INFRASTRUCTURE

### | Convert Campus Drive to Pedestrian/Bike/BRT

Convert North Campus Drive to limit automobiles and become a pedestrian-priority street with bus rapid transit access. This involves streetscape changes to the street and circulation enhancements towards other streets. This will enhance safety as pedestrians crossing from the east side of campus will not be faced with today’s high traffic volumes.

### Laker Village Drive Expansion

Laker Village Drive’s is expanded to the become the future primary vehicular corridor seeing increased flow caused by the Campus Drive conversion to a pedestrian, bike and BRT corridor. This corridor will still allow for access to all the main parking lots on campus from the west.

- DEMOLITION
- RENOVATION
- NEW CONSTRUCTION



**Turn the Pew Campus “inside-out” and position it for Innovation and Digital Learning.**

**Establish a “critical mass” at Pew Campus to make it both viable and vibrant.**



The Pew framework seeks to create welcoming, student centric, transparent spaces that connect with the urban environment. Strong emphasis is put on opening the campus up to the community and creating gateways inviting to all. This is mainly accomplished by connecting existing pockets of activity and linking existing working paths with one another. The Pew Campus will turn its orientation outwards from its current internally focused composition. By creating porosity into the campus heart, and increasing partnerships with public actors the future of Pew can cherish and celebrate the river connections and the city.

Investments in innovative partnership-driven spaces are at the core of this framework - capitalizing on a long legacy of a creative entrepreneurial spirit of Grand Rapids, the urban campus will help empower engagement across all public and private community sectors. Renovations of the Eberhard Center, right across downtown Grand Rapids via the Blue Bridge, will position GVSU for digital innovation, providing spaces that bring together talent, local businesses, industry partners, as well the wealth of academic resources GVSU possesses.

Programming new spaces and incorporating a mix of uses will help promote interactivity in creative ways. The plan also considers new connections that could facilitate mobility to and from campus and potentially reduce any congestion caused by increased density with an extension project of Seward Drive to Wealthy Street.

For Pew to grow into a viable, exciting campus attracting new student and partnership growth, it needs an infusion of density across students, faculty, staff, visitors.

Future development plans around the campus is intensifying rapidly with recent announcements of a 12,000 seat amphitheater as part of a larger mixed use redevelopment dubbed Grand Action 2.0 of a larger riverfront property across Grand River from Pew Campus. Conceptual plans for a potential sports venue have also emerged as the district is in the midst of dynamic growth potential. These plans raise questions facing GVSU about the development impact on its campus and surrounding neighborhoods.

The University is determined to become a driving force through this update in growing at Pew and leading the future of the district as its anchor institution. To promote this vision, the Master Plan identified growing programs to expand, relocate and co-locate within the Pew Campus facilities. It also outlines the need for GVSU to search for strong and lasting corporate and industry partnerships that will occupy space within campus and drive community interface.

Opportunities also exist to connect the Pew Campus community with more amenities in the dining, culture, and wellness/fitness realms by building on the activity growing on Bridge Street, a couple blocks north of the DeVos Center.

CONCEPT DRIVERS

EXTEND SEWARD TO WEALTHY

EXPAND  
PARKING

SPL

Seward Ave

BRIDGE SOUTH DEVELOPMENT SITE

IDC

Winter Ave

YMCA

BRIDGE SOUTH  
DEVELOPMENT SITE

INTEGRATE WITH  
BRIDGE SOUTH  
DEVELOPMENT &  
BRIDGE STREET  
ACTIVITY

BRIDGE SOUTH  
DEVELOPMENT SITE

Mt Vernon Ave

US-131

LAKER LINE  
BRT STOP

CREATE A  
CENTRAL  
CAMPUS GREEN

CREATE A PEW  
STUDENT CENTER  
WITH DINING

CREATE A ONE  
STOP SHOP

DEV

EXPAND HOUSING WITH GROWTH

WIN

SRH

CREATE A STRONGER RIVERFRONT PRESENCE

FUTURE DEVELOPMENT SITE  
(BY OTHERS)

RENOVATE/  
EXPAND  
EBERHARD

KEN

KEB

Grand Rapids  
Public Museum

Ford  
Presidential  
Museum

EXISTING RIVERWALK

Pearl St

Gillett Bridge

The Blue Bridge

CONNECT TO  
DOWNTOWN

Fulton St

MDOT

Abbreviation	Building Name
EC	Eberhard Center
DEP	The Depot
SRH	Secchia Hall
KEB	Keller Engineering Lab
FRT	Steelcase Building
WIN	Winter Hall
SPL	Seward Parking Lot Ramp
KEN	Kennedy Hall of Engineering
WAT	609 Watson
SCB	L. William Seidman Center
BIK	Bicycle Factory Condominium Unit 2, Unit 3 and Common Space
IDC	Innovation Design Center
DEV	Richard M. DeVos Center



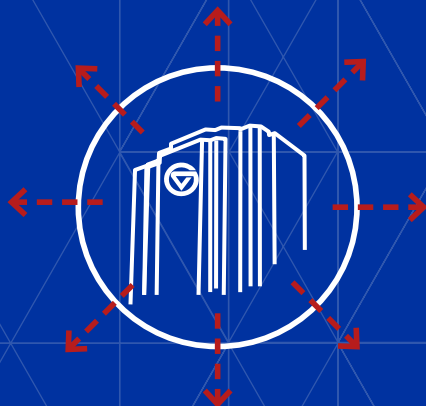
# Campus Plan | PEW

## MAIN PLAN COMPONENTS

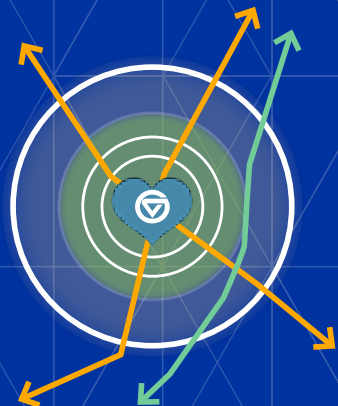
DIGITAL LEARNING  
ACTIVE LEARNING  
CENTER FOR TALENT, TECHNOLOGY  
AND TRANSFORMATION (C3T)  
COMPUTING PROGRAMS

STUDENT SERVICES - “ONE STOP SHOP”  
STUDENT CENTER WITH DINING  
AMENITIES  
STUDENT HOUSING

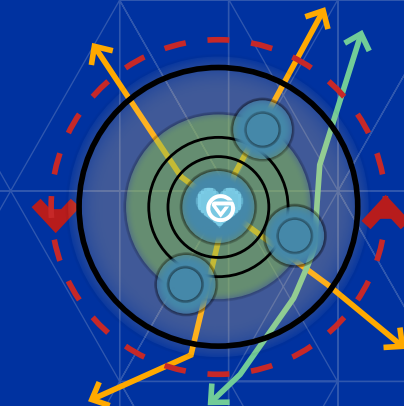
FOSTER DIGITAL LEARNING,  
INNOVATION THROUGH  
PARTNERSHIPS



PEDESTRIANIZE, GREEN &  
CONNECT CAMPUS CORE



FOCUS & INCREASE DENSITY  
THROUGH MIX OF USES



# Details

PROJECT TYPE: | New/Expansion | Renovation | Demolition

## LEARNING ENVIRONMENTS

### Blue Dot - the Center for Talent, Technology, & Transformation (C3T) / School of Computing at Eberhard Center Renovation & Addition- EC

Grand Valley State University will create a hub with spaces and programs that embrace technology as a vehicle for human, societal and enterprise empowerment. The space and technology will enable collaboration, transdisciplinary education, innovation, development, and incubation. Blue Dot will provide an open and welcoming space where co-ideation and co-design happen for all members of the community. This space will create opportunities to equip more learners with the human, digital and computing skills to harness data, AI, and technology to enhance their life, work and the trajectory of our businesses and non profits. Knowing that technological innovation is fundamentally transforming the world we live in. To be empowered citizens and impactful professionals, current and future graduates need to be intellectually agile, technologically fluent, and emotionally compassionate.

GVSU and its Blue Dot will meet the needs of the citizenry and work of the future by broadening the technical and non-technical competencies and predispositions for all our graduates and therefore fueling the vibrancy of our enterprises and region.

Blue Dot will:

- Increase pathways for graduates and citizens with added competencies in technical, computing, data, and AI.
- Build 21st century competencies in all GVSU graduates.
- Transform space and create a networked impact.
- Accelerate Innovation with community partners and engagement.



### Active Learning Classrooms Renovations-- DEV, SCB

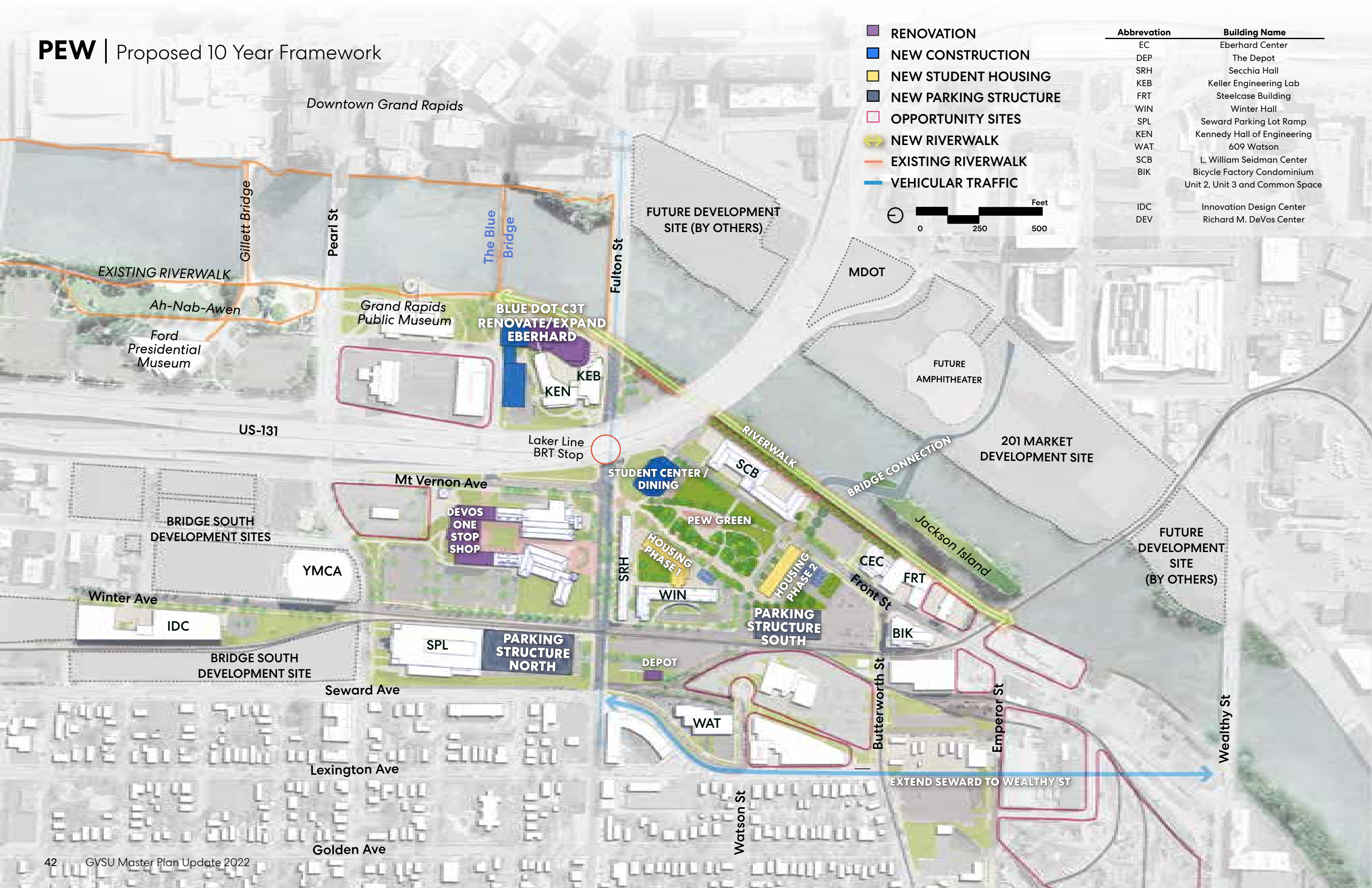
Renovate targeted classrooms to foster active learning by creating flexible spaces with immersive technology capabilities allowing for teaching and learning to take any which form imaginable. A phased renovation approach is expected to keep existing users within the building while other spaces are renovated.



Eberhard Center Transformed into Blue Dot - The Center for Talent, Technology, & Transformation (C3T)







# Project Details

PROJECT TYPE:  New/Expansion  Renovation  Demolition

## LIFE & INFRASTRUCTURE

### Student Center and Dining

The Student and Dining Center at the Pew Campus, functions as the heart of the campus community and an important link across and along Fulton Street. At four or five stories tall, this building will be highly visible to pedestrians as well as vehicles along the Highway 131's curve. The Student and Dining Center acts as a multi-disciplinary gathering place, bringing together all colleges for retail dining, student support, and casual study. The Student and Dining Center is intentionally a gateway building, positioned prominently on Fulton Street, close to the Laker Line stop, and near the river front. The building can put student activity and community collaboration on display, taking advantage of the street frontage as well as incredible views to the south across the new, 'Pew Green.' The Student and Dining Center will be a center of gravity, a welcoming gesture to the community, and a vital 'Third Space' to GVSU's life-long learners.

### Parking Structure South & North

Add parking structures to accommodate vehicular parking needs once existing surface lots are converted into building sites or green space.

### Student Housing Phase 1 & 2

The Phase 1 Student Housing at the Pew Campus is envisioned as a complement to the existing Secchia and Winter Halls with approximately 200 additional beds. Since Secchia and Winter are primarily apartment and efficiency style units, there's an opportunity to add a building focused on the first-year experience with affordable, double occupancy units, cluster-style bathrooms, and gracious common space. The additional common space of this building could be accessed and shared by Winter residents. This new student housing completes a triangular inner courtyard, transitioning this space from today's vehicular use to a more recreational one. The proximity of this building to the Student and Dining Center (and the anticipated meal plan and student support services) makes this an ideal adjacency.

The Phase 2 Student Housing at the southern edge of the 'Pew Green' helps to complete and frame the quadrangle at the center of campus with approximately 200 additional beds. There's an opportunity to pair this residential complex with one or more of the academic colleges at Pew, creating a strong Living / Learning Community. Learners in this complex have close access to the river front, the anticipated pedestrian bridge, and downtown Grand Rapids. The added residential density helps solidify the Pew Green as a thriving, active, programmed, and secure campus gathering place.

### Pew Green

Replacing the Mount Vernon Lot the Pew Green will promote quality outdoor engagement at the core of the campus. The Green will dynamically connect the Business School, the Student and Dining Center and housing with easy access to the riverwalk and the Laker Line stop. With added tree canopy in a lush grove, improved seating, walkways, and updated lighting, community and visitors will have opportunities to engage with nature and one another. The vibrant space will accommodate everyday activities, quiet gatherings, play, and a range of special performances and events. The green quad is envisioned with infiltration gardens to collect stormwater. This investment will integrate with the recently completed Mount Vernon Pedestrian Mall. Parking will be replaced within the newly construction South Structure

## SERVICES & SUPPORT

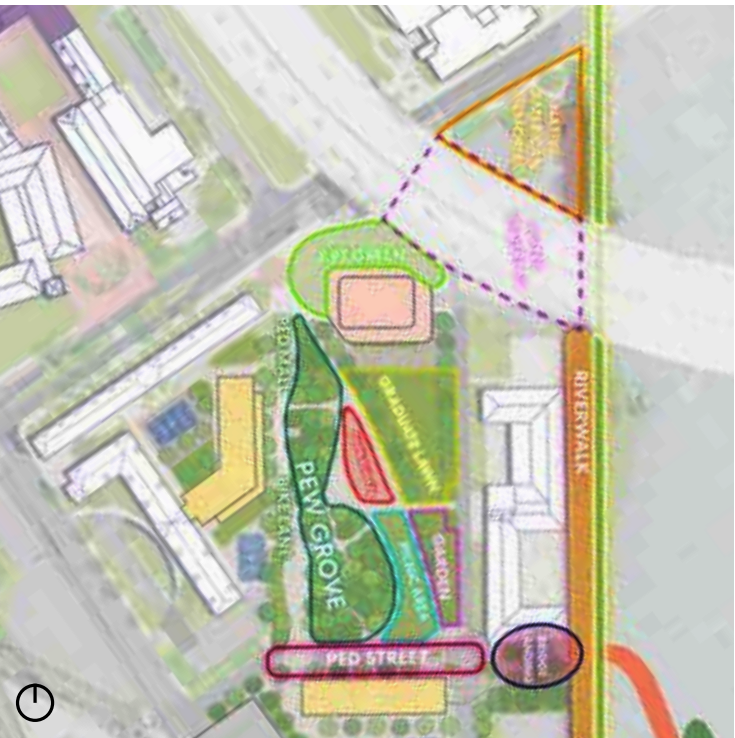
### One Stop Shop at DeVos - DEV

Establish a student services support area at DeVos Center that brings admissions, financial aid, registration, advising, TRiO, counseling, copy services and other student support services into one location.

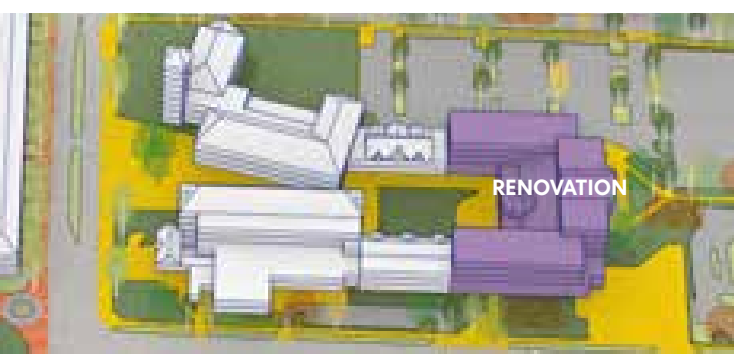
### The Depot Renovation/Expansion - DEP

Explore the future renovation/expansion of The Depot to meet non-academic needs.

Conceptual Landscape Zones for Pew Campus



Devos Renovation for One Stop Shop





## Campus Plan | HEALTH

**Continue to invest in learning environments and seek further partnerships for future housing.**

The Health Campus spans both the Medical Mile and the Belknap Lookout neighborhood. GVSU provides higher education and training in the health professions locally and in the region. As a significant employer in downtown Grand Rapids and providing both health services and skilled workforce in the city and West Michigan, GVSU will continue to invest in its learning environments to support growing nursing and health professions programs.

Continued investment in the area by neighborhood stakeholders also offers the opportunity for future partnerships in education, housing and other projects to meet arising needs.







# Campus Plan | HEALTH

## MAIN PLAN COMPONENTS

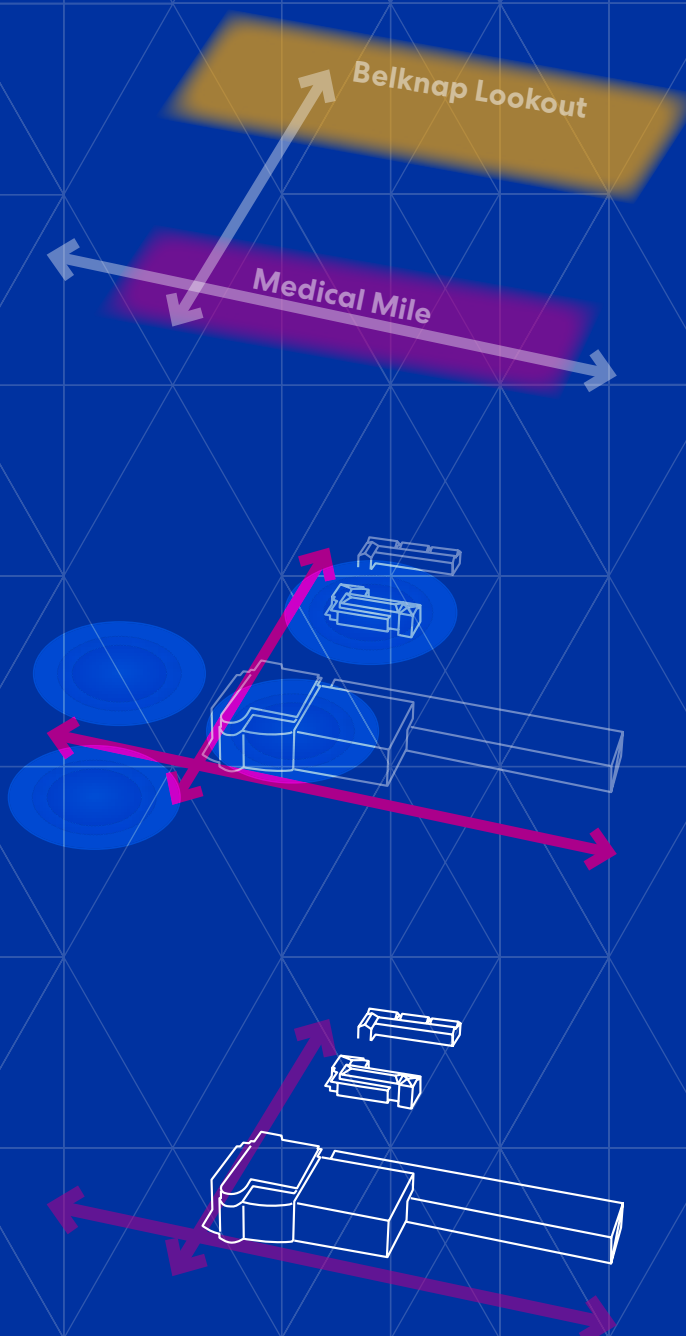
DIGITAL LEARNING  
ACTIVE LEARNING

NURSING AND HEALTH PROFESSIONS  
PROGRAMS  
BELKNAP DEVELOPMENT

CREATE CONTEXTUAL  
CONNECTIONS AND  
GATEWAYS BETWEEN  
DISTRICTS

LEVERAGE  
PARTNERSHIPS WITH  
NEARBY INSTITUTIONS,  
MEDICAL INDUSTRY

FOCUS ON CAMPUS  
FACILITIES ACADEMIC  
ENVIRONMENTS, NEED  
FOR FUTURE HOUSING  
& AMENITIES



# Details

PROJECT TYPE: | New/Expansion | Renovation | Demolition

## LEARNING ENVIRONMENTS

### Active Learning Classrooms

Renovation of classrooms for active learning in Cook-DeVos Center for Health Sciences (CHS) and Raleigh J. Finkelstein Hall (FRH). These renovation will better position GVSU's nursing and health professions programs for digital and active learning pedagogy.

### Backfill Of Space In DCIH

Renovation of vacated space by Computing graduate functions in the Daniel and Pamela DeVos Center for Interprofessional Health (DCIH). This includes faculty offices, conference and meeting rooms.



## Belknep Campus Development

As the health profession programs continue to grow and opportunities arise for partnership and campus development, GVSU will continue to implement the Design Principles agreed upon in the MOU and Belknep Campus Master Plan of 2018:

1. Exterior finishes and characteristics of planned improvements will reflect and be compatible with the urban setting of the GVSU Belknep property.
2. The plan will create some livable spaces that are compatible with the neighborhood.
3. A Master Plan is needed for improvement and use of all of GVSU's Belknep Property that reflects the continuing collaboration among the parties of the MOU.
4. GVSU must be able to design and use its facilities in fulfillment of its educational mission.
5. GVSU has a need to begin construction in the Block 2 of GVSU's Belknep Property before the Master Plan can be completed.
6. The Memorandum Of Understanding-Belknep is intended to provide the framework for the master development plan for the Belknep Property.

### 2017 Belknep Campus Master Plan



HEALTH | Proposed 10 Year Framework

MONROE  
NORTH

PROPOSED HILLSIDE PARK  
(by others)

BELKNAP  
NEIGHBORHOOD

The Gateway at  
Belknap Apt

Clancy Ave

The Belknap  
Place

RFH

Prospect Ave

North St

Sinclair Ave

HASTINGS CONNECTION TO FUTURE HILLSIDE PARK

Corewell  
Lehman- Holton  
Cancer Ctr

P

Hastings St

I-196 Gerald Ford FWY

Corewell Health  
Butterworth  
Hospital

Corewell  
Health  
Ambulatory  
Bldg

CHS

DCIH  
BACKFILL  
VACATED  
COMPUTING  
SPACE

335 Michigan

P

Barclay Ave

Lafayette Ave

Laker Line  
BRT Stop

Michigan St

RENOVATION



HEALTH | Proposed 10 Year Framework



**BELKNAP  
NEIGHBORHOOD**

Highland  
Park

HASTINGS CONNECTION TO FUTURE HILLSIDE PARK

I-196 Gerald Ford FWY

Corewell  
Health

Corewell  
Health

Corewell  
Lehman- Holton  
Cancer Ctr

P

Corewell  
Health  
Ambulatory  
Bldg

CHS

DCIH

335 Michigan

Laker Line  
BRT Stop

Michigan St

Van Andel  
Institute

Corewell Health  
Butterworth  
Hospital

Barclay Ave

Lafayette Ave

Prospect Ave


College Ave

Crescent St

Calkins  
Science Ctr

P

 **RENOVATION**

 0 50 100 200 Feet

Abbreviation	Building Name
CHS	Cook-DeVos Center for Health Sciences
RFH	Raleigh J. Finkelstein Hall
DCIH	Daniel and Pamella DeVos Center for Interprofessional Health

# Priorities

The Campus Master Plan Update strives to meet the needs of all three GVSU campuses, create equity between them, and serve a broadening array of diverse learners.. The University must support the changing needs of the workplace, and must be equipped to facilitate cutting-edge research and the development of knowledge. Finally, GVSU must ensure access, excellence, and affordability across all segments of the population. The following describes a high-level potential implementation strategy for the projects described in the Plan:

Campus	NEAR (1-5 years)		MID (6-10 years)		LONG (Beyond 10 year framework)	
Allendale	N1	Active Learning Classrooms MAK, ASH, LOH	M1	Lake Superior Hall Renovation (LSH)	L1	Natatorium
	N2	One Stop Shop - STU	M2	Replacement Student Housing Phase 2		
	N3	Digital Learning Center - MAN	M3	Kistler Demolition and Convert to Green Space		
	N4	Digital Learning Center - LMH	M4	Calder Art Center Renovation (CAC)		
	N5	Kirkoff Center Renovation/Expansion	M5	Laker Village Drive Expansion		
	N6	Resident Parking Replacement	M6	Campus Drive Conversion to Pedestrian/Bike/BRT		
	N7	Student Housing Phase 1 Replacement	M7	Active Learning Classrooms - MAK, ASH, LHH, HRV, LOH		
	N8	Copeland, Robinson Demolition and Conversion to Green Space	M8	Arena Renovation		
	N9	Children's Center Relocation	M9	Indoor Tennis Courts/Turf Extension Facility		
	N10	Arena Renovation	M10	Lubbers Stadium Renovation		
	N11	Welcome Center/Alumni House Renovation/Expansion				
Pew	N1	C3T/CIS and EC Renovation	M1	Student Housing Phase 1	L1	Steelcase Buidlding Renovation
	N2	One Stop Shop - DeVos	M2	Parking Structure South		
	N3	Active Learning Classrooms - DEV, SCB	M3	Pew Green		
	N4	Student Center and Dining ("Pew Commons")	M4	Active Learning Classrooms - DEV, SCB		
			M5	Student Housing Phase 2		
			M6	Old Depot Renovation/Expansion		
Health	N1	Active Learning Classrooms - CHS, FRH	M1	Belknap Development	L1	Belknap Development
	N2	DCIH Backfill	M2	Active Learning Classrooms - CHS, FRH		



