

FERRIS STATE UNIVERSITY

# Campus *Master Plan* Update 2021 ▶

MAY 7, 2021 – PREPARED BY

architecture  
**NEUMANN  
SMITH**

STATESMAN

WOODBRIDGE





## Letter from the President



Dear Friends of Ferris State University,

It is a pleasure to present the 2021 Ferris State University Campus Master Plan. Through this, we continue our efforts to create a community that advances our values of Collaboration, Diversity, Ethical Community, Excellence, Learning and Opportunity. For this effort we have partnered with Neumann/Smith Architecture to help elicit and shape the invaluable input received from the University community. It is worth noting this work was completed during a time of global pandemic from COVID-19 and heavily leveraged electronic technologies in this process.

An important characteristic of master planning at Ferris is that it truly creates a blueprint for campus development. From the 2015 Master Plan three academic projects – the Swan Annex Expansion, Ken Janke, Sr. Golf Learning Center, and Pharmacy Building Improvements are completed and the fourth, the Center for Virtual Learning project, is underway. In residential projects, the West Campus Apartments Expansion is completed and the second, Southeast Campus Student Housing, became North Hall after additional student input, the first new residence hall at the University in over 45 years. In athletic projects the Intramural Softball and Sports Fields, along with a new Soccer Field complex, have been completed and the Ewigleben Sports Complex Renovation and Addition is underway.

The 2021 Master Plan lays out a vision for our campus in Big Rapids as well as campuses in Grand Rapids. It continues a strong commitment to academic facilities and understands that collaboration, both inside and outside of the classroom, is a critical component of a Ferris education. In addition to buildings, this plan includes roads, sidewalks, green spaces and the integration of our campuses with surrounding communities. We look to continuing to advance trends identified in the previous master plan. Those plans include a pedestrian-friendly campus, exemplified by the Dwayne and Jana Robinson Quad, and the placement of new buildings in ways that promote community and expand the possibilities for learning beyond the classroom. These are challenges we embrace as a university committed to students and to a learning approach where theory meets practice.

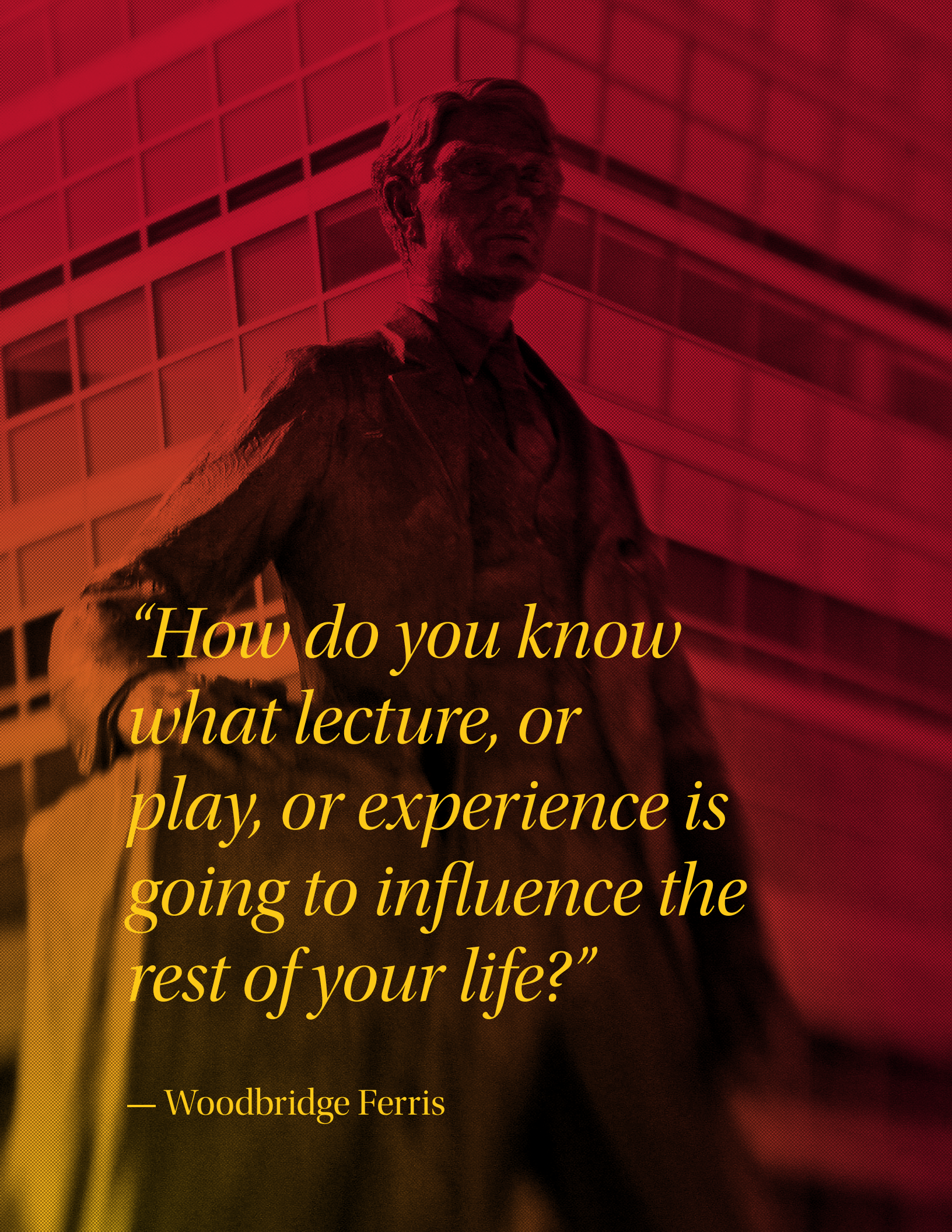
Our University enjoys a 136-year tradition of providing education that changes student's lives. With this new master plan, we renew this commitment to how we can best build on that tradition. In presenting this plan, I want to thank the many people who have provided input that shaped and refined this document. Through your combined efforts, we have created a master plan that envisions how our University will evolve to serve Ferris students and our campus communities for many years to come.

Sincerely,

David L. Eisler

President





*“How do you know  
what lecture, or  
play, or experience is  
going to influence the  
rest of your life?”*

— Woodbridge Ferris

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# Summary 1

## Overview

In 1884, Woodbridge N. Ferris and his wife Helen founded the privately owned Big Rapids Industrial School. Ferris Institute became a public institution in 1950, a state college in 1963, a state university in 1987, and is now known as Ferris State University (FSU).

Today, Ferris State University has multiple locations throughout Michigan with the central campus located in Big Rapids.

Additionally, Ferris State University features four locations in the Grand Rapids area including Kendall College of Art and Design (KCAD), FSU College of Pharmacy, The Applied Technology Center (ATC) at Grand Rapids Community College, and Plaza Roosevelt.

Ferris State University also participates in outreach programs at 22 community colleges across the state. In total, the combined student enrollment in 2020 was approximately 12,500 students.

Ferris State University partnered with Neumann/Smith Architecture to develop this 2021 Master Plan. The purpose was to identify future facility needs and to provide a guide for how these needs would be incorporated- focused on the University's Strategic Plan and design principles of campus planning. The 2021 Master Plan builds upon the framework of previous FSU master plans while adapting to current needs and challenges identified during the planning process.

This Master Plan document is the outcome of a 6-month process. It began with understanding FSU's Strategic Plan, Mission Statement and evaluation of the existing campus characteristics and conditions. Numerous stakeholder groups were identified to include students, faculty, staff, and leadership. Each group was interviewed and given the opportunity to establish and prioritize future needs.

It is important to note that stakeholder interviews, typically conducted on-site and in-person, occurred through virtual video meetings due to the COVID-19 pandemic. Based on Neumann/Smith Architecture's experience with FSU and other colleges and universities, we believe the process and information gathered was not compromised. The virtual meetings enabled robust stakeholder participation with over 400 people interviewed throughout 30 meetings.

As the recommendations represented in this Master Plan are considered for implementation, specific information associated with each individual project needs to be identified together with an understanding of its context within the campus. The 2021 Master Plan should be reviewed, challenged, and updated in the future to reflect and accommodate the ever-changing needs of Ferris State University.





## Strategic Plan Initiatives

The Ferris State University Strategic Plan describes the strategy for making decisions, allocation of resources, and primary principles including the University’s Mission, Vision, and Core Values. These fundamental ingredients drive all aspects of the master planning process including the determination of project priorities and how they may be adapted with the context of the campus.

### MISSION

Ferris State University prepares students for successful careers, responsible citizenship, and lifelong learning. Through its many partnerships and its career-oriented, broad-based education, Ferris serves our rapidly changing global economy and society.

### VISION STATEMENT

Building on the vision of our founders, Ferris State University will be an agile and transformational university. By integrating theory and practice, we will foster opportunity, discovery and professional preparation for a dynamic global society.

### CORE VALUES

Our core values of Collaboration, Diversity, Ethical Community, Excellence, Learning, and Opportunity are more than just words to us - they represent the driving force by which we operate.





# Core Values

## COLLABORATION

Ferris builds partnerships within the university and the global community that promote shared goals and success.

## DIVERSITY

Ferris commits to be an inclusive university community that respects the dignity of the individual and promotes the acceptance of others.

## ETHICAL COMMUNITY

Ferris implements policies, procedures, and actions to promote transparency, advance our mission and foster integrity, civility, and respect within and beyond the university.

## EXCELLENCE

Ferris dedicates itself to innovation and quality execution that sustains and promotes relevance in a changing world through best practices and benchmarking.

## LEARNING

Ferris promotes hands-on, transformative learning; balancing theory and practice; encouraging teamwork and innovation; and emphasizing critical thinking—all are fundamental elements of career success.

## OPPORTUNITY

Ferris honors the legacy of our founders by encouraging and supporting all who wish to acquire the knowledge, leadership, and communication skills that are the foundations of personal success.



# Developing The Master Plan

## GOALS AND PROCESS

The process involved five general parts: Existing Conditions, Stakeholder Input, Data Analysis, Planning/Design, and Documentation. It began in November, 2020 with the goal of delivering the final documents and making a presentation in May, 2021.

Ferris State University's Strategic Plan and its Mission, Vision Statement, and Core Values were reviewed. Both FSU's Big Rapids and Grand Rapids campus master plans were also examined to gain an understanding of existing conditions and history.

Over 30 virtual meetings were conducted involving over 400 participants representing various Ferris State University stakeholders including students, faculty, staff, and leadership. Each group was provided with an overview of the FSU Strategic Plan, the purpose of a master plan and how it benefits the University. Additionally, it was explained how the input of stakeholders impacts the future development of the Master Plan. The goal was to gain an understanding of current issues and define future needs. Over 100 items were captured during this process.

Data gathered from the stakeholder input interviews were organized to help understand FSU's future needs. The data were then reviewed again with the stakeholder groups to make sure all of their requests were captured, and to receive further comment and clarification. Based upon this information, the projects were prioritized into Five Year or Long Term goals.

### PLANNING / DESIGN

After the existing conditions, future needs and project prioritization were understood, the campus master planning and design phase was initiated. During this phase it was explored how the identified projects could be incorporated within the context of the existing campus, and reinforce FSU's Guiding Principles of campus design.

All established projects and their priority are visually represented by diagrammatic maps, graphics, and supporting narratives. These components are composed into a text to create the Ferris State University 2021 Master Plan. Various iterations of a draft document were presented for review and comment to stakeholder groups. This document represents the final version of the 2021 Master Plan. It acts as a guide to identify future projects and their implementation into the campus setting. The study and development of future identified projects may impact or change aspects of this master plan. In combination with the Strategic Plan and Guiding Principles, they ensure a campus, education, and student experience of the highest quality for the present and the future of FSU.

### EXISTING CONDITIONS

### STAKEHOLDER INPUT

### DATA ANALYSIS

### FINAL DOCUMENT

11/2020

05/2021





## Guiding Principles

The guiding principles of campus planning are framed around the physical aspects of the campus. Understanding the history, the existing campus conditions, and applying a planning strategy, this will help to enhance the function, form, experience, and sustainability of the campus for the future.

The physical components of the guiding principles are all intertwined within a campus. The primary parts all relate to the buildings, site, circulation, and existing context.

*Buildings* include type of use, placement, and architectural character.

*Site* includes the natural features, topography, outdoor formal and informal spaces, and areas for recreation and outdoor sports or activities.

*Circulation* includes pedestrian paths, vehicular roads, and parking.

Additionally, the guiding principles should reflect FSU's greater mission, incorporate the University "brand" to reinforce a unique sense of place, and adapt sustainable design to minimize energy usage and adverse impacts to our planet. A more detailed overview of each component is described on the following pages.

It is important to understand that conditions will apply differently for each campus. The FSU Big Rapids campus is large in scale and resides in a rural setting. FSU Grand Rapids is smaller in scale but set within a major city and large urban context.





## BUILDINGS

The building component of the master plan can be categorized into 3 parts: building use, building placement, and architecture.

### *Use Type*

University buildings consist of a variety of use types. They are typically categorized as Academic (classroom and laboratory buildings, library), Auxiliary (student housing, conference centers, dining), Office (faculty, staff), Athletics and Recreation (student athlete, intramural, and recreation centers), and Support (maintenance, power supply). Some buildings are “hybrid,” meaning they contain several use-types as described above.

### *Placement*

Building placement is based on available land, how the building functions, the building’s relationship to other buildings, and creating both a desired density and form to the campus. In general, academic uses should create or frame the “core” of the campus with other building types relegated to the periphery. Building placement should strive to minimize walking distances and give definition to outdoor spaces.

### *Architecture*

A building’s form, materiality, detail, fenestration, and color influence its architectural character. In general, the architecture of the campus should convey the building use or importance, be considerate of neighboring buildings and utilize campus planning fundamentals. Primary buildings such as the library, university center, and recreation center should have unique features enabling them to be defined as landmark buildings. All buildings should be comprised of quality materials for durability, maintainability, and sustainability.

## SITE

Each university campus has unique characteristics including its boundary, open space, topography, infrastructure, natural features, and its adjacency to the greater context (i.e. neighboring privately owned non-university properties). The aspects of these conditions need to be understood, and future development should embrace positive characteristics when opportunities do exist. Natural features should be preserved, made accessible, and be an integral part of the campus. Building and tree placement should provide definition to outdoor space, scale, rhythm, and shade. The plan should be respectful of neighboring sites and encourage pedestrian connections where appropriate.





## CIRCULATION

Circulation includes various paths that connect different parts of a campus. Different forms of circulation might include pedestrian pathways and vehicular roads for automobiles and service/public-safety vehicles.

### *Pedestrian*

The pedestrian network should be the primary circulation system making for an easily “walkable” campus. Minimizing distance between destinations, avoiding conflicts with vehicular traffic, and being safely lit at night are the goals of a safe and efficient pedestrian system. The design should make for a pleasant user experience that encourages social interaction, links defined outdoor spaces, and engages the building architecture and natural features of the campus.

### *Vehicular*

The vehicular network should be secondary to the pedestrian, ideally positioned on the perimeter of campus and designed to minimize conflict with the pedestrian network. Streets should have various degrees of hierarchy with interior campus roads having lower speed limits and incorporating features that calm the flow of traffic.

Visitors to campus should be greeted with obvious and identifiable entry points to campus and be afforded easy access to parking near the primary “welcome” center of the campus. Ideally, commuter students, faculty, and staff should have convenient access to parking lots near their desired destinations.

Parking locations should not compromise the pedestrian experience or interior campus green space. Students living on campus should not require use of their vehicles and instead be encouraged to walk. Public safety, delivery, and maintenance vehicles will require sporadic, direct access to buildings and will occasionally use the pedestrian network to reach their destinations.

Utilizing public transportation can reduce the need to use automobiles, lower the burden on existing parking lots, and diminish the possibility of automobile and pedestrian conflicts.

## SUSTAINABILITY

Sustainable design principles should be incorporated in all aspects of both building design and site development. The focus should be to minimize energy consumption and to use natural resources balanced with an awareness of initial project cost, maintainability, and future operational costs.

## WAYFINDING AND BRANDING

The university campus should be easily identifiable and understood through appropriate signage, branding, and landmark features. First time visitors should have a clear sense of arrival. The promotion of the University through branding elements should occur along primary public campus edges, entry points, and within the campus setting. All wayfinding and branding should be adapted to reinforce the University’s Mission, Vision, Core Values, and Bulldog pride.



# University Profile 2



## Overview

Ferris State University has a presence throughout the State of Michigan. The central campus continues in the City of Big Rapids and has grown to encompass 880 contiguous acres of land.

Several additional university properties exist around the City of Big Rapids including:

- Corporate and Professional Development Center
- Asphalt Pavement Association of Michigan Training Facility
- The Ropes Course
- Parson's Firing Range
- Axtmann Property
- West M-20 Property

Additionally, within the City of Grand Rapids, located 50 miles south of the main campus, The Ferris State University presence includes:

- Kendall College of Art & Design - Ferris State University (KCAD)
- Ferris State University College of Pharmacy
- Ferris State University Applied Technology Center at Grand Rapids Community College (ATC)
- Ferris State University - Plaza Roosevelt

Ferris State University also participates in outreach programs at 22 community colleges across the state. In total, the combined student enrollment in 2020 was approximately 12,500 students.



FERRIS STATE UNIVERSITY PRESENCE  
AT PARTNER COMMUNITY COLLEGES

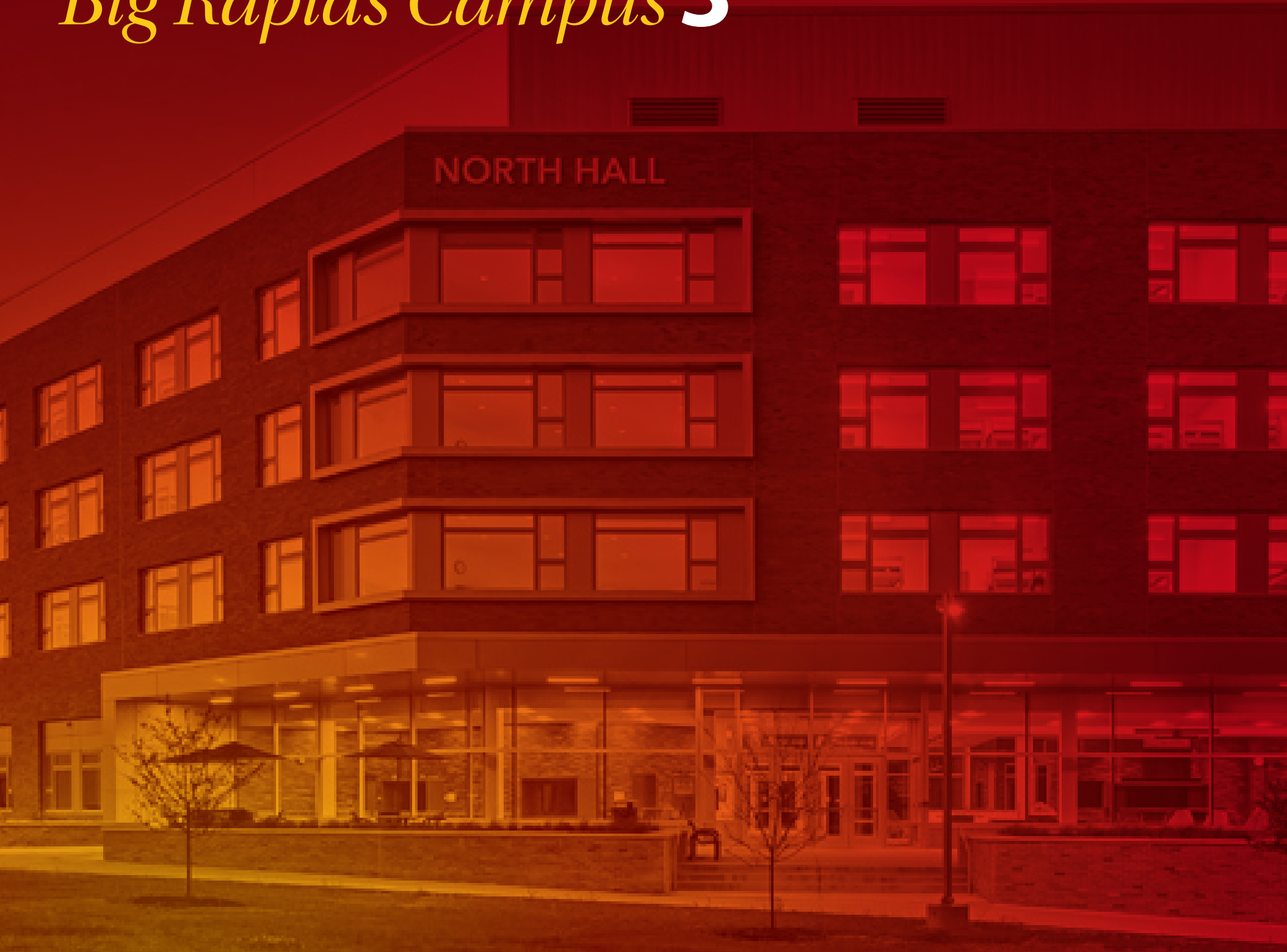
- |     |   |   |                  |
|-----|---|---|------------------|
| 1.  | Alpena Community College                | - | Alpena           |
| 2.  | Washtenaw Community College             | - | Ann Arbor        |
| 3.  | Oakland Community College               | - | Auburn Hills     |
| 4.  | Lake Michigan College                   | - | Benton Harbor    |
| 5.  | Macomb Community College                | - | Clinton Township |
| 6.  | Southwestern Michigan College           | - | Dowagiac         |
| 7.  | Mott Community College                  | - | Flint            |
| 8.  | Kirtland Community College              | - | Gaylord          |
| 9.  | Grand Rapids Community College          | - | Grand Rapids     |
| 10. | Delta College                           | - | Great Lakes Bay  |
| 11. | Wayne County Community College District | - | Harper Woods     |
| 12. | Jackson College                         | - | Jackson          |
| 13. | Kalamazoo Valley Community College      | - | Kalamazoo        |
| 14. | Lansing Community College               | - | Lansing          |
| 15. | Schoolcraft College                     | - | Livonia          |
| 16. | Muskegon Community College              | - | Muskegon         |
| 17. | North Central Michigan College          | - | Petoskey         |
| 18. | St. Clair County Community College      | - | Port Huron       |
| 19. | West Shore Community College            | - | Scottville       |
| 20. | Montcalm Community College              | - | Sidney           |
| 21. | Northwestern Michigan College           | - | Traverse City    |
| 22. | Macomb Community College                | - | Warren           |

BIG RAPIDS

GRAND RAPIDS



# *Big Rapids Campus* 3



## Overview

With a population of nearly 11,000, the City of Big Rapids is located in the west-central part of Michigan's Lower Peninsula. Positioned in close proximity to historic downtown Big Rapids, the Ferris State University campus begins just a few blocks south of this area.





## AREAS, BOUNDARIES, AND ADJACENCIES

The Ferris State University Big Rapids campus is irregular in form and consists of over 880 contiguous acres of land stretching nearly 1.3 miles north to south and 2.0 miles east to west.

Immediately north of the campus is a single-family residential neighborhood with the historic downtown beginning just three blocks from the campus.

Towards the south, there are various commercial and residential uses. Bordering the campus on the east is the Muskegon River, additional residential properties and a church. Commercial properties line State Street directly adjacent to campus towards the west.

## ACCESS

Originating from highway US 131, Perry Street provides direct vehicular access to the campus from the west. Driving from the north or south, State Street leads directly to campus. The Muskegon River forms a natural barrier to those trying to reach campus from the east. Access is somewhat limited and those driving must select roads that bridge the river north of campus.

## PRIMARY BUILDINGS

The Big Rapids campus consists of over 110 buildings with a combined area exceeding 3,500,000 square feet. Divided by State Street (US Business Highway 131), a major public arterial road, the campus has an inherent physical east and west side.

Starting on the northern-most point on campus, located here is the historic Alumni Building.

Just south of this area features the highest level of building density on campus. Primary academic buildings including Starr Education Center, Arts and Science Commons, Science Building, Granger Center for Construction and HVACR, Automotive Center, SWAN Building, and the National Elastomer Center (and soon to be constructed Center for Virtual Learning) are located in this part of campus.

Additional major student support facilities such as the iconic FLITE library, University Center, and Timme Center for Student Services are located in this area as well.

Another significant grouping of academic buildings is located in the center of campus including the Interdisciplinary Resource Center, and the Business Building. Although located west of State Street, the Pharmacy Building, the Allied Health Building, and the Michigan College of Optometry contribute to the overall campus density.

Most legacy student housing is on the southeast part of the campus and west of State Street. Two new student housing facilities, North Hall and the East Campus Suites halls have been built in the northeast zone of campus, closer to the academic core. Student apartments are located in the southwest section of campus.





The student sport and recreation buildings are located in two separate areas with the Student Recreation Center in the center-east area of campus and the Ewigleben Sports Complex (and future Center for Athletics Performance) located across State Street in the southwest area of the campus. The Campus Facilities building along with the Heavy Equipment Center is located in this area as well.

**DENSITY**

Development density is generally consistent throughout the campus with a more recent intensity of development occurring in the northeast academic core. Building heights vary but many are predominately low to mid-rise with a variety of forms.

**TOPOGRAPHY**

The campus is generally flat but has some natural undulations and sloped areas throughout. The greatest elevation change occurs around the banks of the Muskegon River.

**NATURAL FEATURES AND OPEN SPACE**

The campus strikes an appropriate balance between density of buildings and open space which makes for an attractive setting. The most formal outdoor space is the Robinson Quad in the northeast part of the campus flanked by the FLITE library and University Center. Other open areas are natural and not defined for a specific use. Large clusters of trees occur throughout the campus enhancing it’s natural character.

Towards the west, the University-owned Katke Golf Course creates a large open greenspace while other outdoor recreation areas provide areas for both organized and unorganized team sports.

The Muskegon River is a major natural feature forming the southeast border of the campus.

**SPORTS AND RECREATION**

Areas dedicated for sports and recreation occur throughout the greater campus. Top Taggart Field and the Student Recreational Center are located in the east-center of the campus. The Bulldog Soccer and Practice Fields are in the south-center. Farthest south, the Champions Disc Golf Course and Racquet Facility and Fitness Center are here.

Located west of State Street, The Ewigleben Sports Complex (and future Center for Athletics Performance) are in the southwest area of the campus.

The Varsity Softball Stadium and Frank Karas Intramural Fields are in the west-center part of the campus.

The 18-hole Katke Golf Course along with practice facilities, the Katke Club House and Ken Janke, Sr. Golf Learning Center are located on the far west side of campus.





## ARCHITECTURE

The campus architecture mostly consists of a blend of original mid-century modern buildings and a variety of newer, more dominant contemporary buildings. The only “historic” architecture is the Alumni Building. The quality of architecture ranges from low-scale buildings to a more modern and higher design aesthetic for newer landmark buildings. Although existing buildings vary in many ways, there is a sense of harmony and cohesiveness throughout the campus. Buildings mostly consist of timeless exterior materials including brick, stone, glass, and metal panel. Although buildings vary substantially in age, they are generally in good condition and well maintained.

## PEDESTRIAN CIRCULATION

Pedestrian sidewalks extend throughout the campus and exceed over six miles total in length. The quality level of sidewalks is good. Many sidewalk paths cross vehicular roadways and some of these intersections have intense levels of traffic at peak times making crossing difficult. As such, improvements for pedestrian safety are desired.

State Street, which is owned by the State of Michigan, physically divides the campus, and makes pedestrian crossing challenging. Traffic calming methods should be encouraged, and additional pedestrian crossing safety features are desired.

## VEHICULAR CIRCULATION AND PARKING

Access to the University and destinations within campus generally work well. The intersections of Perry and State Streets serve as the primary entry point to the campus.

New development in the academic core and traffic congestion have intensified pedestrian / vehicular conflict in the northeast zone of campus. It is desired to investigate improvements that may mitigate this situation including temporary closure of North Campus Drive at peak traffic times throughout the day.

In addition to the various surface parking areas located on campus, additional surface parking is desired to serve both the Student Recreation Center and the Rock Café.

## LANDSCAPING

The campus is generally well landscaped with vast areas of natural outdoor space, sports and recreation areas, natural vegetation, and formally planted areas. It is suggested that the Robinson Quad, South Quad, and primary north to south pedestrian path could use additional tree planting to further define space and create a sense of scale.



# Big Rapids

## FERRIS STATE UNIVERSITY SITES

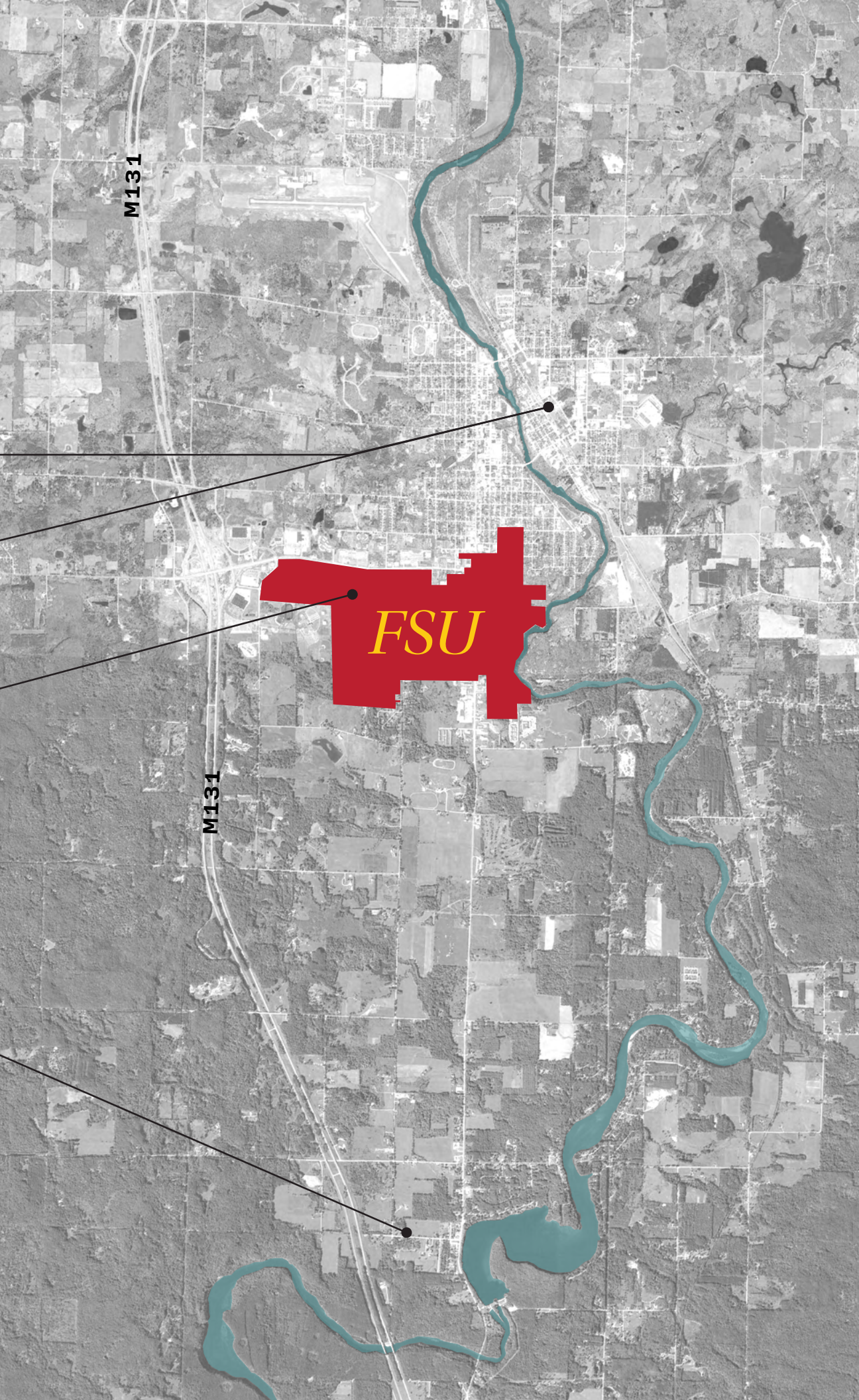
In addition to FSU's Main Campus in Big Rapids, other FSU sites exist within the City of Big Rapids including the Institute for Construction Education and Training and the recreational Ropes Course.

CORPORATE AND PROFESSIONAL  
DEVELOPMENT CENTER

ASPHALT PAVEMENT ASSOCIATION  
OF MICHIGAN TRAINING FACILITY

MAIN CAMPUS

ROPES COURSE



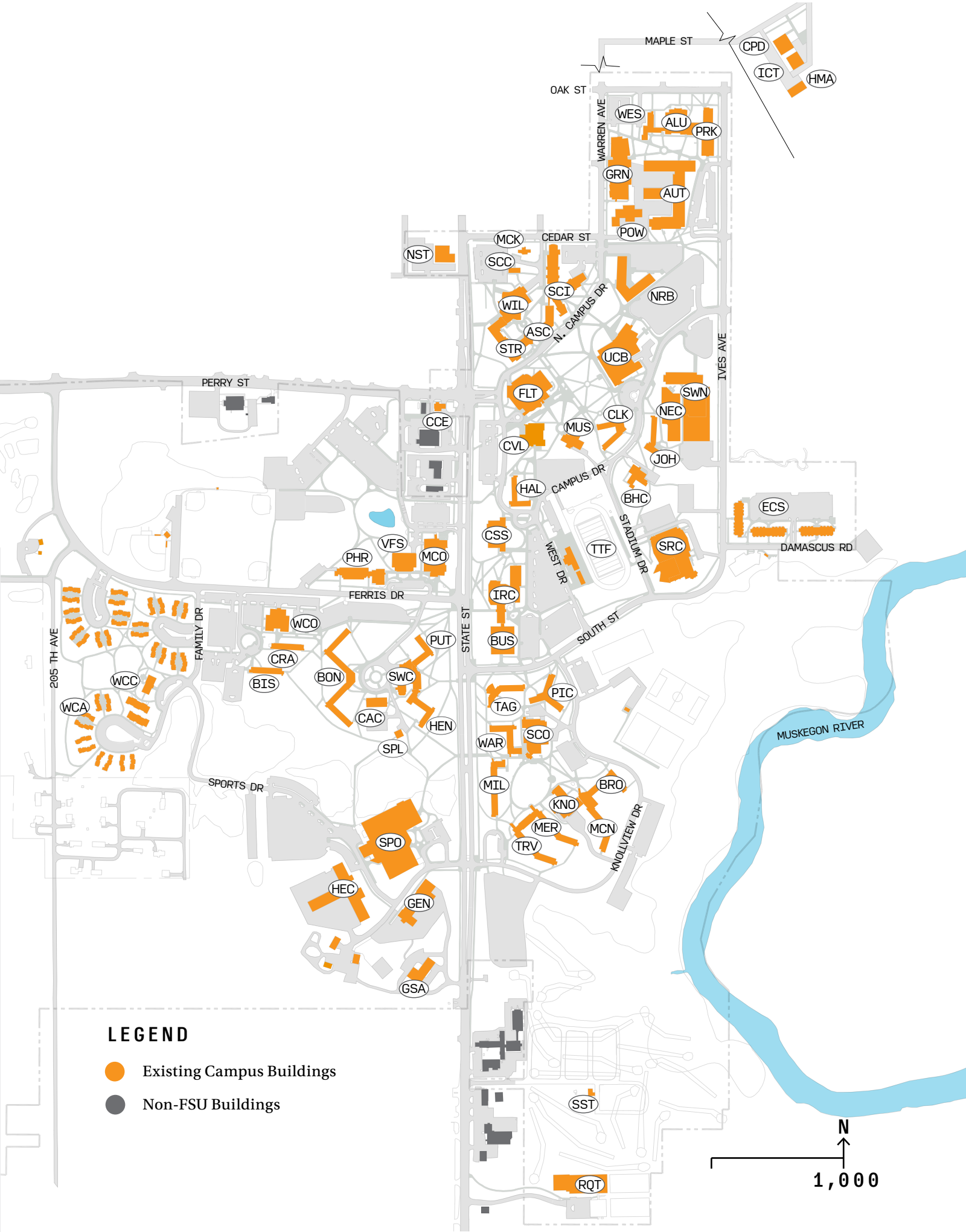


# Existing Conditions

## BUILDING NAMES

The map shows the existing conditions and locations of primary building on FSU's campus. Buildings are identified with an acronym with their full names listed below.

<b>VFS</b>	Allied Health (Victor F. Spathelf Center)	<b>GRN</b>	Granger Center for Construction & HVAC	<b>PUT</b>	Puterbaugh Hall
<b>ALU</b>	Alumni Building	<b>PHR</b>	Hagerman Pharmacy Building	<b>RQT</b>	Racquet Facility and Fitness Center
<b>ASC</b>	Arts and Sciences Commons	<b>HAL</b>	Hallsy Hall	<b>SCO</b>	Rock Café (South Commons)
<b>HMA</b>	Asphalt Pavement	<b>HEC</b>	Heavy Equipment Center	<b>SCI</b>	Science Building
<b>AUT</b>	Association of Michigan	<b>HEN</b>	Henderson Hall	<b>SCC</b>	Science Chiller Complex
<b>BHC</b>	Automotive Center	<b>ICT</b>	Institute for Construction Education and Training	<b>SCA</b>	South Campus Apartments
<b>BIS</b>	Birkam Health Center	<b>IRC</b>	Interdisciplinary Resource Center	<b>SST</b>	South Storage
<b>BON</b>	Bishop Hall	<b>JOH</b>	Johnson Hall	<b>SWC</b>	Southwest Commons
<b>BRO</b>	Bond Hall (North and South)	<b>KAT</b>	Katke Golf Course	<b>SPL</b>	Southwest Power Plant
<b>BUS</b>	Brophy Hall	<b>KNO</b>	Knollcrest Commons	<b>STR</b>	Starr Educational Center
<b>CVL</b>	Business Building	<b>MCK</b>	McKessy House	<b>SRC</b>	Student Recreational Center
<b>CLK</b>	Center for Virtual Learning	<b>MCN</b>	McNerney Hall	<b>SWN</b>	Swan Technical Arts Building
<b>CCE</b>	Clark Hall	<b>MER</b>	Merrill Hall	<b>TAG</b>	Taggart Hall
<b>CPD</b>	Copy Center	<b>MCO</b>	Michigan College of Optometry	<b>CSS</b>	Timme Center for Student Services
<b>CRA</b>	Corporate and Professional Development Center	<b>MIL</b>	Miller Hall	<b>TTF</b>	Top Taggart Field
<b>CAC</b>	Cramer Hall	<b>MUS</b>	Mus Activities Center	<b>TRV</b>	Travis Hall
<b>ECS</b>	Creative Arts Center	<b>NEC</b>	National Elastomer Center	<b>UCB</b>	University Center
<b>SPO</b>	East Campus Suites	<b>NRH</b>	North Residence Hall	<b>WAR</b>	Ward Hall
<b>FLT</b>	Ewigleben Sports Complex	<b>NST</b>	North Storage	<b>WES</b>	West Building
<b>GSA</b>	FLITE Library (Jim Crow Museum)	<b>PIC</b>	Pickell Hall	<b>WCA</b>	West Campus Apartments
<b>GEN</b>	General Services Annex	<b>POW</b>	Power Plant	<b>WCC</b>	West Campus Community Center
<b>GLC</b>	General Services Building	<b>PRK</b>	Prakken Building	<b>WCO</b>	West Commons
	Ken Janke Sr., Golf Learning Center	<b>WIL</b>	Williams Auditorium		

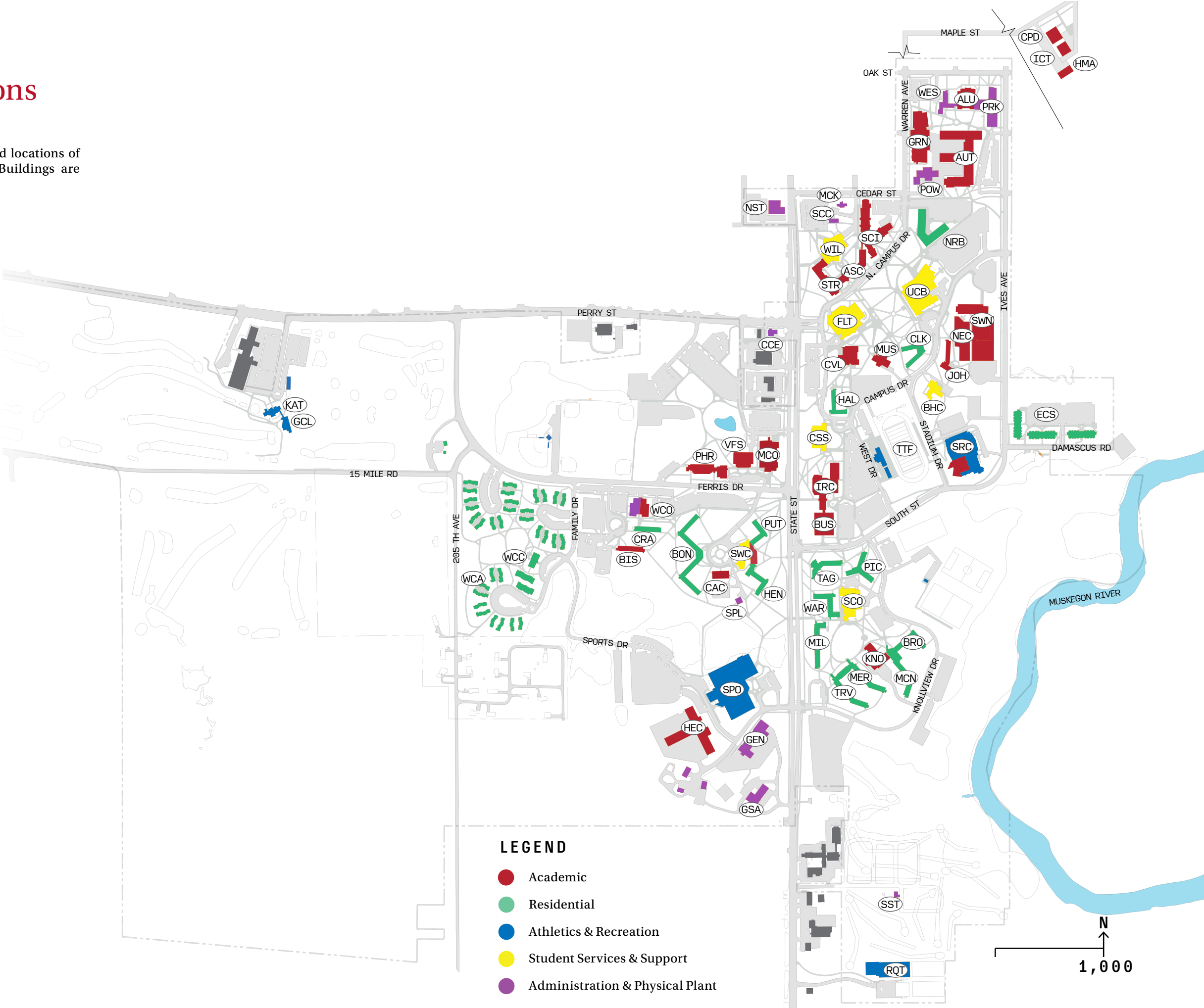




# Existing Conditions

## BUILDING USE TYPE

The map shows existing conditions and locations of primary building on FSU's campus. Buildings are also color coded to identify their use.





# Existing Conditions

## OUTDOOR ATHLETICS & RECREATION

The map shows locations of primary outdoor athletic and recreation areas for student athletes, intramural sports, and recreation.

- 1. Katke Golf Course
- 2. Varsity Softball Stadium
- 3. Frank Karas Intramural Fields
- 4. Football Stadium
- 5. Bulldog Soccer and Practice Fields
- 6. Racquet and Tennis Courts
- 7. The Champions Disc Golf Course

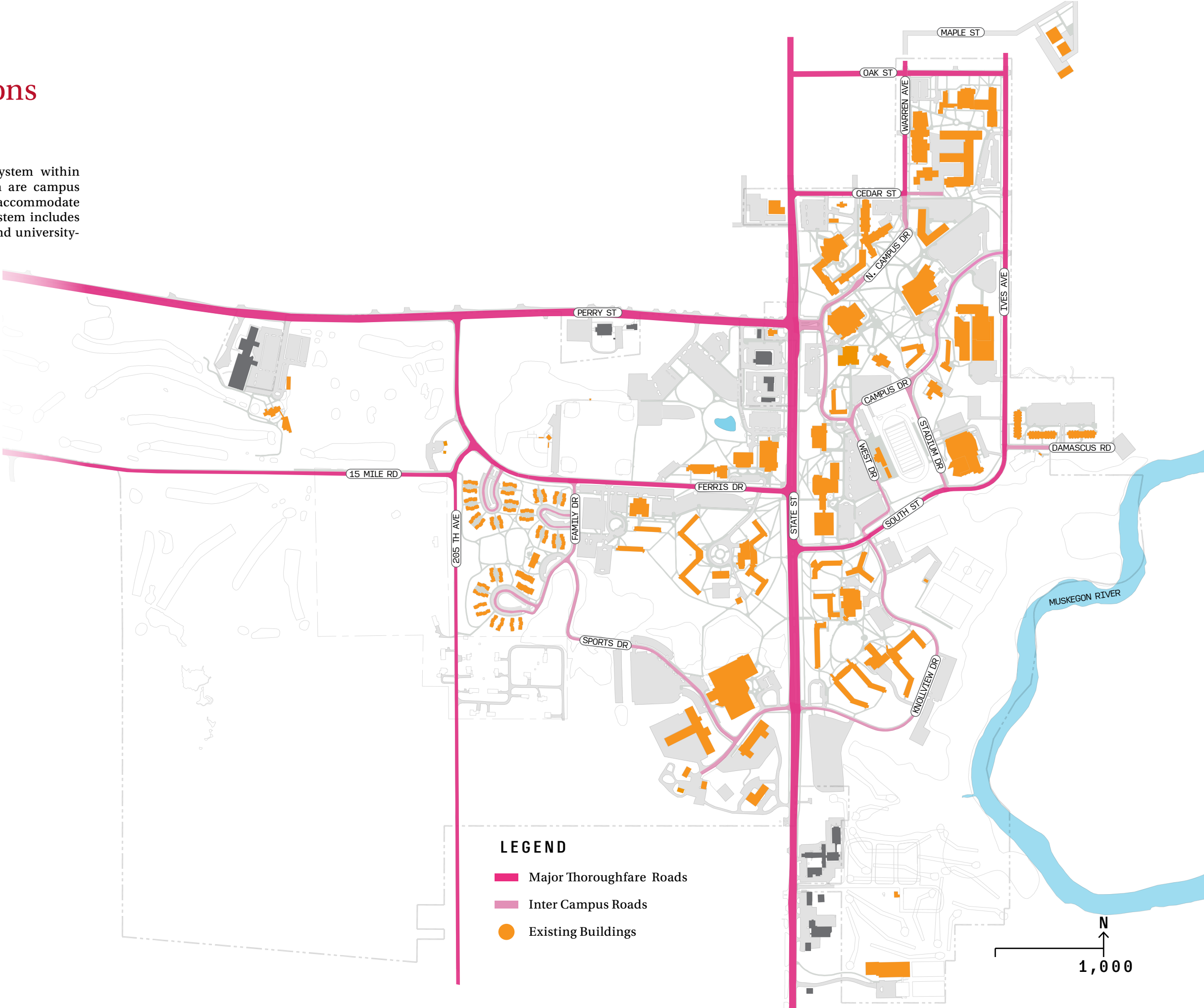




# Existing Conditions

## MAJOR VEHICULAR CIRCULATION SYSTEM

The map shows the primary road system within and around the campus. Also shown are campus surface parking lot locations which accommodate approximately 7,500 cars. The road system includes public (state and county controlled) and university-owned streets.

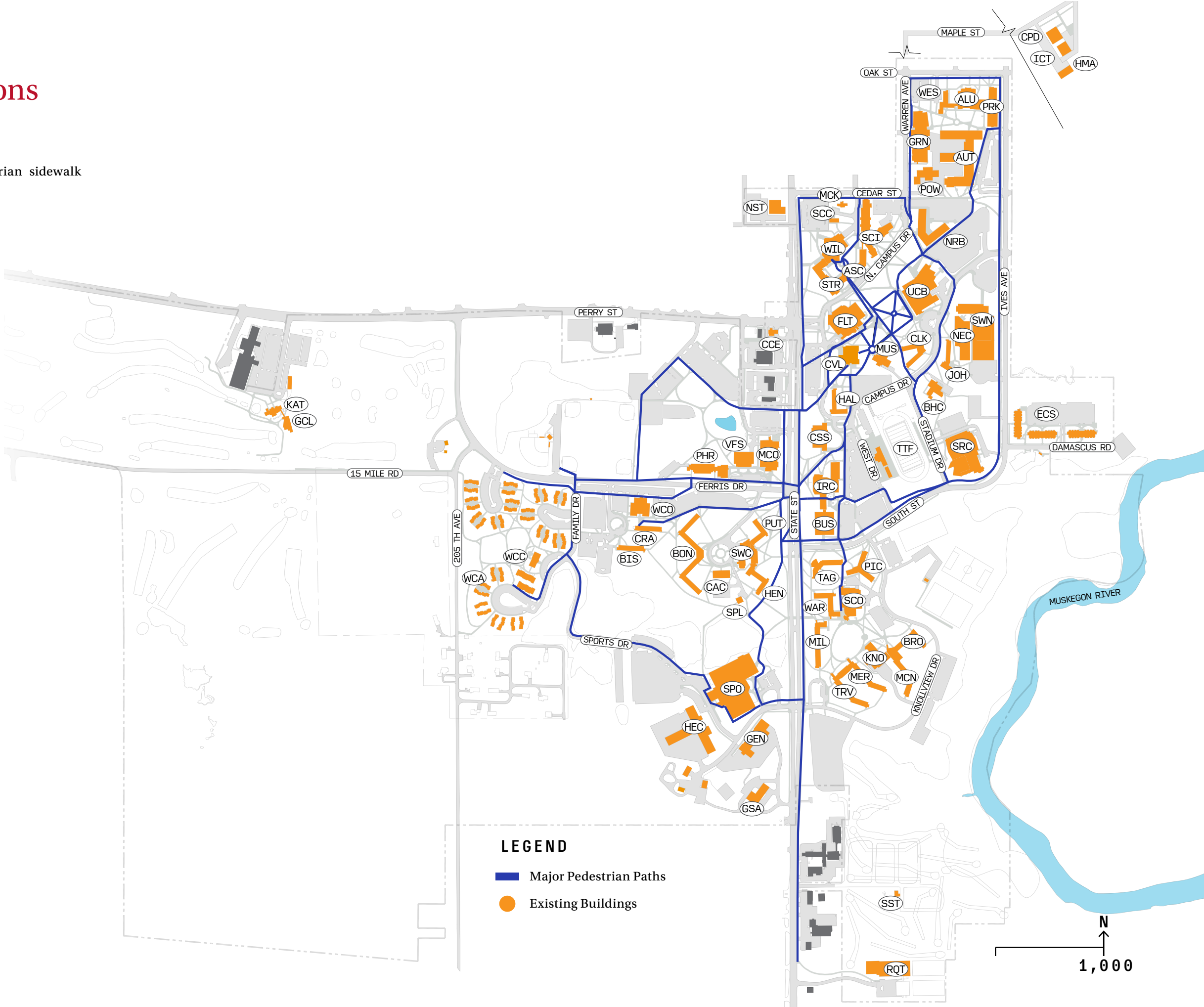




# Existing Conditions

# MAJOR PEDESTRIAN CIRCULATION SYSTEM

The map shows the primary pedestrian sidewalk system throughout campus.

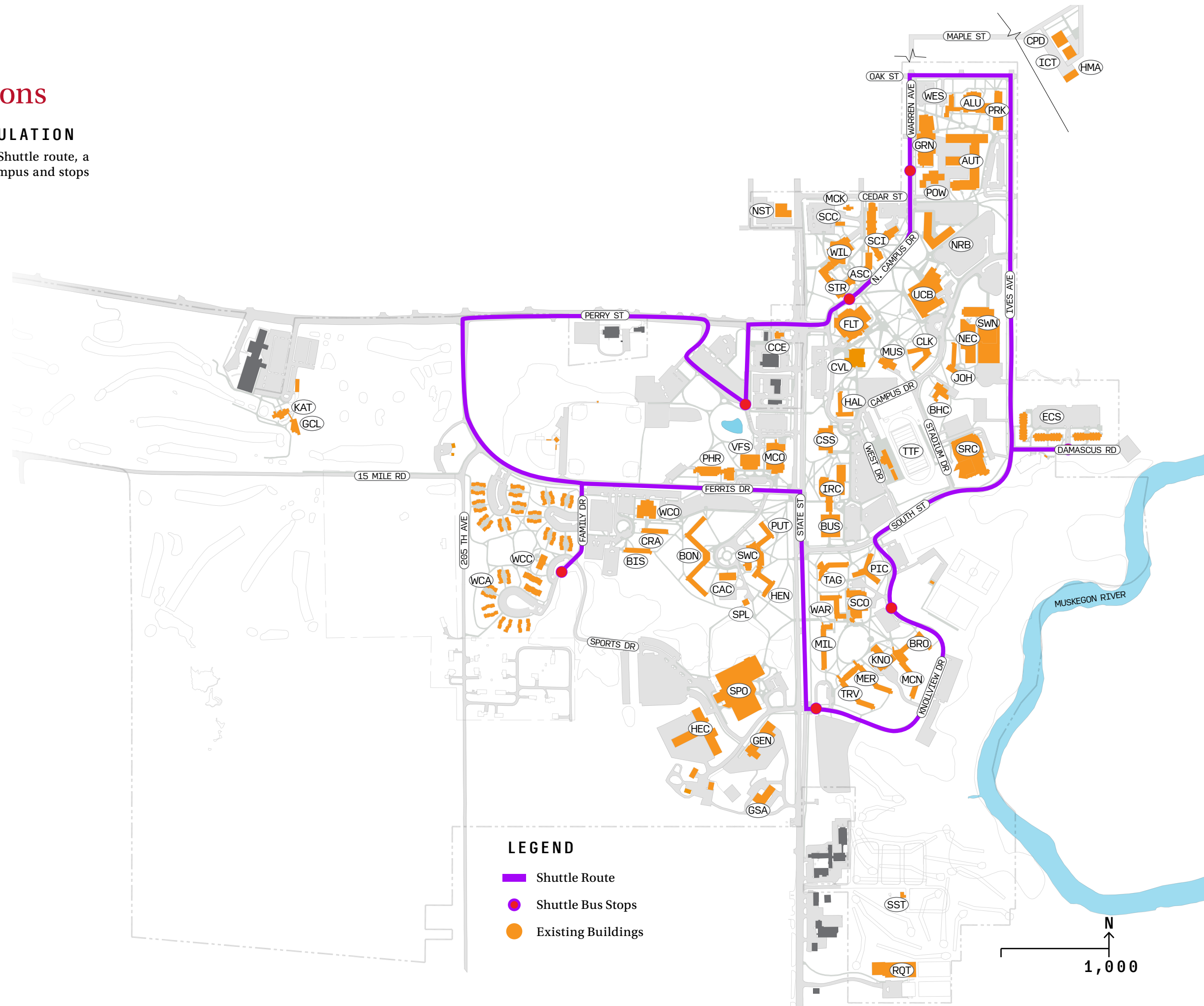




## Existing Conditions

## SHUTTLE SYSTEM CIRCULATION

The map shows the FSU Big Rapids Shuttle route, a bus system that loops around the campus and stops at key locations.





# *Five-Year Master Plan Goals*

## Overview

Projects identified through the stakeholder input phase have been categorized into two segments, those with a goal of beginning within the next 5-years (Five-Year Master Plan Goals) and goals targeted for a start date beyond 5-years (Long Term Master Plan Goals).

Each project identified considers the FSU's Strategic Plan and is incorporated with an understanding of the existing campus conditions and the guiding principles of campus planning.

The focus of this section specially addresses the Five-Year Master Plan Goals. Projects are grouped as they relate to "buildings" or "site". Subcategories within these sections address project types and how they may be funded. Some projects are designated with a specific hierarchy of priority while others are not. Those with no priority are listed in alphabetical order.

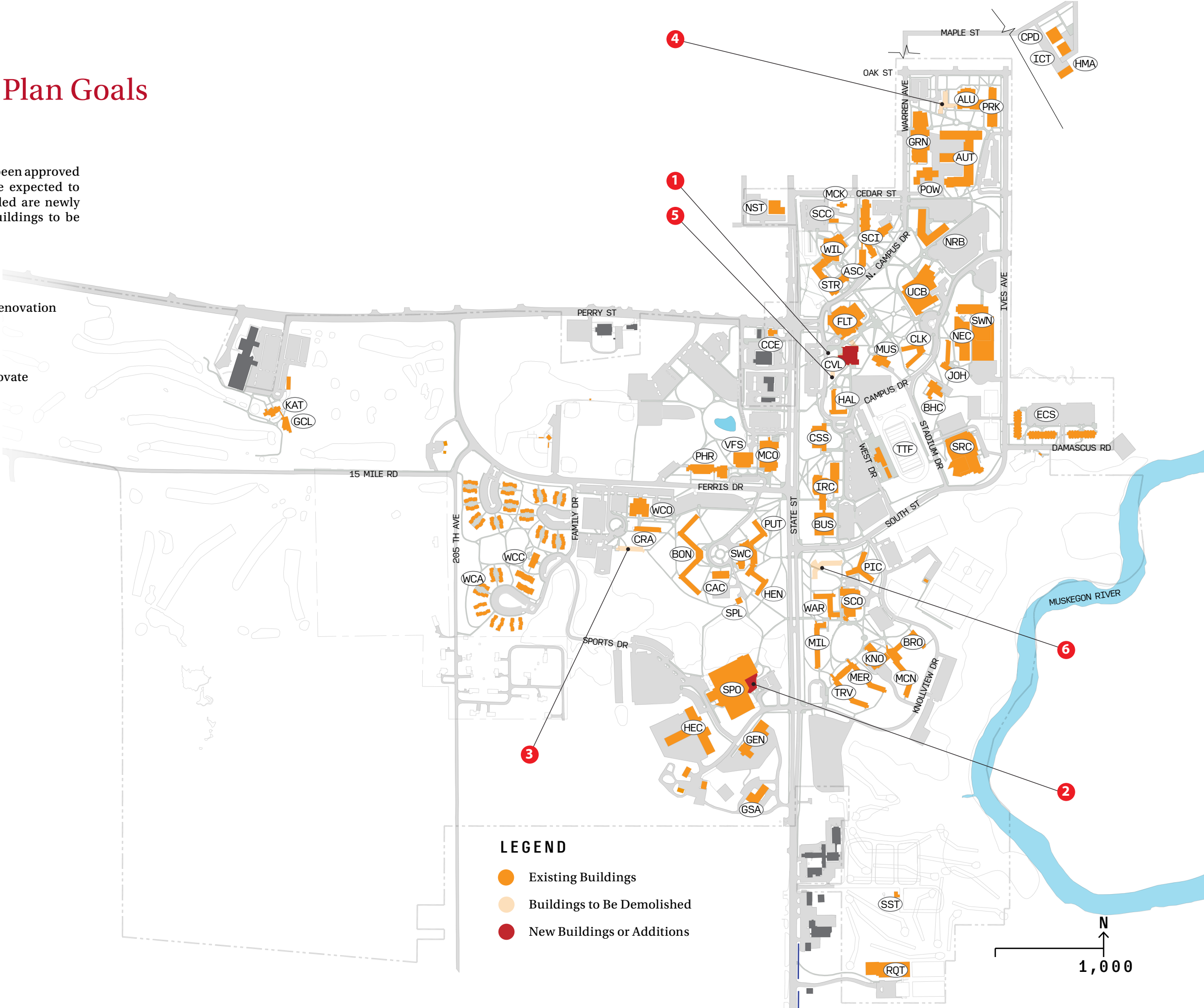


# Five-Year Master Plan Goals

## PROJECTS - COMMITTED

The list below shows projects that have been approved by the FSU Board of Trustees and are expected to be realized by the end of 2023. Included are newly constructed buildings and existing buildings to be demolished.

- 1. Center for Virtual Learning
- 2. Center for Athletics Performance Renovation & Addition
- 3. Bishop Hall Demolition
- 4. West Building Demolition and Renovate Alumni Building for Information Technology Services (ITS)
- 5. Vandercook Hall Demolition
- 6. Taggart Hall Demolition



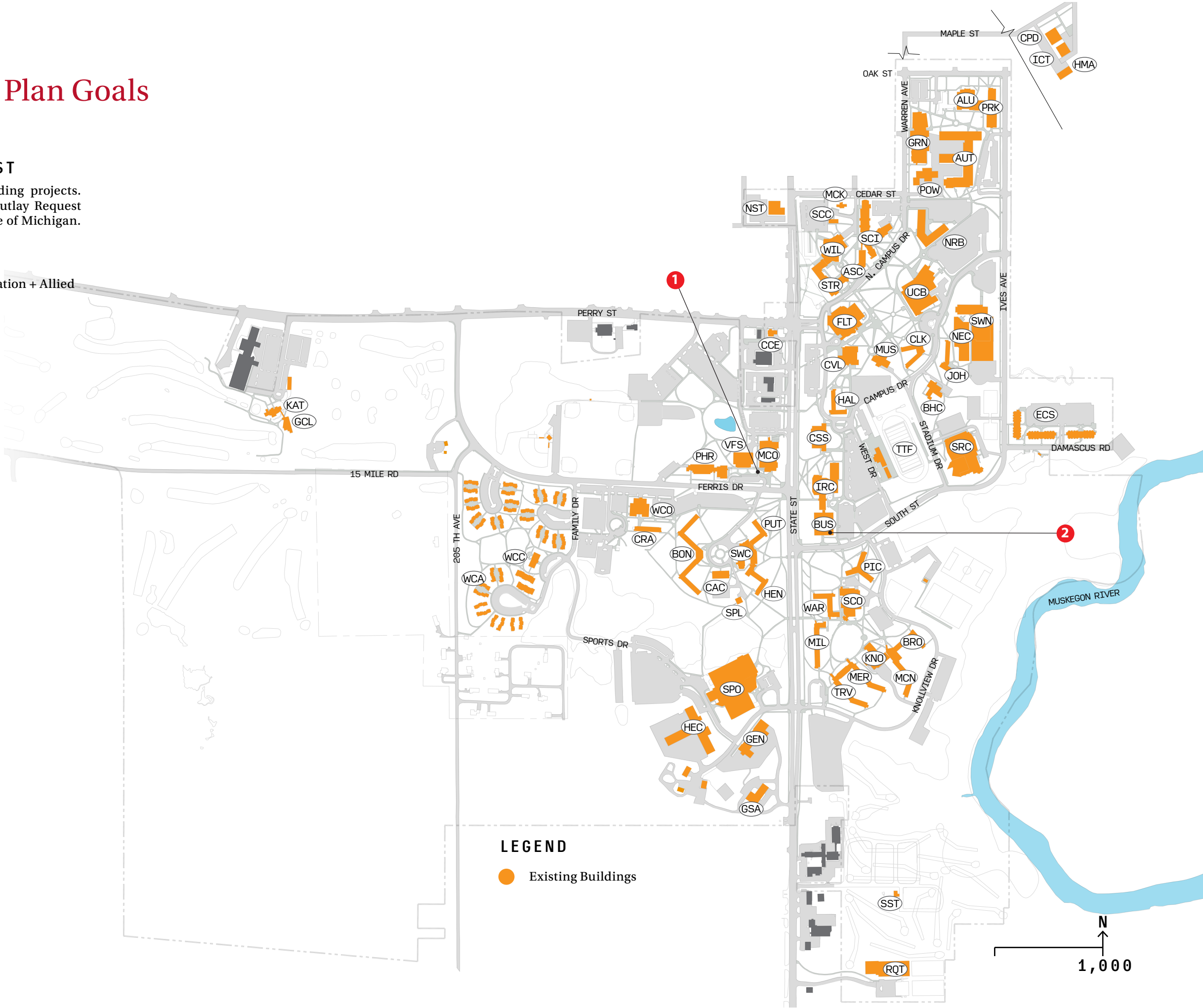


# Five-Year Master Plan Goals

## PROJECTS – BUILDINGS (ACADEMIC) CAPITAL OUTLAY REQUEST

The list below shows Academic Building projects. They may be considered as Capital Outlay Request projects (shared funding with the State of Michigan). They are listed in order of priority.

- 1. Interdisciplinary Healthcare Education + Allied Health Renovation  
Priority 1
- 2. Business Building Renovation  
Priority 2



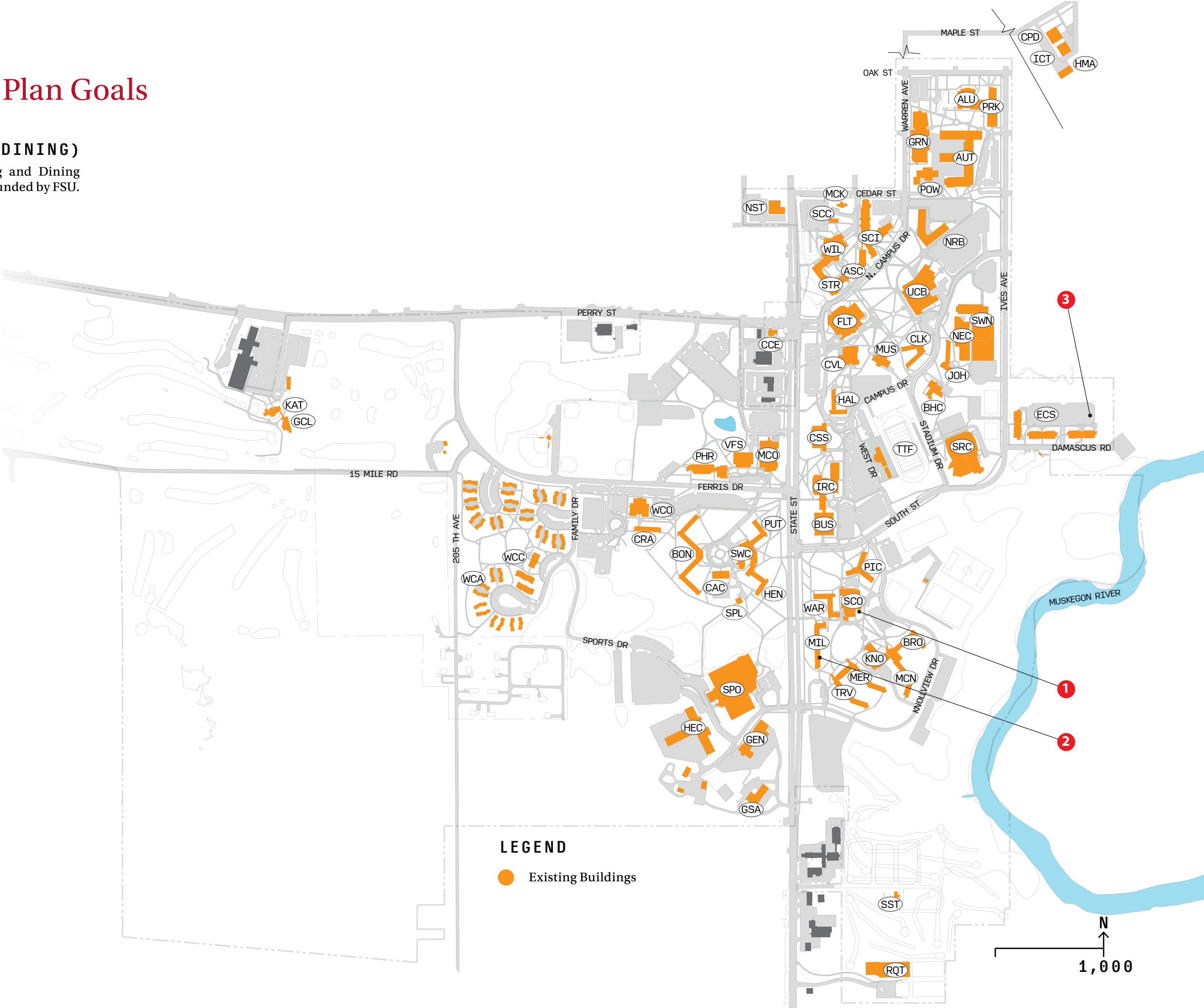


# Five-Year Master Plan Goals

## PROJECTS – BUILDINGS (HOUSING & DINING)

The list below shows future Housing and Dining Projects. These projects would be self-funded by FSU. They are listed in order of priority.

- 1. Rock Dining Renovation  
Priority 1
- 2. General Residence Hall Upgrades  
Priority 2
- 3. East Campus Suites Expansion  
Priority 3



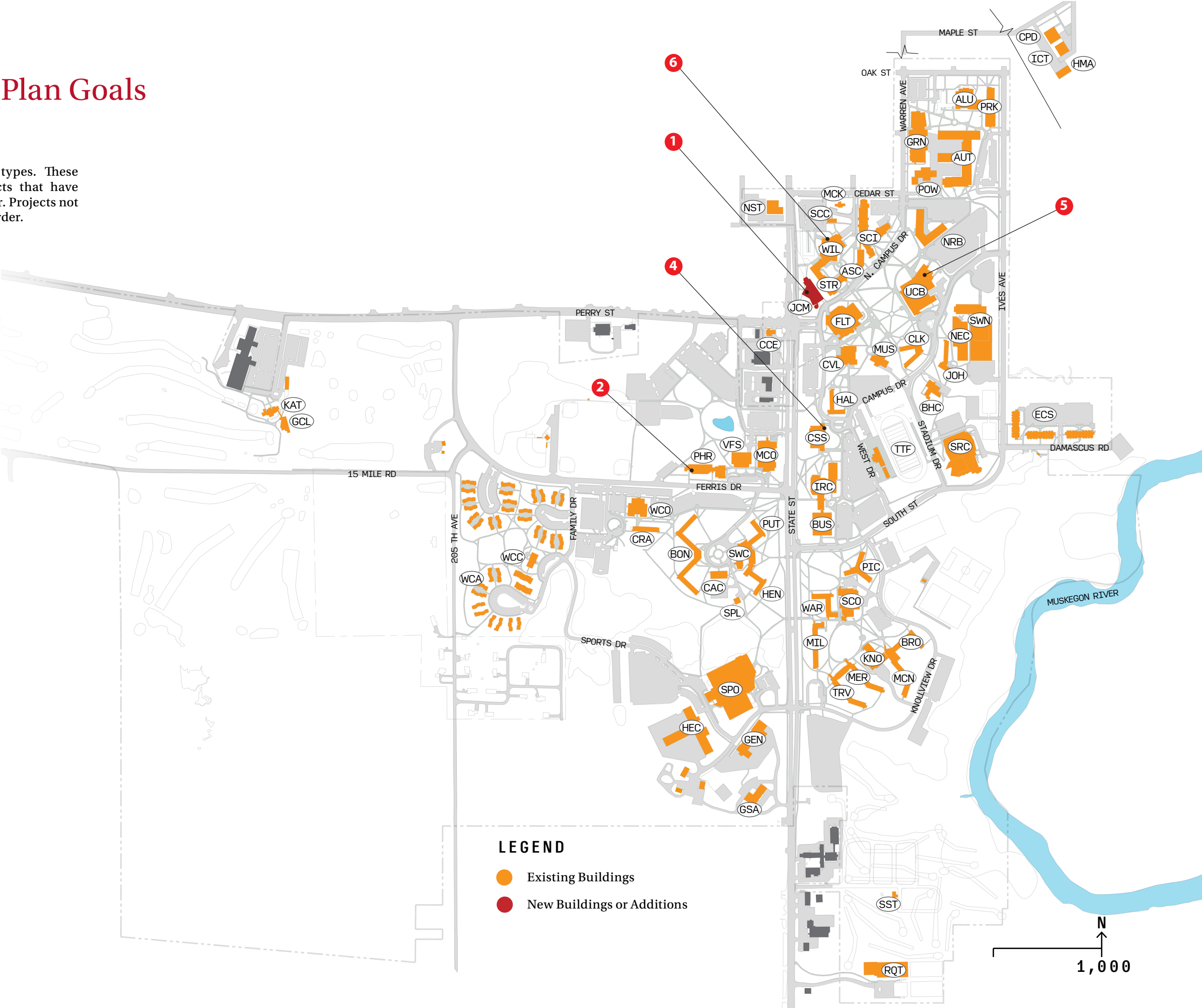


# Five-Year Master Plan Goals

## PROJECTS – BUILDINGS (OTHER)

The list below shows other project types. These would be self-funded by FSU. Projects that have been prioritized are shown in that order. Projects not prioritized are shown in alphabetical order.

- 1. Jim Crow Museum  
Priority 1
- 2. Pharmacy Building Renovation  
Priority 2
- 3. Early Childhood Learning Center  
(Location To Be Determined)  
Priority 3
- 4. Timme Welcome Center Expansion  
Priority 4
- 5. University Center Expansion  
Priority 5
- 6. Williams Auditorium Renovation



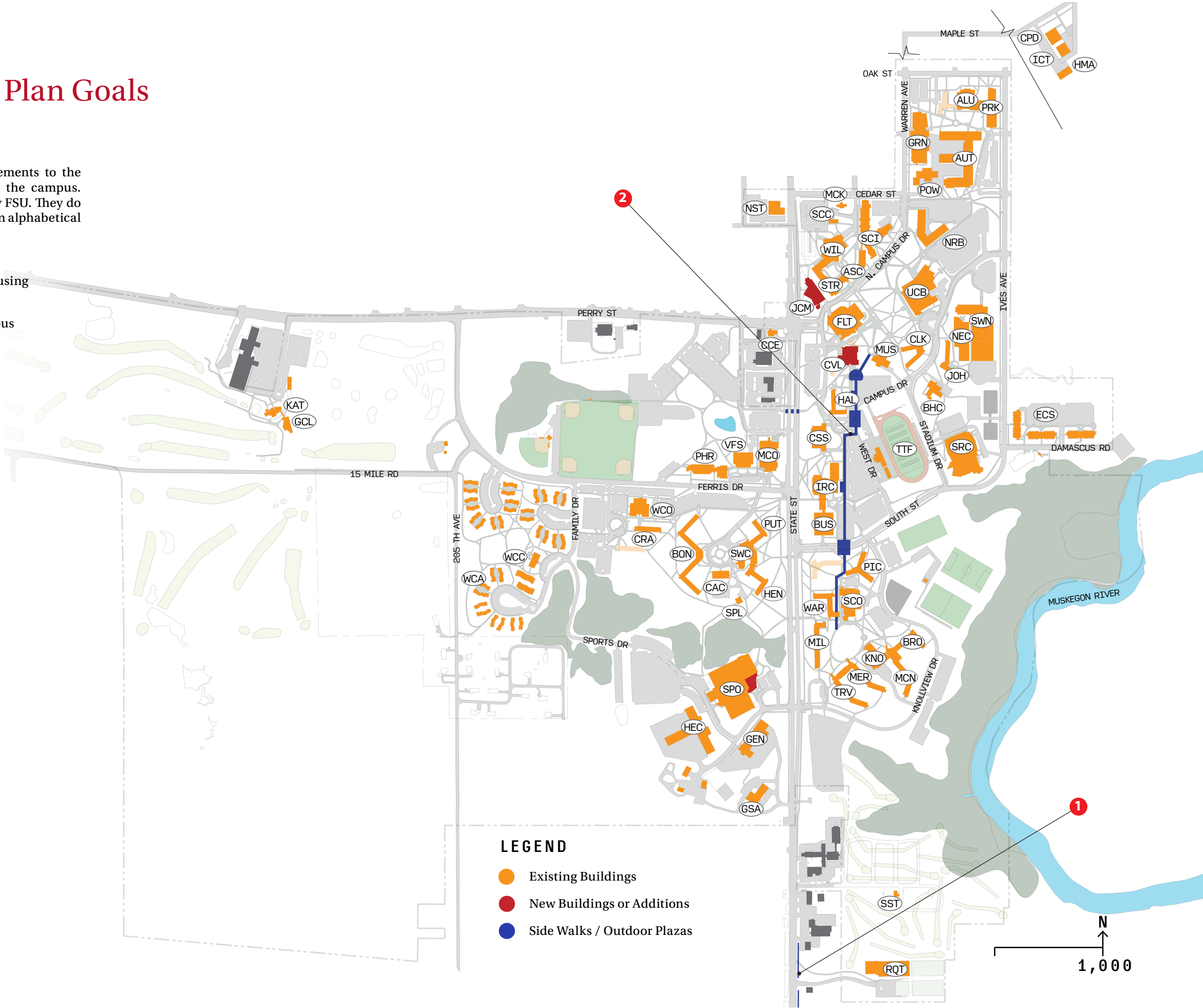


# Five-Year Master Plan Goals

## PROJECTS – SITE (PEDESTRIAN)

The list below shows desired improvements to the Pedestrian Circulation system within the campus. These projects would be self-funded by FSU. They do not have a prioritization and are listed in alphabetical order.

- 1. Create Sidewalk to Off Campus Housing
- 2. Enhance the Main Pedestrian Path connecting North and South Campus
- 3. Improve Sidewalk Crosswalks (Locations To Be Determined)





# Five-Year Master Plan Goals

## PROJECTS – SITE (VEHICULAR & PARKING)

The list below shows desired improvements to the Vehicular Circulation and Parking system within the campus. These projects would be self-funded by FSU. They do not have a prioritization and are listed in alphabetical order.

- 1. Create Additional Parking at SRC
- 2. Create Additional Parking for the Rock Cafe
- 3. Restrict Vehicular Use of North Campus Drive



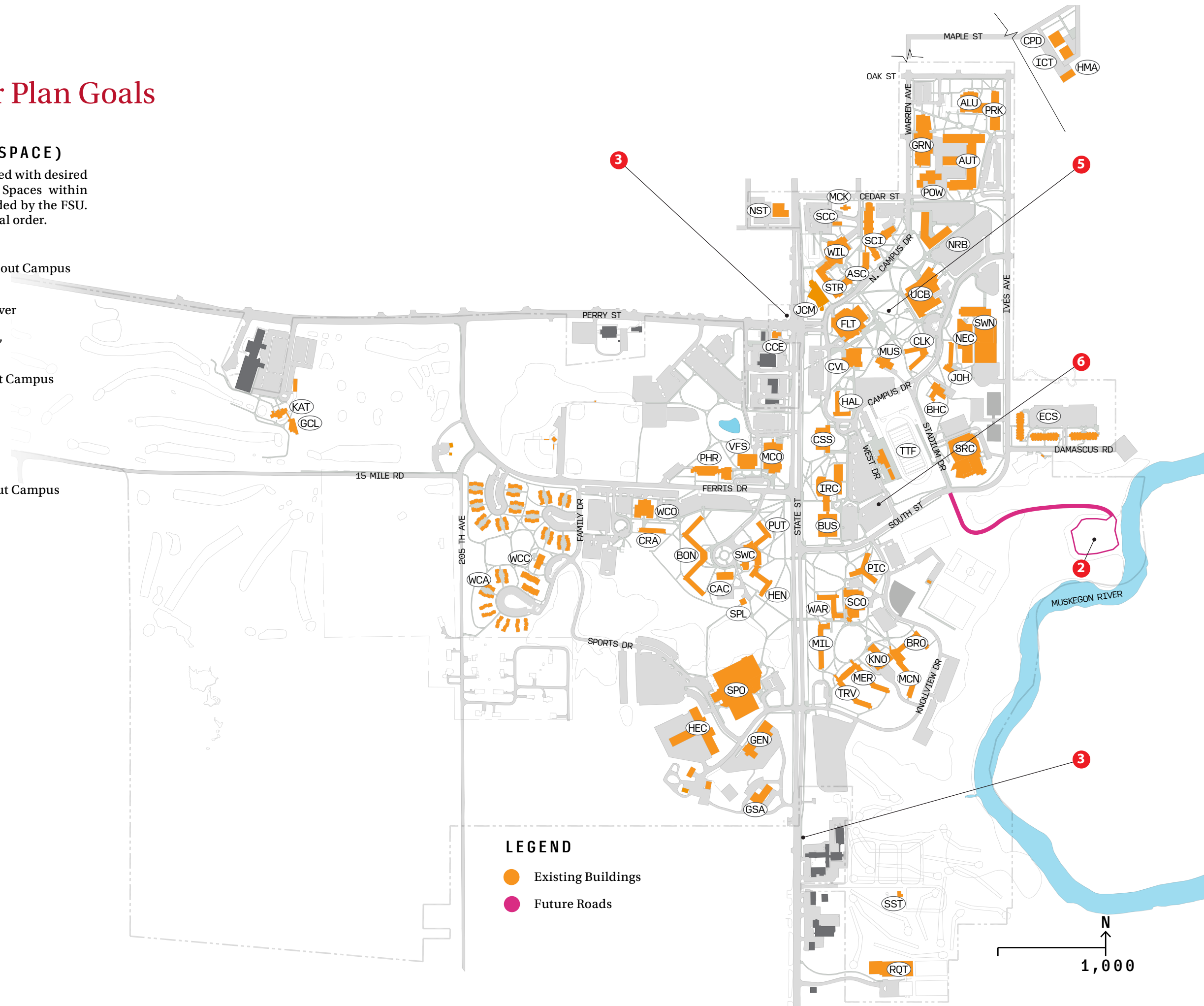


## Five-Year Master Plan Goals

## PROJECTS - SITE (PUBLIC & OPEN SPACE)

The list below shows projects associated with desired improvements to Public and Open Spaces within the campus. These would be self-funded by the FSU. These projects are listed in alphabetical order.

1. Add Landmark Elements Throughout Campus  
(Locations To Be Determined)
2. Create Access to the Muskegon River
3. Improve Branding at Entry Points, Edges, and Throughout Campus
4. Improve Landscaping Throughout Campus  
(Locations To Be Determined)
5. Improve Robinson Quad
6. Improve Tailgating Areas at Top Taggart Field
7. Update Digital Signage Throughout Campus  
(Locations To Be Determined)





# Long-Term Master Plan Goals

## Overview

Projects identified in this section have a targeted start beyond 5-years (Long Term Master Plan Goals). Like the Five-Year Master Plan goals, each project identified aligns with the University's Strategic Plan and is incorporated with an understanding of existing conditions and the guiding principles of campus planning.

Projects are grouped as they relate to "buildings" or "site". Subcategories within these sections address project types and how they may be funded. Some projects are designated with a specific hierarchy of priority while others not. Those with no priority are listed alphabetically.



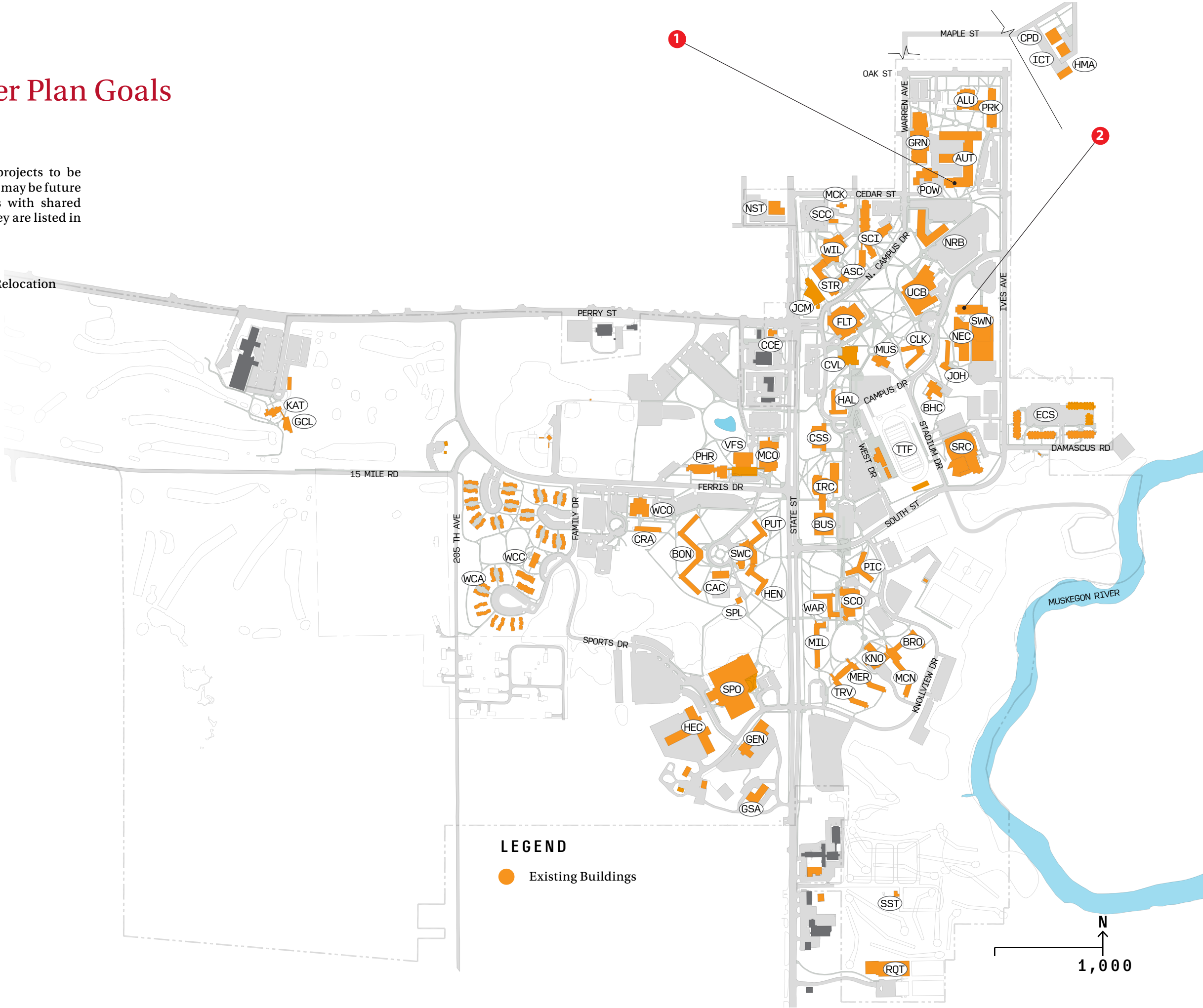


# Long-Term Master Plan Goals

## PROJECTS – BUILDINGS (ACADEMIC)

The list below shows the Academic projects to be considered after a five-year term. These may be future Capital Outlay Request opportunities with shared funding with the State of Michigan. They are listed in order of priority.

- 1. Automotive Center Renovation or Relocation  
Priority 1
- 2. SWAN Tower Renovation  
Priority 2



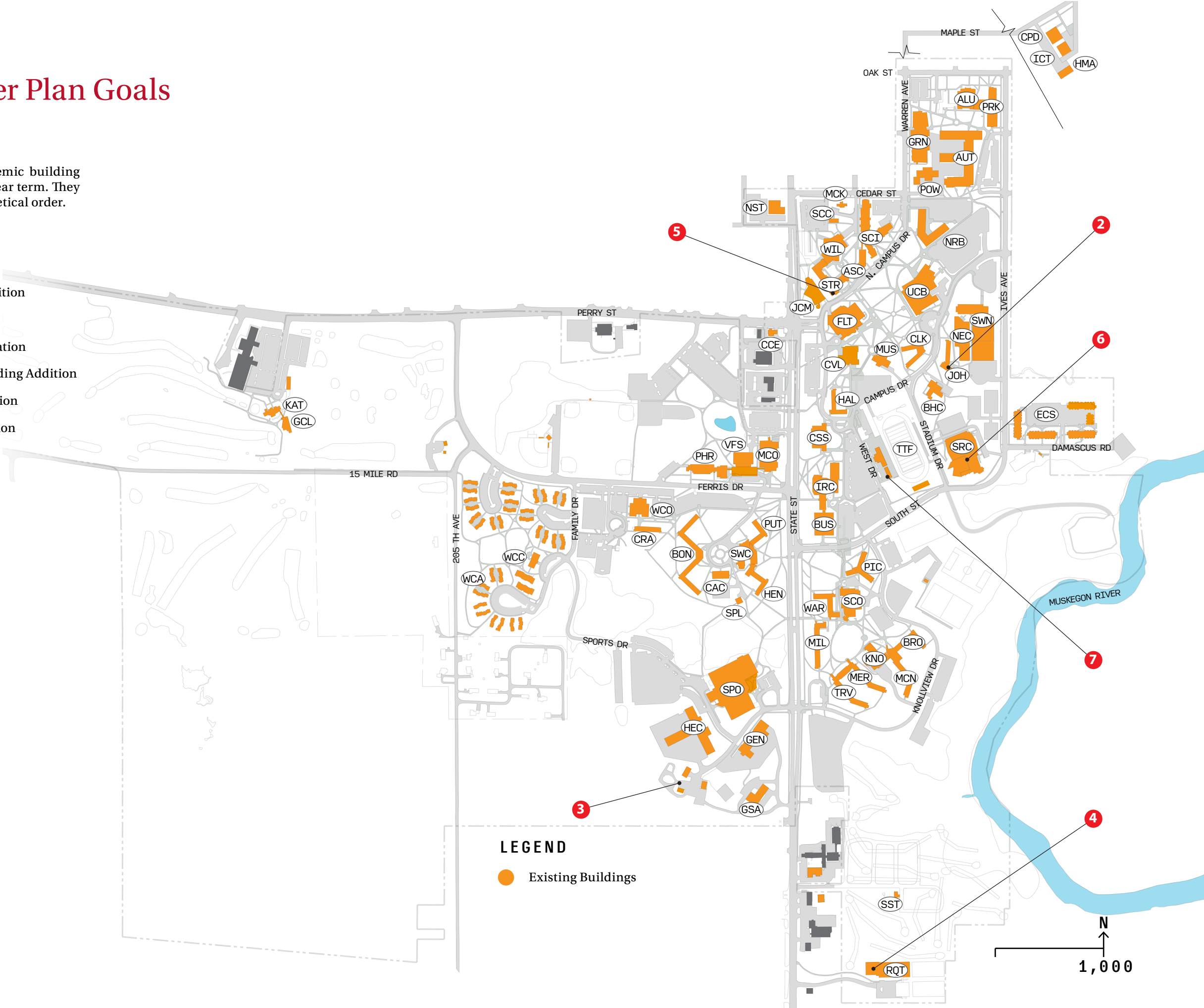


# Long-Term Master Plan Goals

## PROJECTS – BUILDINGS (OTHER)

The list below shows other non-academic building projects to be considered after a five-year term. They are not prioritized and listed in alphabetical order.

- 1. Create New Athletic Storage  
(Location To Be Determined)
- 2. Johnson Hall Renovation or Demolition
- 3. New General Storage Building
- 4. Racquet and Tennis Facility Renovation
- 5. Southwest Entrance to STARR Building Addition
- 6. Student Recreation Center Renovation
- 7. Top Taggart Grand Stands Renovation





# *Grand Rapids Campus* 4

## Overview

The City of Grand Rapids is located in the west-central part of Michigan's Lower Peninsula. It is Michigan's second largest city with a population of over 200,000 people.

Ferris State University is represented here at a number of different locations including The College of Pharmacy (7th floor of 25 Michigan Avenue), Kendall College of Arts and Design (KCAD), Applied Technology Center at Grand Rapids Community College (ATC), and Plaza Roosevelt.

The intent of this master plan is focused on Kendall College of Arts & Design, located within Grand Rapid's vibrant downtown district and neighboring Heartside and Heritage Hill neighborhoods.



# Grand Rapids

## FERRIS STATE UNIVERSITY SITES

The map illustrates where FSU is located within in the City of Grand Rapids. The University is represented at the College of Pharmacy (25 Michigan Avenue), Kendall College of Art & Design (which consists of both the Woodbridge N. Ferris Building and the Fountain St. Building), the Applied Technology Center at Grand Rapids Community College, and Plaza Roosevelt.

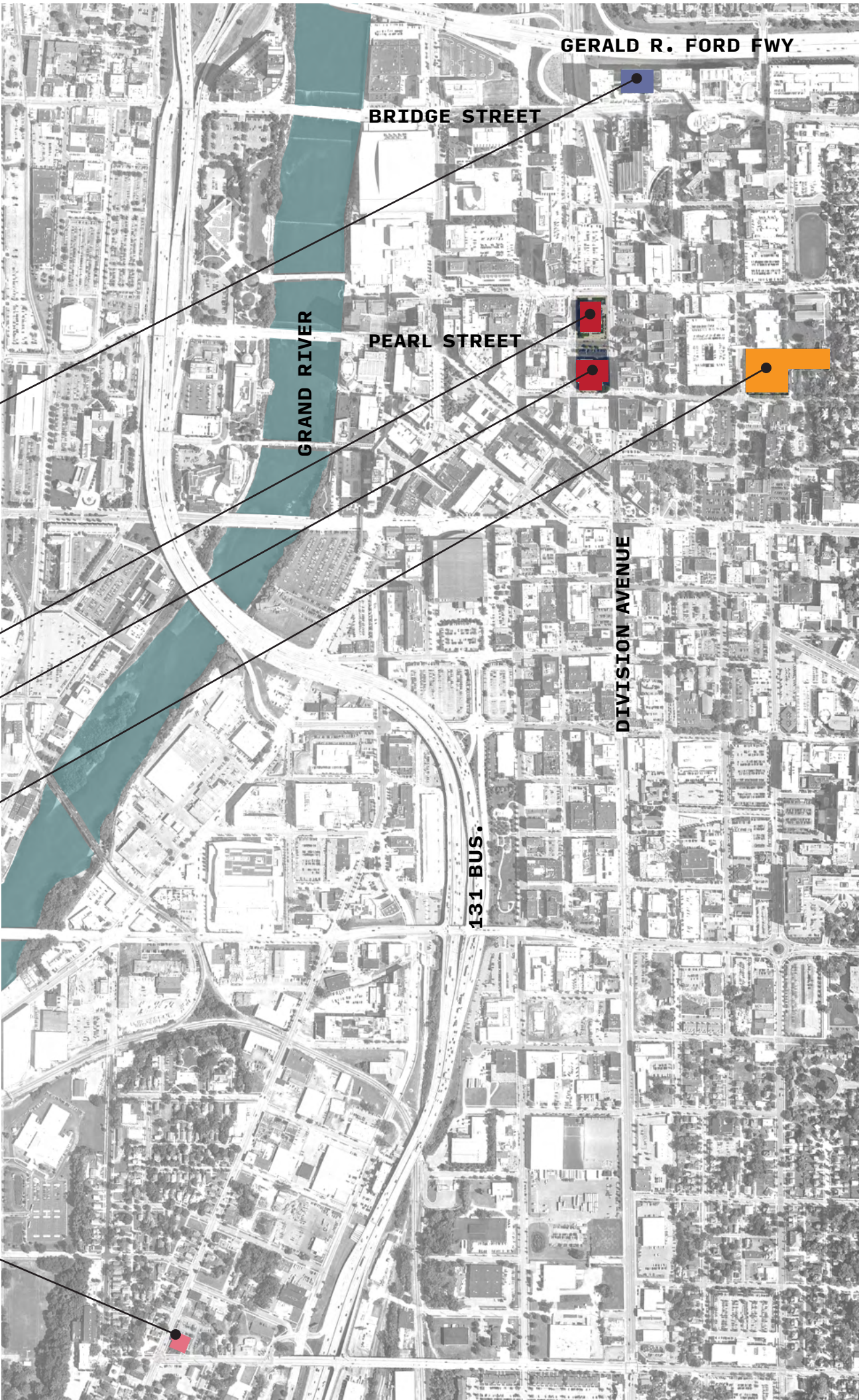
FERRIS STATE UNIVERSITY  
COLLEGE OF PHARMACY - GR  
25 MICHIGAN AVE.

KENDALL COLLEGE OF ART & DESIGN  
WOODBIDGE N. FERRIS BUILDING

KENDALL COLLEGE OF ART & DESIGN  
17 FOUNTAIN ST. BUILDING

FERRIS STATE UNIVERSITY  
APPLIED TECHNOLOGY CENTER  
AT GRAND RAPIDS COMMUNITY COLLEGE

FERRIS STATE UNIVERSITY  
PLAZA ROOSEVELT  
AT SOUTHWEST COMMUNITY MIDDLE / HIGH SCHOOL





# Existing Conditions

## KENDALL COLLEGE OF ART AND DESIGN

The aerial photograph shows the Kendall College of Art & Design campus as it exists today.

## AREA, BOUNDARY, ADJACENCIES

Kendall College of Art and Design consists of 2-city blocks defined by Lyon Street on the north, Fountain Street on the south, Division Avenue on the east, and Ionia Avenue on the west. Pearl Street runs east-west, bisecting the campus and terminating at Division Avenue. A variety of building types and uses surround these two city blocks.

## PRIMARY BUILDINGS

The Kendall College of Art and Design campus consists of two adjacent city blocks separated by Pearl Street. In 1984, located within the southern block, the Manufacturer's Building (c. 1905) became the new home for KCAD. As a part of the College's merger with Ferris State University the abutting Interstate Building was acquired and the buildings were combined along with adding a new 3-story lobby addition. These buildings fill the southern block and together today are known as the Fountain St. Building. In early 2009, the University acquired and renovated the historic Federal Building (c. 1909) located on the northern block and named it the Woodbridge N. Ferris Building.

## ACCESS

The Ferris Building primary entry point is on the south. The Fountain St. Building public entrance is also on the south side, distant from the Ferris Building.

## OPEN SPACE AND LANDSCAPING

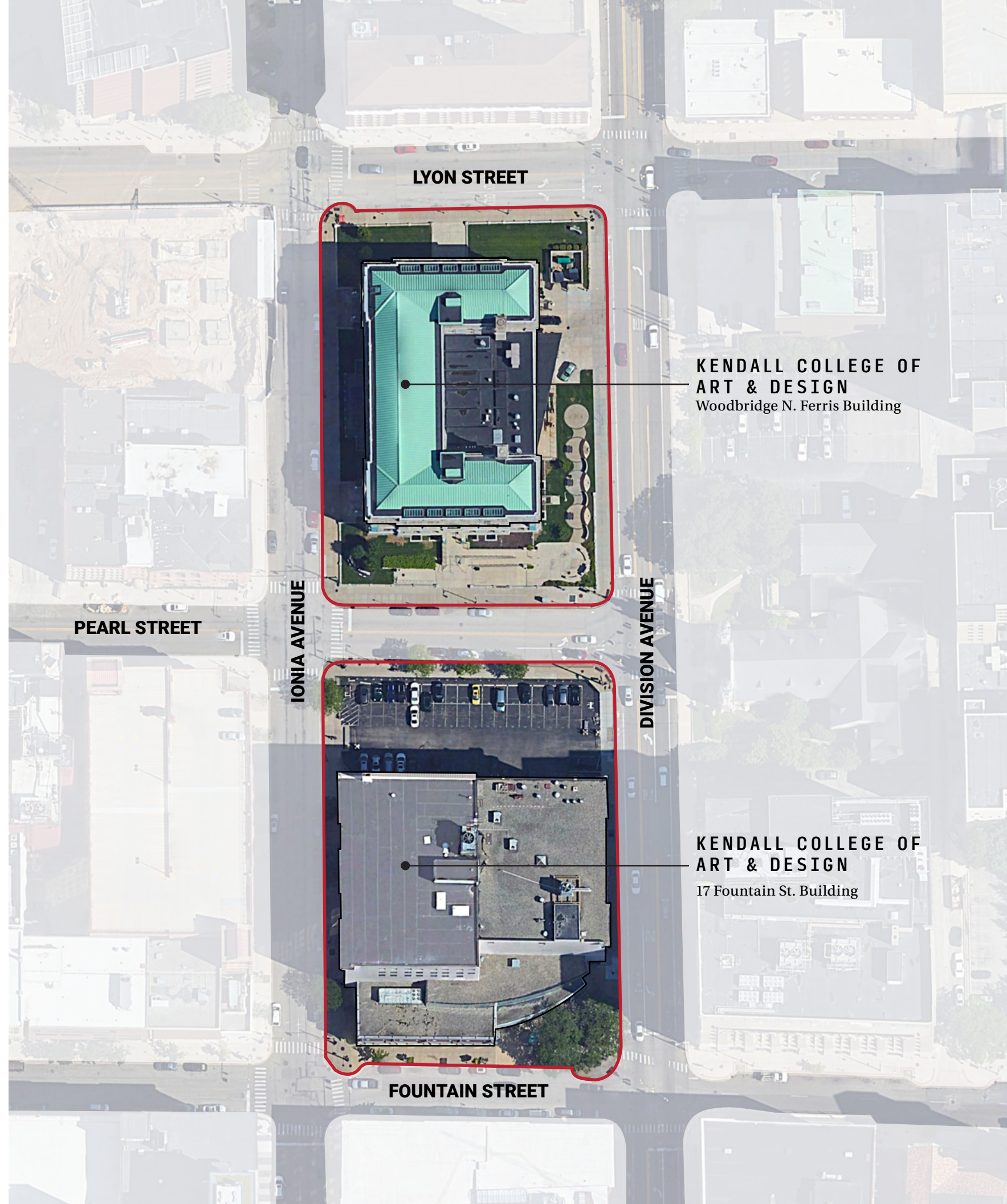
As part of an urban context surrounded and bisected by public streets, there is little outdoor open space on the Kendall campus. The Ferris Building block has some exterior hardscape plaza areas on the east and south. A surface parking lot exists on the north side of the Fountain St. Building. Some perimeter street trees along sidewalks exist.

## ARCHITECTURE

The quality of architecture is high. The Fountain St. Building consists of 3 abutting parts including the original 7-story Manufacture's and Interstate Buildings, both classical in architectural style with brick exteriors, a 3-story modern addition, and a large-scale painted graphic on part of the north wall. The Ferris Building is historic with the primary part at 3.5 stories in height, has exterior masonry walls, and is considered Academic Classic in its architectural style. It also contains a 1-story infill section clad in stone on the east side.

## VEHICULAR CIRCULATION AND PARKING

As part of a greater urban core, KCAD's vehicular access is from a network of streets on all sides. There is one on-site parking lot for faculty and staff. Parking needs for others is provided by on-street parking in some areas and nearby public parking structures. Public transportation also provides access to the Kendall campus.





# *Master Plan Goals*

## Overview

Future needs for Ferris State University in the Grand Rapids area relate to Kendall College of Art and Design. The defined projects begin with and extend beyond the scope of the Five-Year Master Plan.



# Master Plan Goals

## PROJECTS - BUILDINGS

The list below includes a variety of project types including Academic and Support, Housing and Auxiliary-Services, and Site related. Only one project is identified as a first priority. The Housing project is identified as a first priority and is an opportunity for a public private partnership. All other projects are listed in alphabetical order.

### ACADEMIC / SUPPORT

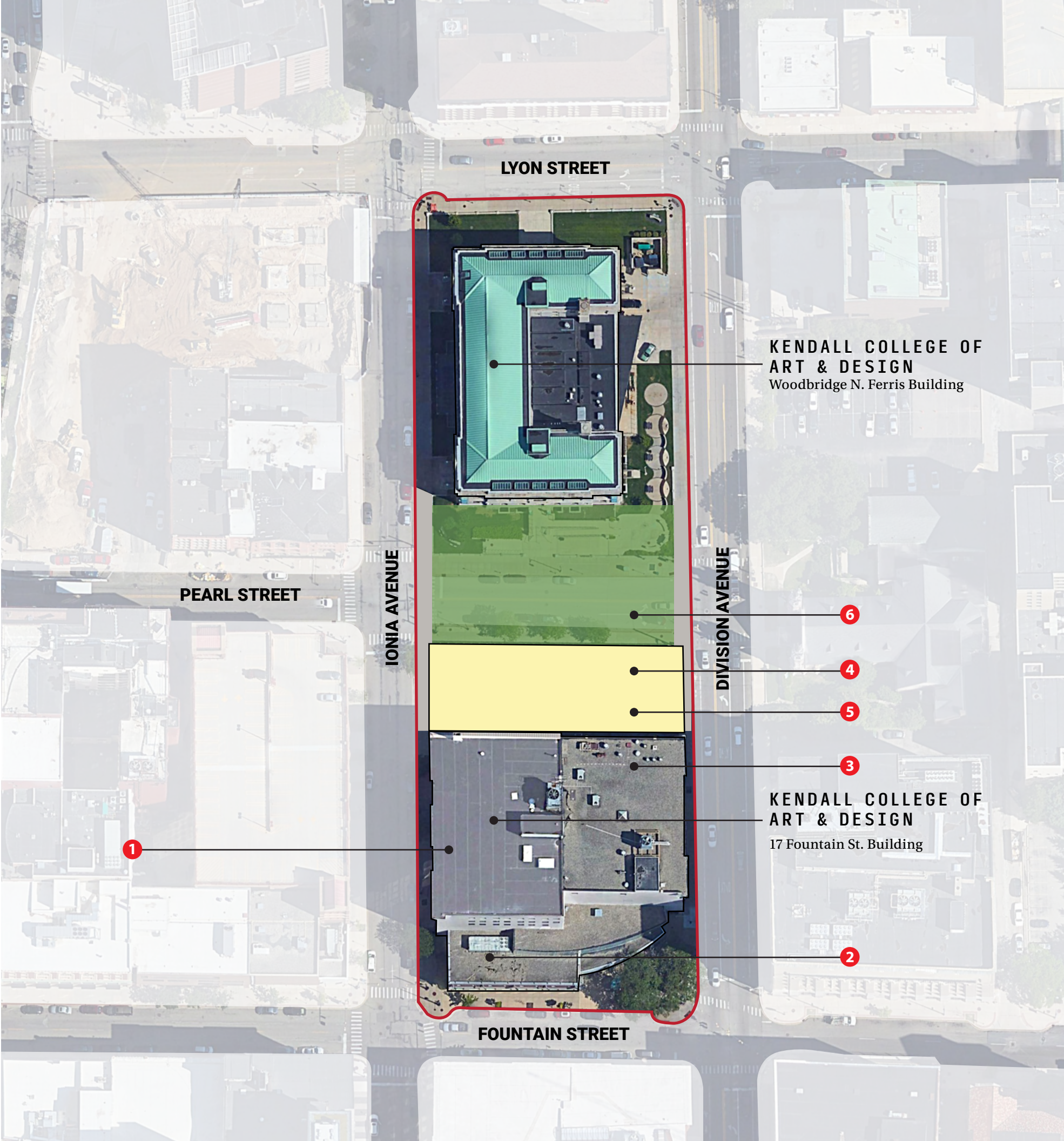
- 1. Fountain St. Building - Ionia Entrance & Lobby Renovation
- 2. Fountain St. Building - Learning Commons
- 3. Fountain St. Building - Library Renovation

### HOUSING / AUXILIARY SERVICES


- 4. Create New Housing (100 - 200 Beds) Priority 1
- 5. Create New Amenities Space (Dining, Student Commons, Studios)

### SITE PROJECTS

- 6. Explore Opportunity to Create Plaza and Green space at Pearl Street







*“Schools must deal with fundamentals, must build a foundation and furnish a plan for a possible human structure of beauty, strength and service?”*

— Woodbridge Ferris

## Acknowledgments

### FERRIS STATE UNIVERSITY MASTER PLANNING TEAM

Dr. David L. Eisler, President

Jim Bachmeier, Vice President for Administration and Finance

Michael Hughes, Associate Vice President

Joseph Haupt, Senior Project Manager

Fonda Kuzee, Manager of Work Management & Building Services

### FERRIS STATE UNIVERSITY FOCUS GROUPS

Academic Affairs - Faculty & Staff

Academic Senate

Administration and Finance

Alumni Board

Dean's and Academic Leadership Council

Ferris at Plaza Roosevelt

FSU Board of Trustees

FSU Students

Kendall College of Art and Design (KCAD) - Admin, Staff, Faculty

Kendall College of Art and Design (KCAD) - Students

Open University Forums

President's Council

SPARC

Student Affairs

University Advancement & Marketing

University President, VPAF, AVP-PP

### NEUMANN/SMITH ARCHITECTURE

Stan Cole, AIA, Principal-In-Charge

Bert Koseck, AIA, Senior Campus Planner

Jim Stock, RA, Design Director

Trent Schmitz, Designer

Clayton Wenrick, Designer



A photograph of the Ferris State University clock tower and a statue of a man in a suit, overlaid with a red gradient. The clock tower is a tall, brick structure with a clock face. The statue is a bronze figure of a man in a suit, standing on a pedestal. The background shows trees and a building.

# FERRIS STATE UNIVERSITY

FERRIS FORWARD

architecture  
**NEUMANN  
SMITH**