



**NMC**

# **CAMPUS MASTER PLAN**

COMMUNITY WORKSHOP

12-13-2023

**WELCOME**

**WHY WE'RE HERE**

**CONTEXT** CHALLENGES FACING HIGHER EDUCATION

**WHAT'S EMERGING FROM THE PLAN** UNDERUTILIZED ASSETS AND HOUSING

**EASTERN AVENUE PROPERTY** AS POTENTIAL CAMPUS EXPANSION



# LIVE POLL 1 & 2



# Values

**Learning:** We are lifelong learners; learning is foundational to a thriving community and is at the center of all we do.

**Integrity:** We act with the highest degree of ethics, personal responsibility, fairness and openness ensuring that we match our actions with our words.

**Collaboration:** We embrace co-creative solutions and celebrate the joy of working together, empowering each other and nurturing community partnerships for the benefit of our learners.

**Respect:** We demonstrate mutual regard and appreciation for one another to assure a culture of trust.

**Inclusion:** We foster belonging and build organizational capacity that celebrates diversity and promotes equity.

**Innovation:** We are agile, imaginative and forward thinking, taking risks to meet future needs of the college and our communities.

**Stewardship:** We practice stewardship by investing responsibly in the human, physical, financial and environmental resources entrusted to our care.

**Excellence:** We commit to the highest standards of quality and service, and to exceeding the expectations of our learners and communities through continuous improvement.

**NMC NEXT**  
OUR COMMUNITY. OUR COLLEGE. OUR FUTURE.

# Strategic Goals

## Future-Focused Education

Enhance offerings through flexible academic pathways, innovative instructional delivery models and relevant, hands-on educational experiences to empower global learners for the future.

## Student Engagement and Success

Develop and deliver comprehensive support services, robust engagement opportunities and a vibrant collegiate experience to foster learner success, goal completion and employability.

## Diversity, Equity and Inclusion

Cultivate an inclusive environment that fosters a sense of belonging and delivers equitable opportunities so all are able to thrive and succeed.

## Community Partnerships and Engagement

Enhance collaborations that advance community engagement, economic and workforce development and innovative opportunities for lifelong learning.

## Institutional Distinction and Sustainability

Leverage distinctive programs that strengthen institutional sustainability and expand global connections for our learners and communities.

Northwestern Michigan College // NMC NEXT // [nmc.edu/strategic-plan](http://nmc.edu/strategic-plan) // [strategic-planning@nmc.edu](mailto:strategic-planning@nmc.edu)

1. Support the 2022 – 2025 Strategic Plan.
2. Focus on the future NMC. Maximize flexibility to allow the college to adjust to evolving needs of students, staff, and faculty.
3. Clearly define priorities and identify opportunities for diversifying the college's funding streams.
4. Establish a vibrant main campus that enhances a sense of belonging and college identity.
5. Prioritize sustainability in capital planning and asset management. This include responsible use of energy, materials, and fiscal resources.
6. Enhance connections to the communities that interface with the college.



# SPACE MIGRATION HOUSING EASTERN AVENUE PROPERTY





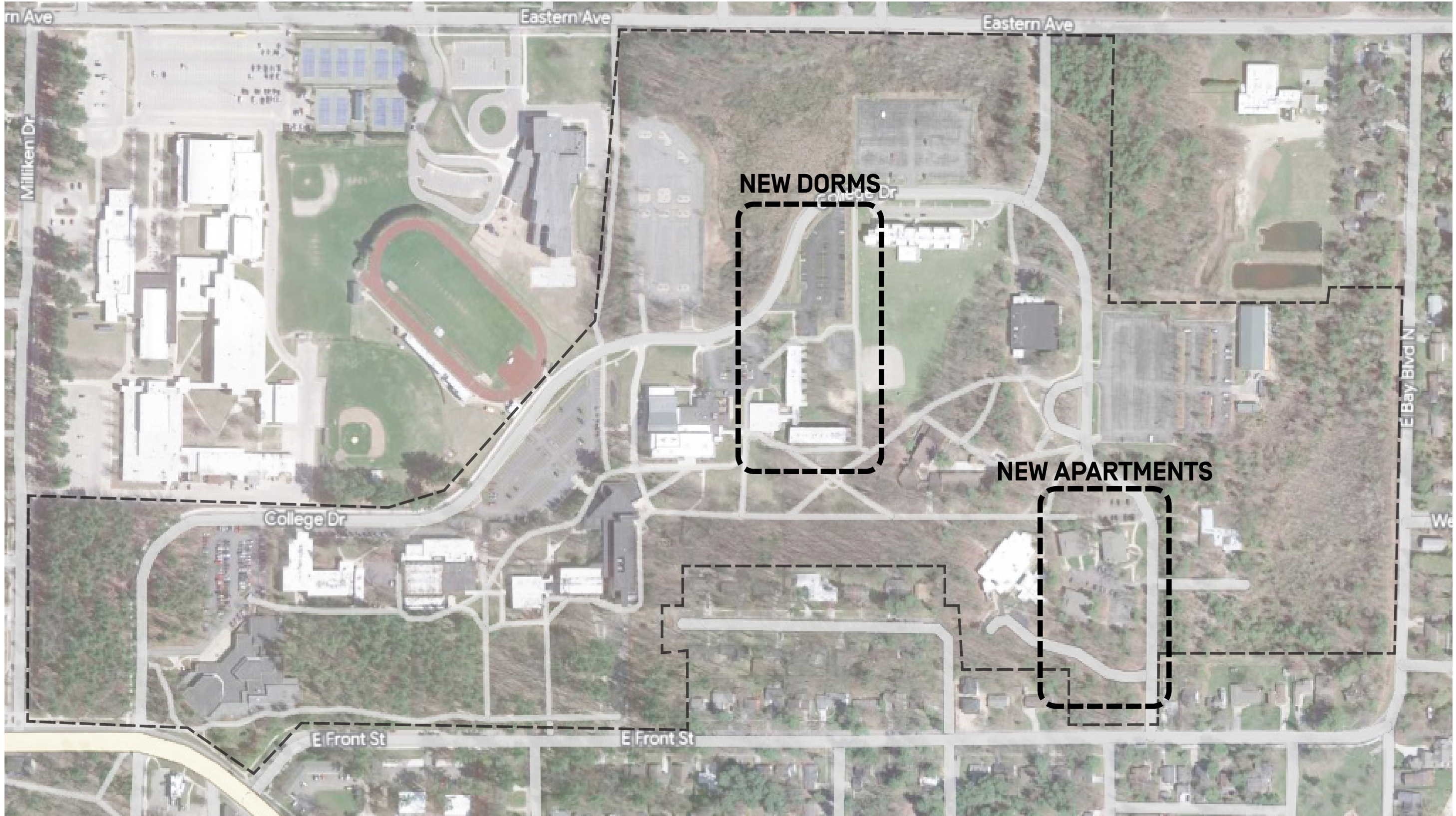
SPACE MIGRATION



FRONT STREET CAMPUS HOUSING

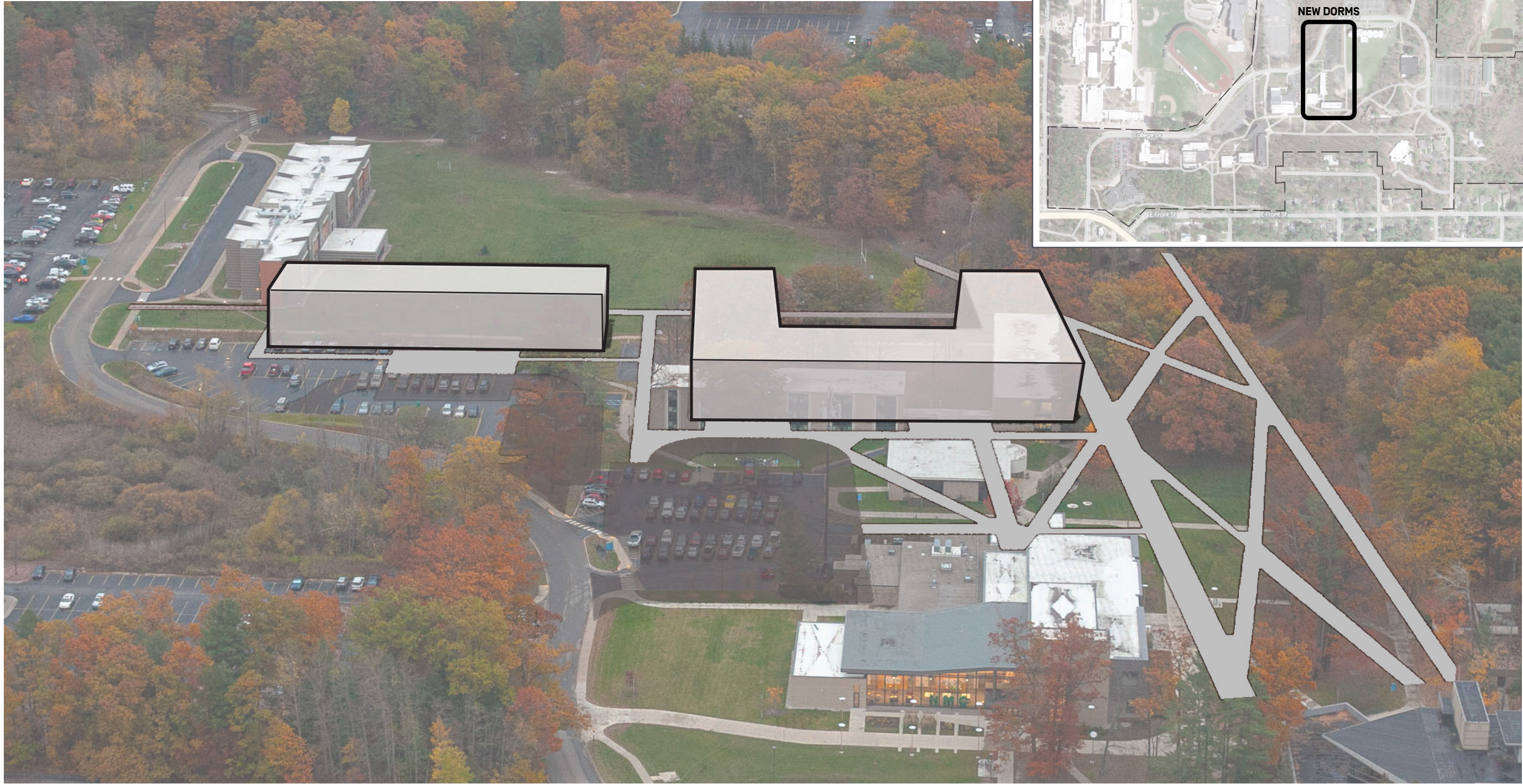






FRONT STREET CAMPUS HOUSING





NEW DORMS



NEW APARTMENTS





EASTERN AVENUE PROPERTY



**SITE PARAMETERS**

*ZONING DESIGNATION*

- NMC-1

*REQUIRED SETBACK:*

- 100'-0"

*ALLOWABLE HOUSING TYPES:*

- DWELLINGS, CLUSTERED SINGLE FAMILY
- DWELLINGS, MULTIPLE FAMILY
- DWELLINGS, SINGLE FAMILY
- DWELLINGS, TWO FAMILY
- ROOMING HOUSES
- DORMITORIES
- TOURIST HOMES (BED & BREAKFAST)

*ALLOWABLE DENSITY:*

- 15 UNITS / ACRE

*MAXIMUM BUILDING HEIGHT:*

- 45'-0"

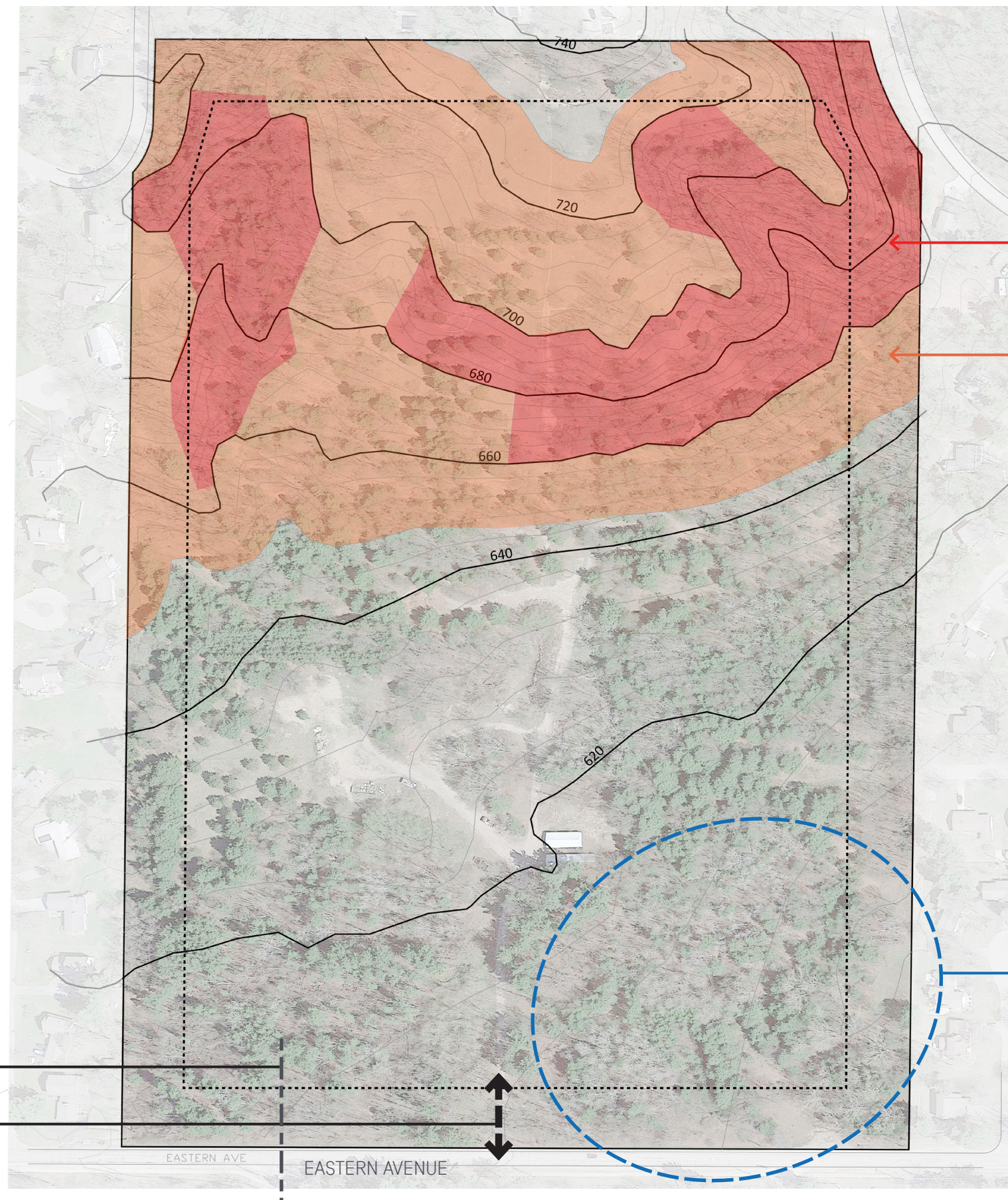
*SURROUNDING DENSITY*

- 3 UNITS / ACRE

COLLEGE DRIVE ALIGNMENT

ENTRANCE DRIVE

EASTERN AVE  
EASTERN AVENUE

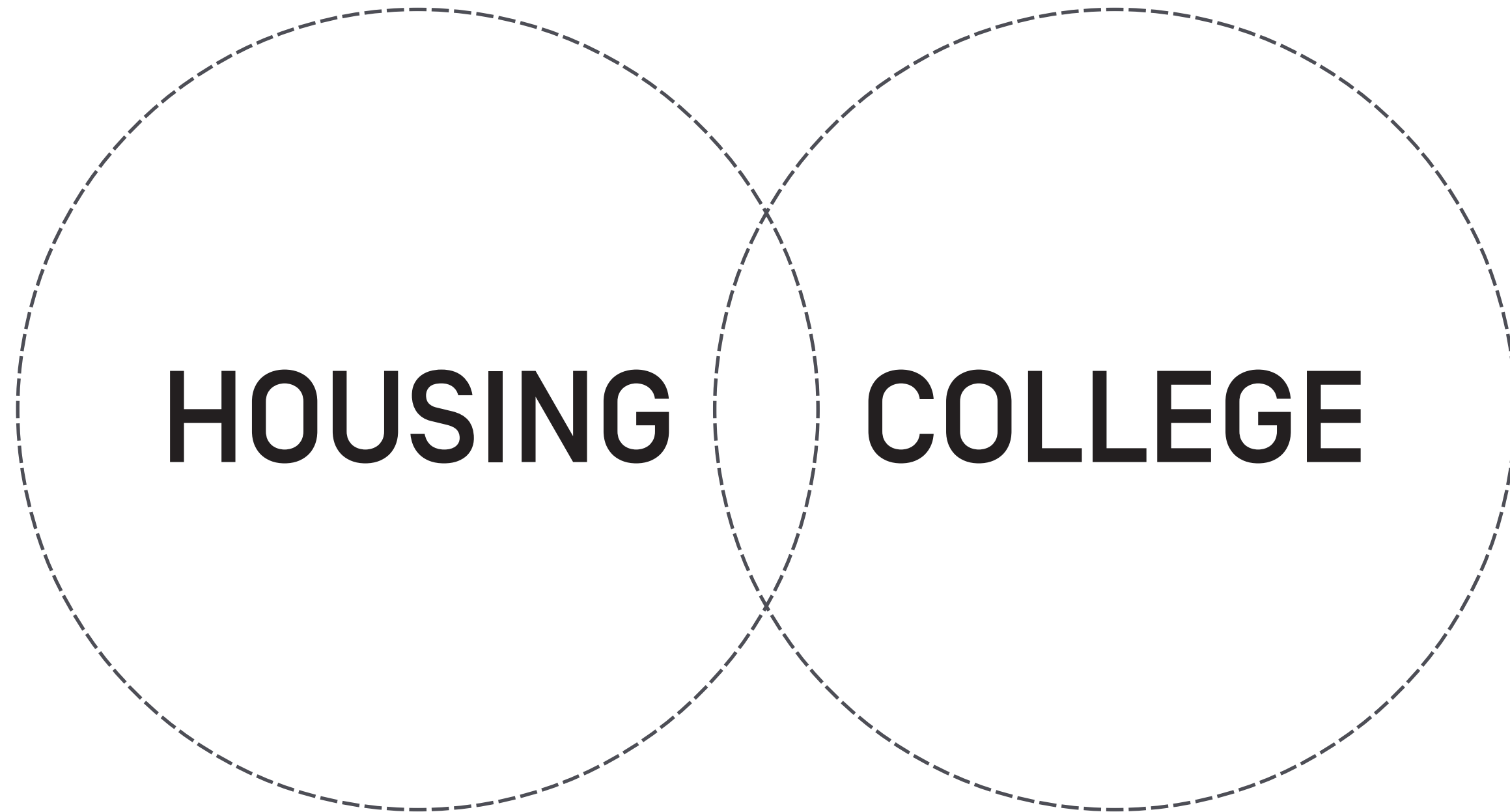


VERY STEEP SLOPES

STEEP SLOPES

LOW AREA + WET SOIL

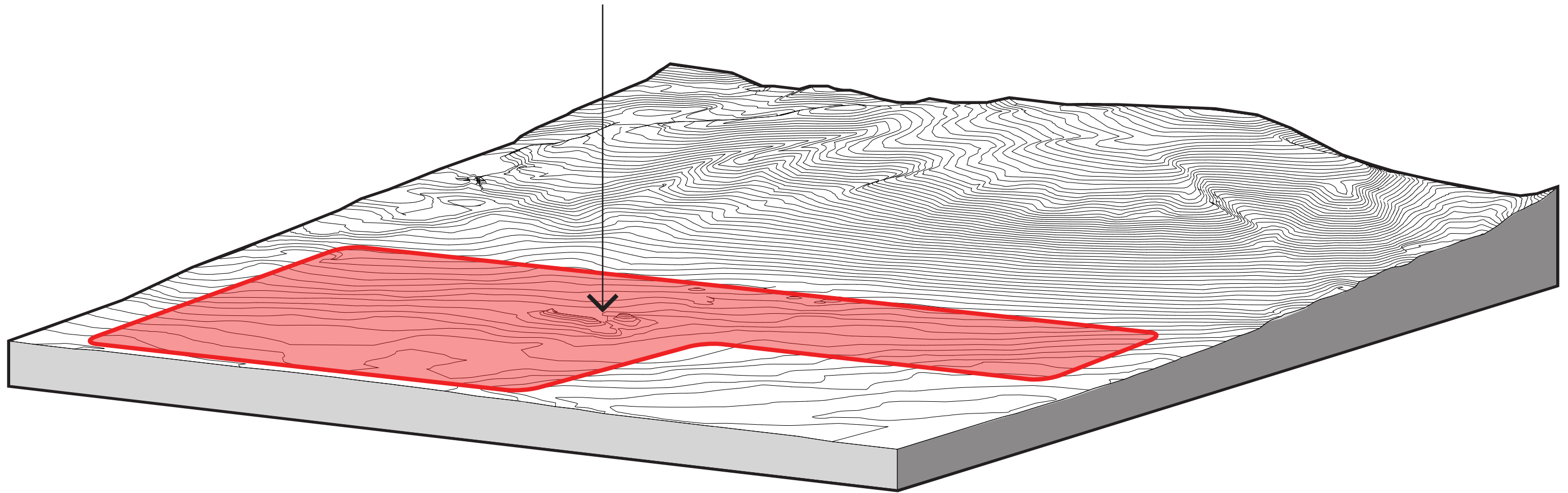




LET'S DEFINE CAMPUS EXPANSION



# 22 ACRE OPPORTUNITY ZONE



OPPORTUNITY ZONE

# BREAKOUT DISCUSSION

How do you engage with NMC? What is most important to preserve?

What opportunities does NMC have for enhancing the college and broader Traverse City community?

What questions do you have about the main focus areas of the master plan?





# REPORT OUT & FOLLOW UP



# POLL 3



MENTIMETER LIVE POLL 3

