

Campaign's goals all part of the plan

On-going planning and needs years-in-the-making come together in *Legacies: A Vision of Hope*.

The \$85 million *Legacies* campaign has three primary emphases: renovating and expanding the Peale Science Center, building endowment and general campus improvement.

With projects ranging from the renovation of campus landmarks like Dimnent Memorial Chapel, Graves Hall and Lubbers Hall to new construction like the Martha Miller Center, the "campus improvement" component alone will have—and already is having—a direct impact on every student at Hope. The list may seem a bit eclectic, but all of the elements are connected in two ways: first, they're essential if Hope is to serve students well; second, they have emerged from on-going planning that predates *Legacies* by decades and will continue long after the campaign has done its work.

As the 1851 Pioneer School that eventually became Hope grew, its original wood-sided home was clearly inadequate. Plans were made. The result was Van Vleck Hall (1858), which stands on land donated by the Rev. Albertus C. Van Raalte and originally served as library, classroom building, student housing and even principal's (later president's) residence. (*Editor's Note: More on the Pioneer School and its development into Hope College appears on page seven.*)

The campus grew as the needs grew. Some of the early structures are gone, but many serve no less vitally today: the President's Home (1892), Graves Hall (1894), Voorhees Hall (1907), Dimnent Memorial Chapel (1929) and Lubbers Hall (1942).

Hope expanded rapidly following the end of World War II, and as the original central campus filled in it became apparent that the college, "land-locked" within its downtown location, must not only to respond to immediate needs but engage in long-term planning as well. The result,

prepared in conjunction with Hope's 100th anniversary in 1966, was the *Centennial Decade Master Plan*, which provided guidance for the next 20 years.

"What a master plan allows you to do is articulate as an institution your shorter-range objectives and your longer-range dreams," said William K. Anderson, who is senior vice president for finance and development at Hope.

"We worked with the 1966 plan or variations of it until the mid '80s, when we engaged some master planning consultants to help us," he said.

The *Centennial Decade Master Plan* resulted in buildings including Dykstra Hall (1967), the DeWitt Student and Cultural Center (1971) and the Peale Science Center (1973). Importantly, the plan itself wasn't set in stone. "A master plan needs to be continually updated to reflect the current thinking based on new needs and opportunities," Anderson said.

A "health center" that could have stood between Ninth and 10th streets west of Dykstra Hall instead eventually became the Dow Center on 13th Street at Columbia Avenue. A circular "international center" projected for the space just west of Nykerk Hall never materialized, although today's Fried International Center stands just a frisbee throw distant in the former Alumni House/education office south of Nykerk.

The new plan of the 1980s took shape as the college anticipated the Van Wylen Library (1988). That plan emphasized strengthening the college's connection to the main downtown district just north of campus, a priority that led to the acquisition of the Knickerbocker Theatre (1988) and properties like the "100 East" building (1996) on 8th Street and construction of the Haworth Inn and Conference Center (1997).

The *Legacies* projects stem from a modified master plan developed in 1998. The plan, which builds on the 1980s edition, anticipates how Hope can best meet the needs of a student body that has swelled to 3,000 and be the greatest possible asset to the Holland community.

Already, for example, Dimnent Memorial Chapel has been renovated to assure its continued well-being. The stained glass windows have been coated to help protect them from the elements, the mortar has been reinforced and the exterior block cleaned, and the pews refinished.

The department of communication and the department of modern and classical languages each need better facilities. The communication recording studio in Lubbers Hall, for example, is prey to the horns of the trains that pass through campus—an effect that can be evocative but is generally a disadvantage. The Martha Miller Center will house both departments, freeing up space in their Lubbers Hall and Graves Hall homes for other use. Graves Hall will be remodelled to capture its historic character while adding general-use classrooms. In Lubbers Hall, where some windowless faculty offices are the size of small walk-in closets, the remaining departments will



Former president Dr. Calvin VanderWerf '37 (at left) and architect Charles Edward Stade consider the 1966 Centennial Decade Master Plan that guided Hope for the next two decades. Such planning, an on-going process at the college, helps Hope meet and anticipate needs. (Photo from the Hope College Collection of the Joint Archives of Holland.)

gain desperately-needed space.

Dance, another need that is a part of *Legacies*, is being affected by a master plan "wish list" item that is not part of the campaign.

The 1998 plan anticipated that Hope might someday build an athletic/spectator facility (for sports as well as activities like Commencement) on the land northeast of the main campus, as a bridge to both downtown and the college's athletic fields on Fairbanks Avenue. Given the campaign's other ambitions, the project wasn't an immediate priority—but a \$7.5 million challenge gift from the Richard and Helen De Vos Foundation last fall has enabled the college to pursue planning the facility sooner than later.

The popular and growing department of dance, based in the Dow Center, also needs additional space, and early planning anticipated that the program might be placed in the Martha Miller Center. However, some of the other faculty and programs in the Dow Center are earmarked for the spectator facility, freeing up space so that dance can remain with minimal renovation and maximum use of activity space.

As a result, *Legacies*, with a timely complement, will help Hope get where it needs to be.

"I think the *Legacies* campaign will address many of the classroom, office and laboratory/studio needs of the campus," said President James H. Bultman '63. "At the same time, even after the campaign concludes needs will remain. Yet to be addressed are adequate housing—we really could use an additional residence hall given the interest of students in living in college-owned facilities—and the need for a concert hall."

The spectator facility is envisioned as an enhancement not only for Hope, but for the Holland community as well. As the city

considers ways to re-shape the 1950s-era Civic Center to meet modern needs, the college's center is being eyed as a venue for events ranging from Holland Christian basketball to Tulip Time presentations.

Such broader thinking, President Bultman noted, is certain to shape the college's planning in the future as well.

"I like to say that there's no community that I would rather have Hope located in than Holland, Michigan," he said. "And I'm hopeful that the community will be able to say there's no college we'd rather have here than Hope."

"Because Hope has chosen to stay in a downtown location, the college and Holland are inextricably linked," he said. "There is inevitably a major impact on the community whenever Hope does something with its physical plant, and likewise a very real impact on the college whenever the community does something with its physical layout."

It's a perspective shared by Dr. Gordon J. Van Wylen, who was president of Hope from 1972 to 1987 and immediately afterward became active in downtown renovation. He has most recently worked with Riverview Development Limited Partnership.

"I think the campus has been a tremendous asset to the community in terms of the beauty and quality of the campus," he said. "I really think that the quality of the community, and particularly the downtown community, is a great asset in recruiting students and making Hope an attractive place to study."

"Always we've had such great relationships between the college and the community," Dr. Van Wylen said. "There's some real synergy between the development of the campus and the development of the downtown, to the benefit of both the campus and the community." ✍

LEGACIES

A VISION  OF HOPE

Legacies: A Vision of Hope is an \$85 million fund-raising effort that has three primary components: renovating and expanding the science center, increasing the endowment, and addressing short-term and long-term facility and space needs.

Thus far, the campaign has raised \$63 million.

For more information about the campaign, please visit the college on-line at www.hope.edu or call (616) 395-7783.