

What is your #VisionFairfaxMason?

Mason/Community Forum Update

May 6, 2015



Charrette Implementation

- **November Charrette resulted in many ideas & concepts.**
- **To pursue implementation, City & Mason staff formed teams to focus on specific topics:**
 - **Town-Gown Relations**
 - **Economic Development**
 - **Transportation**
 - **Land Use**

Team Priorities

- **Events**: Expand community events, recreation, and cultural arts programming to include more activities targeted to college age groups (under 21, 20 somethings, etc.);
- **Education**: Develop and submit content regarding City services, amenities, programs and resources for Mason's University 100 classes;
- **Opportunities**: Determine and support opportunities for the City and downtown merchants to better engage the greater Mason community.

Community Activities for Students

- **Increasing Awareness is the biggest issue:**
 - **Begin joint advertising campaign on campus between City and Office of Off-Campus Student Programs and Services. Promote appropriate opportunities**
- **Identify current opportunities, rather than create new ones:**
 - **Derby-Q; Relax in Fairfax; Harry Karaoke in the Park; Rock the Block.**

University 100 Community Content

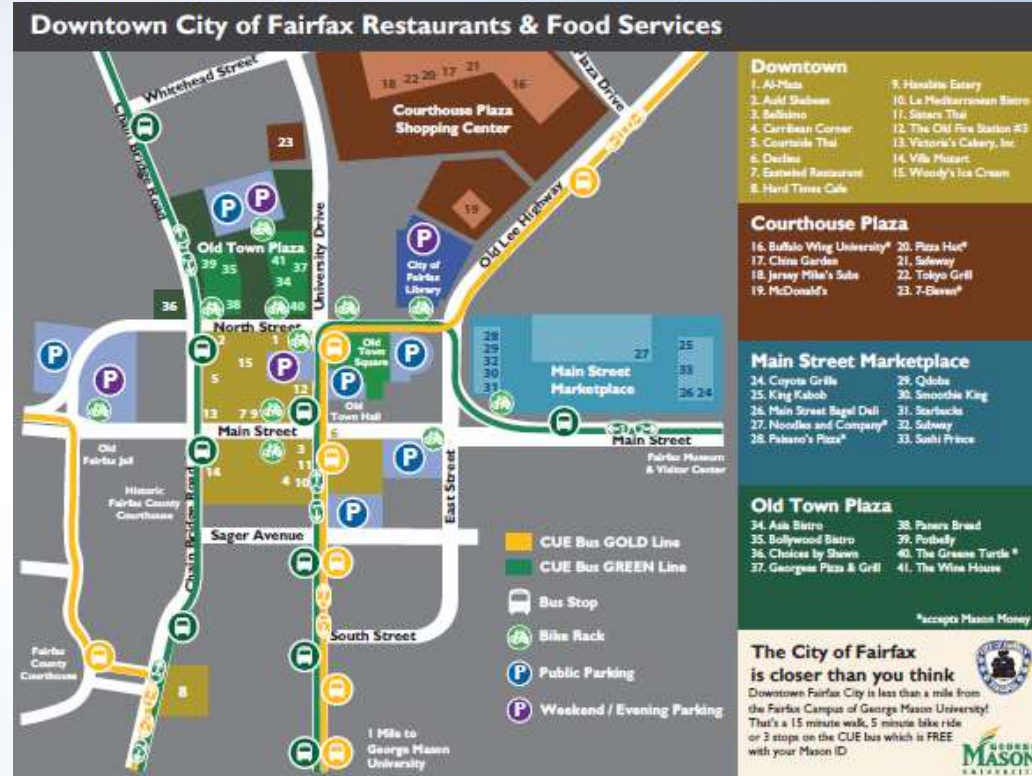
- **University 100**: A small discussion-based, 1-credit Introduction to Mason course:
 - Designed specifically for first-year students taken in the fall semester.
 - Students are required to attend four events in different categories.
 - **City staff will provide appropriate City-resources content based on lesson plans, as well as event opportunities within the City that will meet the academic requirements.**

Increase Mason/City Engagement

- **Increase Mason pride & visual identity:**
 - Promote Mason's "I Spy Business Spirit" Facebook campaign: "Support the businesses that support Mason."
 - Encourage City & businesses to build a targeted marketing campaign to the Mason Community during key Mason events (i.e. Orientations, Welcome Week, Alumni Weekend, Parents Weekend, Homecoming, Commencement).
- **Encourage downtown merchants to accept Mason Money and carry Mason Gear.**

Map of Fairfax:

- Focused marketing to promote CUE bus
 - Highlights restaurants and bus stops.



- **University Drive Assessment:**

- Assess the best option to make the street bike-friendly;
- Options: bicycle lanes, sharrows.

- **Other Assessments:**

- Downtown bike parking;
- Wayfinding inventory.



- **Bikeshare System:**
 - Developing a scope for the project;
 - Soliciting feedback from **University, City and Bike/Pedestrian Organizations.**

- **What's Next:**
 - Continue to work on these priorities and solicit feedback from stakeholders along the way.

Team Priorities

- City and Mason are meeting regularly to examine development opportunities and strategies:
 - *Active development projects*
 - *Long-range goals*
- Integrating each other on long-range planning processes.



Charrette Concept:

Create a 'North' and 'South' Downtown:

- Can benefit City & University;
- May include housing, retail & other uses.

Details to be explored in Comprehensive Plan process



Mason Current Projects:

- **Academic VII Bldg**: Health & Human Services classroom/ research space & clinic.
- **Fenwick Library**: Expansion.
- **Taylor Hall**: 300 beds of student housing.
- **Utility Plant**: Expansions.
- **Campus Drive**: Roadway now completed.

Mason Potential Projects:

- **Replace Academic Building:** To replace Robinson Hall, including minor renovations to Harris Theater
- **Utility Distribution Project**
- **Telecommunications Infrastructure Improvements**
- **Library Renovations:** Phase II
- **Construct Supplemental Classrooms**
- **Other Academic Building Renovations**

Long-term Mason Campus Strategies:

- **Fairfax Campus:** Focus on complete undergraduate experience.
 - **Academic/Research Space:** First priority is renovating existing buildings.
 - **Housing Needs:** Becoming increasingly important, but not all on campus (*upper level undergraduate students, faculty, staff & graduate student*).
- **Science & Technology Campus:** Prince William Campus focused & re-branded.
- **Arlington Campus:** Professional programs – Law, Conflict Resolution, Public Policy & (future) Business school.

City/Mason Collaboration Potentials:

- **Campus Affiliated Organizations:**
 - OLLI Center
 - Potomac Arts Academy
- **City/Community Facilities:**
 - **Green Acres Center:** Feasibility study underway.
 - **Housing:** Potential for off-campus, privately-owned housing
 - **Retail/Services:** Can help merge campus & City communities

Other Topics:

- **Affordable Housing:**

- City received greater enabling legislation from General Assembly;
- Including more specifics in rewritten Zoning Ordinance.

- **Sustainability:**

- Environmental Sustainability Committee now reviews & comments on development applications.

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For More Information

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