West Campus Expansion
Mason Town Center
FCCAB Update
Agenda

Mason Town Center FCCAB Update

• Introduction of project co-sponsors
  • Ken Walsh - Interim Provost & Executive Vice President
  • Jackie Ferree - Senior Vice President, Operations and Business Services
• Project drivers
• Phase 1 planning study completion
• Phase 2 planning study update
• Next steps
• Community Engagement Plan discussion
• Q&A
Why Expand West Campus?

- Existing athletic and exercise facilities are antiquated and/or obsolete
  - Baseball, track and field, soccer and training facilities for all athletes are needed
- Long-term need for faculty and staff housing
- Long-term need for additional retail to support staff, faculty, and student needs
- Major opportunity for philanthropy
- Major opportunity for revenue generation
Process of Evaluation

- **Mission** — Is the project in alignment with our basic values and ideals? Does it ultimately support our students, faculty and staff?

- **Leverage** — Given that the campus is resource constrained, does the project have the proper fiscal support as to not be a burden to the university?

- **Resource Generation** — Is there a real potential to generate continuous (permanent) cash flow? This can help offset future need for tuition increases.
Phase I Planning Study

Completed May 2023
Phase 1 Planning Study

FAIRFAX CAMPUS & PROJECT STUDY AREA

- Shirley Gate: Present state
- West Campus: Present state
- Eagle Bank Arena: Present state

- 75+ acres
- 190+ acres
- 30+ acres
# Phase 1 Planning Study - Project Overview

## Schedule

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Week of</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
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<tr>
<td>I. Existing Conditions Assessment: University &amp; Surrounding Community</td>
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<td>Document &amp; Data Request</td>
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<td>Preliminary Stakeholder Meetings (GMU, City, County)</td>
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**Project Team**

- **Project Leadership Team**
- **Senior Leadership Team**
- **Steering Committee**

* Indicates key milestones.
## Strategic Asset Value Story

### Project Criteria

<table>
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<tr>
<th>LOCATION &amp; SCALE OF DEVELOPMENT</th>
<th>TARGET MARKET SEGMENTS</th>
<th>OUTCOME DRIVERS &amp; PROGRAMMATIC COMPONENTS</th>
<th>INSTITUTIONAL WILL &amp; FINANCIAL PARTICIPATION</th>
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<tr>
<td>Mason must be intentional in creating a <strong>campus edge ecosystem</strong> that optimizes and successfully leverages its <strong>underutilized assets</strong> at a scale that is responsive to campus and community need while supporting <strong>institutional growth</strong> and <strong>diversity</strong>. Mason must develop a <strong>well-defined gateway</strong> to communicate its <strong>presence</strong> and commitment to its mission; strengthen its <strong>brand</strong>; enhance <strong>quality of life</strong>; and bridge campus with the <strong>surrounding community</strong>. Mason must promote <strong>multi-modal connections</strong> on campus and at the campus edge that:</td>
<td>- Campus edge assets should support a greater level of on-campus activity to enhance the Mason experience for and foster relationship-building among current and future: - students, - faculty / staff, - alumni, - prospective students, - community members, and - visitors.</td>
<td>- The campus edge must establish a cohesive destination of complementary mixed uses for university and community members that creates a <strong>sense of place</strong> and impresses a <strong>memorable experience</strong>. - Campus edge spaces should increase Mason’s capacity to diversify opportunities for hosting events (i.e., conferences, summer camps) and other large-scale university / public activities that promote lifelong connections with Mason. - Campus edge amenities should appeal to faculty and staff to attract a residential population that reinforces a complete neighborhood. - Campus edge programming must contribute to Mason’s university-wide strategic initiatives and campuswide living-learning environment by incorporating on-campus <strong>experiential learning</strong> opportunities that directly and indirectly support academic programs.</td>
<td>- Mason must deliver on institutional need while minimizing impact to debt capacity. - Mason should also pursue <strong>strategic financial opportunities</strong> to: - diversify revenue sources, - maintain affordability of student and faculty / staff amenities, - leverage external partnerships and funding sources, and - ensure self-sustaining operations. - Mason should invest in environmentally sustainable design and operations to advance Fairfax campus planning objectives to the extent that it can ensure financial viability of lifecycle costs.</td>
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With low existing supply around campus & eligibility restrictions for most new apartments, the market would support **400-500 rental units** (including a portion priced below-market & designated specifically for students & faculty / staff).

**Rental Housing**

**STRONG**

Given **limited new inventory & high home values**, the area is ripe for **50-75 for-sale units** (though the University must evaluate how to deliver new product at price points that are affordable for faculty / staff).

**For-Sale Housing**

**STRONG**

Retail leakage / void analysis suggest up to **225K SF** with food / beverage, clothing, health / fitness & entertainment as potential tenants. Critical to success will be **placemaking & engaging experiences**.

**Retail**

**STRONG**

GMU could meet most athletic / event space needs by partnering with the **County & private partners** to deliver / collocate new facilities such as an indoor track, fieldhouse & multipurpose stadium.

**Venues**

**STRONG (Requires Partners)**

**Hotel & Conference**

**STRONG**

Strong opportunity for upscale / upper upscale hotel totaling **75K-100K GSF** including **150-200 keys** (avg. 400 SF) & **10K-15K SF** of conference / flex meeting space.

**Office**

**WEAK**

Demand for new traditional office space remains low, but commercial space could play an **ancillary role** as part of the product mix, depending on the broader mixed-use development contemplated.
Phase 2
Planning Study
Progress to date
Phase 2 Planning Study
FAIRFAX CAMPUS CONTEXT & STUDY AREA

*2021 Campus Master Plan

Proposed Athletics District: Mixed-use development including 170K GSF fieldhouse + fields / courts + 90K GSF arena + faculty / staff housing*

Long-Term Academic Core Expansion: 1M GSF additional academic space + 260K SF retail & future redevelopment of EagleBank Arena*
Preliminary Program

ANCHOR USES
Main value drivers

- RENTAL HOUSING
  400-500 Units
- FOR-SALE HOUSING
  50-75 For-Sale Units
- PROFESSIONAL & COLLEGIATE SPORTS VENUES
  Multipurpose Ballpark, Multipurpose Venue
- RETAIL
  Up to 225,000 SF
  Food & beverage, clothing, health / fitness, entertainment
- COLLEGIATE & PERFORMANCE / SPORT TRAINING FACILITIES
  High-performance training center, fieldhouse, outdoor track

SUPPORTIVE USES
Complementing anchor uses

- HOTEL & CONFERENCE
  75K-100K GSF
  150–200 Keys
  10K-15K SF conference / meeting
- OFFICE
  As needed to support private partners
- PARKING
- PUBLIC OPEN SPACE
  Outdoor furniture and other public infrastructure that promote placemaking
Phase 2 Planning Study: Mason Town Center Concept

01 Conceptual Program
02 2-Day Design Charrette
03 Development & Refinement of Site Plan Scenarios
04 Senior Leadership Team Meeting & Identification of Basis for Prelim Site Analysis

Charrette Attendees

- Office of the President
- Fiscal Services
- Capital Strategy & Planning
- Operation & Business Services
- Intercollegiate Athletics
- Staff Senate Representative
- Fairfax County Economic Development & Planning
- City of Fairfax
- Washington Freedom (Major League Cricket)
- Old Glory (Major League Rugby)
- The St. James

Charette-driven Planning Principles that will shape the design and user experience.

Interconnected  Accessible  Distinctive  Rooted
Next Steps

• Phase 2 Planning Study Completion
  • Preliminary Utility/ Infrastructure Analysis
  • Preliminary Traffic Impact Analysis
  • Economic and Fiscal Benefit Analysis
  • Preliminary Design Narrative for Site Development
  • Develop Community Engagement Plan

• Phase 3 Planning Study Initiation
  • Implement Community Engagement Plan
  • Financial Analysis Refinement
  • Project Phasing Plan
Community Engagement Plan

Discussion & Feedback

• Framework
  - Define key messaging
  - Identify stakeholder groups
  - Define engagement strategies by stakeholder group
  - Align stakeholder engagement with major milestones

• Incorporate processes and lessons learned from Master Planning
  - Town Halls
  - Feedback submission portal (general & specific)
Questions?
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