



Capital Strategy
and Planning

West Campus Expansion Mason Town Center

FCCAB Update

October 19, 2023



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

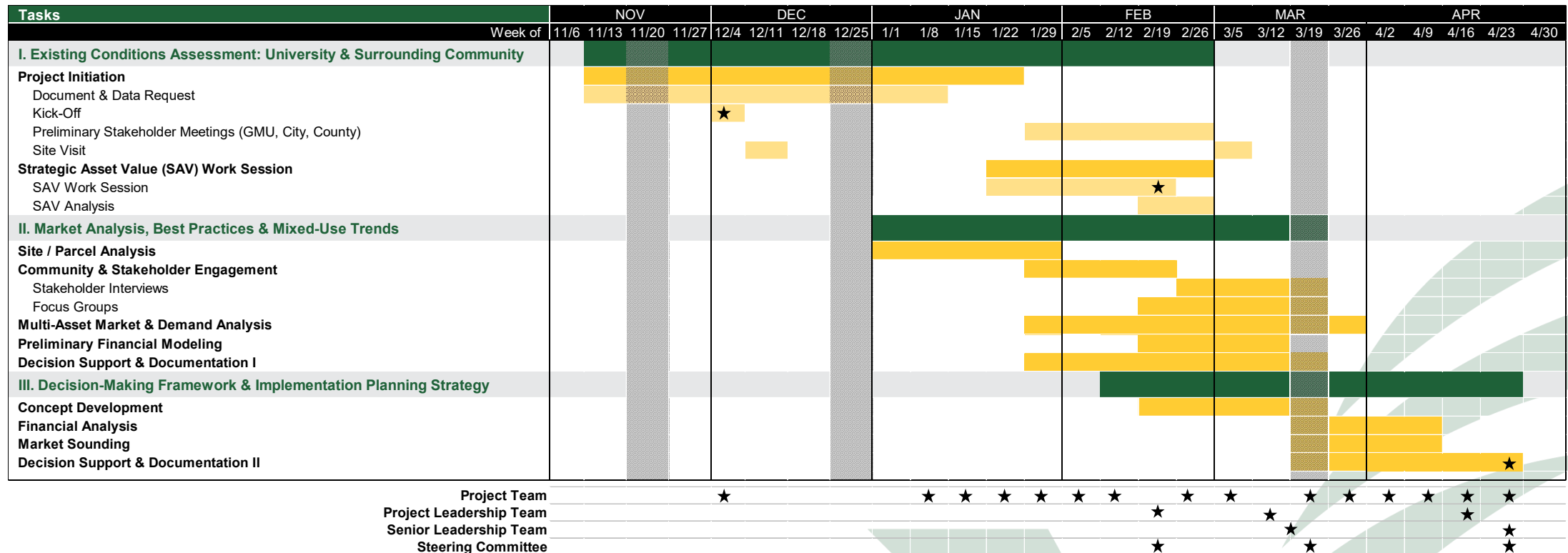
Phase 1 Planning Study

FAIRFAX CAMPUS & PROJECT STUDY AREA







Phase 1 Planning Study - Project Overview

Schedule



Strategic Asset Value Story

Project Criteria

 LOCATION & SCALE OF DEVELOPMENT	 TARGET MARKET SEGMENTS	 OUTCOME DRIVERS & PROGRAMMATIC COMPONENTS	 INSTITUTIONAL WILL & FINANCIAL PARTICIPATION
<ul style="list-style-type: none">› Mason must be intentional in creating a campus edge ecosystem that optimizes and successfully leverages its underutilized assets at a scale that is responsive to campus and community need while supporting institutional growth and diversity.› Mason must develop a well-defined gateway to communicate its presence and commitment to its mission; strengthen its brand; enhance quality of life; and bridge campus with the surrounding community.› Mason must promote multi-modal connections on campus and at the campus edge that:<ul style="list-style-type: none">+ promote walkability within, to, and from campus,+ change behaviors with respect to parking on campus,+ lessen a perception of physical isolation, and+ advance shared City / County / University planning objectives.	<ul style="list-style-type: none">› 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:<ul style="list-style-type: none">+ students,+ faculty / staff,+ alumni,+ prospective students,+ community members, and+ visitors.	<ul style="list-style-type: none">› The campus edge must establish a cohesive destination of complementary mixed uses for university and community members that creates a sense of place and impresses a memorable experience.› 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 experiential learning opportunities that directly and indirectly support academic programs.	<ul style="list-style-type: none">› Mason must deliver on institutional need while minimizing impact to debt capacity.› Mason should also pursue strategic financial opportunities to:<ul style="list-style-type: none">+ 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.

Market Opportunity

SUMMARY by asset



1

Rental Housing

STRONG

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).



2

For-Sale 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).



3

Retail

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**.



4

Venues

**STRONG
(Requires Partners)**

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**.



5

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.



6

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.

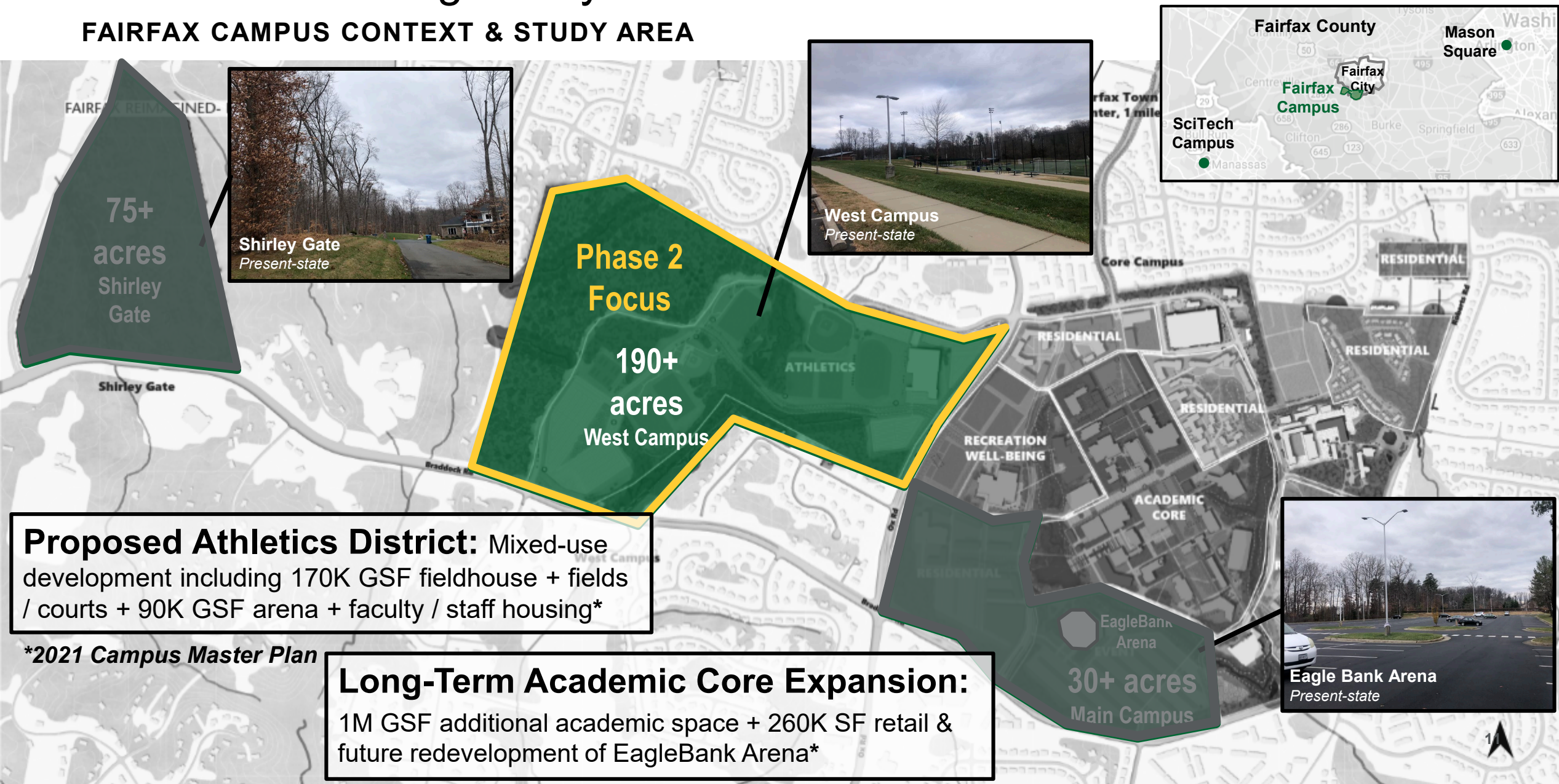


Phase 2 Planning Study

Progress to date

Phase 2 Planning Study

FAIRFAX CAMPUS CONTEXT & STUDY AREA



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*

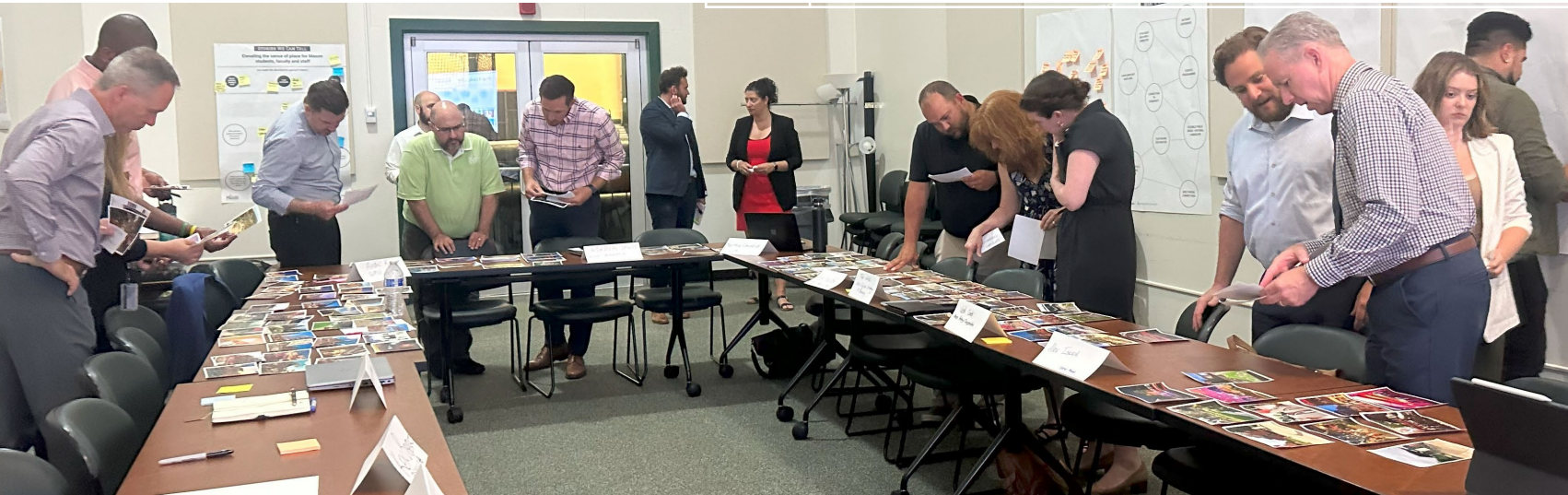
Phase 2 Planning Study: Mason Town Center Concept

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

Charrette-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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