Mason Town Center – FCCAB Update
West Campus Development Planning

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

*2021 Campus Master Plan

**Long-Term Academic Core Expansion:**
1M GSF additional academic space + 260K SF retail & eventual relocation of EagleBank Arena*

February 15, 2024
Agenda

Mason Town Center FCCAB Update

• Community Engagement Plan
  • Timeline
  • Planned Activities
  • Participants

• Open Discussion
Community Engagement Plan
Where we left off last time…

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)

Each phase of the Community Engagement Plan is designed to be iterative, continuously responding to upcoming milestones, project updates, and stakeholder feedback.
Community Engagement Plan
Timeline and Activities

**Timeline and Activities**

- **10/19 FCCAB**
- **11/30 GMU BOV**
- **1/29 Town Hall #1**
- **2/15 FCCAB**
- **2/22 GMU BOV**
- **TBD Town Hall #2**
- **4/10 FCCAB**
- **TBD Targeted Audience Sessions**
- **TBD Dot Voting Exercises**
- **TBD Town Hall #3**
- **TBD Town Hall #4**

**Key Meetings**

**Phase 1: Confirm Strategy**
- Align high-level plan to include **key milestones, phases / objectives, and key messaging** for communications / engagement, and confirm **internal / external stakeholders**.

**Phase 2: Introduce Value**
- Work to **develop meaningful connections / trust with the community while clarifying the process, including how they will be involved**.

**Phase 3: Engage Stakeholders**
- Conduct public events / meetings that tailor communications to **targeted audiences** and maximize involvement by soliciting feedback.

**Phase 4: Keep Informed**
- Set a precedent for **continued engagement** and build excitement by establishing a **cadence of periodic updates** as the project progresses / evolves.
Community Engagement Plan Participants

Mason Community
- Alumni
- Donors
- Faculty / Staff
- Leadership
- Students

Residents
- Braddock District Council, Other Property Owners’ / Homeowners’ Associations, Condominium Owners’ Associations, Pool Associations, Real Estate Cooperatives
- Braddock District Land Use and Environment Committee
- Fairfax Campus & Community Advisory Board (FCCAB)
- Neighborhood & Civic Associations

State Elected Officials
- Delegate Bulova
- Delegate Helmer
- Senator Marsden
- Senator Pekarsky

Local Government
- City of Fairfax Agencies
- City of Fairfax Council Members
- City of Fairfax Manager Stalzer
- City of Fairfax Mayor Read
- Fairfax County Agencies
- Fairfax County Board of Supervisors
  - Braddock Supervisor Walkinshaw
  - Chairman McKay
  - Springfield Supervisor Herrity
- Fairfax County Executive Hill

Business Community
- Central Fairfax Chamber of Commerce
- City / County Business Owners
- City / County Nonprofits
- City of Fairfax Economic Development
- Fairfax County Economic Development
- Northern VA Chamber of Commerce
- Old Town Fairfax Business Association
- University Mall Tenants

Community Organizations
- Adult Cricket Leagues
- Youth Recreation Leagues
Open Discussion