George Mason University

West Campus Update

April 11, 2024
Agenda

West Campus Update

• Temporary Multipurpose Ballpark
• Mixed-Use Retail Corridor Strategy Plan
• University Strategic Priorities
• Community Engagement Plan
  – Timeline
  – Planned Activities
  – Participants
• Open Discussion
Temporary Multipurpose Ballpark Cancellation
Temporary Multipurpose Ballpark Recap

OPPORTUNITY

➢ Improved facility for the baseball program and professional sports team that would positively impact the campus experience, recruiting, retention, scheduling, broadcasting, and fan engagement

➢ University, Athletics, and Baseball Program brand exposure in new or expanded market(s)

CHALLENGE

➢ Implementing improvements at an unprecedented rate (open for World Cup training/matches in Summer ‘24) would not support detailed architectural planning nor allow for ample community engagement

➢ Temporary nature of the ballpark would not support WF investing in permanent parking and traffic management improvements

RESULT

➢ The University and Washington Freedom could not align venue capacity, schedule, parking & traffic management with the financial and strategic benefits

➢ The university has decided not to move forward with the Washington Freedom on negotiations to build a temporary baseball and cricket stadium on the West Campus
Mixed-Use Retail Corridor Strategy 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 & eventual relocation of EagleBank Arena*

*2021 Campus Master Plan
# University Strategic Priorities

<table>
<thead>
<tr>
<th>Mason Student Experience</th>
<th>Research</th>
<th>Partnerships</th>
<th>DEI</th>
<th>Faculty and Staff</th>
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<tbody>
<tr>
<td>Enhance the academic experience for all learners to thrive throughout their lives.</td>
<td>Grow Mason’s research and creative portfolios</td>
<td>Expand national and global partnerships to broaden Mason’s reach.</td>
<td>Achieve and sustain a diverse and inclusive population of students, faculty, and staff.</td>
<td>Be a work culture and workplace environment that attracts and retains top talent.</td>
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<td>Improve the student engagement experience within the Mason community.</td>
<td>Provide the support structures needed to fuel growth.</td>
<td>Expand community outreach activities and programs to drive impact and add value in the communities we serve.</td>
<td>Be a community resource that can share knowledge and insight on diversity, equity, and inclusivity issues.</td>
<td>Enable faculty and staff success through effective modernization of Mason’s technology, process, and sustainable infrastructure.</td>
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<td>Build a dynamic alumni engagement strategy.</td>
<td>Promote recognition of Mason’s research, scholarship, and creative enterprises.</td>
<td>Strengthen and build relationships with partners to support workforce demands and drive economic growth.</td>
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<td>Modernize the student services experience.</td>
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“The reality is that we [George Mason] are in a position now where our athletic facilities in particular need an update, [but] if we are not getting [state funding] for our academic programs, getting it for other programs will be tough. Our goal is to partner with private industry, Fairfax County, and the City of Fairfax to expand our facilities and use that as a springboard for additional opportunities [that will] totally change the landscape of our campus going forward.”

– GMU President Gregory Washington (Sept. 2023)
# Plan Phases

<table>
<thead>
<tr>
<th>Phase I</th>
<th>Phase II</th>
<th>Participants Engaged to Date</th>
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<tr>
<td>- Existing Conditions Assessment</td>
<td>- Program Concept</td>
<td>› Commonwealth: Sen. Marsden &amp; Delegate Bulova</td>
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<td>- Stakeholder Engagement &amp; Socialization</td>
<td>- 2-Day Charrette • Program Confirmation, Scenario Development, Refinement &amp; Ident. of Preferred Concept • Site Plan, Renderings &amp; Design Narrative</td>
<td>› Community Orgs. / Nonprofits: Central Fairfax Chamber of Commerce • Old Town Fairfax Business Association • Visit Fairfax</td>
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<td>- Multi-Asset Market Analysis</td>
<td>- Preliminary Analyses</td>
<td>› Fairfax City: Dept. of Transportation, Economic Development Office, Planning Division</td>
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<td>- Preliminary Financial Modeling</td>
<td>- Utility / Infrastructure, Traffic Impact / Demand • Economic &amp; Fiscal Benefit</td>
<td>› Fairfax County: Dept. of Economic Initiatives • Dept. of Neighborhood &amp; Community Services • Dept. of Planning &amp; Development • Dept. of Transportation • Economic Development Authority • Park Authority • Public Schools • Supervisors Herrity &amp; Winkinsaw</td>
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<td>- Developer Market Sounding</td>
<td>- Community Engagement Plan Framework</td>
<td>› Professional &amp; Athletic Partners: Old Glory (Major League Rugby) • The St. James • Washington Freedom (Major League Cricket)</td>
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<td>- Developer Financial &amp; Phasing Reconciliation</td>
<td>› University Affiliates: Capital Strategy &amp; Planning • Facilities &amp; Campus Planning • Faculty / Staff Senate Representatives • Fiscal Services • Government &amp; Community Relations • Intercollegiate Athletics • Office of the President • Office of the Provost • Operations &amp; Business Services • Undergraduates &amp; Graduate Students • University Life</td>
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*Scenarios Taken to & Validated by GMU Senior Leadership Team (Aug 2023)*

**Voices from within and beyond the university have contributed to planning the District.**
Project Criteria

✓ Create a campus edge ecosystem that optimizes & leverages underutilized assets outside the campus core year-round.

✓ Establish a cohesive destination of complementary mixed uses that creates a sense of place with a well-defined gateway that strengthens Mason’s brand & bridges campus with the surrounding community.

✓ Support a greater level of on-campus activity & experiential learning to enhance the Mason experience.

✓ Promote multi-modal connections, community-facing retail & amenities that appeal to faculty / staff to attract a residential population that reinforces a complete neighborhood.

✓ Increase capacity for hosting events & large-scale activities while investing in the University’s athletics facilities & environmentally sustainable design / operations.

✓ Deliver on institutional need while minimizing impact to debt capacity & promote financial sustainability by pursuing strategic opportunities to diversify revenue sources, maintain affordability & leverage partnerships.
Preliminary Findings

ANCHOR USES
Main value drivers

- RENTAL HOUSING
  400-500 Units

- FOR-SALE HOUSING
  50-75 For-Sale Units

- PROFESSIONAL & COLLEGIATE SPORTS VENUES
  Major League Cricket / GMU Baseball Stadium, 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
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)

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

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<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
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<tr>
<td><strong>Overview</strong></td>
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<td><strong>Phase</strong></td>
<td><strong>1. CONFIRM STRATEGY</strong></td>
<td><strong>2. INTRODUCE VALUE</strong></td>
<td><strong>3. ENGAGE STAKEHOLDERS</strong></td>
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<td>Align high-level plan to include key milestones, phases / objectives, and key messaging for communications / engagement, and confirm internal / external stakeholders.</td>
<td>Work to develop meaningful connections / trust with the community while clarifying the process, including how they will be involved.</td>
<td>Conduct public events / meetings that tailor communications to targeted audiences and maximize involvement by soliciting feedback.</td>
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<td><strong>Objective</strong></td>
<td>Align Project Outcomes</td>
<td>Create Understanding</td>
<td>Involve Community Groups / Individuals</td>
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<td>Ensure Stakeholders Remain Involved as Project Advances</td>
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<td><strong>Key Meetings</strong></td>
<td>10/19 FCCAB</td>
<td>2/15 FCCAB</td>
<td>4/11, 4/16, and TBD Targeted Audience Sessions</td>
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<td>11/30 GMU BOV</td>
<td>2/22 GMU BOV</td>
<td>4/18 FCCAB</td>
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<td>1/29 Town Hall #1</td>
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<td>TBD Dot Voting Exercises</td>
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<td>TBD Town Halls</td>
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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
- Springfield Land Use Committee

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
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4400 University Drive
Fairfax, Virginia 22030
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