

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)

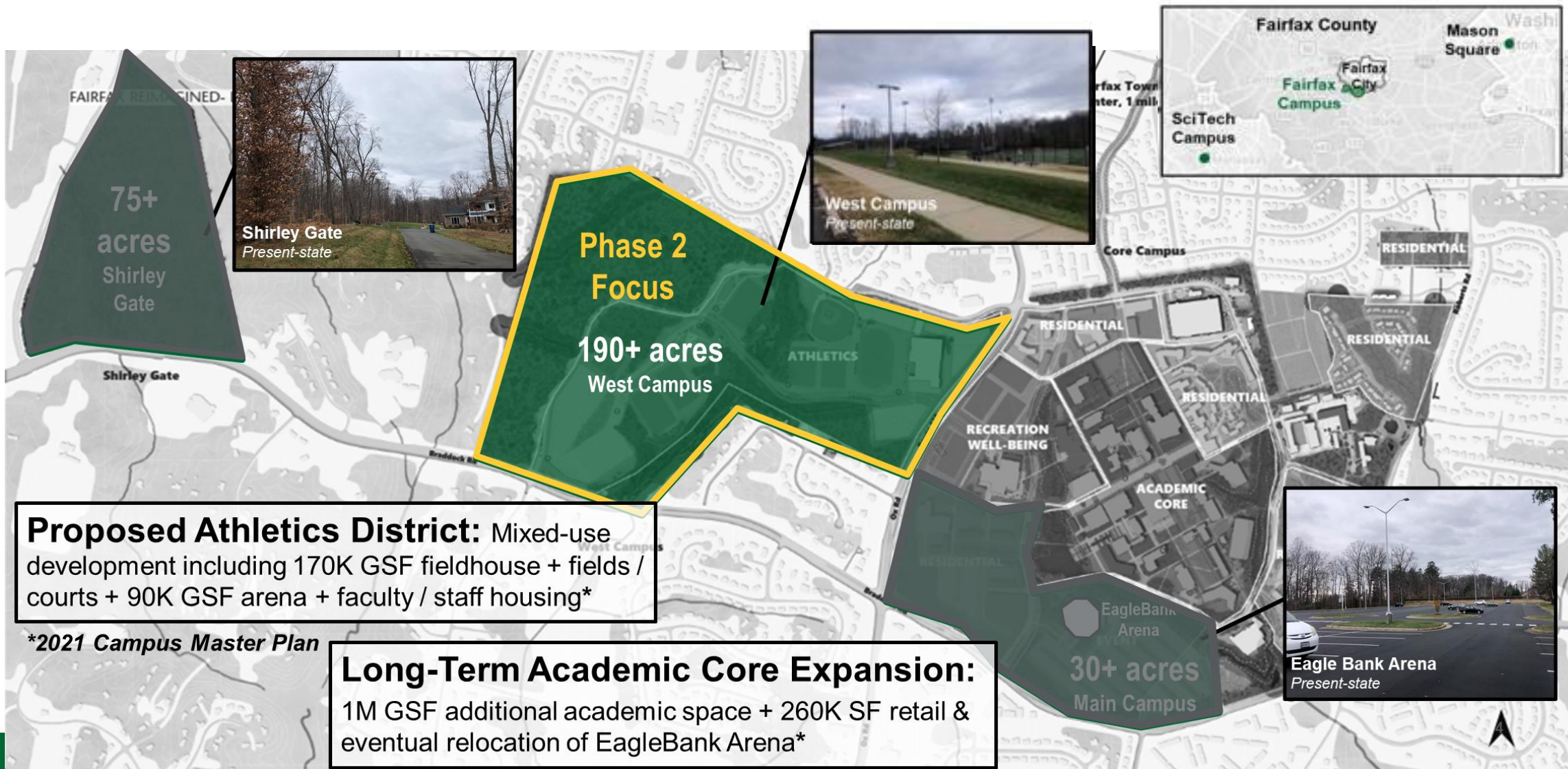
CHALLENGE

- 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





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*

Mixed-Use Retail Corridor Strategy Plan



University Strategic Priorities

Mason Student Experience	Research	Partnerships	DEI	Faculty and Staff
Enhance the academic experience for all learners to thrive throughout their lives.	Grow Mason's research and creative portfolios	Expand national and global partnerships to broaden Mason's reach.	Achieve and sustain a diverse and inclusive population of students, faculty, and staff.	Be a work culture and workplace environment that attracts and retains top talent.
Improve the student engagement experience within the Mason community.	Provide the support structures needed to fuel growth.	Expand community outreach activities and programs to drive impact and add value in the communities we serve.	Be a community resource that can share knowledge and insight on diversity, equity, and inclusivity issues.	Enable faculty and staff success through effective modernization of Mason's technology, process, and sustainable infrastructure.
Build a dynamic alumni engagement strategy.	Promote recognition of Mason's research, scholarship, and creative enterprises.	Strengthen and build relationships with partners to support workforce demands and drive economic growth.	Refine Mason's governance structure, policies, and accountability measures to ensure diverse, equitable, and inclusive practices.	
Modernize the student services experience.				



Mason Leadership

“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

Phase I	Phase II	Participants Engaged to Date
<ul style="list-style-type: none"> • Existing Conditions Assessment • Stakeholder Engagement & Socialization • Multi-Asset Market Analysis • Preliminary Financial Modeling • Developer Market Sounding 	<ul style="list-style-type: none"> • Program Concept 2-Day Charrette • Program Confirmation, Scenario Development, Refinement & Ident. of Preferred Concept • Site Plan, Renderings & Design Narrative • Preliminary Analyses Utility / Infrastructure, Traffic Impact / Demand <ul style="list-style-type: none"> • Economic & Fiscal Benefit • Community Engagement Plan Framework • Developer Financial & Phasing Reconciliation <div data-bbox="1188 857 1898 1209" data-label="Image"> <p>Scenario 1</p> <ul style="list-style-type: none"> ✓ Proximity workforce housing and athletics facilities close to campus ✓ Provides 2 plazas that can be activated differently ✓ Locate cricket/hallpark near Bradlock Rd ✓ Concentrates mixed use in one area <p>Scenario 2</p> <ul style="list-style-type: none"> ✓ Centralizes cricket/hallpark to mitigate noise and light pollution ✓ Separates workforce housing and athletics from main campus ✓ Splits retail and mixed use <p>Scenario 3</p> <ul style="list-style-type: none"> ✓ Retail services are closest to most sensitive neighbors ✓ Separates workforce housing from main campus ✓ Splits retail and mixed use </div> <p data-bbox="1196 1222 1828 1295">Scenarios Taken to & Validated by GMU Senior Leadership Team (Aug 2023)</p>	<ul style="list-style-type: none"> › Commonwealth: Sen. Marsden & Delegate Bulova › Community Orgs. / Nonprofits: Central Fairfax Chamber of Commerce • Old Town Fairfax Business Association • Visit Fairfax › Fairfax City: Dept. of Transportation, Economic Development Office, Planning Division › Fairfax County: Dept. of Economic Initiatives • Dept. of Neighborhood & Community Services • Dept. of Planning & Development • Dept. of Transportation • Economic Development Authority • Park Authority • Public Schools • Supervisors Herrity & Walkinshaw › Professional & Athletic Partners: Old Glory (Major League Rugby) • The St. James • Washington Freedom (Major League Cricket) › University Affiliates: Capital Strategy & Planning • Facilities & Campus Planning • Faculty / Staff Senate Representatives • Fiscal Services • Government & Community Relations • Intercollegiate Athletics • Office of the President • Office of the Provost • Operations & Business Services • Undergraduates & Graduate Students • University Life

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



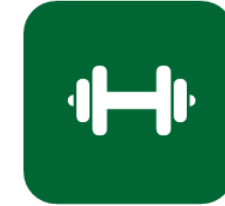
PROFESSIONAL & COLLEGIATE SPORTS VENUES

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

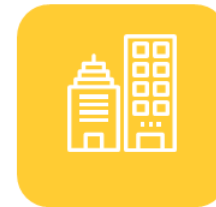
SUPPORTIVE USES

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

Community Engagement Plan

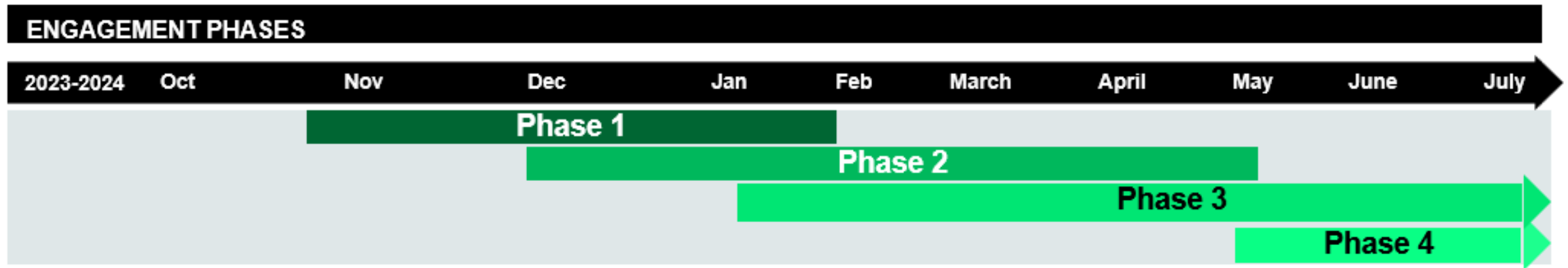
Discussion & Feedback

- 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



Phase	1. CONFIRM STRATEGY	2. INTRODUCE VALUE	3. ENGAGE STAKEHOLDERS	4. KEEP INFORMED
Overview	Align high-level plan to include key milestones, phases / objectives , and key messaging for communications / engagement, and confirm internal / external stakeholders .	Work to develop meaningful connections / trust with the community while clarifying the process , including how they will be involved .	Conduct public events / meetings that tailor communications to targeted audiences and maximize involvement by soliciting feedback .	Set a precedent for continued engagement and build excitement by establishing a cadence of periodic updates as the project progresses / evolves.
Objective	Align Project Outcomes	Create Understanding	Involve Community Groups / Individuals	Ensure Stakeholders Remain Involved as Project Advances
Key Meetings	<ul style="list-style-type: none"> 10/19 FCCAB 11/30 GMU BOV 1/29 Town Hall #1 	<ul style="list-style-type: none"> 2/15 FCCAB 2/22 GMU BOV 	<ul style="list-style-type: none"> 4/11, 4/16, and TBD Targeted Audience Sessions 4/18 FCCAB TBD Dot Voting Exercises 	<ul style="list-style-type: none"> TBD Town Halls



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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