



West Campus Mixed-Use & Student Housing Concept



FCCAB UPDATE

OCTOBER 17, 2024

Agenda

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- 01 Project Objectives
- 02 Proposed Program Components
- 03 Summary of Preliminary Analysis
- 04 Implementation Considerations
- 05 Next Steps
 - › Community Engagement Commitment



1. Project Objectives

CAMPUS CONTEXT

2021 University Master Plan Recommendations for Fairfax Campus:

- › **West Campus –**
Proposed Athletics District:
Mixed-use development including fieldhouse, fields, courts & faculty/staff/workforce housing
- › **Main Campus – Long-Term Academic Core Expansion:**
Additional academic space, student housing, retail & future renovation or expansion of EagleBank Arena

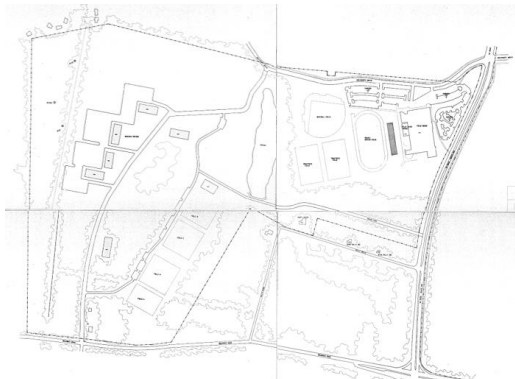


1. Project Objectives

A VISION FOR WEST CAMPUS 50 YEARS IN THE MAKING



1968



1987

1992



2002

2007



2019

2021



1. Project Objectives

KEY CHALLENGES & OPPORTUNITIES

- › **FACILITY CONDITIONS:** New **state-of-the-art facilities** will replace **aging & underutilized assets** to keep Mason **competitive** with other universities' athletic / student housing offerings.
- › **CAMPUS PERCEPTION:** Fairfax Campus can provide a strong **sense of place** by **creating a destination of cohesive uses** that foster **vibrancy**, encourage **community-building**, and strengthen Mason's **brand**.
- › **COST OF LIVING:** Mason can better attract **prospective faculty & staff** to an area with an increasingly prohibitive **cost of living** by establishing a **walkable** neighborhood with **affordable yet high-quality housing & quality-of-life amenities**.

*Fairfax County's 2020 Sports
Tourism Facility Study*



Mason can leverage external resources by pursuing opportunities in partnership with public & private entities with similar recreation needs.

1. Project Objectives

STRATEGIC CRITERIA

In March 2023, University stakeholders engaged in a Strategic Asset Value (SAV) Work Session with B&D that yielded a defined list of strategic project criteria including the following highlights:



› LOCATION & SCALE OF DEVELOPMENT

Create a **campus edge ecosystem** by transforming **underutilized** assets into a **year-round destination** with upgraded **athletics facilities** among other **complementary mixed uses** that expand the University's **capacity** & enhance the **Mason experience** on game days & **non-gamedays** alike.



› TARGET MARKET SEGMENTS

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.



› OUTCOME DRIVERS & PROGRAMMATIC COMPONENTS

Prioritize **community-facing retail & amenities** that promote **multi-modal connections** & reinforce a **complete residential neighborhood**.



› INSTITUTIONAL WILL & FINANCIAL PARTICIPATION

Minimize impact to **debt capacity** & ensure **financial sustainability** by diversifying **revenue sources**, maintaining **affordability** & leveraging strategic **partnerships**.

2. Proposed Program Components

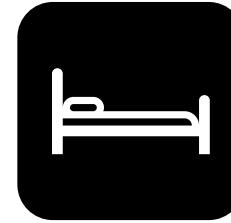
RECOMMENDED USES



COLLEGIATE &
PROFESSIONAL
SPORTS VENUES



COLLEGIATE &
PERFORMANCE / SPORT
TRAINING FACILITIES



STUDENT
HOUSING



FACULTY / STAFF /
WORKFORCE
HOUSING



MULTIFAMILY
HOUSING



RETAIL



PUBLIC OPEN
SPACE



PARKING

3. Summary of Preliminary Analysis

VIABILITY OF WEST CAMPUS MIXED-USE & STUDENT HOUSING CONCEPT

1

If Mason includes student housing (up to 1,700 beds)

AND

2

If Mason finds a partner to share infrastructure costs,

Preliminary financials suggests the project can be financially viable.

Potential Concept



4. Implementation Considerations

P3 OPTIONS

P_{ublic} **P**_{rivate} **P**_{artnership}

*More Mason Control
More Mason Risk*

P_{ublic} **P**_{rivate} **P**_{artnership}

P_{ublic} **P**_{rivate} **P**_{artnership}

*Less Mason Control
Less Mason Risk*

Option 1

Self-Develop

- University-owned, -operated, and -financed

- University controls all aspects of project.
- University assumes all risk associated with project.
- Lowest cost of capital.
- Impact to University balance sheet / credit rating.

Option 2

Public Authority

- Tax-exempt
- University ground lease

- University allowed some insight into aspects of project.
- University may assume some risk associated with project.
- Potential impact to University balance sheet and credit rating.

Option 3

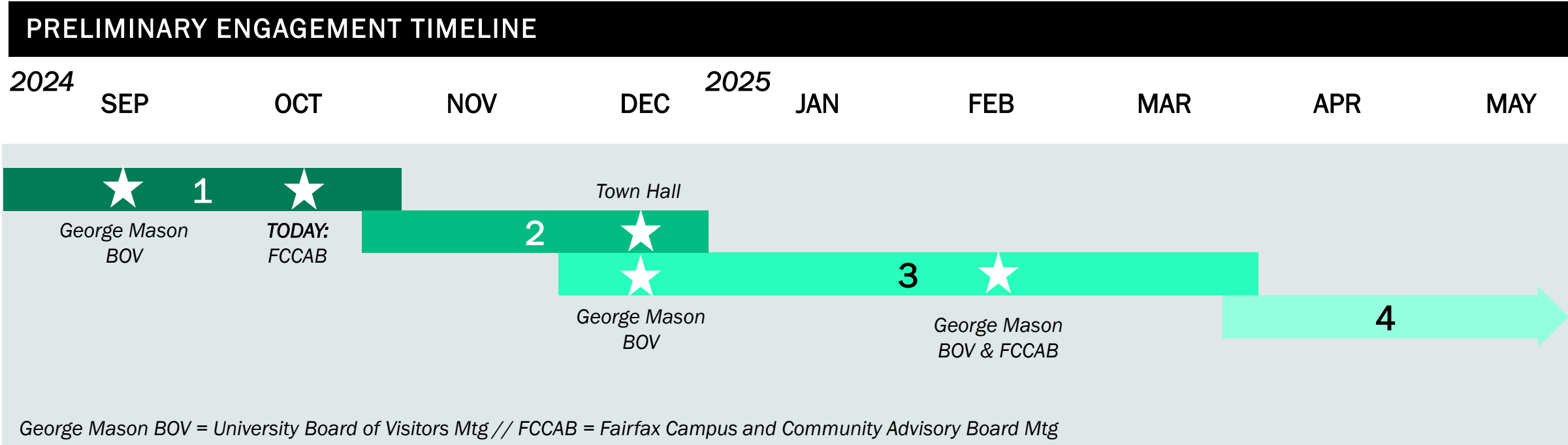
Developer Equity

- Developer-owned & operated
- One deal or multiple individual projects
- University ground lease

- › University allowed limited insight into aspects of project.
- › University may assume limited risk associated with project.
- › Potential limited impact to University balance sheet and credit rating (likely footnote).

5. Next Steps

COMMUNITY ENGAGEMENT PLAN FRAMEWORK



1. CONFIRM STRATEGY	2. INTRODUCE VALUE	3. ENGAGE STAKEHOLDERS	4. KEEP INFORMED
<ul style="list-style-type: none">Align project outcomes with major milestonesDetermine key messagingConfirm stakeholders	<ul style="list-style-type: none">Create understanding & build trust with community membersClarify local involvement in the process	<ul style="list-style-type: none">Conduct public meetings to solicit feedbackTailor messaging to targeted audiences	<ul style="list-style-type: none">Provide community members with periodic updates as the project advances

5. Next Steps

COMMUNITY ENGAGEMENT COMMITMENT

George Mason University will deploy engagement strategies including:

- › **Transparent Communication:** Keeping the community informed of status, news, answers to frequently asked questions, and opportunities to engage through the West Campus Planning landing page and community communications.
- › **Stakeholder Meetings:** Promoting open dialogue and focus groups through regularly scheduled in-person and virtual town halls.
- › **Surveys & Feedback Forms:** Collecting feedback from students, faculty, community representatives, and local residents through surveys and campus-based activities.



Thank you.

