



West Campus Mixed-Use & Student Housing Concept



FCCAB UPDATE

FEBRUARY 20, 2025

Agenda

FEBRUARY 20, 2025

- 01 Recent Activities
- 02 Town Hall 12/11/2024
- 03 Engagement Timeline
- 04 Next Steps



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PROJECT UPDATE

RECENT ACTIVITIES COMMUNITY TOWN HALL DECEMBER 11, 2024



ONGOING EFFORTS

- West Campus Planning Website Updates (planning.gmu.edu/planning/west-campus-planning)
- Student Housing Criteria-Setting Work Session with University Stakeholders
- Athletics Facilities Framework Plan
- Developer Market Sounding
- Mason Student, Faculty & Staff Housing Survey Drafting
- Preparation for Upcoming Town Halls & University Focus Groups

Town Hall: Participant Summary

DECEMBER 11, 2024

7 – 8:30 PM

FAIRFAX CITY COUNCIL CHAMBERS

- 100+ in attendance
- 67 people signed in
 - › Community Members: 30
 - › Students: 23
 - › Faculty Staff: 10



Town Hall Objectives

PURPOSE OF THE MEETING

The University convened the town hall to:

- *Share Mason's **motivations** for planning the future redevelopment of West Campus as they relate to **challenges** currently confronting the University*
- *Explain Mason's **current thinking** about **potential opportunities for programming** the redeveloped site*
- *Provide a public forum to **solicit, share, and begin to address questions and concerns** raised by the community*
- *Gather input about what nearby residents **would or would not like to see** as part of future development on West Campus*

This meeting was **not** intended to:

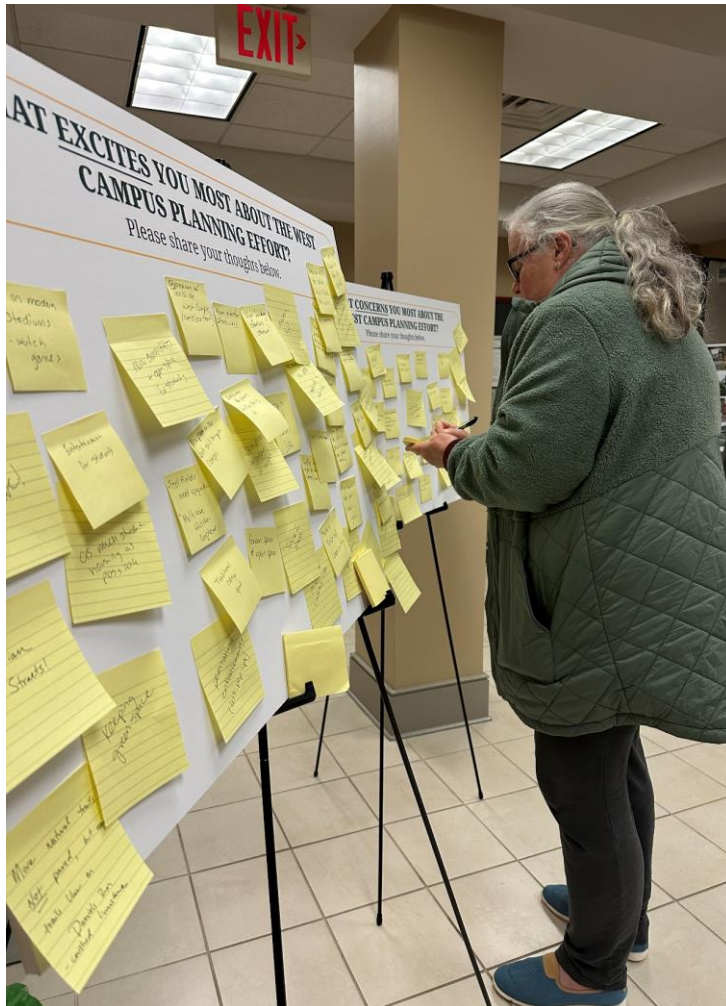
- *Present a predetermined project with a fully defined site plan*
- *Engage participants in a design charrette to identify uses for specific locations on West Campus*
- *Provide a complete answer or identify a comprehensive solution for every question*

Key Questions & Discussion

Following a brief presentation with project background and overview, the Q&A portion of the Town Hall enabled attendees to raise questions around the following areas. GMU provided answers and continues to update their FAQ ([LINK](#)) accordingly to address key areas of interest or concern.

- **Housing**
 - Plans for student population increase with more student housing
 - Rates for new student housing, as compared to current student housing prices
 - Housing that meet the needs of disabled students
 - Potential to plan for Greek housing
- **Financial**
 - Funding structure
 - Impact of development on tuition
- **Traffic/Parking/Transportation**
 - How traffic on Braddock Road is being considered/addressed during planning
 - Plans for parking and shuttles on campus
- **Neighboring Communities & Businesses**
 - Buffer zone between new buildings and the surrounding communities
 - Communication between the university and community retailers around potential retail use on West Campus
- **Environmental**
 - How climate change/energy/environmental impacts and concerns are being considered in the planning process
 - Replanting of trees removed during development
- **Misc.**
 - How the university plans to collaborate with local agencies in planning efforts
 - Potential for a hotel to be included in plans

Key Takeaways: Excitement & Concerns

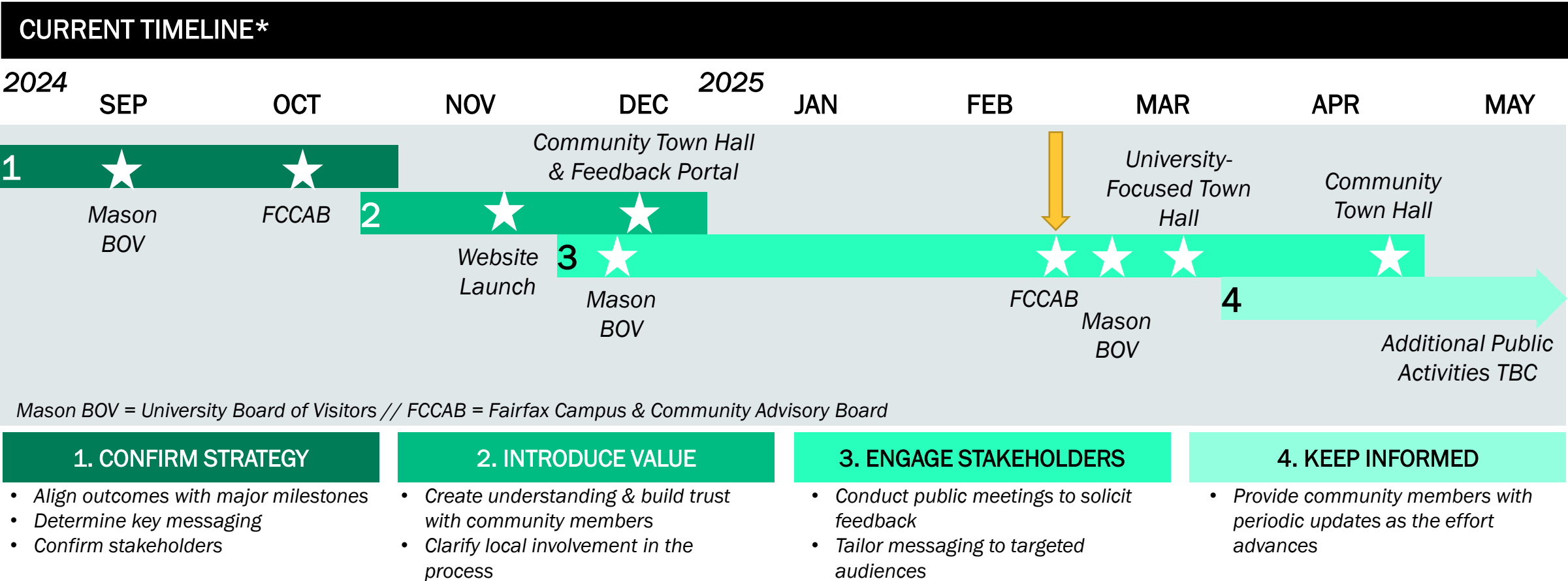


Strong attendance led to rich conversation around the following areas of excitement and concern, collectively highlighting the importance of balancing priorities and needs from the GMU athletics, GMU students, GMU faculty & staff, and the community.

- Top areas of **excitement**:
 - More housing
 - Green spaces
 - Improved athletic facilities
 - Bike lanes
- Top areas of **concern**:
 - Traffic
 - Preserving green space
 - Transportation/Parking
- Other comments:
 - “Third place for students on campus”
 - “Build a sense of community”
 - “Traditional college quad”
 - “Permanent enhancements (less pop-ups)”
- Other concerns/comments:
 - Density/overcrowding
 - Location of student housing
 - “Commercial property on taxpayer funded property”
 - “It will serve Fairfax more than students”

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ENGAGEMENT TIMELINE



- UPCOMING MILESTONES***
- * Timeline and activities subject to change*
- Fairfax Campus University-Focused Town Hall:** March 4, 2025 (3:30pm – 5:00pm)
 - Mason Student, Faculty & Staff Housing Survey:** March TBC, 2025 (Survey Close TBC)
 - Spring Community Town Hall:** April 17, 2025 (7:00pm – 8:30pm)

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.

[*planning.gmu.edu/planning/west-campus-planning*](https://planning.gmu.edu/planning/west-campus-planning)



Thank you.

