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West Campus Mixed-Use & Student Housing Concept

 **University Town Hall**

March 4, 2025

3:30-5:00 PM | Merten Hall 1201, Fairfax Campus

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01. Welcome & Introductions

Agenda

March 4, 2025

- 01** Welcome & Objectives
- 02** Current Context
- 03** Envisioning the Future
- 04** Town Hall Q&A
- 05** Next Steps



Welcome

We invite you to participate today and beyond!

- Submit a Question via index card or Menti online portal
 - › *Join at menti.com: Use code 3278 0392*
- Visit Poster Boards Around the Room
 - › *Look & Feel: Place stickers next to images to help us understand how future spaces on West Campus should look and feel*
 - › *Share Your Excitement & Concerns: Share what excites and/or concerns you most about the West Campus planning effort*
- Visit the West Campus Planning Website
 - › *Receive updates & submit additional questions/comments at planning.gmu.edu/planning/west-campus-planning/*
- Complete the Student, Faculty & Staff Housing Survey (and enter into a prize drawing!)
 - › *Help shape the future of University housing at bit.ly/Masonhousingsurvey (available until March 16)*



Objectives

WHAT IS THE PURPOSE OF THIS MEETING?

The University has convened today's 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 forum for the Mason community to share, and for University leadership to begin to address, questions and concerns*
- *Gather input about what students, faculty, and staff would or would not like to see as part of future development on West Campus*

This meeting is **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*

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02. Current Context

Current Context

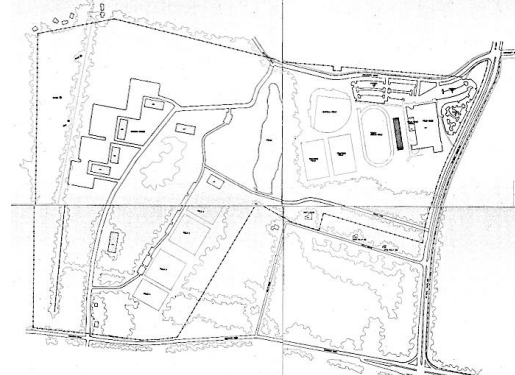
A VISION FOR WEST CAMPUS 50 YEARS IN THE MAKING

Research Institutes



1968

Research Centers



1992

Housing/Research



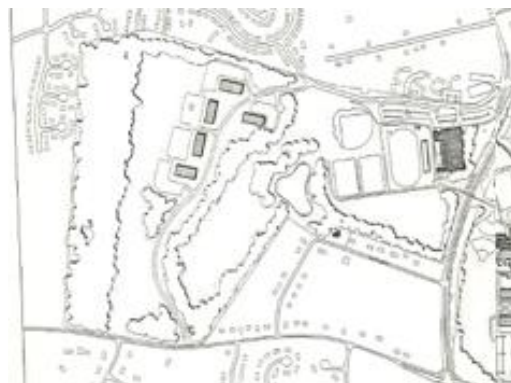
2007

Athletics/REC/Mixed Use



2021

1987



Campus Expansion

2002



Research Park

2019



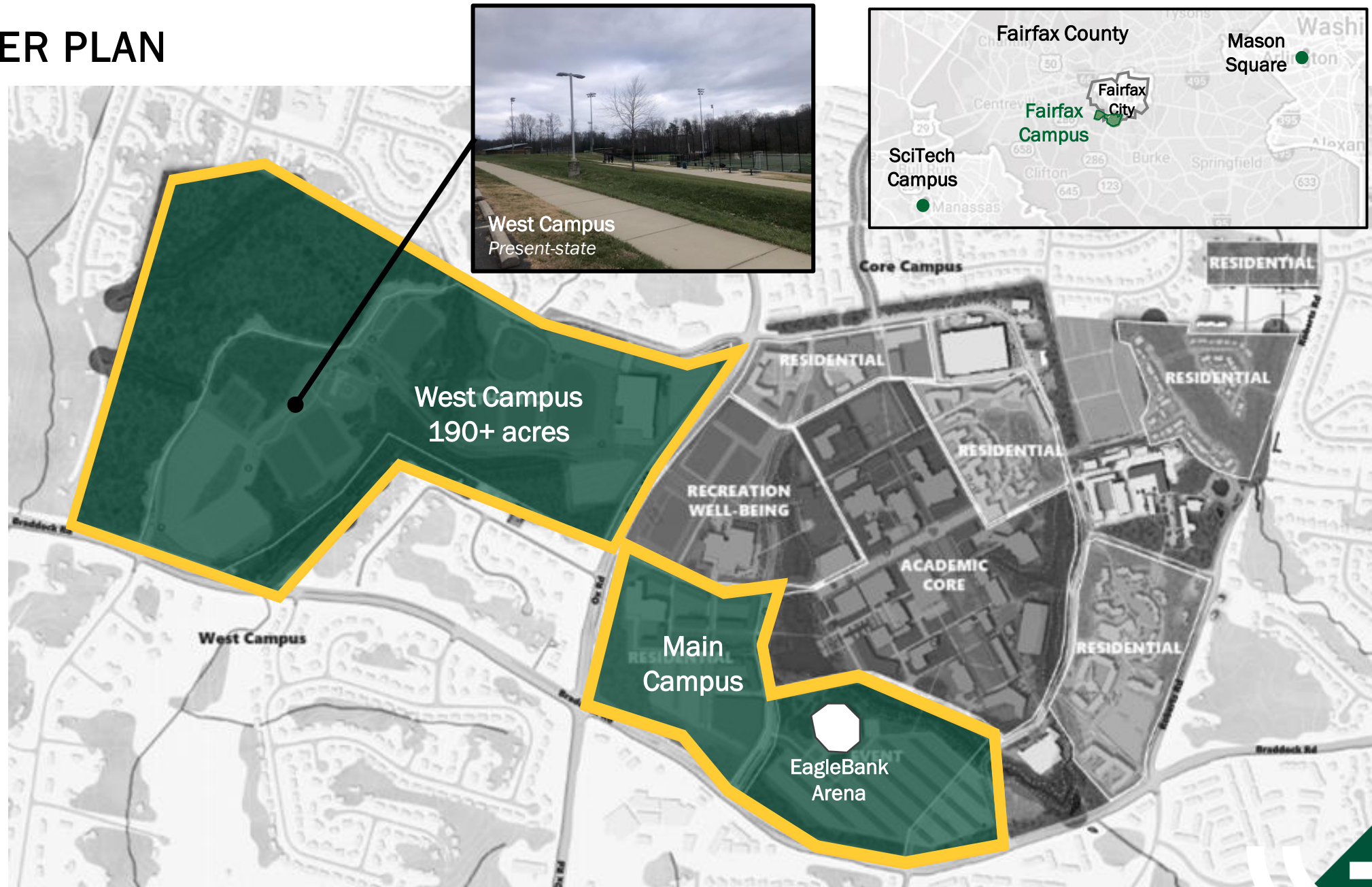
Innovation District

Current Context

2021 UNIVERSITY MASTER PLAN

Recommendations for Fairfax Campus per 2021 University Master Plan:

- › **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



Current Context

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 **enhancing student housing**, 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.

Current Context

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**.

Current Context

UPDATED STRATEGIC CRITERIA & DEMAND FOR HOUSING

B&D is in the process of reviewing the University's on-campus housing supply relative to potential demand and within the context of Mason's current strategic priorities.



In January 2025, University stakeholders engaged in a **Strategic Asset Value (SAV) Work Session** to revisit strategic project criteria previously identified in 2017 and **update Mason's vision for student housing based on contemporary realities and needs.**



After convening a follow-up discussion this month, B&D will synthesize outputs from the sessions to provide Mason's leadership with **decision-making criteria to help the University advance housing projects moving forward.**



B&D is also working with the University to **distribute a housing survey to students, faculty, and staff** with the goal of **understanding existing conditions and determining the Mason community's preferences.**



After analyzing results of and summarizing findings from the survey, the consultant team will reconcile key survey takeaways with the decision-making criteria to **produce potential concepts for new housing on the Fairfax Campus and inform future planning for new housing at Mason Square and SciTech.**

Please complete the Mason Student, Faculty & Staff Housing Survey (available until March 16) at bit.ly/Masonhousingsurvey

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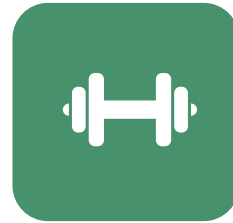
03. Envisioning the Future

Envisioning the Future

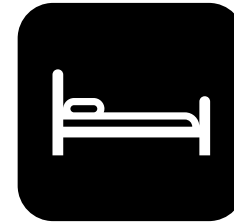
PROPOSED WEST & MAIN CAMPUS PROGRAM COMPONENTS



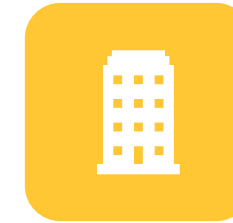
COLLEGIATE &
PROFESSIONAL
SPORTS VENUES



COLLEGIATE &
PERFORMANCE / SPORT
TRAINING FACILITIES



STUDENT
HOUSING



FACULTY / STAFF /
WORKFORCE
HOUSING



MULTIFAMILY
HOUSING



RETAIL



PUBLIC OPEN
SPACE



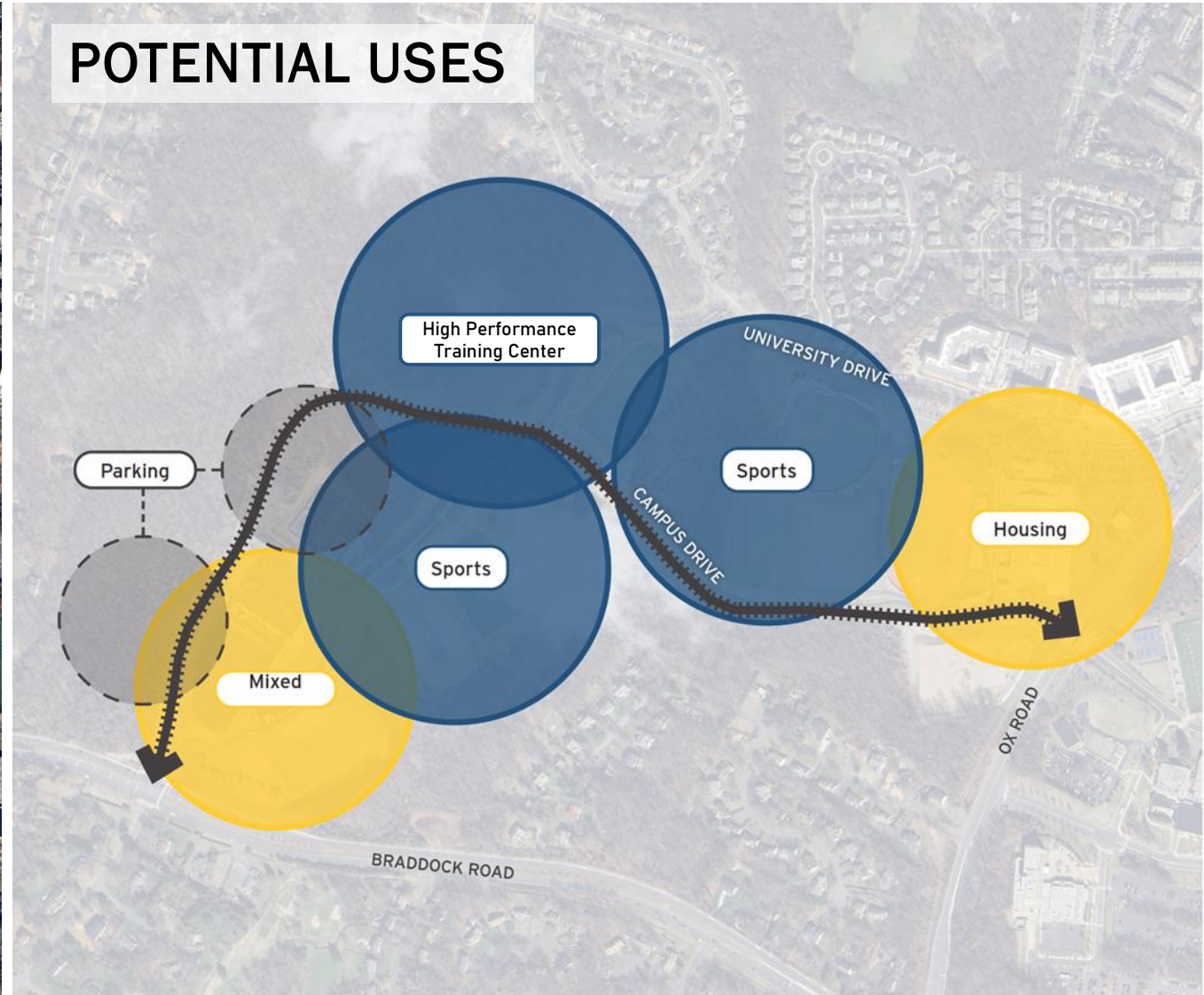
PARKING



HOTEL

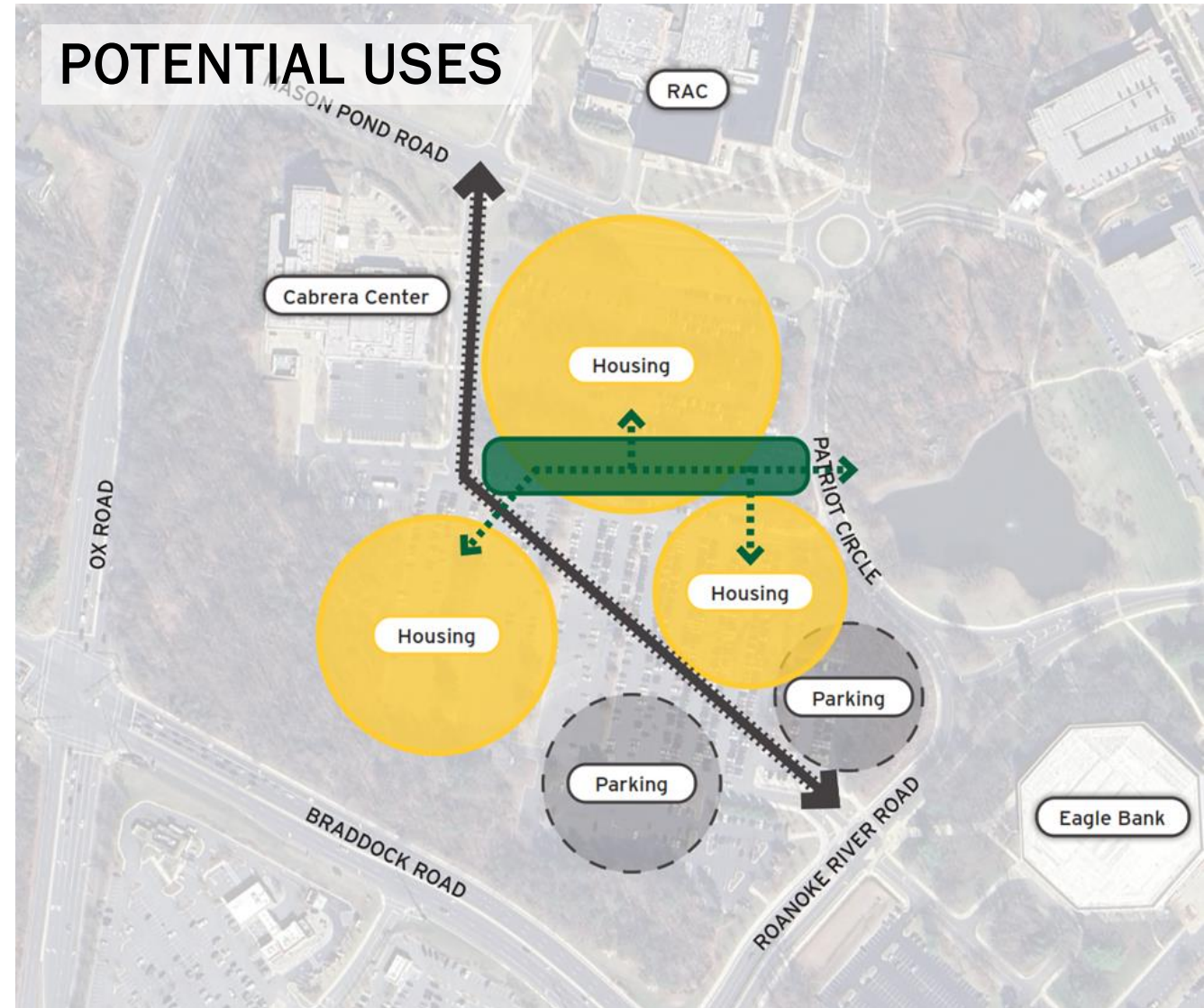
Envisioning the Future

WEST CAMPUS – EXISTING CONDITIONS & POTENTIAL FUTURE USES



Envisioning the Future

MAIN CAMPUS – EXISTING CONDITIONS & POTENTIAL FUTURE USES



Envisioning the Future

REIMAGINING FAIRFAX CAMPUS: CREATING OPPORTUNITIES TO SUPPORT YOU

How will enhancements to West and Main Campus improve the Mason experience?

1

Housing

2

Athletics

3

Placemaking

Envisioning the Future

PLANNING FOR FAIRFAX CAMPUS WITHIN THE CONTEXT OF MASON 2050

How will Fairfax Campus planning efforts help to advance the University's capital priorities?

Fairfax

- Living Learning Village
- Baseball Field
- High-Performance Training Center / Field House Redesign
- Center for the Arts Redesign
- EagleBank Arena Renovation
- Pedestrian Bridge

Mason Square

- Vernon Smith Hall Renovations (Student Housing)
- Future Development of Purchased Land

SciTech

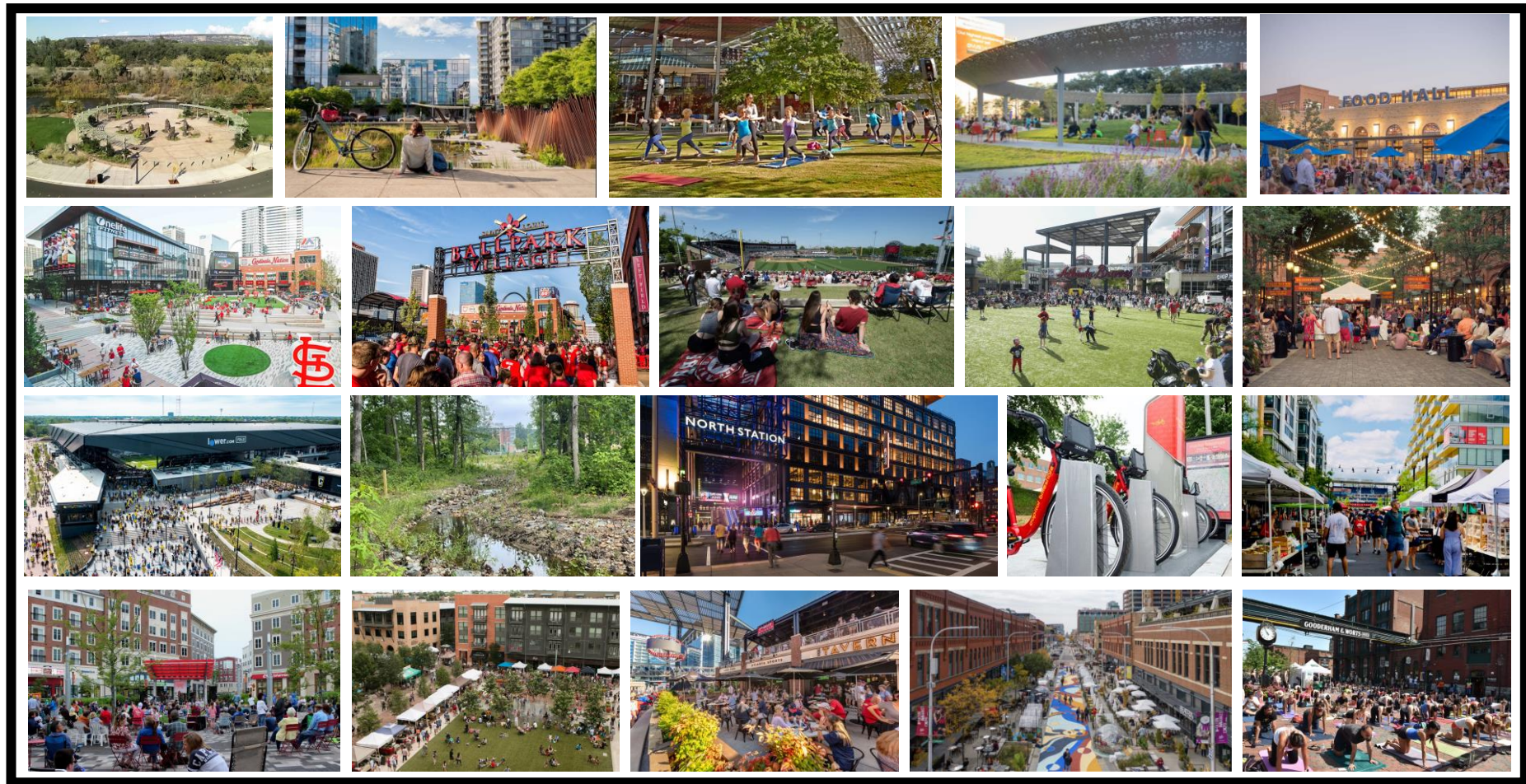
- Faculty Housing

Envisioning the Future

OPPORTUNITIES TO PROVIDE INPUT TODAY & BEYOND!

Campus and community feedback will enable us to start building consensus on preferences for the look, feel, and design of West Campus as the planning process continues.

Thank you to those who have already participated! If you have not had the chance to participate in the board exercise prior to the Town Hall, please do so following this presentation.



In addition, reminder to please complete the Mason Student, Faculty & Staff Housing Survey (available until March 16) at bit.ly/Masonhousingsurvey

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04. Town Hall Q&A

Town Hall Q&A

WEBSITE FAQs | planning.gmu.edu/planning/west-campus-planning/frequently-asked-questions/

Will this project raise students' on-campus housing costs?

George Mason understands the concerns around potential financial impacts to students and is committed to ensuring that student housing remains affordable. As part of the planning process, the consultant team will conduct a housing demand assessment for the Fairfax Campus to gauge students' price sensitivity and interest in particular unit layouts. In addition, George Mason is committed to working with the consultant team to identify mechanisms that will allow the University to continue to set on-campus housing prices below market rate.

Who will be eligible for the faculty/staff/workforce housing?

While the workforce housing being considered for this development is intended primarily for full-time George Mason faculty and staff and their families, a portion of units will be allocated for Fairfax County residents who meet the County's workforce housing eligibility requirements.

How will the project address the need for additional parking associated with campus development?

The conceptual site plan currently anticipates more than 3,600 surface and structured parking spaces, including replacement parking as well as new garages, on West Campus to ensure sufficient capacity for athletic venues and additional residents and visitors. The consultant team is also conducting a parking assessment to understand current utilization and confirm future parking needs based on anticipated demand resulting from new development.

Will we lose green space on campus?

George Mason is committed to acting as a good steward and using capital resources to preserve and enhance its natural ecology wherever possible. In 2023 the University commissioned an ecological assessment to identify bio habitats / wetlands on West Campus and ensure that we are aware of environmentally protected areas. In addition, the planned "necklace trail" envisioned as part of the 2021 Master Plan will expand into West Campus, and sustainability and conservation of forested areas will continue to be considered in all planning activities. Please refer to the Master Plan Phase Two Report for more information about the planned necklace trail and George Mason's commitment to embracing environmental stewardship.

Town Hall Q&A

AUDIENCE QUESTIONS

Submit Questions

- › Join at menti.com | use code **3278 0392**
- › OR scan the QR code below



 Mentimeter

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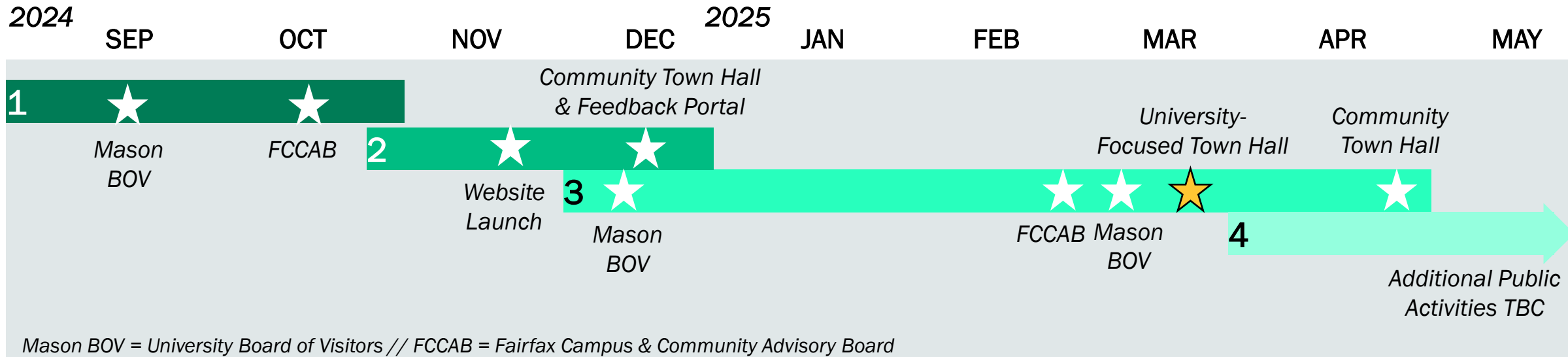


05. Next Steps

Next Steps

COMMUNITY ENGAGEMENT PLAN – PRESENT PHASE

CURRENT TIMELINE*



1. CONFIRM STRATEGY

- Align outcomes with major milestones
- Determine key messaging
- Confirm stakeholders

2. INTRODUCE VALUE

- Create understanding & build trust with community members
- Clarify local involvement in the process

3. ENGAGE STAKEHOLDERS

- Conduct public meetings to solicit feedback
- Tailor messaging to targeted audiences

4. KEEP INFORMED

- Provide community members with periodic updates as the effort advances

UPCOMING MILESTONES*

* Timeline and activities subject to change

- **Mason Student, Faculty & Staff Housing Survey:** March 4–16, 2025 (Available at bit.ly/Masonhousingsurvey)
- **Mason Student, Faculty & Staff Focus Groups:** March–April 2025 (To Be Scheduled)
- **Spring Community Town Hall:** April 17, 2025 (7pm–8:30pm)



Thank you.

For more information or to provide additional feedback, please visit planning.gmu.edu/planning/west-campus-planning/

