

Join at menti.com | use code **2956 1318**



West Campus Mixed-Use District Planning



Town Hall

May 22, 2025

7:00 PM | Fairfax City Hall Council Chambers

Agenda

May 22, 2025

- 01** Introduction & Context
- 02** Envisioning the Future: Preliminary Program & Initial Concepts
- 03** Additional Considerations & Next Steps
- 04** Town Hall Q&A
- 05** Interactive Workshop

Join at menti.com | use code 2956 1318



01. Introduction & Context

Introduction

WHAT IS THE PURPOSE OF THIS MEETING?

The University has convened today's town hall to:

- Share *preliminary programming* and *potential concepts* Mason is considering for long-term redevelopment of the western portion of the Fairfax Campus.
- Provide a forum for community members to **share questions and concerns**.
- Solicit input from attendees about perceived **likes/dislikes** and possible **benefits/disadvantages** of alternative options so that Mason can **continue to iterate** on the project concept.

This meeting is **NOT** intended to:

- Present a predetermined project with a fully defined site plan.
- Engage participants in a design charrette to assign uses to specific locations on the western portion of campus.
- Provide a complete answer or identify a comprehensive solution for every question.

Welcome

We invite you to participate today and beyond!

- Ask a Question
 - › Submit at menti.com using code **2956 1318**
 - › Raise your hand during Q&A
- Visit Poster Stations *after the presentation*
 - › Share your thoughts about **advantages or disadvantages** about **each of the preliminary concepts** displayed
- Visit the West Campus Planning Website
 - › Receive updates & submit additional questions/comments at planning.gmu.edu/planning/west-campus-planning/



Historical Context

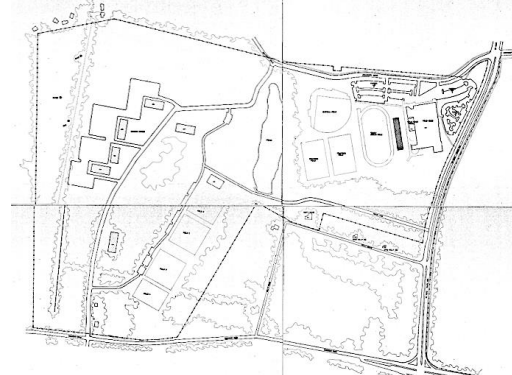
A VISION FOR THE WESTERN PORTION OF CAMPUS 50 YEARS IN THE MAKING

Research Institutes



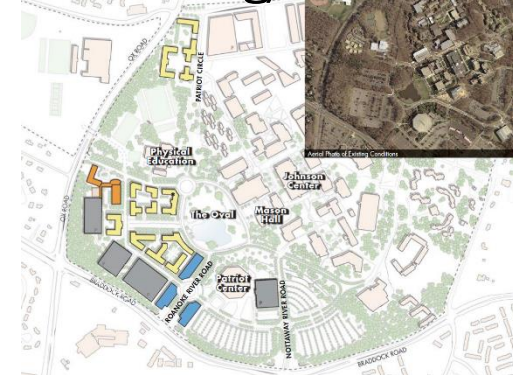
1968

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:

- › **Western Portion of Campus – Proposed Athletics District:** Mixed-use development including fieldhouse, fields, courts & faculty/staff/workforce housing
- › **Academic Core of Campus – Long-Term 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' offerings.
 - **Initial Priorities:** High Performance Training Center, Field House, Baseball Field
- › **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.

Current Context

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

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

Mason Square

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

SciTech

- Faculty and Staff Housing

Join at menti.com | use code 2956 1318



02. Envisioning the Future

Envisioning the Future

PROPOSED PROGRAM COMPONENTS



Athletics

› Collegiate and Professional Sports Venues

- Multipurpose Ballpark
- Multipurpose Public Assembly Venue
- Small Multipurpose Venue
- Softball Field

› Performance Training Facilities

- High Performance Training Center (HPTC)
- Field House (FH) with Indoor Track
- Track & Field Stadium/Outdoor Track
- Multipurpose Training Fields



Housing & Mixed-Use

› University Housing

- Faculty/Staff/Workforce Housing
- Potential Graduate Housing (Undergraduate Focus for Academic Core)

› Multifamily Housing

- Market-Rate & Affordable Rental Units

› Ground-Floor Retail

- Options include Food & Beverage, Grocery, Clothing, Health / Fitness, and Entertainment

› Potential Additional

- Hotel (Future Phase)



Public Space & Infrastructure

› Outdoor Placemaking

- Walking / Cycling Trails
- Plazas, Seating, and Open Spaces to Promote Community Building
- Public Art

› Wooded / Natural Preserved Areas

› Parking (to support new uses as needed)

Envisioning the Future

PROPOSED PROGRAM COMPONENTS



Athletics



Housing & Mixed-Use



Public Space & Infrastructure



Envisioning the Future

EXISTING CONDITIONS



Join at menti.com | use code **2956 1318**

Envisioning the Future

CONSIDERATION OF POTENTIAL FUTURE WEST CAMPUS SCENARIOS

TODAY'S OBJECTIVE:

- › The goal of today's presentation is to **solicit feedback** from town hall participants so that the University can **continue to iterate** on the preliminary concept.
- › Specifically, we want to understand what community members **like and/or dislike** about the various options and what you consider to be **potential advantages/disadvantages** of each.
- › Alternative scenarios are not **mutually exclusive** – the project could **combine different aspects**.
- › Scenarios are intended to illustrate the **long-term build-out** of West Campus over multiple phases and years.
- › Accompanying **precedent images** are intended to illustrate the potential scale and depict a sense of place without being prescriptive.

Scenario 1

ADJACENCY DIAGRAM



Join at menti.com | use code **2956 1318**

Scenario 1



Join at menti.com | use code 2956 1318

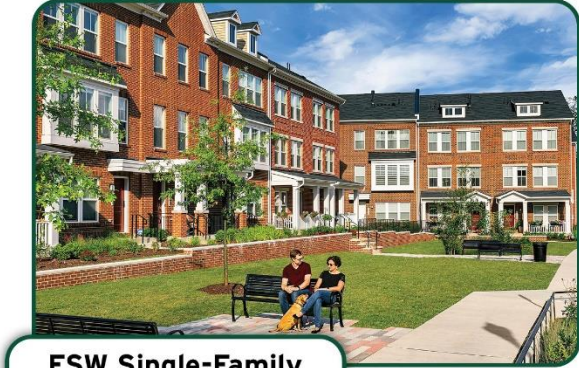
Scenario 2

ADJACENCY DIAGRAM



Join at menti.com | use code **2956 1318**

Scenario 2



**FSW Single-Family
- 90 Parcels**



**Multifamily/
Mixed-Use**

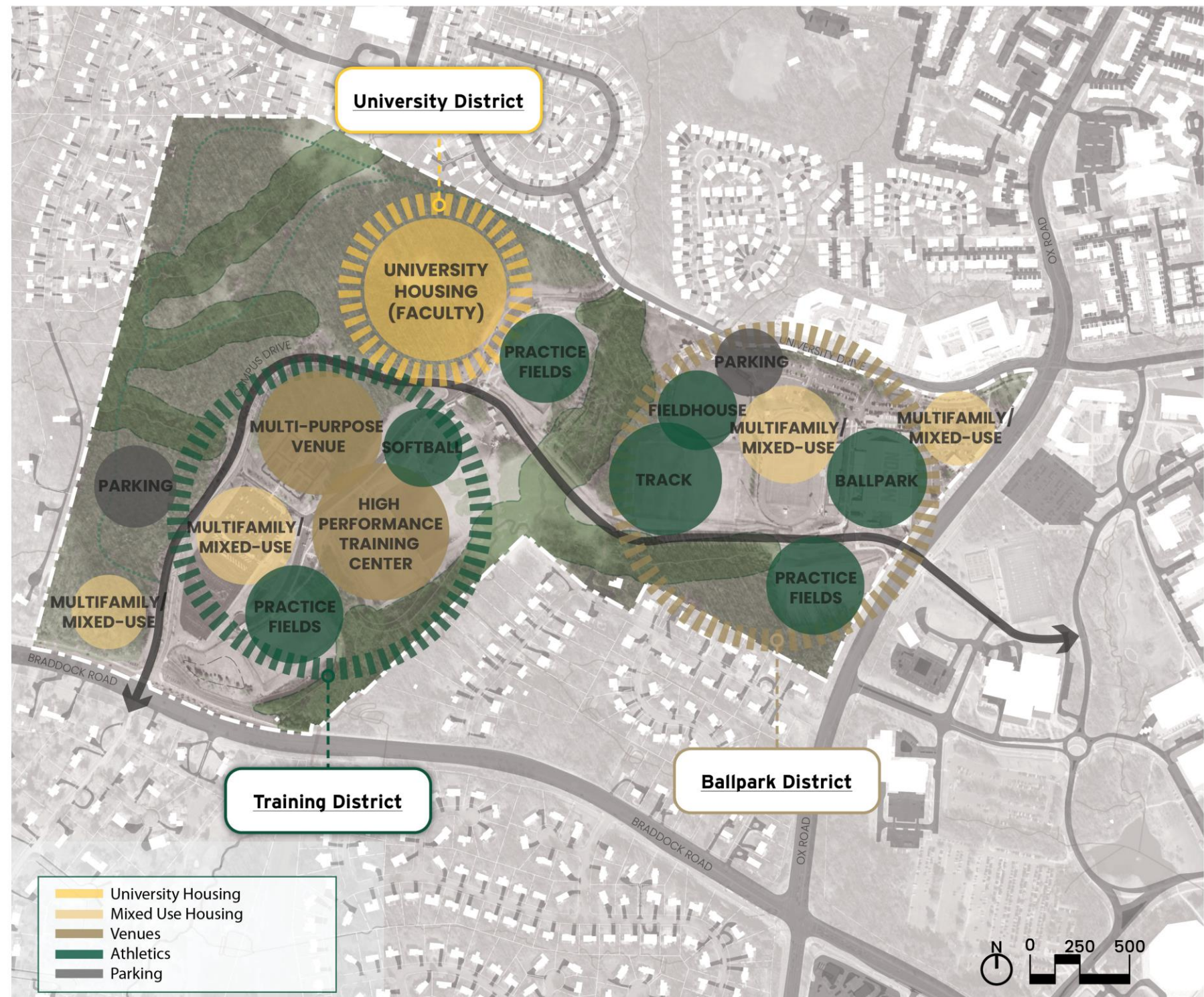


New Ballpark

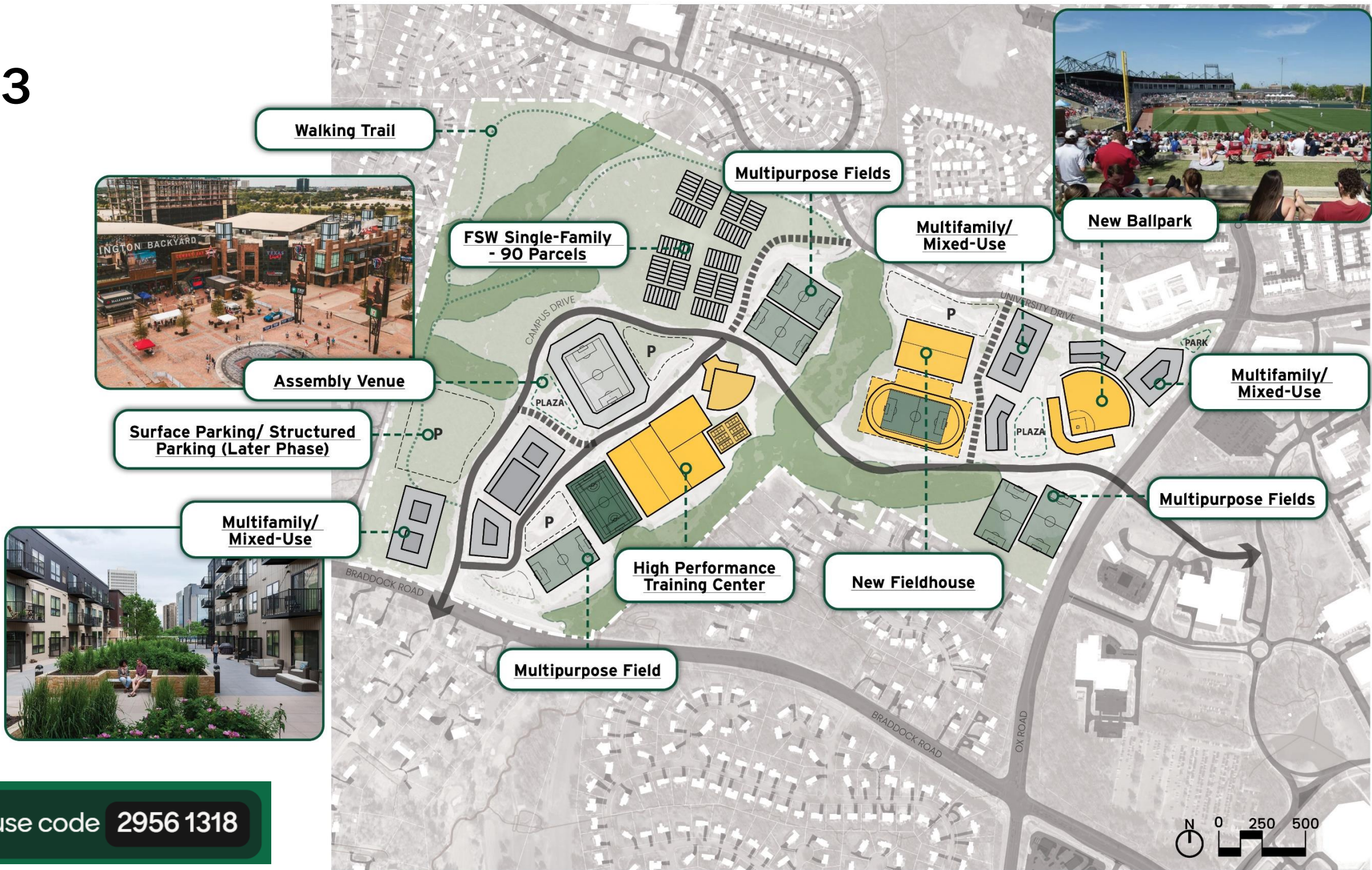
Join at menti.com | use code **2956 1318**

Scenario 3

ADJACENCY DIAGRAMS



Scenario 3



Join at menti.com | use code **2956 1318**

Scenario 1

SCENARIO 1



SCENARIO 2



SCENARIO 3



Join at menti.com | use code 2956 1318



03. Additional Considerations & Next Steps

Traffic Considerations

BENEFITS OF FUTURE DEVELOPMENT



The project seeks to improve **walkability** and support a “**park once**” approach to visiting campus.



The shuttle can incorporate new stops at future hubs on the western portion of campus to enhance **connectivity** with the academic core.



Additional amenities and engaging spaces provided by future development can help **smooth out traffic peaks** around game days and other major events.

Walkable Neighborhood Case Study: The Rotonda



Join at menti.com | use code **2956 1318**

Traffic Considerations

POTENTIAL MITIGATION STRATEGIES



Mason recognizes the challenges presented by **existing road conditions** surrounding the Fairfax Campus.

- Current vehicular traffic at nearby intersections is understood to be **poor**.
- Increased activity will necessitate **proactive efforts to mitigate** potential negative impacts.



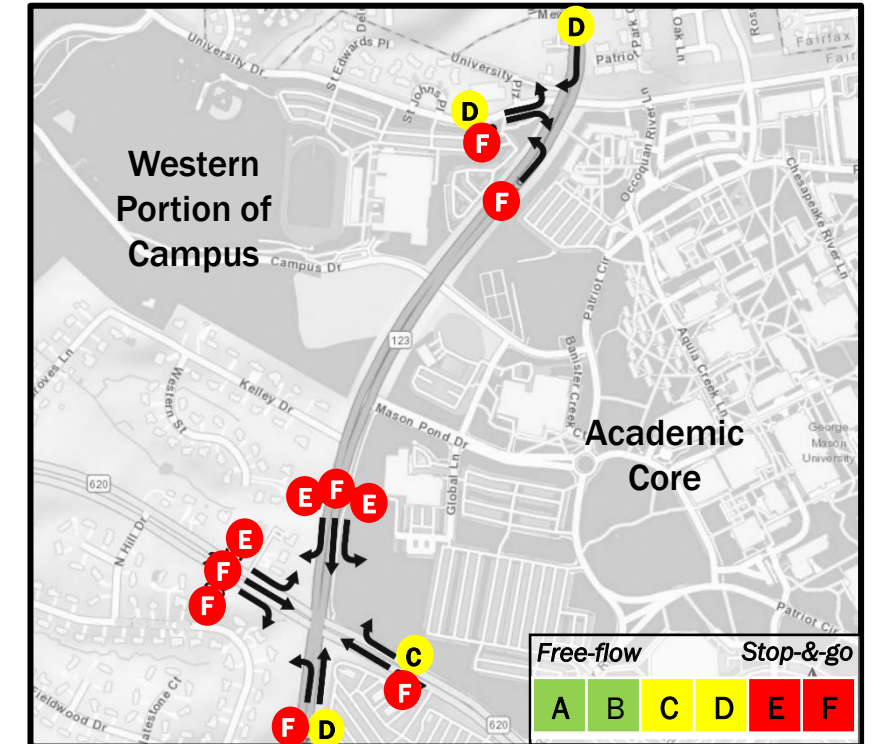
The University is committed to working with future partners to conduct a detailed **traffic impact study** as part of the predevelopment phase.



A study could recommend **potential mitigation strategies** such as:

- Additional **entry/exit routes** to/from West Campus
- Specifications for a proposed **pedestrian bridge**
- More refined **scheduling** for rare combinations of events
- **Traffic Management Plans** for larger events on West Campus and at EagleBank Arena
- **Signal changes** to balance approach time and volumes at intersections
- Adjusting the number of **turning lanes** at intersections

Existing Conditions at Key Intersections,
Typical Day PM Peak Hr (5-6pm)



Efficiency & Sustainability Considerations

VISION FOR WEST CAMPUS PLANNING



New Buildings

- Low-Impact Design Standards
- Whole-Systems Approach



Energy Systems

- Efficient for Cost & Commodity Savings
- Resilient for Risk Mitigation



Transportation

- Walkable & Bikeable
- Multi-Modal



Outdoor Resources

- Preservation
- Sustainable Open Space Management
- Outdoor Learning Opportunities



People-Centric

- Dignity & Respect
- Healthy, Affordable Food Options

Join at menti.com | use code **2956 1318**

This vision is aligned with GMU Sustainability's strategy and will serve as guiding principles during project definition and implementation.



Photos from University Sustainability green.gmu.edu

Process Overview

WEST CAMPUS PLANNING EFFORT

Winter 2023 – Spring 2025



Preliminary Planning

- Market Sounding
- Town Halls
- Focus Groups
- Initial Concepts
- Leadership Alignment

2025



Project Definition & Refinement

- Concept Prioritization
- Definition of Financial Parameters

2026 & Beyond



Partner Selection, Design & Construction

- Multi-Phase Approach

Community engagement will continue to help shape the project concept for the mixed-use district.
Learn more and see updates at <https://planning.gmu.edu/planning/west-campus-planning/>

Join at menti.com | use code 2956 1318



04. Town Hall Q&A

Town Hall Q&A

AUDIENCE QUESTIONS

Submit Questions

› Join at [menti.com](https://menti.com/join/29561318) | use code **2956 1318** OR

› Scan the QR code below:



 Mentimeter

05. Interactive Workshop

Interactive Workshop

FOLLOWING THE PRESENTATION

- **Visit Poster Stations** *after the presentation*
 - › *Share your thoughts about **advantages** or **disadvantages** about each of the preliminary concepts displayed*
- **Visit the West Campus Planning Website**
 - › *Receive updates & submit additional questions/comments at*
planning.gmu.edu/planning/west-campus-planning/





Thank you.

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

