

**PLEASE SIGN IN**

# GEORGE MASON UNIVERSITY

WEST CAMPUS & SOUTHWEST SECTOR WORKSHOP



# VISION AND OPPORTUNITIES DISCUSSION

# Vision and Opportunities Discussion





**15 MINUTE BREAK**

# **VIRTUAL TOUR OF CAMPUS**



# CAMPUS TOUR

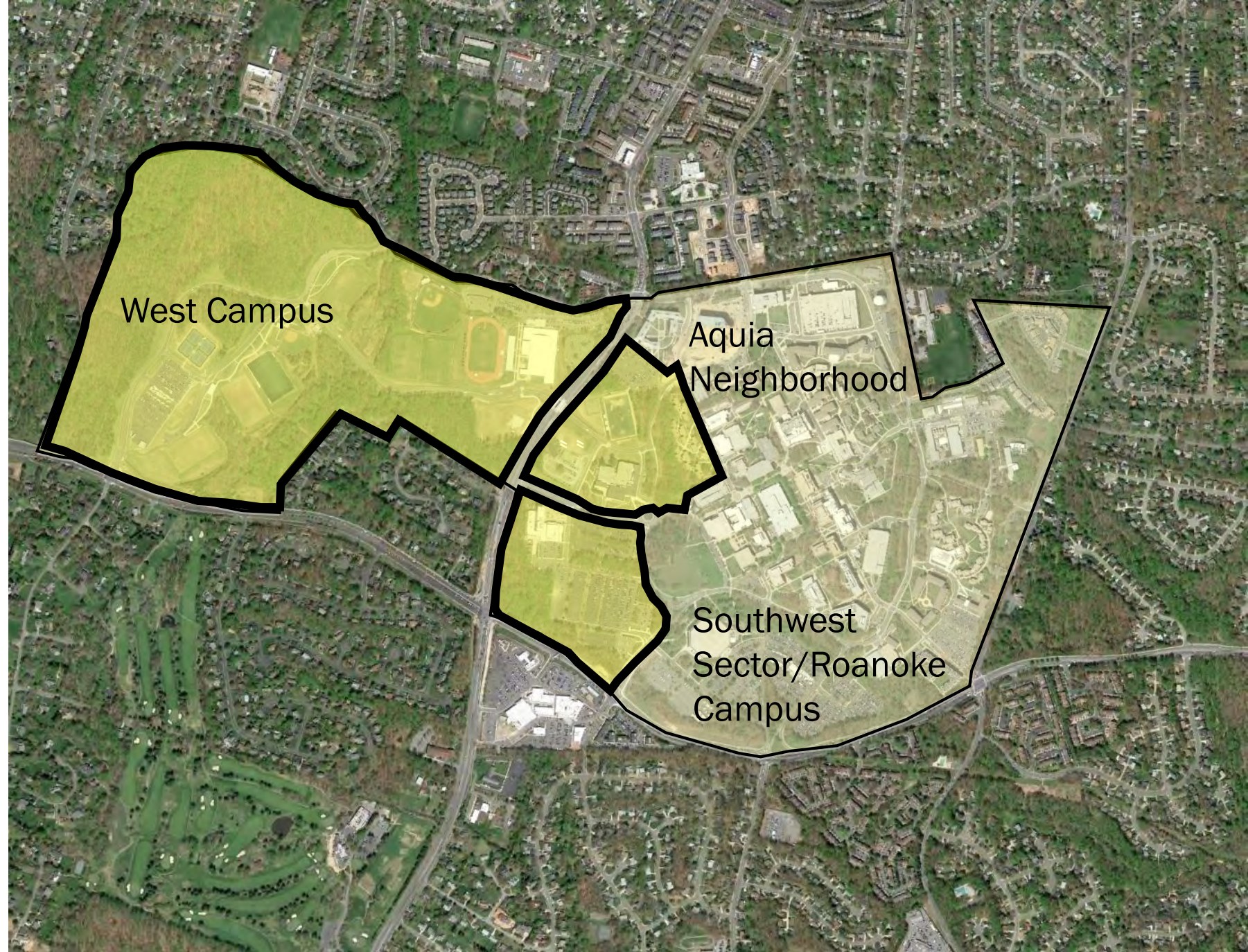
West Campus & Southwest sector charrette



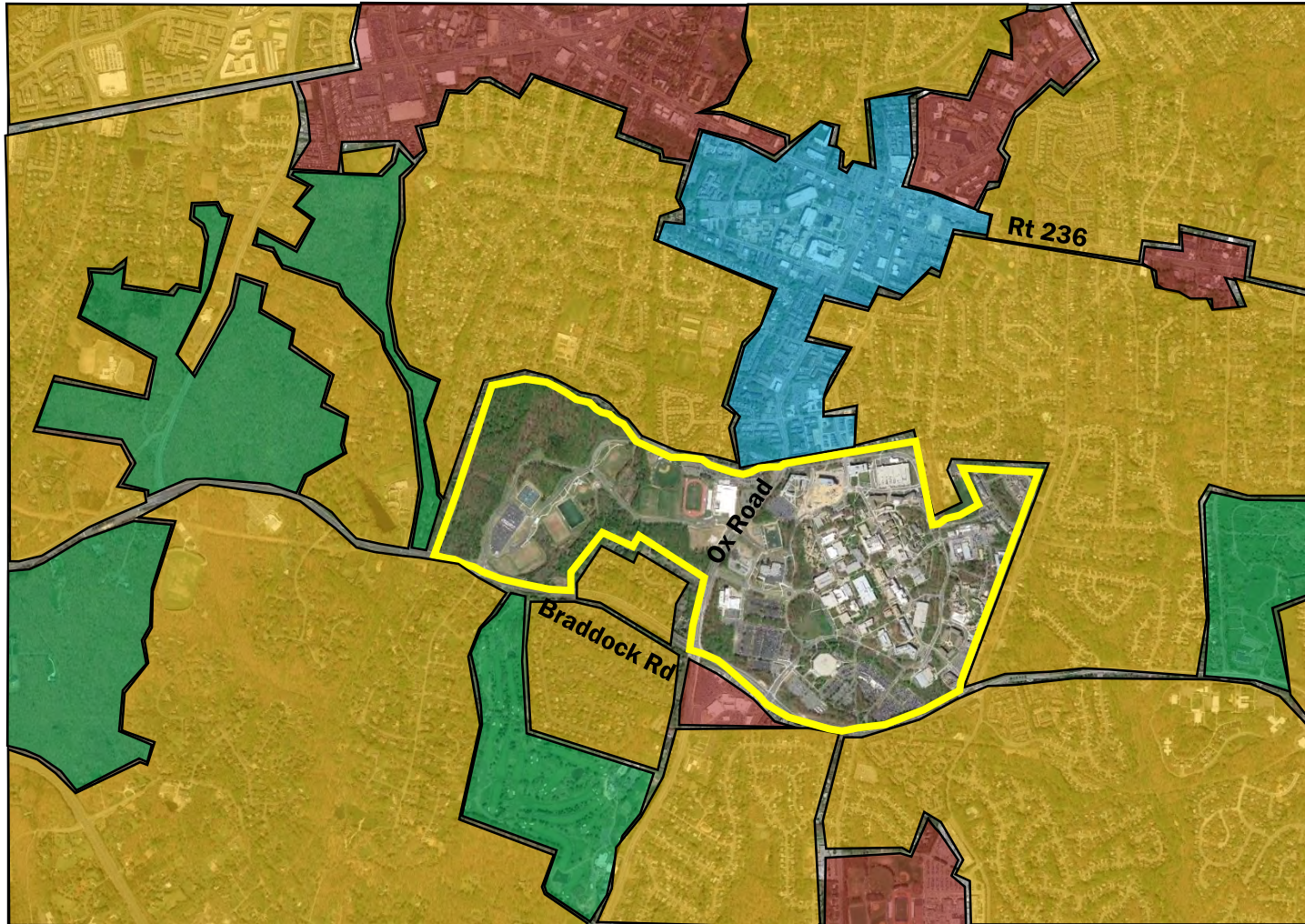


## Three Areas

- West Campus
- Aquia Campus
- Southwest Sector/Roanoke Campus



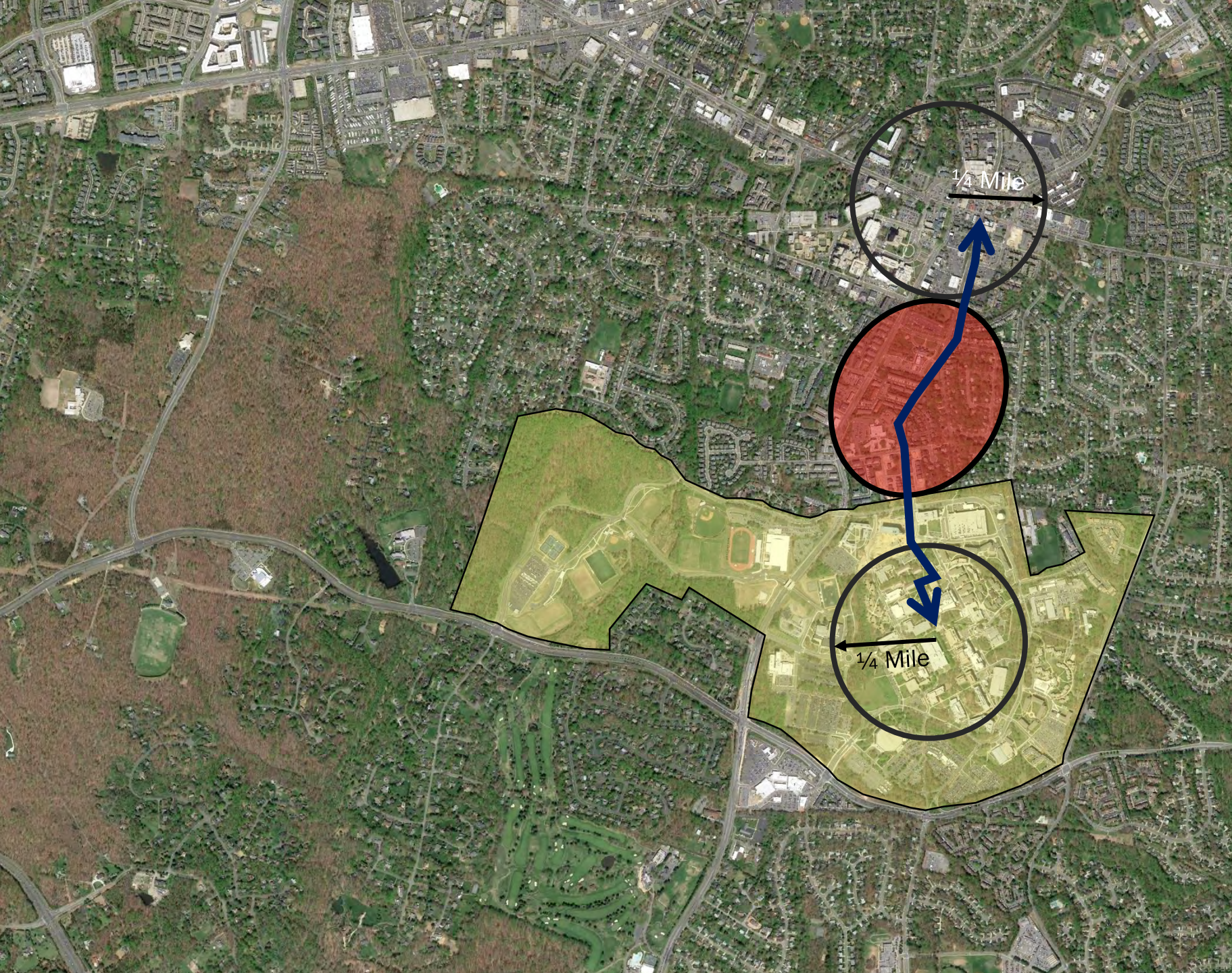




## Surrounding Districts

- City of Fairfax
- Suburban style retail
- Golf Course
- Cemetery
- Wooded area
- Suburban style residential





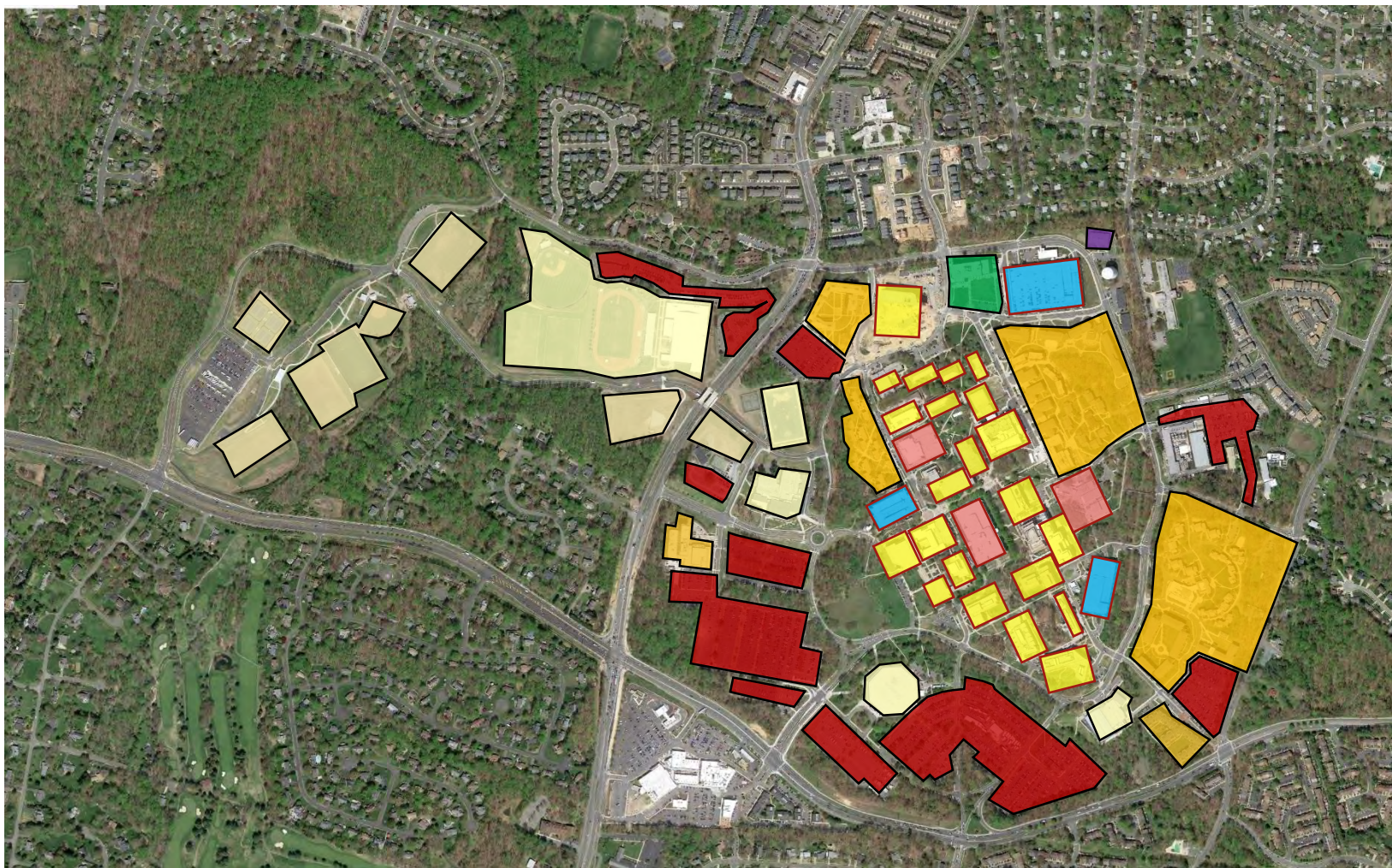
- CAMPUS CORE & FAIRFAX DOWNTOWN are a 25 minute walk from each other



- Intermediate area is auto dominated and unfriendly to the pedestrian







- Original “George Mason College” campus buildings
- Other academic buildings
- Student life buildings
- Student housing
- Athletic facilities
- Parking garages
- Parking lots
- Administration
- Child Development Center



# The Hidden Campus

- Parking Lots
- Forest Cover





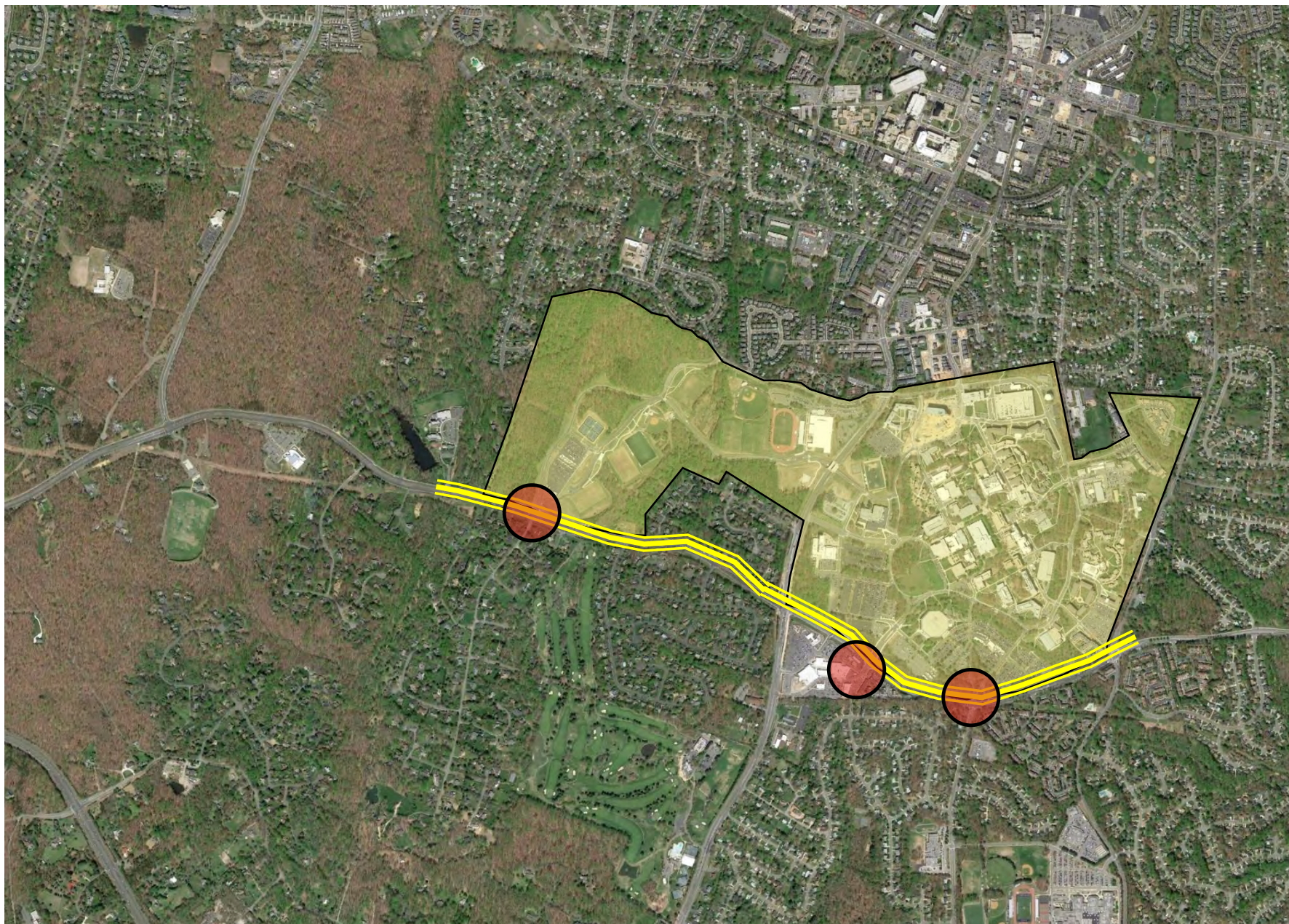


- Ox Road division
- Pedestrian and Vehicular underpass





- ~~Comprehensive~~ ~~are on~~  
~~Brandy Road~~ ~~for automobiles~~, no  
sense of an important civic  
institution





- Emerging campuses are predominately located in a sense that is different with previous EE&K masterplan





- University Drive has become a real campus edge



- University Drive has created a front door to the campus from Fairfax City



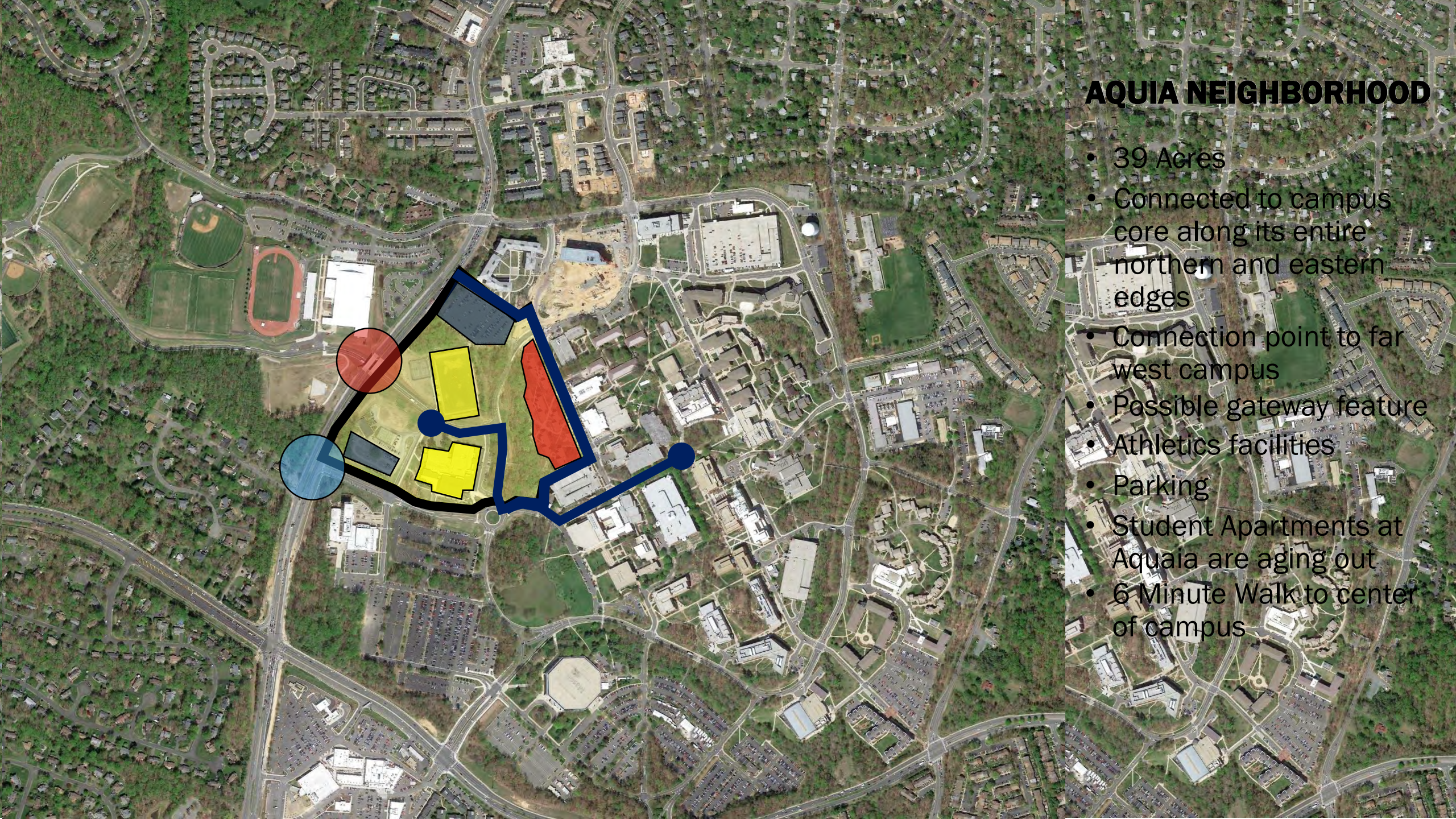




## WEST CAMPUS

- 216 Acres
- Two points of connection to the east
- Additional point of access to the south west
- Substantial tree buffer
- Parking
- Track & Field practice
- Soccer and Track & Field stadium
- Soccer practice fields
- Baseball
- Softball
- Tennis
- Aging field house
- 90' buffer from adjacent properties
- Center of campus to Far West Campus – 12 minute walk
- No through traffic

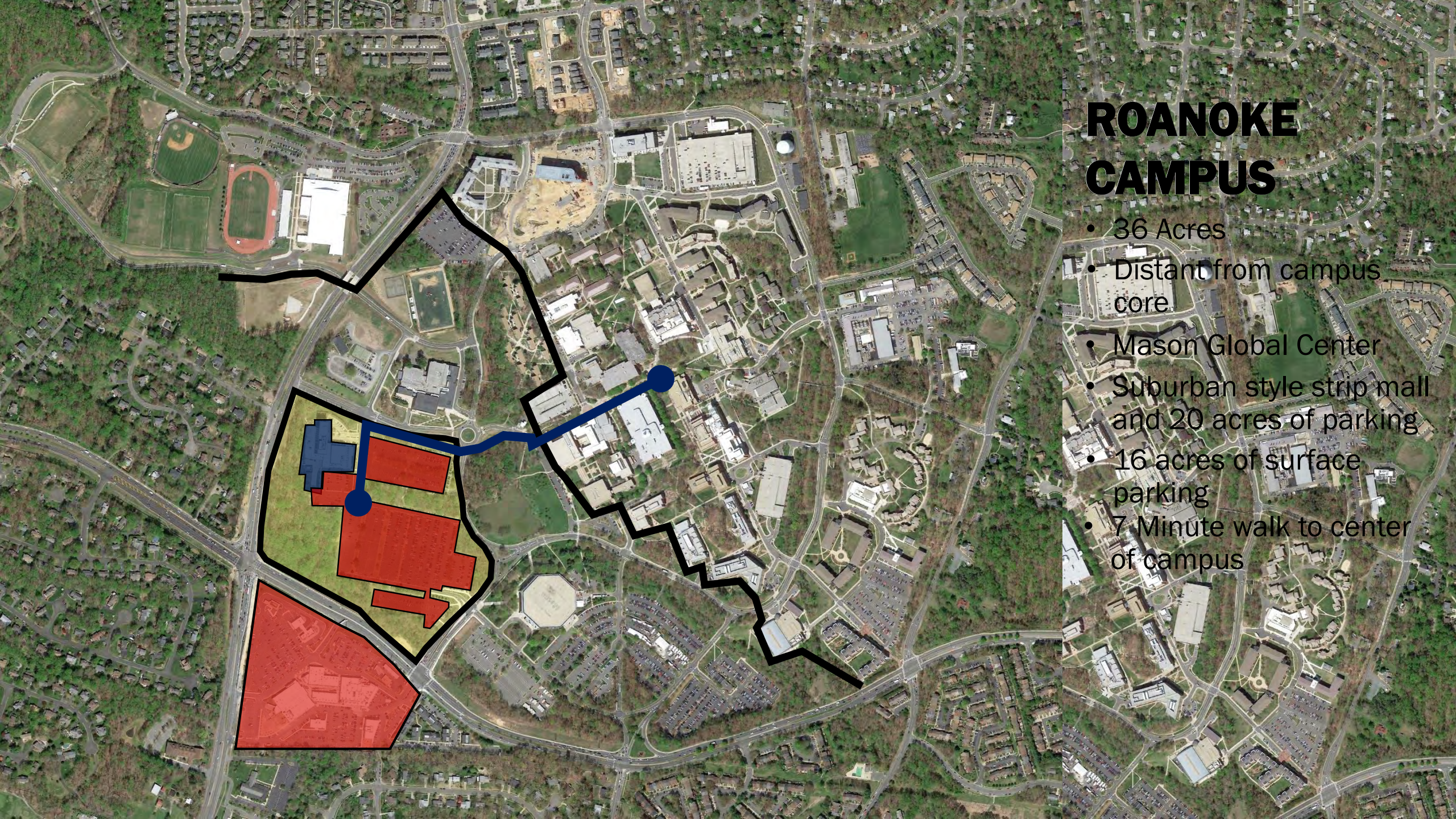




## AQUAIA NEIGHBORHOOD

- 39 Acres
- Connected to campus core along its entire northern and eastern edges
- Connection point to far west campus
- Possible gateway feature
- Athletics facilities
- Parking
- Student Apartments at Aquaia are aging out
- 6 Minute Walk to center of campus



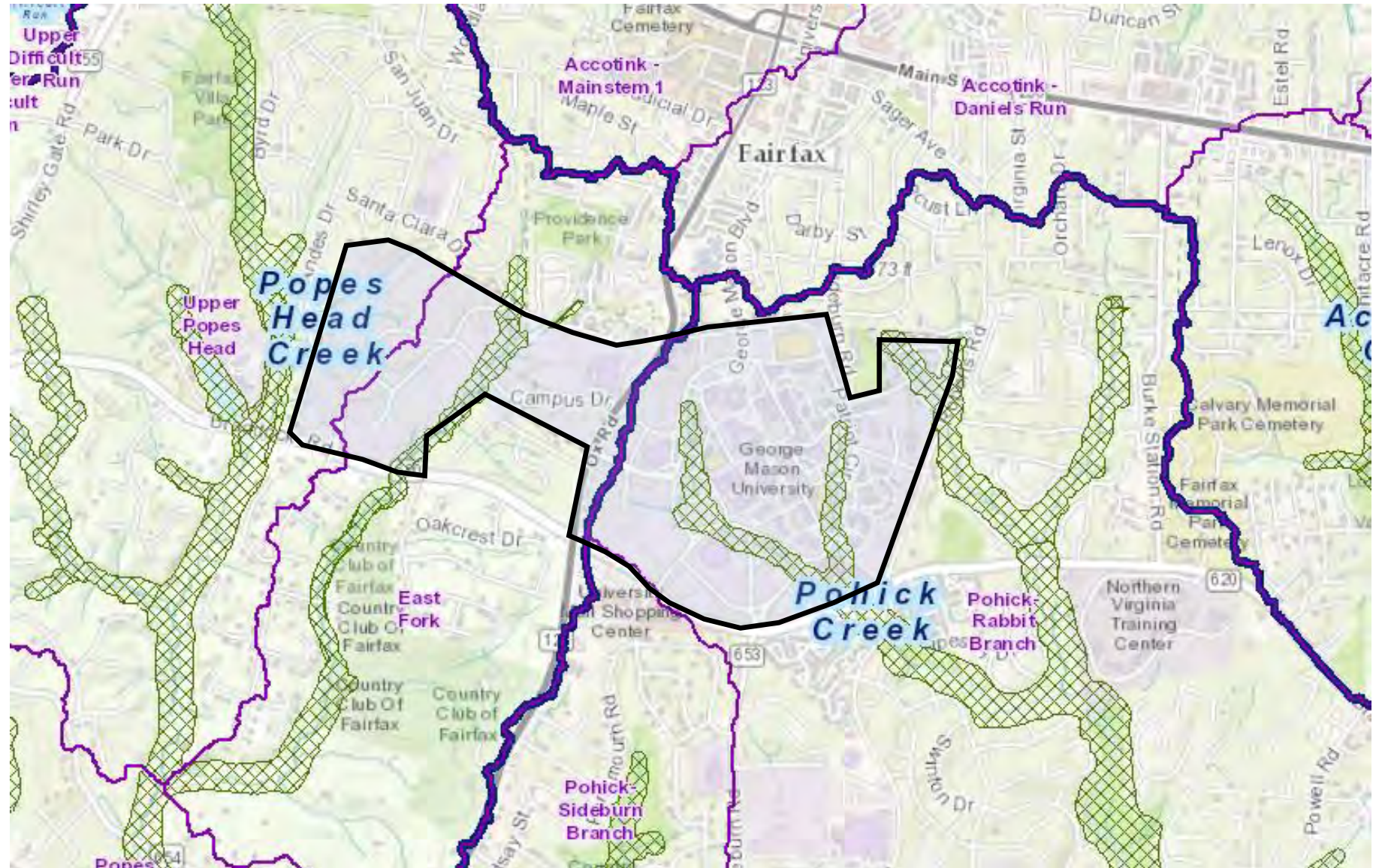


# ROANOKE CAMPUS

- 36 Acres
- Distant from campus core
- Mason Global Center
- Suburban style strip mall and 20 acres of parking
- 16 acres of surface parking
- 7 Minute walk to center of campus



# Streams in the Pohick-Rabbit Branch Watershed

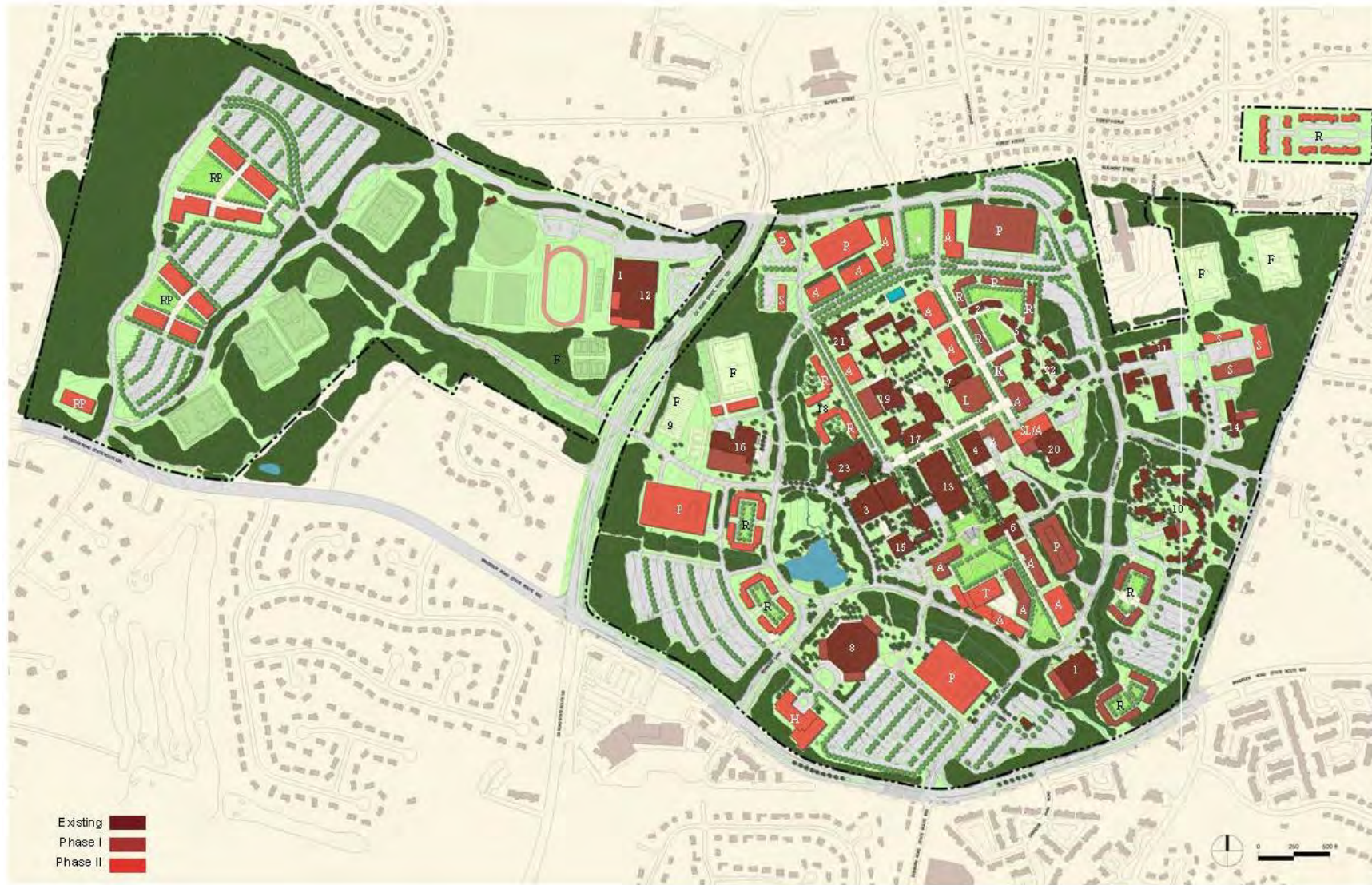


# CAMPUS PLANNING INITIATIVES

George Mason University



## Master Plan - 2002



### Mason Master Plan Principles (Sasaki)

1. Create a sense of place
2. Foster a vibrant campus community
3. Establish a unifying campus framework
4. Concentrate facilities primarily on the east campus
5. Accommodate transportation needs
6. Engage the community
7. Campus framework elements
  1. Arrival
  2. Main St and Quads
  3. Connections
  4. Views and Landmarks
  5. Natural Systems
  6. Compact Core



Southwest Sector Plan  
EE&K - 2006





## North Sector Plan – EE&K - 2009





# Vision Fairfax Mason Plan

- Enhance connections between Fairfax City and Campus
- Quality coordination and well designed connections will produce quality outcomes

## Vision Fairfax Mason Plan



## Mason Transportation Plan



*Bicycle Facility Improvements*

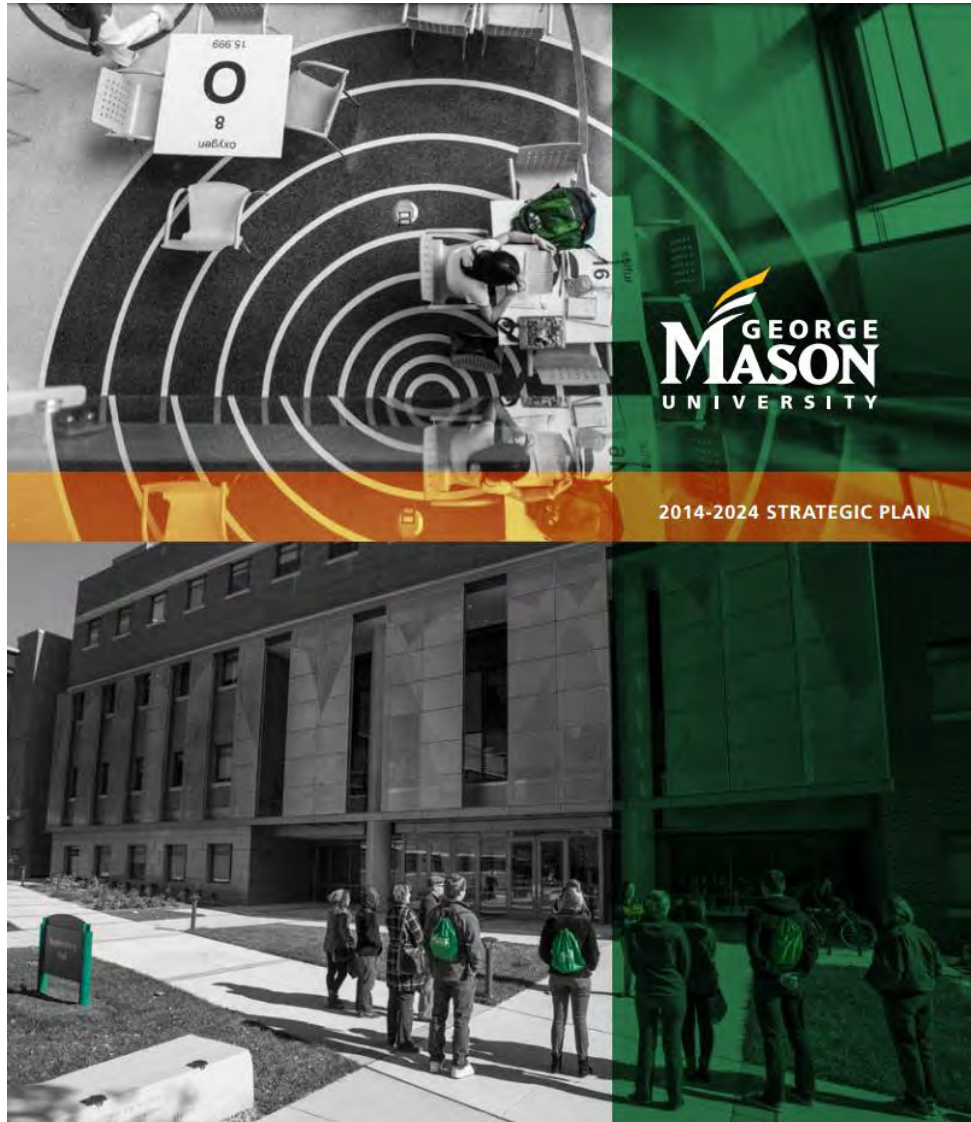
## Mason Transportation Master Plan

- Bicycle lane and facilities plan
- Future garage and surface lot locations
- Signage and way finding plan





# George Mason University Strategic Plan overview



The George Mason University Strategic Plan  
The Strategic plan consists of 12 Goals:

## *For Students*

- Innovative Learning
- Accessible Pathways
- Return on Investment

## *For the Community*

- 100,000 Career Ready Graduates
- Innovation Engine
- Community Builder

## *For Faculty and Staff*

- Well Being
- Diverse Academic Community
- Support Teaching and Scholarship Excellence

## *For the World*

- Elevate Research
- Research of Consequence
- Global Learning Platform

# **SNAPSHOT OF ECONOMIC DRIVERS**



# Innovation Economy Likely to Drive Future Growth

- 1/3 of DC Region’s innovation employment is in Fairfax County
- “Appropriated knowledge, innovation, and entrepreneurship operating within an institutional environment”

		# of Sectors		% of Jobs in Innovation
#	Top Innovation Hubs	Total	Primary	
1	Bay Area, CA	9	5	36%
<b>2</b>	<b>Washington, DC</b>	<b>4</b>	<b>1</b>	<b>31%</b>
3	Seattle, WA	4	3	30%
4	Boston, MA	6	3	30%
5	Salt Lake City, UT	6	4	28%
6	Raleigh/Durham, NC	3	2	28%
7	Minneapolis, MN	5	2	27%
8	Austin, TX	4	3	27%
9	Atlanta, GA	3	2	26%
10	Philadelphia, PA	4	2	26%
11	Denver, CO	4	2	25%
12	New York, NY	5	2	25%
13	Los Angeles, CA	7	6	25%
14	Dallas, TX	5	3	25%
15	San Diego, CA	7	5	25%



# Local Innovation Economy Needs More Primary Drivers

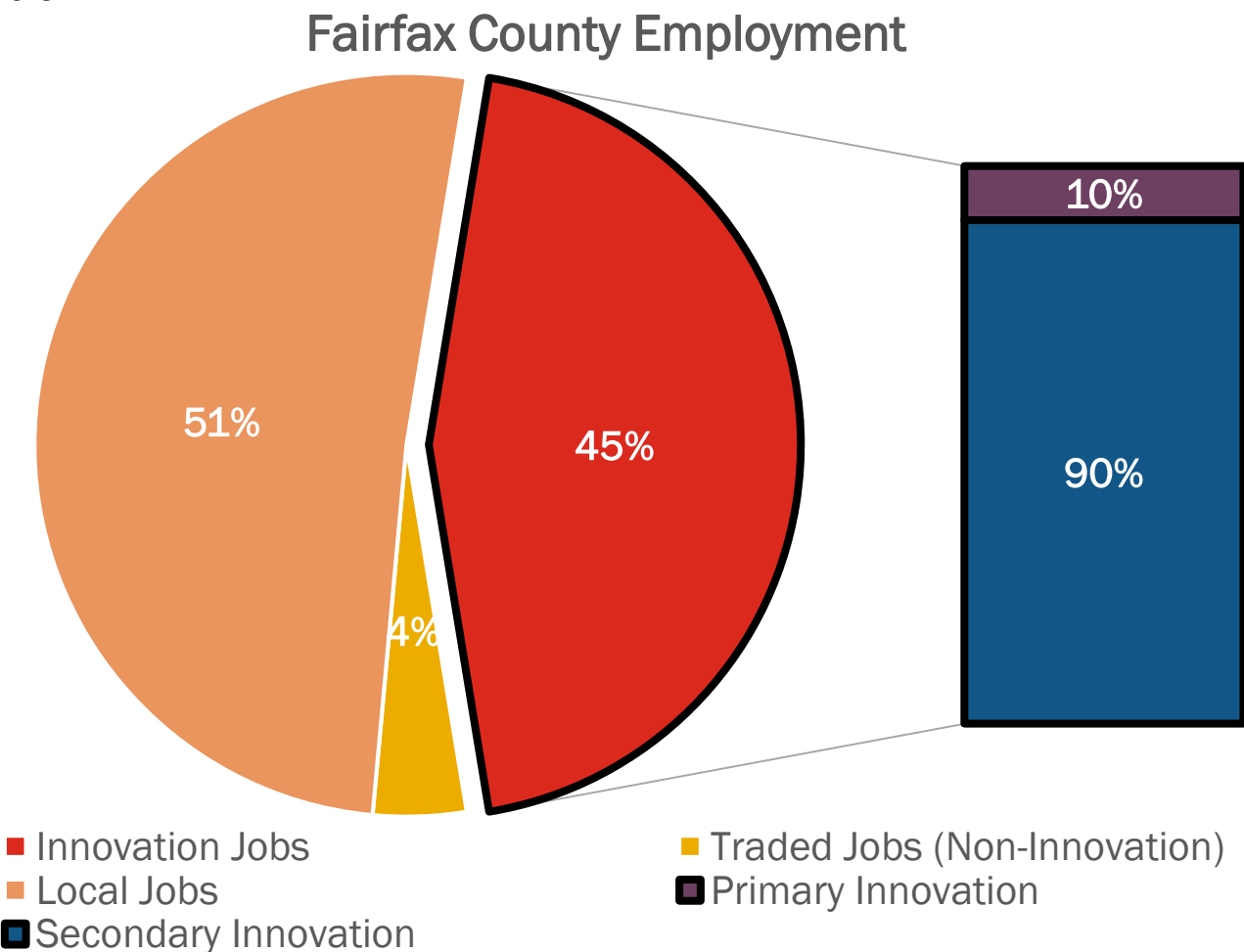
- In Fairfax, innovation is **45% of total jobs** but is responsible for **86% of all jobs created** over the last decade.

## Primary Drivers

Aerospace Vehicles and Defense  
Biopharmaceuticals  
Communications Equipment and Services  
Distribution and Electronic Commerce  
Information Technology and Analytical Instruments  
Medical Devices

## Secondary & Supportive Sectors

Business Services  
Education and Knowledge Creation  
Financial Services  
Marketing, Design, and Publishing



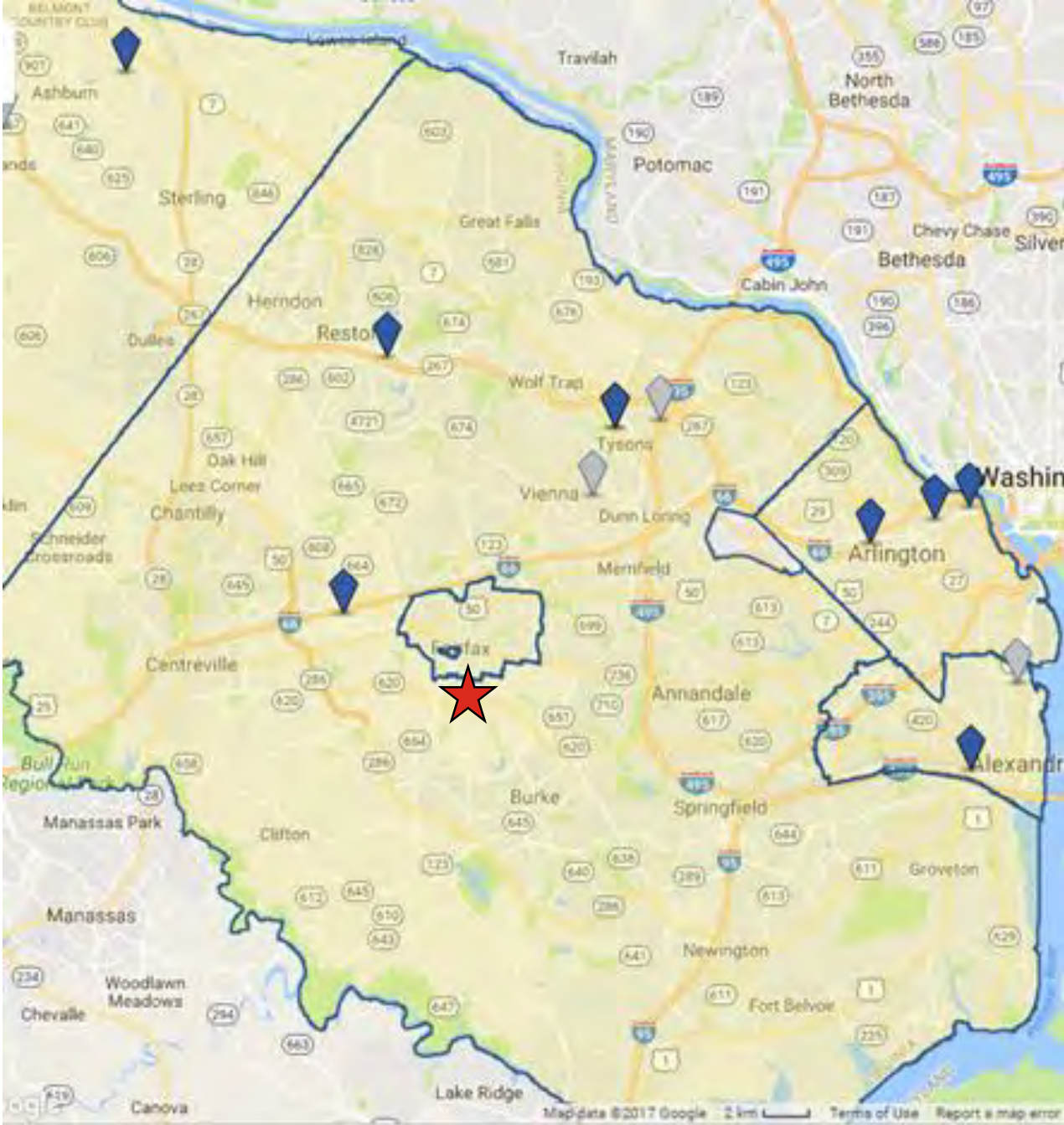
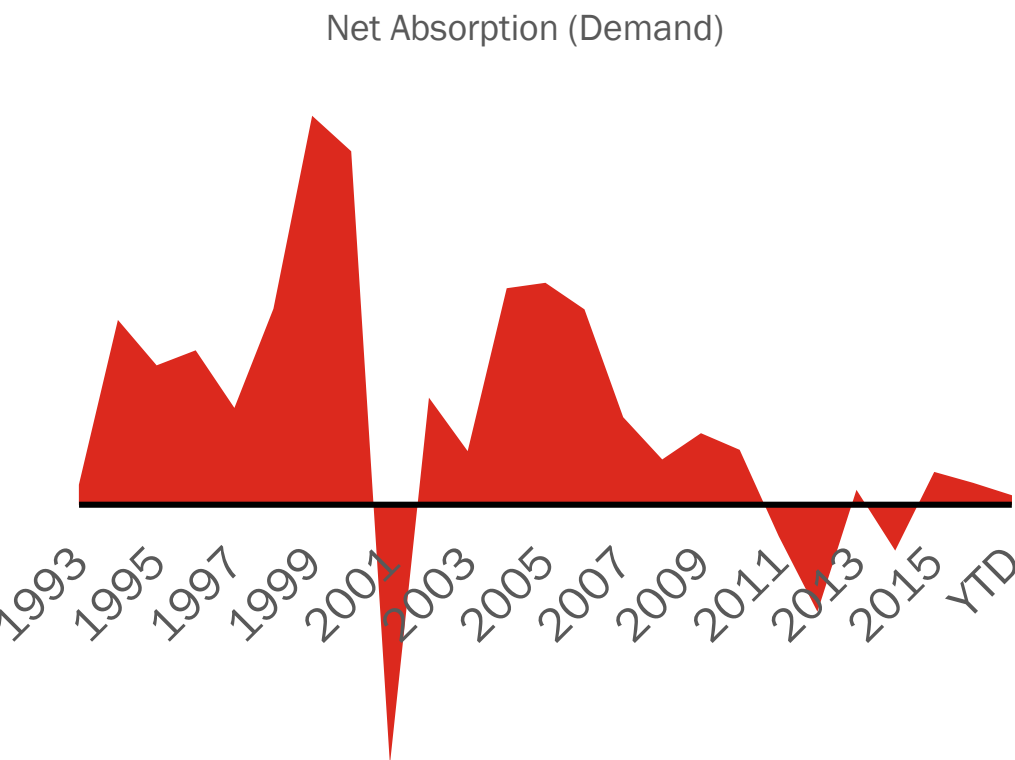


# Critical Success Factors for Innovation Hubs

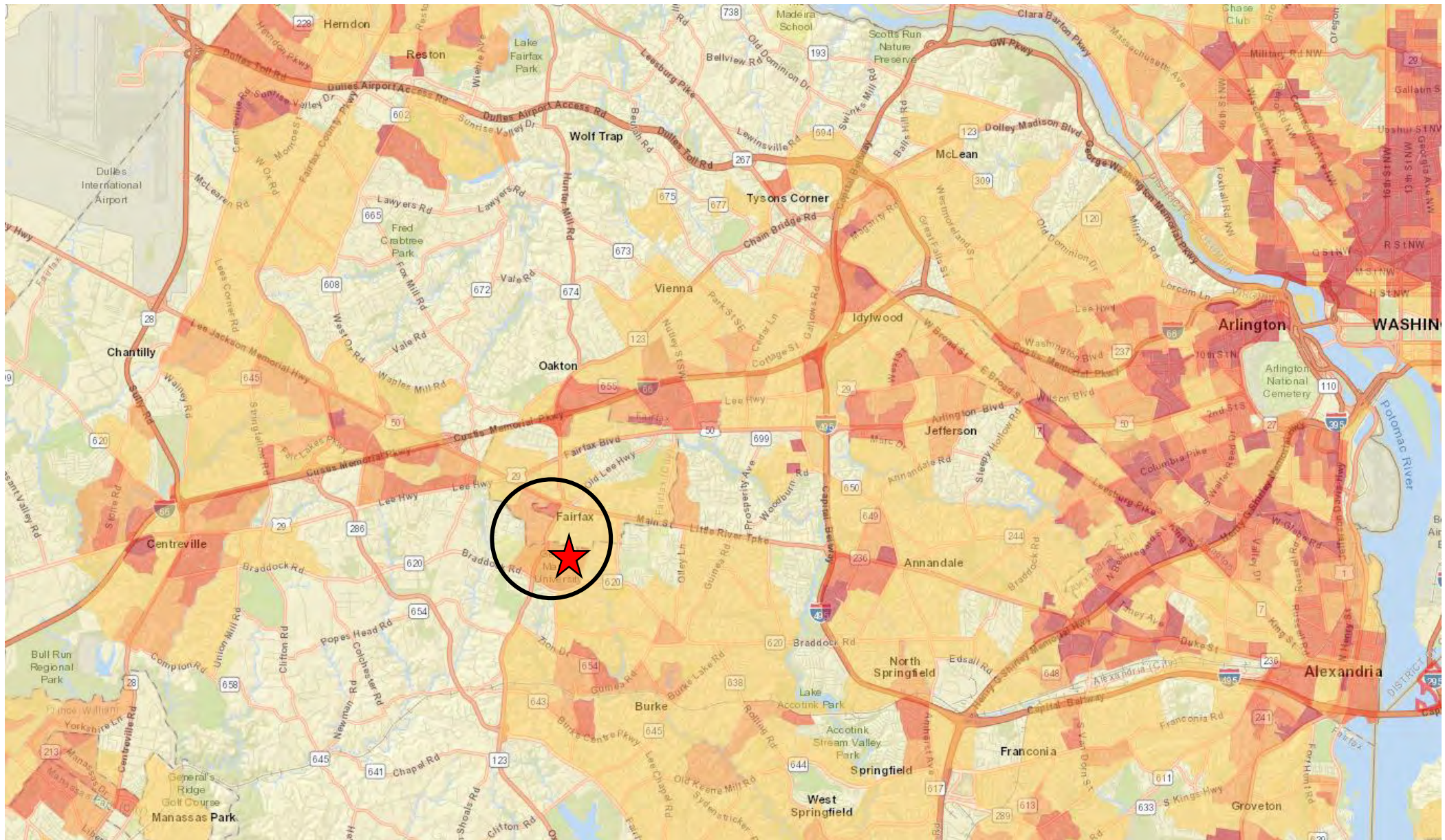
	Region	Fairfax County
1. Thick Labor Markets	✓✓	✓✓
2. Research Universities or Institutes with Connection to Industry	Where GMU Can Help	
3. Cluster of Innovation Firms		✓
4. Venture Capital Finance and Support Systems		✓
5. Connections with Other Innovation Hubs		✓
6. Diversity of Sectors		

# Market Forces Alone Not Sufficient

- Office pipeline focused on locations with transit







*Population Density*

## Beginnings of a Higher Density Node



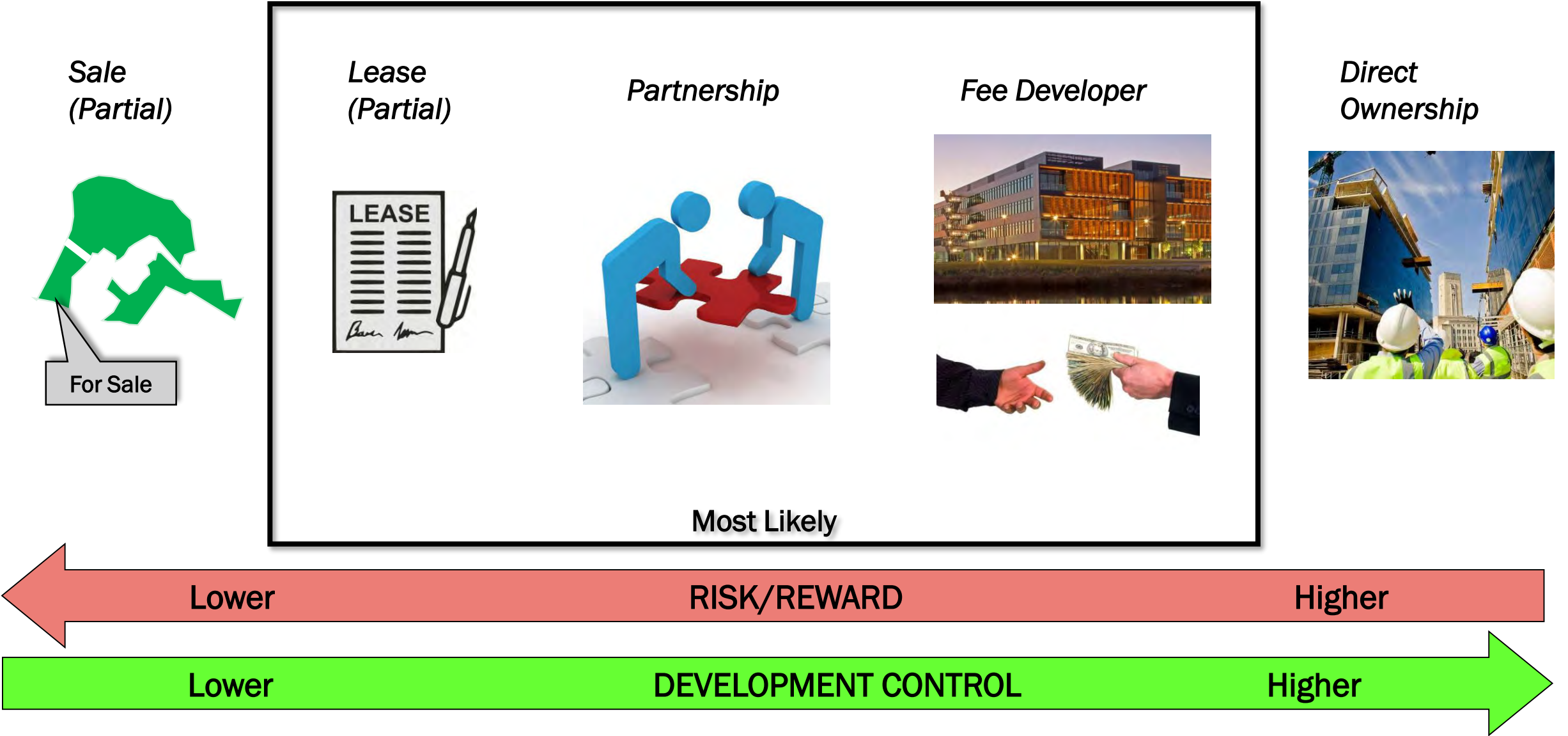
# What is Important to You?

- Create a public face
- Enrich academic experience
- Enhance town center/college town
- Innovation village/creative ecosystem
- Integrate the community with GMU
- Grow the total economic pie to benefit GMU, City, and County
- What else?





# Variety of Partnership Opportunities Available to University





# REMARKS BY FAIRFAX CITY & COUNTY STAKEHOLDERS



# At a Glance

## Demographics/Economics

### CITY OF FAIRFAX

**City Land Area** – 6.3 square miles

**Population** - 24,013

**Education** - Highly Education with 60% of City holding associates, bachelors, and/or advanced degrees.

**Median Income** - \$105,000

**Jobs** - Approximately 20,000 jobs located the City with nearly 1,650 employers

**Businesses** – 5,300+ licensed businesses





# FAIRFAX C.H.

Scale 300 feet to an Inch.

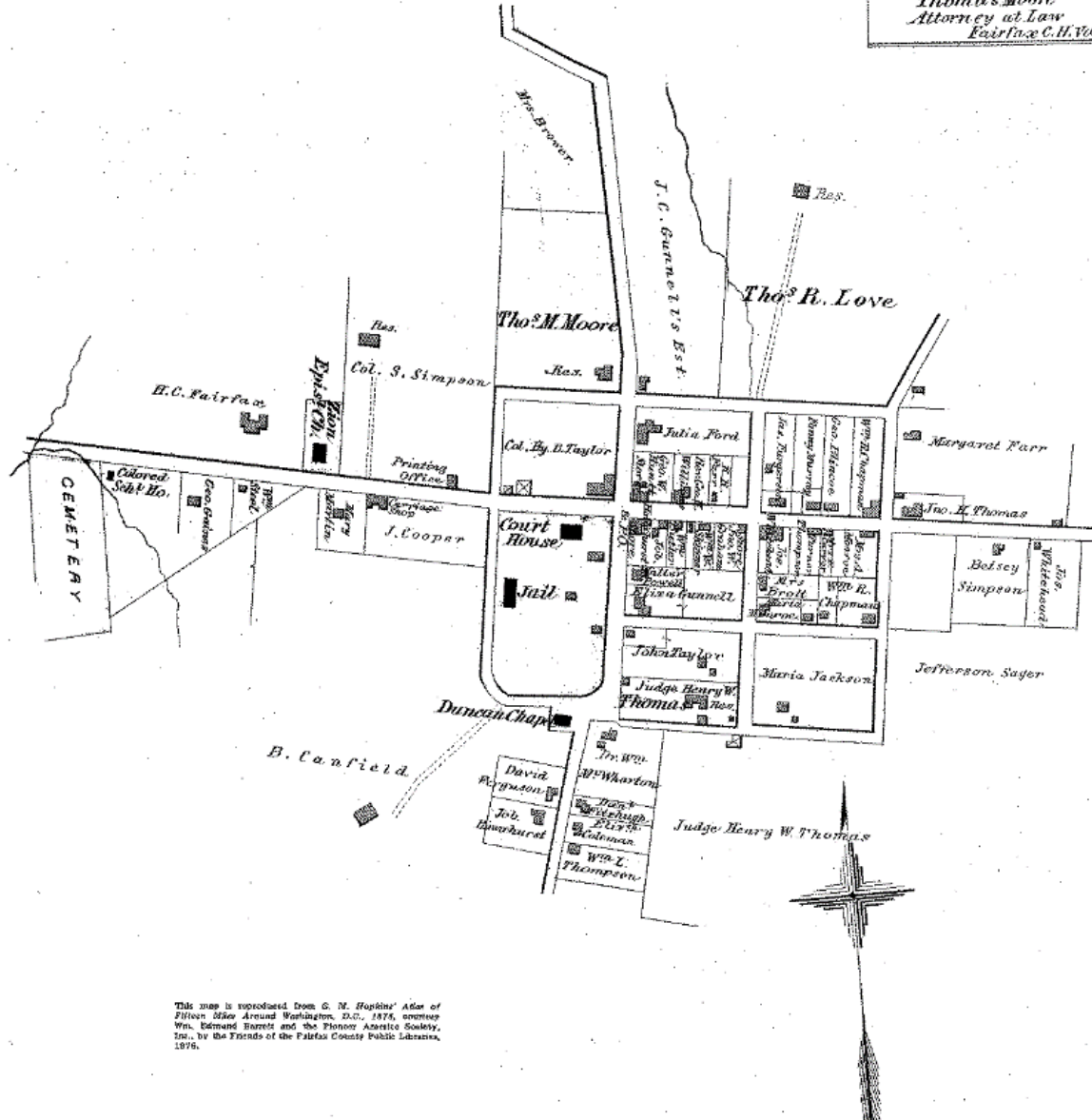
## BUSINESS NOTICES

James M. Love.  
Attorney at Law  
Fairfax C.H. Va.

Thomas R. Wells.  
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Fairfax C.H. Va.

D.M. Chichester  
Attorney at Law  
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Thomas Moore  
Attorney at Law  
Fairfax C.H. Va.



This map is reproduced from G. M. Hopkins' Atlas of Fifteen Miles Around Washington, D.C., 1876, courtesy Wm. Edmund Barrett and the Pioneer America Society, Inc., by the Friends of the Fairfax County Public Libraries, 1976.





1953







# GEORGE MASON COLLEGE OF THE UNIVERSITY OF VIRGINIA

ON FEBRUARY 10, 1959 THIS TRACT OF 150 ACRES  
WAS GIVEN BY THE CITIZENS OF THE TOWN OF FAIRFAX  
TO THE RECTOR AND VISITORS OF THE UNIVERSITY OF VIRGINIA  
AS A PERMANENT SITE OF THE COLLEGE.



1953



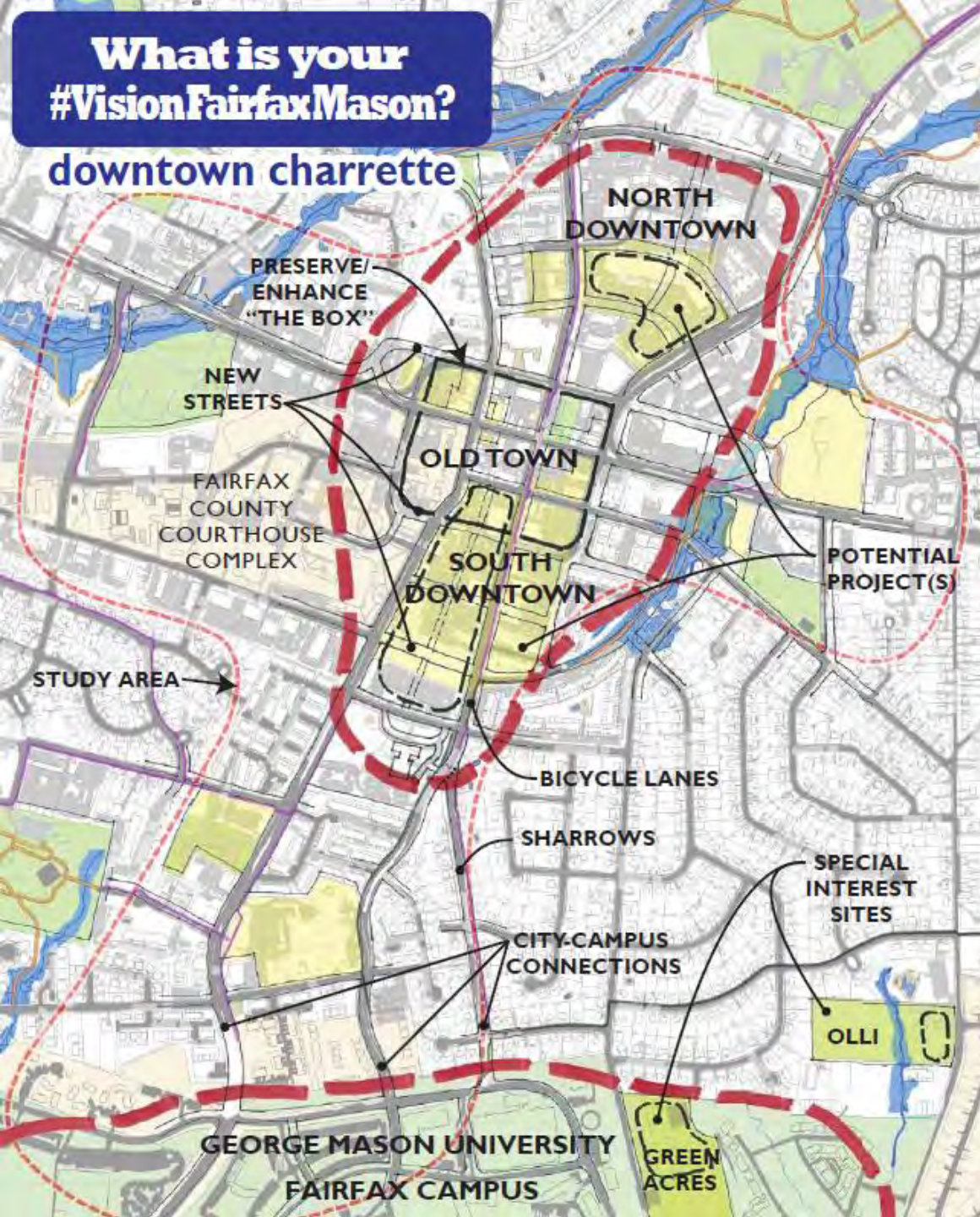


2013





# What is your #VisionFairfaxMason? downtown charrette



## create a south downtown

Old Town is about one mile or a twenty minute walk away from the north end of the Mason campus. Create a south downtown with fairly high density but feather off as it gets toward the neighborhoods on the other side of Chain Bridge and University. It becomes a twelve minute walk to Mason instead and it brings commercial uses further south.



## expand the choices for east-west travel

Take advantage of opportunities for short parallel streets that provide the opportunity to circulate around Old Town and move through the City, potentially without utilizing the central core of Main and North Streets.

### EXISTING STREET SYSTEM

East-West Traffic is Focused on Main St and North St



### POTENTIAL STREET ADDITIONS

Individual Street Additions or Extensions Could be Constructed Over Time as Redevelopment Occurs



## bridge the gap with bicycles

Connect the George Mason campus and Old Town with bicycle lanes and new bicycle parking in Old Town.





# Opportunity Locations

# Old Town/ Downtown Fairfax

- Focused efforts in the downtown
- Economic Development:
  - Façade Improvement Program
  - Retail Marketing Project
- Growing residential base creating more critical mass for shopping and restaurants
  - Mayfair
  - Mount Vineyard



**FAIRFAX CITY**  
Economic Development Authority

**! ! ! ! !**

**DOWNTOWN**

**FACADE IMPROVEMENT PROGRAM**

Information Session

**TUES, NOV 15**

**OLD TOWN HALL**  
1-2 pm

For more information  
email [edainfo@fairfaxva.gov](mailto:edainfo@fairfaxva.gov)  
or call 703.385.7851

**Coffee Shop**

**November 6, 2014**



# Place Making

Fairfax continues to develop programming that connect the residents and shoppers to what makes this City unique

Attracts potential residents, visitors to City

Establishes a recognizable identity among competitors that Fairfax is truly a place where you can live, work, and have fun

# Creative Programming & Events

FRIDAY, OCTOBER 28  
EVENT + PARTICIPATING  
RESTAURANTS LOCATIONS



2017 CITY OF FAIRFAX  
**ROCK THE BLOCK!**

4TH FRIDAYS MAY-OCTOBER FROM 6:30PM-9:30PM  
OLD TOWN SQUARE - 3999 UNIVERSITY DRIVE

LIVE MUSIC • BEER GARDEN • FOOD VENDORS • MORE!

MAY 26	JUNE 23	JULY 28
 <b>THE DARBY BROTHERS</b> 70-80'S ROCK COVERS	 <b>THE ROCKETS</b> HIGH ENERGY BAND	 <b>THE REAGAN YEARS</b> 80'S COVER BAND
AUGUST 25	SEPTEMBER 22	OCTOBER 27
 <b>ALEX HILTON BAND</b> COUNTRY MUSIC	 <b>WHITE FORD BRONCO</b> 90'S COVER BAND	 <b>VINYL INVENTION</b> CLASSIC & MODERN ROCK

WWW.FAIRFAXVA.GOV/ROCKTHEBLOCK  
CITYFFXPARKSREC

Participating Restaurants:  
1. Auld & Re  
2. Bell's  
3. Choi  
4. Coy

Partners: Parks & Recreation, City of Fairfax



November 6, 2017



# Planning Underway

## Draft Multimodal Transportation Plan

1. Ensure pedestrian friendly accommodation from I-66 to Fairfax Blvd and Fairfax City to Fairfax Blvd
2. Make a truly multimodal Chain Bridge Road
3. Balance mobility on Chain Bridge Road and University Drive
4. Distribute traffic through South Street Extension
5. Implement bike share program with George Mason University
6. Calm traffic on Chain Bridge Road between Judicial Drive and Main Street.
7. Extend University Drive to Eaton Place





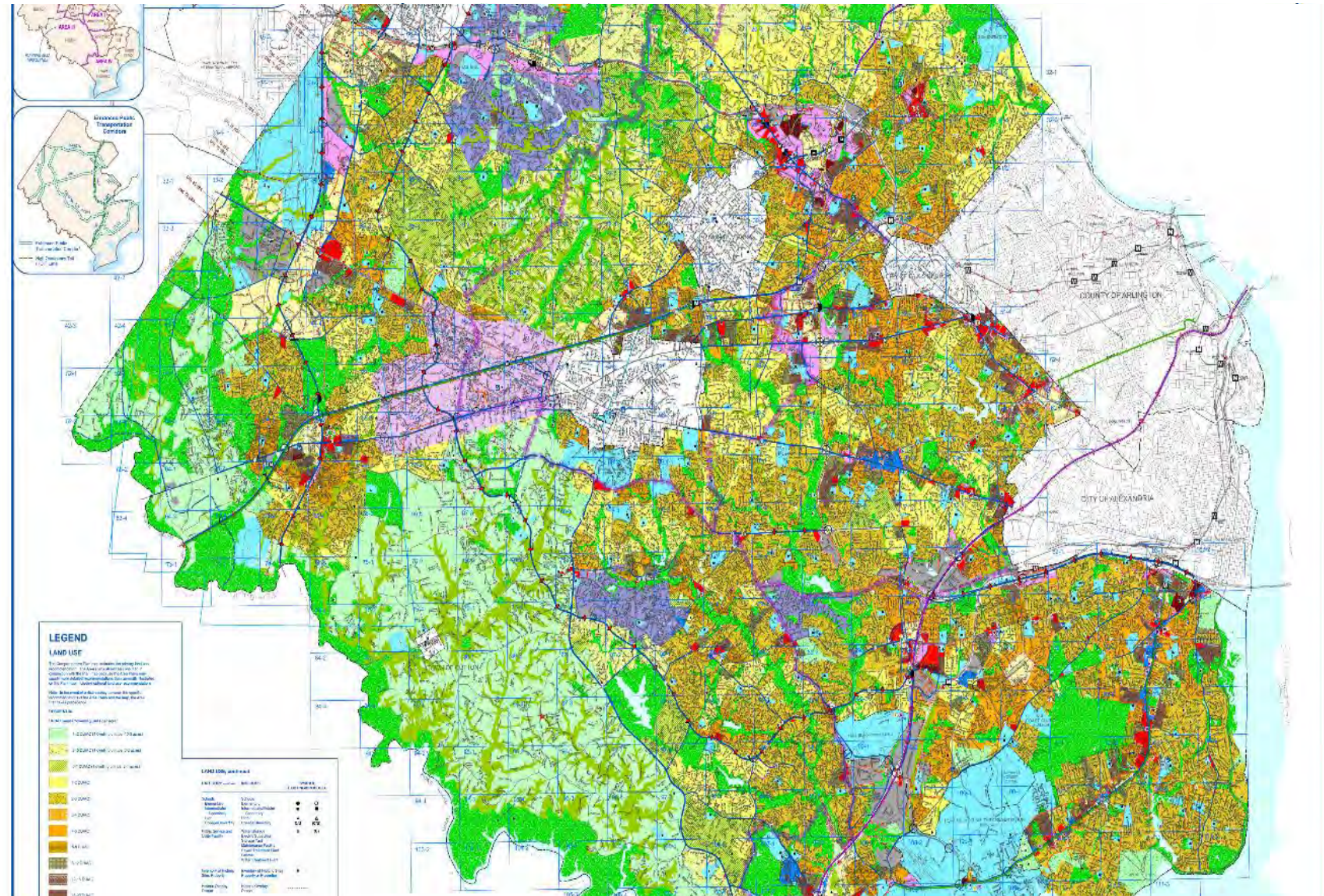
# COMPREHENSIVE LAND USE PLAN MAP

## Land Use

- Residential (dwelling units per acre)
- Commercial (retail, office)
- Industrial
- Open Space (public, private)
- Public Facilities, Institutional, Government
- Mixed Use and Alternative Use

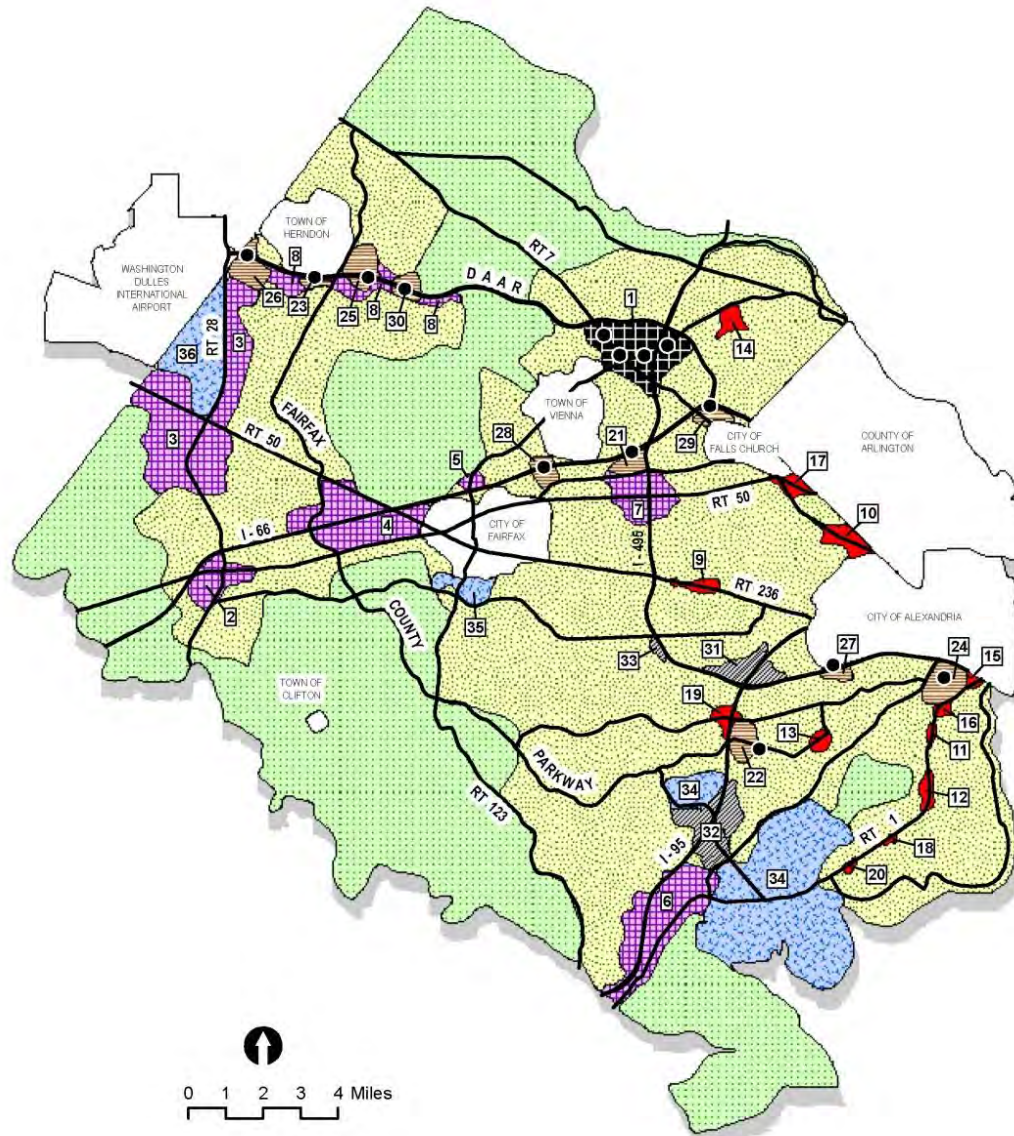
## Transportation

- Existing / proposed
- Road improvements
- Transit corridors / stations





# CONCEPT FOR FUTURE DEVELOPMENT MAP



## LOCATIONS OF MIXED-USE CENTERS

### Urban Center

1. Tysons Corner

### Suburban Centers

2. Centreville
3. Dulles (Route 28 Corridor)
4. Fairfax Center
5. Flint Hill
6. Lorton-South Route 1
7. Merrifield
8. Reston-Herndon

### Community Business Centers

9. Annandale
10. Baileys Crossroads
11. Beacon/Groveton
12. Hybla Valley/Gum Springs
13. Kingstowne
14. McLean
15. North Gateway
16. Penn Daw
17. Seven Corners
18. South County Center
19. Springfield
20. Woodlawn

### Transit Station Areas

21. Dunn Loring
22. Franconia/Springfield
23. Herndon-Monroe
24. Huntington
25. Reston Parkway
26. Route 28/CIT
27. Van Dorn
28. Vienna
29. West Falls Church
30. Wiehle Avenue

## LOCATIONS OF LARGE INSTITUTIONAL AND INDUSTRIAL AREAS






### Industrial Areas

31. Beltway South
32. I-95 Corridor
33. Ravensworth

### Large Institutional Land Areas

34. Fort Belvoir (Main Post and North Area)
35. George Mason University
36. Washington Dulles International Airport

## LEGEND

-  Tysons Corner Urban Center
-  Suburban Center
-  Community Business Center
-  Transit Station Area
-  Industrial Area
-  Large Institutional Land Area
-  Suburban Neighborhood
-  Low Density Residential Area
-  Major Road
-  Metro Station



The Fairfax County Board of Supervisors'  
Strategic Plan to Facilitate the  
**Economic Success  
of Fairfax County**



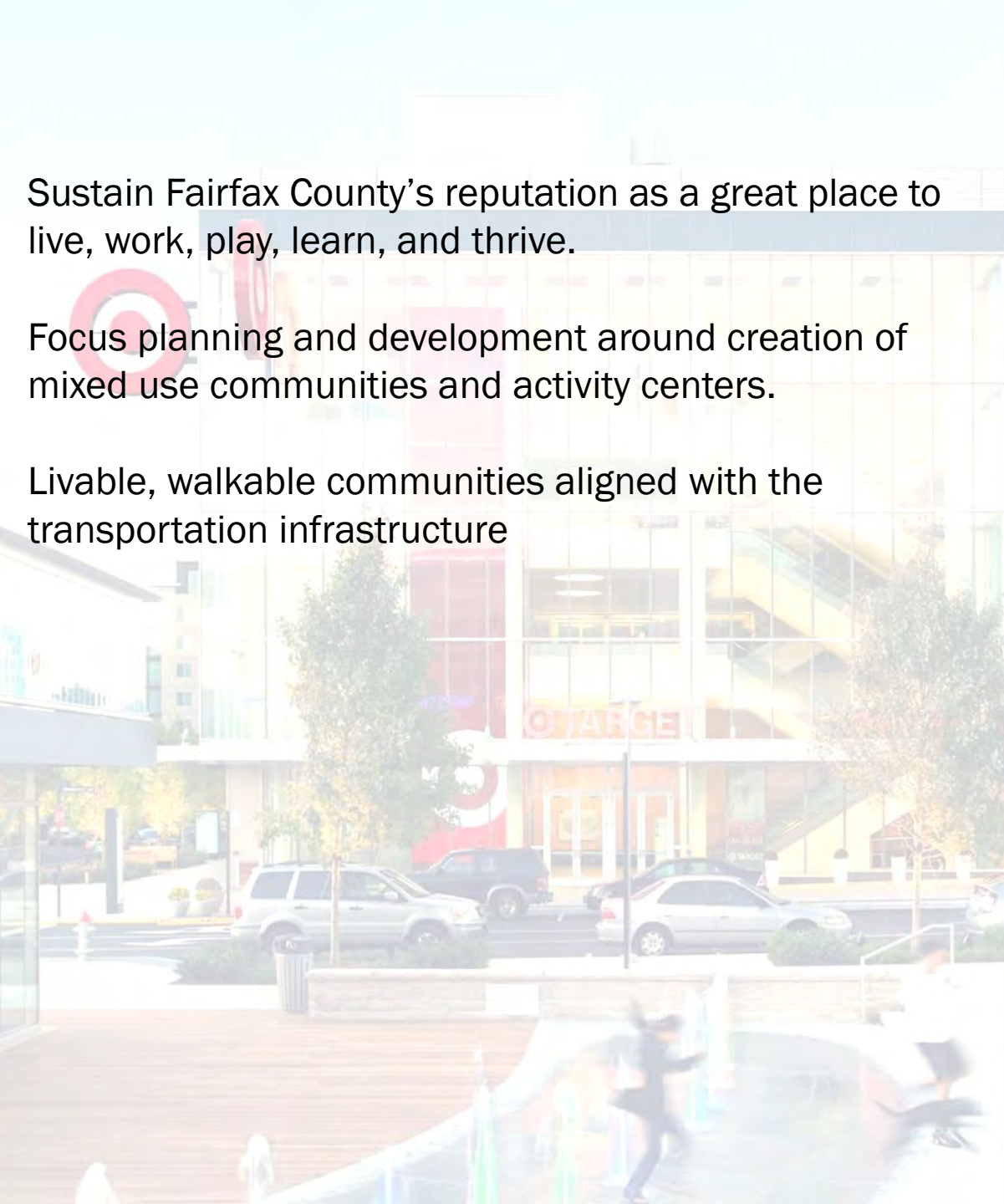
2015



A Fairfax County, Virginia, publication  
[www.fairfaxcounty.gov/success](http://www.fairfaxcounty.gov/success)

- ☐ THE PLAN FACILITATES ECONOMIC SUCCESS BY CHARTING:
  - ☐ Vision and goals to guide economic growth and success
  - ☐ Focusing on People, Places, Employment, and Governance
  - ☐ Specific actions to make the county successful
  
- ☐ PLAN FOCUSES ON 6 GOALS:
  1. Further diversifying our economy
  2. Creating places where people want to be
  3. Improving the speed, consistency, and predictability of the county's development review process
  4. Investing in natural and physical infrastructure
  5. Achieving economic success through education and social equity
  6. Increasing the agility of county government





Sustain Fairfax County's reputation as a great place to live, work, play, learn, and thrive.

Focus planning and development around creation of mixed use communities and activity centers.

Livable, walkable communities aligned with the transportation infrastructure

## CREATING PLACES WHERE PEOPLE WANT TO BE

- ☐ Unique, culturally diverse communities
- ☐ Energize public spaces and communities with arts, events, and activities
- ☐ Mix of housing types and aggressive affordable housing program
- ☐ Leveraging partnership opportunities





Promote and partner in the development of an innovation center or similar hubs in communities and/or buildings.

Partner with businesses, public and private universities, research institutions, and/or incubators to create places that will spur and stimulate breakthrough collaboration.

## STRATEGICALLY PLANNING FOR FUTURE SUCCESS

- ☐ Innovation ecosystem
- ☐ Leveraging resources for a competitive advantage in key targeted industries
  - ☐ Such as data analytics, cybersecurity, translational medicine
- ☐ World class research and development
- ☐ Support university efforts to develop and grow
- ☐ Foster relationships and synergies with “superstar” innovators
- ☐ Multiple hubs/districts with different industries of focus



# **INNOVATION DISTRICT PRECEDENTS**



BROOKINGS

# THE RISE OF INNOVATION DISTRICTS:

A New Geography Of Innovation In America

Bruce Katz and Julie Wagner



## Components of an Innovation District (Brookings essay)

- All innovation districts contain *economic, physical, and networking assets*
- Economic assets - firms, institutions and organizations that drive, cultivate or support an innovation-rich environment.
  - Innovation drivers
  - Innovation cultivators
  - Neighborhood-building amenities





## Components of an Innovation District (Brookings essay)

- All innovation districts contain *economic, physical, and networking assets*
- Physical assets - the public and privately-owned spaces—buildings, open spaces, streets and other infrastructure—designed and organized to stimulate new and higher levels of connectivity, collaboration and innovation
  - Physical assets in the public realm
  - Physical assets in the private realm
  - Physical assets that knit the district together and/or tie it to the broader metropolis





## Components of an Innovation District (Brookings essay)

- All innovation districts contain *economic, physical, and networking assets*
- Networking assets - are the relationships between actors have the potential to generate the advancement of ideas
  - Strong ties - occur between people or firms with a working or professional history that have higher levels of trust
  - Weak ties - occur between people or firms working within different contexts or economic clusters where there is infrequent contact





# Precedent Reviews and Overlays

## Tech and Innovation Districts

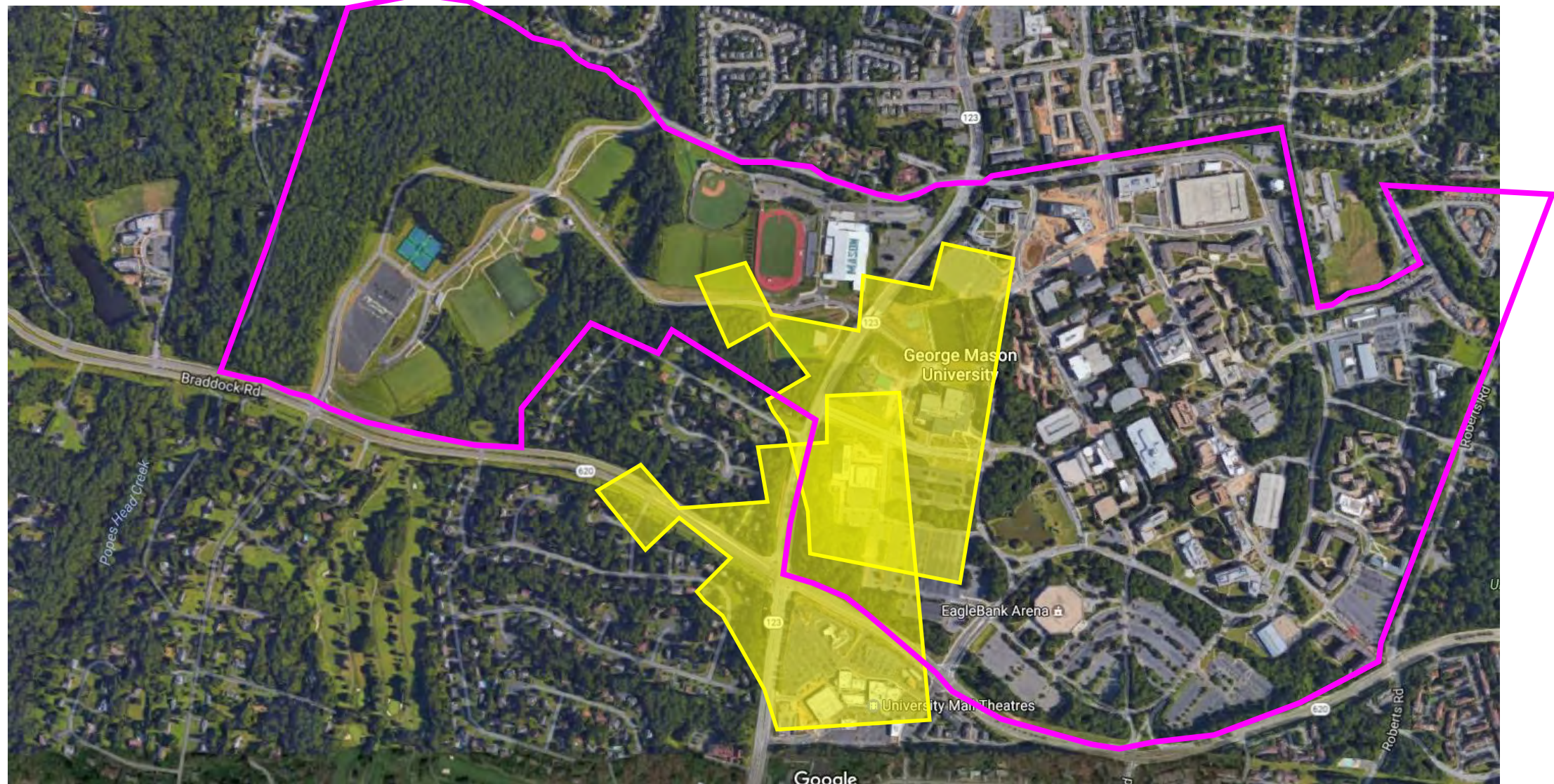


UCSF Mission Bay Biological Research & Student Facilities

## University of California - San Francisco Mission Bay Biological Research Center

- 44 Acres
- *Biotechnology hub*
- *Public Private Partnership*
- *More than 100 bioscience companies attracted back to SF to be part of this PPP*
- *50 bioscience startups have sprung up around campus since 2010*
- *9 established pharmaceutical companies now have a presence near campus*
- *10 venture capital firms as well*
- *289 bed hospital for children women, and cancer patients*
- *Focus on great architecture and a growing art collection as a means to attract interest*
- *Four story rec center*
- *Still growing*





UCSF Mission Bay Biological Research & Student  
Facilities – 44 acres



# Precedent Reviews and Overlays

## Tech and Innovation Districts



University of Delaware STAR Campus plan

## University of Delaware – STAR Campus Science, Technology and Advanced Research

- 272 Acres
- Public Private Partnership
- A manufacturer of clean fuel-cell power sources whose energy servers provide power to Fortune 500 clients including Google, Wal-Mart, AT&T and Coca-Cola.
- A test zero-emissions vehicle laboratory supported by the U.S. Department of Energy, the State of Delaware, NRG Energy, Honda and BMW.
- Local residents can access high quality care and work directly with researchers developing advanced ways to treat illnesses and injuries.
- UD's world-class physical therapy department, a program [ranked #1 by U.S. News and World Report](#).
- A 10,000 square-foot wet lab that will serve as an incubator for small research companies



EXISTING



NEW DELDOT TRAIN STATION



EARLY PHASE



COMPLETE





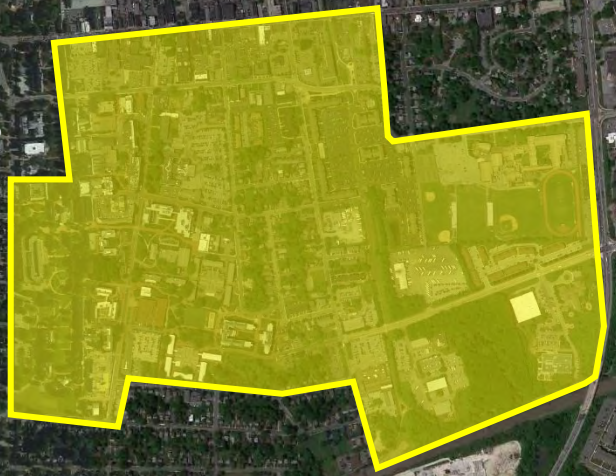




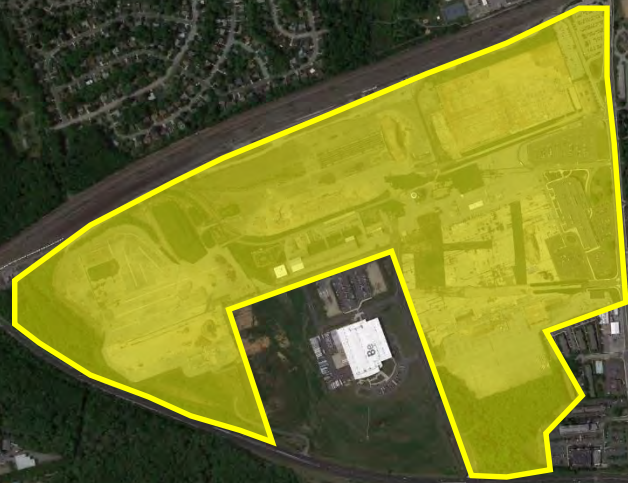




University of Delaware Main Campus



University of Delaware – STAR Campus – 230 acres







University of Delaware STAR Campus- 230  
George Mason University  
acres



# INTRODUCTION & CHARRETTE GOALS



# Charrette Goals

- Identify site opportunities and constraints
- Understanding of the best Innovation Districts
- Reach consensus about objectives
- Schemes that provide for the needs of Mason's future
- Schemes that solve the problems Mason currently has regarding sense of place, facility needs, et al.





# Successful outcomes



## How do we define 'success'?

1. A plan to bring entrepreneurs closer to the student body;
2. A campus that becomes known for its innovation;
3. Mason becomes an obvious innovation leader;
4. Challenges with the campus get addressed to support and enable these successes.



# **LUNCH & KEYNOTE ADDRESS**

**CHRIS DOWNING  
GEORGIA TECH**



# **RULES OF ENGAGEMENT**





- 5 groups
  - Campus Life and Student Housing
  - Intercollegiate Athletics and Recreation
  - Transportation and Infrastructure
  - Economic Development, and Collaborations
  - Academic, Research, and Innovation
- Information gathering
- Voice needs, concerns, wants
- Group drawing session
- Perkins Eastman will take these data and will base several schemes on them





**15 MINUTE BREAK**



# **ISSUES DISCUSSION WRAP UP**

## **TOMORROW**