Please ensure your microphone is muted when you enter the Town Hall

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During the presentation, please ask questions using the Q&A area; there will be time for discussion after the presentation
Agenda

1. University Strategic Priorities
2. West Campus Development Planning
3. Mason Athletics
4. Washington Freedom Partnership Objectives with Mason
5. Temporary Ballpark Planning & Design
6. West Campus Development Benefits
Introductions

George Mason University

• Jackie Ferree, Senior Vice President of Operations and Business Services

• Marvin Lewis, Assistant Vice President and Director of Athletics

• Andrew Lieber, Senior Associate Athletics Director

Washington Freedom

• Sanjay Govil,
  • Owner, Washington Freedom
  • Founder & Chairman, Infinite
  • Founder & Chairman, Zyter
University Strategic Priorities

Why expand West Campus?

- Existing athletic and recreational facilities are antiquated and/or obsolete
  - Baseball, track and field, soccer, lacrosse, sports performance, and sports medicine facilities are needed
- Long-term need for faculty and staff housing
- Long-term need for additional retail to support staff, faculty, and student needs
- Major opportunity for philanthropy
- Major opportunity for revenue generation
University Strategic Priorities

Process of Evaluation

• **Mission** – Is the project in alignment with our fundamental values and ideals? Does it ultimately support our students, faculty, and staff?

• **Leverage** – Given that the campus is resource-constrained, does the project have the appropriate fiscal support not to burden the University?

• **Resource Generation** – Is there a real potential to generate continuous (permanent) cash flow? This can help offset the future need for tuition increases.
## University Strategic Priorities

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<td>Refine Mason’s governance structure, policies, and accountability measures to ensure diverse, equitable, and inclusive practices.</td>
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West Campus Development Planning

**Proposed Athletics District:** Mixed-use development including 170K GSF fieldhouse + fields / courts + 90K GSF arena + faculty / staff housing*

*2021 Campus Master Plan

**Long-Term Academic Core Expansion:**
1M GSF additional academic space + 260K SF retail & eventual relocation of EagleBank Arena*
## West Campus Development Planning

### Phase I (Nov 2022 – June 2023)
- Existing Conditions Assessment
- Stakeholder Engagement & Socialization
- Multi-Asset Market Analysis
- Preliminary Financial Modeling
- Developer Market Sounding

### Phase II (July – Oct 2023)
- **Program Concept**
  - 2-Day Charrette • Program Confirmation, Scenario Development, Refinement & Ident. of Preferred Concept • Site Plan, Renderings & Design Narrative
- **Preliminary Analyses**
  - Utility / Infrastructure, Traffic Impact / Demand
    - Economic & Fiscal Benefit
- **Community Engagement Plan Framework**
- **Developer Financial & Phasing Reconciliation**

![Scenarios Taken to & Validated by GMU Senior Leadership Team (Aug 2023)](image)

### Participants Engaged to Date
- **Commonwealth:** Sen. Marsden & Delegate Bulova
- **Community Orgs. / Nonprofits:** Central Fairfax Chamber of Commerce • Old Town Fairfax Business Association • Visit Fairfax
- **Fairfax City:** Dept. of Transportation, Economic Development Office, Planning Division
- **Fairfax County:** Dept. of Economic Initiatives • Dept. of Neighborhood & Community Services • Dept. of Planning & Development • Dept. of Transportation • Economic Development Authority • Park Authority • Public Schools • Supervisors Herrity & Walkinshaw
- **Professional & Athletic Partners:** Old Glory (Major League Rugby) • The St. James • Washington Freedom (Major League Cricket)
- **University Affiliates:** Capital Strategy & Planning • Facilities & Campus Planning • Faculty / Staff Senate Representatives • Fiscal Services • Government & Community Relations • Intercollegiate Athletics • Office of the President • Office of the Provost • Operations & Business Services • Undergraduates & Graduate Students • University Life

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**Voices from within and beyond the university have contributed to planning the District.**
West Campus Development Planning

Preliminary findings:

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**ANCHOR USES**
- Main value drivers
  - RENTAL HOUSING: 400-500 Units
  - FOR-SALE HOUSING: 50-75 For-Sale Units
  - PROFESSIONAL & COLLEGIATE SPORTS VENUES: Major League Cricket/GMU Baseball Stadium, Multipurpose Venue
  - RETAIL: Up to 225,000 SF Food & beverage, clothing, health / fitness, entertainment
  - COLLEGIATE & PERFORMANCE / SPORT TRAINING FACILITIES: High-performance training center, fieldhouse, outdoor track

**SUPPORTIVE USES**
- Complementing anchor uses
  - HOTEL & CONFERENCE: 75K-100K GSF 150-200 Keys 10K-15K SF conference / meeting
  - OFFICE: As needed to support private partners
  - PARKING: Outdoor furniture and other public infrastructure that promote placemaking
West Campus Development Planning

Comprehensive Vision
A place that is…

Interconnected
- Modified road network building on existing alignments
- Campus drive serves as “spine” linking project back to core campus
- Walkable streets / paths provide layer of pedestrian & micro-mobility

Accessible
- Active edges invite community in to participate
- Signature gateway on Braddock Rd creates new “front door”

Distinctive
- Lively mixed-use environment anchored by unique athletic venues
- Shared street / plaza from the heart of the district
- Pocket parks & green spaces

Rooted
- Town Center reflects scale & character of core campus
- District celebrates many backgrounds reflective of the campus and community
- Variety of residential offerings creates a place for all

Image is provided for illustrative purposes only
Intercollegiate Athletics
DEFINING SUCCESS AT GEORGE MASON

TRANSFORMATIONAL EXPERIENCES
✓ Graduate Student-Athletes
✓ Compete for Championships and/or Games That Matter
✓ Develop “Pro Ready” Programming and Learning Beyond the Classroom
✓ Serve the Local Community

CHAMPIONSHIP CULTURE
✓ Recruit/Hire/Retain Quality and Diverse Coaches and Staff
✓ Develop Strategic Roadmap, Financial Model, and Operational Plan
✓ Leverage Areas of Distinction and Optimize Resources
✓ Celebrate “Wins” Aligned With Strategic Goals and Core Values

TELL OUR STORY
✓ Develop and Implement Distinct Storytelling and Messaging Strategy
✓ Advance University and Athletics Fundraising Priorities
✓ Leverage Campus, Corporate, and Other Community Partnerships
✓ Engage/Inspire Fairfax, Northern Virginia, and DC Metro Residents
Baseball Program History

• Colonial Athletic Association (CAA) Conference Champions in 1988, 1992; Atlantic 10 Conference Champions in 2014, 2023

• Eight (8) NCAA appearances, most recently advancing to the 2023 Winston-Salem Regional Final with wins over Northeastern and Maryland

• 69 total players have signed professional contracts, 48 players selected in the MLB draft, and 5 players currently playing in the MLB

• Shawn Camp, Head Coach, 11-season MLB pitcher, is a graduate of Robinson Secondary School and George Mason University
Baseball Facility History

• 1986 – Spuhler Field built as the first on-campus baseball field

• 2001 - Facility was ranked 2nd in the nation in the Beam Clay College Baseball Diamond of the Year Awards

• 2002 - Recognized as the Baseball Field of the Year by the Sports Turf Managers Association

• 2016 – Dugouts were added

X Video Scoreboard
X Lights
Facilities Existing Conditions
Partnership Value for ICA and Mason

• Improved facility for our varsity baseball program, to include batting/pitching cages, video board, lights, fan amenities, etc.

• Enhanced scheduling, broadcasting, and fan engagement opportunities

• Improved recruiting and overall student-athlete experience

• Collaboration opportunities in the areas of sports performance (i.e., research and technology, marketing and promotions, community engagement, etc.)

• Intercollegiate athletics and baseball program brand exposure in new or expanded market(s)
Washington Freedom and Mason Partnership

- Partnering with Mason to further augment Mason’s West Campus objectives
- Washington Freedom investment and expertise to build a multipurpose ballpark
- Athletic Fields and existing supporting infrastructure for practices, sports medicine, and strength & conditioning
- Outdoor venue could host additional community, civic, and other entertainment events
- Venue and playing field could be available for local youth through adult league competitions (cricket and baseball) as well as competitive tournaments
- In addition, Infinite will bring further benefit to the community through:
  - Exclusive tech recruitment program for Mason students
  - Robust paid internship program with Mason Career Services Office
Major League Cricket (MLC) is the first professional T20 league in the U.S.

League Overview

- Operated by American Cricket Enterprises (ACE) and sanctioned by USA Cricket
- Features top-class domestic and international talent across franchises representing six major cities: Dallas, San Francisco, New York City, Seattle, Los Angeles and Washington D.C.
- The inaugural season was played in July 2023 with 15 regular season matches. The four teams with the best regular season records qualified for the playoffs to decide a champion.
Temporary Ballpark Planning & Design
Temporary Ballpark Planning & Design

Ballpark Potential Characteristics

- Fixed and bleacher seating plus lawn berm seating
- VIP pavilions and hospitality spaces
- Covered batting/pitching cages
- International-caliber playing field convertible between cricket and baseball
- Videoboard(s)
- Directed and focused LED field lighting
Proposed Project Timeline

**Winter / Spring 2024**
- Break Ground
- Begin Demolition
- Rough Grading

**Spring 2024**
- Playing Field / Ballpark Construction

**Spring / Summer 2024**
- Cricket Configuration / Soft Launch

**Spring 2025**
- Mason Baseball Competitions
Event Planning

Additional Planning Considerations

- Parking
- Traffic
- Shuttle services
- Bicycle access
- Pedestrian pathways
- Infrastructure for mobility

(Mason Patriots logo)
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- Enable faculty and staff success through effective modernization of Mason’s technology, process, and sustainable infrastructure.

**Mason Patriots**
- Washington Freedom

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**Notes:**
- Mason is committed to providing a welcoming and supportive environment for all students, faculty, and staff.
- The institution aims to foster a culture of diversity, equity, and inclusivity in all aspects of its operations.
- Mason is dedicated to building partnerships that enhance its research and creative portfolios.
- The institution is focused on modernizing student services to provide a seamless experience for learners.
- Mason is committed to continuous improvement and growth, both locally and globally.

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Thank you

Q&A

This meeting has been recorded and will be available at https://construction.gmu.edu/west-campus-planning

Please also check the construction website periodically for future updates and responses to questions we may not have been able to address today.