

GEORGE MASON UNIVERSITY

WEST CAMPUS & SOUTHWEST SECTOR WORKSHOP



Perkins Eastman

MAY 24, 2017
GEORGE MASON UNIVERSITY

Workshop

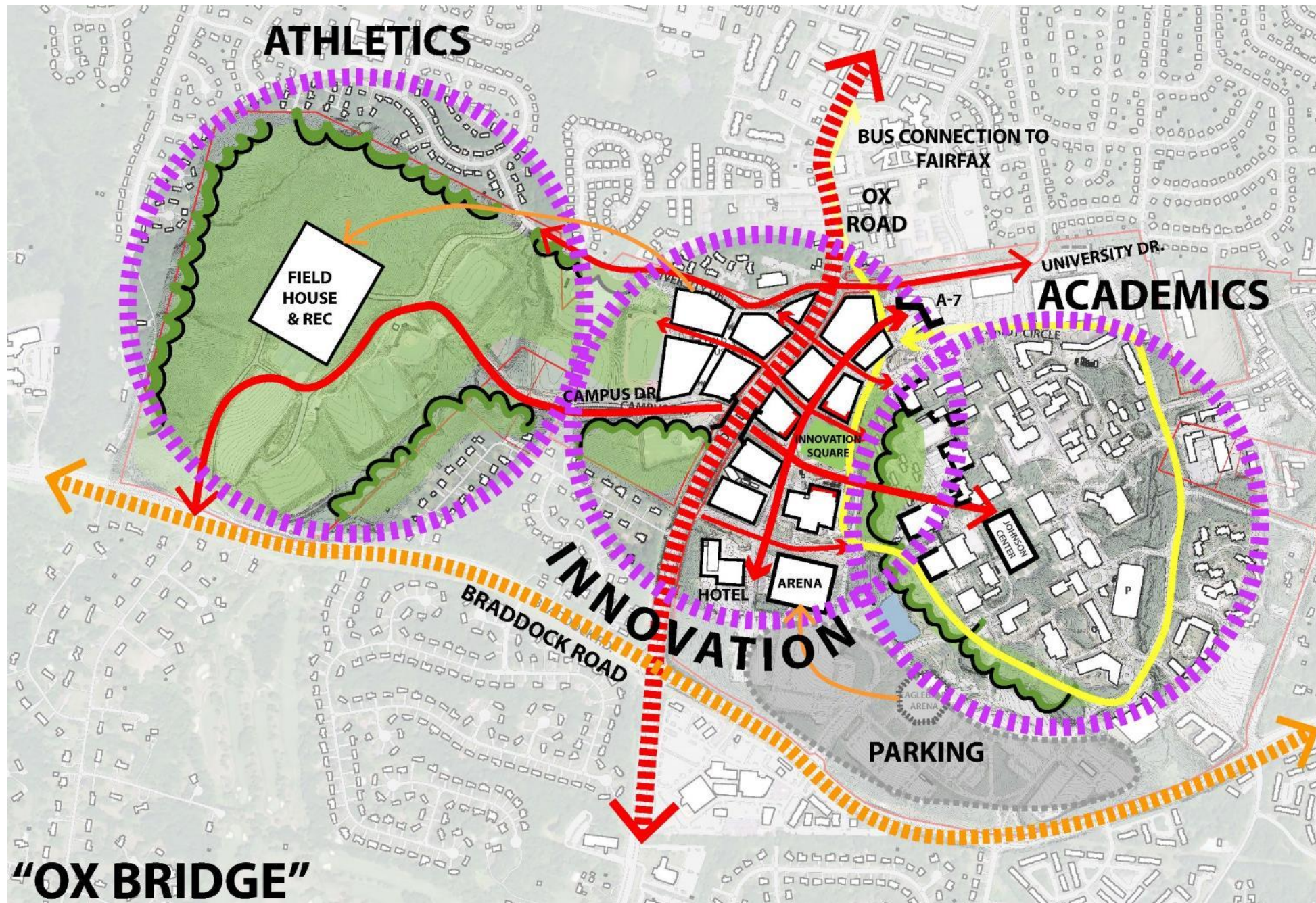
Wednesday, May 24, 2017

HUB Ballroom, 10423 Rivanna River Way, Fairfax Campus, Fairfax, VA 22030

- | | |
|-------------------|---|
| 12 noon – 1:00 pm | Buffet Lunch and Review of Goals and Previous Days Activities
Tom Calhoun, Vice President of Facilities
Matt Bell – Perkins Eastman |
| 1:15 – 4:30 pm | Presentation by Perkins Eastman of Preferred Options
Discussion of Implementation and Next Steps
Moderated by Tom Calhoun |

REVIEW OF FOUR SCHEMES

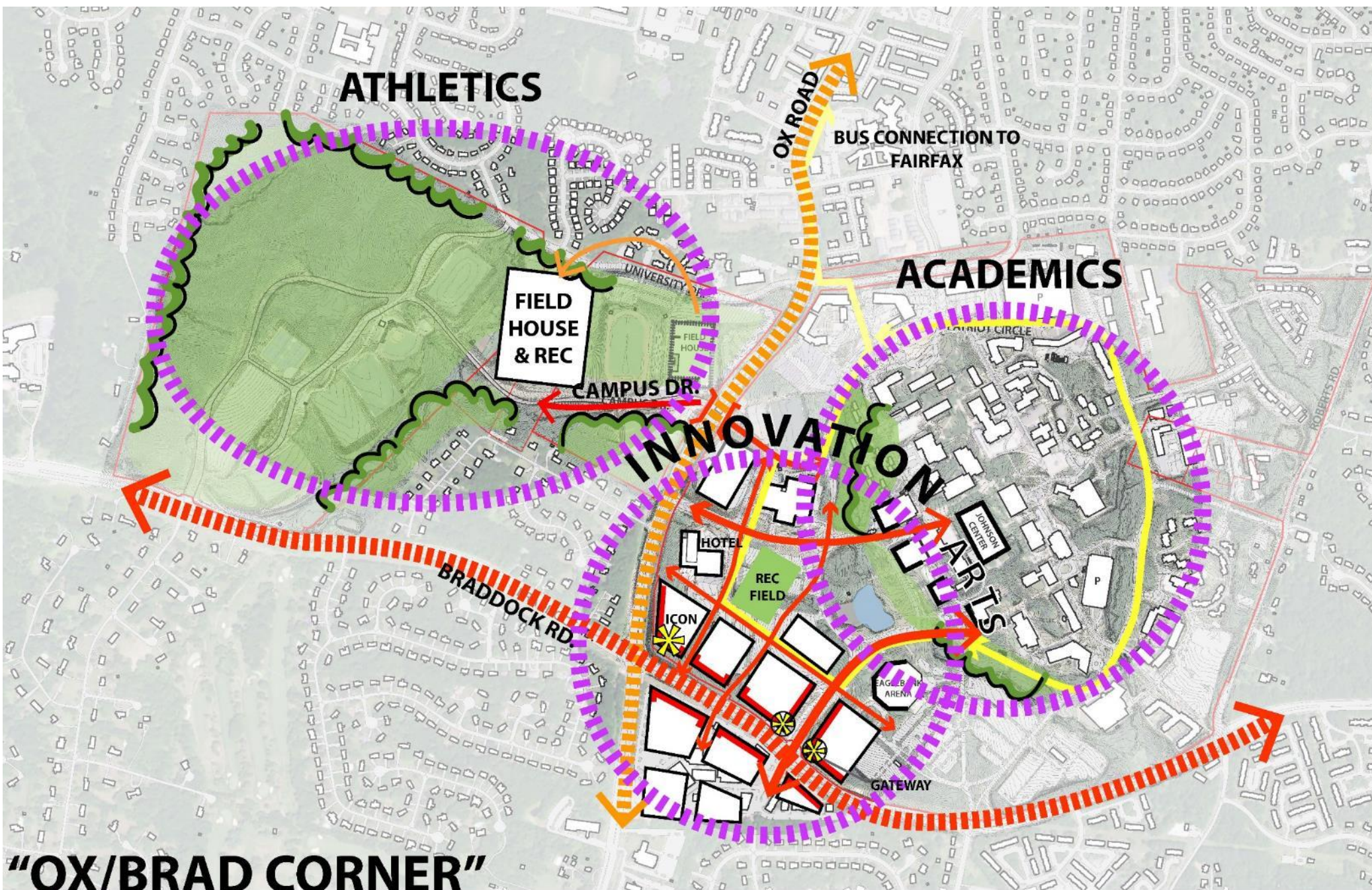
OXBRIDGE



“Oxbridge” Scheme

- Ox Road becomes “Ox Place” new center
- Close to existing core
- Recreation hall becomes “Innovation Hall”
- Greater number of connections across Ox Road
- New athletics center (intercollegiate & intramural)
- New visibility to Fairfax

OX-BRAD CORNER



"Ox-Brad Corner"

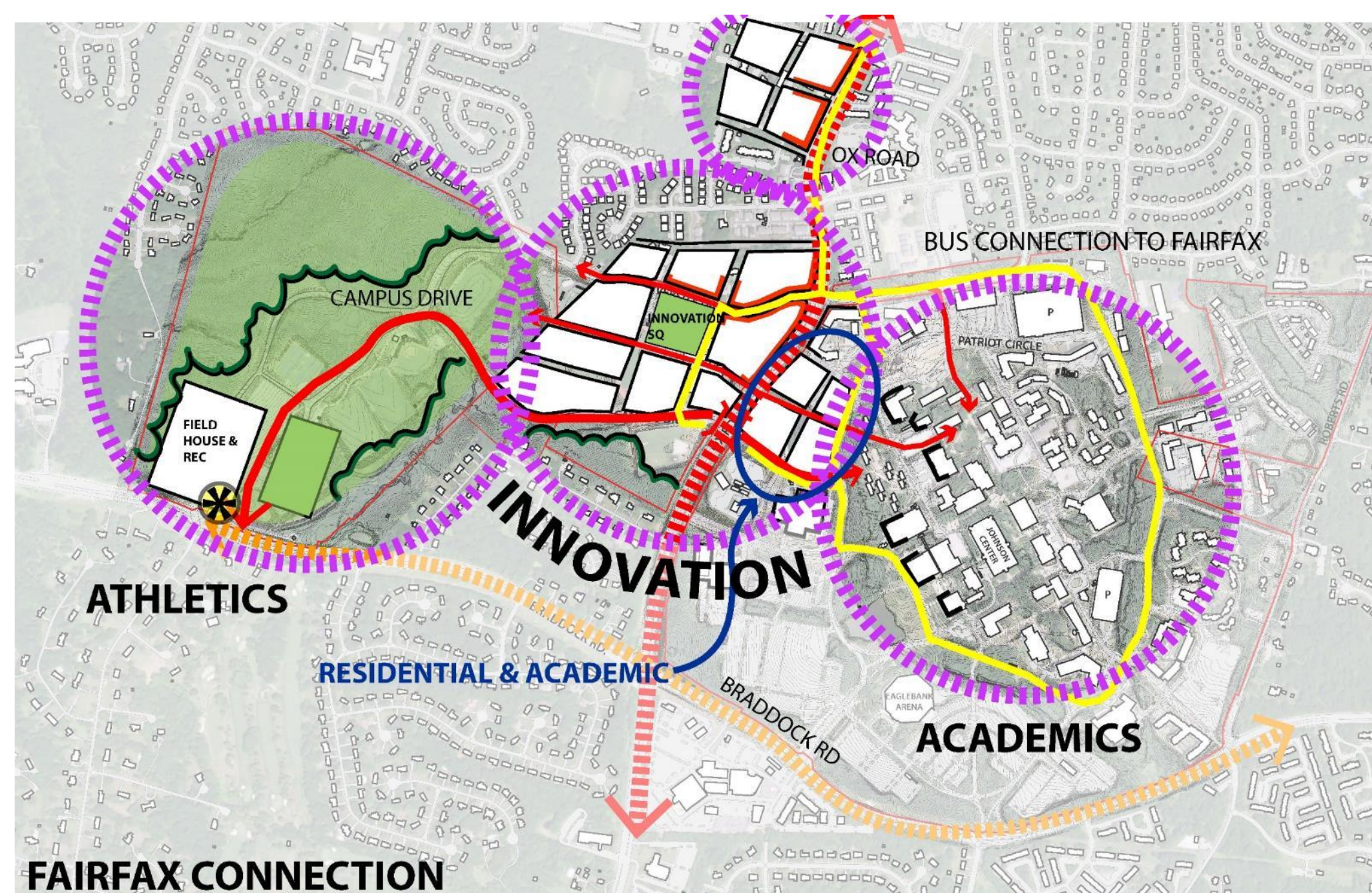
- Campus icon @ Braddock & Ox Roads
- Reaches across Braddock Rd.
- Roanoke as major gateway
- Arts and innovation at Mason Pond
- West Campus dedicated to athletics

BRADD DOCK NEW TOWN

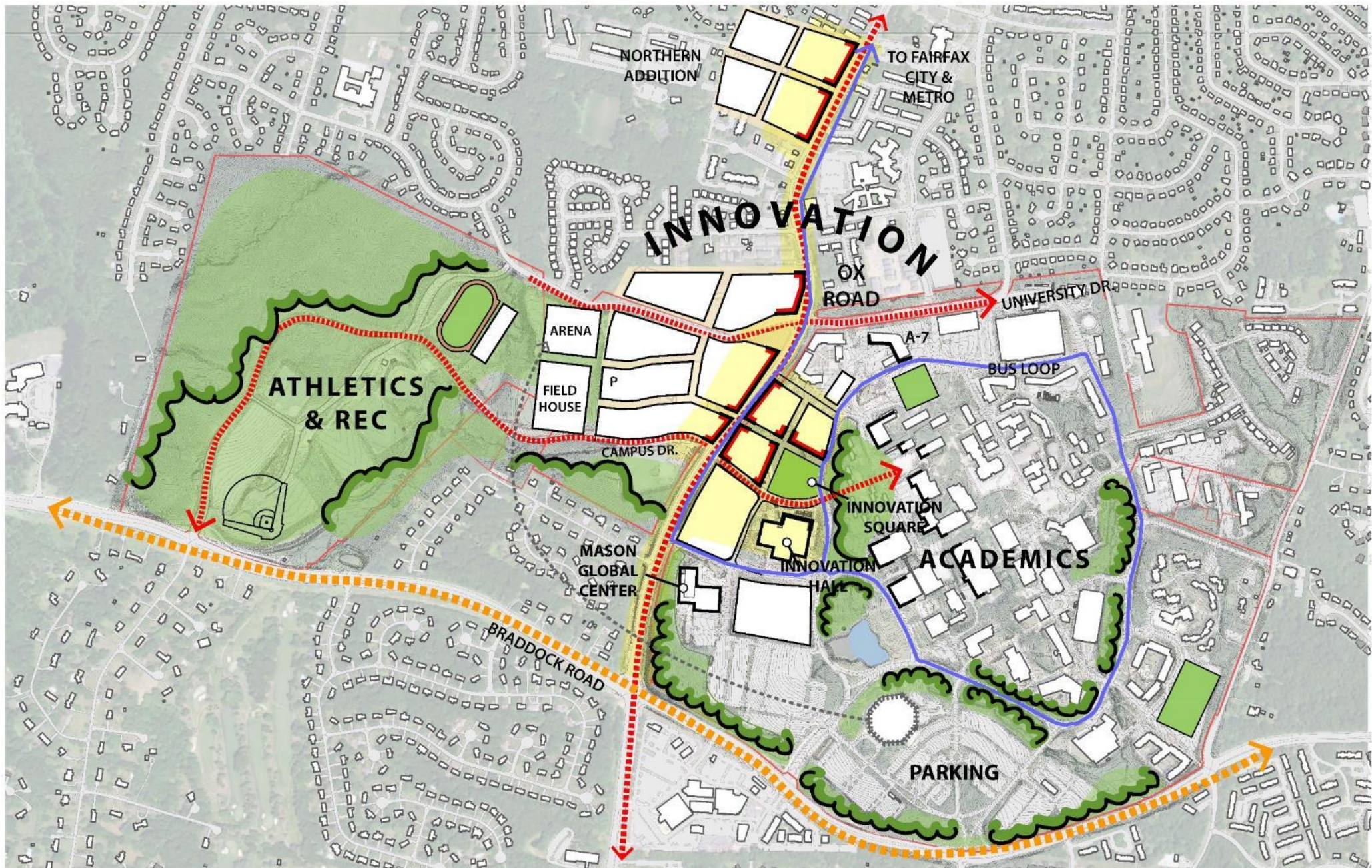
FAIRFAX CONNECTION

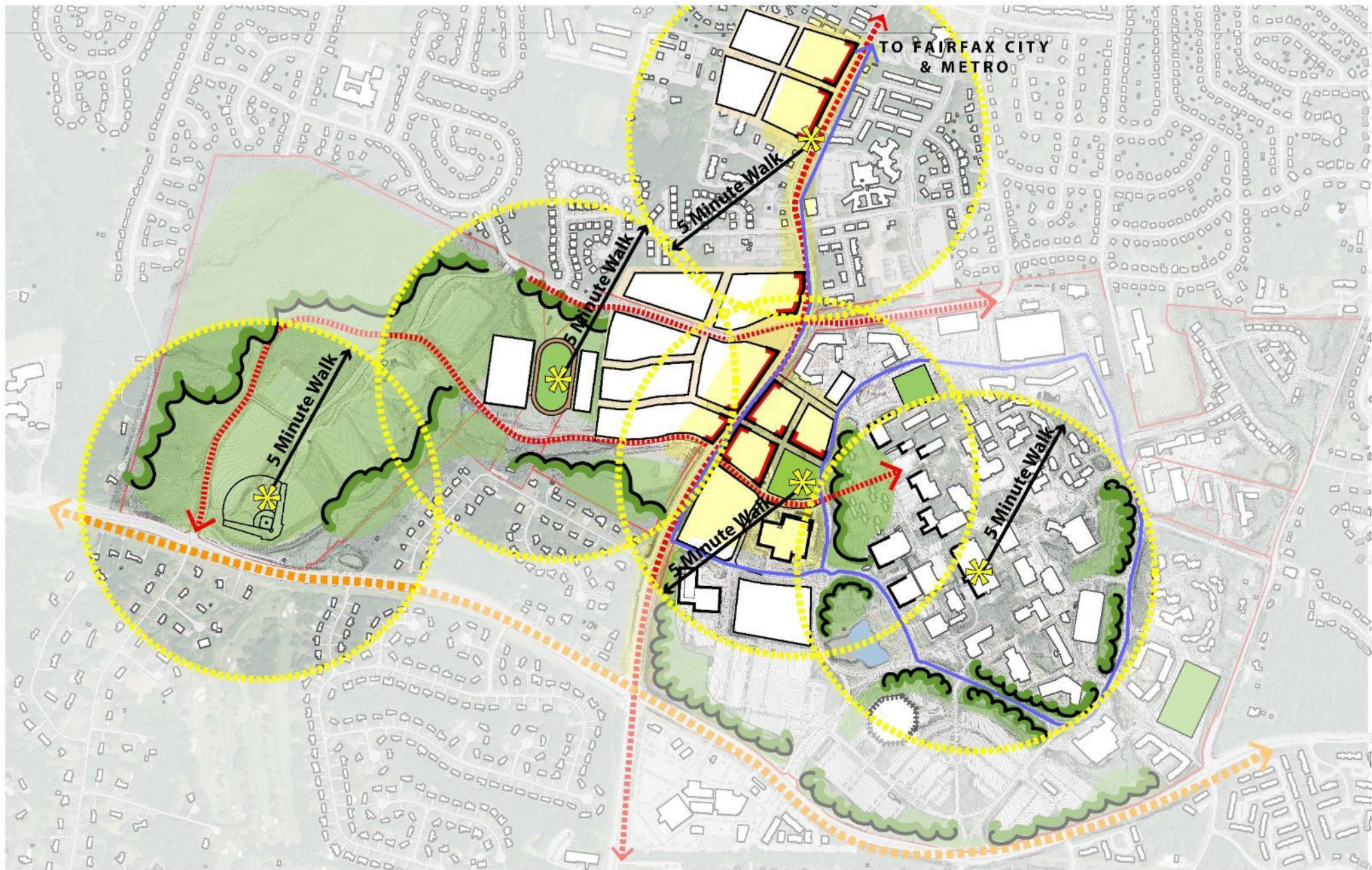
“Fairfax Connection”

- Direct linkages to Fairfax
- Gateway at University Blvd
- Athletics presence at Braddock Rd
- Innovation district connects to existing core
- Associated development to north
- Transform existing public housing



OXBRIDGE







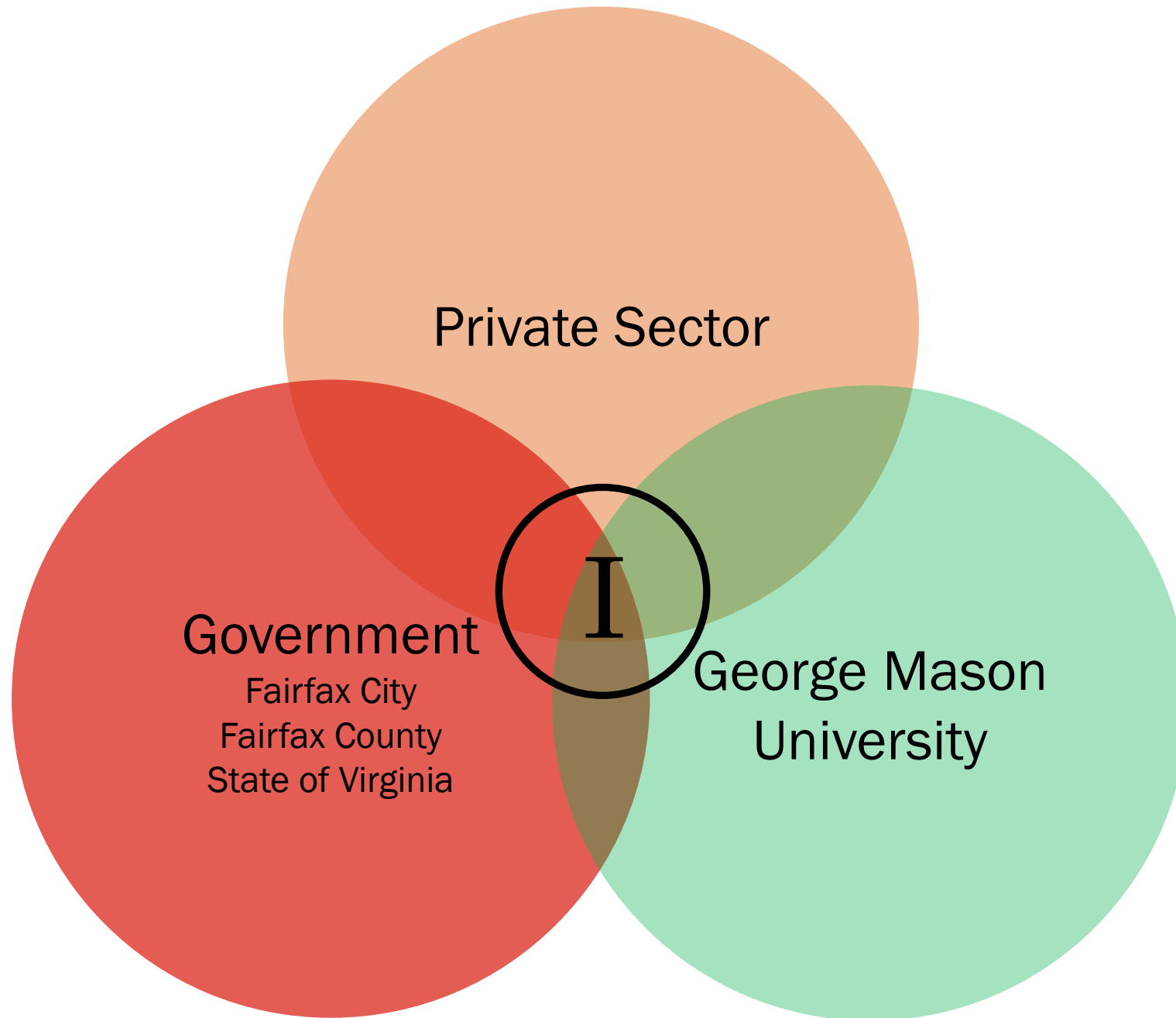


IMPLEMENTATION

Private
Sector

Government
Fairfax City
Fairfax County
State of Virginia

George
Mason
University



**WORKING DRAFT
FOR DISCUSSION**

Implementation Time Frames - a 20 to 30 year vision

Short Term

Early actions:

2 to 5 years

Within 2 years....

- Identify possible partners (developers, companies, individuals)
- Develop administration and management structure
- Campus programming
- Entitlements
- Budgeting
- Infrastructure planning

Phase One:

Within 5 to 10 years....

- Complete first phase
- Plan and entitle future phases
- Plan academic “backfill”

*What can we expect to **see** in an Innovation neighborhood?*

- **Research and Collaboration Places**
- **Academic Space**
- **Innovation/Maker Places**
- **Student Activities and Organizations**
- **Diverse Residential Offerings**
- **Arts and Culture**
- **Retail**
- **Flexible Spaces**



What *kind of place* is an Innovation neighborhood?

- **Walkable**
- **Bump-able**
- **Compact**
- **Diverse**
- **Flexible**
- **Green**
- **Active**
- **Healthy**
- **Accessible**



Campus Life and Housing @Innovation Neighborhood

2 Years:

Develop a first phase housing and campus life program

Identify amenities (dining, etc...)

Identify user group(s): Faculty, grad students, undergrads, student groups, etc...

Identify funding sources

Program initial open spaces for campus activities



5 - 10 years:

Identify and plan for future housing & campus life needs

Re-program campus life initiatives at the Innovation Neighborhood

Intercollegiate Athletics & Recreation @Innovation Neighborhood

0 to 2 years:

Develop first phase “wellness” program for the Neighborhood

Review collaboration possibilities between ICA and Rec

Review current ICA & Rec facility and fields plan for campus

Initial programming for new Field House



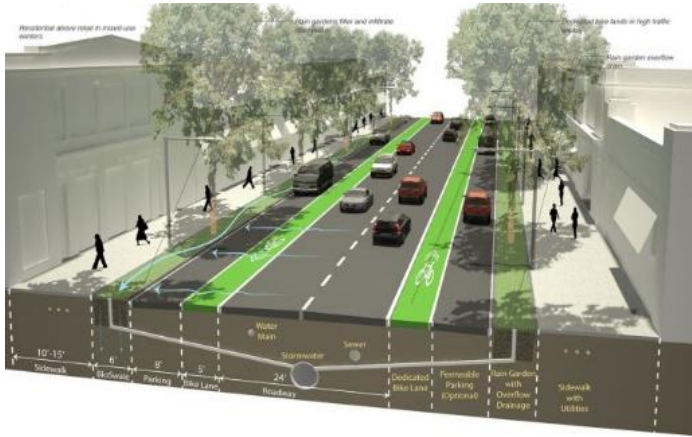
5 to 10 years:

Reposition ICA and Rec facilities for the University and the Neighborhood

Transportation and Infrastructure @Innovation Neighborhood

Short Term (2 years):

Define street grid layout



Identify transit initiatives and priorities

Determine non-motorized transportation strategies/network

Identify infrastructure strategies (neighborhood or distributed energy, physical plant, service spines, renewables, LID, etc.)



Draft Transportation Demand Management (TDM) guidelines for private-sector employers in the Innovation Neighborhood

Re-establish bike share program

Study and determine VDOT support for traffic calming/road diet on Ox Road

Transportation and Infrastructure @Innovation Neighborhood

2-5 Years:

Construct complete multi-modal street block with first phase of buildings to demonstrate atmosphere

Work with transit providers to create transit hub to accommodate regional services and interface with Mason shuttles/circulators

Ox Road redesign/approvals

Extend/connect pedestrian and bicycle facilities in early phases



5-10 Years:

Identify new transit connections (VRE expansion, new activity centers)

Evaluate parking requirements for completed phases, Adjust future parking

Ox Road reconstruction



10-30 Years:

Re-examine transportation priorities/needs (car-free zones, services, autonomous vehicle availability)

Economic Development and Collaborations @Innovation Neighborhood

Short Term (0-2 years)

Economic Development: Form a partnership entity between university, public economic development (city, county, and state), and private sector stakeholders to set the mission and guide business attraction

- Develop a mission statement and define structure/roles around recruitment and incentives
- Evaluate the needs of industry and where they overlap with university strengths and opportunities
- Identify any organizations or entities that the partnership would jointly create and operate (such as a business incubator or joint innovation center) to serve both the university and public needs for an “innovation ecosystem”



Economic Development and Collaborations @ Innovation Neighborhood

Short Term (0-2 years)

Execution, Planning, and Investment: Establish University priorities and guidelines relative to project execution and investments:

- How is the university willing to transact (sell/lease/partner, etc) with potential private sector partners?
- What types of private uses/development are appropriate within the neighborhood?
- What requirements, if any, are necessary to ensure alignment of University goals with future private sector partners (both corporate and real estate)?
- Does a special entity need to be set up to expedite development decisions to meet the expectations of the private market?
- What resources (capital, land, debt capacity, etc) is the university willing to contribute to a development partnership?



Economic Development and Collaborations @Innovation Neighborhood

Short Term (0-2 years)

- Analyze university needs and market opportunities to identify a development program for “Phase 1” and the business proposition for a potential private sector development partner.
- Conduct a solicitation process to identify a master development partner.
- *Operations*: In conjunction with the partnership, create an organizational structure and determine who is in charge of the execution, university programming, business attraction, and operations of the innovation neighborhood.

Economic Development and Collaborations @Innovation Neighborhood

Mid Term (Years 2-10)

- *Execution, Planning, and Investment:* Translate master plan and facilities needs into long-term implementation framework for remainder of neighborhood
- *Operations:* Begin to build out operating entity for innovation neighborhood
- *Economic Development:* Build on early successes and refine partnership and attraction strategy. Evaluate new needs to enhance “innovation ecosystem”.



Academic, Research and Innovation @Innovation Neighborhood

0 to 2 Years:

Identify Phase One university and private sector collaborators

Develop 5 year Academic and Research Plan

Identify community and industry partnership opportunities

Program later phase multidisciplinary opportunities

Identify how other Mason campuses/sites are part of a strategic plan for the Innovation Neighborhood