

*George Mason University*

*Washington Freedom (MLC)*

# West Campus & Temporary Multipurpose Ballpark Planning

[1/29/2024]

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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

## Mason Student Experience

Enhance the academic experience for all learners to thrive throughout their lives.

Improve the student engagement experience within the Mason community.

Build a dynamic alumni engagement strategy.

Modernize the student services experience.

## Research

Grow Mason's research and creative portfolios

Provide the support structures needed to fuel growth.

Promote recognition of Mason's research, scholarship, and creative enterprises.

## Partnerships

Expand national and global partnerships to broaden Mason's reach.

Expand community outreach activities and programs to drive impact and add value in the communities we serve.

Strengthen and build relationships with partners to support workforce demands and drive economic growth.

## DEI

Achieve and sustain a diverse and inclusive population of students, faculty, and staff.

Be a community resource that can share knowledge and insight on diversity, equity, and inclusivity issues.

Refine Mason's governance structure, policies, and accountability measures to ensure diverse, equitable, and inclusive practices.

## Faculty and Staff

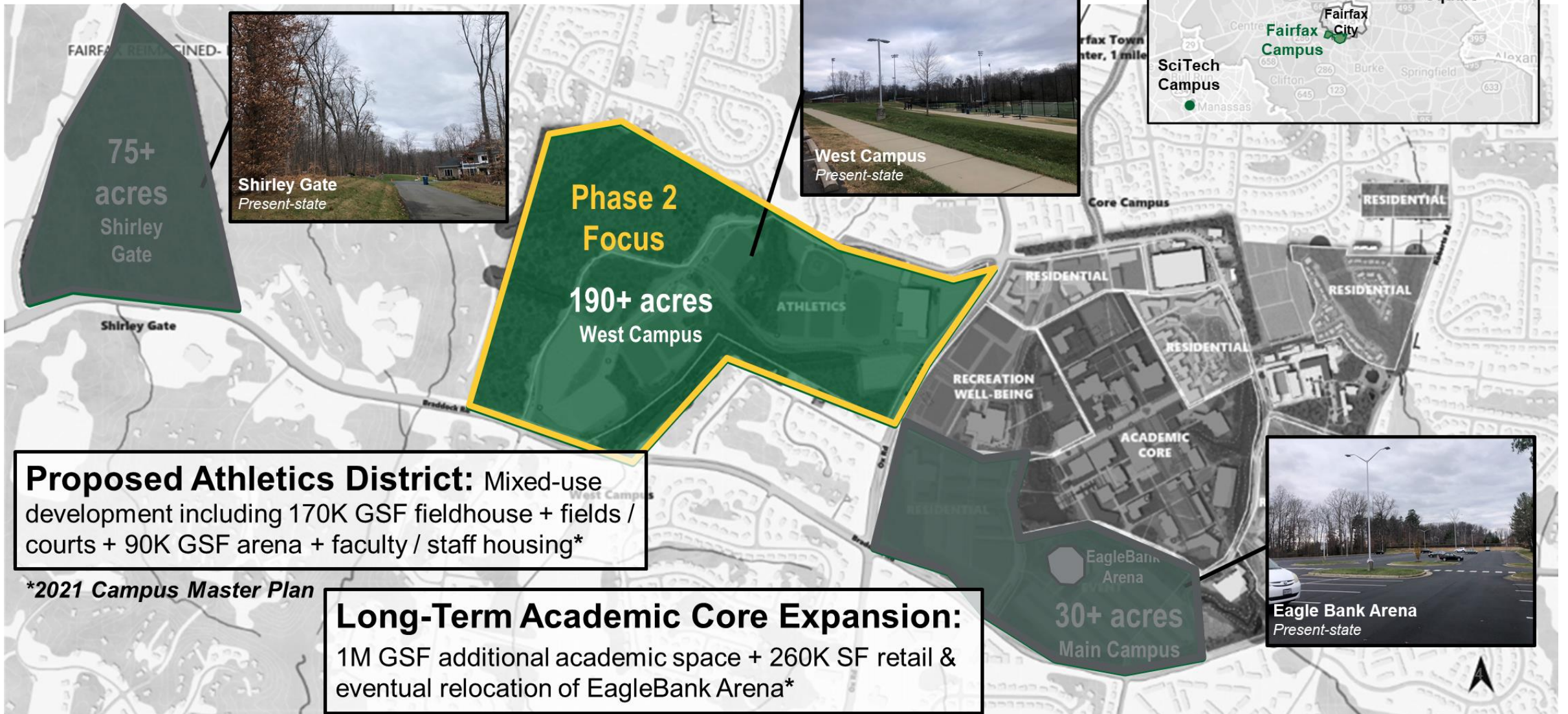
Be a work culture and workplace environment that attracts and retains top talent.

Enable faculty and staff success through effective modernization of Mason's technology, process, and sustainable infrastructure.



# West Campus Development Planning

## FAIRFAX CAMPUS CONTEXT & STUDY AREA



# 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)**

## 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

**Voices from within and beyond the university have contributed to planning the District.**



# West Campus Development Planning

## Preliminary findings:

### ANCHOR USES

*Main value drivers*



#### RENTAL HOUSING

*400-500 Units*



#### FOR-SALE HOUSING

*50-75 For-Sale Units*



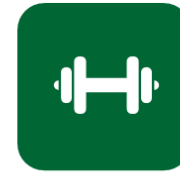
#### PROFESSIONAL & COLLEGIATE SPORTS VENUES

*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



#### PUBLIC OPEN SPACE

*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

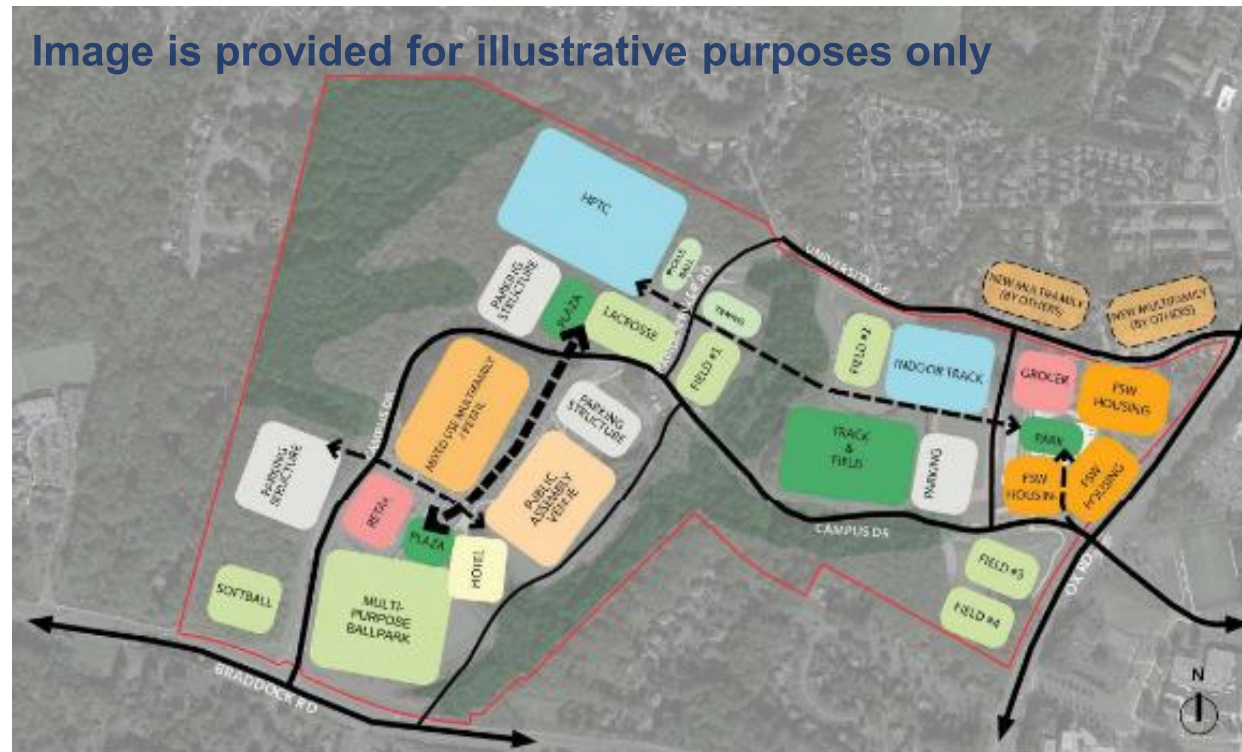
- Active edges invite community in to participate
- Signature gateway on Braddock Rd creates new “front door”

### 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



\* HIGH PERFORMANCE TRAINING CENTER (HPIC)  
\* FACULTY STAFFING / WORKFORCE HOUSING (FSW HOUSING)

# Intercollegiate Athletics

**DEFINING SUCCESS  
AT GEORGE MASON**



## V I S I O N

### **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 2<sup>nd</sup> 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

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- 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 and the Washington Freedom

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

## Teams



LA 2028

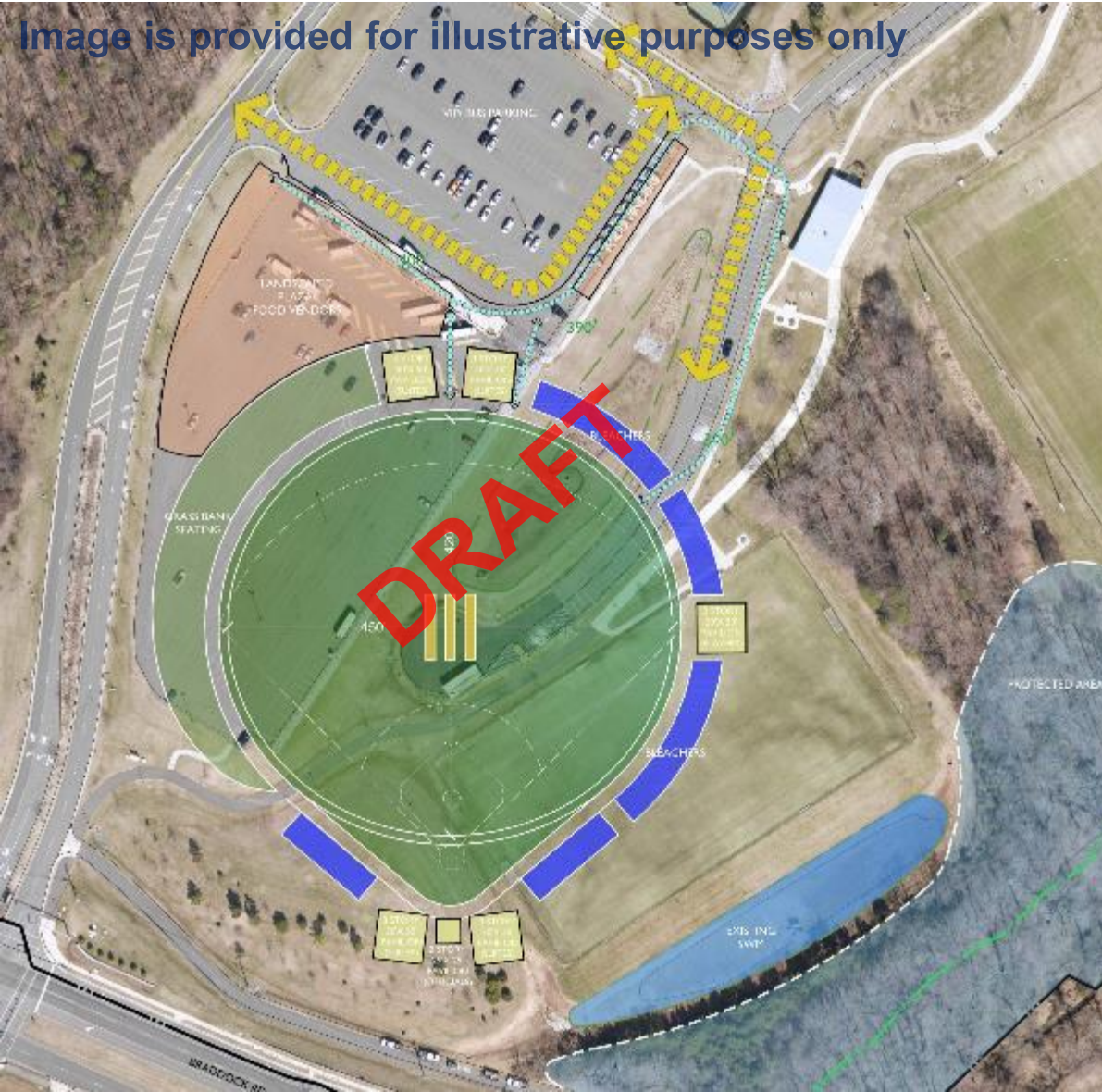


# Temporary Ballpark Planning & Design



# Temporary Ballpark Planning & Design

Image is provided for illustrative purposes only



## 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

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***Winter / Spring 2024***

Break Ground  
Begin Demolition  
Rough Grading

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***Spring 2024***

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Playing Field / Ballpark Construction

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***Spring / Summer 2024***

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Cricket Configuration / Soft Launch

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***Spring 2025***

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Mason Baseball Competitions



# Event Planning

## Additional Planning Considerations



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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.***

