

What is your #VisionFairfaxMason?

ITGA 2015 Conference

Community/University Planning Model



Learning Outcomes

- **Define “charrette” and learn how to design a planning charrette that will engage your community in thinking/talking about a collective university/community future.**
- **Identify the relevant stakeholders, strategies and organizational structures for sustained community/university interaction and continued and meaningful dialogue.**
- **Learn how to synthesize information gathered over two days and apply findings to a variety of implementable and scalable recommendations.**





Michael Vestor
Senior Director
Product Development

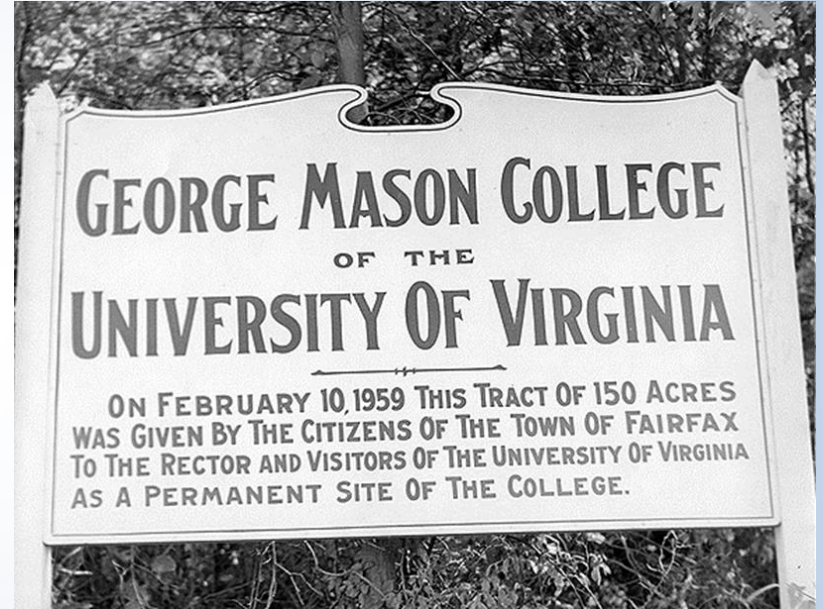
Nancy Lillard
Senior Director
Product Development

Michael Vestor
Senior Director
Product Development

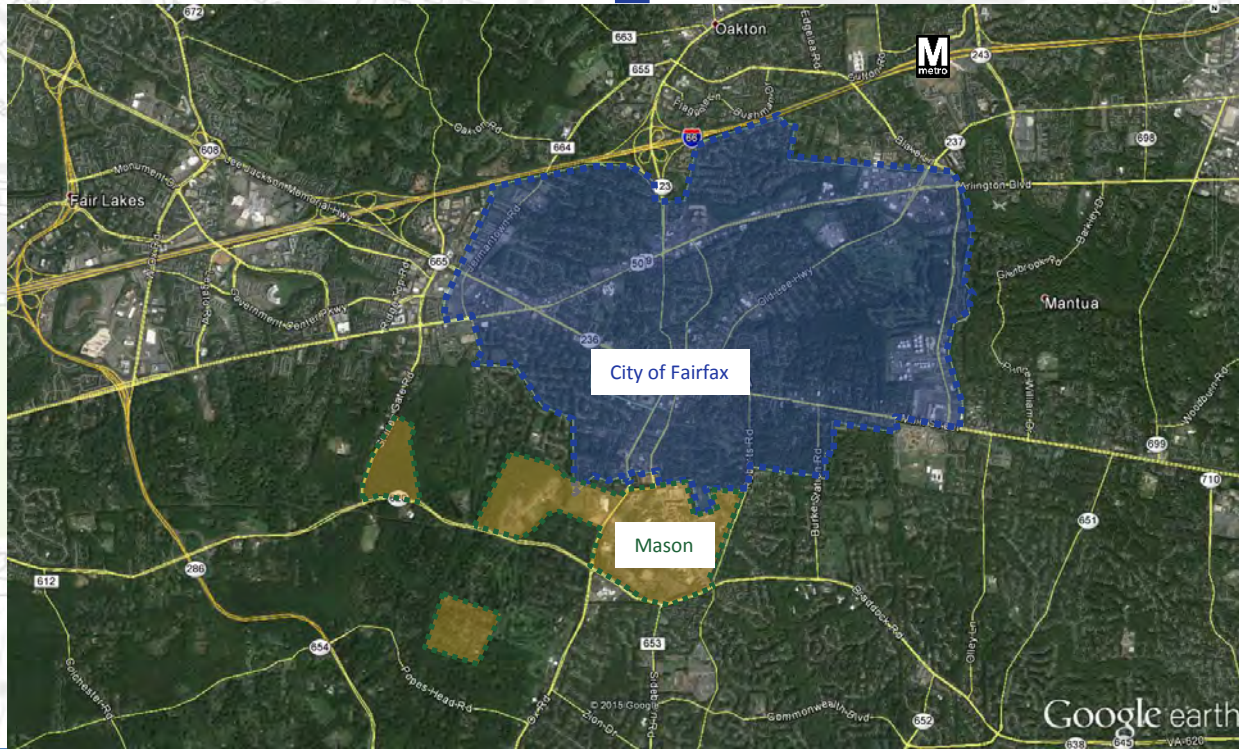
Nancy Lillard
Senior Director
Product Development

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Senior Director
Product Development

Town/Gown History



Context Map: City of Fairfax - Mason



Success of #VisionFairfaxMason

Charrette depended on three things:

- Charrette Planning, Marketing and Execution
- Diversity of Stakeholder Participation and Engagement
- Follow through on Charrette Recommendations



Mason Planning - Why this process?



- Mason's desire for continued growth.



- Challenges with traditional funding streams,



- Desire to build strong community connections with adjacent jurisdictions.



Who we are

- Comprehensive
- Doctoral
- Research

Fast Facts

- Established in 1972 (1 campus, 14 buildings)
- Fall 2013 enrollment 33,917
- 80% Virginia residents
- 56% receive financial aid
- 29% of undergrads live on campus
- 6,133 employees on 3 campuses
- 2,477 teaching & research faculty

Whom we serve

- Northern Virginia
- Washington Metro Area
- Commonwealth of Virginia
- The Nation
- The World

Preliminary MP Needs

- Strategic Plan Envisions Significant Growth
 - » Student Enrollment
 - » Campus Life
 - Residential
 - Non-residential/Commuter
 - » Research

Opportunities for Collaboration

Housing



Connections to City of Fairfax



Regional Transportation



Pedestrian/Bike Amenities

Recreation

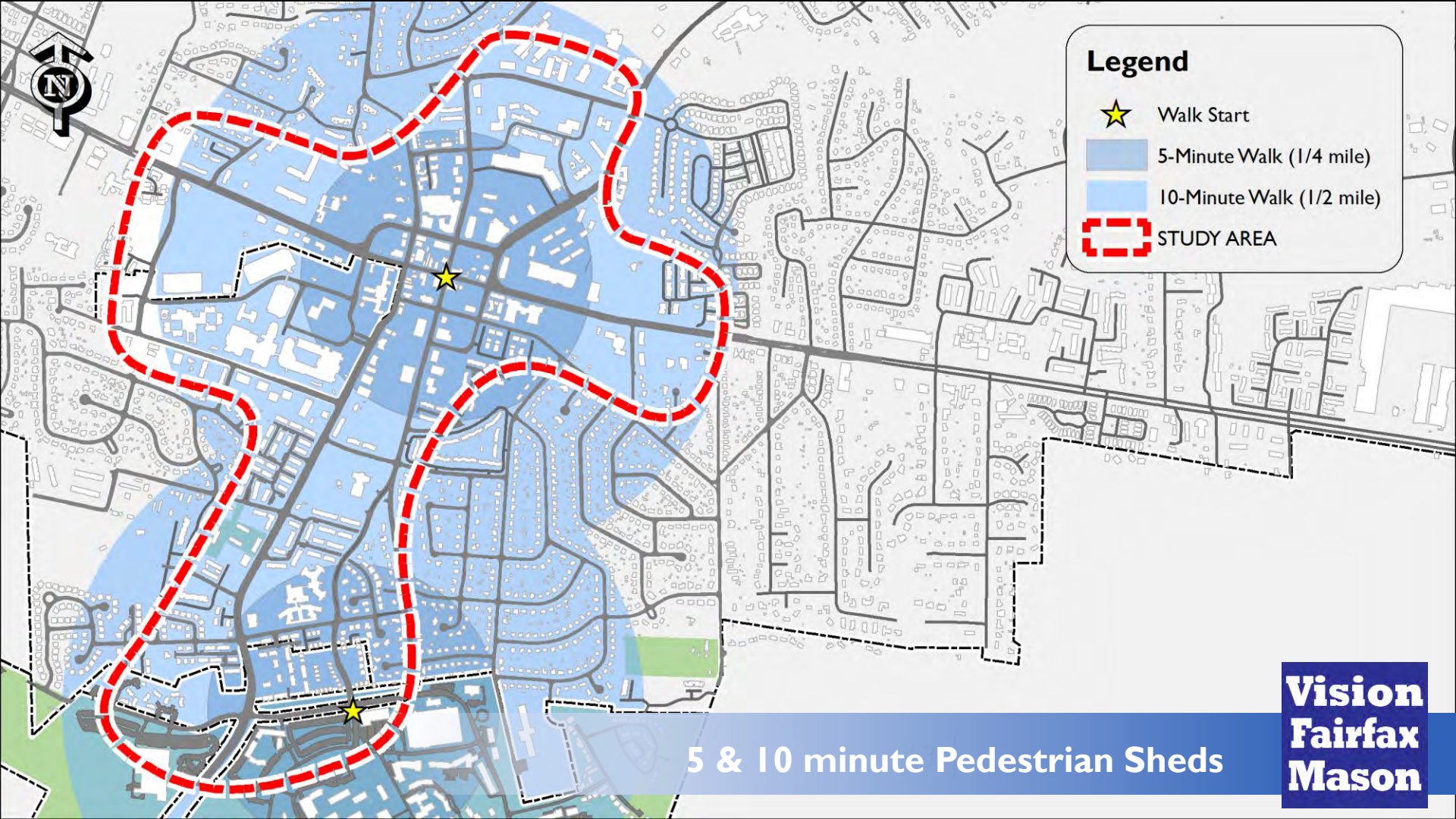
Life Long Learning

Mason/Fairfax Current Activities

EVENTS: <ul style="list-style-type: none">• Relax in Fairfax• Fall for the Book• Chocolate Lovers Festival	BUSINESS RELATIONS/ECONOMIC DEVELOPMENT: <ul style="list-style-type: none">• Mason Enterprise Center• “Welcome Back” Business Kits• EDA (Fairfax Economic Development Authority)/School of Business
PLANNING: <ul style="list-style-type: none">• Facilities Master Plan engagement• Transportation Master Plan and CUE study• City Parks and Recreation Strategic Planning Process	COMMUNITY RELATIONS: <ul style="list-style-type: none">• Mason/Community Forum• Fairfax Campus Advisory Board,• Student Government/Elected Official Meet and Greet• Mason Police and Office of Community Relations at local HOA National Night Out
TRANSPORTATION: <ul style="list-style-type: none">• CUE (City University Energysaver) Bus• Mason to Metro Bike Route Development and Branding	SPECIAL: <ul style="list-style-type: none">• City of Fairfax Fire Department/Mason Logo• Mason Nation Road Decals• ITGA (International Town and Gown Association) Joint Membership• City of Fairfax Night at Mason Basketball

City of Fairfax – why this process?

- Addressing perceived disconnect between downtown and university
- Identifying opportunities for infill development, particularly higher density housing
- Balancing historic preservation with economic development





Legend

- ★ Walk Start
- 5-Minute Walk (1/4 mile)
- 10-Minute Walk (1/2 mile)
- STUDY AREA

5 & 10 minute Pedestrian Sheds



















Legend

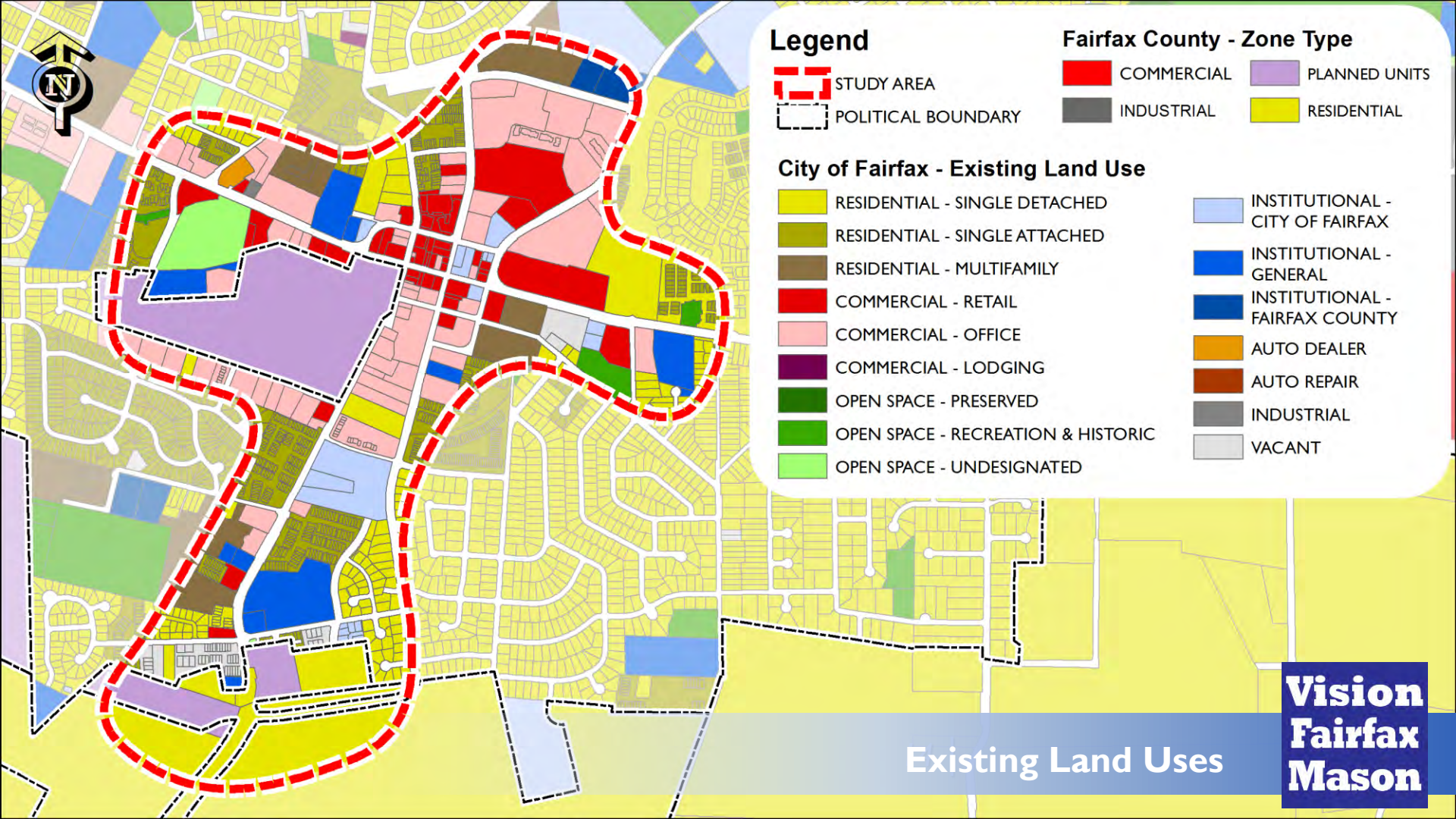
-  STUDY AREA
-  POLITICAL BOUNDARY

Fairfax County - Zone Type

-  COMMERCIAL
-  PLANNED UNITS
-  INDUSTRIAL
-  RESIDENTIAL

City of Fairfax - Existing Land Use

-  RESIDENTIAL - SINGLE DETACHED
-  RESIDENTIAL - SINGLE ATTACHED
-  RESIDENTIAL - MULTIFAMILY
-  COMMERCIAL - RETAIL
-  COMMERCIAL - OFFICE
-  COMMERCIAL - LODGING
-  OPEN SPACE - PRESERVED
-  OPEN SPACE - RECREATION & HISTORIC
-  OPEN SPACE - UNDESIGNATED
-  INSTITUTIONAL - CITY OF FAIRFAX
-  INSTITUTIONAL - GENERAL
-  INSTITUTIONAL - FAIRFAX COUNTY
-  AUTO DEALER
-  AUTO REPAIR
-  INDUSTRIAL
-  VACANT



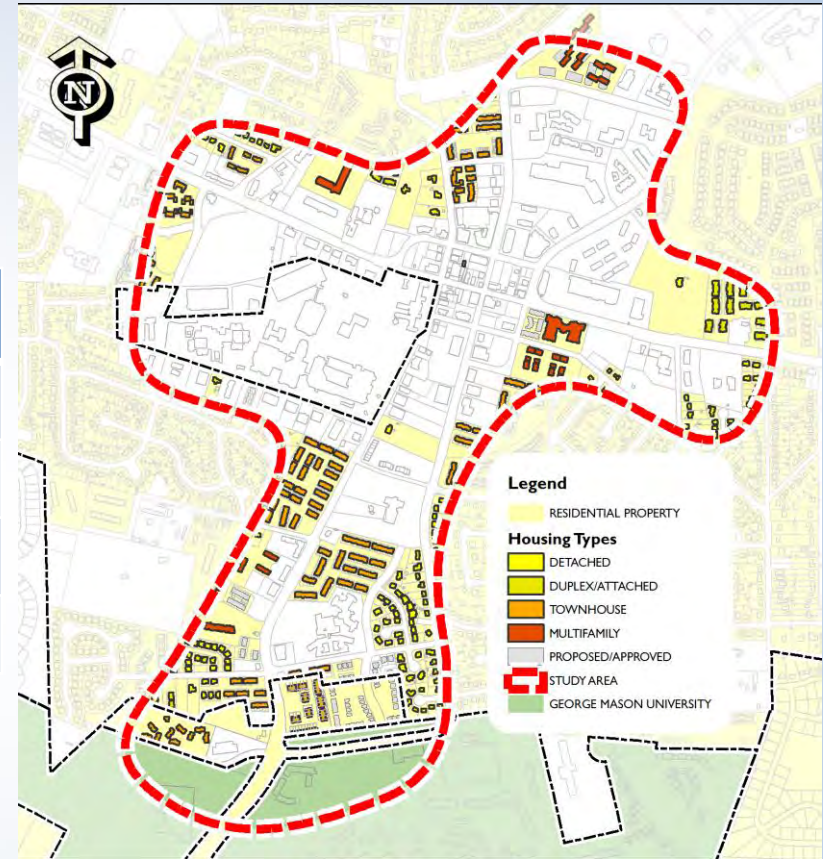
Existing Land Uses



Study Area Data

Housing

Housing Units (by Type)	1200 units	
Detached	123 units	10%
Duplex	55 units	05%
Townhouse	510 units	42%
Multifamily	512 units	43%



1868

FAIRFAX C.H.

Scale 800 Feet to an Inch.

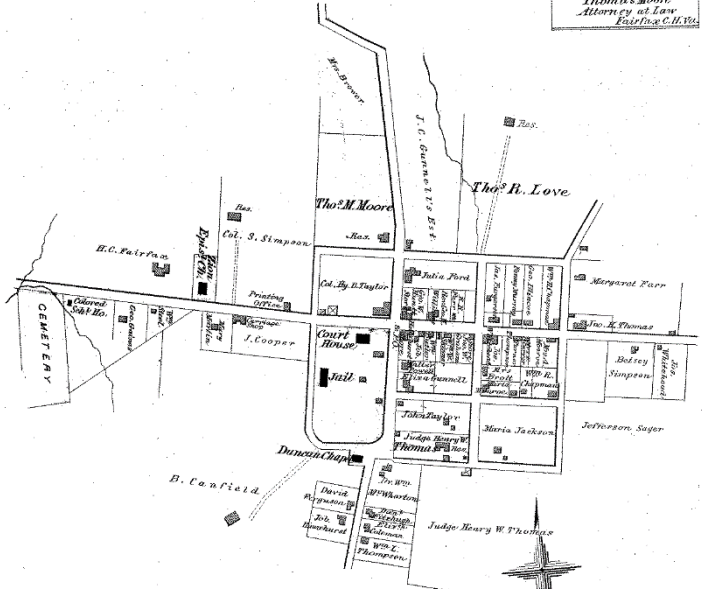
BUSINESS NOTICES

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

Thomas B. Wells,
Attorneys at Law,
Fairfax C.H. Va.

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



This map is reproduced from G. W. Hopkins' Atlas of
Falls, New Ground, Warrenton, Etc., 1876, courtesy
the National Forest and the National Archives Service,
Inc. by the Friends of the Fairfax County Public Library,
1976.

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2008



**Vision
Fairfax
Mason**

NVRC's Role

Northern Virginia Regional Commission

- Charrette Concept
- Leading the Process
- Organizational Challenges of an intensive 3 day event

What is a charrette?

The term "charrette" is derived from the French word for "little cart." In Paris during the 19th century, professors at the Ecole de Beaux Arts circulated with little carts to collect final drawings from their students. Students would jump on the "charrette" to put finishing touches on their presentation minutes before the deadline.

A charrette is an intensive planning session where citizens, designers and others collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to the designers. More importantly, it allows everyone who participates to be a mutual author of the plan.

Developing the Consultant Team

Meet the Team

The workshop was run by a team of professionals experienced with the charrette process. They have worked with NVRC in other communities in the past and have been very open and responsive to the communities' needs.



The workshop was led by Frank Fuller, FAIA from Field Paoli.

[Click here to view the company's portfolio and team biographies.](#)

Field Paoli was joined by professionals in the transportation and economics industry. Click on their names below to learn more about them and their experience.



Patrick Gibson, P.E., PTOE

President



Dena Belzer

President



California Based Consultant Team

- Very Familiar with Process
- Familiar with Regional Transportation and Economic Development Issues
- Uninvolved in local business and political climate

Promotional Video



City of Fairfax
Mayor:
Scott Silverthorn
@FairfaxMayor

George Mason
University
President:
Ángel Cabrera
@CabreraAngel

Inspirational Talks



Charrette in Process



Final Recommendations



What is your #VisionFairfaxMason?

November 6-8, 2014

downtown charrette

FINAL REPORT
JANUARY 2015



#Vision Fairfax Mason FINAL REPORT 23

Downtowns Have a Very High Assessed Value Per Acre

	ASHEVILLE WALKMART	DOWNTOWN MIXED-USE
Land Consumed (acres)	34.0	00.3
Total Property Taxes per Acre	\$6,160	\$614,000
Retail Taxes per Acre to City	\$47,160	\$ 81,600
Residents per Acre	0.0	90.0
Jobs per Acre	5.9	73.7

Estimated based on a number of sources, including the City of Fairfax's Finance Office 2013.

Asheville, the intensity and revenue is very important. The other thing about a strong vibrant downtown is it supports a dense residential community around it. If you have been following what has been going on in Fairfax over the last ten years, you'll know that there has been a fair amount of construction of townhouses and condominiums. They are selling for premium prices because people want to live near downtown.

Downtowns Anchor Adjacent Dense Residential Neighborhood:

City of Fairfax Gross Revenues Fiscal Year 2011-2012

Category	Percentage
Commercial	52.5%
Residential	47.5%

People told us in several of the sessions, they want to be able to walk to where there is something happening. To the extent that you are investing in your downtown, in a way that really continues to create a unique image and identity for your community, you are creating direct revenue, indirect revenue by strengthening the residential, and you are helping to sell your existing homes. If I am a senior and I want to sell my house and attract a young person to come live in my house, by being able to say we have a really cool vibrant downtown it helps to stabilize or increase the value of the single family home which is very important. And the restaurants contribute meal taxes.

Old Town/Downtown Has Many Strong Assets to Build On

This study area has been titled both Old Town and Downtown for a reason that I will start to explain and will be built on later in the Land Use and Historic Preservation section. This is an area that has already tremendous resources. We know about the physical historic resources, the old Courthouse, Old Town Hall and other beautiful buildings, but what we didn't realize before we got here is there are also assets like the Virginia Room. The Virginia Room is a fantastic historic library which is also a destination, people come from all over to go to the room and they come with their wallets and


ECONOMIC DEVELOPMENT, RECREATION & CULTURAL AFFAIRS

LAND USE & HISTORIC PRESERVATION

#Vision Fairfax Mason FINAL REPORT

THE PLAN DIAGRAM SATURDAY

The Team & The Charrette



CITY OF FAIRFAX, VA

FAIRFAX

MASON

GEORGE MASON UNIVERSITY

DOWNTOWN

POTENTIAL PROJECT(S)

OLD TOWN SQUARE

OLD TOWN

POTENTIAL PROJECT(S)

CITY-CAMPUS CONNECTION

CAMPUS

GREEN ACRES

Stakeholder Participation & Engagement

- Outreach
- Community Participation
- Sponsorship

Outreach



Attend Workshop for Vision of Downtown on November 6-8

The City of Fairfax community and the Mason Nation are invited to attend some or all of a three-day planning workshop to be held November 6-8 by the City of Fairfax and George Mason University.

The workshop, called a "charrette," will explore various short- and long-term visions for the city's historic downtown area. Facilitated by the Northern Virginia Regional Commission, the workshop will look at several aspects of downtown planning, including transportation, community

development/design issues, economic development and housing. This type of public input-based planning process has been used in other Northern Virginia communities and can be a successful way to ensure multiple viewpoints are heard.

Look for information, including a detailed agenda, on the city website (www.fairfaxva.gov/VisionFairfaxMason). Stay connected on Twitter: @VisionFfxMason. On social media, follow or use #VisionFairfaxMason. Information: 703-385-7930.

Vision Fairfax Mason Workshop Agenda

- Thursday, November 6 - Sherwood Center**
- 8:30 a.m. - Sign-in and light breakfast
 - 9-10 a.m. - Introductions, Charrette Goals
 - 10 - 11:45 a.m. - Virtual Tour of the Study Area and Current Activities Review
 - 11:45 - 1 p.m. - Lunch and Special Presentation by Chris Leinberger "Back to the Future: Downtown Fairfax Returns as a Walkable Urban Place"
 - 1-2:30 p.m. - Visioning session - Potential Issues for Discussion (Small breakout groups)
 - 2:30-3 p.m. - Potential Issues Discussion Wrap-up
 - 3-4:30 p.m. - Overview and discussion on the goals, issues, and opportunities identified
 - 7 - 9 p.m. - Evening Presentation & Discussion

- Friday, November 7 - Sherwood Center**
- 8:30 a.m. - Sign-in and light breakfast
 - 9 - 10 a.m. - Introductions & Review of Goals Overview of Thursday sessions
 - 10 a.m. to noon - Refining the issues and opportunities (Small breakout groups) noon to 1 p.m. - Working Lunch - Summary & Discussion of Implementation Strategy
 - 1-2 p.m. - Closing Comments

- Saturday, November 8 - City Hall**
- 8:30 a.m. - Sign-in and light breakfast
 - 9-11 a.m. - Initial Presentation by Consultants
 - 11 a.m. to noon - Public Input & Discussion
 - 1:30 - 3 p.m. - Final Presentation by Consultants (televised; see page 5)

Fairfax and Main A Neighborhood Plan Covering Life in the Heart of Fairfax, Virginia

Home | Why Fairfax and Main | About Me | Contact

What is Your Vision for Downtown Fairfax and GMU?

Fairfax and Main - September 30, 2014 - 2 Replies



The City of Fairfax and George Mason University have an exciting three-day planning workshop scheduled for November 6th through 8th to address the future vision of historic downtowns Fairfax and its connection to the surrounding GMU campus. The workshop will be facilitated with the help of the Northern Virginia Regional Commission, comprised of 14 member local governments that serve as a collective voice for planning and development initiatives in the Northern Virginia area. The workshop will seek public input regarding downtown planning, transit, housing, design, and economic development. It will also feature a variety of sessions, including a special presentation from smart growth advocate Chris Leinberger called: "Back to the Future: Downtown Fairfax Returns as a Walkable Urban Place."

Search: _____

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Your e-mail address

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Recent Posts

- [Active Field Cafe - more fast casual dining to Kamp Washington](#)
- [What is our vision for downtown Fairfax and GMU?](#)
- [Workforce Housing Potential for Government Center](#)
- [Great Year Roadwork on Improved Bus](#)

Greater Greater Washington

The Washington, DC area is great. But it could be greater.

How George Mason University and Fairfax City can be better neighbors

by [David Sussman](#) • November 3, 2014

While George Mason is Virginia's largest research university, nobody would mistake the City of Fairfax for a college town. But Fairfax and George Mason are working together to try and improve the downtown area, a measure that will benefit them both.



Photo: Steve Gonzalez Mason



BUSINESS SCENE

A Report to the Business Community - November 2014

What is your #VisionFairfaxMason? November 6-8, 2014

The City of Fairfax and George Mason University will host a three-day planning workshop from November 6-8, 2014, to address downtown planning, including transportation, community development/revitalization, economic development



Vision Fairfax Mason

@VisionFFXMason

Fairfax, VA · <http://www.fairfaxva.gov/VisionFairfaxMason>

Following

FOLLOWERS 102

FOLLOWING 32



George Mason Univ @GeorgeMasonU ↗ by VisionFFXMason
@VisionFFXMason and it's a lovely 15 minute walk a beautiful day like today!
10:28 AM - 7 May 2015

Vision Fairfax Mason @VisionFFXMason
@GeorgeMasonU trying to figure out where to go for lunch? DowntownFairfax has lots of choices and buses to get u there
pic.twitter.com/SLXSMfv3H
10:17 AM - 7 May 2015

Outreach



Community Participation



This is a screenshot of a social media post. The main image shows a street view with a blue overlay box containing the text "UNIVERSITY DR - PROPOSED CONFIGURATION" and "3 Lanes Plus 6-Foot Bicycle Lanes". Below the image is the title "Social Media from the Fairfax City Charrette" and a paragraph: "With more than 200 participants we had a great three days as part of the Fairfax City Charrette. Below are some of the social media feeds, news etc. from the event." At the bottom left, it says "by NoVARegion 6 months ago 43 Views". Below the main post is a smaller thumbnail for a post titled "How George Mason is Working With Fairfax on Its Town-Gown Relationship" with a brief description of a three-day "Vision Fairfax Mason" workshop.

The screenshot shows a website article with a map background. The main heading is "What is your #VisionFairfaxMason?". Below the heading is a breadcrumb trail: "Government » Community Development & Planning » Major Projects & Plans". There are social media sharing icons for Twitter and Facebook, and a "Tweet" button. Below that is a "Font Size" selector and "Share & Bookmark", "[+] Feedback", and "Print" options. The main text starts with "Want to be the first to know about how the #VisionFairfaxMason recommendations are implemented and other updates regarding Downtown?". Below this is a graphic of a smartphone with "sms" and "text" bubbles. The text continues: "Sign up for the City Alert System and select the 'Downtown/Old Town Updates' category to receive texts or emails about activities and initiatives occurring in the downtown area." To the right is a video player titled "Vision Fairfax Mason Charrette Final Presentation" with a play button icon.

Sponsorship

- Charrette costs were split by City of Fairfax and Mason
- In addition, sponsors were obtained to provide cash and in-kind donations.



June 2, 2015

**Vision
Fairfax
Mason**

Mason - Diversity & Engagement

- Outreach
- Executive Administration
- Students
- Faculty
- Staff
- Industry Partners

Outreach at Mason

- Mailboxes – Students/Faculty/Staff
 - » Physical
 - » Virtual
- Committees
- Classes
- Board of Visitors
- Executive Council



Students

- Student Government
- “What do You Want Wednesday’s”
- Interested others



Executive Administration

- Role of President – *Collaboration Champion*
- Role of Provost – *Academic and Research Vision*
- Senior Vice President of Finance and Administration – *Financial Considerations and Constraints*
- Vice President of Facilities – *Project Champion*
- Government and Community Relations – *Relationship building and making connections*

Faculty and Staff

- Facilities
- Community Relations
- University/Student Life
- Auxiliary Enterprises
- Real Estate Academic Programs and Staff

Industry Partners

- Development Partners
- Construction Partners
- A/E Partners



Follow through

- Endorsement
- Implementation
- Ongoing Communications

Follow through on Charrette Recommendations

Endorsement of process and implementation by elected officials, university leadership, and community members



- Developed implementation plan
- Confirmed implementation plan with Council following charrette
- Utilized established university-community committee

Charrette Implementation

- Consultant recommendations
 - » 57 individual items
 - » Various timelines
- Staff implementation plan
 - » Consolidate recommendations
 - » Consistent timeline
 - » Assign to specific teams

Implementation Teams

- Economic Development
- Land Use
- Town-Gown
- Transportation

Teams provide progress updates to community

Implementation Teams

Each team is composed of:

- Community Members
- Student Government Representatives
- City Planning Staff
- Mason Planning Staff



Transportation Team

Focused marketing of bus routes serving downtown

Where to eat in Downtown Fairfax and how to get there!

MAP KEY

- CUE Bus GOLD Line
- CUE Bus GREEN Line
- Bus Stop
- Bike Rack
- Public Parking
- Weekend / Evening Parking

1 Mile to George Mason University

Downtown Fairfax Dining

Downtown Fairfax is closer than you think!
Did you know Downtown Fairfax offers a wide selection of places to eat less than one mile from George Mason University? That's a 15 minute walk, 5 minute bike ride, or 3 stops on the CUE bus, which is FREE with your Mason ID.



- Downtown**
1. All-Asia
 2. Auld Station
 3. Balducci
 4. Caribbean Corner
 5. Cavonius Thai
 6. Choice by Shaw
 7. De Cleu
 8. Eastwind Restaurant
 9. Hard Times Cafe**
 10. Havabbe Eatery
 11. Le Mediterranean Bistro
 12. Sizzers Thai
 13. The Old Fire Station #1
 14. Viktor's Cakesery, Inc
 15. Villa Mozart
 16. Woody's Ice Cream

- Courthouse Plaza**
17. Buffalo Wing University*
 18. Olive Garden
 19. Jersey Mike's Subs**
 20. McDonald's
 21. Pizza Hut*
 22. Safeway
 23. Talyco Grill
 24. T. Donovan*

- Main Street Marketplace**
25. Coyote Grille
 26. King Kabob
 27. Main Street Bagel Deli
 28. Noodles & Company*
 29. Pizano's Pizzeria
 30. Qdoba
 31. Smoothie King
 32. Starbucks
 33. Subway**
 34. Sushi Prince

- Old Town Plaza**
35. Asian Biscoro
 36. Bollywood Biscoro
 37. Georges Pizzeria & Grill**
 38. Penner's Bread
 39. Perbilly
 40. The Grapes Turtle* **
 41. The Wine House

* accepts Mason Money
** offers Mason discount

CUE Bus Weekday Schedules

	GREEN 2	GOLD 1	GOLD 2	GREEN 1	GREEN 2	GOLD 3	GOLD 1	GOLD 2	GREEN 1	GREEN 2	GOLD 3	GREEN 1	GOLD 1	GOLD 2	GREEN 1	GOLD 1	GREEN 2	GOLD 2	GREEN 1	
Chain Bridge Rd & Main St	10:54am			11:20am			11:46am	12:02pm	12:12pm	12:38pm	12:54pm	1:04pm	1:30pm	1:46pm	1:56pm	2:06pm	2:32pm	2:48pm	2:58pm	
University Dr & Main St	MASON 11:00am	11:13am	11:14am	11:17am	11:21am	11:47am	11:48am	11:53am	12:07pm	12:11pm	12:31pm	12:33pm	12:51pm	12:53pm	1:11pm	1:13pm	1:31pm	1:33pm	1:51pm	1:53pm
University Dr & Main St	11:06am	11:19am	11:20am	11:23am	11:27am	11:53am	11:54am	12:08pm	12:12pm	12:32pm	12:34pm	12:52pm	12:54pm	1:12pm	1:14pm	1:32pm	1:34pm	1:52pm	1:54pm	2:04pm
Chain Bridge Rd & Main St			11:22am			11:50am				12:33pm			1:01pm	1:03pm	1:21pm	1:23pm	1:41pm	1:43pm	2:01pm	2:03pm

Shorten your CUE Bus wait time by using NextBus for real-time arrival info. Download for free on iOS or Android or visit www.NextBus.com

Fares
FREE for all Mason students, faculty and staff presenting a proper Mason ID.

Service for Persons with Disabilities
All CUE buses are wheel-chair accessible. Specialized transportation services for individuals who are unable to use the CUE Bus because of a disability are provided through the CITY WHEELS (703-385-7859 (TTY 711)) and METRO ACCESS (301-562-5360) programs. For more information visit our website at www.cuebus.org

Find out where you are and where you need to go. Stay connected with the MOBILE MASON app. Visit gettheapp.gmu.edu

FAIRFAX CAMPUS

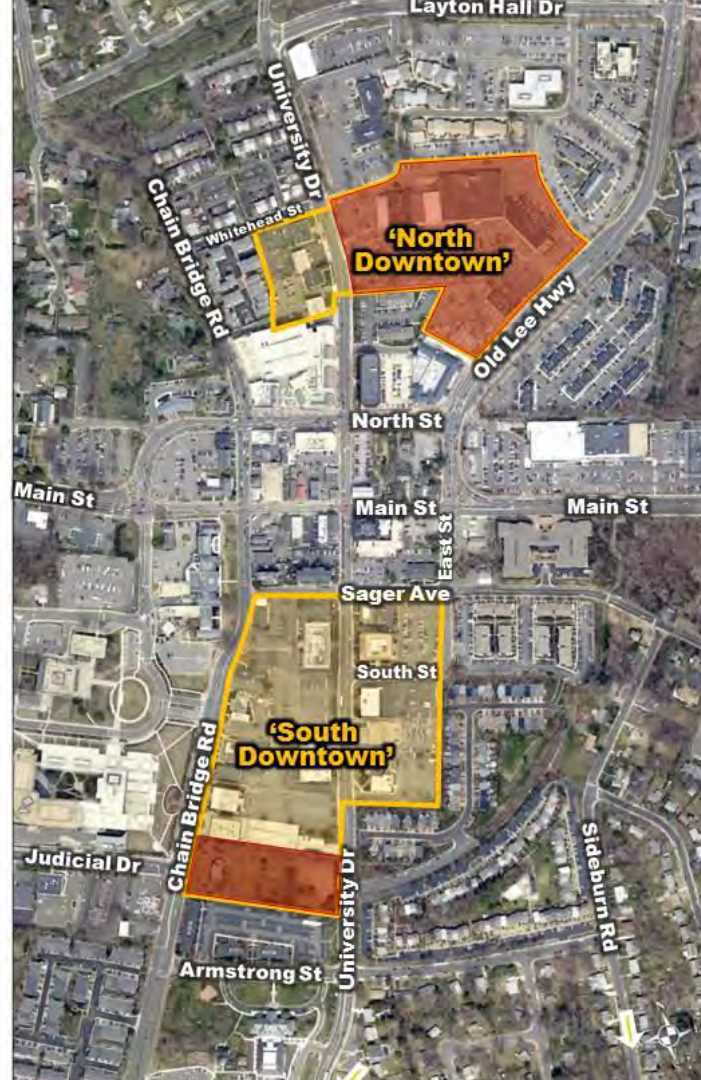
Town-Gown Team



Expand community events, recreation, and cultural arts programming to include more activities targeted to college age groups (under 21, 20 somethings, etc.)

Land Use Team

- Coordinate planning and evaluation of potential development sites with Mason Campus Plan
- Green Acres Feasibility Study Committee
- Investigate housing potential for off-campus privately owned housing



Economic Development Team



- *Increase Mason pride & visual identity*
- *Expand Promote Mason's "I Spy Business Spirit" Facebook campaign: "Support the businesses that support Mason."*
- *Encourage downtown merchants to accept Mason Money and carry Mason Gear*



Follow through

The screenshot shows the George Mason University website. At the top left is the George Mason University logo. To the right are navigation links: STUDENTS, FACULTY & STAFF, VISITORS, TODAY@MASON, CAREERS, MY MASON, and PEOPLE FINDER. Below this is a dark navigation bar with links for ADMISSIONS, ACADEMICS, RESEARCH, ATHLETICS, CAMPUS LIFE, ALUMNI, NEWS, and a search bar. The main content area features a large image of a group of people in a meeting, with the text "What's Your Vision Fairfax Mason? Fairfax and Mason Plan for the Future Together". Below this are three columns: "GLOBAL MASON" with a "MASON IDEA" link, "ABOUT MASON", "LATEST NEWS" with three articles, and "HIGHLIGHTS" with a video player for "Mason on the Move" and a "Supporting Mason" link.

GEORGE MASON UNIVERSITY

STUDENTS
FACULTY & STAFF
VISITORS
TODAY@MASON
CAREERS
MY MASON
PEOPLE FINDER

ADMISSIONS ACADEMICS RESEARCH ATHLETICS CAMPUS LIFE ALUMNI NEWS Search

What's Your Vision Fairfax Mason?
Fairfax and Mason Plan for the Future Together

GLOBAL MASON MASON IDEA ABOUT MASON

LATEST NEWS HIGHLIGHTS

SETTING THE STANDARD FOR CAMPUS HEALTH, WELL-BEING
Mason is first four-year school in Virginia named to the Healthier Campus Initiative

CREATING A PARTNERSHIP IN LITHUANIA
James Maddux will help develop curriculum, collaborate on well-being initiatives

MASON LAW CLINIC FILES SUPREME COURT BRIEFS
Challenging the timeline for victims with claims of negligence

Mason on the Move
Supporting Mason

- Ongoing communication with stakeholders
- Community meetings
- Campus Advisory Board
- Mason Standing Meetings
- City Council
- Downtown Merchants....etc....

Lessons Learned

- NVRC as Facilitator
- It's all about the Execution – locations, food, planning meetings etc. etc etc.
- Can't Start Planning Too Early



GEORGE MASON
UNIVERSITY

JACK WOOD AWARD

to "celebrate those who are committed to strengthening George Mason University's ties to the communities surrounding its campuses."