

## Draft Implementation Plan

Recommendations	Assigned Team	Tentative Timing	Notes
Near Term (0 - <2 years)			
Create topic based working groups between Fairfax and Mason	Economic Development; Land Use; Town-Gown; Transportation	Underway	4 teams with joint participation from City and Mason to be established; Will publish progress on city web page, social media, etc. and utilize established community groups to gather feedback (downtown merchants and Fairfax Campus Advisory Board approximately every 4 months)
Provide real-time parking information for campus garages	Transportation	Underway	App for smart phones with parking information at Mason (2 garages and K lot) in development
Provide focused marketing of CUE routes that serve Old Town	Transportation	Underway	City and George Mason completed joint transit study (including Old Town area) and will monitor capacity to serve City and University riders; Mason Transportation has prepared some draft materials, there is also a previous restaurant guide that the City had prepared; paper and electronic versions to be created
Facilitate activities with the Downtown Coalition	Economic Development	Underway	Coordinate business retention and recruitment, marketing, and cultural activities with the Downtown Coalition, Economic Development Authority, Chamber of Commerce, and Parks & Rec
Encourage downtown merchants to accept Mason Money and carry Mason gear	Economic Development	Underway	George Mason working with downtown merchants; Economic Development Authority providing terminals
Adopt appropriate zoning for Old Town/Downtown allowing for a mix of uses, densities, and building types	Land Use	Underway	Zoning Ordinance Rewrite in progress with expected adoption in 2015
Refocus events, recreation, and cultural arts programming to include more activities targeted to all age groups (under 21, 20 somethings, and on up)	Town-Gown	Underway	New programs and events planned or in development
Evaluate late night public access to Mason shuttles	Transportation	Under review	Feasibility to be evaluated per results of transit study, capacity issues, and shuttle provider contract requirements

Recommendations	Assigned Team	Tentative Timing	Notes
Near Term (0 - <2 years) continued			
Incorporate sustainability, storm drainage, urban forestry, green building principles, and alternative energy sources/solar energy throughout planning and development process	Land Use	Ongoing	Include items in topic based working group discussions
Coordinate planning and evaluation of potential development sites with Campus Plan	Land Use	Spring 2015	Commence effort through topic based working group; conduct outreach with property owners; to include housing, Green Acres, OLLLI Center, etc.; incorporate into Campus Plan and Comprehensive Plan
Conduct working sessions with City Council on affordable housing and review affordable housing work group recommendations	Land Use	Spring 2015	Continue ongoing discussions and evaluation of affordable housing policy
Stripe University Drive (4200 block) for bicycle lanes or sharrows	Transportation	Spring 2015	Staff assessment of options followed by installation
Initiate Old Lee Highway Multimodal Planning	Transportation	Spring 2015	Conduct planning study for corridor
Discuss planning with Fairfax County	Land Use	Spring 2015	Coordinate land use and transportation discussion with County and George Mason
Conduct bicycle sharing program and bicycle parking assessment and needs study	Transportation	2015	Assess potential bike share program (e.g. Charlottesville/UVA) and locations for racks
Initiate planning for coordinated wayfinding program with Mason	Transportation	2015	Begin discussion in topic based working group; evaluate options for internal versus consultant support; includes directional signage approaching Old Town and bypass signage around City
Create a "lesson plan" (University 100) for Mason students to learn about City activities and offerings	Town-Gown	2015-2016	George Mason to coordinate with City on topics and speakers for class presentations
Design/construct improvements on Old Lee Highway based on adopted recommendations from multimodal planning study	Transportation	FY 2016	Funding requested in FY16 CIP
Install bicycle infrastructure on University Drive (Armstrong to Layton Hall)	Transportation	FY 2016	Traffic study and design funding would need to be added to FY16 CIP

Recommendations	Assigned Team	Tentative Timing	Notes
<b>Short Term (2 - 4 years)</b>			
Implement bicycle sharing program for University and Old Town area (City)	Transportation	FY 2017	Would require new budget request through Mason and City; potential opportunity for private funding support Includes directional signage approaching Old Town and bypass signage around City Evaluate requirements for design guidelines after the Zoning Ordinance Rewrite Pursue funding to prepare strategy and use strategy to facilitate affordable housing production Business Improvement District to promote self-sufficient marketing/promotion, landscaping, events, and business assistance
Implement coordinated wayfinding program with Mason	Transportation	FY 2017	
Create design guidelines for downtown	Land Use	FY 2017	
Prepare comprehensive affordable housing strategy and work with non-profit developers to identify sites for construction or preservation/rehabilitation of units affordable to households with incomes at 60% and below of area median income	Land Use	FY 2017	
Create Business Improvement District in Old Town area	Economic Development	FY 2017	
Update Comprehensive Plan for Old Town area, north and south downtowns, and development sites	Land Use	FY 2017	Establish plans for specific development sites and concepts for the entire downtown; coordinate with George Mason
Develop Downtown Transportation Network Plan	Transportation	FY 2018	Study and plan street extensions, signalization, public parking, and transit access
<b>Mid-Term (5 - 9 years)</b>			
Add housing in the downtown area	Land Use	5-9 years	City-Mason land use working group begin working on housing opportunities in near term
Develop sites in north and south downtowns and infill in Old Town	Land Use	5-9 years	Implement recommendations in Comprehensive Plan and Campus Plan
Design and construct new street extensions	Transportation	5-9 years	Implement recommendations in Downtown Transportation Network Plan in conjunction with redevelopment
<b>Long Term (10+ years)</b>			
Study venues and incorporate Mason performing arts in downtown	Economic Development	10+ years	Coordinate with Parks & Rec; incorporate into long range plans
Continue to develop sites in north and south downtowns and infill in Old Town	Land Use	10+ years	Continue to implement recommendations in Comprehensive Plan and Campus Plan
Continue to design and construct new street extensions	Transportation	10+ years	Continue to implement recommendations in Downtown Transportation Network Plan in conjunction with redevelopment