



**RCLCO**

## **GEORGE MASON UNIVERSITY**

Prince William County, Virginia

RCLCO conducted economic and real estate market analysis to determine the feasibility and optimal development program for a mixed-use town center development adjacent to George Mason University's (GMU's) Prince William County campus located in suburban Virginia. RCLCO identified market-driven demand for office, wet and dry lab space, residential (both student oriented and market rate), a conference center and hotel, retail and entertainment uses, as well as university related uses that could be incorporated into a vibrant pedestrian-oriented vertical mixed-use development. RCLCO's analysis indicated that the development could succeed in capturing demand from multiple sources, including a rapidly expanding academic program at the campus, visitors to an expanding aquatic and indoor sports facility, a new performing arts venue, adjacent office complexes, and general household and employment growth in the surrounding community.



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