



# Alternative Land Use and Revenue Optimization



## Maximizing Alternative Land Use and Revenues:

L&B has worked on alternative land use projects both domestically and internationally and brings together the comprehensive skill sets critical to success:

*Market Assessments*

*Highest and Best Use Analysis*

*On and Off Airport Plan Integration*

*Environmental Analyses*

*Forecasting and Financial Analysis*

*Conceptual Land Use Plans*

*Airport Master Planning*

*FAA Land Release Issues*

*Private Sector Development*

*Community and Political Outreach*

## Alternative Land Use

The reasons for pursuing alternative land use can vary but usually include one or more of the following:

- The need for strategic, as opposed to incremental, land use planning
- Optimizing the available property for aeronautical use
- Optimizing revenue potential to offset carrier fees
- Integrating on and off-airport planning
- Regional economic development

Development of aeronautical facilities and infrastructure frequently results in a division of airport property into plots that are not consistent with core aviation functions. We recognize that the primary planning concern is maintaining capacity to meet future aviation demand. An Alternative Land Use Plan enables the airport to preserve this capacity and at the same time achieve goals and objectives that can not only grow the core aviation business but also serve to stimulate off-airport development.

The process begins with the determination and prioritization of your goals and objectives to set the context for subsequent planning and analysis. Detailed market analyses and a forecast update are structured to provide clear indications of current and future demand. At the same time a comprehensive review of the Airport Master Plan, ALP and related property maps and planned development initiatives will help determine actual available land capacity. An important element of this effort is a detailed review of environmental issues. The challenge then is to determine how that capacity can be best utilized to meet your objectives.

L&B focuses on implementation. A strategic land use plan must be realistic from physical planning and market demand perspectives and recognize the fiscal responsibilities and capabilities of the airport. At the same time it must address considerations and issues of the surrounding communities, the regional political environment, and the private development sector. With staff experienced in both urban planning and private development, we offer the unique ability to look at land use initiatives from both the airport and third party perspectives. This gives us the ability to help structure solicitation processes and related documents that are attractive to the target markets and provide options to both parties for creativity and profitability.

Lastly, if the land identified for potential reuse has links to FAA funding, then L&B can assist with the often complex Land Release or Land Reuse issues that are involved.

*Airport land is a precious resource that can bring extraordinary benefits to the Airport and the region. Its development must incorporate Airport Master Planning, regional land use and transportation planning, with economic development initiatives. Success is getting it right – the first time.*