



THE RIGHT APPROACH TO NEW REVENUES

How Effective Land Use Planning for Airport Commercial Real Estate Can Contribute to the Bottom Line

EFFECTIVE LAND PLANNING — BENEFITS FOR AIRPORTS

- Produces new revenue source
- Improves airport land values
- Supports airport operations
- Creates residual airport assets
- Enhances property tax base
- Promotes economic development
- Manages expectations

PHX Sky Harbor Center – Land Use Concept



ABQ Runway 17/35 Repositioning – Land Use Concept



IDENTIFY
—
POSITION
—
IMPLEMENT





IDENTIFY

Know thyself (and be honest)

WHAT DO YOU HAVE? HOW IS IT UNIQUE?

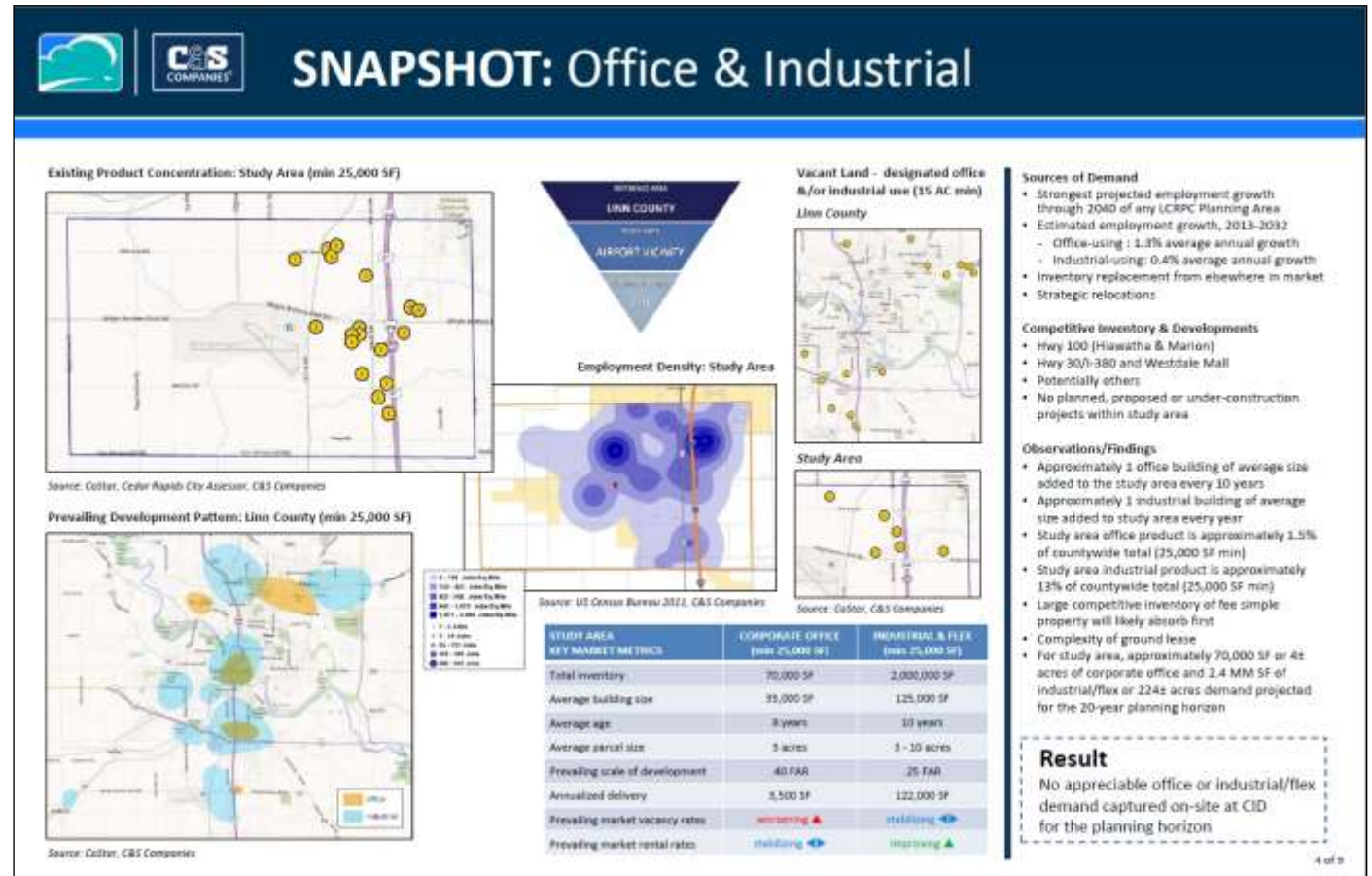


SKYPLEX LONG-TERM NEEDS ANALYSIS - COMPARABLE CASE STUDIES									
	Southwest Florida International Airport			Tampa International Airport			Fort Lauderdale - Hollywood International Airport		
Airport Development Zone									
[defined as the airport's area of influence for surrounding development, typically includes 2-3 miles from airport's perimeter bounded by existing development patterns, infrastructure & geographical features]									
Airport Attributes									
Code	RSW			TPA			FLL		
Acreage	6,498			3,300			1,380		
Opened/Commercial PAX Service Initiated	1983			1971			1953		
County, State	Lee, FL			Hillsborough, FL			Broward, FL		
Regional Context									
	2008 Existing		2030	2008 Existing		2008 Existing			
County Population	615,124		967,100	1,196,652		1,744,922			
County Employment	280,669		395,164	799,199		1,033,072			
Annual PAX	7,415,958		17,700,000	16,965,545		21,090,400			
Gates	28		50	59		57			
Adjacent Uses									
	Inventory (SF)	% of County	FAR	Inventory (SF)	% of County	FAR	Inventory (SF)	% of County	FAR
Office	826,329	4.4%	0.14	26,220,490	36.2%	0.60	2,096,129	3.2%	0.36
Retail, Restaurant & Services	1,974,165	4.7%	0.24	6,818,615	10.6%	0.26	3,178,908	3.3%	0.23
Industrial	2,353,633	5.6%	0.22	18,108,830	17.3%	0.32	16,380,618	13.0%	0.27
SUBTOTAL	5,154,127			51,147,935			21,655,655		
Hotel Rooms	800	7.5%		10,198	46.0%		10,134	33.9%	
Profile of Adjacent Uses									
	Industrial (warehouse, flex), flex/office, residential, retail & restaurant, vacant land & conservation area, airport related			office & bank bldgs, industrial (warehouse, flex, light manufacturing), retail & restaurant, hotel & resort, institutional (hospital), schools, parks, colleges, stadiums, airport related, commercial, residential			industrial (warehouse, flex, light manufacturing), retail & restaurant, office/medical office, hotel & resort, airport related, port/marinas, institutional (schools, parks), commercial, SFMF residential		
Notes:									
Estimates in <i>italics</i>									
FL pop. figures and Lee Co. projections (medium) from BEBR									
2009 annual passenger counts from respective airports									
2030 RSW passenger projection is combo of 2025 mid-range master plan forecast plus 2% average									
County Employment from Woods and Poole 2010 Employment Data (historical and future projections)									
Sources: Google Earth 2010; Bureau of Economic & Business Research, Warrington College of Business Administration, University of Florida; Woods & Poole Employment Data; Subject Comparable Airports; Airport Council International-North America; Florida Dept. of Revenue, Property Appraiser's Office of Lee, Hillsborough, & Broward Counties; Real Estate Research Consultants, Inc.									

Comparables

WHERE ARE YOU LOCATED? WHO WANTS IT?

- Market conditions, trends & size
- Prevailing scale of projects
- Potential tenants of interest
- Market realities





WHEN? WHAT PRICE? WHAT TO FOCUS ON?





POSITION

Championships are won in the off-season

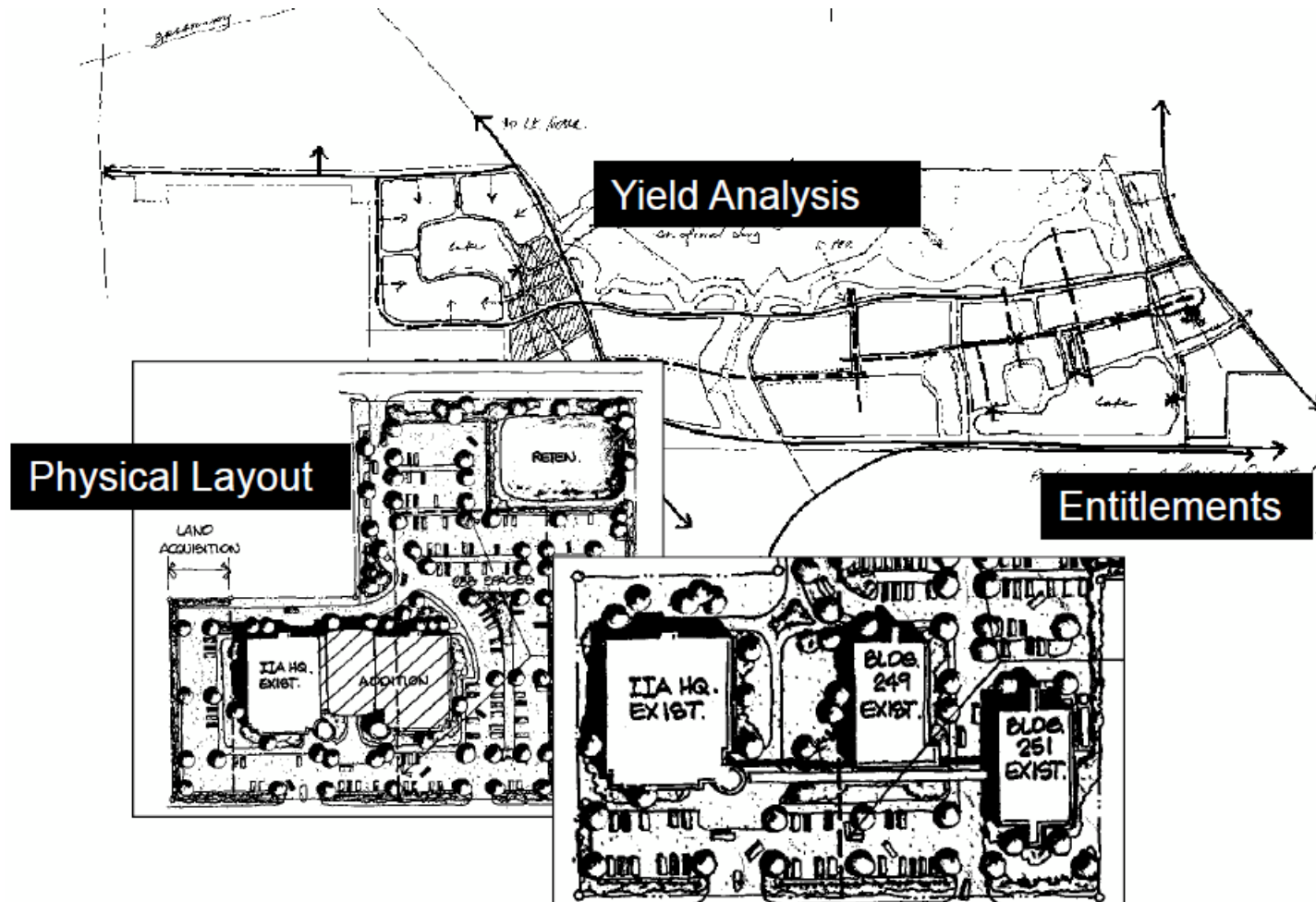


DUE DILIGENCE & FINANCIAL FEASIBILITY

- Property survey & mapping
- Site conditions
- Infrastructure availability & needs
- Environmental
- Cost estimating
- Cost-benefit analysis
- Anticipated cash flow & returns



PLANNING ANALYSIS & REGULATORY APPROVALS





ECONOMIC DEVELOPMENT ENGAGEMENT

- Market realities
- Airport-specific parameters
- Incentive programs
- Community partnership





IMPLEMENT

#dothenextthing



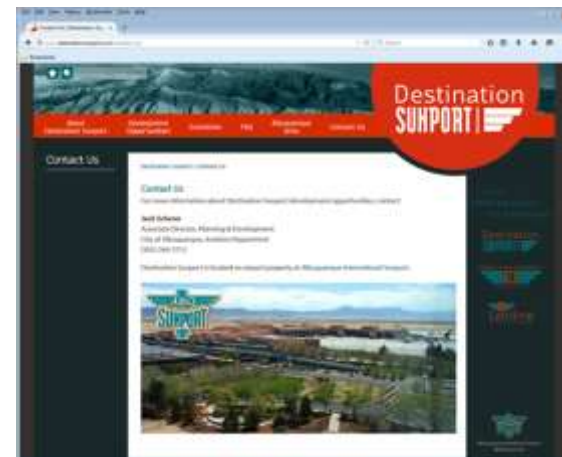
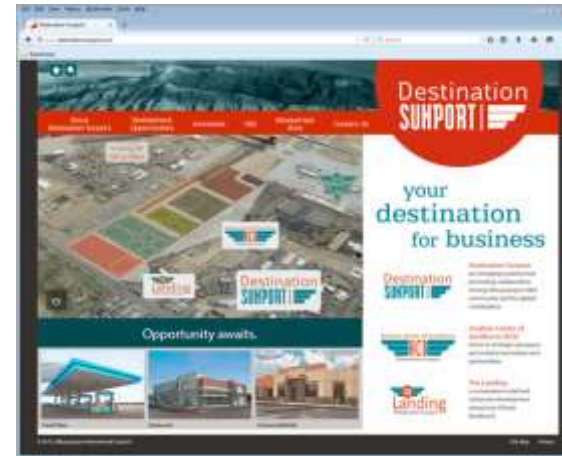
DEVELOPMENT STRATEGY

- Do-it-yourself
 - More inherent risks, more control
 - Greater potential upside
- Public-Private Partnership
 - Shared risks, shared control
 - Leverage private investment to achieve goals & objectives
- Financing Alternatives



IMPLEMENTATION ACTIVITIES


- Property marketing initiatives
- Developer outreach
- Policy development
- Continued education



WHAT DEVELOPMENT COMMUNITY NEEDS/WANTS

- Market support
- Defined process and timelines
- Minimum lease term
- Greater certainty in future land value
- Comparable site & location
- Infrastructure to site or similar
- Deferred maintenance funding/incentives
- Preliminary due diligence

South Terminal Travel Plaza Site
Orlando International Airport




SITE DETAIL

- Existing utility infrastructure is to the site
- Already mitigated & included in airport's storm water plan
- Intermodal station coming online in 2016 with 3 hour connection from Orlando to Miami
- 2,400 space parking garage in pre-development to support new intermodal station, future South Terminal Complex, and potentially employee parking
- Potential for future rental car facility in South terminal complex area


KEY DEMOGRAPHICS 2013 ESTIMATES

DEMOGRAPHICS	3 Mile Radius	5 Mile Radius
Total Population	11,000	90,000
Median Age	38	36
Estimated Year-Over Population Growth (2013-2018)	10%	3.1%
Total Households	5,000	21,000
Average Household Size	2.2	2.7
Percent Household Growth (2013-2018)	10%	8.1%
Average Household Income	\$61K	\$42K
Estimated Average Household Income (2015)	\$62K	\$55K
Average Owner-Occupied Housing	45%	41%
Average Renter-Occupied Housing	55%	59%
Estimated Median Home Value	\$178K	\$147K

Source: Census U.S. Census Bureau, C&S Companies
Note: Trade area defined as 3 & 5 mile radius plus airport real only included airport projects



VIEW OF SITE



CONTACT
Matt Taylor
C&S Companies
mtaylor@cscps.com
(407) 956-6636

ORLANDO INTERNATIONAL AIRPORT
The World's Gateway

WHAT COMMERCIAL BROKERS NEED/WANT

- Broker compensation policy
- Defined process and timelines
- Awareness of on-airport opportunities
- Exclusive & non-exclusive opportunities

Key Commercial Development Opportunities at Skyplex
gas station • convenience retail • restaurant • self storage

Prime sites available for commercial development on airport property located along Daniels Parkway, adjacent to JetBlue Park and proximate to the Gateway community. Commercial uses targeted for development include gas station, convenience retail, restaurant/casualties and self storage to serve the local residential market and well-traveled corridor.

About the Airport

- Southwest Florida International Airport (RSW) is a major economic anchor in the region and ranks among the top 50 airports for passenger traffic in the United States, with nearly 22,000 daily passengers and 4,000 employees.
- Passenger traffic increased 4.4 percent from 2013 to 2014, and is expected to nearly double by 2040.

Vision & Vicinity

- High visibility, well-located parcels available for commercial development.
- Available development sites are part of Skyplex, an 800-acre master planned redevelopment of the former RSW terminal complex with planned office, research and development and aviation-related uses to be built-out in phases.
- JetBlue Park, spring training home of the Boston Red Sox with a capacity of 11,000 people, is located directly across from available Skyplex land.

Demographics

	3-mile radius	5-mile radius
2010 Population	4,190	15,440
2014 Population	4,317	16,160
2010 Population Density	13.800	10.000
2014 Population Density	14.368	10.400
% Pop Growth 2008-2010	14.0%	13.0%
% Pop Growth 2010-2014	14.9%	7.5%
% Pop Growth 2014-2019	11.1%	9.4%
2010 Households	1,718	5,541
2014 Households	4,308	17,310
2014 Average Income	4,000	18,340
2014 Avg HH Size	2.5	2.5
2014 Households per acre	3,424	30,600
% HH Growth 2008-2010	10.5%	10.0%
% HH Growth 2010-2014	13.5%	7.5%
% HH Growth 2014-2019	11.1%	9.4%
2014 Avg HH Income	\$37,130	\$41,610
2014 Avg HH Income	\$25,220	\$37,200
2014 Avg HH Income	\$10,110	\$20,000
2014 Home Dec 8 Housing	66%	71%
2014 Home Dec 8 Housing	10%	20%
2014 Median Home Value	\$10,000	\$21,170
Total Business All Occupies	15,100	24,500

Traffic, Access & Visibility

- Excellent accessibility and visibility via Daniels Parkway and Paul J. Dinkley Parkway
- Approximately 37,200 cars per day travel on Daniels Parkway west of Gateway Boulevard

Site Details

- Connection to full range of utilities and infrastructure available
- Prime location for commercial development
- All development sites available on long-term ground lease with the Lee County Port Authority
- Zoning and entitlements for commercial uses in place

Current Information: Lee County Port Authority 2016 Site Plan

Structure developed by the C&S Companies



PATIENCE & PERSISTENCE

You can't manifest the cookie



Barbie Schalmo, AICP
Associate Principal,
Land Use & Market Strategies
(877) CS-SOLVE
bschalmo@cscos.com