

# Public Outreach Meeting #1

**Mobile Downtown Airport**

**Master Plan Study**

**October 08, 2019**

# Agenda

*We encourage open discussion during today's meeting*

- Team
- Goals
- Background (Airport Master Plans)
- Areas of Emphasis
- Schedule
- Special Concerns



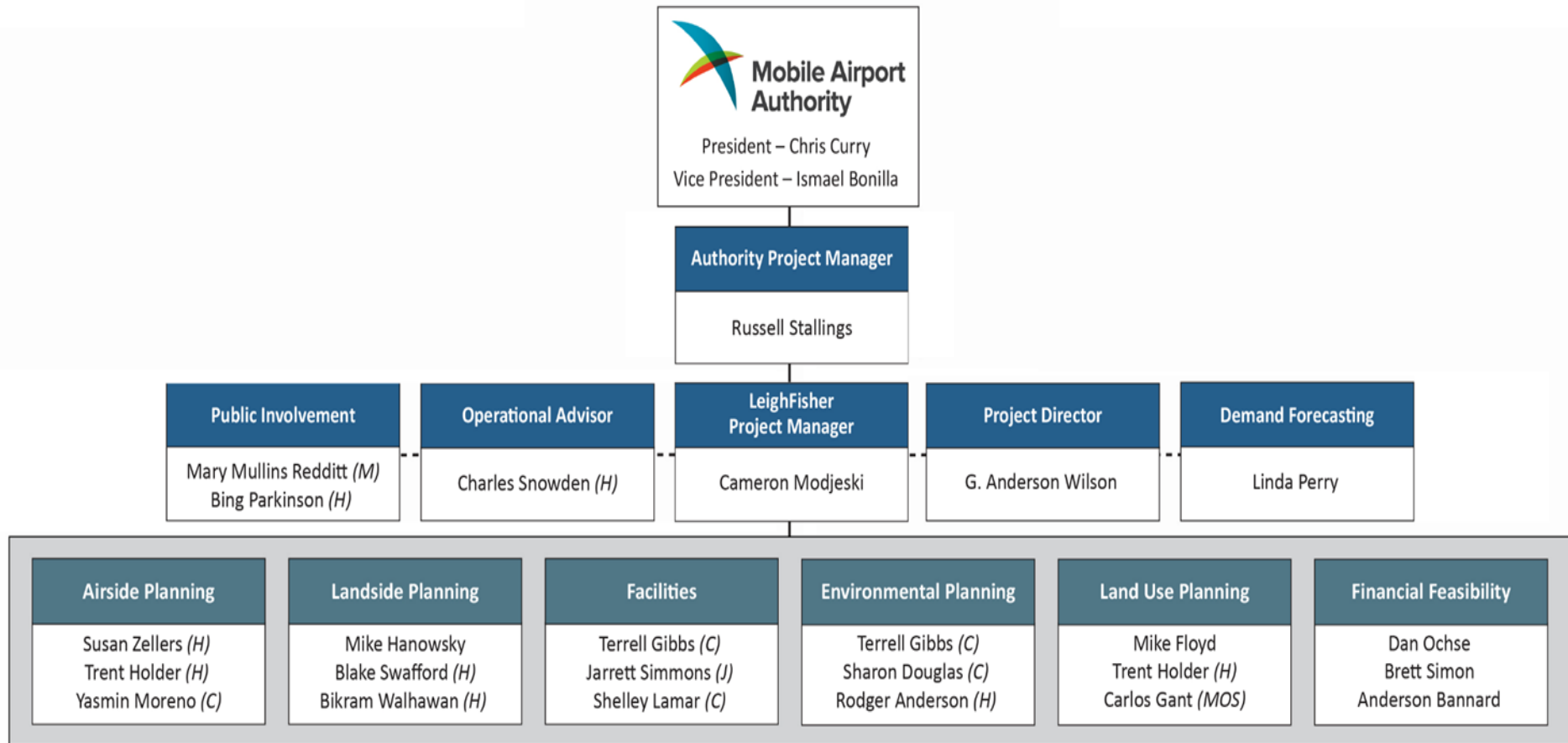


# Team

*Our team has significant experience in commercial airport development (BFM)*

- **LeighFisher**—prime consultant, airport and facility planning, activity forecasts and
- **Hanson Professional Services** —Engineers and Airport Planners, land use and noise modeling
- **Mpact Public Affairs** — Public Affairs and Community Involvement
- **Jacobsen Daniels Associates (DBE)** —Airport Property Mapping and Landside Traffic Analysis
- **Quantum Spatial**— Aerial Photogrammetry, Planimetric's and Obstruction Analysis
- **Corporate Environmental Risk Management (CERM) (DBE)** – Landside and Airside planning, Pubic Outreach

# Project Organization



Note: All staff are LeighFisher unless otherwise noted.

C = CERM (DBE)  
H = Hanson Professional Services  
J = Jacobson | Daniels (DBE)

MOS = MOS Design  
M = Mpac Consulting

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# Goals

*The following goals were identified by Mobile Airport Authority*

**Establish an Optimal Airport Plan:** Provide airport plans that are effective and can be implemented to continue to meet regional needs and enhance both BFM and the community's status.

**Maintain Affordability:** Develop cost effective airport improvements that will assist in meeting projected growth through the year 2040. Identify opportunities to increase aviation related revenue, thereby enhancing community opportunities and reducing costs to airlines operating at BFM.

**Enhance Customer Service:** Recommend changes and improvements that will enhance and improve the customer experience (in a cost effective manner).

***“Create a superior customer experience through collaboration and continuous improvement”***

# The Way Forward

*Overarching issue – Identifying and realizing opportunities for air service growth and economic enhancement*

- **Vision: Central Gulf Coast Gateway to the World**
- **Challenges**
  - Balance achievement of vision with economic realities
  - Develop a rational plan
  - Communicate plan and rationale to stakeholders
  - Relocate passenger terminal operations to BFM
- **The Way Forward**
  - Define the market and associated demand
  - Enhance BFM role as economic catalyst
  - Emphasize aviation revenue development opportunities
  - Fine tune and integrate existing development
  - Prepare a sustainable, affordable, and flexible long-range plan

# Background

*An Airport Master Plan is a concept for long-term development*

- **Airport master plans are prepared to support the modernization or expansion of existing airports or the creation of a new airport**
- **The master plan is the sponsor's strategy for the development of the airport**
- **The goal is to guide future airport development that will cost-effectively satisfy aviation demand, while considering potential environmental and socioeconomic impacts**

# Background (continued)

## *The master plan process*





# Background (continued)

## *Master plan products and outcomes*

### PRODUCTS

- **Ultimate land use plan for the airport**
- **Sound and comprehensive development plan**
  - Schedule
  - Capital improvement plan
- **Business and financial plan**
- **Airport layout plan**

### OUTCOMES

- **Stakeholder / community consensus**
- **Coordination with regional plans**
- **Foundation for ensuing efforts (FAA approvals, NEPA, etc.)**

# Areas of Emphasis – Forecasts

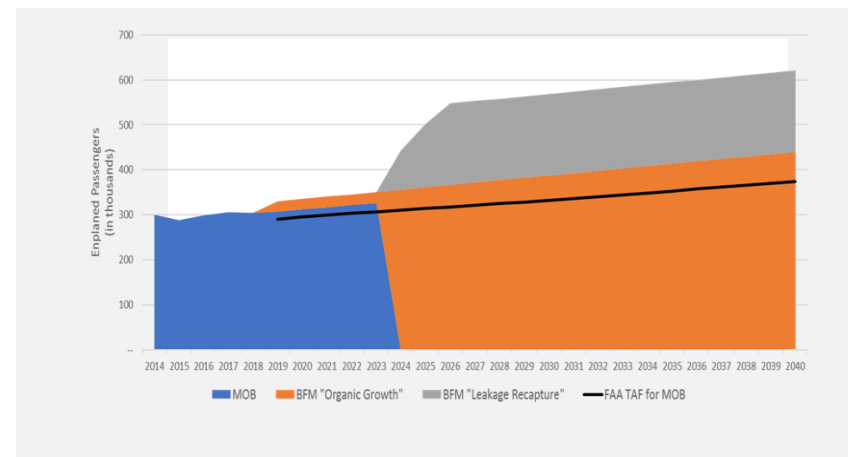
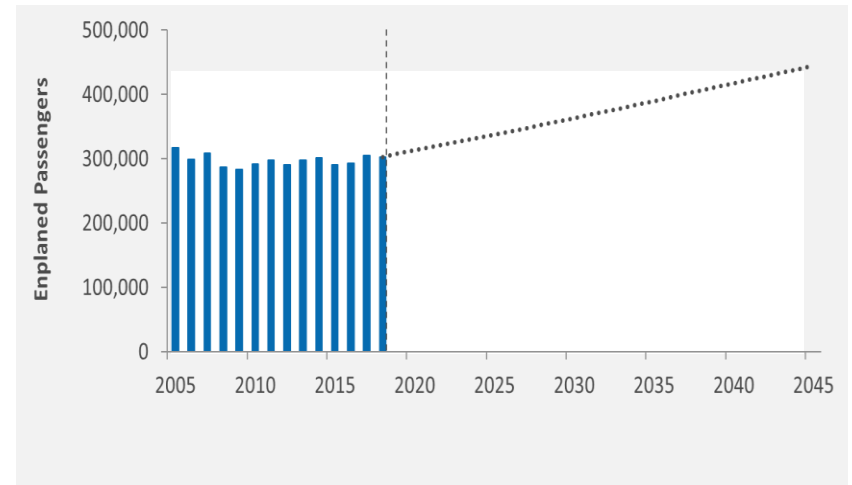
*Sound rationale exists for forecast growth within the allowed variance from the FAA TAF*

## ■ FAA 2011 Terminal Area Forecasts (TAF) underestimate demand for BFM's service

- No forecast consideration ULCC/LCC passengers
- Expanded passenger demand
- Dual Airport service area
- Recapture of traffic leakage
- Direct competition with regional airports (PNS/GPT/MSY)

## ■ BFM's catchment area is expected to expand

## ■ Mobile regional business community has global connective traffic and long-term demand for domestic passenger service



# Areas of Emphasis – Airfield Planning

## *Key elements to be evaluated*

### ■ No Changes Current Runway Orientation

- Runway 14/32 x 9,618'
- Runway 18/36 x 7,800'
- Obstruction Evaluation
- Noise Contours

### ■ Review Taxiway System

- Capacity
- Geometric standards
- Apron Access
- Future Development

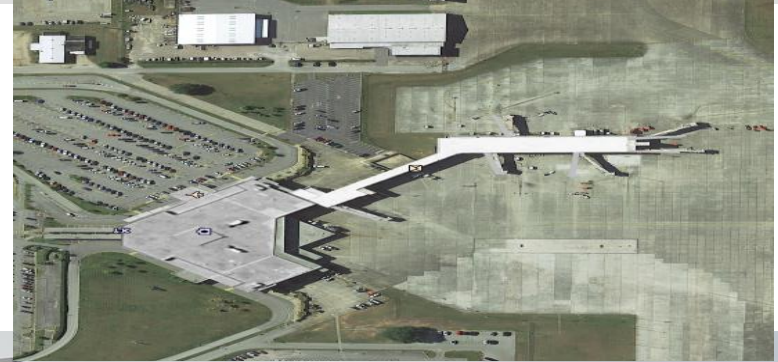




# Areas of Emphasis – Passenger Terminal

*Capacity is adequate for the near-term and possibly well into the long-term future*

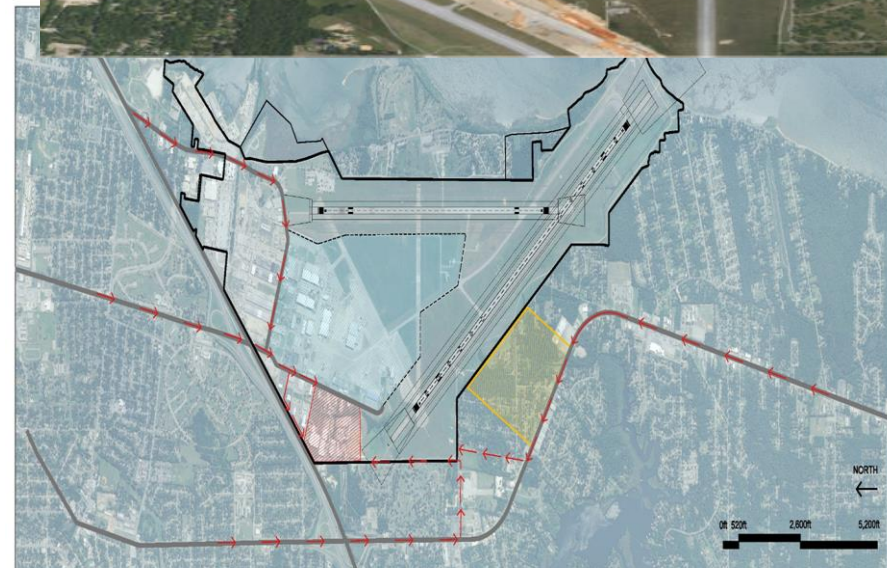
- **Mobile Airport Authority has not yet identified expansion options**
  - Existing Terminal 1 will continue to serve BFM passengers (Frontier)
  - Legacy Carriers will continue to operate from Mobile Regional Airport (DL/AA/UA)
  - Terminal Facility relocation projected for FY 2024
- **Focus will be on identifying the triggers that will drive the timing and sequencing of relocation and expansion project**





# Areas of Emphasis – Ground Transportation

- **Location, Timing and financial plan for terminal and parking development**
- **Identification and Implementation of the long-range access plan**
  - Michigan Avenue
  - Broad Street
  - I-10/Dauphin Island Parkway
- **Assess and provide guidance for parking revenue**
- **We will also consider other current ground transportation planning efforts**
  - Tenant Expansions
  - Land Use Development Alternatives
  - Public and TNC transportation markets
  - SARPC Regional Development Plan



# Areas of Emphasis – Airport Support Facilities

*We will develop and evaluate the approximate sizes and locations for support facilities*

- Aircraft Assembly
- Aviation Education
- Aircraft Maintenance
- Aviation Manufacturing
- Air Cargo
- General Aviation
- Airport Maintenance



# Areas of Emphasis – Commercial Development

*Leveraging the airport as a Community asset*

**AIRPORTS are MULTIMODAL & MULTIFUNCTIONAL ENTERPRISES**  
generating considerable commercial development within and beyond their boundaries

*The Physical Internet:*

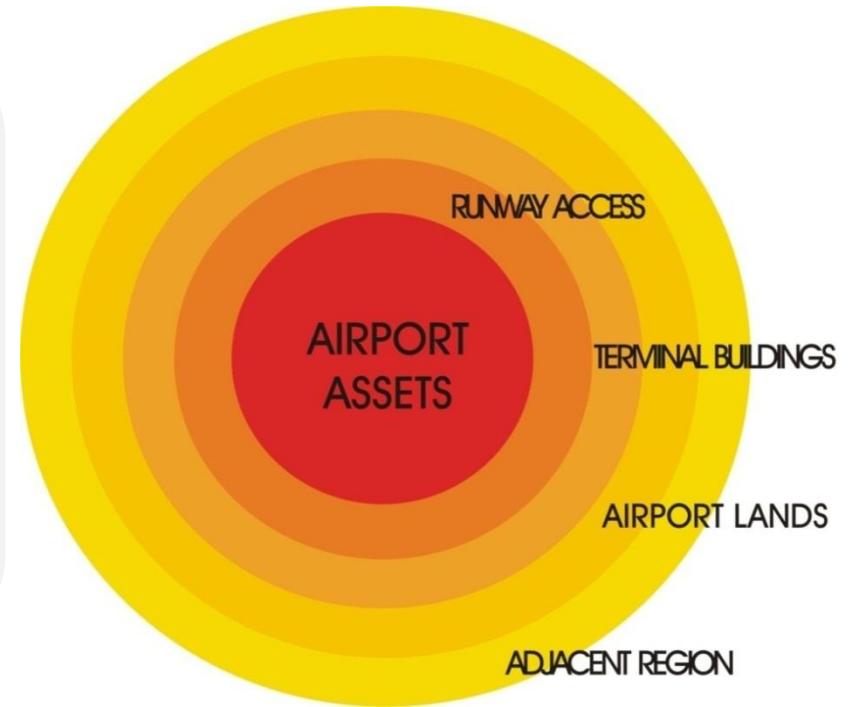
**Connecting People, High Value  
Products & Information**

**Leveraging Airport Connectivity for  
Economic Development**

**Leveraging Airport Land Assets  
Generates Major Non-Aeronautical  
Identifiable Revenue Streams**



**Balancing the traditional ratio of aeronautical  
to non-aeronautical revenues**

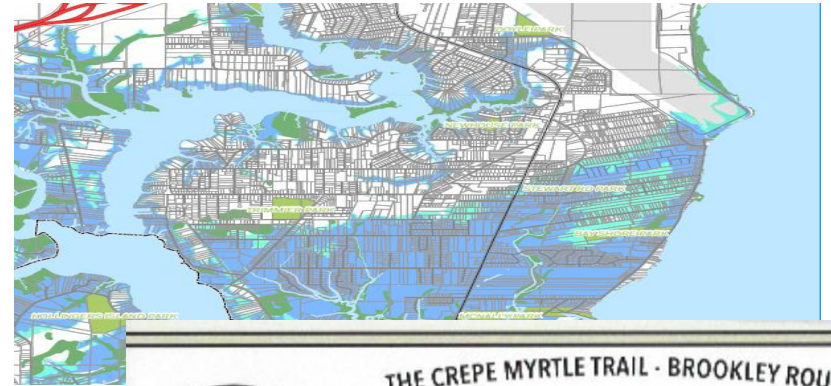




# Areas of Emphasis – Environmental & Land Use

*Environmental trade-offs will involve overlapping resource concerns*

- Environmental attributes on and around BFM
- Focus on the analysis of benefits of proposed improvements and potential impacts and costs
- Evaluate BFM opportunities and challenges for continued economic development
- Consistency with the City, State and Regional development plan, incl. (ALDOT/SARPC)



## THE CREPE MYRTLE TRAIL - BROOKLEY ROUTE

The Crepe Myrtle Trail would stretch from Three Mile Creek in downtown Mobile to the mouth of Dog River and beyond. The Brookley Segment of the proposed trail is essential to connecting the Downtown Segment with the Peninsula Segment, and creating a cohesive, water-front trail on the western shore of Mobile Bay. A proposed route through the Brookley Complex is to align the trail with Old Bay Front Drive in the USA Foundation's Brookley By the Bay property, continue the trail along the City of Mobile's Perimeter Road right-of-way, until it intersects with the Mobile Gas gas line right-of-way, where the trail would follow it to the south of Brookley Field until it reaches Bayfront Road. To maintain security measures, a new fence could be constructed to the inside of Perimeter Road and around the TVOR in order to comply with FAA guidelines.





# Areas of Emphasis – Business Planning

*The financial success of BFM is a high priority*

## Forecasting

- Market-based forecasts
- Robust analysis of the air service market to determine potential future demand
- Catchment area will be evaluated to determine overlap with regional airports
- Opportunities for new or expanded route development

## Revenue Enhancement

- Review tenant rates and charges and recommend changes needed to increase revenues
- Explore market conditions for commercial development opportunities on SMF's existing property not needed for aeronautical purposes and for under-performing and/or vacant terminal space

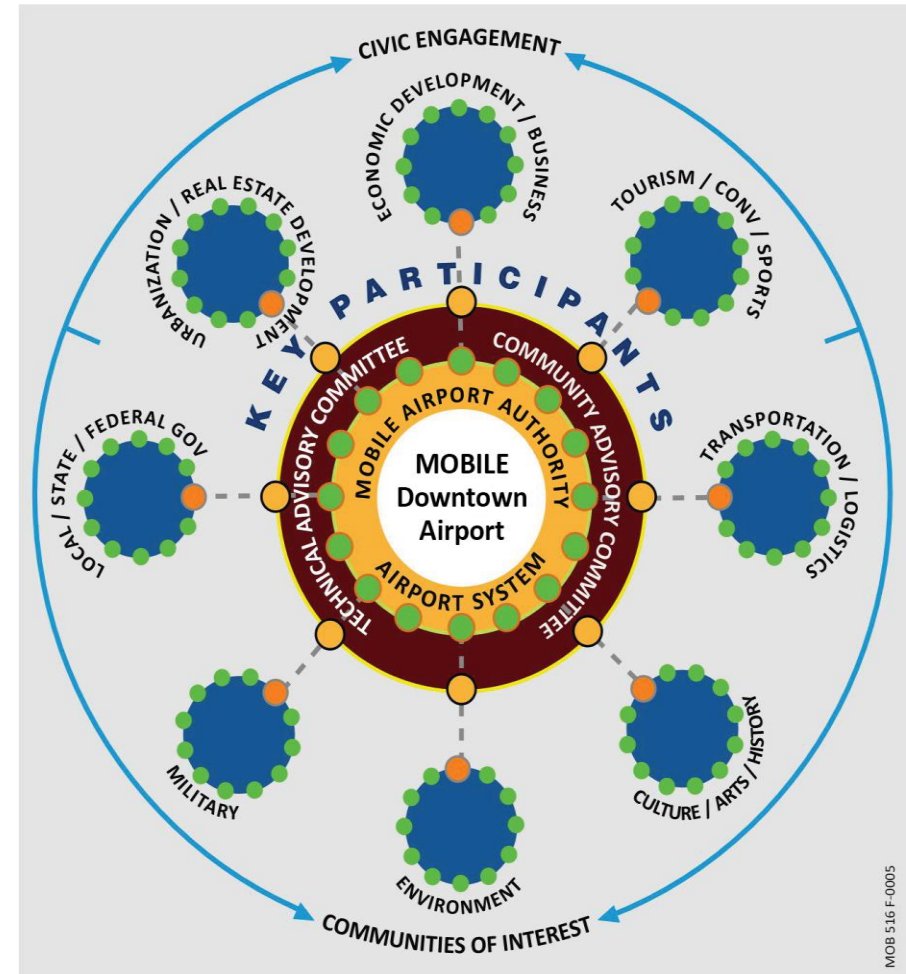
## CIP & Implementation

- 20-year CIP inclusive of an assessment of the ability to fund it.
- Phasing plan with demand triggers for proposed improvements, sources and uses of funds needed to implement discreet projects, achieve regulatory reqs. and implementation responsibilities.

# Areas of Emphasis – Stakeholder Engagement

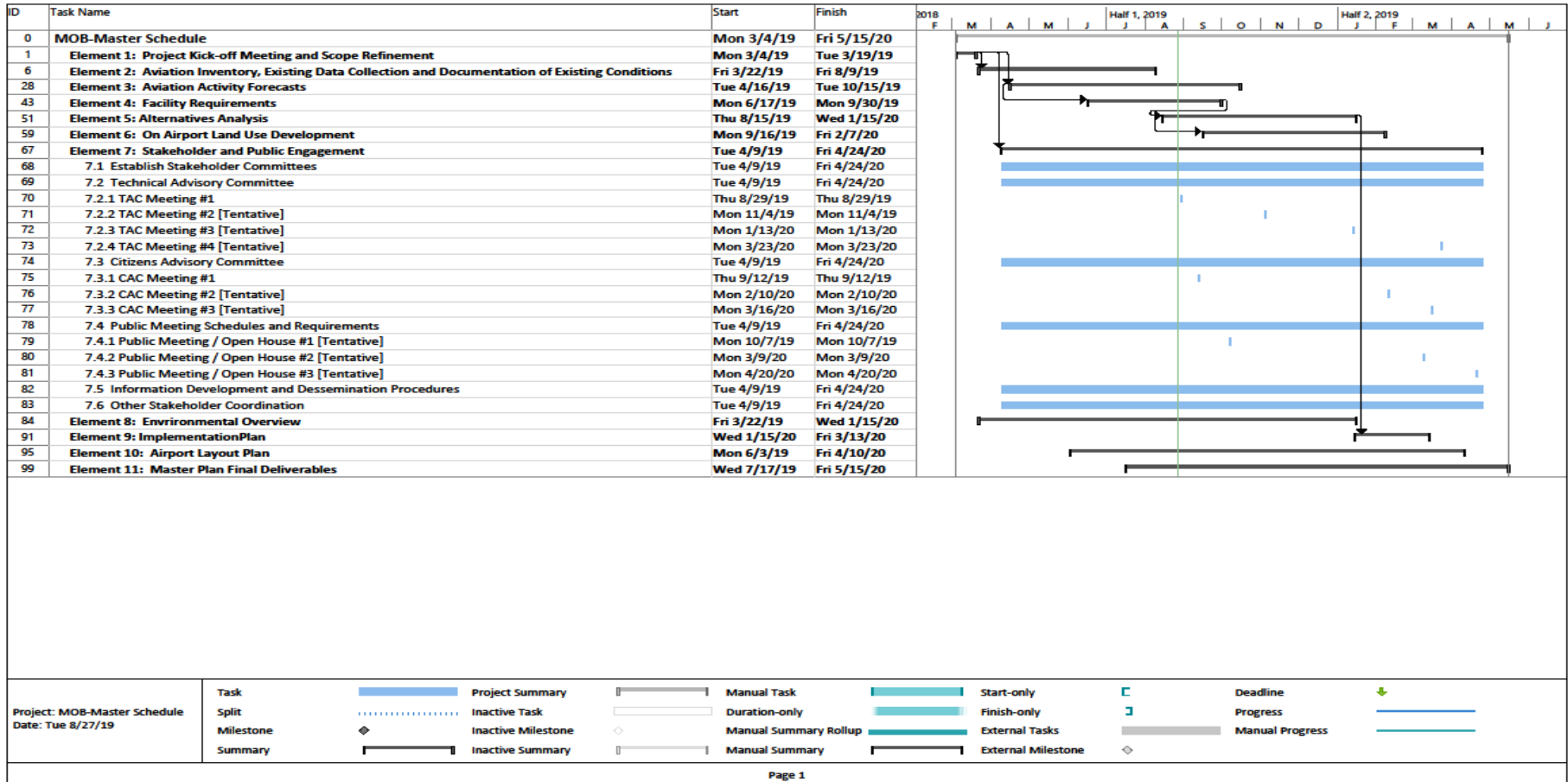
*Stakeholder engagement is a key component*

- **Objective – engage community in master plan process**
- **Approach – tailored to specific stakeholders**
  - Technical advisory committee
  - Community advisory committee
  - Stakeholder Outreach
  - Public workshops
  - Project website:  
[MaaMasterPlan.com](http://MaaMasterPlan.com)



MOB 5.16 F-0005

# Project Schedule



18 month duration

Master Plan completion date: July 2020



***Special concerns?***



***Questions?***