

## **Land around airport poised for growth - 4/28/2007**

(Killeen-Temple-Fort Hood: Mixed-Use)

(Killeen) - John Sutton, Killeen director of aviation, said with a possible extension of Texas Highway 201, the area around the airport is poised for growth. With that in mind, the airport received a grant from the Federal Aviation Administration to conduct a feasibility study for businesses that would be a good fit for property around the airport. An FAA grant pitched in 95 percent of the \$243,453 for the feasibility study and airport layout plan. Bill Cunningham of Leland Consulting Group gave the presentation and said two components should be considered in recruiting businesses. The first component is to identify potential marketing opportunities such as offices, industrial, retail or residential. The second component is figuring out how to take advantage of those market opportunities. The purpose of the analysis is to provide economic reality to the planning process. In the next ten years, Killeen should expect to fill 2.5 million to 3 million square feet with new office and industrial space, 1.5 million to 2 million square feet with new retail space and build 500 to 1,000 new hotel rooms. Killeen is situated in an ideal location for industry. A 250-mile radius from Killeen reaches 87 percent of the Texas population, according to Cunningham. A 500-mile radius will reach as far as Wichita, Kansas, and Mexico. Cunningham gave the City Council six guiding principles for attracting business to the area around the airport: creating public-private partnerships, seek economic diversity, have an active marketing program, have regulatory flexibility, have financial creativity and set higher standards.

[Killeen Daily Herald]