

# Master Planning

**CEC combines master planning experience with site development engineering capabilities to enable innovative, practical solutions to the most complex land planning challenges.**

CEC provides master planning services that identify creative, coordinated solutions to leverage the greatest return on each business opportunity in today's competitive economic environment. Services include:

- Economic Master Plans
- Business Attraction Strategies
- Site Selection Studies
- Site Capacity Studies
- Business/Industrial Park Master Plans
- Infrastructure Master Plans
- Facility Master Plans

Our Master Planning perspective gives us access to a wide range of principles, practices, and technologies to increase innovation and flexibility in land development solutions.

**BUSINESS ATTRACTION STRATEGIES** identify market rationale and specific market targets, helping to accelerate project marketing success.

**INTEGRATED SITE DEVELOPMENT ENGINEERING** produces coordinated, practical land development solutions to reduce time-to-market and overall project costs.

**ORGANIC SUSTAINABILITY SOLUTIONS** are generated naturally from project opportunities and constraints to increase plan saleability to customers, communities, and regulators, and to reduce up-front and operational costs.

**PRACTICAL IMPLEMENTATION METHODOLOGIES** are organized as an integral part of master plan development to increase options for effective project financing and return on investment.

## MARKETS SERVED

- Economic Development
- Aerotropolis/Airport City/Aviation
- Technology Manufacturing
- Development Feasibility
- General Industrial
- Office/Corporate
- Commercial/Retail
- Life Sciences/Higher Education

