



# GMIA MASTER PLAN UPDATE



GENERAL  
**MITCHELL**  
INTERNATIONAL AIRPORT

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**VOLUME ONE**

## Dear Neighbors:

Milwaukee County's General Mitchell International Airport is undertaking an update of the Airport Master Plan.

During this study, we will be taking a fresh look at all aspects of the Airport. We will identify those facilities that can meet present and future travel needs, as well as those which will need to be improved in order to meet demand in future years. The result of this Update will help us make informed decisions on our options for meeting future needs in the best and most customer-friendly way that we can, while at the same time being good neighbors to those who live near the Airport. The study will be completed in approximately 16 to 18 months.

The articles in this newsletter will provide you with information on this study, and will describe the numerous opportunities for the public to learn more about it, and express opinions as well. Periodically, newsletters will be mailed to you throughout the study, to keep you up to date on its progress.

The first opportunity for public involvement will be two workshops, which we will host on **Tuesday, August 13, 2002** at the **Best Western Midway Hotel, 5105 South Howell Avenue, in Milwaukee**. One workshop is being conducted in the afternoon, beginning at **2:00 PM and ending at 4:30 PM**. The second workshop will begin at **6:00 PM and end at 8:30 PM**. The information presented at both workshops will be the same - we are having two sessions to make it as convenient as possible for you to attend. The workshops will feature an "open-house" format, with Airport staff and consultants located at several information stations, each covering a different topic. In this way, you can visit at a time that is convenient for you, and visit those information stations that interest you. No formal presentations will be made at either workshop. Topics will include the technical studies which are part of the Update, as well as the study schedule and future opportunities for you to be involved.

The most recent update of Mitchell Airport's Master Plan was done in 1993, and was based on information about air travel needs collected in the late 1980's. The aviation industry has been

experiencing rapid changes in the last few years. Airports throughout the country are examining their ability to meet the growing needs of the airlines and the traveling public.

Despite the tragic events of last September, aviation remains one of the primary engines driving our region's economy. Approximately 25,000 jobs depend upon the Airport. Nonstop and connecting flights to cities in the U.S. and abroad are important to both business and leisure travelers. Good air service makes Milwaukee a more attractive location for businesses to transport people and products in and out. Additionally, it draws conventions and tourism to our City, which brings in jobs and dollars. That is why it is important to make sure our Airport facilities keep pace with the growth and changes in the aviation industry.

Sincerely,

**Barry Bateman**  
*Airport Director*

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## WHAT IS AN AIRPORT MASTER PLAN?

The Federal Aviation Administration (FAA) requires all commercial airports to prepare Master Plans in order to aid the FAA, as well as the individual airport, in providing the necessary resources for the national aviation transportation system to meet future capacity needs.

Although each airport tailors its Master Plan to meet its own specific needs and objectives, all Master Plans work together to determine the future of the nation's air system.

The Master Plan for General Mitchell International Airport will serve as a planning tool that offers guidelines for development. As such, it must be flexible to allow for changes. The Plan is not a precise document, and its recommendations are subject to refinement. Over a 16 to 18 month period, the Master Plan Update for General Mitchell International Airport will:

- Take inventory of the current facilities of the Airport;
- Identify facility deficiencies and the extent of facilities that will be required to meet future demands;
- Use a computer program to simulate aircraft movements today and in the future to identify the need for any airfield improvements;
- Identify and evaluate alternatives for expanding our aviation facilities, with special consideration given to operational, environmental, and cost factors;
- Conduct an environmental overview of the preferred alternative;
- Prepare a set of plans for the future development of the Airport; and
- Prepare a Capital Improvement Program.

## THE PUBLIC INVOLVEMENT PROCESS

Throughout the process, the Plan Update will incorporate public comment. Public involvement activities will include participation in three public workshops, which provide an opportunity for interested citizens and the business community to interact with members of the Master Plan Team. The workshops are being held at three key points in the study:

- **Initial stages:** To identify what updating the Master Plan is all about and to obtain public input on facility issues that should be addressed.
- **Approximately midway through the study:** To provide information on what needs to be improved and the range of alternatives that are being considered.

- **Prior to developing the recommendations:** To obtain public comment on the results of the evaluation of alternatives and the preferred alternative for accommodating future facility needs.

At the workshops, the public will be able to speak directly with members of the consultant team and the Airport's staff and ask questions about the study's analyses and findings.

## GENERAL MITCHELL INTERNATIONAL AIRPORT MASTER PLAN PROCESS



## GENERAL MITCHELL INTERNATIONAL AIRPORT FACTS

The Airport today:

### 5 RUNWAYS

North/South  
Runway 1L/19R 9,690 feet  
Runway 1R/19L 4,183 feet

Northeast/Southwest  
Runway 7R/25L 8,012 feet  
Runway 7L/25R 4,800 feet

Northwest/Southeast  
Runway 13/31 5,868 feet

### PASSENGER TERMINAL BUILDING

42 gates and 777,000 square feet in the Main Passenger Terminal

### LAND AREA

Approximate acreage: 2,180 acres

### OPENING DATE

The Airport was established at its current site in 1926.

## VISIONS OF THE AIRPORT'S FUTURE

The Master Plan Update for Milwaukee County's General Mitchell International Airport will analyze the Airport's existing facilities and establish a blueprint for facility improvements and development for the next 20 years. A comprehensive undertaking, the Master Plan Update process identifies the type and extent of facilities that are required to meet projections of aviation demand, and evaluates a full range of alternatives for improving the facilities. All functions at the Airport are considered, including the airfield, passenger terminal, cargo, general aviation, airport support area and roadway access.

This process updates the analysis and conclusions of the Airport Master Plan, which was adopted in 1993. The Master Plan Update process includes extensive coordination with Airport tenants, public agencies, public officials, citizens, business groups and community leaders that have a stake in the Airport's future.

Visions of the Airport's future are being solicited and carefully considered at the beginning of this process. Visions are obtained through interviews with key stakeholders, members of the Technical Advisory Committee (TAC) and from the public.

Opportunities to provide comments on visions for the future of the Airport will occur at the Public Workshops on August 13th (see related announcement on time and location on page one).

Thus far, visions emerging from this process fall into two major categories:

- Continue, and enhance, those things that the Airport does well now.
- Seize the opportunity presented by the plan update process to address new issues and initiatives necessary for the future.

A comprehensive list of specific visions which fall in each category will be described at the Public Workshops. Comments from the public on visions for the future will be welcomed as well.



## PRELIMINARY RESULTS OF VISIONING

Visioning enables us to prescribe desirable attributes for GMIA's future and gives us guidance on how the Airport should be improved. The following preliminary visions have emerged from discussions with the Technical Advisory Committee and our stakeholders, i.e. those individuals or representatives of agencies or groups for which the Airport plays a major role in sustaining or improving economic vitality or quality of life.

- ...is customer friendly
- ...is readily accessible
- ...meets the air travel needs of the southeastern Wisconsin region
- ...operates safely, securely and efficiently
- ...is financially self-supporting, and is a cost-effective place for airlines to do business
- ...reflects the business-like character of Metropolitan Milwaukee
- ...is a good neighbor
- ...develops in a way that incorporates planning for compatible land uses
- ...is an engine for growth of the economy
- ...ensures that the Airport is an integral component of the region's network of other transportation modes
- ...fosters compatible economic development opportunities for adjacent communities and areas
- ...generates employment opportunities for the region's diverse work force

## PUBLIC OPINIONS MATTER

As part of the Master Plan Update, it is important to fully involve the public and community in the planning process. To make certain that all views and opinions are incorporated, we are meeting with people individually, in small groups and in large public meetings at the beginning, middle and end of the planning process.

One of the first steps in this process involved meetings with key community leaders and representatives of the airlines, who will ultimately be asked to pay for any improvements, to get their opinions on what is needed to keep the Airport successful and remain an asset to our neighbors and the regional economy. Many of these stakeholders represent individuals from the communities and counties surrounding the Airport. Their input, combined with yours, will provide valuable ideas and concerns that must be addressed to make the plan a success.

*(Continued on next page)*

## FIRST THOUGHTS

The Airport is an important asset for continued regional growth according to all persons interviewed. The first round of interviews also showed that many community leaders feel the Airport is customer friendly, runs smoothly and is easy to get around inside. Customers from counties to the north and west feel it is very accessible while improving access from the south should be looked at during the planning process. Stakeholders would like to see a focus on non-stop service to domestic cities, rather than international flights.

Many representatives feel that the Airport is generally a good neighbor and support the continuation and expansion of noise mitigation efforts. Stakeholders felt that the Master Plan Update should link the Airport with other destinations in Milwaukee, Wisconsin and Illinois by high-speed rail.

## NEXT STEPS

The results from these interviews provide the consultant team with a starting point on some of the issues that will affect the Master Plan Update. Broader public involvement through open houses, public meetings, focus groups and other meetings will give you a chance to be heard and to give the consultant team more material to work with. We urge you to attend, ask questions and tell us how GMIA can be made even better, as an airport, as a neighbor and as an element of our regional economy.

## FUTURE INVOLVEMENT

Stakeholder interviews will be conducted again to gather more feedback as the consultant team moves through the planning process. The entire public involvement process will continue throughout the Master Plan Update with stakeholder interviews, focus groups, public workshops, and public meetings to gather information and to inform you on the project. Sometime in the early fall, we hope to provide you with our draft options. At that time, we will ask for your comments on how well we responded to your needs and how the options can be made better. Later in the year, we will repeat the process and ask for your comments on the recommended alternative.

## COME TO OUR WORKSHOP

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You will have the opportunity to learn about the tasks involved in the Master Plan Update at our first workshop. There you will be able to ask questions of the members of the Project Team, and obtain information regarding the project schedule and how you can stay involved in the process.

**First Public Workshop - August 13, 2002**  
2:00 PM - 4:30 PM and 6:00 PM - 8:30 PM  
**Best Western Midway Hotel**  
5105 South Howell Avenue  
Milwaukee, WI 53207