



# GMIA MASTER PLAN UPDATE



GENERAL  
**MITCHELL**  
INTERNATIONAL AIRPORT

SPRING 2003  
**NEWSLETTER TWO**

## Dear Neighbors:

During the first phase of the Master Plan Update Study the Study Team talked to many people in order to establish a vision for the future of General Mitchell International Airport (GMIA). The Team met with representatives of the travel industry, residents of adjoining neighborhoods, leaders in business and community organizations and elected officials. Together, these individuals envision an airport that continues to operate safely and efficiently and serves air travelers in a convenient, cost-effective and environmentally compatible manner. They also see GMIA as an important link in the region's transportation system and an engine for promoting economic growth.

Keeping this vision in mind, the Study Team formulated projections of future aviation activity at GMIA, and assessed the capability of the Airport's existing facilities to match projected demand. All physical components were addressed, including the airfield, passenger terminal, cargo facilities, roadways, and support facilities. The next step of the Study will develop and compare alternatives for facility improvements.

One of the goals for GMIA is to be a good neighbor. The Study Team has carefully noted the comments about aircraft noise expressed at the first Public Workshop. While the Master Plan Update Study is not directed at resolving specific, current noise issues, it incorporates these concerns in guiding future development. Over the years, Milwaukee County has been highly responsive to noise issues. More than 900 homes directly under the flight paths and close to the ends of the runways have already been sound insulated. Another 400 are scheduled for sound insulation over the next two years. In October 2002, the Airport opened a ground run-up enclosure (GRE) designed to muffle the sound of engine maintenance run-ups during nighttime and early morning hours. Noise abatement efforts will continue as we start an update of our FAR Part 150 Noise Compatibility Program Study. A separate series of Workshops will be conducted as the FAR Part 150 Noise Compatibility Study is updated.

This newsletter and the Master Plan Public Workshops will provide information about GMIA's needs, the community's vision for the Airport, and the rationale for determining future improvements.

Sincerely,

**Barry Bateman**  
*Airport Director*

## PUBLIC INVOLVEMENT PROVIDES ESSENTIAL INPUT

Public involvement is an important part of the Master Plan Update Study. The Study Team wants to be sure that citizens are aware of the Study's findings and know how the plan affects the community and the region. The public involvement process provides an opportunity to comment on the Master Plan Update as it is being developed.

### THE ROLE OF PUBLIC INVOLVEMENT IN THE MASTER PLAN UPDATE

There are many ways that people can become involved in the Master Plan Update Study:

- Public Workshops are held during the planning process.
- Visions, views, and ideas are sought from a variety of groups and individuals with an interest in the Airport, including elected officials; regulatory agencies; airport neighbors; business and community leaders; travel industry representatives, etc.
- Newsletters are published during the course of the Study and mailed to about 50,000 households within a three-mile radius of the Airport, as well as to various elected officials and community leaders.

The information and input received from this process is collected and summarized as part of the Master Plan Update, and incorporated as part of the plan, where possible.

## IN THIS ISSUE

Dear Neighbors: — Letter from the Airport Director ....	1
Public Involvement Provides Essential Input .....	1
Community Visions for the Airport .....	2
Study Projects Future Airport Activity .....	2
Noise Compatibility Study is Underway .....	3
Learn More About the Master Plan Update .....	4
GMIA - A Major Employer and Economic Engine of Greater Milwaukee .....	Insert

## COMMUNITY VISIONS OF THE AIRPORT

An airport vision is a collection of the many ideas that individuals and groups have about the future of the airport and its role in the community. The vision for GMIA was developed from discussions with travel industry representatives, Airport neighbors, business and community leaders and elected officials.

The Master Plan Update project team carefully noted the varied thoughts and sometimes competing ideas expressed by these groups. The following summarizes the views of the groups and the general themes that emerged.

### Travel Industry

Representatives of the travel, tourism, and transportation industry view the Airport as a major asset. They believe that the Airport is easy to get in and out of and easy to get around in for travelers. They want to see continued investment and upgrades for the Airport so that it keeps its good reputation. Promoting Milwaukee as a good place to visit and to hold conventions is easier with a thriving Airport.

### Airport Neighbors

Airport Neighbors are concerned about noise and quality of life issues. Comments from neighbors were divided between those who felt that the Airport needed to do more to lower the noise levels and those who felt that the Airport had made good efforts to reduce the effects of noise. Airport neighbors are understandably concerned about the impact of the Airport on the value of their property. Neighbors who were eligible for the sound insulation program seemed pleased with the results, and homeowners not in the program wanted to know how they could get their homes added into the program.

### Business and Community Leaders

Business and Community Leaders in the metropolitan region like the Airport and what it offers to their companies and organizations. The easy accessibility of the Airport means employees can move through it efficiently. This accessibility allows companies and their employees to save time and money. A strong and efficient Airport attracts other companies to the Milwaukee area and helps retain existing firms. These leaders also believe that it's important to keep investing in the Airport and in the appearance of the surrounding commercial areas. First impressions of a community are formed by visitors when they arrive at the Airport and as they travel to their destination. It's critical that both the Airport facilities and the surrounding communities look attractive and well-maintained.

### Elected Officials

Elected officials from the municipalities surrounding the Airport, County Supervisors, and the County Executives of Milwaukee, Racine, and Waukesha provided their thoughts on the Airport. They were generally supportive of the Airport and saw it as a critical economic development tool. While all of the elected officials felt the Airport was easy to access and operated efficiently, officials from communities that surround the Airport had concerns with noise and expansion.

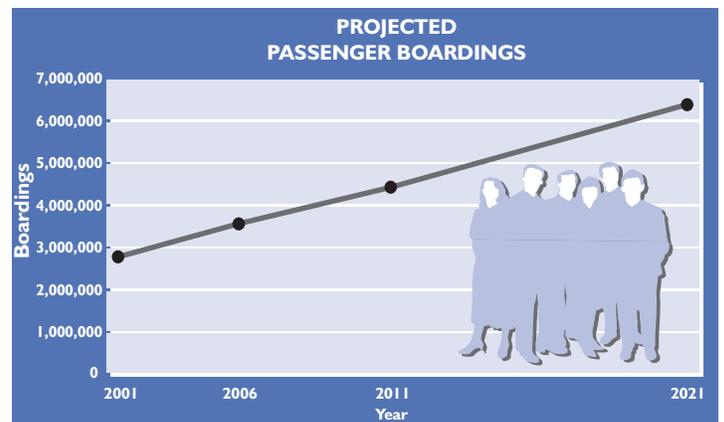
### In Summary

While there were a variety of comments, there was also a general consensus on key themes from the groups. Their shared vision states that GMIA:

- 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
- 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

## STUDY PROJECTS FUTURE AIRPORT ACTIVITY

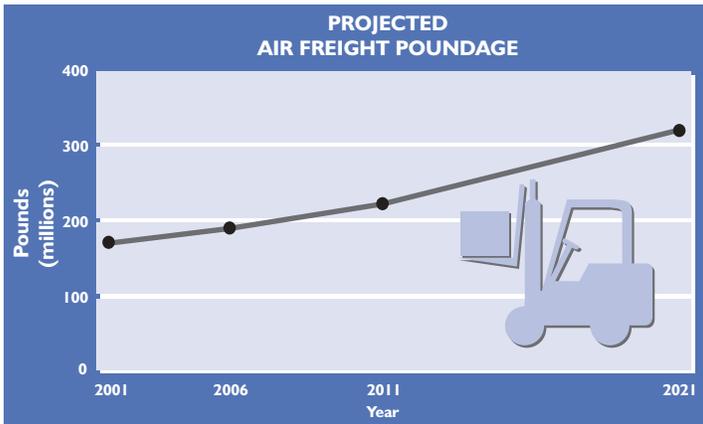
A newly prepared forecast for the Master Plan Update projects the aviation activity that can be expected at GMIA over the next 20 years. The forecast serves as the basis for estimating future facility needs. Future passenger levels, freight shipments, and number of aircraft operations are projected by using statistical analyses, market studies, and industry trends.



## PASSENGERS

Airports across the nation experienced a decrease in passenger levels following the events of September 11, 2001. Like other airports, passenger levels at GMIA decreased in 2001 and grew slightly in 2002. The Master Plan Update Study projects passenger levels to return to pre-2001 levels by 2004, after which passenger boardings at GMIA are expected to grow steadily through 2021.

In 2001, 2.8 million passengers boarded planes at GMIA. By 2021, more than 4.4 million annual boardings are projected. Regional airlines, which generally fly smaller jets, are expected to carry an increasingly larger share of passenger traffic, as major air carriers realign their business operations, leaving the short-haul and smaller medium-haul markets to their regional partners.



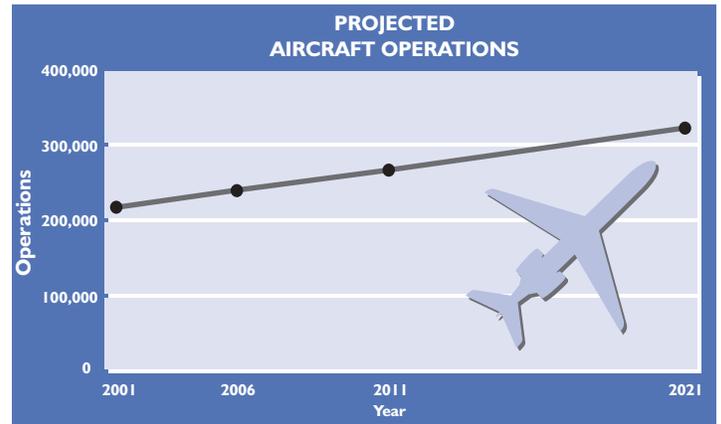
## AIR FREIGHT

GMIA has seen a significant decrease in air freight shipments since September 11, 2001. The forecast anticipates that air freight shipments will recover slowly, increasing gradually over the planning period. By 2021, it is expected that 319 million pounds of air freight will be flown into and out of GMIA.

Future shipments by air will be carried predominantly by the all-cargo carriers. Air freight and air mail shipments by passenger airlines are expected to see little, if any, increase over the course of the planning period, due to new security procedures regarding freight carriage in the bellies of passenger aircraft.

Activity projections form the basis of the Master Plan Update Study and will be used to:

- Determine the type and number of aircraft that will use GMIA
- Evaluate the capacity of GMIA's existing facilities.
- Define additional airside and landside facilities needed for future growth.



## AIRCRAFT OPERATIONS

Aircraft operations (arrivals and departures) are projected to increase from 211,500 in 2001 to 324,500 in 2021. Throughout this period, commercial passenger aircraft will comprise 70 percent of the aircraft activity at GMIA.

The mix of passenger aircraft serving GMIA is expected to change dramatically over the 20-year planning period. Use of regional jet aircraft, which carry 50 to 70 passengers, will increase significantly. Use of Boeing 717 narrow-body aircraft that carry approximately 100 passengers will also increase significantly. There will be a corresponding decrease in older, narrow-body aircraft, such as the DC 9 and turboprop passenger aircraft, such as the Beechcraft 1900.

## NOISE COMPATIBILITY STUDY IS UNDERWAY

Many of the participants at the first Public Workshop for the Master Plan Update expressed concerns about aircraft noise. The Master Plan Update is not directed at resolving current aircraft noise issues, as its primary focus is on the long-term (20 years) development of GMIA. However, a separate study to update the 1993 FAR Part 150 Noise Compatibility Study for GMIA has begun. That study will address current aircraft noise issues and the sound insulation program.

**1st Public Workshop  
Held on August 13, 2002**

**Information provided on the Master Plan Update and its process. Opportunity to articulate your vision of GMIA 20 years into the future.**

**Topics for Future Public Workshops**

- **Aviation Projections and Related Requirements for Expanded or Additional Facilities.**
- **How the Need for Future Improvements is Determined.**
- **Review and Comment on Alternatives for Providing Future GMIA Improvements.**
- **The Operational, Economic, and Environmental Implications of the Alternatives.**
- **Comment on the Preferred Alternative for Future Improvements at GMIA.**

## **LEARN MORE ABOUT THE MASTER PLAN UPDATE**

---

One Public Workshop was held on August 13, 2002 and more will be held as the Master Plan Update Study proceeds. All of the workshops are conducted in an open-house format, enabling participants to speak one-on-one with aviation analysts. The first Workshop served as an introduction to the Master Plan Update. The remaining Workshops will present findings and analyses. The information presented at the Workshops will also be summarized in informational booklets.

## **CONTACT INFORMATION**

---

Comments on the Master Plan Update Study can be emailed to: [info@mitchellairport.com](mailto:info@mitchellairport.com) or mailed to: General Mitchell International Airport; Attn: Master Plan Update Study; 5300 S. Howell Ave.; Milwaukee, WI 53207-6156. As chapters of the Master Plan Update Study are completed, they will be posted on the Airport web site at [www.mitchellairport.com](http://www.mitchellairport.com).