

SECTION 1 - MASTER PLAN VISION, GOALS AND OBJECTIVES

An important first step of the master planning process is to identify the goals and objectives of the study. Although focused toward facility development, the Master Plan goals and objectives should be consistent with the established Long-Term Strategic Framework for the WCAA.

The goals and objectives of the Master Plan reflect the input of a broad range of Airport stakeholders, including the WCAA Board, Airport management, tenants, users, local government officials, community leaders and interested citizens. This was accomplished primarily through a Citizen's Advisory Committee (CAC) and a Technical Advisory Committee (TAC), as well as smaller staff working groups and public outreach efforts by the Master Plan Consulting Team.

1.1 WCAA Long-Term Strategic Framework

The Master Plan was developed in accordance with the WCAA's strategic framework for the organization which helps guide the long-term course for the development, operation and management of DTW and Willow Run Airport (YIP). The themes of the Long-Term Strategic Framework for the WCAA are:

- Ensure a safe and secure airport
- Operate the airport's efficiently and effectively
- Maximize non-airline revenues and minimize costs
- Increase passenger and cargo service
- Create economic vitality and business opportunities

The development and implementation of this Master Plan is a tactical initiative of the Planning, Design and Construction Division of the WCAA. As such, it is important that the vision and goals of the Master Plan are aligned with the strategic framework of the WCAA.

1.2 Master Plan Vision, Goals and Objectives

Through careful evaluation and consultation with the WCAA, the Master Plan Staff Working Group, CAC and TAC, the vision, goals and objectives for the Master Plan were established.

1.2.1 Master Plan Vision

The Master Plan vision helps guide the planning process and serves as a basis for the Master Plan goals and objectives. The Master Plan vision is:

“To provide an achievable, flexible and fiscally responsible development plan that will help ensure that DTW can accommodate future activity levels, further its position as an international gateway and world-class hub airport, and support aviation-related economic development.”

1.2.2 Master Plan Goals

The goals of the Master Plan are the foundation that drives development alternatives and serve as the ultimate criteria for the selection of the preferred development plan as well as any other major decisions throughout the Master Plan process. The Master Plan goals are:

1. Maintain a safe and secure operating environment.
2. Efficiently accommodate regional, national and global demand for air service.
3. Expand the role of the Airport as an international gateway to and from the region.
4. Provide a seamless transportation system for moving users and goods through the region and across the world.
5. Be a generator of jobs, air service and economic development by enabling the airlines and other tenants to effectively offer their products.
6. Be a willing and active partner in aviation-related development in and around the Airport that stimulates economic and commercial development to benefit the region and enhance non-airline revenue.

1.2.3 Master Plan Objectives

The Master Plan objectives represent policy and planning guidelines for identifying and evaluating the development alternatives by clearly defining the future needs of Airport stakeholders and maintaining focus throughout the planning effort. For organizational purposes, the Master Plan objectives are categorized into seven distinct groups as follows:

General:

Overarching policy and planning objectives that reflect the overall desires of the Airport Development Program.

- Establish future development triggers based on passenger demand parameters and not specific years.
- Ensure that the Airport land boundaries are sufficient to accommodate the ultimate potential airfield layout, and to support facility development throughout the 20-year master plan horizon.
- Provide maximum flexibility in all development alternatives to allow the Airport to respond to changes in the aviation industry.
- Position the Airport to respond to operational needs in a timely and budget-conscious manner.
- Ensure that all development alternatives are sensitive to environmental impacts and maintain land use compatibility with surrounding communities.
- Identify development alternatives to promote the Airport as the Nation's preferred hub airport.
- Minimize development costs without compromising quality customer services.

Airside:

Policy and planning objectives specifically focused on the development of the airside facilities, including runways, taxiways and other aircraft operational areas.

- Preserve existing Airport land boundaries and identify new land for future airfield facilities to ensure that long-term aviation goals of the region can be achieved.
- Minimize airside and airspace congestion and delays for aviation aircraft operations through procedural changes and/or provision of additional navigational aids.
- Evaluate the need, timing and viability of future development through appropriate environmental review.

Terminal:

Policy and planning objectives for enhancing the passenger terminal facilities and airline areas, including passenger processing, security and passenger amenities.

- Ensure passenger comfort and convenience in all plans by considering factors such as walking distances, terminal-to-terminal connections, amount and variety of concessions and hold room space planning.
- Promote additional international passenger service by providing appropriately located and sized facilities for the processing of international passengers consistent with projected demand.
- Promote increased passenger safety by integrating evolving security/TSA requirements.
- Develop passenger terminal facilities that provide for expansion needs of existing carriers and new entrants.

Landside:

Policy and planning objectives for the development of landside facilities such as access curb frontage, parking and rental car facilities.

- Maintain and promote direct and convenient access to the Airport from all directions.
- Enhance the Airport's landside image by addressing access corridors.
- Promote and prepare for multi-modal transportation connections by addressing land use options.
- Establish future parking development triggers based on demand parameters.
- Identify site alternatives for the development of a WCAA Administration Building.
- Identify site alternatives for the development of a consolidated Rental Car Complex.

Financial:

Policy and planning objectives that reflect the Airport's desire to be fiscally responsible in its long-range planning.

- Establish priorities for Airport projects and programs, phasing for capital budgeting purposes, and allocations of financial resources to ensure that required improvements can be implemented when needed at affordable levels.

Security:

Policy and planning objectives that reflect the Airport's commitment to the safety and protection of Airport users and employees.

- Promote development alternatives collaboratively with governments, airlines and other airports to maximize potential to protect air travelers against terrorism and other criminal acts.
- Reduce threats and consequences to terminal facilities and other Airport assets by providing secure access options for privately owned vehicles.

Commercial and Economic Development:

Policy and planning objectives for the development of airport-owned properties to spur economic growth in aviation and non-aviation related areas.

- Identify appropriate locations for commercial and business development opportunities that advance long-term economic interest in the Airport and the region and are consistent with the land use planning and development objectives of local governments.
- Develop an inventory of vacant building space and land available for industrial and commercial development as well as the site-specific attributes of all Airport-owned properties and/or buildings.
- Provide opportunities for Airport-related collateral development, such as hotels, offices, retail and other commercial development that enhance economic development in the region and are compatible with Airport operations.
- Promote a development strategy to attract cargo operations and storage by providing market-driven facilities for cargo products.
- Ensure cargo facilities are convenient and sufficient.

Operations and Maintenance:

Policy and planning objectives that pertain to the operation of the Airport buildings (structures) and grounds.

- Promote the implementation of an annual Operations and Maintenance program that will provide the Airport facilities with a safe environment, conducive to developing the Airport's goals and vision.
- Promote the establishment of an Airport Asset Management Program.