

Chapter 1: Goals and Objectives

1.1 GOALS AND OBJECTIVES

A commercial service airport is an essential component of a community because it provides an air transportation link to the world for the passengers and pilots involved in commercial, corporate, general aviation, and air cargo activities. The airport serves as a port for tourism and commerce, accommodates recreation and training, enables and supports business and trade, employs residents, and serves as an economic generator for the region. In order to function and provide benefits for all its tenants and users, an airport must operate safely, efficiently, and in compliance with a myriad of local, state, and federal regulations.

The purpose of the Airport Master Plan, as defined in Federal Aviation Administration (FAA) Advisory Circular (AC) 150/5070-6B, is to develop the Airport sponsor's "strategy for the development of the airport." Development can be defined as expansion, if necessary, and modernization. The Advisory Circular also states that the goal of any Master Plan is to "provide the framework needed to guide future airport development that will cost-effectively satisfy aviation demand, while considering potential environmental and socioeconomic impacts."

While the FAA's guidance provides the general framework for the master plan process, it is essential, at the outset of the master plan, to develop project specific goals and objectives that encompass the context of Palm Springs and the Coachella Valley. The Master Plan goals are intended to be broad and include a series of specific objectives which will provide the framework for how the goals may be realized and how potential development alternatives are evaluated. Together, they comprise the Airport Master Plan Goals and Objectives.

The City of Palm Springs, which owns and operates the Airport, has adopted an "Airport Ordinance" (Ord. 1693 § 2, (part), 2006). The Airport Ordinance outlines the City Council's intended mission for the Airport.

As quoted directly from this document, the purpose of the Airport Ordinance is to..."ensure that the public's health and safety is not jeopardized, that all airport users are treated in a fair, just, and nondiscriminatory manner, and to promote the most effective and efficient use of the airport facilities."

According to the Airport Ordinance, "it is the intent of the City Council to:"

1. *Plan, Manage, Operate, Finance, and Develop the Airport in a manner consistent with the adopted goals and policies of the City Council;*
2. *Provide the residents of the City of Palm Springs and the Coachella Valley with access to the nation's aviation system;*
3. *Preserve and enhance the City's status as a premier tourist destination;*
4. *Ensure the Airport's long term financial health;*

5. *Protect and promote the health, safety, security, and general welfare of the public consistent with all applicable Regulatory Measures;*
6. *Encourage the development and operation of General Aviation businesses and the provision of quality aviation products, services, and facilities to the to the public at the Airport; and*
7. *Ensure that the Airport is operated for the use and benefit of the public and made available to all types, kinds, and classes of Aeronautical Activity on fair and reasonable terms and without unjust discrimination.*

The City's Airport Ordinance shall serve as the foundation for the Airport Master Plan Goals and Objectives and will help ensure that future development of the Airport is consistent with the City's stated mission.

The purpose of the Airport Master Plan Goals and Objectives is to provide measurable criteria by which alternative development scenarios can be evaluated later on in the master plan process. The Master Plan Team has developed eight goals to provide guidelines for delivering the Airport Master Plan:

Palm Springs International Airport Master Plan Goals

- Maintain and strengthen Airport safety and security
- Enhance the Airport user experience through the efficient handling of passengers, aircraft operations, and commercial activity
- Promote and help grow the tourism industry with facilities that reflect a high quality of customer experience consistent with this world class destination
- Plan a development and improvement program that is fiscally responsible
- Maximize the utilization of Airport facilities and land and promote sustainability in planning and design
- Preserve and promote general aviation
- Promote land use compatibility surrounding the Airport

Palm Springs International Airport Master Plan Objectives:

Safety and Security Objectives

- Plan facilities that meet or exceed airport design and operational standards set forth by the FAA, and/or TSA
- As necessary, plan to correct existing facilities and conditions that do not meet airport design standards set forth by the FAA and/or TSA
- Consider facility modifications which address airport security requirements and employ emerging technologies

- Minimize the need for runway crossings
- Plan with consideration for the proposed new air traffic control tower
- Plan for and maintain unobstructed access to the airfield for the Aircraft Rescue and Fire Fighting (ARFF) facility and equipment
- Provide ARFF training facilities that enhance on-site training
- Evaluate the appropriate deployment of emerging airport and airfield safety technology

Airport User Experience Objectives

- Plan facilities that meet a high level of service as defined by the International Air Transport Association (IATA) and minimize capacity constraints
- Relieve congestion in the ticketing and bag-claim areas of the terminal
- Improve pedestrian access to ground transportation
- Improve pedestrian access to the Airport
- Accommodate demand for commercial vehicle staging and segregate from other traffic where feasible
- Provide sufficient parking for peak levels of demand that is efficient and user friendly
- Provide access for individuals, who are not able-bodied, utilizing ADA standards

Tourist Industry Objectives

- At a minimum, preserve and where practical, elevate the travel for all passengers with special emphasis on the needs and demands unique to tourism and visitor activity
- Consider improvements to the Customs and Border Protection facility that could accommodate expanded international service if demand develops
- Provide rental car facilities that offer a high user experience for both arriving and departing passengers, minimize interference with surrounding residential areas, and terminal area traffic flow, and provide for more efficient operations

Fiscal Soundness Objectives

- Consider preliminary estimates in development of concepts and alternatives and plan accordingly
- Seek concepts that allow the Airport to generate additional revenue
- Maximize eligibility for FAA funding on proposed improvements
- Consider alternate funding sources for potential improvements

Facility Efficiency Objectives

- Plan airfield facilities that accommodate aircraft that regularly utilize the airport now and in the future

- Plan airfield facilities that are balanced with present and future aviation demand and minimize capacity constraints
- Consider consolidating rental car facilities to reduce terminal congestion, minimize community impact, and improve car rental operational efficiency
- Improve ground transportation access to the Airport
- Evaluate and develop landside parking and roadway systems that minimize congestion and address future growth projections
- Evaluate opportunities to implement common-use and self service check-in and ticketing facilities
- Consider airport/airline maintenance facility needs

General Aviation Objectives

- Plan facilities that specifically accommodate the needs of general aviation users
- Maximize opportunities for general aviation development to accommodate regional demand
- Address the evolving security requirements for general aviation and ensure its compatibility with the other airport security programs

Land Use Compatibility Objectives

- Sustain the Airport’s “good neighbor” efforts and maximize environmental compatibility
- Minimize the effects of aircraft operations within the confines of the airport’s operational and safety requirements
- Minimize any impact on air quality resulting from aviation in a responsible manner that does not impede the Airport’s function
- Develop alternatives that complement the Airport Land Use Compatibility Plan (ALUCP)
- Develop alternatives that complement the Palm Springs International Airport Federal Aviation Regulation (FAR) Part 150 Noise Compatibility Study
- Improve energy efficiency where possible and consider opportunities to maximize benefits of the climate
- Respect the architectural history of the terminal facility and provide opportunities to compliment its prominence