

## Gerald R. Ford International Airport – Strategic Plan

### Grand Rapids, Michigan

Strategy 5 determined market support, highest and best use, financial feasibility, and other factors involved in developing Airport-controlled landside property owned by the Airport Authority, consisting of 798 acres. The firm prepared a Conceptual Development Program for 25 separate Development Opportunity Sites that maximizes landside economic potential with appropriate and synergistic uses. These new development projects, over time, will enhance the Airport's economic bottom line, as well as its brand and image within the community.

The Conceptual Development Program includes an Innovation Campus that will host a variety of technology, research and development, advanced manufacturing, aeronautical and aviation industry enterprises, and more. Other end-users are anticipated to include warehousing and distribution, office / commercial space, retail, and wholesale businesses. A prototype solar energy installation is also recommended as per FAA Guidelines.



*The Gerald R. Ford International Airport has 798 acres of landside property that will be developed in the form of 25 Opportunity Sites identified by Strategy 5 and the Airport Authority client group. These Sites are expected to host more than 3 million square feet of buildings and facilities over time including uses such as advanced manufacturing, aeronautical and aviation industry companies, research, and development, office / commercial, retail and more. An Innovation Campus will be developed as a signature project.*