

COUNCIL WORK SESSION  
TUESDAY  
27 JULY 2010  
2:30 P.M. – 6:00 P.M.  
PLAZA LEVEL CONFERENCE ROOM

Speakers from the floor from 2:30 – 3 p.m.

1. Airport Authority presentation.
2. Curb Market update.

**Prior to the date of the briefing, contact Channel 13 at 333-6922 if you have electronic presentations.**

**Any individual with a disability who needs an interpreter or other auxiliary aids or services for this meeting may contact the City Clerk's Office at 373-2397 or 333-6930 (TDD).**

# Executive Summary

## Airport Master Plan Update and Strategic Long-Range Visioning Plan

Prepared By

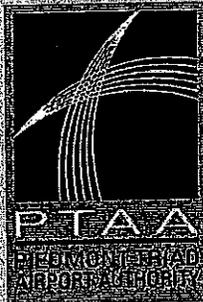
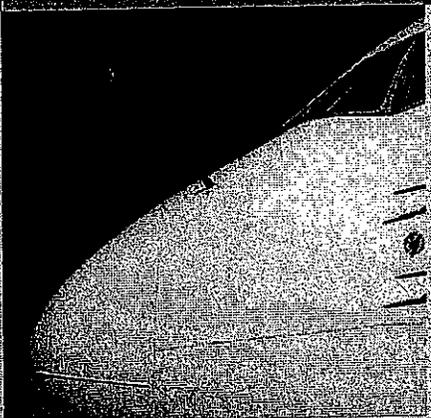
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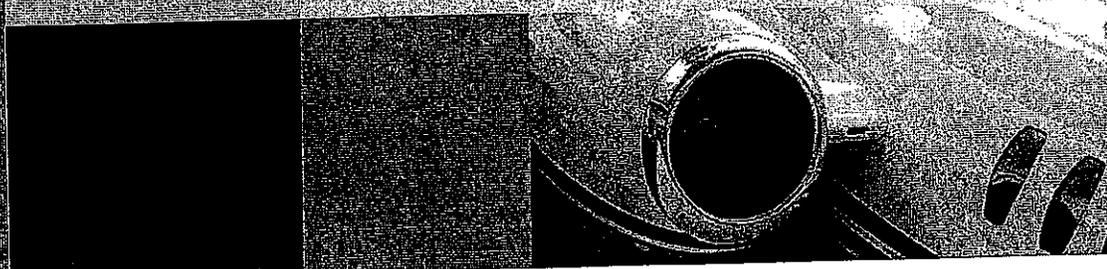
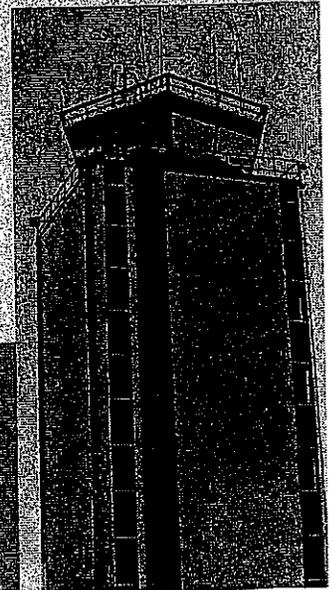
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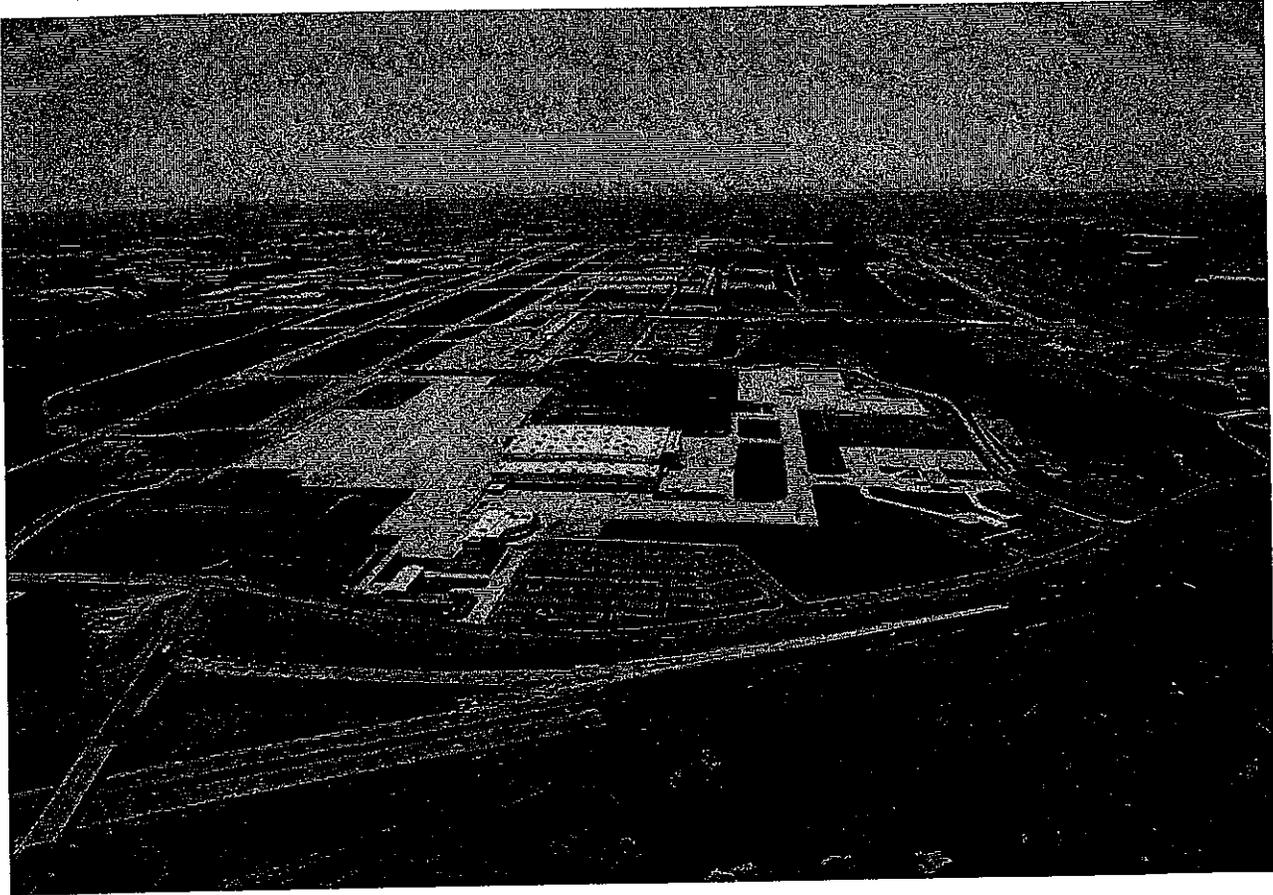


**Piedmont Triad International Airport**  
*Greensboro, North Carolina*

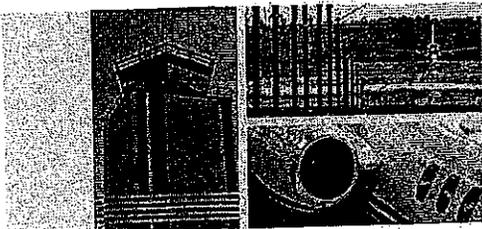
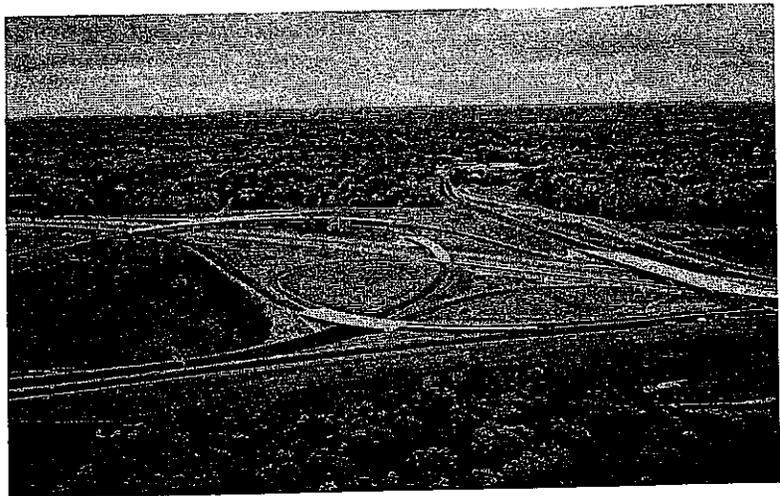
May 2010 **DRAFT**



**Airport Master Plan Update**  
*and*  
**Strategic Long-Range**  
**Visioning Plan**



*“The expanded airfield and roadway infrastructure makes the airport an ideal candidate for enhanced service and provides additional sites for aviation-related economic development projects.”*



# Executive Summary

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Piedmont Triad International Airport  
Greensboro, North Carolina

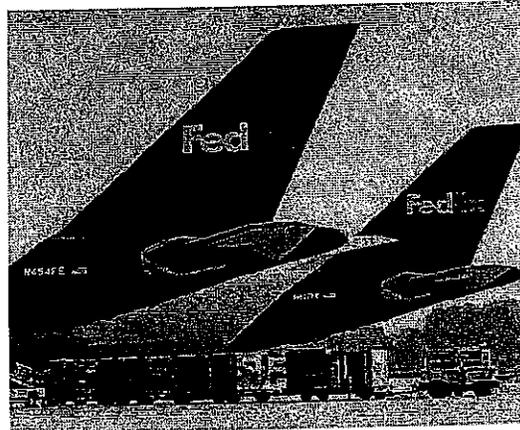
# Airport Master Plan Update and Strategic Long-Range Visioning Plan

## Introduction

The Piedmont Triad International Airport (PTI) has experienced significant growth in airside and landside infrastructures since the airport's last Airport Master Plan Update was completed in 1994. The airport now encompasses roughly 4,000 acres, has parallel runways spaced 5,100 feet apart, a crosswind runway and a terminal building with 25 gates and state-of-the-art baggage handling and security facilities.

The expanded airfield infrastructure makes the airport an ideal candidate for enhanced service from its existing air carriers, potential new air carriers, fixed base operators and tenants and provides new capabilities to attract additional aviation-related tenants engaged in distribution, logistics, manufacturing, cargo, and aircraft repair and maintenance.

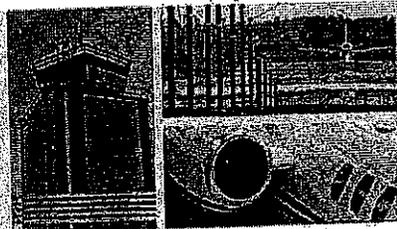
The passenger forecasts developed for the Airport Master Plan Update indicate flat growth over a 20-year planning period. Two potential future developments could have a positive



impact on passenger enplanements: 1) a low-cost carrier could commence service at PTI; or 2) economic development could increase the pool of business travelers who would fly from the airport.

The airport continues to be a center for important regional economic development, with such major tenants as FedEx, Honda Aircraft, TIMCO, and Cessna, and with an outstanding infrastructure to attract new tenants.

The airport is rapidly running out of sites, however, on which such future developments could occur. Also, some land currently owned by the Piedmont Triad Airport Authority (PTAA) is not directly accessible from the airfield due to physical constraints. Therefore, a three-phase land acquisition plan is included in the Airport Master Plan Update.

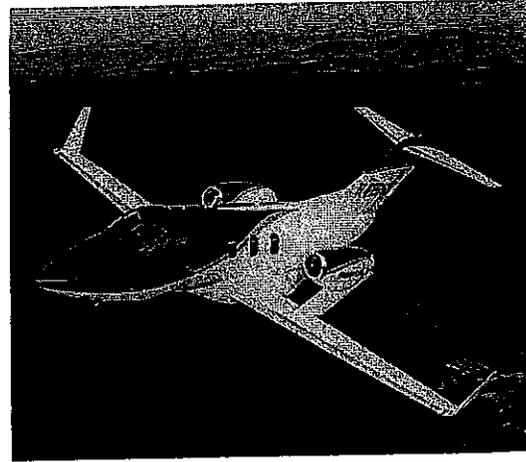
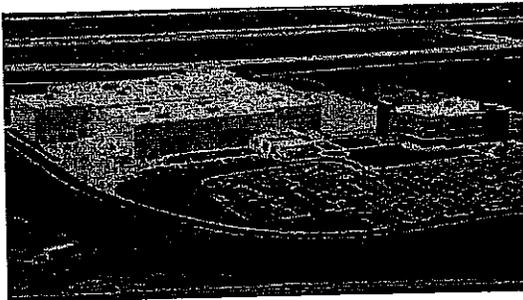


If it is the desire of the community that the airport continue to be a center of economic development activity, it is imperative that the airport acquire additional land, and gain access to its currently inaccessible land, while maintaining compatible land uses around the airport.

With the recent infrastructure upgrades to the airport, the Airport Master Plan Update indicates that, in general, the current airfield and terminal infrastructures are satisfactory to meet the expected demand for the foreseeable future.

A number of important projects will be necessary, however, to maintain the safety and efficiency of the airport during the planning period, including:

- ❖ A new Airport Traffic Control Tower (ATCT) will provide better visibility of the airfield;
- ❖ Federal Inspection Station (FIS) that could better serve future international flights;
- ❖ Surface Movement Guidance and Control System (SMGCS) lighting upgrades; and



- ❖ Normal maintenance and upgrade projects, such as the resurfacing of Runway 14/32, and the extension of taxiways as needed.

The Airport Master Plan Update anticipates that the airport's most likely growth in the Near-Term will be the result of new tenants locating at the airport to take advantage of its outstanding infrastructure and its central location on the East Coast. Airport planning should embrace this trend.

Finally, PTAA must plan for Long-Term growth. Undeveloped land, primarily to the north and west of the airport, must be acquired and protected to allow for future growth. This Airport Master Plan Update includes a long-range strategic vision that goes beyond the typical 20-year planning horizon addressed in most Airport Master Plan Updates. The strategic vision proposes a future "fence line" to the north and west of the airport that will help guide decision-making as PTAA and land use and transportation planners consider land use around the airport.

# Airport Master Plan Update *and* Strategic Long-Range Visioning Plan



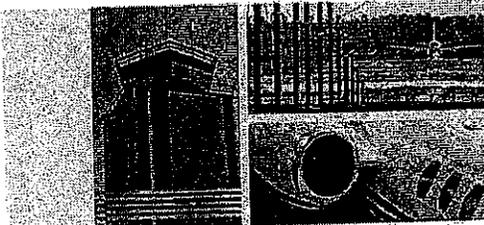
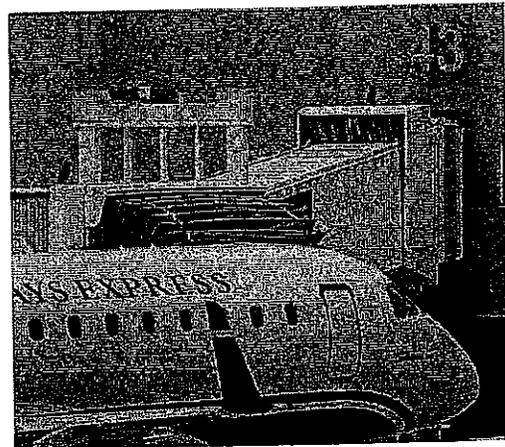
At that time, airport officials recognized that the development of such a facility would require major improvements to the airfield, to airport equipment and to roadways that surround the airport.

Now that these improvements are completed, PTAA and airport staff have decided that the time is right to look ahead to identify current and future needs to maintain a safe, efficient airport operation, and to plan for future growth of the airport.

## What is an Airport Master Plan?

An Airport Master Plan Update is a tool used by airport owners to plan growth and guide development to meet existing and future needs of airport users. The Federal Aviation Administration (FAA) recommends that Airport operators update their Master Plans periodically – every five to seven years - to document the existing and future operational capability of the entire airport system, enhance safety, and identify capital improvements needs.

The last Airport Master Plan update conducted at PTI was completed in 1994. An Airport Master Plan Update was initiated in 1997, but was subsequently suspended in 1999 after FedEx announced its intention to develop a Mid-Atlantic Hub facility at the airport.



## Airport Master Plan Scope of Work

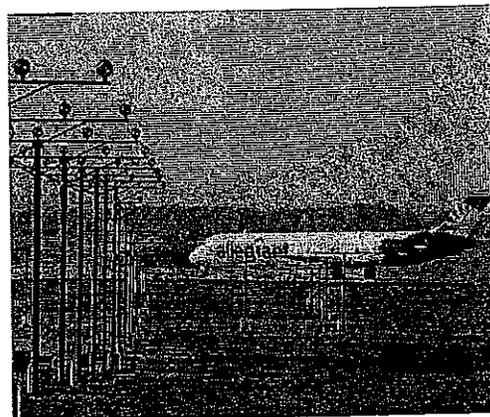
- ❖ Inventory Airport facilities and infrastructure;
- ❖ Forecast future aviation activity;
- ❖ Assess future facility needs;
- ❖ Analyze airport development options;
- ❖ Conduct Long-Term strategic planning for airport development;
- ❖ Determine how best to meet future needs;
- ❖ Evaluate the environmental and financial issues associated with recommended facility improvements; and
- ❖ Prepare an updated, FAA-approved Airport Layout Plan (ALP) that shows existing facilities and recommended airport development.

## Airport Master Plan Update Process

The Airport Master Plan Update process, which began in 2008, has resulted in the preparation of the draft Airport Master Plan Update that is now being released. It is expected that the process will be completed in 2010. Consultants conducted their initial analysis of the airport layout, reviewed new construction, conducted activity forecasts and conducted airport user interviews during 2008 and 2009. The results of those findings were analyzed and incorporated into the draft document in 2009 and 2010. Upon completion, the draft document was released to the public.



After a period during which the draft Airport Master Plan Update is reviewed and commented on by the public and other stakeholders, their ideas will be incorporated into the Airport Master Plan Update and a revised draft Airport Master Plan Update will be submitted to PTAA for its approval. Once the PTAA has accepted the study, portions of the draft final study will be reviewed by the FAA. Once the FAA accepts the study, it will become the primary planning document for PTAA.



# Airport Master Plan Update and Strategic Long-Range Visioning Plan

## Future Demands on the Airport

The Forecast of Aviation Activities is the empirical basis for the facility improvement recommendations included in the 20-year Airport Master Plan Update. The Forecast, developed by Jacobs Consultancy, encompasses an inventory of all aircraft activity at the airport including passenger service, general aviation service and air cargo service. The forecast projects future activity based on past trends and other factors. The FAA has approved the draft aviation activity forecast developed for this Airport Master Plan Update.

## Trends in PTI Passenger Service

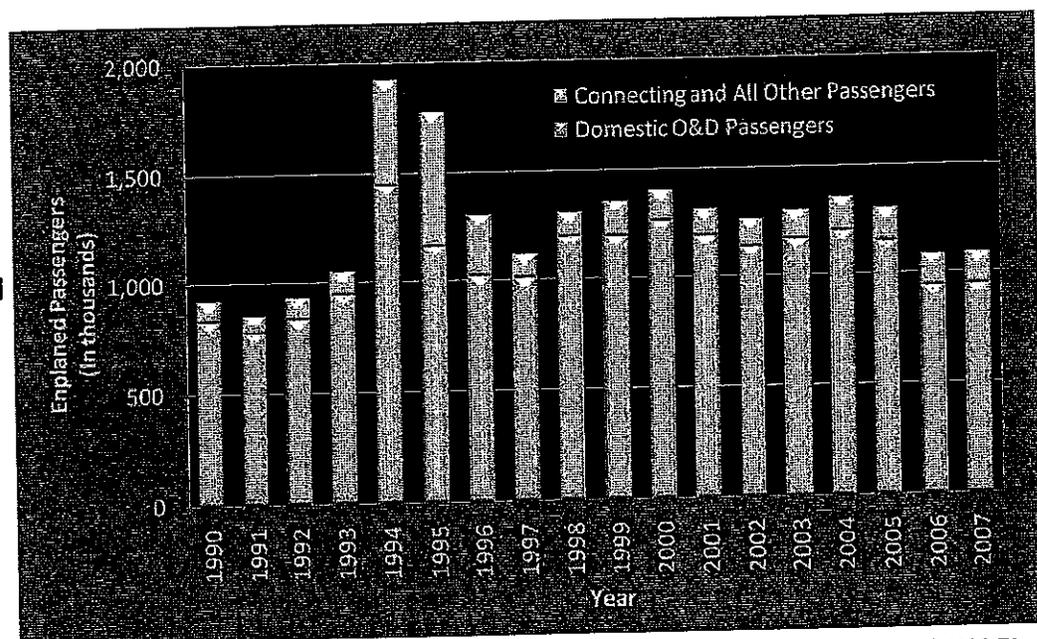
Low Cost Carriers (LCC) have operated at PTI intermittently since the last Airport Master Plan Update was conducted in 1994. Each time a

LCC provided service at the airport, there was a corresponding increase in enplanements at the airport, such as 1994-1995 when Continental Lite operated at the airport and in 2004 and 2005, when Independence Air and AirTran operated at PTI (See Figure 1).

The aviation forecasts developed for the Airport Master Plan Update indicate gradual growth in passenger service over the 20-year planning period. High, medium and low forecasts were prepared.

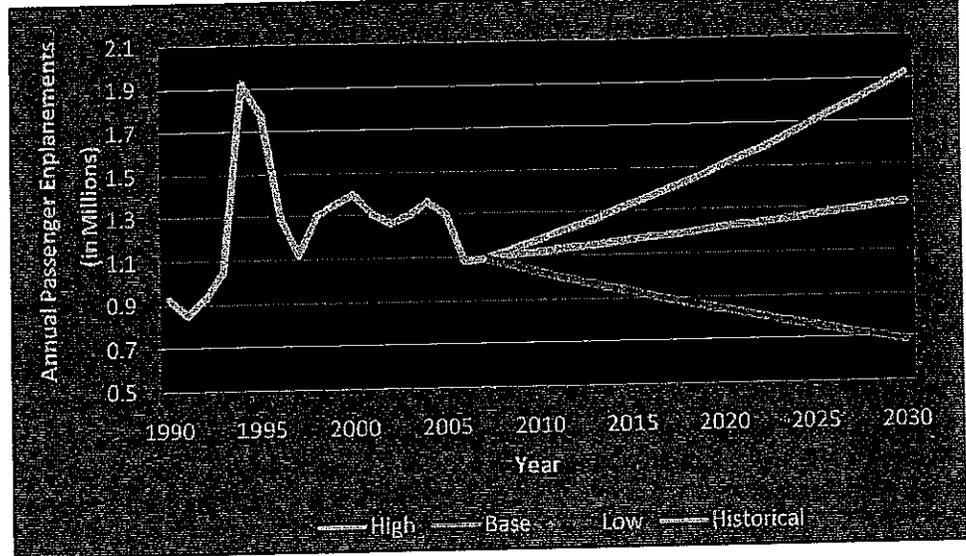
The medium forecast shows gradual growth, the low-growth shows a 2 percent annual decline in passenger service and the high-growth shows a 2.7 percent annual increase in passenger service. Several factors could affect these numbers including general economic conditions, fuel costs, the impact of a low-cost carrier on PTI flight activity and activities at nearby airports (see Figure 2).

**Figure 1**  
Historical Annual Enplaned Passengers  
(calendar years)



Sources: U.S. DOT, Air Passenger Origin Destination Survey, reconciled to Schedules T100 and 298C T1; Piedmont Triad Airport Authority.

**Figure 2**  
Comparison of Passenger  
Enplanement Forecasts

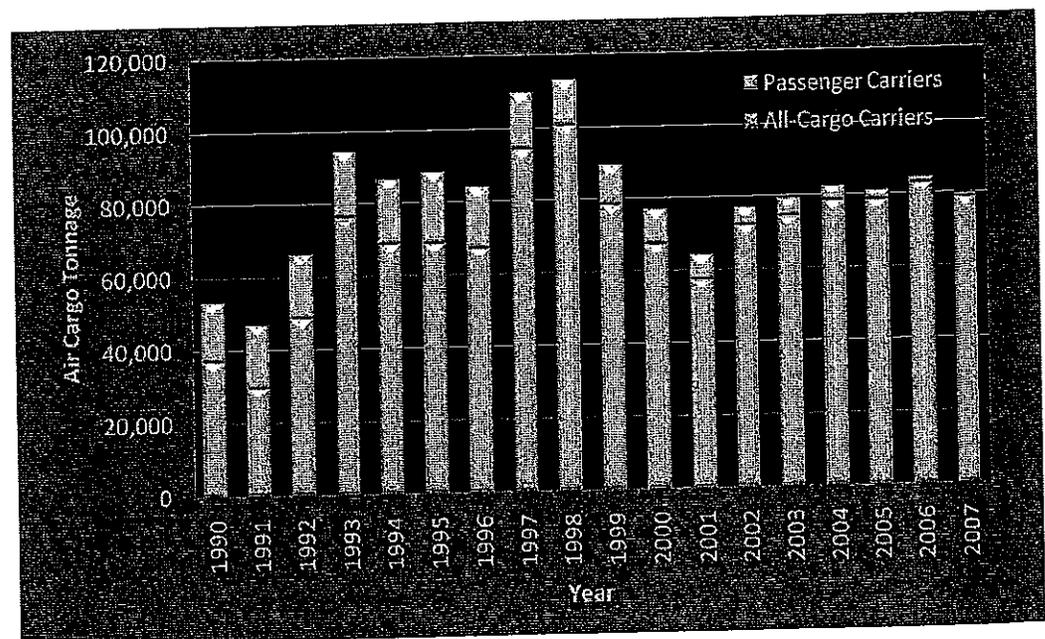


## Trends in PTI Air Cargo Service

Cargo traffic at PTI grew significantly in the 1990s, but has since decreased. The cargo carried by passenger airlines has decreased for three reasons: 1) a shift by passenger carriers to smaller size regional jets, which have minimal belly cargo capacity;

2) restrictions placed on air carriers post 9-11 regarding the type of cargo they may carry; 3) a growing dependence on express cargo carriers such as UPS and FedEx. However, with the opening of the FedEx hub, cargo traffic is expected to increase significantly.

**Figure 3**  
Trends in Total Air Cargo, by  
Carrier Type  
(calendar years; freight and  
mail in tons)



Source: Piedmont Triad Airport Authority.

Note: Data represent sum of enplaned and deplaned freight and mail.

# Airport Master Plan Update and Strategic Long-Range Visioning Plan

## Recommendations For Future Facilities

In light of the recent expansions at the airport and the modest growth projected in the aviation activity forecasts, PTI has ample capacity for the duration of the planning period. No major airfield expansions are anticipated in the 20-year planning period beyond the current airport footprint.

A number of important projects will be necessary to maintain the safety and efficiency of the airport, including:

- ❖ A new Air Traffic Control Tower (ATCT) will enable better visibility of the enlarged airfield;
- ❖ Federal Inspection Station (FIS) that could serve future international flights;
- ❖ Surface Movement Guidance and Control System (SMGCS) lighting upgrades; and
- ❖ Normal maintenance and upgrade projects, such as the resurfacing of Runway 14/32, and the extension of taxiways, as needed.

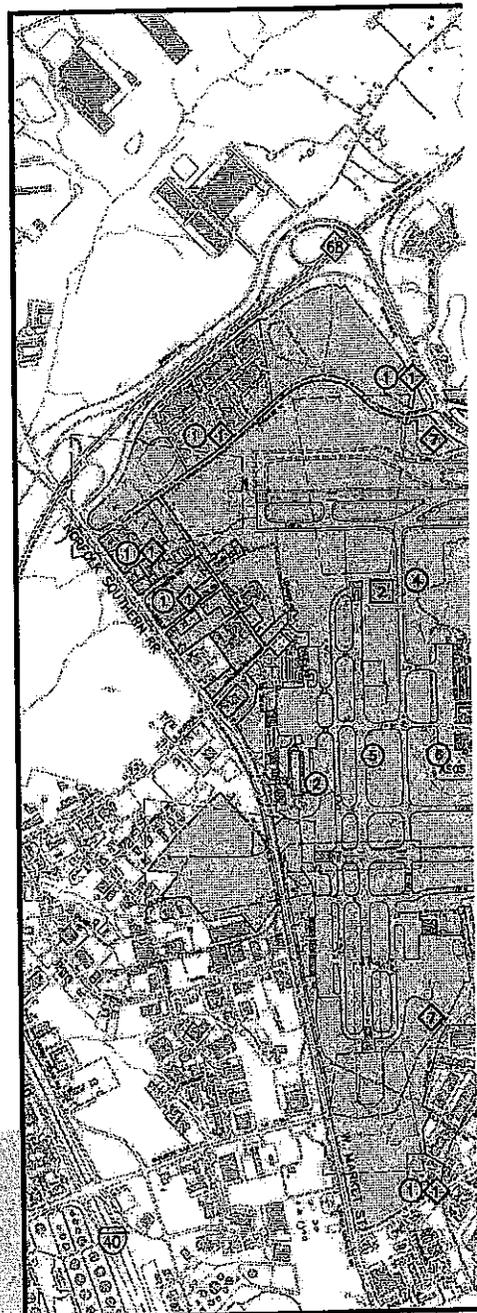
The recommended improvements for the planning period are provided below.

### Current Capital Improvement Program:

- ❖ Taxiway E Connector Between J and K;
- ❖ Taxiway D Extension to Taxiway H;
- ❖ Land Purchase;
- ❖ Land Improvements;
- ❖ Remote ARFF/Command Center;
- ❖ FIS Facility; and
- ❖ Replace ATCT.

### 0-5 Year Planning Period:

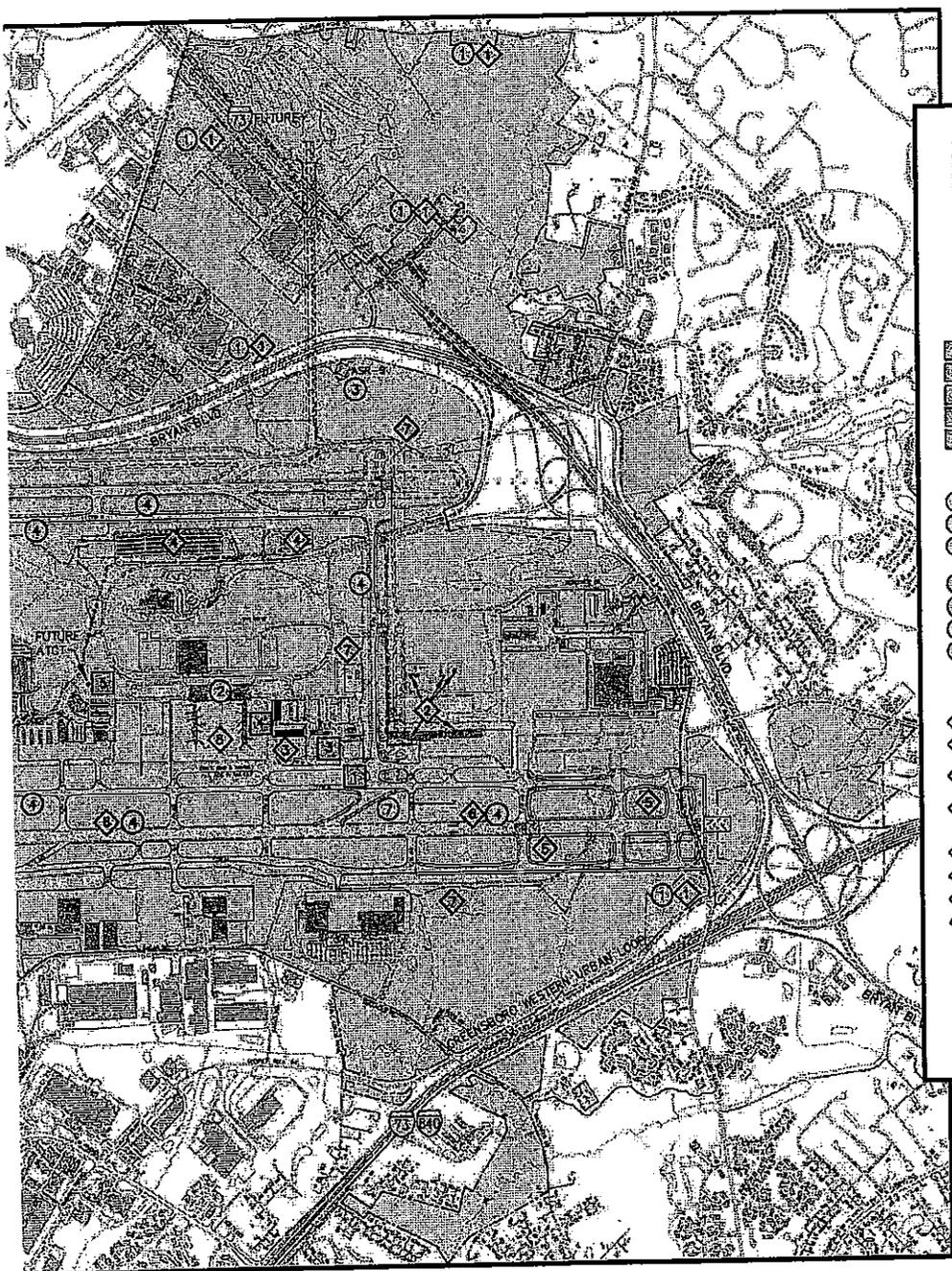
- ❖ Land Acquisition Program (Phase 1);
- ❖ Miscellaneous Terminal Improvements;
- ❖ Relocate and Upgrade ASR-9;
- ❖ SMGCS Upgrade;
- ❖ Runway 14/32 Rehabilitation;
- ❖ Relocate ASOS; and
- ❖ High Speed Taxiway to Runway 5R/23L.



# Executive Summary

## 6-10 Year Planning Period:

- ❖ Land Acquisition Program (Phase 1) Continues;
- ❖ Air Cargo Buildings #2 and #3 and Rental Car Facilities Demolition and replacement;
- ❖ Site Preparation for FedEx Phase 2;
- ❖ Runway 5R/23L Extension Program (to Northeast);
- ❖ Runway 5R/23L Group VI Upgrade;
- ❖ Fence Relocations / Replacements / Upgrade;
- ❖ Stormwater System Repairs / Replacement; and
- ❖ Terminal Apron Pavement Repairs / Replacement.



**LEGEND**

- EXISTING AIRPORT PROPERTY LINE
- FUTURE AIRFIELD PAVEMENT
- ULTIMATE AIRFIELD CAPABILITY
- EXISTING AIRFIELD PAVEMENT
- EXISTING AIRFIELD BUILDING
- EXISTING AIRPORT PROPERTY (3,928± ACRES)
- FUTURE LAND ACQUISITION (PHASE 1 - 312± ACRES)

**CURRENT CAPITAL IMPROVEMENT PROGRAM**

- ① TAXIWAY E CONNECTOR BETWEEN J AND K
- ② TAXIWAY D EXTENSION TO TAXIWAY H
- ③ REMOTE ARFF/COMMAND CENTER
- ④ FIS FACILITY
- ⑤ REPLACE ATCT

**0-5 YEAR PLANNING PERIOD**

- ① LAND ACQUISITION PROGRAM (PHASE 1)
- ② MISCELLANEOUS TERMINAL IMPROVEMENTS
- ③ RELOCATE AND UPGRADE ASR-9 (LOCATION TO BE DETERMINED)
- ④ SMOCS UPGRADE
- ⑤ RUNWAY 14/32 REHABILITATION
- ⑥ RELOCATE ASOS (LOCATION TO BE DETERMINED)
- ⑦ HIGH SPEED TAXIWAY TO RUNWAY 5R/23L

**6-10 YEAR PLANNING PERIOD**

- ❖ LAND ACQUISITION PROGRAM (PHASE 1) CONTINUES
- ❖ AIR CARGO BUILDINGS #2 & #3 AND RENTAL CAR DEMOLITION/SITE PREPARATION FOR FEDEX PHASE 2
- ❖ AIR CARGO BUILDINGS #2 & #3 REPLACEMENT AS PART OF SITE PREPARATION FOR FEDEX PHASE 2
- ❖ CAR RENTAL REPLACEMENT AND REMOTE MISCELLANEOUS PARKING AS PART OF SITE PREPARATION FOR FEDEX PHASE 2
- ❖ RUNWAY 5R/23L EXTENSION PROGRAM (TO NORTHEAST)
- ❖ RUNWAY 5R/23L GROUP VI UPGRADE
- ❖ FENCE RELOCATIONS/REPLACEMENTS/UPGRADE
- ❖ TERMINAL APRON PAVEMENT REPAIRS/REPLACEMENT

  
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 GRAPHIC SCALE IN FEET

Source: Piedmont Triad International Airport, Airport Master Plan Update and Strategic Long-Range Visioning Plan, April 2010. Figure 8-1.

# Airport Master Plan Update and Strategic Long-Range Visioning Plan

## Financial Action Plan

As part of the Airport Master Plan Update, the financial analysis evaluates the capacity of PTAA to finance 1) the existing Capital Improvement Program; 2) the Land Acquisition Program set out in the Airport Master Plan Update; and 3) the Short-Term and Medium-Term Airport Master Plan Update projects anticipated in the study (FY 2010-2020).

PTAA is an independent enterprise responsible for its own financial operation. The Authority is empowered under State law to issue revenue bonds, but the Authority has no taxing authority and no local taxes are used to fund airport operations.

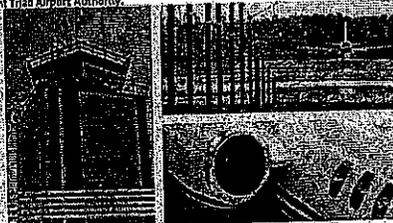
The airport relies on fees such as rents, landing fees, concession fees and parking fees to generate income to operate the airport and to contribute to its capital improvement program. The ability of the airport to fund operations and to schedule capital improvement projects is dependent on these revenues.

The Authority is also eligible for entitlement and discretionary funding from the FAA for certain projects and is to a lesser extent eligible for state funding in some instances. The airport relies on the availability of these funds and on bond sales to finance most major capital improvement projects.

**Table 1  
Capital Projects for the Fiscal Year Ending June 30**

	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	Estimated Project Costs
<b>Capital Improvement Program - in Progress</b>												\$23,264,500
Airport Expansion Project	\$19,241,250	\$3,901,250	\$104,000	\$18,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	1,800,000
PTAA Projects												7,667,000
Taxiway E Connector Between J and K	1,800,000											3,000,000
Taxiway D Extension to Taxiway H	7,667,000											2,000,000
Land Acquisition	3,000,000											5,595,000
Land Improvements	2,000,000											2,500,000
Remote ARFF/Command Center/Vehicle	5,595,000											27,000,000
FIS Facility	200,000	200,000	200,000	200,000	1,700,000							4,292,260
Replace ATCT	1,000,000	4,000,000	6,000,000	6,000,000								\$77,118,760
Other Projects	3,392,260	325,000	325,000	250,000								
<b>Total Capital Improvement Program</b>	<b>\$42,895,510</b>	<b>\$5,426,250</b>	<b>\$4,629,000</b>	<b>\$6,468,000</b>	<b>\$17,700,000</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	
<b>(0-5 Years) Short-Term Airport Master Plan Projects</b>												\$13,000,000
Land Acquisition Program (Phase 1)	\$-	\$1,000,000	\$2,000,000	\$2,000,000	\$3,000,000	\$5,000,000	\$-	\$-	\$-	\$-	\$-	1,000,000
Miscellaneous Terminal Improvements			1,000,000									10,000,000
Noise Mitigation	500,000	1,000,000	2,000,000	2,000,000	2,000,000	2,500,000						12,000,000
Relocate and Upgrade ASR-9				4,000,000	8,000,000							8,000,000
SMGCS Update				4,000,000	4,000,000							3,200,000
Runway 14/32 Rehabilitation				1,000,000	2,200,000							100,000
Relocate ASOS					100,000							3,000,000
High Speed Taxiway to Runway 5R/23L						3,000,000						\$50,300,000
<b>Total Short-Term</b>	<b>\$500,000</b>	<b>\$2,000,000</b>	<b>\$5,000,000</b>	<b>\$13,000,000</b>	<b>\$19,300,000</b>	<b>\$10,500,000</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	
<b>(6-10 Years) Medium-Term Airport Master Plan Project</b>												\$37,000,000
Land Acquisition Program (Phase 1) Continues	\$-	\$-	\$-	\$-	\$-	\$5,000,000	\$7,000,000	\$8,000,000	\$8,000,000	\$9,000,000	\$9,000,000	25,000,000
Prep for Fedex Phase 2						12,500,000	12,500,000					40,000,000
Runway 5R/23L Extension Program (to NE)							20,000,000	20,000,000				20,000,000
Runway 5R/23L Group VI Upgrade							10,000,000	10,000,000				2,000,000
Fence Relocations/Replacements/Upgrade									2,000,000			5,000,000
Stormwater System Repairs/Replacement									5,000,000			20,000,000
Terminal Apron Pavement Repairs/Repl.											20,000,000	\$149,000,000
<b>Total Medium-Term</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$17,500,000</b>	<b>\$49,500,000</b>	<b>\$38,000,000</b>	<b>\$15,000,000</b>	<b>\$29,000,000</b>	<b>\$29,000,000</b>	
<b>Grand Total</b>	<b>\$43,395,510</b>	<b>\$7,426,250</b>	<b>\$9,629,000</b>	<b>\$19,468,000</b>	<b>\$37,000,000</b>	<b>\$10,500,000</b>	<b>\$17,500,000</b>	<b>\$49,500,000</b>	<b>\$38,000,000</b>	<b>\$15,000,000</b>	<b>\$29,000,000</b>	<b>\$276,318,760</b>

Source: Piedmont Triad Airport Authority



# Executive Summary

The financial analysis has reviewed the airport's financial track record, its current financial standing and projected costs for the Capital Improvement Projects and the Short- and Medium-Term projects recommended in this Airport Master Plan Update. These expenditures have been weighed against the anticipated airport revenues during the forecast period.

Based on the current good financial health of PTAA and on the passenger forecasts developed for this study, the airport would be able to meet required debt service coverage on all anticipated projects during the forecast period. Further, deposits to the General Fund during the forecast period are expected to

exceed expenditures to fund capital projects. Thus, by these criteria, the Airport Master Plan is also financially feasible.

It must be noted that the financial analysis does not include a funding plan for the Land Acquisition Program. The analysis does suggest several possible sources of revenue to fund the Land Acquisition Program, including Airport Improvement Program Grants, Passenger Facility Charges, General Fund and Bond Proceeds, tenant revenues from purchased properties and possible public and private partnerships with outside government and private entities, such as economic development groups.

**Table 2  
Capital Project Funding Plan for the Fiscal Year Ending June 30**

	Estimated Funding Sources						Total
	State Grants	AIP Grants		PTAA		Other Unspecified Sources	
		Entitlement	Discretionary	Internal Funds	Future Bonds		
<b>Capital Improvement Program - In Progress</b>							
Airport Expansion Project (A)	\$14,584,414	\$	\$4,370,637	\$4,309,448	\$	\$	\$23,264,500
PTAA Projects			1,710,000	90,000			1,800,000
Taxiway E Connector Between J and K			7,283,650	383,350			7,667,000
Taxiway D Extension to Taxiway H				3,000,000			3,000,000
Land Acquisition				2,000,000			2,000,000
Land Improvements			5,595,000				5,595,000
Remote ARFF/Command Center/Vehicle			2,375,000	125,000			2,500,000
FIS Facility			25,650,000	1,350,000			27,000,000
Replace ATCT			538,897	3,753,963			4,292,860
Other Projects							
<b>Total Capital Improvement Program</b>	<b>\$14,584,414</b>	<b>\$</b>	<b>\$47,523,184</b>	<b>\$15,011,162</b>	<b>\$</b>	<b>\$</b>	<b>\$77,118,760</b>
<b>(0-5 Years) Short-Term Airport Master Plan Projects</b>							
Land Acquisition Program (Phase 1)	\$	\$		\$	\$	\$13,000,000	\$13,000,000
Miscellaneous Terminal Improvements			950,000	500,000			1,450,000
Noise Mitigation			9,500,000	500,000			10,000,000
Relocate and Upgrade ASR-9		4,766,124	6,633,876	800,000			12,000,000
SMGCS Update			7,600,000	400,000			8,000,000
Runway 14/32 Rehabilitation			3,040,000	160,000			3,200,000
Relocate ASOS			95,000	5,000			100,000
High Speed Taxiway to Runway 5R/23L			2,850,000	150,000			3,000,000
<b>Total Short-Term Airport Master Plan Projects</b>	<b>\$</b>	<b>\$4,766,124</b>	<b>\$30,668,876</b>	<b>\$1,865,000</b>	<b>\$</b>	<b>\$13,000,000</b>	<b>\$50,300,000</b>
<b>(6-10 Years) Medium-Term Airport Master Plan Projects</b>							
Land Acquisition Program (Phase 1) Continues	\$	\$	\$	\$	\$	\$37,000,000	\$37,000,000
Prep for FedEx Phase 2				25,000,000			25,000,000
Runway 5R/23L Extension Program (to Northeast)	1,000,000	9,603,233	28,396,767	1,000,000			40,000,000
Runway 5R/23L Group VI Upgrade	500,000	4,838,058	14,161,942	500,000			20,000,000
Fence Relocations/Replacements/Upgrade	50,000		1,900,000	50,000			2,000,000
Stormwater System Repairs/Replacement	125,000		4,750,000	125,000			5,000,000
Terminal Apron Pavement Repairs/Replacement	500,000	9,751,447	9,248,553	500,000			20,000,000
<b>Total Medium-Term Airport Master Plan Projects</b>	<b>\$2,175,000</b>	<b>\$24,192,738</b>	<b>\$58,457,262</b>	<b>\$27,175,000</b>	<b>\$</b>	<b>\$37,000,000</b>	<b>\$149,000,000</b>
<b>Grand Total</b>	<b>\$16,759,414</b>	<b>\$28,958,862</b>	<b>\$136,649,322</b>	<b>\$44,051,162</b>	<b>\$</b>	<b>\$50,000,000</b>	<b>\$276,418,760</b>

Source: Piedmont Triad Airport Authority; Jacobs Consultancy.  
 (a) A portion of the funding shown for Airport Expansion Project is reimbursement for historical cost.



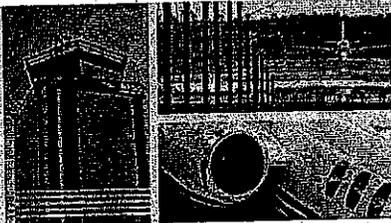
# Airport Master Plan Update *and* Strategic Long-Range Visioning Plan

## Environmental Considerations

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The extent of environmental review needed differs in the case of each of the Phase 1 projects. The required review ranges from Categorical Exclusion - for projects that rarely, if ever cause any significant environmental impacts - to an Environmental Assessment (EA), which is appropriate for proposed actions that may cause environmental impacts that are not expected to exceed any significant threshold or can be mitigated below thresholds of significance. The most thorough environmental review, the Environmental Impact Statement (EIS) study, should not apply to any of the proposed projects in the 20-year plan.

The improvements suggested in the 20-year Airport Master Plan Update are listed on the following page with the anticipated level of environmental review needed for each project.



**Table 3**  
**Anticipated Level of Environmental Documentation**

	Airport Master Plan Update Projects	FAA Order 1050.1E		
		Categorical Exclusion	Environmental Assessment	Written Reevaluation
Current	Federal Inspection Station (FIS) Facility	X		
	Replace ATCT		X	
0 - 5 Years	Miscellaneous Terminal Improvements	X		
	Relocate and Upgrade ASR-9	X		
	SMGCS Update			X
	Runway 14/32 Rehabilitation	X		
	Relocate ASOS	X		
6 - 10 Years	Runway 5R/23L Extension Program (to Northeast) <sup>1</sup>			X
	Runway 5R/23L Group VI Upgrade	X		
	Fence Relocations / Replacements / Upgrade	X		
	Storm water System Repairs / Replacement	X		
	Terminal Apron Pavement Repairs / Replacement	X		

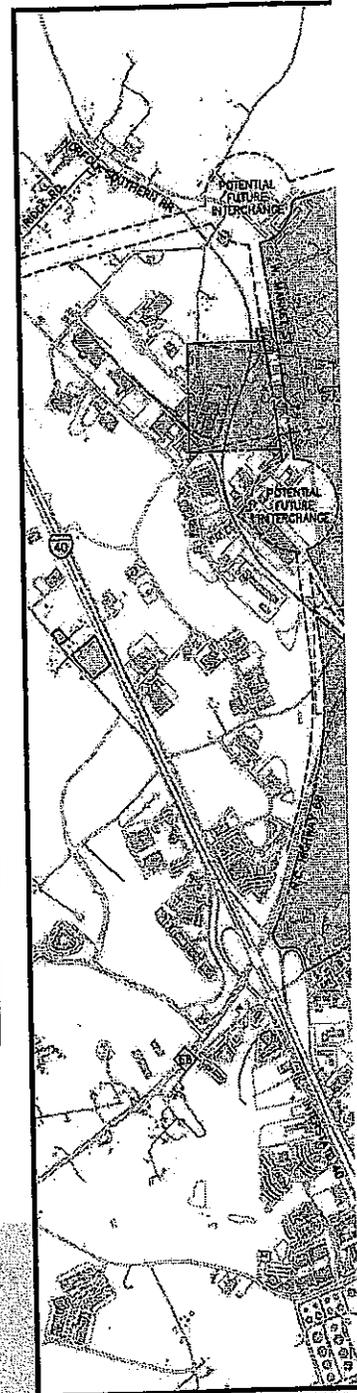
<sup>1</sup> - Assessed in a Final EA and issued a FONSI in April 2007.



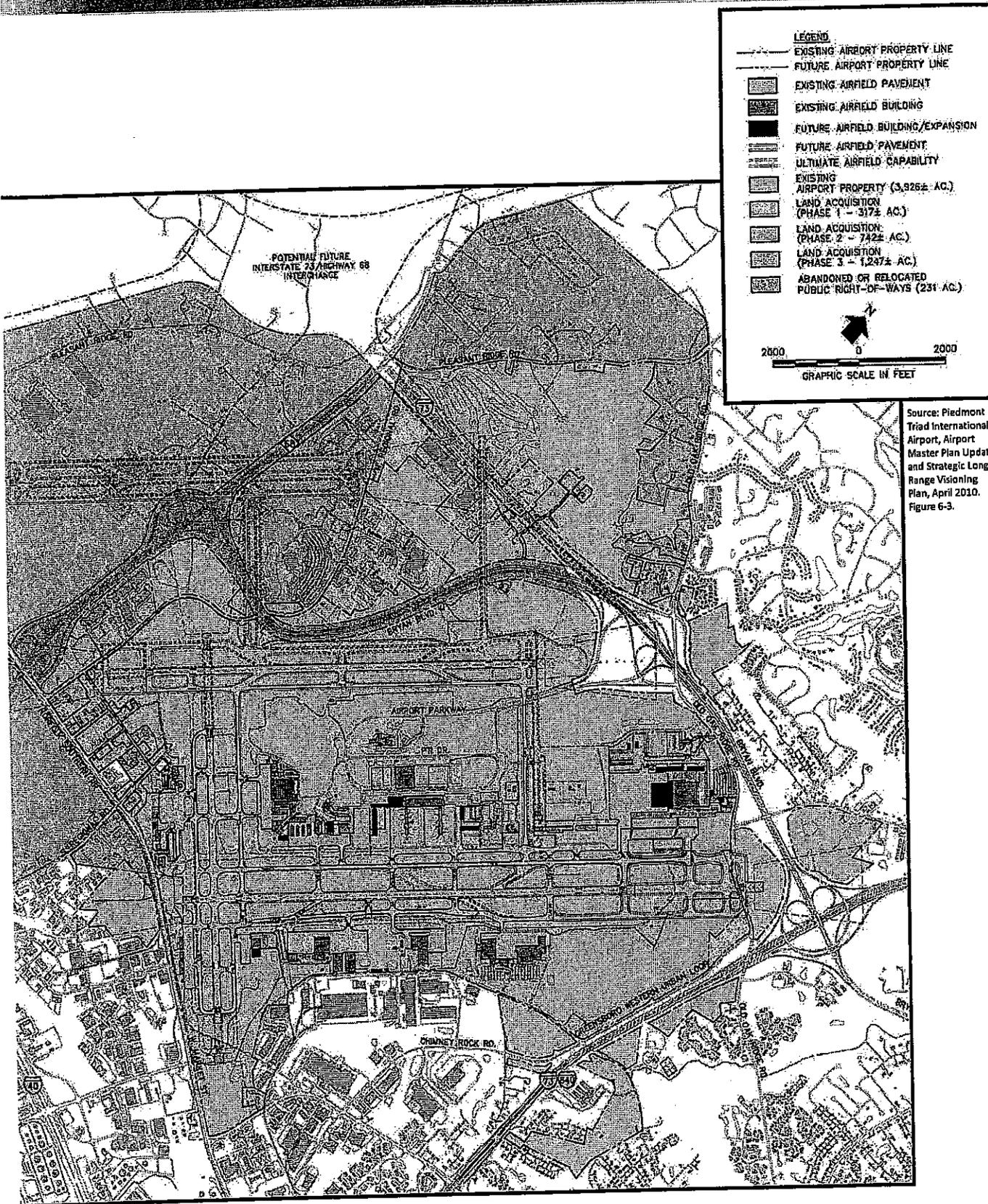
# Airport Master Plan Update and Strategic Long-Range Visioning Plan

## Three-Phase Land Acquisition Plan

The Airport Master Plan Update presents a land acquisition plan that is envisioned to potentially occur in three distinct phases. Only the first phase of this land acquisition plan is included in the Capital Improvement Program submitted with this Airport Master Plan Update. There is no timeframe for acquiring land identified in Phase 2 and Phase 3. However, Phase 2 and Phase 3 of the land acquisition plan have been included to provide PTAA, airport staff and other government entities direction in planning for airport growth and developing adjacent land use plans. The drawing at right depicts the Phased Land Acquisition Plan.



# Executive Summary



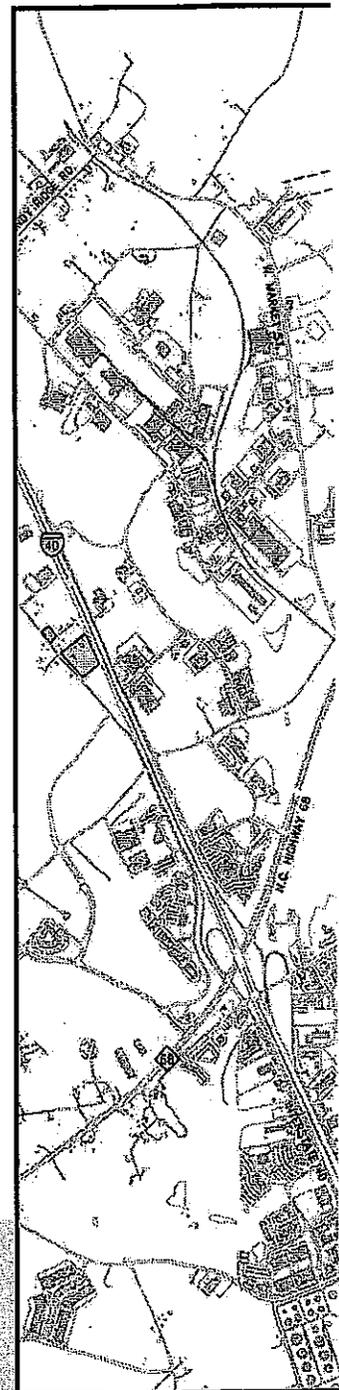
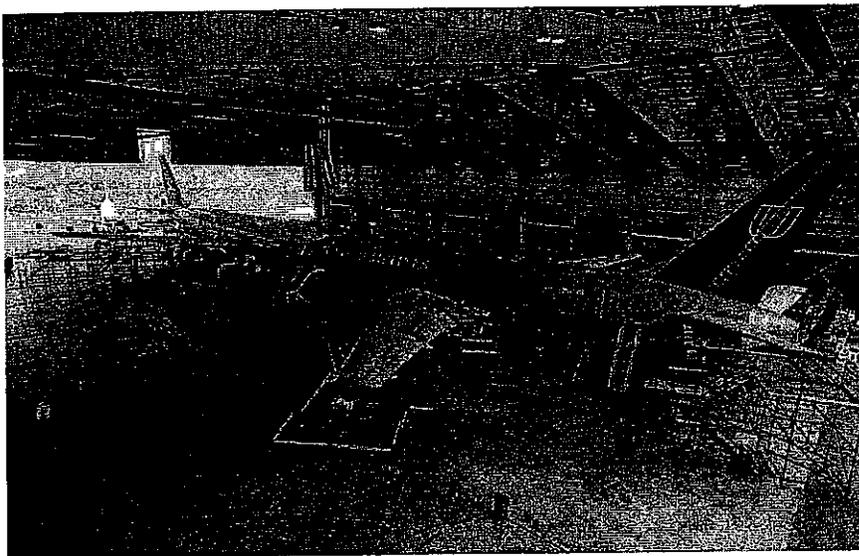
Source: Piedmont Triad International Airport, Airport Master Plan Update and Strategic Long-Range Visioning Plan, April 2010. Figure 6-3.

# Airport Master Plan Update and Strategic Long-Range Visioning Plan

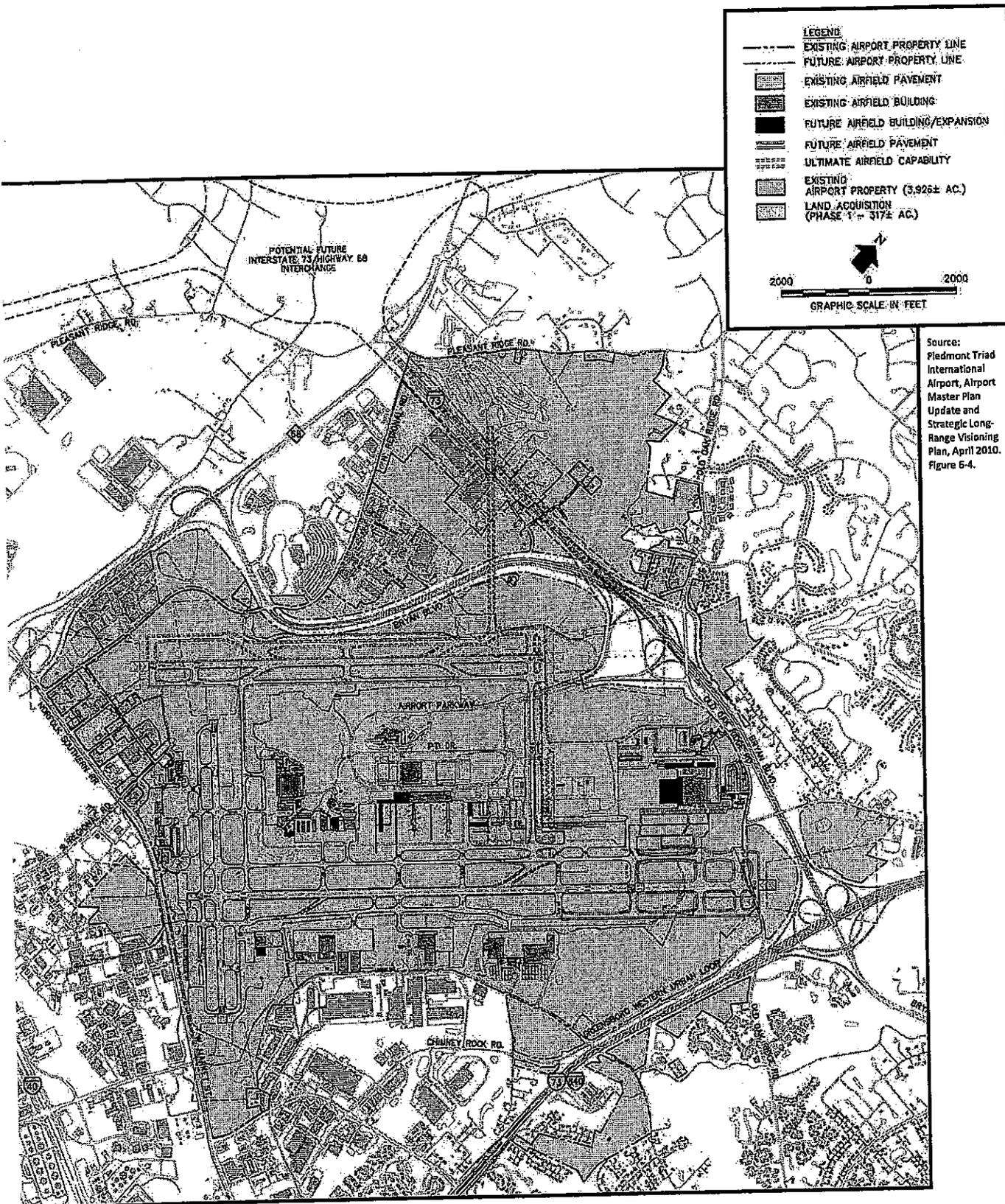
## Phase 1 (0-10 Years) Airport Development Program

Phase 1 of the airport development program anticipates the construction of the I-73 segment that runs north and east of the airport. It also includes PTAA's development of airfield improvement projects that are contained in the Airport Improvement Program. Beyond the programmed improvements to the airfield, the 10-year plan anticipates that a new major aviation-related tenant would choose to operate at the airport within the area located in the northwest quadrant of the airport and northwest of Bryan Boulevard. To accommodate a major aviation-related tenant on this area of the airport, access would be provided by a new cross-field taxiway that would cross Bryan Boulevard and be perpendicular to the second parallel runway.

To make highest and best use of Runway 5L/23R, PTAA must acquire land in sufficient quantity to attract aviation-related tenants. Land acquisition is included in Phase 1 of the airport development program to ensure that the airport can accommodate aviation-related tenants who will contribute to the employment and the economic vitality of the region.



# Executive Summary

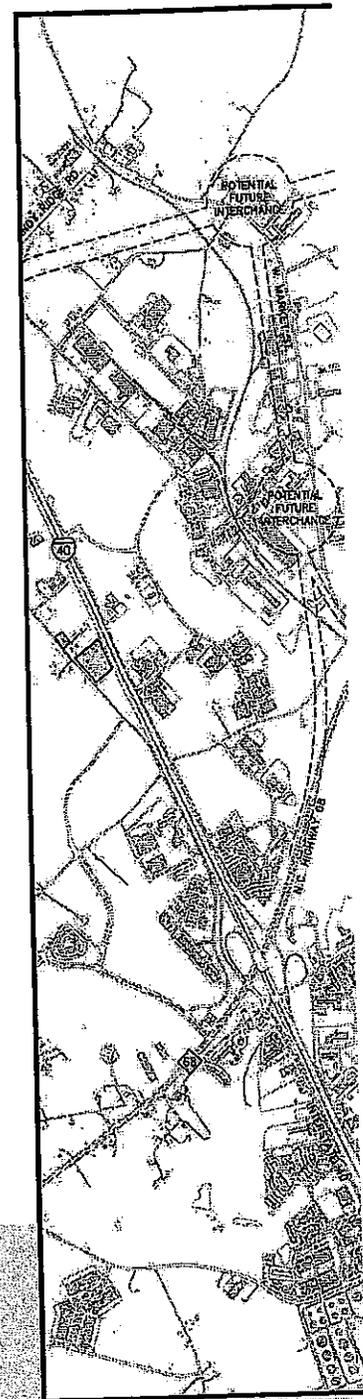
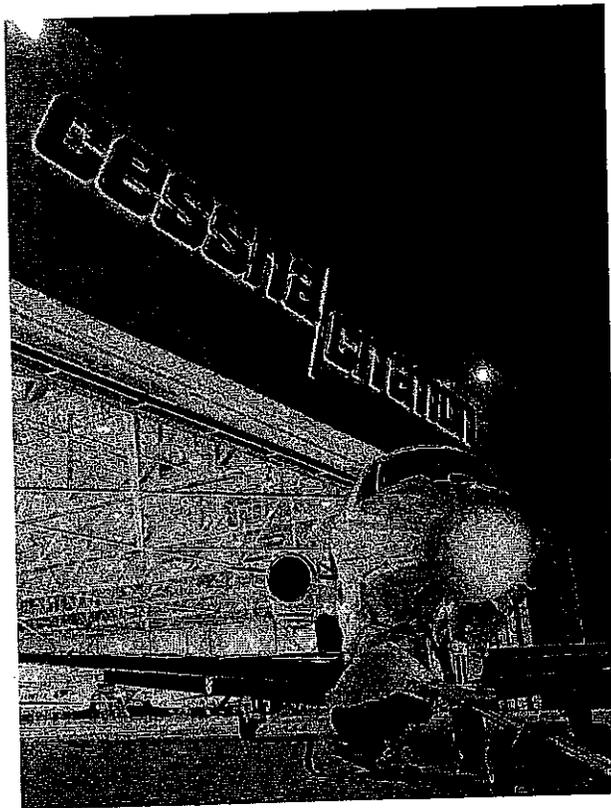


# Airport Master Plan Update and Strategic Long-Range Visioning Plan

## Phase 2 (Beyond 10 Years) Airport Development Program

Phase 2 of the airport development program anticipates minor improvements to the airfield that would serve to increase the overall efficiency of the airfield system. Further, it anticipates additional aviation-related tenants that would operate at the airport on land areas requiring airfield access.

To make highest and best use of the existing airfield system, PTAA must continue to acquire land in sufficient quantity to attract aviation-related tenants. Continued land acquisition is included in Phase 2 of the airport development program.

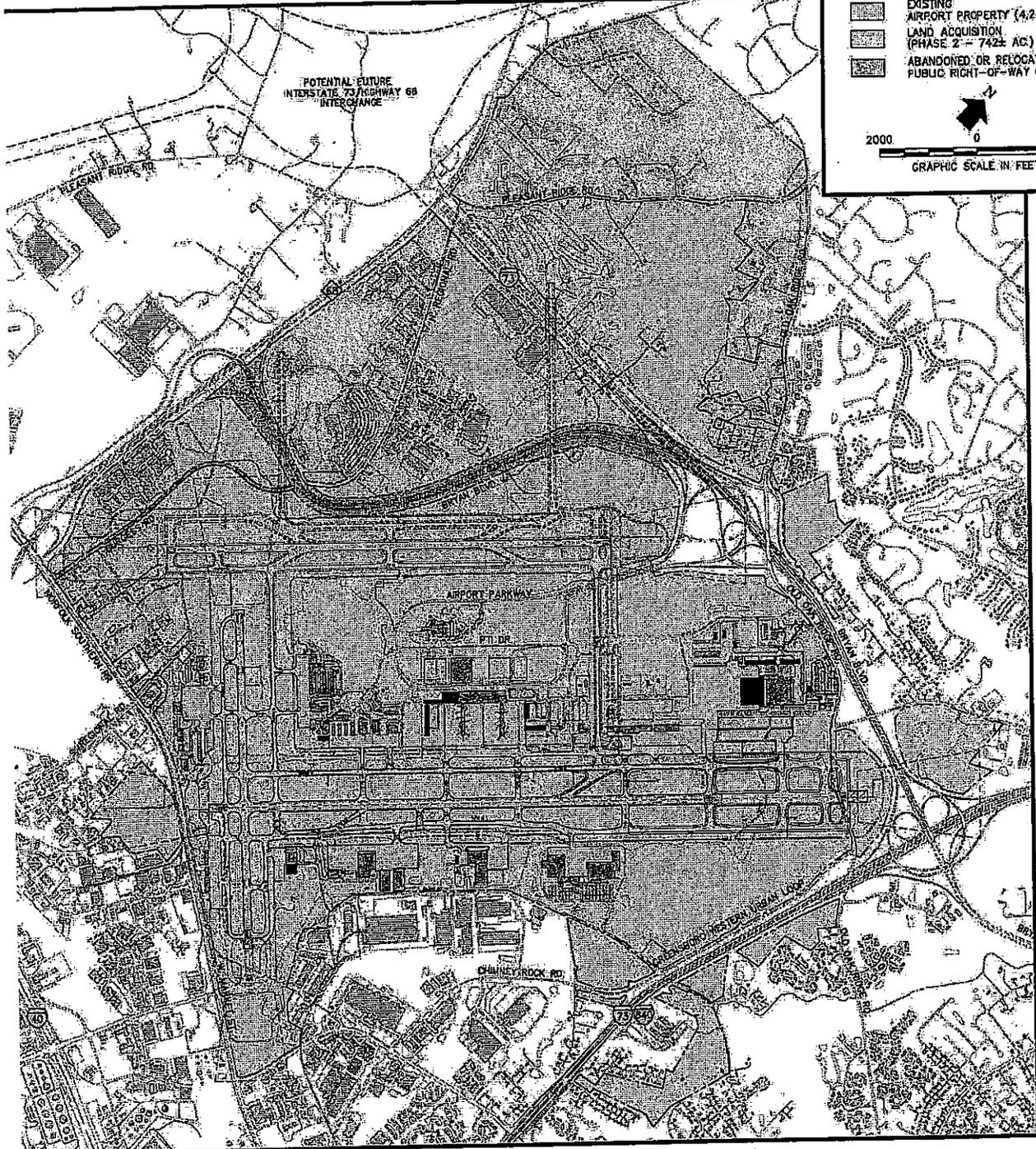


# Executive Summary

**LEGEND**

- EXISTING AIRPORT PROPERTY LINE
- FUTURE AIRPORT PROPERTY LINE
- [Pattern] EXISTING AIRFIELD PAVEMENT
- [Pattern] EXISTING AIRFIELD BUILDING
- [Pattern] FUTURE AIRFIELD BUILDING/EXPANSION
- [Pattern] FUTURE AIRFIELD PAVEMENT
- [Pattern] ULTIMATE AIRFIELD CAPABILITY
- [Pattern] EXISTING AIRPORT PROPERTY (4,243± AC.)
- [Pattern] LAND ACQUISITION (PHASE 2 - 742± AC.)
- [Pattern] ABANDONED OR RELOCATED PUBLIC RIGHT-OF-WAY (105± AC.)

  
 2000 0 2000  
 GRAPHIC SCALE IN FEET



Source:  
 Piedmont Triad  
 International  
 Airport, Airport  
 Master Plan  
 Update and  
 Strategic Long-  
 Range Visioning  
 Plan, April 2010.  
 Figure 6-6.

# Airport Master Plan Update and Strategic Long-Range Visioning Plan

## Phase 3 (Beyond 30 Years) Airport Development Program

Phase 3 of the airport development program has been included to assist the Airport Authority, local planners, the Department of Transportation and elected officials from surrounding jurisdictions in their planning and decision-making.

Phase 3 of the airport development program looks beyond the typical 20-year planning period to determine how the airport might grow over the next 30 to 50 years.

### Potential Third Parallel Runway

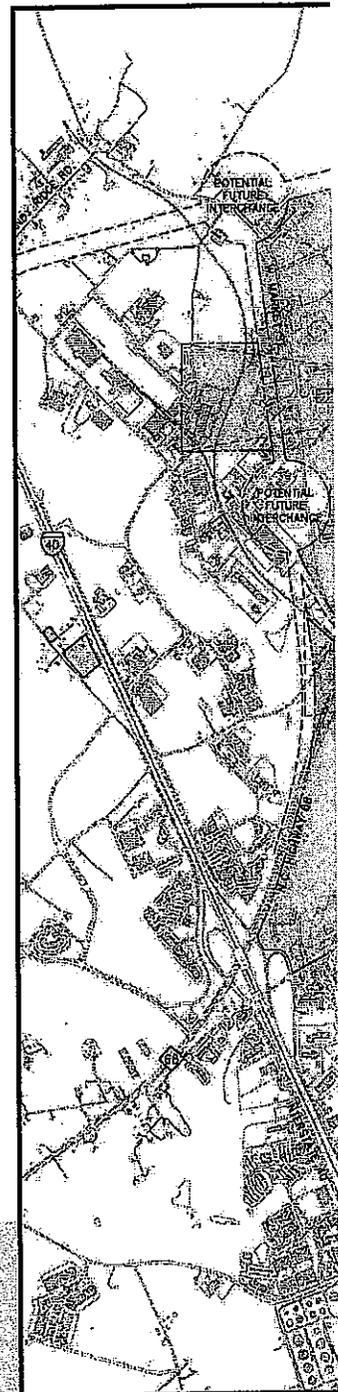
This strategic vision for the airport includes the long-range strategic capability to construct a widely-spaced third parallel runway northwest of Runway 5L/23R. The vision also anticipates a series of cross-field taxiways that would connect that runway to the current airfield. Cargo and distribution facilities would be prominent in this new section of the airport.

### New Highway 68

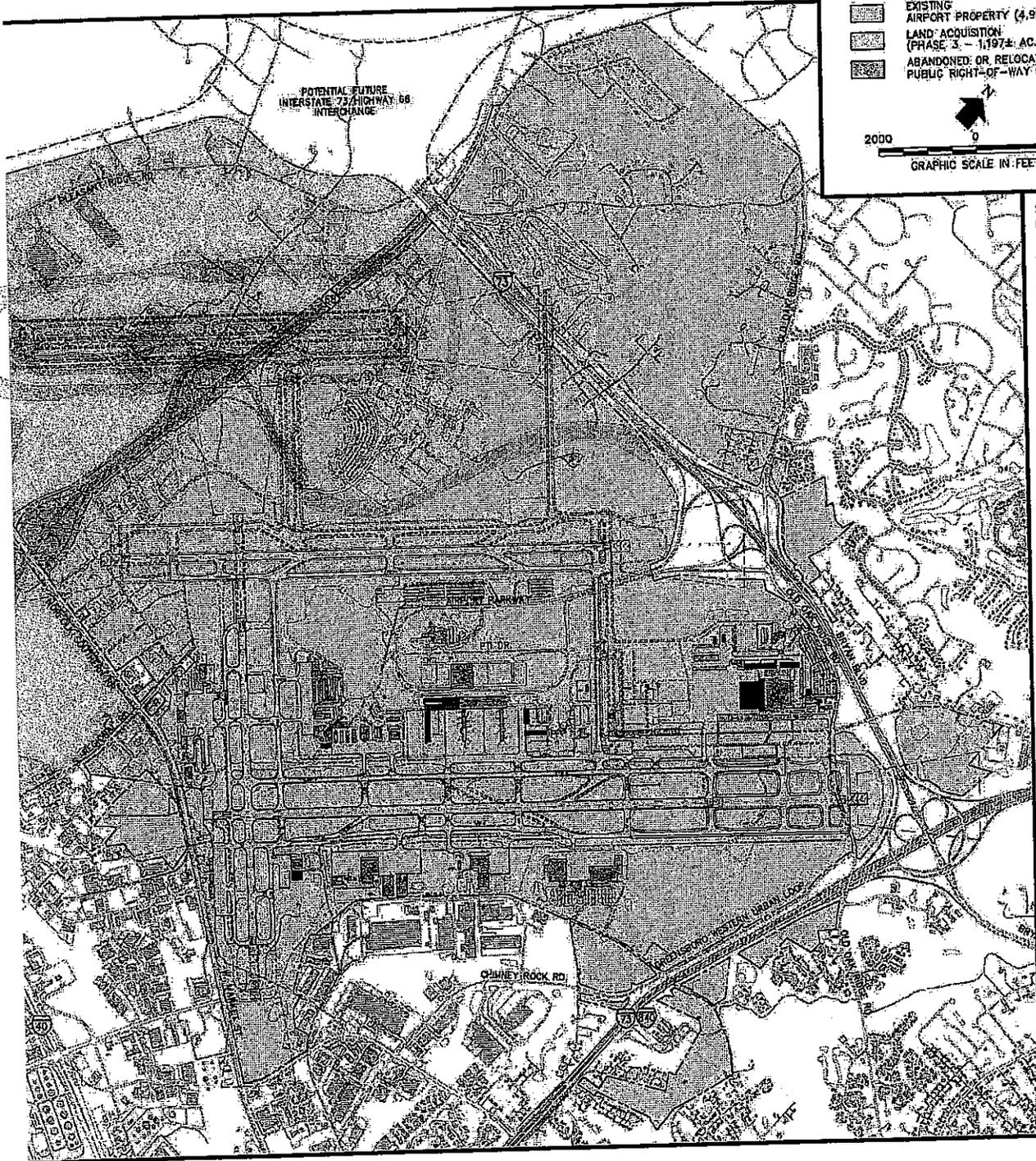
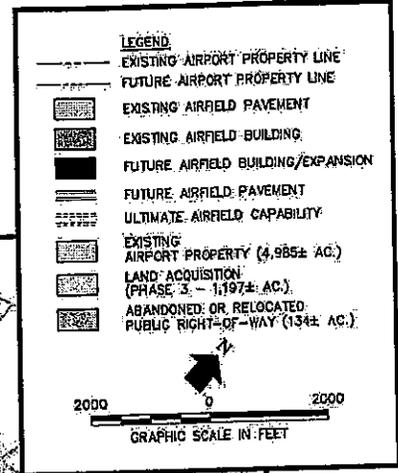
To accommodate the proposed third parallel runway, Highway 68 could be moved westward. Access to the airport from the entire region would be facilitated by a new Interchange to the northwest of the current airfield. This interchange would be anchored by the new Interstate 73.

### Looking Ahead

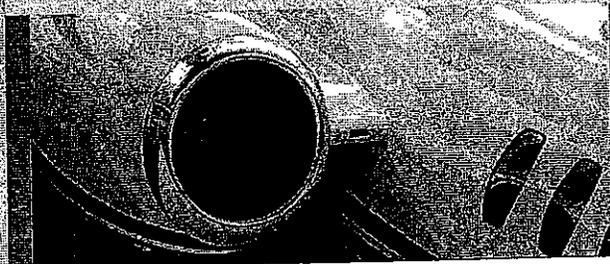
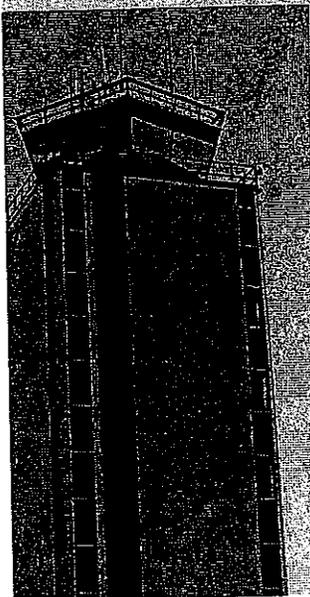
It is important to remember that current forecasts do not support the construction of this infrastructure in the typical 20-year timeframe. It is impossible to predict whether or precisely when demand will trigger this development. In all probability, additional Airport Master Plan Updates will occur before this expansion is needed. Showing this potential third parallel runway is presented for strategic long-range planning purposes only, and URS Corporation believes it is vital to future airport expansion that surrounding jurisdictions be aware that future airport growth will take this direction.



# Executive Summary



Source:  
Piedmont Triad  
International  
Airport, Airport  
Master Plan  
Update and  
Strategic Long-  
Range Visioning  
Plan, April 2010.  
Figure 6-8.



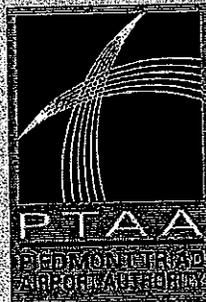
**Piedmont Triad International Airport**

*P.O. Box 35445 Greensboro, North Carolina 27425*

*Phone: 336-665-5600*

*Fax: 336-665-5679*

[www.FlyFromPTI.com](http://www.FlyFromPTI.com)





# Greensboro Farmer's Curb Market



**City Council briefing**  
July 27, 2010



## Farmer's Curb Market

- History of the Market
- Key issues at the Market
- Direction of the Market
- Future of the Market



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## Definitions

- ❖ **Open Market:** Allows vendors to buy products for re-sale to the public
- ❖ **Local Market:** Only allows vendors to sell products they grow, craft or bake
- ❖ **Huckster Rule:** Allows vendors to buy and re-sell products when out-of-season locally
- ❖ **Variance Rule:** Allows vendors to re-sell products with restrictions



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## Market History

- ❖ Market opened in 1874
- ❖ Moved to Parks & Recreation in 1995
- ❖ Since 2007, Parks & Recreation Commission has hosted three public workshops on market issues
- ❖ Public input has led to changes in market rules and management



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## Community Meeting Input

- 2007**
  - Application process for vendors
  - Consequences for violating rules
  - Eliminated Huckster rule and created the variance rule
- 2008**
  - Discussed local vs. open markets; resulted in keeping market local
  - Expanded variance rules
- 2009-10**
  - Market management



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## Vendor Advisory Committee

- Created in 1995 after market came under P&R
- Liaison between staff and vendors
- Serves as the "voice of the vendors"
- Nine members are elected by the vendors
- Permanent vendors have one vote
- Daily vendors (14 weeks) have one vote
- Goal: Six farmers and three crafters/bakers as committee members



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## Friends of the Market

- Originally, market event volunteers
- Became a non-profit corporation in 2009
- Applied for 501 (c)(3) designation
- Purpose is to raise funds for improvements at the market
- Short-term contracts for events
- Goal is a long-term contract with the City



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## Market Vendors

### Permanent Vendors: 63 (162 tables)

- 46 farmers (135 tables)
- 7 crafters (7 tables)
- 10 bakers (20 tables)

### Daily Vendors: 103

- 58 farmers
- 26 crafters
- 19 bakers



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## Market Operations

### Prior Management:

- Inconsistent enforcement of rules
- Inadequate financial checks and balances and oversight

### Corrective Actions:

- Enforcing rules adopted in 2008
- Staff not permitted to be vendors
- Implemented a sign-in log for vendors and a process for issuing receipts
- Two staff onsite to verify financial transactions



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## Market Rules

- Rules have been interpreted differently
- Rules depend on market's future direction
- Complaint resolution process
- Rules will be brought back to the City Council for review and approval



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## Local vs. Open

- Local markets only allow products/goods that are locally-produced
- Current mission defines the market as local
- Local is defined as anything produced in NC, SC, TN and VA
- Local markets do not allow vendors to buy and then re-sell products
- Open markets allow re-selling of products and goods from other areas



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## Vendor Rules

### Huckster Rule

- Allows products to be brought in when local products are out-of-season

### Variance Rule

- Variances allowed when natural disasters impact farmer's ability to bring in produce
- Current practices have strayed from purpose
- Variances are irrelevant for an open market



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## Market Direction

- Local market vs. open market?
- Decision significantly impacts market rules!



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## Open Market

- Vendors may buy and re-sell products from anywhere
- No need for a variance rule
- No need to inspect farms
- Customers are not assured of local products
- More products available year-round (Huckster rule)



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## Local Market

- 1. Farm inspections are required
- 2. Need a well-defined variance rule
- 3. Customers are assured of local products
- 4. Reduced variety and availability of non-seasonal and non-local products



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## Hybrid Market

- 1. Customers have access to local products, but are not guaranteed local products
- 2. Integrity of the market, vendors, products
- 3. Variety and availability of non-seasonal products
- 4. Works best where adequate space is available
- 5. Most challenging to manage



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## Area Markets

- Piedmont Triad Farmers Market (Sandy Ridge)
- Hillsdale Farmers' Market (Summerfield)
- Carrboro Farmers' Market
- Burlington Farmers' and Crafters' Market
- Greensboro Downtown Farm Market
- Rockingham County Farmer's Market



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## Future Steps

### Determine type of market:

- Local, Open or Hybrid

### Staff to refine market rules:

- Vendor Advisory Committee
- Parks & Recreation Commission
- City Council

Consider market privatization through a Request for Proposal (RFP) process; self-governed market



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## Market Future

### Options for consideration:

- ❑ Keep the market local
- ❑ Make it an open market
- ❑ Create a hybrid market



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# **GREENSBORO FARMERS' CURB MARKET**

## **-Vendor Participation Guidelines-**

*Approved by the Greensboro Parks & Recreation Commission 10/8/08*

### **Definitions:**

**Farmers:** those engaged in growing/producing vegetables and fruits on their farm; those engaged in the production of dairy products including milk, cheese, ice cream, etc.; those engaged in the production of eggs by their poultry; those engaged in the production and/or processing of meat products such as pork, chicken and beef; those engaged in the preparation of honey produced by their bees.

**Food artisans:** those engaged in the preparation of baked goods and foods, jams, jellies, pickles, preserves.

**Craft artisans:** those engaged in the production of arts & craft items such as pottery, jewelry, apparel, wood & metal crafts, paintings, photography, etc.

**Regional:** local; more specifically, North Carolina and adjoining states (South Carolina, Virginia, Tennessee)

**Local:** See Regional

**Agent:** an employee or representative of a farm vendor who, along with the farm vendor, assists in selling goods produced by the vendor.

### **MISSION STATEMENT**

The Greensboro Farmers Curb Market is a place for farmers and craft persons to market locally produced goods directly to the public. The goals are:

- 1) To provide a venue for local farmers, food and craft artisans to sell their homegrown, home-baked, and hand-made wares;
- 2) To promote the richness of regional agriculture and artisans;
- 3) To provide a place for citizens of Greensboro to have access to fresh locally-produced food; and,
- 4) To provide a crossroads where all citizens can come together.

## **1. MARKET HOURS**

The market is open year round on Saturdays, except when Christmas Day and New Year's Day falls on a Saturday. The market will also be open on Wednesday mornings from May through December. Hours of operation are the following: Wednesdays, 7am until 1 pm and Saturdays, 6 am until 12 noon. The Market Manager has the discretion to close the market at any time during any day if conditions justify closing.

## **2. WHO MAY SELL**

Selling space shall be strictly limited to growers and artisans residing in the state of North Carolina or adjoining states, and their products. No reselling of any prepared foods or craft items of any type shall be permitted at any time. Reselling refers to buying produce or other goods from a wholesaler and selling the product, as is, to the customer. Reselling of certain farm products and/or produce may be allowed by special permission of market management. In these cases, an Application for Variance must be completed and submitted for review (see Schedule 3 – Application for Variance to Sell) and approved by Market Management prior to selling those items.

## **3. WHAT MAY BE SOLD**

The Greensboro Farmers Curb Market exists as an outlet for the selling of farm products raised by the seller and artisan food products made by the seller. These products can only be offered for sale at the market by the farmer who raised them, or the artisan who made them, or his/her agent. (See schedule 1 for a complete list of products which may be sold). A number of tables may also be made available for the sale of crafts made by the seller. Priority for space is given in the following order:

1st: to growers/farmers

2nd: to prepared foods/baked goods vendors

3rd: to crafts vendors

## **4. TABLE RENTALS**

Tables may be rented by the day or by the year. Each vendor must obtain an application from the Market Manager or from Greensboro Parks and Recreation Department. After completion, the application must be returned, along with all necessary permits, to Parks and Recreation at least one month prior to the date the vendor wishes to begin selling at the market. Approval of the application does not guarantee table space. Upon approval, table space for day rental will be assigned by the market manager as available no later than 6:30 the morning of the sale. Priority is given first to farmers/growers.

The City's fiscal year is July 1 through June 30. Yearly table space is assigned at the end of July by market management based on availability of space. Vendors currently leasing tables by the year must notify the Market Manager of their intent to renew their lease for table space(s) for the next year by the last Saturday in June. Rent is due on July 1st and must be paid in full no later than July 31st. Table rental is non transferable and non refundable.

In order to maintain continuous lease after permanent table assignment, all farmers must occupy the space for a minimum of 15 weeks each year. Exceptions may be made when drought or other extreme conditions exist which adversely affect the seasonal crop/harvest expectations. Prepared foods/baked goods vendors and craft vendors must occupy the space for a minimum of 30 weeks each year. This occupancy need not be consecutive. Failure to comply will result in forfeiture of the permanent table.

## **5. APPLICATION TO SELL**

Applications to sell are available from the Market Manager or from the Greensboro Parks and Recreation Department. Applications must be completed and returned at least 1 month prior to the date vendor wishes to begin selling. Applications will be considered only if and when all necessary permits are submitted with application. (See Item 6 – Vendor Permits). Application for craft persons must contain descriptions of products to be sold along with photos. Craft vendors will be chosen based on available space and appropriateness of items to be sold. Craft items using locally produced materials, or that are farm and garden related are especially encouraged. All crafts must be original and handmade by the seller.

In some cases, food items not covered in Schedule 1 may be permitted. A vendor wishing to sell an item not otherwise listed may apply to market management for a variance (see Schedule 3 – Application for Variance to Sell).

Any vendor who has applied and been accepted to sell produce, food or crafts may only sell items listed on the original application and approved by market management. All vendors wishing to add new categories of items must submit an amended application and be approved before selling new items.

## **6. VENDOR PERMITS**

All vendors selling produce must have a Growers Certificate completed by the agricultural extension agent in the county in which the farm is located listing all products being grown or produced by the vendor. A copy of that form must be kept on file with the market management.

All vendors advertising and selling organic products must also submit a copy of their current organic certification, and renew each year.

All vendors selling meat must obtain a meat handler's license from the North Carolina Department of Agriculture (NCDA).

All prepared food items, meat and fish sold must meet state and local health regulations, including the inspection of prepared food seller's kitchen by NCDA health inspectors.

Vendors must have a current copy of their inspection form on file with the market manager.

## **7. VENDOR RESPONSIBILITY**

Leasing a table by the day or the year is a contractual agreement between the market and the vendor. Each renter must be set up by 6:30 AM. After that time, market manager may reassign that table for the day as needed. Each renter agrees to stay until market closing. Failure to comply may result in forfeiture of the privilege of selling at the Market.

Each renter is responsible for keeping table and space clean and aisles and walkways clear at all times during market hours. All trash must be placed in provided trash cans. Spills must be cleaned immediately with provided mops and brooms. At market closing, the vendor must clean the table and area completely, including removing all discarded produce, food or flower material to the dumpster located behind the building. Carts are provided for vendor and customer convenience during market hours. Carts may at no time be used to store items-before, during or after market. Sinks are provided for the convenience of all vendors. Anyone using a sink must clean it out after use. All vendors must leave the Market facility within one hour of listed closing times.

Vendors must provide their own scales and measures. Scales must be accurate and NCDCA approved. Vendors set their own prices. All items sold are to be of top quality. Prices must be clearly posted on each item. Signage and creative displays are encouraged as long as they do not interfere with normal market operations or obstruct view.

All vendors must represent their products in an honest manner, written or verbal.

No water or ice that has come into contact with meat or fish may be deposited or allowed to drain on market premises.

Vendors cannot keep their displays up if they are not here every Saturday. The display has to be easily moveable so that the Market Manager can remove it if necessary. If the vendor is not at the Saturday Market and has left his or her display up, an additional charge will be assessed. Displays must be taken down for special events as needed. If vendors leave their displays up, they will be removed by market management and additional charges will be assessed.

No perishable goods can be left at tables when the Market is closed.

It is the responsibility of the vendor to satisfy customer complaints. Upon receipt of numerous complaints about the same vendor, Market management will investigate and reserves the right to impose a penalty which may include probation and/or suspension.

Vendors having complaints about other vendors must submit specific written and signed complaints to the Market manager or to Market management.

Vendors determined to be using methods that are detrimental to sound Market operations, including the violation of Market policies, may be denied the privilege of selling at the Market. These methods may include, but are not limited to:

- 1) Offering for sale produce that is unsound, unwholesome or which fails to meet the requirements of federal, state or local laws;
- 2) Intentional misrepresentation of products sold by you; i.e., labeling products as “organic” without proper certification; failure to indicate source of products not grown/produced by you through the use of proper labeling at all times when selling at the Market, etc.;
- 3) Disruptive behavior, abusive or offensive language, abusive or offensive behavior toward other vendors, Market customers or Market management/staff;
- 4) Use of alcohol or other controlled substances while at the Market; or,
- 5) Possession of firearms or other weapons while at the Market

### **8. VENDOR PARKING**

Vendors may park near the market doors for 15 minutes while unloading. All vendor cars, trucks or other vehicles may not be parked in spaces along the side of the building on Lindsay Street, or along the creek side on Homeland Avenue. Parking spaces closer to the building are reserved for customers only. Vendors may park across Yanceyville Street at the War Memorial Baseball Stadium or on the grassy area adjacent to the parking lot on Homeland Avenue.

### **9. ANIMALS**

No animals of any kind (including pets) are permitted in the market. Service dogs are permitted when necessary.

### **10. SELLING OUTSIDE THE MARKET**

No one shall be permitted to sell any farm products from parking lots within a distance of 600 feet of the curb market unless legally authorized to do so.

### **11. VIOLATION AND PENALTIES**

Violation of any of these policies shall subject the vendor to forfeiture of the privilege of selling at the market. Any complaint must be filed in writing, signed and submitted to market manager. Complaints will be looked into by market management, who reserves the right to request a farm visit of any farm/producer. Violations will have the following consequences:

- 1) If a violation of market policy has occurred, a warning letter will be sent to vendor.
- 2) A second warning letter of complaint will result in a 30 day suspension of the right to sell.
- 3) A third violation will result in the vendor not being allowed to sell for one year and forfeiture of the permanent table reservation and all fees. After one year, the vendor may reapply by submitting a new application and all necessary permits.

## **12. SECONDARY USE OF THE MARKET**

The city reserves the right to open the curb market facilities to other activities when the market is closed.

## **13. MARKET MANAGEMENT**

The Greensboro Farmers' Curb Market is a facility of the City of Greensboro's Parks & Recreation Department. Market Management consists of the Market Manager, who manages the day to day operations of the Market; and the City Beautiful Coordinator/Market Coordinator, who oversees the overall operation of the Farmers' Market and other events at the facility. Both are employees of the Greensboro Parks & Recreation Department.

Market Management may deny the privilege of selling at the Market to any person who violates these guidelines and rules, or who otherwise takes actions which are determined by Market Management to be detrimental to the Market. Market Management specifically reserves the right to request additional information or documentation before making a decision to deny or limit a vendor's access to the Market. The privilege of selling on the Market is not an entitlement. In utilizing discretion to suspend, revoke, or otherwise terminate a vendor's privilege to sell at the Market, Market Management may consider a vendor's history of cooperation with the Market Management and the vendor's good faith effort to obey the guidelines outlined in the Vendor Participation Policy. Likewise, any effort to manipulate or to violate the spirit of the guidelines and rules may be considered. The ultimate discretion for eligibility determinations belongs to Market Management and the Greensboro Parks & Recreation Department.

### **SCHEDULE 1**

#### **PRODUCTS THAT MAY BE SOLD AT THE GREENSBORO FARMERS' CURB MARKET**

1. Any vegetable grown by the seller from seeds sets or seedlings on the seller's farm
2. Fruits, nuts or berries grown by the seller from trees, bushes or vines on the seller's farm
3. Any plant grown by the seller from seed, seedling, transplant or cutting on the seller's Farm
4. Bulbs propagated by the seller
5. Honey produced by the seller's bees
6. Fresh baked goods made by the seller
7. Eggs produced by the seller's poultry
8. Preserves, pickles, jams and jellies made by the seller
9. Fresh cut or dried flowers grown by the seller

10. Fish or meat from animals raised on the sellers premises
11. Firewood cut by the seller
12. Compost produced and bagged by the seller
13. Non farm crafts produced by the seller
14. Other local food products -by special approval only

**SCHEDULE 2**

**TABLE FEES FOR THE GREENSBORO FARMERS' CURB MARKET**  
**GREENSBORO PARKS & RECREATION DEPARTMENT**  
**FEE SCHEDULE Fees**

Table Rental, Daily, full table \$24.00

Table Rental, Daily, half table \$12.00

Table Rental, Daily, half wall table \$18.00

Table Rental, Daily, full wall table \$35.00

Table Rental, Yearly, full table \$330.00

Table Rental, Yearly, half table \$165.00

Table Rental, Yearly, full wall table \$385.00

Table Rental, Yearly, half wall table \$192.00

**SCHEDULE 3**

**APPLICATION FOR VARIANCE TO SELL**

The Greensboro Farmers' Curb Market has a long tradition of providing a venue for local farmers, food and craft artisans to sell their homegrown produce, home-baked foods and hand-made wares, and of providing a place for the citizens of Greensboro to have access to fresh, locally-produced foods. However, in certain cases, reselling of certain farm products and/or produce may be allowed by special permission of market management. These cases may include but not be limited to periods when drought or other extreme conditions exist which adversely affect the seasonal crop/harvest expectations. (I.e., if a late freeze impacts local farmers' ability to supply the demand for strawberries in early May, the farmer who normally provides strawberries from his/her farm at this time may obtain berries from another local source and resell them until their crop comes in, or if destroyed completely, as long as strawberries are normally in season in North Carolina.) In these cases, an Application for Variance to Sell must be completed and submitted for review. Applications may be discussed with

members of the elected Vendor Advisory Committee for input. However, the final determination rests with Market Management.

All vendors wishing to resell products not produced by them must first complete and submit an Application for Variance to Sell, provide necessary Growers or other certificates, and receive permission from Market Management before selling the products. The following is among the criteria is considered when reviewing applications:

- Product must support the Mission of the Market
- Product must meet all terms and standards outlined in the Market Policy
- Product must not compete with other existing vendors producing the products, or providing the product from local sources.
- Product must not compromise, or otherwise call into question, the integrity of the Market
- Product must not create a liability for the Market, for the applying vendor, and the City of Greensboro
- Product must add to the vitality of the Market by benefiting the overall Market and its customers

All approved variance applications will be reviewed annually.

**Parks and Recreation Department  
City of Greensboro**



**March 4, 2010**

**TO:** Denise Turner, Assistant City Manager

**FROM:** Greg Jackson, Director

**SUBJECT: Farmer's Curb Market Recommendations**

The Farmer's Curb Market has been in existence for 134 years with a focus on providing citizens with access to local farm products, local crafts and wares. Since 2007, the Parks and Recreation Department has worked with the Parks and Recreation Commission (PRC) to conduct three public forums to address citizen and vendor concerns. The PRC reviewed and amended the Farmer's Curb Market rules and regulations in June 2007, adding a requirement for vendors to complete and submit an application and defining consequences for violating Farmer's Curb Market rules and regulations. In September and October 2008, the PRC held two meetings specifically seeking public input on selling only locally grown products and a variance policy was implemented providing for a process to allow some non local products. The most recent public input process consisted of a committee that included two members of the PRC, a Public Affairs facilitator, a former farmer's market vendor, City Beautiful director and a NC Agricultural Extension Services agent. This group was tasked with hosting community meetings to identify the issues at the market and to make recommendations for the PRC to consider. The group hosted a meeting with the vendor advisory committee for the Farmer's Curb Market on December 15, 2009 and a second meeting open for all vendors, customers and interested citizens on January 6, 2010. Both meetings were public forums with plenty of opportunity for citizen input.

The committee made a recommendation to the PRC at their January 13<sup>th</sup> meeting. The recommendations were posted on the Parks and Recreation Department's website after the meeting and were posted until February 10 for public comment. The PRC will receive a summary of the public comments and take public input regarding the recommendations at their March 10, 2010 meeting.

**The Committee Recommendations**

Based upon the mission of the Farmer's Curb Market and extensive citizen input, the following recommendations were made at the January 13<sup>th</sup> PRC meeting:

1. The Parks and Recreation Department hire a market manager (20 hour roster position) that is responsible for oversight of the market and enforcement of rules. The market manager will report to the City Beautiful coordinator. These two make up market management and cannot be vendors at the market.
2. Keep the VAC composition and election process as is currently defined.
3. Market management and the VAC should establish a complaint processing and resolution process that includes a written response.

4. Market management and the VAC should establish a table assignment process, vendor application process, farm visit process, agent policy and variance review and approval process.
5. All complaints should be directed back to market management and the VAC for review and resolution.
6. Further consideration should be given to evaluating a partnership with the NC Agriculture Extension Services to manage the Farmer's Curb Market.

### **Background**

All of the issues identified in the most recent process can be categorized into two broad categories: market management and vendor advisory council.

Market management issues:

- Management and oversight of the market
- Enforcement of the market rules
- A complaint resolution system
- Application process
- Increased opportunities for vendor and citizen input into the market

Vendor advisory committee issues:

- Guidelines for what can be sold at the market
- Defined process for variances
- Recommendations for resolving complaints
- Farm visits/inspections
- Recommendations for handling agents
- Forum for public input

The key issue that has created the most discussion focuses on whether the farmer's market should allow products to be sold that is not locally grown or crafted. Based upon the mission of the market, which is consistent with many farmers markets, products should be locally produced or crafted. There is a process to request a variance to the only local products guidelines. This variance process was designed to allow farmers that have been impacted by natural occurrences that impacted their crops to still provide a product for sale. For example, if a freeze damaged a farmer's strawberry crop, they could apply for a variance to bring in strawberries that are not locally grown during the local growing season only. Some vendors have either ignored the variance process or extended their variance request to other products that were not approved for variance or at such times where local produce was not available. Such variances are contrary to the mission of the market.

During the public input process, a majority of attendees communicated that they wanted to keep the farmers market a place for locally produced products and crafts. There are other markets in the area that allow products to be sold without restrictions.

The following meetings occurred to identify and clarify the issues and to provide guidance in the recommendations.

November 18, 2009      Farmer's Market Work Group meeting.

December 8, 2009 Farmer's Market Work Group meeting.  
December 15, 2009 Farmer's Market Work Group and Farmer's Market Vendor Advisory Committee.  
January 6, 2010 Public input meeting at the Guilford County Cooperative Extension Service Barn Kitchen Meeting Room. News releases were sent out a month in advance as well as letters sent to all registered vendors informing them of the meeting.  
January 13, 2010 Preliminary recommendations read to the Park and Recreation Commission.  
Jan. 14- Feb. 10, 2010 Recommendations posted on the Parks and Recreation Department's website for public comments.