

CITY OF CHARLOTTESVILLE
“A World Class City”

Office of the City Manager

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November 18, 2022

As we approach the 50th anniversary of the creation of Charlottesville’s Downtown Mall, the City is looking ahead to the next 50 years and beyond. The mall has been an economic engine for the City, as well as an essential community gathering place, important historic resource, and vital open space. As with any community amenity, it is necessary to revisit maintenance, improvements, and enhancements. As a public place with a high level of activity throughout the day, we need to ensure everyone is welcome and has a quality experience.

The City Manager is forming a Downtown Mall Committee for the purpose of discussing and vetting ideas for the future management and operations of the mall. The intent of this committee is to be a representative public forum for the discussion of the challenges and potential solutions for the Downtown Mall. From this work, the City will develop an action plan to present to City Council. The intention is for this work to be completed within one year, as shown on the attached work plan.

If you would be interested in being a member of the Charlottesville Downtown Mall Committee, please complete the form below and drop off at City Hall, mail to the address above, email to Downtownmallcommittee@charlottesville.gov, or go to <https://form.jotform.com/223043151150034> and complete the form online. Applications must be received by December 20, 2022:

Name:

Address:

Email:

Or other means of contact:

From your perspective, why is the downtown mall important and what is the most important consideration for its future? (2 paragraphs max)

Why should you be selected to participate on this committee? (2 paragraphs max)

Sincerely,

A handwritten signature in black ink, appearing to read "Michael C. Rogers", written over a horizontal line.

Michael C. Rogers
Interim City Manager

Downtown Mall Committee Work Plan

Goal:

Create a forum for discussion of the challenges and potential solutions for the Downtown Mall for its next 50 years.

Outcome:

Shared understanding amongst committee members of the challenges/opportunities and the City's proposed solutions related to the Downtown Mall.

Information/feedback that will inform a Downtown Mall Operations Plan to be submitted to City Council to support budget decisions.

Structure:

A committee made up of approximately 18 representatives of key Downtown Mall stakeholder groups.

A staff support team that prepares materials/proposals, with consultant support as necessary.

The committee would meet monthly or bimonthly over the course of up to 12 months. Each meeting would have the following general agenda:

1. Welcome
2. Presentation on the topic of the meeting (issue, facts, potential solution(s))
3. Questions & Discussion
4. Recap of previous meeting topics – any updates from the City
5. Final Questions & Discussion
6. Adjourn

Committee Membership

Where the number of applicants exceeds what is needed, staff will seek to recommend members based on achieving representation from different interests/groups such as those identified below as well as gender balance and a range of backgrounds including age and cultural diversity.

Downtown Business Association	Historic Preservation
Downtown Business Owner (Retail)	Homeless Community
Downtown Business Owner (Restaurant)	Downtown Area Resident
Downtown Entertainment Venue	City Resident
Downtown Property Owner	People with Disabilities
Downtown Office Occupant	City Council Representative
Planning Commission Representative	BAR Representative

Committee members will be expected to attend most meetings and prepare for each meeting by reviewing provided meeting materials. Where a member is unable to regularly participate, the City will look for a replacement from amongst the applicant pool.