



# Downtown Mall 50th

Guidelines and Recommendations  
for the  
Charlottesville Downtown Mall

As prepared for the Charlottesville City Council  
by Allyson Gibson and James Freas, Neighborhood Development Services  
February, 2024

Information synthesized following the  
Downtown Mall Committee Meetings from April 2023 to February 2024



Lawrence Halprin sketch

# Downtown Mall Report

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- **2023 City Manager commissioned an internal report**
- **20 stakeholders + staff convened**
- **Recommendations across physical, organizational and social components**
- **Report delivered to council in Feb. 2024**



# Downtown Mall Stats

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- 36 acres, approximately 20 blocks
- 207 parcels
- \$600M in assessed value
- 2.8M annual visitors in 2025
- 500+ annual concerts, shows and events
- 90 mature shade trees
- 4 fountains
- 60,000+ bricks

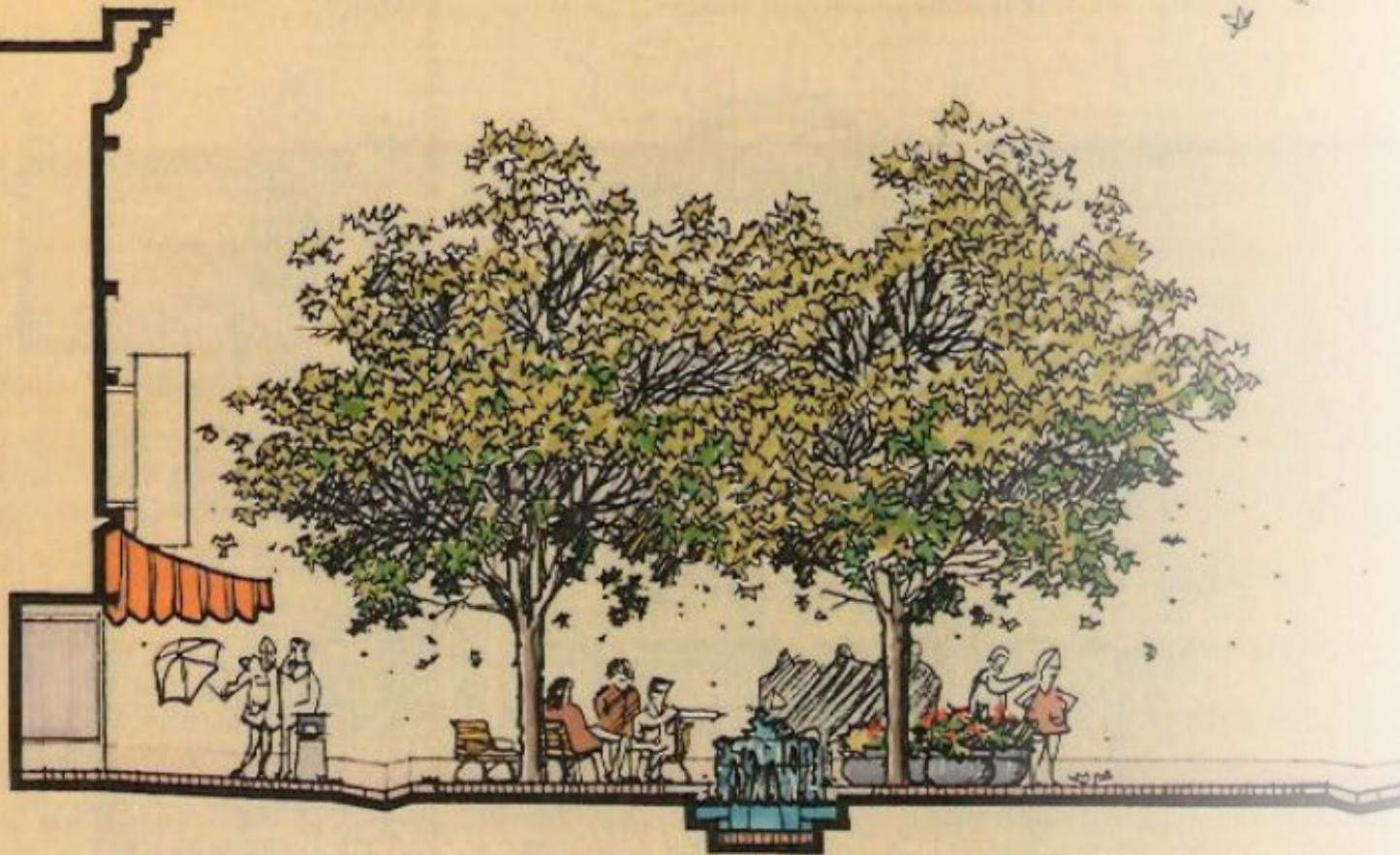


# Downtown Mall 50<sup>th</sup> Update

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- Overview
- Maintenance & Repairs
- Downtown Mall Ambassador Program
- Coordination with:
  - Friends Of Charlottesville Downtown
  - Historic Resources Committee
  - Albemarle Charlottesville Historical Society
  - Charlottesville Albemarle Convention & Visitors Bureau



- Downtown Mall “Team” in place – complete
- Assessment of Downtown Mall Maintenance and Repair Needs - complete
- Identifying Existing Funding Allocations (and Future Needs) - complete
- Contract with Block by Block for Ambassador services - complete
- Planning for DTM50th Celebrations – in progress

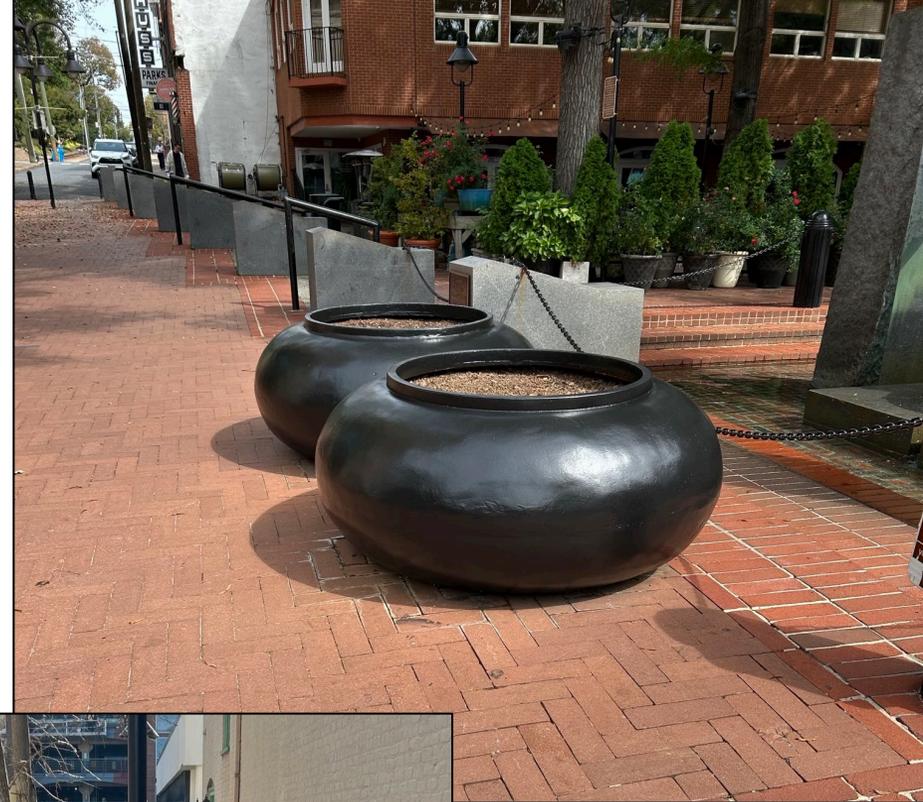
AWNINGS      DRAINAGE      CHAIRS      FOUNTAIN      PLANTER POTS      PAVING  
 CANVAS      BRICK      WOOD/METAL      BRICK/GRANITE      METAL      BRICK

LIGHT BOLLAS  
 GRANITE BALLS

# MAINTENANCE & REPAIRS

- **Furniture and Fixtures**

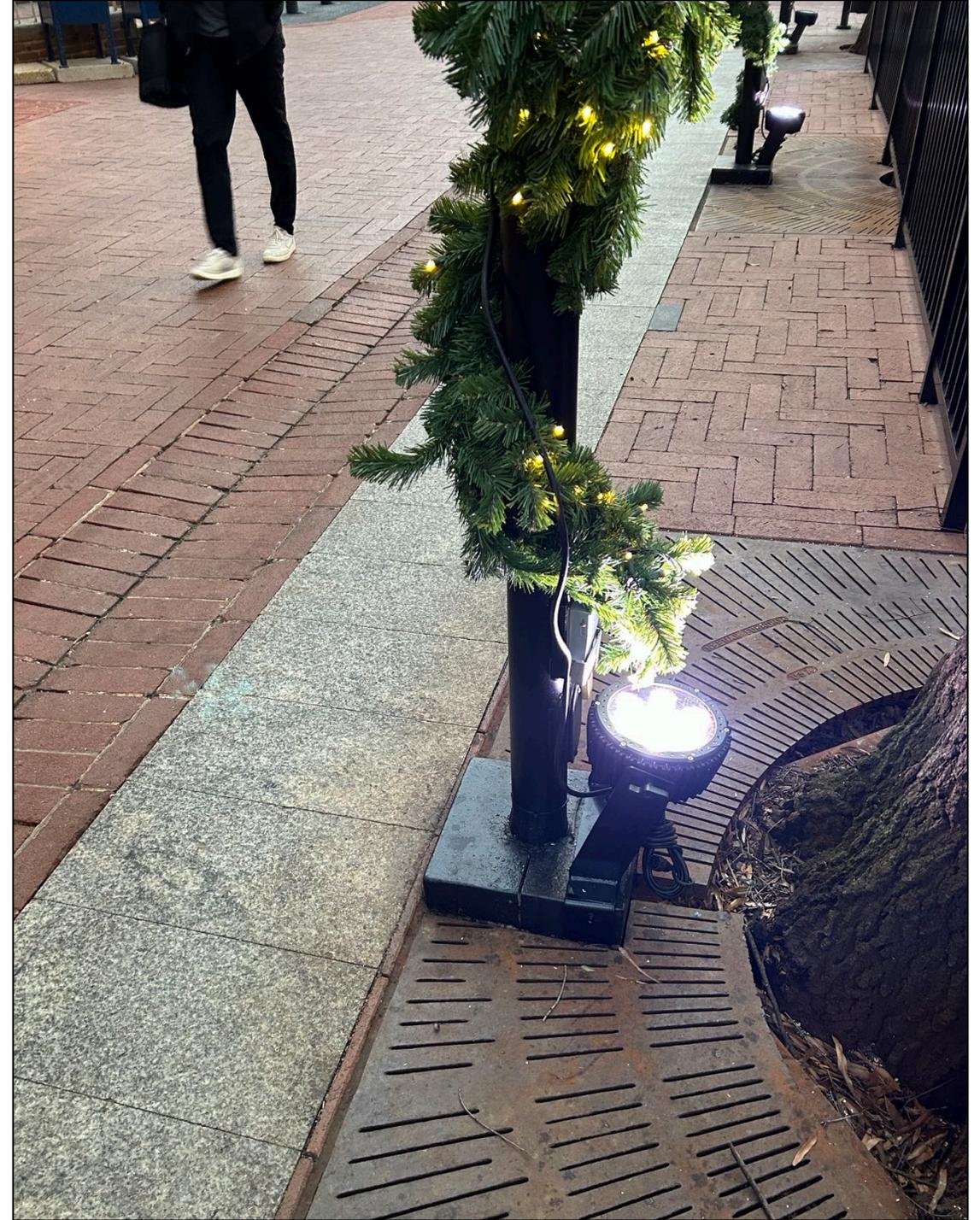
- Assets have been inventoried
- Mall Maintenance standards created
- Painting of furniture and fixtures - complete
- 2 drinking fountains replaced
- 6 trash receptacles replaced
- Locking mechanisms added to Mall bollards
- Contract for brick paver repairs in place – work beginning soon
- Painting of fire hydrants – Winter/Spring 2026



# MAINTENANCE & REPAIRS

- **Lights**

- All lamp posts (165) manually inspected and repaired as needed - complete
- Relocated 60 uplights to permanently affixed locations
  - Custom construction and installation of brackets – complete
  - Moved light fixtures to brackets



# MAINTENANCE & REPAIRS

- **Tree Trimming**

- Annual Tree trimming of all Downtown Mall trees – complete

- **Start Implementing Tree Management Plan**

- Modifications to fountains – target 2026



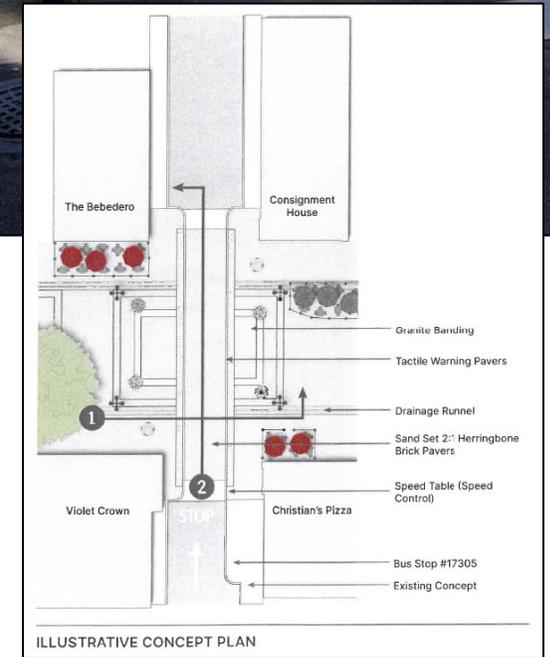
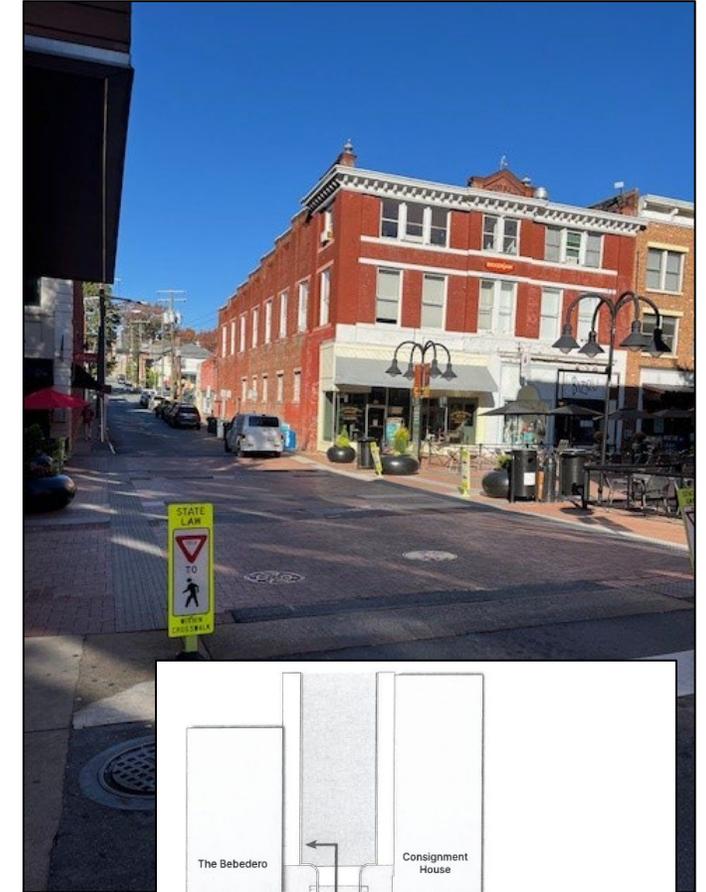
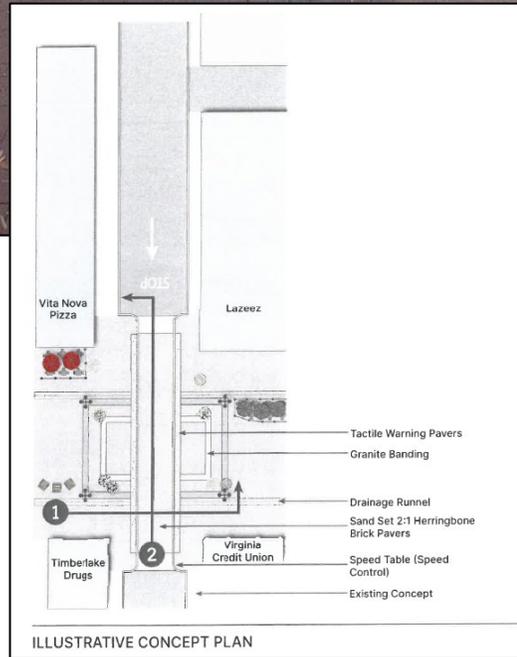
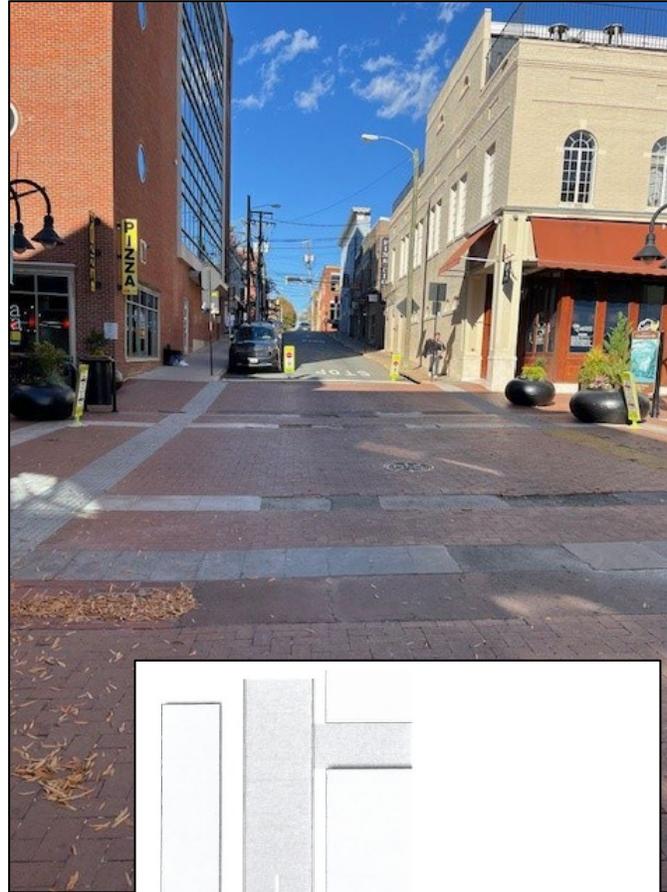
# Downtown Mall Ambassador Program

- Serving as friendly guides, caretakers and problem-solvers
- Complement the core cleaning work done by City Parks & Rec
- Began service February 1<sup>st</sup>



# MAINTENANCE & REPAIRS

- **Cross Streets Repair Construction**  
(4<sup>th</sup> Street NE and 2<sup>nd</sup> Street SW)
- Bid Documents Re-issued
- Work expected  
April – June 2026





## CELEBRATING 50 YEARS OF THE MALL

- **Developed Multi-functional Logo for branding of the Downtown Mall**
- **Creating a Series of Written Narratives Sharing Various Perspectives of the Mall**
- **Friday July 3<sup>rd</sup> Anniversary Event**
  - **Formal ceremony**
  - **Lantern Parade**
  - **Music & Light Show**



# CELEBRATING 50 YEARS OF THE MALL





## CELEBRATING 50 YEARS OF THE MALL

- **Downtown Commercial showing on local TV, Violet Crown and at CHO**
- **DTM 50th Banners on light poles and Elevator Shaft at MSPG**
- **Full year events**
  - **Kiosks, wood milling of recycled Mall trees, speaker series, lego event, stories**



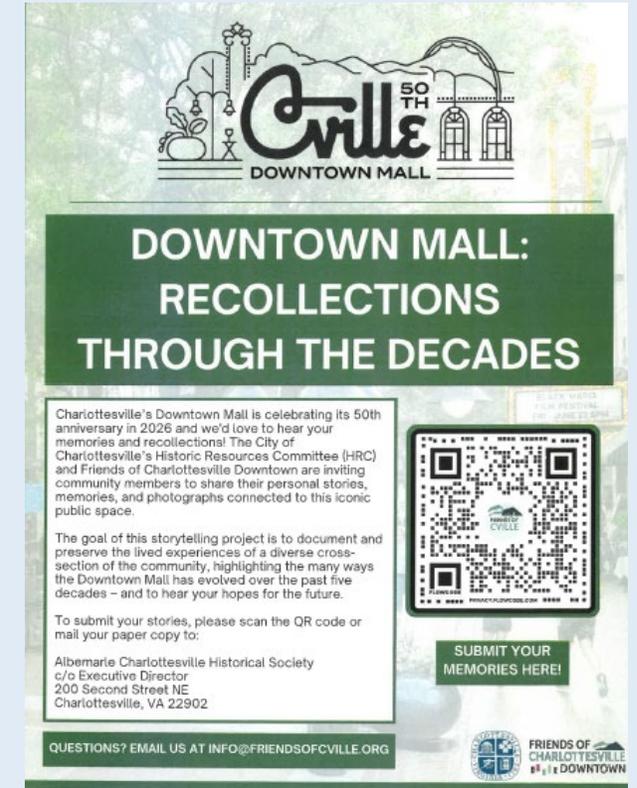
# 2026:



# CHARLOTTESVILLE VA 250

## Historic Resources Committee/ Friends of Charlottesville Downtown/ Albemarle Charlottesville Historical Society

- Storytelling / Recollections
  - “Recollections” online surveys are in progress at [www.friendsofcville.org](http://www.friendsofcville.org)
  - Public displays in late spring
  - After 50<sup>th</sup>, survey results will be archived by the Historical Society



## ALBEMARLE CHARLOTTESVILLE Historical Society



2026:



## Albemarle Charlottesville Historical Society

- Downtown history tours starting spring

## CACVB

- Supporting Friends of Charlottesville Downtown events and activities
- Coordinating with 250<sup>th</sup> Anniversary activities across Virginia

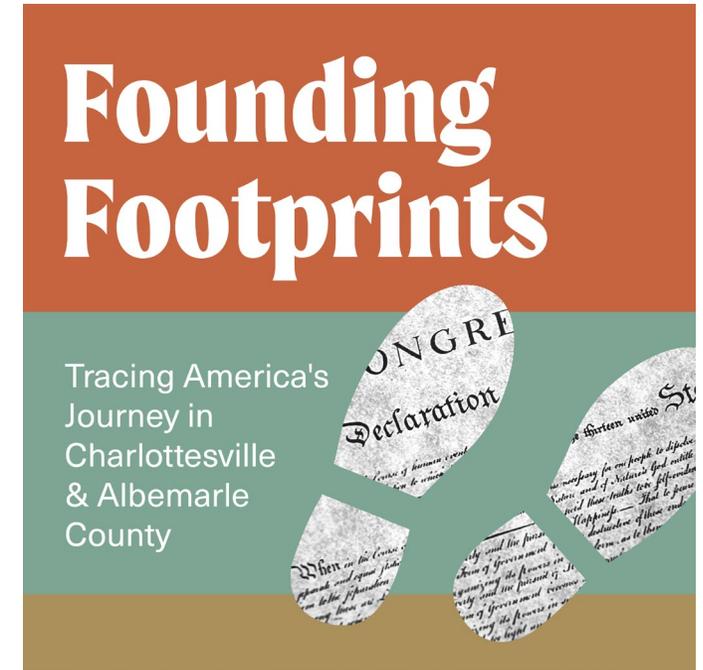


# 2026:



## CACVB

- Matched a \$10,000 grant from the Virginia Tourism Corporation to launch *Founding Footprints*. The 10-episode podcast features accompanying itineraries and highlights 140+ partners.
- Funded the 2025 Cville Puzzle Hunt focused on the American Revolution with 1,000 participants with 20% of attendees traveling from 50+ miles away.





PARAMOUNT

PARAMOUNT  
BUSTER KEATON  
WITH LIVE MUSIC  
SUN. SEPT. 23. 4 PM