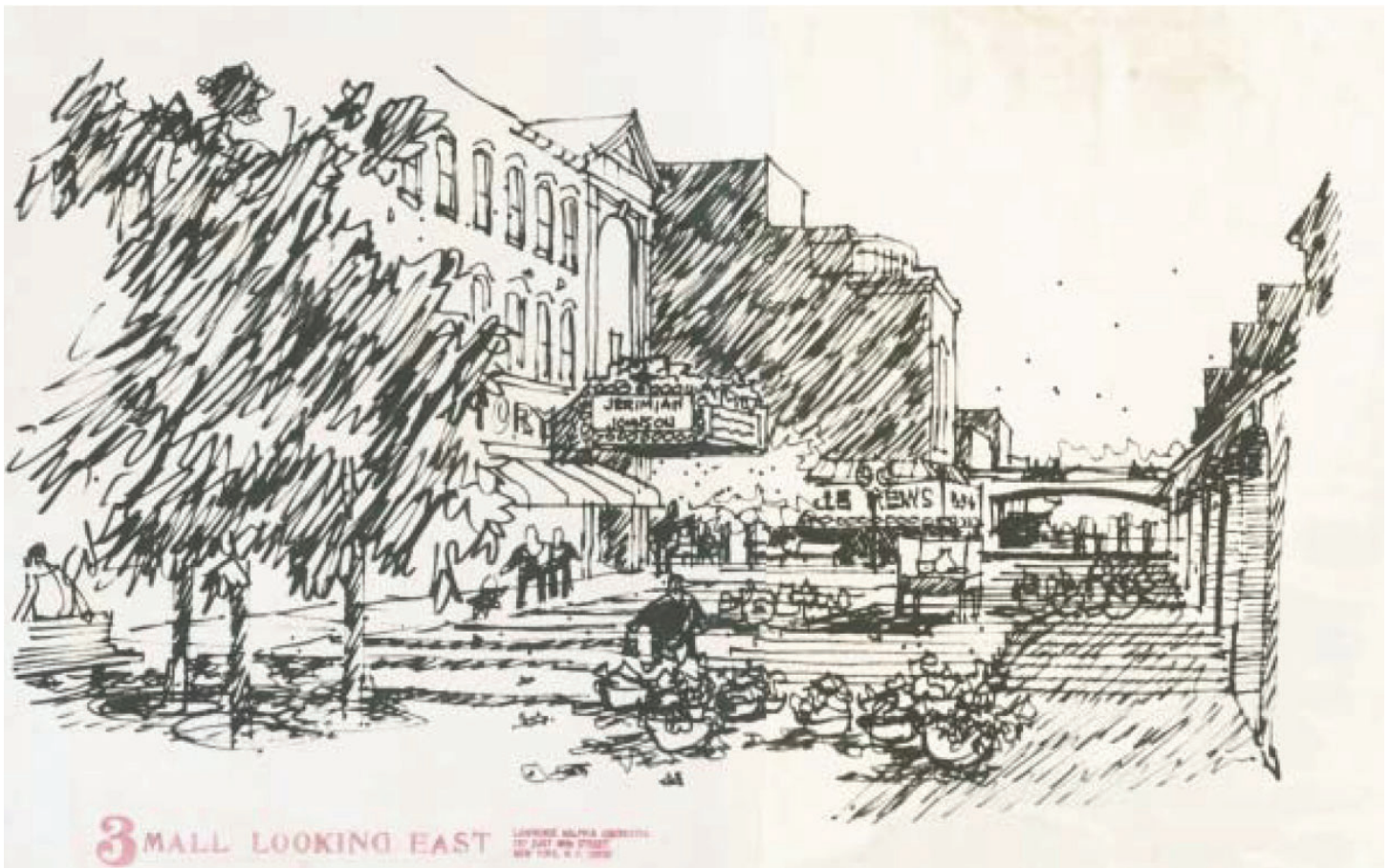


# Guidelines and Recommendations for the Charlottesville Downtown Mall

Prepared for the Charlottesville City Council  
May 20th, 2024

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



Lawrence Halprin sketch

### **Members of the Downtown Mall Committee and Associations**

Greer Achenbach, Friends of Charlottesville Downtown  
James Barton, Vault Virginia  
Jessica Catalano, Charlottesville Business Owner  
Tom Chapman, Albemarle Charlottesville Historical Society  
Andrea Copeland, Chamber of Commerce  
Carreen de Cardenas, UVA Graduate Student  
Alvin Edwards, Mt. Zion First African Baptist Church  
Bern Ewert, Former Charlottesville Deputy City Manager 1972 - 1976  
Breck Gastinger, Board of Architectural Review  
Steve Houchens, The Caton Companies/Management Services Corporation (MSC)  
Michael Joy, ALAKAZAM TOYS  
Genevieve Keller, Preservation Piedmont  
Lynelle Lawrence, Mudhouse Coffee  
David Plunkett, Jefferson Madison Regional Library  
Linnea Revak, DarlingxDashing Boutique  
Lloyd Snook, City Council  
Rory Stolzenberg, Planning Commission

### **City of Charlottesville Staff Members**

Samuel Sanders, City Manager, Committee Chair  
James Freas, Interim Director of Neighborhood Development Services, Committee Chair  
Riaan Anthony, Deputy Director of Parks and Recreation  
Craig Fabio, Assistant Zoning Administrator Neighborhood Development Services  
Chris Engel, Director of Economic Development  
Steven Hicks, Director of Public Works  
Todd Niemeier, Director of Human Rights  
Jeffrey B Werner, Senior Planner Neighborhood Development Services

## Charlottesville's Downtown Mall

The Downtown Mall (the Mall) was designed by renowned landscape architect Lawrence Halprin and his firm, Lawrence Halprin & Associates, well known for their community-centered projects. This eight-block long, dedicated pedestrian space is notable and extraordinary due to both its form and resulting social experience. The open space, plazas, and café spaces provide the settings for activities ranging from strolling to dining out to enjoying large public events such as concerts or the Holiday Festival of Lights. It has taken five decades of City stewardship, community commitment, and ongoing learning and evolving to ensure its continued success—and from actions both intentional and organic. As a result, the Mall has become a vital, mixed-use environment with predominately locally owned shops and restaurants within its storefronts and increased use of its upper stories as apartments and offices. The Mall is both a cultural and economic center for the City.

There is an inherent tension related to the Mall's constructed landscape. It is a space for and of the City, which has and should continue to evolve over time. Equally, its value as a historic and significant designed landscape should be preserved and maintained.<sup>1</sup> On the eve of the Mall's 50th anniversary, it is imperative we examine and understand this tension around the necessary evolution, adaptation, rehabilitation, and preservation of this space. In considering what is required to maintain the Mall for the next 50 years, **it is necessary to understand the successes and failures of the space and its specific elements. With that, it is necessary to evaluate and modify the City's decision-making and management structure related to the Mall.** Identifying and preserving the elements that give the Mall its unique atmosphere and historic significance, while allowing it to adapt--and possibly expand-- accommodates the City's evolving goals and values to be safe and welcoming for all community members. Lawrence Halprin anticipated this challenge when he said:

*"Though we do not have a clear picture of the ideal form of a city, we do have a clear image of the purpose of an ideal city. This purpose is clearly to make possible a rich and biologically satisfying life for all the city's people. What we are really searching for is a creative process, a constantly changing sequence where people are the generators, their creative activities are the aim, and the physical elements are the tools."*

## Downtown Mall Committee

Anticipating the Mall's upcoming 50-year anniversary and acknowledging the critical need for both a long-range vision and a long-term maintenance plan, in 2023 Michael Rogers, the then City Manager formed a committee to discuss the Mall's future, provide community feedback, and contribute ideas and suggestions that would inform the development of an action plan. **The goal was not to resolve, or even identify, every issue related to the Mall, which will be an ongoing process for the City, but to begin to serve as a starting point for that process.** The committee members and City staff members who engaged in this process are listed at the opening of this document.

The committee was charged with **identifying and discussing the values of the community** regarding the Mall. This discussion centered around understanding the existing and future challenges and helping the City of Charlottesville prioritize the actions that could build on the Mall's strengths while allowing it to evolve to meet the needs and expectations of the present community.

In a series of monthly meetings—beginning in March of 2023 - the topics discussed by the Committee included the following elements and attributes of the Mall:

---

<sup>1</sup> The Mall is designated by the City as part of the Downtown ADC [historic] District, listed on the Virginia Landmarks Register (VLR) and National Register of Historic Places (NRHP) as a contributing resource to the Charlottesville and Albemarle County Courthouse Historic District (VDHR #104-0072), and individually listed on the VLR as the Charlottesville Downtown Mall Historic District (VDHR #104-5994), with individual listing on the NRHP expected in the spring of 2024.

- Trees, fountains, and other physical components of the constructed landscape.
- Seating and cafés, including the often conflicting views of restaurant patrons and pedestrian visitors.
- Side streets, both as entrances to the Mall and as opportunities for innovative use as public space.
- Transportation, including pedestrian access, parking, and service deliveries.
- Lighting for both safety and aesthetics.
- The Mall experience, including safety and equity of a public space at the heart of the City.

The Mall is a designed and constructed, three-dimensional space within the City that includes businesses, residences, buildings, green spaces, open spaces, vegetation, local residents and visitors, and even serves a role in our transportation infrastructure. As an amenity, the Mall exceeds the sum of its individual elements.

In recording and summarizing the committee's discussions, staff treated their comments, questions, and concerns as expressions of the community's values regarding the Mall. Among the themes repeatedly expressed:

- The **invitation to the Mall** should be to everyone who lives in and visits Charlottesville, not just specific demographics.
- A **feeling of safety** and the importance of a welcoming environment, accessible options for both getting to and from the Mall and using it.
- Public awareness of dynamic, **community-driven** changes and **visible investments**. This is a significant piece of public infrastructure that requires on-going maintenance and investment.

The four following action items were identified by the committee as the highest priority in no particular order.

- Create a consistent presence of staff on the Mall to enhance cleanliness and safety for all users.
- Implement the proposed Tree Management Plan.
- Create a plan for safety and aesthetic lighting of the Downtown Mall and create guidelines for current and future lighting
- Re-imagine the outdoor cafe spaces.

### The Mall: As a Defined Space

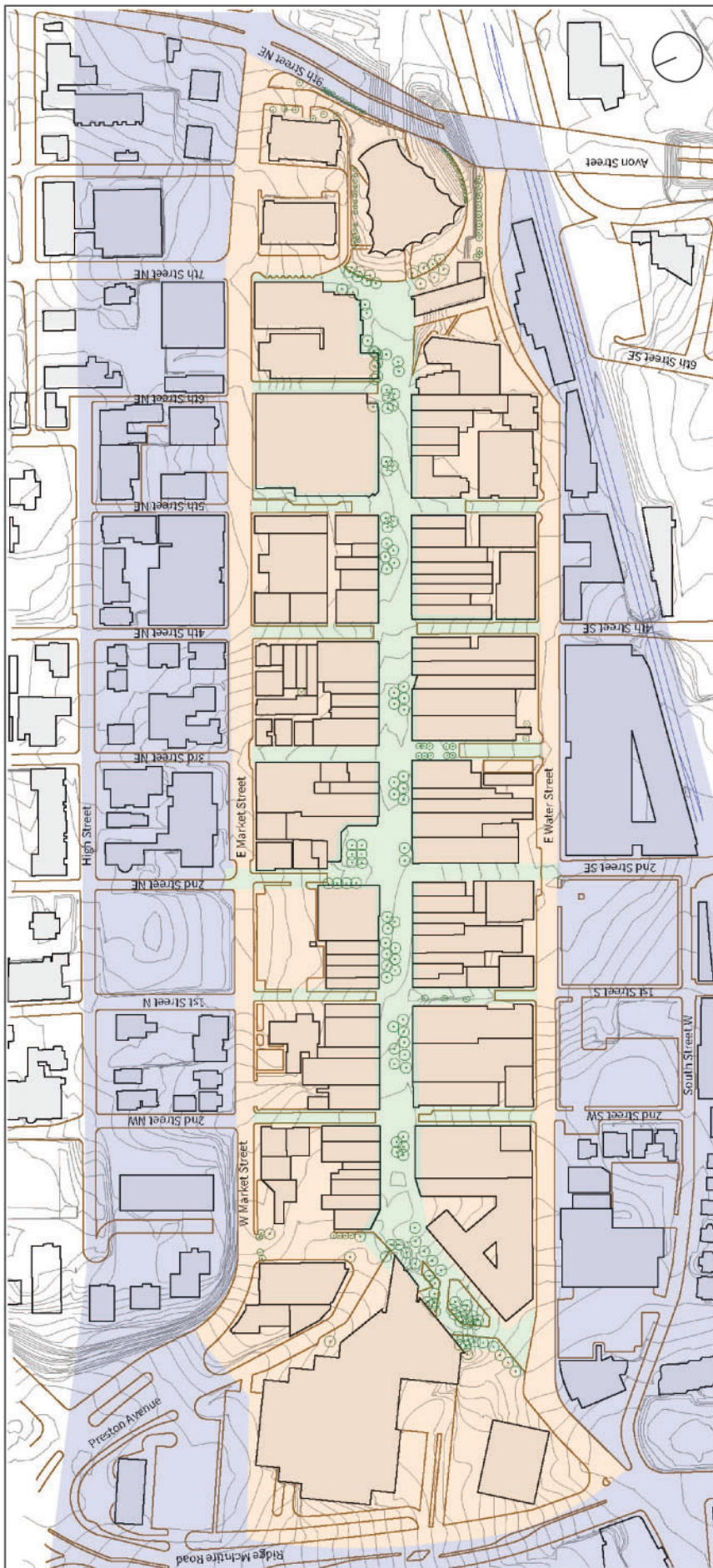
The Mall has no formal boundaries and, understandably, people have varying interpretations of what they perceive as the Mall. For the purposes of this exercise, the Mall is the area bounded on the north by Market Street, on the south by Water Street, on the west by the Omni Hotel, and on the east by Ting Pavilion. (See the following diagrams). Adjacent parts of downtown Charlottesville are important to the City and contribute to experiences on and perceptions of the Mall but fall outside the scope of the following recommendations. Additionally, while this boundary encloses an area of approximately 30-acres, this plan applies only to the public right and City-owned property within it. The approximately 20-acres that are privately owned and maintained are integral to the Mall's future, but not the subject of this plan, relative to public investment and management.

### Draft Plan and Concepts

The framework and action items described below are organized into three categories that, while not exclusive, in staff's opinion reflect what the Committee identified as important considerations in developing a plan for the maintenance, enhancement, and evolution of the Mall.

- **Organizational:** Items that pertain to the maintenance, function, and supervision of the Downtown Mall within the City of Charlottesville Government.
- **Programming:** Items that are related to the social, physical, and psychological well-being of the residents, visitors, and workers on the Downtown Mall.
- **Amenities:** The physical elements that create the Downtown Mall and require maintenance or enhancement to comprehensively serve the people of the Downtown Mall.





## Zones of Management

*Zones of Management in priority levels for the Downtown Mall within the context of this Action Plan. The majority of the Action Items are referencing within the Primary Zone, but the influences will radiate out to and from the Contextual Zone.*

- The Contextual Zone**  
 including surrounding buildings and streets separated from The Mall by Water and Market Street.
  
- The Adjacent Zone**  
 includes the buildings situated on the pedestrian mall, event spaces that are owned privately, and the streets that connect the DTM to Charlottesville.
  
- The Primary Zone**  
 includes the main pedestrian mall, facades of the buildings surrounding the pedestrian mall, the side streets and main crosswalks across Water and Market streets.





*Aerial of the Downtown Mall area discussed, with the surrounding context included. This central area is the primary point of interest, but the context of Charlottesville and surrounding elements cannot be ignored.*



## **ORGANIZATIONAL**

---

1. Create a Downtown Mall Division within the existing City of Charlottesville departmental structure.
2. Update and expand the existing maintenance plan incorporating the new management structure for the Downtown Mall.
3. Create a budget and funding sources to implement the plan, including mechanisms to accrue funds over time for programmed capital projects.
4. Establish short-, medium-, and long-range objectives. Periodically reevaluate and update the plan, include critical analyses to evaluate the results of completed projects and initiatives.

## **PROGRAMMING**

---

5. Create a framework for ongoing engagement and dialog with businesses, property owners, the public, and other stakeholders.
6. Foster robust relationship building amongst Downtown Mall stakeholders.
7. Create a consistent presence of staff on the Mall to enhance cleanliness and safety for all users.
8. Diversify the types and number of events and other uses of open spaces.
9. Implement the proposed Tree Management Plan.
10. Update the current Board of Architectural Review (BAR) guidelines and continue to evaluate the regulations applicable to the Downtown Mall.
11. Prioritize the safety of visitors and residents of the Downtown Mall.
12. Explore ways to further integrate the side street access ways into the experience of the Mall.
13. Create and implement a new parking and loading strategy for the entire downtown area.
14. Increase frequency and consistency of public transportation to and around the Downtown Mall.

## **AMENITIES**

---

15. Explore the addition of a permanent restroom facility centrally located and convenient to Mall visitors.
16. Expand bicycle infrastructure for the Downtown Mall and surrounding areas.
17. Improve pedestrian infrastructure on adjacent streets providing access to the Mall.
18. Include attention to the repair and maintenance of crosswalks and sidewalks around The Mall in the responsibilities of the Downtown Mall division.
19. Create a plan for safety and aesthetic lighting of the Downtown Mall and create guidelines for current and future lighting.
20. Re-imagine the outdoor cafe spaces.
21. Consider a plan to incorporate the fountains back into the interactive landscape of the Mall.
22. Repair existing Halprin designed chairs and add more public seating.

## Organizational

---

*Items that pertain to the maintenance, function, and supervision of the Downtown Mall within the City of Charlottesville Government.*

### **1. Create a Downtown Mall Division within the existing City of Charlottesville departmental structure.**

The Charlottesville Downtown Mall Division would be responsible for the management, maintenance, and vision of the Downtown Mall. The mission of this department would be to maintain the existing environment of the Downtown Mall, while enhancing and evolving the physical and social aspects of the Mall to create a welcoming atmosphere for all visitors. This action plan would be coordinated or carried out by this division. Currently responsibility for various aspects of the Mall is held by Parks & Recreation, Neighborhood Development Services, the Department of Public Works, and the Office of Economic Development. This divided responsibility is not adequate for the caliber of maintenance, updates, and management expected for an area of prime economic and community value.

The Downtown Mall division would be experts on the Mall, including its history, physical elements, economic significance, people, and processes. Specifically, it would have the following roles and responsibilities:

- Advance this Action Plan
- Oversee and set the standards for maintenance activities and improvements.
- Manage internal and external maintenance and service contracts.
- Manage Café and vendor leases and other space rentals as may be defined.
- Approve event plans and work with partners to generate new events.
- Maintain strong communication with partner organizations, City agencies, businesses, property owners, and other Mall stakeholders.

### **2. Update and expand the existing maintenance plan incorporating the new management structure for the Downtown Mall.**

The Department of Parks and Recreation has maintained the Mall for years and generally can be credited with success, despite the challenges of an environment very different in physical make-up and purpose from the typical city park. Under a new, dedicated Downtown Mall management entity, one of the first tasks will be to update and expand the existing management program with the development of a new management plan. This plan will need to identify the regular maintenance activities necessary on a daily, weekly, monthly, seasonal, and annual schedule and set the standards for how this work is expected to be done. Further, this maintenance plan will need to be integrated with the programmatic aspects of the Mall as well as informing the capital improvement plan for the Mall. Finally, the maintenance program would need to include special attention to respecting the historic attributes of the Mall and will require coordination with the Preservation Planner in the Neighborhood Development Services Department.

The Appendix includes a list of the physical elements of the all that might be considered in a maintenance plan.

### **3. Create a budget and funding sources to implement the plan, including mechanisms to accrue funds over time for programmed capital projects.**

Currently, the Parks and Recreation Department receives \$78,000 from café space leases. The Department employs 5 full-time people that maintain the Downtown Mall and elements of the Corner. Approximately \$391,000 is allotted for the entirety of the Mall, which mainly covers salaries and general scheduled maintenance. This does not include unforeseen repairs or changes at the time of this report.



Achieving a budget in line with the expectations for the Mall will require consideration of new funding sources or partnerships that allow for in-kind contributions. Funding sources could include special tax districts or Business Improvement Districts, grants, and dedicated revenue streams similar to the current use of café space rental revenue.

The Capital Improvement Program should include both a general Downtown Mall maintenance line to cover irregular and large maintenance and repair costs beyond the regular maintenance activity covered by the operating budget, as well as specific large improvement projects, identified and managed by the Downtown Mall Division.

**4. Establish short-, medium-, and long-range objectives. Periodically reevaluate and update the plan, include critical analyses to evaluate the results of completed projects and initiatives.**

This Action Plan is not ordered in terms of priority. However, the priorities determined by the new department and through community feedback should be regularly revisited, particularly after each successful implementation where any lessons learned can be applied. Related Action Items might need to be condensed or reframed following the completion of the associated action items.

---

## PROGRAMMING

---

*Items that are related to the social, physical, and psychological well-being of the residents, visitors, and workers on the Downtown Mall.*

**5. Create a framework for ongoing engagement and dialog with businesses, property owners, the public, and other stakeholders.**

Continually invite and consider community input relative to the City's oversight or management of the Mall. Consultation and partnership should be at the center of each strategy and decision-making process. This framework should include consultation with subject-matter experts, review of historical documents and Mall plans, collaboration with related City departments and staff, and partnerships with community stakeholders such as through steering committees. Consistent communication will be key to the success of this feedback framework. Such communication should include regular surveys of all stakeholders, coupled with a mechanism to track progress on key issues of concern over time.

**6. Foster robust relationship building amongst Downtown Mall stakeholders.**

Creating a Mall that is both safe and welcoming relies on building and maintaining relationships with all stakeholders including business owners, employees, visitors, residents (both housed and unhoused), local service providers, and City staff. A successful relationship-building strategy will require a dedicated team of individuals with a long-term commitment. These individuals will serve as liaisons that connect with and ensure regular communication between the various stakeholder communities. This team could include City staff, representatives of the business community, police officers, local service providers, and other individuals with the skills to build cross-sectoral relationships resulting in collaborative efforts that enhance the Mall experience and resolve existing and potential conflicts.

**7. Create a consistent presence of staff on the Mall to enhance cleanliness and safety for all users.**

Whether they are “ambassadors,” police officers, or some other form of safety officer, there needs to be a regular official presence on the Mall that is charged with maintaining the sense of safety. Community relationship building is a critical component of that mission. There needs to be a continuity of the individuals that perform this work. The formal job descriptions and mission related to this role should include building cross-sectoral relationships with the goal of enhancing the Mall experience and diffusing potential conflicts of use.

**8. Diversify the types and number of events and other uses of open spaces.**

The Downtown Mall comes alive when there are small and large scale events. However, the types and missions of these events do not appeal to every community in Charlottesville. Additionally, there are limited options for no-cost uses of the open spaces on the Mall. The types of events and uses of open spaces should reflect the interests of as many communities and cultures as possible and people from diverse backgrounds and life experiences should be consulted in the development of new ideas. This approach is central to the Invitation to The Mall making the Mall a welcoming space for all people. Extending events into the shoulder seasons and later in the day could help increase the perception of safety on the Mall. Central Place should be activated through creative uses of the space with programming examples such as rotating pop-up food and beverage vendors, potentially connected to the region’s vineyards and breweries.



Willow Oaks, *Quercus phellos* are planted in bosques along the Mall to create a meander.

**9. Implement the proposed Tree Management Plan.**

The Willow Oak trees are integral to the Downtown Mall space and help create the welcoming atmosphere visitors have come to expect on the Mall. The tree canopies reduce urban heat island effect and mitigate storm water drainage issues. These are ecosystem services provided to the Mall landscape and should be valued as such. These trees may reach the end of their life cycle within the next 50 years. The function of a canopy must be preserved, even during replacements. The staggering of tree replacement should be used to retain the overall canopy of the Mall. The City’s urban forester should continue to lead this effort even as leadership for the management of the Mall shifts to a new department. The DTM Committee expressed interest in a pilot of test program for alternative shade structures to help manage and necessary and temporary loss in tree canopy.

**10. Update the current Board of Architectural Review (BAR) guidelines and continue to evaluate the regulations applicable to the Downtown Mall.**

The regulatory environment of the Mall and its surroundings buildings should be studied and updated through the BAR guidelines. The Zoning ordinance adopted in 2023 recognizes a need for continued evaluation and updates for historic areas. The Mall is one of the designated historic districts in this 2023 ordinance, which reinforces the historic integrity of this site. The BAR should update these guidelines with the understanding that the Mall has a complex layering of priorities and assets that include many of the aspects discussed in this report. The priorities listed by the Downtown Mall Committee and through the public feedback program proposed, should be elevated through any changes or allowances made in the future.

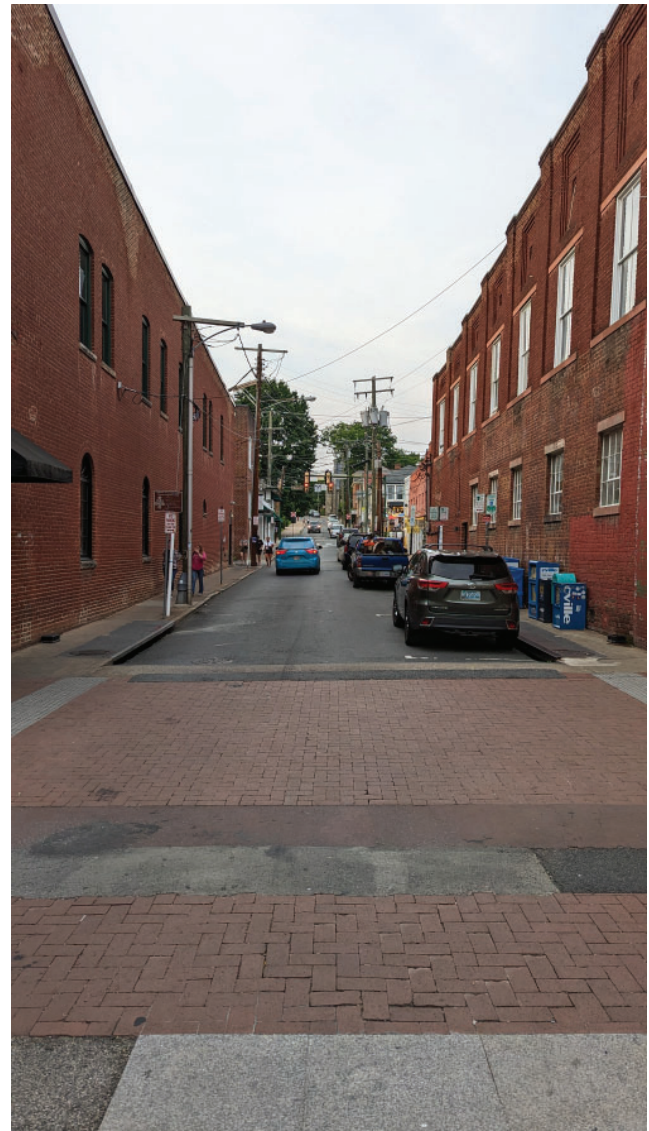


## 11. Prioritize the safety of visitors and residents of the Downtown Mall.

There are multiple strategies listed throughout this action plan that could be used to implement a safety strategy for the Downtown Mall. These strategies should be prioritized and expanded through actions by the new Downtown Mall Division, the Charlottesville City Police Department, and all other governing agencies that can influence the overall safety of the Downtown Mall. The strategies include but are not limited to lighting, staffing, accessibility, and infrastructure improvements.

## 12. Explore ways to further integrate the side street access ways into the experience of the Mall.

The Committee expressed concern over the confusion of different side street access rules (parking, traffic patterns, lighting, pedestrian access), and the feeling of neglect in these streets. The Committee suggests bringing the purpose and framework changes of the Side Streets to the Community for more feedback. Side Streets are ideal areas to test and get feedback on the types of improvements listed in other action items, such as testing shade structures, feedback communication strategies, and lighting technologies. The overall priority that was communicated by the committee is to be more purposeful in integrating the side streets into the experience of the Downtown Mall.



Side street variations at 1st S, with pedestrian priority, and at 2nd St through street for vehicles with crosswalk on the Downtown Mall.



### 13. Create and implement a new parking and loading strategy for the downtown area.

The parking strategy should consider installing modern parking meters for street parking with the intent of increasing the availability of parking by efficiently guiding users to the most appropriate parking resource. Such a strategy would first require collecting more data on parking utilization as well as the needs and concerns of the businesses and other stakeholders within the district. The cost of parking would be reflective of demand and proximity to the Mall. There are at least two special categories of users identified by the Committee that such a strategy should consider – service sector employees in retail/restaurants for which employers are competing with businesses able to offer free parking and patrons of valuable and free community resources like the library, for which a parking payment might constitute a barrier to access.

Curb management, including the drop-off and pick-up of people as well as the loading and unloading of goods to businesses on the Mall, is another category of parking demand that requires strategic thought, especially as side streets are considered for other uses or new designs. Loading has its own requirements and should be looked at comprehensively. Advancing technology may change how transportation is dealt with and the parking strategies should be updated with these new and emerging technologies in mind.

### 14. Increase frequency and consistency of public transportation to and around the Downtown Mall.

The Committee expressed interest in increasing the frequency of buses serving the stops around the Downtown Mall. The corridor that connects the University of Virginia (UVA) to Downtown should be strengthened using the existing trolley system. As a pedestrian mall, this destination should not have the prerequisite of driving a vehicle and public transportation should be prioritized. The majority of visitors to the Mall come from an approximately five mile radius, and public transportation could become a reliable way to extend the Invitation to the Mall. This transportation priority has the added benefit of improving the surrounding neighborhoods' transportation needs.



Charlottesville Area Transit Station



## AMENITIES

*The physical elements that create the Downtown Mall and require maintenance or enhancement to comprehensively serve the people of the Downtown Mall.*

### **15. Explore the addition of a permanent restroom facility centrally located and convenient to Mall visitors.**

Access to public restroom facilities is a significant issue for all visitors to the Downtown Mall. Such a facility would need to be clearly identifiable and also fit into the overall design aesthetic of the Mall.

### **16. Expand bicycle infrastructure for the Downtown Mall and surrounding areas.**

Biking to the Mall should be encouraged and accessible to Charlottesville residents. Increasing and improving bike lanes, protected areas, and bike parking are important to encouraging bicycling to the Downtown Mall. The City should consider the installation of long-term bike parking such as rentable bike lockers in one or more of the existing parking garages, and increased bike racks on side streets off the Downtown Mall.

### **17. Improve pedestrian infrastructure on adjacent streets providing access to the Mall.**

Today, walking to the Mall is not as welcoming as walking on the Mall. Making access to the Downtown Mall better, especially with regard to access from all surrounding neighborhoods and between UVA and downtown, would benefit the community as a whole. Improvements or changes could include installation of new comprehensive lighting, enhanced crosswalks, wider sidewalks, and prioritizing repairs of sidewalks and ramps. By aiming these improvements from the Downtown Mall out to other popular locations would communicate the value of walking and biking through Charlottesville.



Bicycle parking area on a side street of the Downtown Mall.

### **18. Include attention to the repair and maintenance of crosswalks and sidewalks around The Mall in the responsibilities of the Downtown Mall division.**

Uneven walkways and barriers to sidewalk ramps limit access to the Mall. Safety needs to be prioritized for everyone visiting the Downtown Mall. This responsibility would be coordinated with the Department of Public Works, which would continue to have direct responsibility for work done on these streets and sidewalks.

### **19. Create a plan for safety and aesthetic lighting of the Downtown Mall and create guidelines for current and future lighting.**

Utilize a licensed professional to create an updated lighting Plan for the Downtown Mall. Lighting needs to be

installed at side streets and at crosswalks to improve safety. Guidelines should be created for the “Lights on the Downtown Mall” which would allow business and building owners to add their own lights that fit within the aesthetics of the Mall. Allow side streets and businesses to be the pilot program areas for testing lighting options. Lighting in areas that lead up to and surround the Mall should also be considered in this Lighting program as they are a part of the experience.

## **20. Re-imagine the outdoor café spaces.**

The existing outdoor Café spaces are successful and a vital element of the Mall environment. The overall concept should be retained, with evaluation of the sizes and configurations considered in order to address access and pedestrian circulation issues. Café pricing structures should be reevaluated and adjusted to reflect the value of these outdoor areas. The Café space lease agreements should be reevaluated to be more consistent during building lease turnovers. The DTM Committee expressed interest in exploring ways to increase public seating in the cafe

## **21. Consider a plan to incorporate the fountains back into the interactive landscape of the Downtown Mall.**

Lawrence Halprin installed four fountains on the Downtown Mall, which were all intended for play and soundscape. The Committee suggested removing the bollards and chains around the Central Place Fountain and instead using a change in materials to indicate an elevation change surrounding the feature. Elements of brick, asphalt, concrete, and metal already exist on the Downtown Mall, as examples. The Mall management plan should include a budget for replacement and updating of fountain infrastructure for all four fountains and a process for gathering community input and feedback on their design and use.



Downtown Mall seating, designed by Halprin and Associates.  
Photo by Roseberry, 1976

## **22. Repair existing Halprin designed chairs and add more public seating.**

Sitting at the Downtown Mall should not have a prerequisite of payment. Currently, the majority of seating is within the café spaces for customers. A new type of seating framework needs to be explored that includes community input and feedback. The existing chairs in storage should be repaired and installed on the Downtown Mall, beginning with Central Place. The Committee voiced strong interest in having more moveable seating on The Mall again. The existing seats were Halprin designed for a shopping mall-like experience. There is a possibility to changing the seating design to emphasize flexibility/moveability, group interaction, and other interests, but generally more publicly available seating is needed.



## **Appendix X:**

Elements. Components and Attributes to be Evaluated and Addressed in a Maintenance Plan

### **Street Cross-section**

- Concrete slab
- Gravel substrate
- Soil substrate
- Drainage/storm water management (including gutters and downspouts—clogged, overflowing, etc.)
- Utility work coordination (i.e. maintenance projects unrelated to Mall improvements, etc.)

### **Paving/Surface material**

- Surface maintenance
- Brick replacement plan
- Bricks at street crossings
- Brick runnels (gutters)
- Sections of stone and other materials

### **Physical elements (public)**

- Planters
- Fountains
- Bollards
- Benches/Chairs
- Trash/recycling cans
- Bike racks
- Walls and stairs
- Sculptures
- Banners
- Stairs and railings

### **Physical elements (private)**

- Newspaper boxes
- Sandwich board signs
- Café space rails and furniture

### **Landscaping**

- Tree Management Plan
- Plantings

### **Lighting**

- Fixtures (Pole mounted, wall mounted, etc.)
- Lamping (bulbs, etc.)
- Wiring
- Accommodating new technology (LED, etc.)
- Tree lighting
- String lights (seasonal; outdoor dining areas)

## **Public Experience**

- Outdoor Vendors
- Events and other programmed activities
- Displays/Exhibits
- Public art
- Spatial sequence. Inventory how spaces are used. Public spaces vs private; pedestrian areas vs enclosed café spaces; meeting/gathering spaces vs shopping/eating; etc.
- Temporal sequence. Inventory how spaces are used at different times; weather; seasonal, etc.
- Access to restrooms
- Unapproved signage, posters, graffiti
- Trash pick/recycle pick up
- Snow and ice clearing
- Wayfinding signs and interpretative/historic markers
- Scooters, bikes
- Wi-Fi access

## **Café Spaces**

- Railings, furniture, lighting, signage, enclosures, heaters, etc.
- Placement/location of outdoor dining--spatial area and arrangement
- ABC issues
- Temporary spaces
- Temporary tents

## **Public Facilities**

- Downtown Transit Center
- Amphitheater
- Free Speech Wall

## **Decision making**

- Review current practices, provide recommendations.
- Decision matrix to distinguish between and provide guidance on:
  - Routine maintenance.
  - Emergency repairs.
  - Spot improvements.
  - Planned modifications/replacements.
  - Capital projects.
  - Mall extensions.
  - Design guidelines for public space.

## **Miscellaneous**

- Requirements for construction work [public and private] that require Mall access or disruption: proscribed work times, construction fencing, sidewalk safety, etc.
- Non-city utility issues (power; communications; underground work; rights of way conflicts; etc.)
- Recommendations regarding new technology (i.e. Autonomous vehicles; smart roadways; alternative energy; etc.)