

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date:	January 3, 2022
Action Required:	Approval of City Market Sub-Lease
Presenter:	Will Bassett, Business Manager, Parks & Recreation
Staff Contacts:	Justin McKenzie, City Markets Manager, Parks & Recreation
Title:	City Market Sub-Lease

Background:

Since 2015, the City Market has operated in the privately owned parking lot located at 100 Water Street. The market moved from the adjacent City-owned parking lot as part of the West 2nd Development project, which is no longer an active. The City Market has successfully operated at the 100 Water Street location for six (6) seasons with vendors and customers pleased with the larger and flatter space for the market. This sub-lease is to continue operating the City Market at the 100 Water Street parking lot for the 2022 season (April – December) and has the option for an auto-renewal each year while the City determines the next steps for a permanent home for the City Market.

Discussion:

Staff believes that keeping the market in its current location (100 Water Street) is the best course of action to maintain market continuity for vendors and customers. Approval of this sub-lease will allow the market to continue to operate in this lot while the City develops a different long-range plan for the City Market location.

Community Engagement:

No formal community engagement has been done with this item. However, many City Market vendors have expressed a desire to remain in the current location (100 Water Street). Vendors also expressed an overall satisfaction rate of 84% with the current location in a 2019 survey.

Alignment with City Council’s Vision and Strategic Plan:

This item aligns with City’s vision of Economic Sustainability which states:

Our community has an effective workforce development system that leverages the resources of the University of Virginia, Piedmont Virginia Community College, and our excellent schools to provide ongoing training and educational opportunities to our residents. We have a business-friendly environment in which employers provide well-paying, career-ladder jobs and residents have access to small business opportunities. The Downtown Mall, as the economic hub of the region, features

arts and entertainment, shopping, dining, cultural events, and a vibrant City Market. The City has facilitated significant mixed and infill development within the City.

This item also aligns with the following goals and objectives with the City's strategic plan:

Goal 4: A Strong, Creative and Diversified Economy

Objective 4.3: Grow and Retain Viable Businesses

Budgetary Impact:

The sub-lease for the 2022 market season is \$102,375. Lease payments will be made from the FY22 budget for April – June (\$47,250) and FY23 for July – December (\$55,125). Both are from the Parks & Recreation general fund budget.

Recommendation:

Staff recommends approval of this item.

Alternatives:

City Council could choose not to approve this sub-lease and the City Market could move back to its old location at City-owned metered parking lot. Staff would need to reduce the overall market by 20 vendors to fit within the old space. Additionally, the City would have to forgo parking meter revenue at the City-owned parking lot during the market season.

Attachments:

Attachment 1 – Draft Sublease Agreement