



# Downtown Mall Vending Rules and Regulations

January 2026

The Downtown Mall in Charlottesville is a vibrant, pedestrian-friendly area that spans eight blocks in the heart of the city. The use of this important public space is granted as a privilege extended to the public. This privilege carries an obligation to comply with all applicable laws, ordinances, and City policies. The City reserves the right to restrict or revoke the use of this public property at any time.

**Vending on the Downtown Mall is regulated pursuant to the Charlottesville Architectural Design Control Districts Design Guidelines Section V found at: <https://www.charlottesville.gov/DocumentCenter/View/14307/Architectural-Design-Control-Districts-Guidelines>**

All Vendors wishing to set up on the Downtown Mall must:

- Apply for and obtain approval for an annual or quarterly permit for Downtown Mall Vending through the City's permitting portal: <https://permits.charlottesville.gov/portal/>
- Obtain a Peddler's License from the Commissioner of Revenue's office: [www.charlottesville.gov/186/Business-License-Tax](http://www.charlottesville.gov/186/Business-License-Tax)

## **Helpful Summary of Rules and Regulations for Downtown Mall Vendors**

- Approved vending hours are 7:00 am to 10:00 pm seven days a week. All unassigned vending spaces are available to the first Vendor to arrive each day. Assigned spaces are only available for use by the assigned Vendor with a Vending Space Agreement.
- All Vendors are subject to Board of Architectural Review standards and may be deemed unacceptable at any time.
- Each Vendor must furnish their own stands, tables (minimum thirty inches in height), racks and/or chairs. Black is the preferred color for all vending structures. All vending stands should have a tailored black, dark green, purple, navy, charcoal gray, or maroon skirt that is long enough to touch the ground and hide

the structure of the table and ancillary equipment for all four sides of the table. These coverings must be properly maintained and kept free of holes.

- Black metal vending structures are preferred. Natural wood is highly discouraged.
- Only one vending rack shall be allowed per vendor. This rack shall be no longer than four feet and no more than six feet high. All racks must be within the space allotted for a vendor stand.
- Only dark, single color, single pole umbrellas may be used to cover vending structures, should not extend beyond the footprint of the vending space, and may not be taller than eight feet. No canopies or tents are allowed.
- All Vendors must keep all stands, tables, racks, chairs, etc within the allotted square footage of the vending space and must always keep the fire lane clear, even while setting up for daily business. This includes the top of open umbrellas.
- No Vendor shall incorporate City property such as chairs, benches or planters into their Vendor space.
- No Vendor shall use City power supplies/outlets.
- No Vendor shall block/impede any sidewalk, street or other public right-of-way with their stand, merchandise, person or clientele.
- Each Vendor stand shall be attended at all times.
- No signs should be located on or within any vendor structure, except a price sign, and a sign or logo identifying the name of the vendor or the product. No sign shall be greater than two square feet in area.
- All merchandise must be located on a vending table. No merchandise shall be placed on the ground, nor shall it be visible on the ground under the table.
- All trash in and around the vending area is the responsibility of the vendor and must be removed.
- All vendors must immediately comply with the lawful request of any police officer, firefighter, rescue service person, emergency medical technician, or any City or public utility employee to move his/her stand for emergency or maintenance reasons.