

July 28, 2026

To: Sam Sanders, City Manager
Chris Engle, Economic Development
Samuel Roman, Assistant City Manager
CC: Charlottesville City Council

Re: Emergency use of 2000 Holiday Dr.

Dear Messrs. Sanders, Engle, and Roman,

Following the acquisition of 2000 Holiday Dr several months ago, the City has convened two meetings with the proprietors and administrators of establishments on and adjacent to Holiday Dr on two separate occasions. We found these gatherings to be both beneficial and enlightening.

Throughout these two sessions, numerous subjects were examined and it was communicated, owing to various considerations in the transformation and administration of 2000 Holiday Dr., that a launch date would likely be a year or potentially longer in the future. This period would be utilized to evaluate all circumstances and provide both the City and the Holiday Dr. commercial community adequate time to tackle the obstacles of this transformation and ensuing operations.

Nevertheless, as declared by Mayor Wade and the City, the settlement of the unhoused population along the Rivanna River will conclude on or prior to September 1, 2026. As referenced in multiple media accounts, it remains unclear how or where the unhoused population will relocate, but as documented in various media accounts, an expedited opening of the 2000 Holiday Dr facility is included in the strategy to support the closure of the settlements.

We are naturally concerned for everyone in our community and given that most of the establishments surrounding Holiday Dr are centered on hospitality, we are dedicated to welcoming everyone. In reality, numerous lodging establishments have collaborated with various organizations throughout recent years to provide shelter to individuals in need.

Each year the Holiday Dr. establishments accommodate several hundreds of thousands of overnight visitors, tens of thousands of restaurant patrons and for the majority of the operations, most of our clientele arrive late afternoon or after sunset. Hotels operate continuously and we provide employment to over 100 community members. All of our establishments are locally owned and managed, with numerous from the minority community.

Therefore, our concerns are centered on everyone – the unhoused population, our employees, our clientele, and the community. Regardless of the operation of 2000 Holiday Dr., concerns for the security of all individuals in the Holiday Dr. community already represents a daily responsibility and challenge.

Therefore, now that the timeline has been compressed from a year to several weeks, it generates numerous unanswered questions that could leave our Holiday Dr. commercial community unprepared.

Here are the questions that must be addressed so that we can be aligned with the City's objectives and still operate our commercial community. Numerous of these questions have been prompted by what has transpired at the river settlement:

1. Will there be tent camping on the grass area beside the main building? If yes, then:
 - Where will the tent camping be designated and how many?
 - Will there be an enforced standard for litter and garbage at the tent sites?
 - Will the tent camping be permitted until the main building is completed?

- There is vehicle safety barrier on Bypass 250, and anyone can step over this. Will there be some more substantial barrier erected to prevent pedestrian fatalities from occurring?
- 2. Will the city arrange bus transportation throughout the entire City or will the bus stop continue to be located on Emmet?
- 3. Will the police department station a 24-hour full-time officer on the premises or conducting patrols in the vicinity given that many Holiday Dr business community operations run 24 hours?
- 4. Will there be implemented standards of conduct within the neighborhood?
- 5. What measures will the City implement for inappropriate conduct both on City property and neighboring properties?
- 6. Will the City restrict the undeveloped area between Holiday Dr and ABC (owned by Dominion and Kroger) from being accessed or for camping? How will such restrictions be enforced? Elsewhere in wooded areas in the City?
- 7. Street lighting on the roadway surrounding 2000 Holiday Dr is virtually absent. Will the City install adequate safety street lighting?
- 8. What will be the documented police protocol for trespassers on business properties who are not patrons?
- 9. Will the roadways surrounding 2000 Holiday Dr be designated as no parking zones? The concern involves vehicles and RVs parked on Holiday Dr that will remain indefinitely. This area is on the Entrance Corridor; it is a concern of the community as a whole.
- 10. Who will be the point of contact from the City to address problems and concerns once the settlements are closed and 2000 Holiday Dr accommodates campers or residents?

Given that the planning timeline has contracted from months to merely a few weeks, we request written responses to these questions to provide our business community with the information necessary to maintain business operations and to prepare for this event no later than August 14, 2026.

Sincerely,



Eric Terry
President

Virginia Restaurant Lodging and Travel Association

In consultation with:

Country Inn and Suites
Red Roof Inn
Days Inn
EconoLodge
Aberdeen Barn Restaurant
Szechuan Restaurant
KS Hair Studio
Paragon Day Spa
Wellington Financial
7 Day Quick Mart
Salon Pink
DeButts Land & Management