

ROUTE 29 BUSINESS BEAUTIFICATION COMMITTEE  
(MADISON HEIGHTS)  
CHARTER

1. **Purpose.** The purpose of the Route 29 Business Beautification Committee is to beautify the roadways of Amherst County so as to instill pride and appreciation of the citizenry and the attractiveness of their community. The Committee will work towards promoting the attraction of customers to the 29 Business corridor and will provide citizens an opportunity to take an active role in the appearance of our community.

The Committee will play an active role in achieving a corridor that is attractive and well maintained. The Committee will work with government agencies, businesses, non-profits and community groups to facilitate an attractive and highly functioning business corridor. The Committee will provide periodic updates to the Planning Commission.

The geographic boundaries of the Route 29 Business corridor extend from the James River to All American Way (Private Road). The boundary also includes Route 163 (Old Route 29) from the James River to the terminus of Route 29 Business; Route 766, Dillard Road, and Route 130 from the intersection of Dillard Road to Route 29 Business; and Route 210 and Route 130 as it lies between Route 29 and Route 29 Business.

2. **Goals.** The goals of the Route 29 Business Beautification Committee are to advocate for the revitalization and upkeep of the Route 29 Business corridor in Madison Heights. Goals include the following:

1. Recruit active members who can communicate well and inspire their neighbors to participate.
2. Organize into appropriate sub-committees or sub units to effect the work of the committee.
3. Understand and be connected in to Virginia Department of Transportation (VDOT) personnel, process and resources so as to be enabled to take advantage of VDOT's knowledge and resources.
4. Develop program to address landscaping, signage, parking, sidewalks, artwork and lighting.
5. Advocate for funding to apply to needs of program.
6. Develop and maintain positive image, communications and media relations.
7. Pursue grants.
8. Work with County staff.

3. **Membership.** The Route 29 Business Beautification Committee will be an advisory committee of the Planning Commission as allowed in County Code, Chapter 11, and Section 11-19 (7). The Committee will consist of eleven (11) voting members to achieve representation from a wide variety of stakeholders. Five (5) at large members will be selected by the Planning Commission, of the five (5) at large members; three (3) members will be business owners that own property, or manage a business or regularly conducts business within the defined corridor

and two (2) members will be citizens. Four (4) members will be from County staff. The four (4) staff members should have job requirements involving the corridor. One (1) member will be from the Planning Commission and one (1) member will be from the Economic Development Authority.

All at-large members, County staff and the Planning Commission representative will be selected by majority vote of the Planning Commission without regard to voting district. The member from the Economic Development Authority will be decided by the Economic Development Authority. Each voting member will serve for a term of two (2) years but remain incumbent until replaced. The voting members may be representatives of specific organizations or may be individuals named for their professional or educational experience. All are expected to bring a measure of relevant expertise or experience to the work of the Committee. Public advertising to fill a vacant At-Large seat is not required. Voting members need not be sworn into office by the Clerk of Court. The Committee Chairman may invite additional non-voting individuals to join the Route 29 Business Beautification Committee for specified, limited, purposes or issues.

Members may be removed for malfeasance in office. A member of the Route 29 Business Beautification Committee may be removed from office by the local Planning Commission without limitation in the event that the committee member is absent from any three consecutive meetings of the committee, or is absent from any four meetings of the committee within any 12-month period. In either such event, a successor shall be appointed by the committee for the unexpired portion of the term of the member who has been removed.

**4. Youth Participants.** There shall be one youth participant (YP) on the Route 29 Business Beautification Committee. The YP will be solicited from the County school system with a special recruiting invitation from the Amherst County High School Principal. The YP will be invited to provide input on all matters before the Route 29 Business Beautification Committee but will not cast votes.

**5. Meetings.** Regular meetings of the Route 29 Business Beautification Committee will be held at the Board of Supervisors meeting room at 153 Washington Street. The regularly scheduled meeting time may be changed by unanimous consent of the members of the Route 29 Business Beautification Committee. Special meetings may be announced and called as needed. Regular meetings will be held, at a minimum once every two (2) months and as needed as determined by the Chairman or majority of the committee. Summarized minutes will be taken in the format specified by the Chairman of the Planning Commission and submitted to the Chairman of the Planning Commission no later than 30 days from the date of the meeting. The Agenda for each meeting is determined by the Chairman with the assistance of the Secretary.

**6. Reports.** An annual report is required. The Chairman of the Planning Commission will direct the format and content of the report. On occasion, the Chairman of the Planning Commission may seek specific information, guidance, input or recommendations from the Route 29 Business Beautification Committee on a matter being prepared for consideration by the Supervisors. The Chairman of the Planning Commission will specify the format of the information sought.

7. **Structure.** The Route 29 Business Beautification Committee will be organized pursuant to ACR 1-3.10.

8. **Staff Support.** The Route 29 Business Beautification Committee can expect to receive support directly from the Department of Planning and Zoning who will serve as the Route 29 Business Beautification Committee's secretary. The County Attorney is also available to answer legal questions. County email accounts will be opened for each member to facilitate communications. Copier, postage and other support can be made available through the County Administrator's Executive Assistant.

9. **Authority.** The Route 29 Business Beautification Committee may not represent the County to state, federal, nonprofit or commercial and industrial organizations without coordination with the County Administrator. The Route 29 Business Beautification Committee, through its Chairman, is expected to keep the Planning Commission apprised of any and all activities it undertakes which may have a significant effect upon the County or its interests, especially its budget.

10. **Official Acts.** Acts of the Route 29 Business Beautification Committee shall be performed by majority vote and recorded in official minutes. Only the Chairman of the Route 29 Business Beautification Committee, as an individual, may speak for the body but must be careful not to overstep the bounds of consensus within the Route 29 Business Beautification Committee. Decisions shall be reached according to ACR 1-3.8.

11. **Virginia Freedom of Information Act.** The Route 29 Business Beautification Committee is a "public body" under the Virginia Freedom of Information Act. It is the responsibility of the Chairman, with the assistance of the Secretary to insure compliance with all facets of this law.

12. **State and Local Governments Conflict of Interests Act.** Members of the Route 29 Business Beautification Committee are not required to file the annual Financial Disclosure Statement.

Re-adopted by the Planning Commission on August 19, 2021

Re-adopted by the Planning Commission on August 17, 2023

Re-adopted by the Planning Commission on October 24, 2024

Re-adopted by the Planning Commission on October 16, 2025