

DOWNTOWN MALL NEWSSTAND PROPOSAL

Introduction: This document presents information pertaining to a proposal by local resident Steven Russell to erect and operate a freestanding newsstand located on the Charlottesville Downtown Mall (submitted through Neighborhood Development and approved by City Council June 20, 2005).

Business description: The newsstand will be a purveyor of quality newspapers and magazines to shoppers, visitors, workers, and residents on the Downtown Mall. While customer demand ultimately will determine exact selection, the newsstand will offer 5-7 local and national newspapers, and approximately 200 magazine titles representing a wide variety of customer interest areas such as home décor, fashion, food, automotive, news, politics, finance, fitness, travel, sports, and entertainment.

Appearance: A freestanding newsstand unit is desired due to its inherent convenience to pedestrian traffic flow, the smaller amount of space the business requires compared to a storefront operation, and not least, its classic embodiment of a cosmopolitan streetscape aesthetic. The input and approval of the Board of Architectural Review will of course be necessary to merge these goals with the goals of overall Mall planning and appearance.

For reference visuals of a standard urban newsstand, please see the attached page of photos/graphics (pg. 3). *These visuals should be used to gain a basic understanding of scale and dimension only*, as Mr. Russell believes that a somewhat different interpretation is required by commercial and aesthetic considerations on the Mall.

It is Mr. Russell's intent to commission an architect to design an original freestanding unit specifically for placement on the Downtown Mall. In doing so, it could be advantageous to minimize the enclosed booth aspect, while still achieving a classic newsstand look. This style would both maximize display space and make the clerk more accessible to mall patrons.

The overall goal is to complement the Downtown Mall community. The structure can include electrical and lighting capability, and will be fully enclosed and secured when not in operation. It should be noted that the structure is intentionally designed to be semi-permanent. While it differs from current mall space vendors in that the newsstand will remain in place during non-business hours, it could be relocated without great difficulty if necessitated by Mall construction or other factors.

Location: Mr. Russell proposes to position the newsstand west of the 2nd Street W mall crossing, between the Regal cinema and Downtown Grille restaurant. Specifically, the structure would occupy space amid the stand of trees currently on that block. (Please see attached photos to identify exact location, pg. 4) The display side would face east toward 2nd Street W. This location is desired for the following reasons:

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NEIGHBORHOOD DEVELOPMENT SERVICES

- Newsstand transactions are largely driven by foot traffic, therefore proximity to the movie theater, the coffeehouse, and several outdoor dining areas is beneficial. Proximity to guests of the Omni hotel supplements these advantages.

- Placement in that zone enables the newsstand to avoid blocking established foot traffic patterns and avoid compromising pedestrians' views of nearby storefront business or subsequent portions of the Mall.

- The newsstand naturally complements businesses in that vicinity, both in terms of commerce conducted and exterior appearance.

- Proximity to the 2nd Street W crossing is desirable, as the newsstand will require regular, scheduled delivery of magazines and newspapers.

Hours of operation and staffing: The newsstand will operate seven days a week, opening for business on weekdays at approximately 6 a.m. and closing around the time of late movie showings, approximately 10 p.m. Weekend hours will be adjusted to fit prevailing clientele needs. Clerks typically will operate the newsstand in 8-hour shifts, with the newsstand likely to employ 3-5 employees in all.

Extra services: It is Mr. Russell's intention that the newsstand will function as an amenity not only to Downtown Mall patrons, but also to the entire Mall community. To reflect this, he will offer newsstand space to disseminate official visitor information such as maps, menus, event calendars, etc. Clerks will be trained to positively represent the spirit of the Downtown Mall and Charlottesville. Furthermore, if desired, the newsstand structure itself could bear artful advertisements for upcoming events such as Paramount and Pavilion performances. All of the above would be conducted in an organized, attractive manner; the newsstand won't be used as a surface for handbills and flyers.

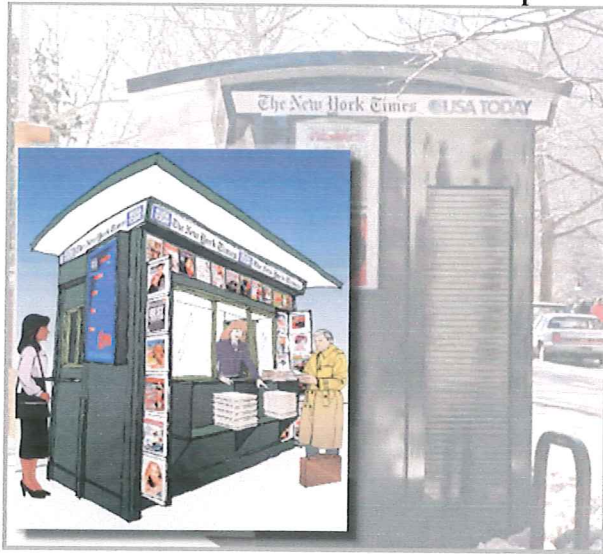
Owner/operator information: Steven Russell, a native of Tennessee and new resident of Charlottesville, has worked in publishing for 17 years. He most recently lived in New York City for seven years, where he held the positions of executive editor at *Maxim* magazine and deputy editor at *Playboy* magazine. Currently, he's a contributor to those publications, *Rolling Stone*, *Life*, *Popular Mechanics*, and others, as well as partner in a magazine consulting business. In addition to editorial experience, he studied magazine business operations, including newsstand and circulation components, while earning a master's degree in magazine journalism from The University of Mississippi.

Summary: The newsstand will be an attractive amenity for visitors to the Downtown Mall, and an enthusiastic booster of the Mall business community. It is sincerely hoped that the project will be considered deserving of civic approval and support.

NEWSSTAND EXAMPLE #1: New York City newsstand



NEWSSTAND EXAMPLE #2: Philadelphia newsstand (prototype)



NEWSSTAND EXAMPLE #3: Chicago newsstand



Views of proposed newsstand location, just west of 2nd Street W, Downtown Mall

