



CITY OF CONCORD
New Hampshire's Main Street™
Community Development Department

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Carlos P. Baía, Deputy City Manager for Development
DATE: October 26, 2020
SUBJECT: License for HIPPO Press newspaper dispensing boxes on Main Street

Recommendation

Accept this report authorizing the City Manager to enter into a license agreement with the HIPPO Press, LLC to regulate the placement of its newspaper dispensing boxes on Main Street.

Background

The Hippo Press has, for years, maintained a number of newspaper dispensing boxes on Main Street. During the design phase of the Main Street reconstruction project, the City reached out to the Hippo Press, along with other publications including the Concord Monitor, about moving to a system where the locations and appearance of the boxes would be regulated. At the time, it was thought that the City would build a corral system in limited locations on Main Street to house the various boxes. Ultimately, those corrals were never included in the final project. However, during construction the boxes were removed temporarily.

With the increasingly smaller number of traditional print publications and the general move toward electronic news, most of the newspaper dispensing boxes for publications such as the Concord Monitor and Boston Globe never returned to Main Street. The Hippo Press maintained a presence on the renovated Main Street with a footprint of 6 boxes from the southern limits of the Main Street project (Theatre Street) to the north (at Park Street). The newspaper moved to focus more on in-store and in-restaurant distribution of its free publication.

Discussion

The Hippo Press recently contacted the City with concerns that since the start of the pandemic, many of the restaurants and retail establishments that typically distribute their free paper were closed or reluctant to continue this practice to reduce potential for contagion. As a result, the newspaper sought the City's permission to allow it to install additional on-street boxes via a license agreement whereby the expectations for the newspaper were clear and its locations specified and limited.

The Hippo Press identified its current and proposed locations for newspaper boxes. City staff reviewed this proposal and made some modifications. The total number of Hippo boxes, on the west and east side of Main Street, along this approximately 7 block stretch would be 9 under this license (an increase of 3 boxes over what is currently in the corridor).

This license agreement creates standards for the placement, quality and up-keep of these boxes in the public's right of way. It also requires the Hippo Press to provide insurance.

w/att:

1. License Agreement
2. Exhibit A-Locations