

Shopping: Online sales growth to drop

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on Thanksgiving Day a year ago, kicked off Internet holiday shopping earlier this year with discounts on such items as diamond bracelets and cappuccino makers.

Still, online sales growth is not expected to be as strong as the prior year, given the maturing of the Web. Forrester Research projects online holiday sales, which include travel, will rise by 20 percent to \$13.2 billion. That compares to a 31 percent growth in 2003 over the previous year.

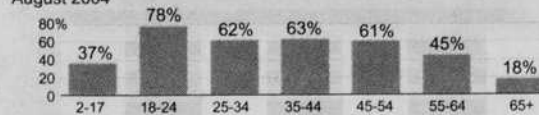
ComScore estimates that online holiday retail sales, excluding travel, will rise between 23 percent and 26 percent, or \$15.1 billion to \$15.5 billion. That compares to a 30 percent increase over the 2002 holiday season figures.

Meanwhile, analysts are hoping for business at traditional retailers to be 3 to 4 percent more than last year.

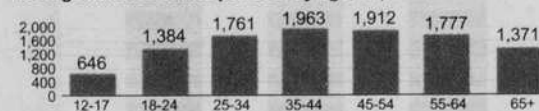
Tech-savvy youths plug in

More than any previous generation, today's young people are plugged in — all the time — with a world of communication and information at their fingertips.

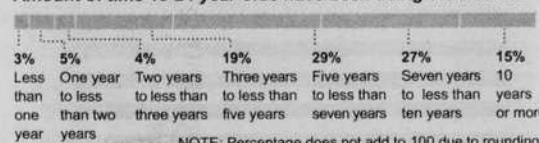
Percentage of population with Internet access by age, August 2004



Average minutes online per user by age, September 2004



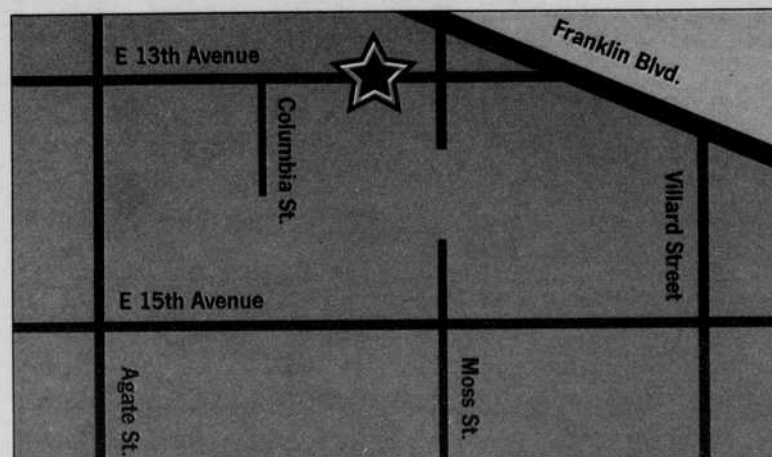
Amount of time 18-24 year-olds have been using the Internet



NOTE: Percentage does not add to 100 due to rounding.

SOURCE: ComScore Media Matrix

AP



BRET FURTWANGLER | GRAPHIC ARTIST

Williams' Bakery, a potential arena building site, lies in an East University neighborhood.

Arena: UO architecture students present designs to contractors

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fight the change because there is no legal stipulation against it, and it is not directly related to the University or the new arena.

Even with the rezoning and subsequent removal of a mandatory site review, Nelson said a "conditional use process" exists with compatibility concerns that must be looked at if anything is to be built on the site. So even with the lack of a site review, neighborhood concerns can be still voiced.

Rather than fight a zone change that is within the bakery's legal right to have and possibly hinder the sale of the land, Nelson said the Fairmount Neighbors is concentrating on the conditional use process and planning ways to ensure compatibility concerns are considered if the basketball arena or anything else is built on the site.

Fighting the rezoning was productive because it made the group more familiar with city ordinances and taught members a great deal about the city planning process, Nelson said.

"Even though we lost, in some ways, I think we won," Nelson said.

Ward 3 City Councilor David Kelly said he has not had contact with the University about the arena for many months, but he is hopeful the University will involve the neighborhood in the planning process.

"I want to see a collaborative process that has the neighborhood residents at the table," Kelly said.

Senior architecture student Michael Hahn has been working on a design for the new arena all term as part of his interior design course and said he is very interested in exploring how construction affects the

surrounding community.

Hahn and the rest of the class will present their designs Friday to their professor and Bob Thompson, the architect designing the new arena, and hear some of his ideas about the project. Thompson is Nike CEO Phil Knight's primary contractor, Hahn said.

Though there is no guarantee that Thompson will incorporate any of the class's ideas, Hahn said he is hopeful some of what he has learned from studying the surrounding area will rub off on the final arena design.

Hahn said that too often there is a tendency to ignore the needs of the neighborhood when designing buildings because of the barrage of factors that architects must consider.

"I'd like to see that kind of mentality disappear," Hahn said.

Kelly said it is important for the University to incorporate community views into the planning process because of the "strident opposition" that could arise if the University "simply announces projects or decides to move forward without meetings."

Davis said it is almost wishful thinking to ask for community involvement in the new arena.

"As much as they like to act like the area around it has a say in what goes on, we don't," Davis said.

Kelly said the best place for students to go if they wish to be involved in the neighborhood's involvement with the arena is the Fairmount Neighbors Association, which meets periodically throughout the year.

"They have official standing with the city," Kelly said.

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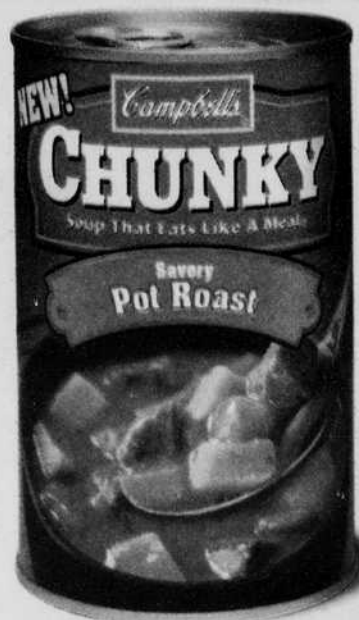
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