The Corner Parking Lot, by Chris Farina (owner)

I've worked at the Corner Parking Lot since 1983 and have owned the business since 1986. The key to the parking lot's success is hiring good and nice attendants and realizing the importance the parking lot has for the Corner businesses. The first Corner employee visitors meet is often my attendants, generally young men and women in their 20's, many of whom have become my good friends. In many ways it is their presence which have helped establish the Corner Parking Lot as a quirky yet beloved “community center” for Charlottesville.

I can't say running a parking lot was part of my original plan having graduated from UVA with a B.A. in American Government in 1982. But the business has allowed me to dedicate much of my life to making documentary films. www.rosaliafilms.com These include several based in Charlottesville. West Main Street (made with Reid Oechslin) tells the history of the 20th century of Charlottesville through the memories and perspectives of many wonderful local residents. And then two others focused on great educational experiences. World Peace and other 4th-Grade Achievements was about local teacher John Hunter and his World Peace Game that was filmed when John taught at Venable School, located a few blocks away from the parking lot, and then my recent film Seats at the Table portrayed Andrew Kaufman’s Books Behind Bars class at UVA which brings together college students with residents of a juvenile correctional center through the study of Russian literature. And true irony came from the attention the parking lot received from the independent film The Parking Lot Movie, made by Meghan Eckman.
and Chris Hlad. While it may have over-emphasized the “us vs them” aspect of dealing with the public, I did love listening to the stories and memories of many of my past attendants. For me, working in the lot is so enjoyable due to it providing the time to catch up with old friends, whether past or present attendants or so many customers and Corner merchants who I've become close to over the years.