

August 12, 2003

Honorable Chairman and Members of
the Public Works Commission

Regular Meeting of
August 20, 2003

PROPOSED NEWSRACK ORDINANCE

Recommendation:

It is recommended that the Public Works Commission:

1. Approve and recommend to City Council the draft Newsrack Ordinance;
2. Approve the locations for implementing first phase; and
3. Determine the color of the proposed modular newsrack systems.

Summary:

The City Attorney drafted the attached newsrack ordinance with the assistance of the Public Works Commission's Newsrack Subcommittee (Cheatham, Winnek). Due to the substantial growth in the number and type of newsracks throughout the City, this ordinance presents a means of improving the visual appearance as well as protecting pedestrian accessibility in the public walkways. The proposal is to require the publishers to provide a standardized modular newsrack unit, which is stackable on a tray with pedestals, which are to be provided by the City. This is the same system that has been in effect in Manhattan Beach's downtown area (see Attachment No. 3) for some time. The only advertising allowed is on the front (glass) side of the individual units.

As of July 2003, there was a total of 28 locations throughout the City varying from a single stand to as many as 22 (see Attachment No. 2). It is staff's recommendation that the new ordinance be applied to all those locations with four or more existing newsracks, which affects 16 locations. Staff proposes that the new system will accommodate all of the existing publications with the exception of Post Office location at 565 Pier Avenue. Staff recommends that this location be reduced to three modular units of six each for a total of 18 publications. This is less than the 22 publications existing at this location. The new ordinance proposes a method for determining which publications are selected based upon a priority basis. The first priority goes to daily publications (at least 5 per week), the second to weekly publications and then the third priority grouping for all others. The Post Office location will only affect the third priority group. These publications will be selected using a lottery system.

Lastly, staff requests that the Commission recommend a standard color for these modular units and systems. Manhattan Beach, as seen in the pictures, are blue. Hermosa could be the same color blue, we could choose a brown to match our street signs, or some other theme color.

Attachments:

1. Draft Newsrack Ordinance
2. Photos of newsrack locations
3. Photos of Manhattan's Modular Newsracks

Respectfully submitted,

Richard D. Morgan, P.E.
Director of Public Works/City Engineer

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