


**Date:** September 16, 2008

**To:** Honorable Mayor Foster and Members of the City Council

**From:** Gary DeLong, Councilmember, Third District 

**Subject:** Naples Island News Rack Pilot Program 2008

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Due to the ongoing effectiveness of the pilot program regulating the placement and appearance of news racks on Second Street in Belmont Shore, it is appropriate that the City Council adopt an ordinance establishing a pilot program to regulate news racks on Second Street in the commercial district of Naples.

Based on concerns relating to pedestrian and vehicular safety, the proposed pilot program would include the following guidelines specifically for Naples:

1. News racks are limited to 2 groups of 3 per every 45 feet.
2. Each group of 3 is separated by at least 5 feet.
3. News racks must be of the permanent style (K-Jack 100), using a single pedestal.

The boundaries of the program will be along 2<sup>nd</sup> Street from the 2<sup>nd</sup> Street Bridge to the Davies Bridge.

As with the Belmont Shore program, an important element of this pilot program is industry self-monitoring of box placement and appearance. News rack owners would work cooperatively to voluntarily resolve placement disputes, as an alternative to assigned box locations by permit entailing the public administration of a permit program funded by news rack owner fees.

**Suggested Action:** I respectfully request that the Department of Public Works investigate the feasibility of the proposed pilot program, and if appropriate, that the City Attorney prepare an ordinance to initiate the news rack pilot program in Naples.