



News Rack Program



The City and County of San Francisco has a substantial interest in promoting the public health, safety, welfare and convenience of its citizens and visitors by ensuring that public streets, public sidewalks and public rights-of-way are not unreasonably obstructed by news racks, and that news racks are properly maintained. Clutter caused by free standing news racks can interfere with the use of streets and sidewalks making it difficult for residents, visitors, and people with disabilities to traverse our sidewalks. In May of 2002, the Board of Supervisors adoption of the City's News Rack Ordinance required the placement of pedmount news racks in many parts of the city.

[\(Article 5.4. Section 184.12 PWC\)](#)



In 2006, 31 pedmount units were constructed and installed in the Civic Center replacing 137 free standing news racks

Steps that Establish & Implement a Fixed Pedestal News Rack Zone

- 1. DPW Identifies location for fixed pedestal news rack (pedmount) units**
Selection Criteria include: areas with high level of pedestrian traffic; areas with large concentrations of free standing racks; recurring request for maintenance of free standing news racks; neighborhood commercial corridors; Community Business Districts (CBD)
- 2. DPW Conducts Survey to establish Publisher's Historic Presence**
DPW records the names of existing publications in free standing news racks at each location within the boundaries of the area identified (*Fixed Pedestal News Rack Zone*) for receiving pedmount news racks. The survey is the official record of historic presence.
- 3. Public Hearing - News Rack Advisory Committee (NAC)**
A map of the proposed area (*Fixed Pedestal News Rack Zone*) is submitted for approval to the NAC for recommendation and approval. Copies of the survey are available upon request.
- 4. Publishers ("Walk") to Establish Proposed Pedmount Locations**
With the official survey in hand, publishers walk the route (*Fixed Pedestal News Rack Zone*) to determine the location and size of proposed pedmount units. The publishers choose locations and unit size that will accommodate each publication with historic presence as recorded in the survey. Locations chosen must meet ADA and other guidelines for placement on the sidewalk.
- 5. Public Hearing - News Rack Advisory Committee (NAC)**
Publishers provide proposal for pedmount locations and sizes for recommendation and approval. (publishers generally select locations at or nearby existing free standing racks)
- 6. Community Outreach**
DPW conducts outreach to fronting properties, neighborhood association and District Supervisor
- 7. DPW Conducts Box Space Allocations Meeting**
ALL Publishers are invited and encouraged to apply for available box space(s). Approvals are determined during "Allocations Meeting" where publishers with historic presence get priority and other approvals are decided by lottery.
Publishers are invoiced and payment due in 10 days. (Fee: \$50 per box space) The city receives the \$50 fee toward the cost of managing the contract with Clear Channel Outdoors and administrating the program.
- 8. DPW Provides Box Diagrams and Installation Photos to Clear Channel Outdoors**
DPW provides box data and diagrams to Clear Channel Outdoors for construction and installation. Clear Channel Outdoors maintains responsibility for pedmount units including maintenance and repair. In exchange, they receive revenue generated by advertisement on pedmount units.
- 9. Publishers Notified to Occupy Pedmount Units & Remove Free Standing Racks**
DPW notifies publishers when box spaces are available to occupy and requires removal of all free standing racks. Free standing racks cannot occupy the same sidewalk as a pedmount unit. DPW can legally seize free standing racks that are not removed within the time allowed.

For More Information Call DPW at 415-554-5810