

Memorandum



CITY OF DALLAS

Date May 29, 2009

To Honorable Mayor and Members of the City Council

Subject **Newsrack Plan, Expanded Central Business District**

You will be briefed on Wednesday, June 3, regarding the Newsrack Plan for the Expanded Central Business District (ECBD) as required by Ordinance No. 27201, adopted by City Council in May 2008.

In October 2008, City Council awarded a contract to The Dallas Morning News to provide acquisition, installation and maintenance services for multi-unit newsracks in the ECBD. Since that time, The Dallas Morning News and city staff have worked cooperatively to prepare the Newsrack Plan. The Newsrack Plan includes location requirements and design criteria as specified in Ordinance 27201, as well as a listing of existing freestanding units, maps and a listing of multi-unit newsrack locations and number of racks in each.

In addition to being briefed on the Plan, an agenda item has been scheduled for action on June 3 to authorize reducing the contract terms from 7 years to 5 years and increasing the contract amount from \$340,200 to \$396,853.

The Newsrack Plan fills a 3-inch notebook and contains specific location detail and graphics. If you would like to view a copy of the plan, please let me know and one will be made available for your review. A copy of the plan is being provided to Council Members Hunt and Medrano, in whose districts the ECBD is located.

Please contact me or Theresa O'Donnell at 670-4127 if you have any questions.

A handwritten signature in black ink, appearing to read 'A.C. Gonzalez'.

A.C. Gonzalez
Assistant City Manager

- c. Mary Suhm, City Manager
- Tom Perkins, City Attorney
- Deborah Watkins, City Secretary
- Craig Kinton, City Auditor
- Judge C. Victor Lander, Judiciary
- Ryan S. Evans, First Assistant City Manager
- Jill Jordan, P.E., Assistant City Manager
- Ramon F. Miguez., P.E., Assistant City Manager
- Forest E. Turner, Interim Assistant City Manager
- Dave Cook, Chief Financial Officer, City Manager's Office
- Jeanne Chipperfield, Director, Budget and Management Services
- Helena Stevens-Thompson, Assistant to the City Manager

NEWSRACK PLAN

Expanded Central Business District

City Council Briefing

June 3, 2009



PURPOSE

- Present details of the Newsrack Plan for the Expanded Central Business District (ECBD)
- Request approval to amend authorized terms:
 - Reduce term from 7 years to 5 years
 - Permits earlier renegotiation of contract terms
 - Increase amount from \$340,200 to \$396,853
 - Provides for greater number of multi-unit racks determined to be necessary by field survey
- Request approval to implement Newsrack Plan

BACKGROUND

- City Council authorized amendments to Newsrack Ordinance in May 2008
 - Revised fees for newsrack licenses
 - Revised certain design standards and location requirements
 - Authorized City to contract for installation, operation and maintenance of racks in ECBD
 - Required Newsrack Plan to be developed and briefed to City Council prior to installation

ACTIONS SINCE MAY 2008

- RFP issued for Multi-Unit Newsrack Zone Operation and Maintenance
- One response received in August 2008
- October 22, 2008, City Council authorized City Manager to execute contract with The Dallas Morning News (TDMN)

ACTIONS SINCE MAY 2008

- TDMN and staff conducted extensive field survey work of potential locations
 - Detailed location requirements per ordinance
 - Store windows taken into consideration

ACTIONS SINCE MAY 08

- Detailed plan of locations developed
- Placements mapped and numbered by TDMN
- Photographs taken of each site with specific location identified
- Information circulated to departments and outside agencies for review and approval of proposed placement at each location

THE PLAN

- Newsrack Plan consists of:
 - Location Requirements
 - Communications Plan
 - Design Criteria
 - Listing of Existing Freestanding Units in ECBD
 - Maps and Listing of Locations, Number of Units
 - Proposed Installation Schedule

LOCATION REQUIREMENTS

- **Newsrack placement must not impair:**
 - Pedestrian traffic, transit passenger loading and unloading
 - Sidewalk width
 - Emergency access
 - Visibility triangles or of emergency facilities
 - Doorway and crosswalk access
 - Other required setbacks from various elements
- **Must be 50 feet between newsracks on same blockface**

COMMUNICATIONS PLAN

- Notices mailed to all licensed publishers and legal notice published in newspaper with date, time, location of Council meeting and brief summary of Plan
- Coordination with Downtown Dallas Assoc. and individual property owners
- Property owners within 200' of individual multi-unit newsracks notified prior to installation

DESIGN CRITERIA

- Powder-coated black
- Dome top hood sloping front to back
- 10 ¼” pedestal
- Faceplate with name of each publication and price per copy

MULTI-UNIT NEWSRACK



LISTING OF EXISTING FREESTANDING RACKS

- Surveyed between July and September 2008
- 1,564 freestanding newsracks
- Over 200 locations
- Between 1 - 20 separate newsracks per location, most clustered

MAPS, LISTING OF LOCATIONS

- Number and proposed newsrack locations determined through field survey
- Proposed locations photographed and mapped
- Listing of publications for each location documented
- General, area-wide map prepared

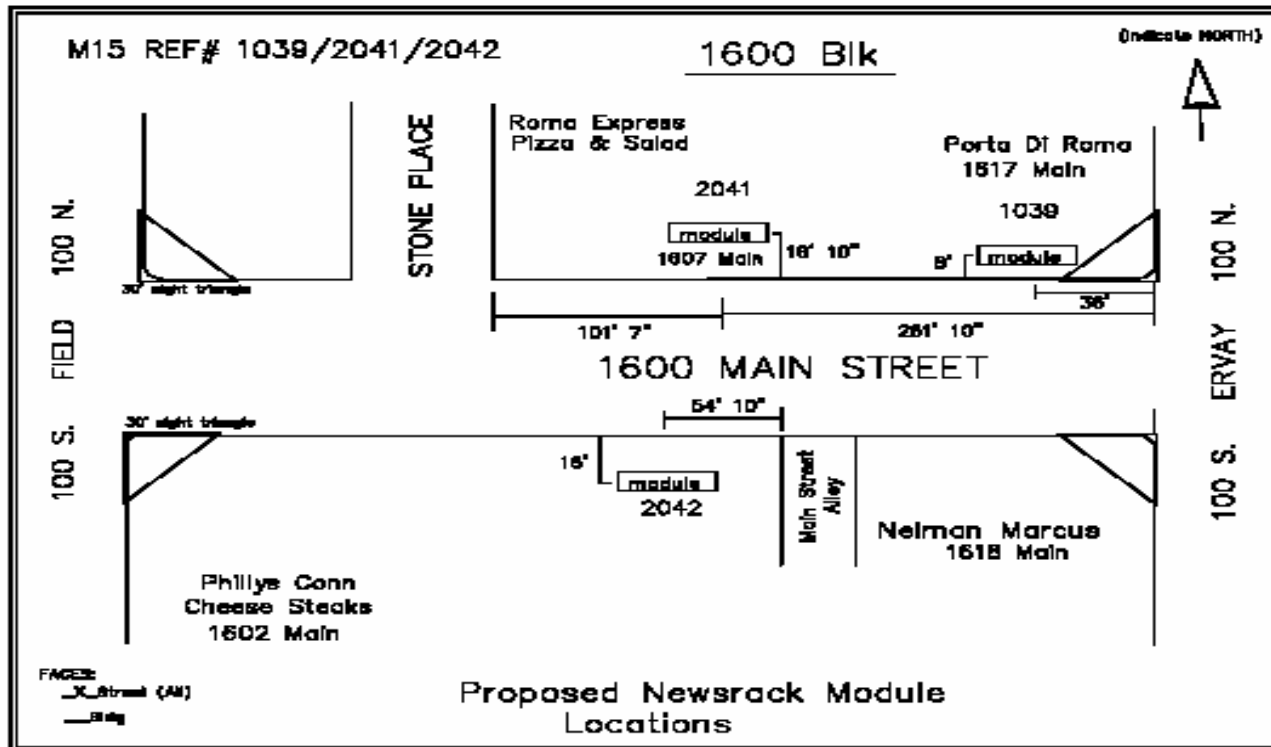
MULTI-UNIT RACKS AT LOCATIONS

- New plan allows for 1,104 full-size racks (spaces)
- Provides for full and half sheets, paid and unpaid publications
- Allows up to 4 quad-units per location
- Each quad-unit provides 4 racks:
 - Top two currently configured for paid publications
 - Bottom two configured for free publications
 - Can be further divided to make four half-racks

LOCATION PHOTOGRAPH



NEWSRACK PLACEMENT



LOCATION LISTING EXAMPLE

Unit ID	# Units	Street	Street Block	Location	Description
1026-4	4	Akard Avenue	100	34' south of SE corner at Elm	
1027-8	8	Akard Avenue	200	36' north of NW corner at Wood	
1028-4	4	Akard Avenue	299-201	35' north of NW corner at Elm	
1030-8	8	Akard Avenue	300	78' north of NE corner at Wood	front of AT&T Building
1032-4	4	Akard Avenue	499-501	32' north of NW corner at Federal	
1033-8	8	Main Street	2000-2001	35' east of the SE corner of Harwood	
1034-6	6	Main Street	2000-2100	35' east of the NE corner of Harwood	
1035-8	8	Main Street	2000-2100	35' east of the SW corner of Pearl	
1036-8	8	Main Street	1900-2000	85' east of the NE corner of St. Paul	
1037-6	6	Main Street	1900-2000	30' east of NW corner at N. Harwood	
1038-8	8	Main Street	1700-1900	35' east of NW corner at St. Paul	
1039-4	4	Main Street	1600-1700	35' east of NW corner at Ervay	
1040-6	6	Main Street	1200-1300	76' east NW corner at N. Field	
1041-6	6	Main Street	1200-1300	80' east of SE corner at S. Field	

PUBLICATION LOCATION EXAMPLE

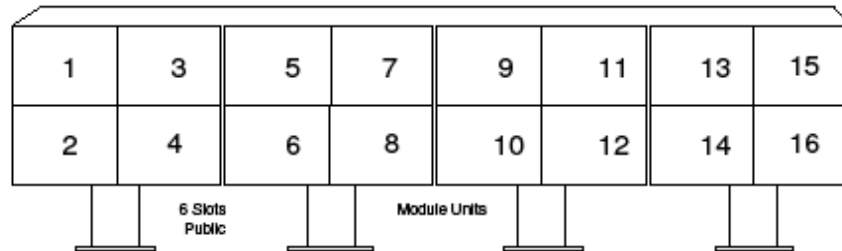
City of Dallas - Central Business District
Modular Rack Locations
 and Associated Publications

LOC# -> **2042** Address: 1602 Main St
 Location Sheet **M15** Locator: Phillys Conn Cheesesteaks
 Faces: Street

-- Module Diagram --

- NOTICE -
 Numbers 1 thru 16 indicate SLOT
 arrangement only, NOT Publication
 assignments

 Each "Full" SLOT can be divided to
 accommodate two half size ("h")
 Publications
 (see below)



Alfa Order - NOT Publication Assignments			
PUB	SIZE	PAID	
1 Ad Beat	h		12
2 Green Sheet			13
3 New Homes Journal	h		14
4 Nu Image	h		15
5 Observer			16
6 Quik			17
7 Thrifty Nickel	h		18
8			19
9			20
10			21
11			22
			23
			24
			25
			26
			27
			28
			29
			30
			31
			32
			33

Slot	Broad Sheet	3	3	Whole	Loc Sheet
Calculation	Half Size	4	2.0	Slots	
			5.0	Total	

83%	Modular Units	6	M15
-----	---------------	---	-----

PUBS	Paid	0
	Free	7
	Total	7

Add Loc#s on M15 --> 2041 1039

PROPOSED INSTALLATION SCHEDULE

- TDMN has acquired units and will begin installation once authorized
- City will pay portion of license fees collected over five years to TDMN to amortize cost of acquisition and installation

LICENSE FEES

- Multi-unit fees go into effect August 1, 2009 (license renewal date)
 - \$60 license fee paid by publishers for each newsrack space in multiple newsrack units
 - \$50 of each license fee will be paid by City to DMN annually, upfront, after initial installation (beginning 2009)
 - \$45 for publishers' rental of newsrack space from DMN
 - \$ 5 for maintenance fee
 - \$10 of each license fee retained to recover City costs

CONTRACT TERMS

- TDMN will purchase, install, operate and maintain modular newsracks in ECBD
- City will reimburse TDMN from license fees not to exceed \$396,853 over five years, subject to annual appropriations
- Term to commence as soon as authorized and will terminate 60 months later
- Indemnification, Insurance Requirements
- Provision for early termination by City for cause or convenience
- At end of contract, City will own units

NEXT STEPS

- Continue to coordinate with Downtown Dallas Association
- Continue to communicate with downtown property owners
 - Meeting held with Dallas Arts District stakeholders
 - Meeting held with AT&T concerning proposed site locations

SCHEDULE

- Execute contract (June 2009)
- City departments and outside agencies finalize location reviews (by July 1, 2009)
- TDMN install units (July – September)
- City hold lottery to determine paper locations within each box (July - September)
- Transition into new multi-unit racks (by October)
- City issue decals for each paid location (September – October)

ACTION REQUESTED

- Council approval to amend authorization terms
 - From 7 years to 5 years
 - From \$340,200 to \$396,853

APPENDIX

PROPOSED MODULAR RACK LOCATIONS

Dallas Central Business District Proposed Modular Rack Locations

