

## CITY OF MADISON, WISCONSIN

A SUBSTITUTE ORDINANCE \_\_\_\_\_

Amending Section 10.32(7)(j) and creating Secs. 10.32(7)(n) and (o) of the Madison General Ordinances to add requirements for locating news boxes on State Street and the Capitol Square.

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PRESENTED September 1, 2009  
REFERRED Community and Economic  
Development Division; State  
Street Design Oversight  
Committee

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RULES SUSPENSION \_\_\_\_\_  
PUBLIC HEARING \_\_\_\_\_

Drafted by: Katherine C. Noonan

Date: October 6, 2009

SPONSORS: Ald. Verveer

DRAFTER'S ANALYSIS: This amendment creates requirements for locating news boxes specific to the State Street and Capitol Square District, which includes State Street and intersecting streets for one hundred twenty-five (125) feet from the abutting State Street right of way, as well as the Capitol Square.

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The Common Council of the City of Madison do hereby ordain as follows:

1. Subdivision (j) of Subsection (7) entitled "Standards" of Section 10.32 entitled "News Boxes" of the Madison General Ordinances is amended by amending or adding therein the following:

"(j) No news box shall be used for advertising signs or publicity purpose other than that dealing with the display, sale, or purchase of the material sold or available within, or of an activity sponsored by the publication. Except for the news boxes in the State Street and Capitol Square District, Allowable ~~allowable~~ advertising, other than the name of the publication, shall appear only once, shall be on the side of the news box facing away from the street, and shall not exceed 18" x 18". Printing or other display on news boxes in the State Street and Capitol Square District shall be limited to the front and back of the news box. It shall be centered on the box and shall contain one (1) line of print no more than three and one-half (3½) inches in height, two (2) lines totaling not more than five (5) inches in height, or a logo no more than eight (8) inches in height."

2. Subdivision (n) of Subsection (7) entitled "Standards" of Section 10.32 entitled "News Boxes" of the Madison General Ordinances is created to read as follows:

"(n) In the State Street and Capitol Square District, which includes State Street and intersecting streets to a point one hundred twenty-five (125) feet from the abutting State Street right of way and the Capitol Square, all news boxes shall be located only at the sites designated below."

See maps in Attachments: State Street and Capitol Square District News Boxes

3. Subdivision (o) of Subsection (7) entitled "Standards" of Section 10.32 entitled "News Boxes" of the Madison General Ordinances is created to read as follows:

"(o) All news boxes in the State Street and Capitol Square District shall be black in color and shall have the following dimensions:

1. Height between thirty-four (34) inches and forty (40) inches.

**Approved as to form:**

2. Width between sixteen (16) inches and twenty-five (25) inches.
3. Depth between sixteen (16) inches and twenty (20) inches.”