

City of Philadelphia



(Bill No. 090015-AA)

AN ORDINANCE

Amending Section 9-212 of The Philadelphia Code, entitled “Newsstands,” to permit the placement of commercial advertising on newsstands and revise the fee for a newsstand license, all under certain terms and conditions.

THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

SECTION 1. Section 9-212 of The Philadelphia Code is amended to read as follows:

CHAPTER 9-200. COMMERCIAL ACTIVITIES ON STREETS.

* * *

§ 9-212. Newsstands.

* * *

(2) License Required; Issuance and Renewal.

* * *

(c) Licenses shall be issued for a period of two years. Licenses may be renewed for additional two year periods. No license shall be renewed unless the applicant pays a renewal license fee of [two hundred fifty dollars (\$250)] *three hundred fifty dollars (\$350)*, and unless all the requirements for initial license issuance continue to be met.

* * *

(5) Design of Newsstands.

* * *

(f) No appurtenance for any advertising permitted by subsection 9-212(6)(b) may extend more than four inches (4") from the facade of the newsstand, and no such appurtenance may interfere with the minimum pedestrian right-of-way required by subsection 9-212(4)(b)(4). Permitted advertising shall be limited to the following:

(.1) Advertising may include a band on the four sides of the newsstand not to exceed six inches (6") in height, located at least six feet four inches (6'4") above the sidewalk. The band on the sidewalk side may be illuminated *and*

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advertisement thereon may be provided in electronic or digital media; the band on the remaining three sides may not be illuminated.

(.2) One advertisement may appear on each [of three sides] *side* of the newsstand [(excluding the sidewalk side)], as follows:

(i) Advertising on the street side of the newsstand may be a maximum of seven feet (7') wide by [(2')] *four* feet (4') high, and may be illuminated.

(ii) Advertising on each [short] *narrow* side of the newsstand may be a maximum of eighteen inches (18") wide by thirty-six inches (36") high, and may be illuminated; and

(iii) *Advertising on the sidewalk side of the newsstand shall be limited to a video monitor no larger than twenty-four inches (24") wide.*

(.3) Security gates may include a graphic logo identifying the owner or sponsor of the newsstand. The proposed design must be submitted to the Art Commission for approval. The logo may not be illuminated.

(.4) *The advertising permitted hereunder shall be allowed only on Newsstands that comply with §9-212 (5) (a) and (b) and that specifically conform to a newsstand design approved by the Art Commission.*

* * *

(6) Maintenance of Newsstands.

(a) All newsstands, including any security gate or other approved attachments, shall be painted and maintained so as to prevent rust, rot, graffiti and other deleterious conditions. All such deleterious conditions shall be removed or remedied within [five (5) days] *twenty-four hours* of their appearance.

[(b) No commercial advertising is permitted on any newsstand, except advertising for:

(.1) The Pennsylvania Lottery, if a lottery machine is maintained at the newsstand;

(.2) Any newspaper or other publication sold at the newsstand.]

(b) *Commercial advertising is permitted on newsstands, subject to the general restrictions on the size, placement and mode of advertising set forth in subsection*

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(5), except that the advertisement of tobacco products, alcoholic beverages and cabarets, as that term is defined in Code Section 14-102 is not permitted.

* * *

(9) Penalties and Enforcement. The provisions of subsections 9-205(9)(a) and (9)(c), relating to penalties and enforcement with respect to sidewalk vendors, shall apply to any violations of this Section, *except that the penalty for a violation of §9-212 (5)(f)(.4) shall be a fine not exceeding two hundred (200) dollars.*

Explanation:

[Brackets] indicate matter deleted.
Italics indicate new matter added.

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CERTIFICATION: This is a true and correct copy of the original Bill, Passed by the City Council on June 11, 2009. The Bill was Signed by the Mayor on August 17, 2009.



Michael A. Decker
Deputy Chief Clerk of the City Council