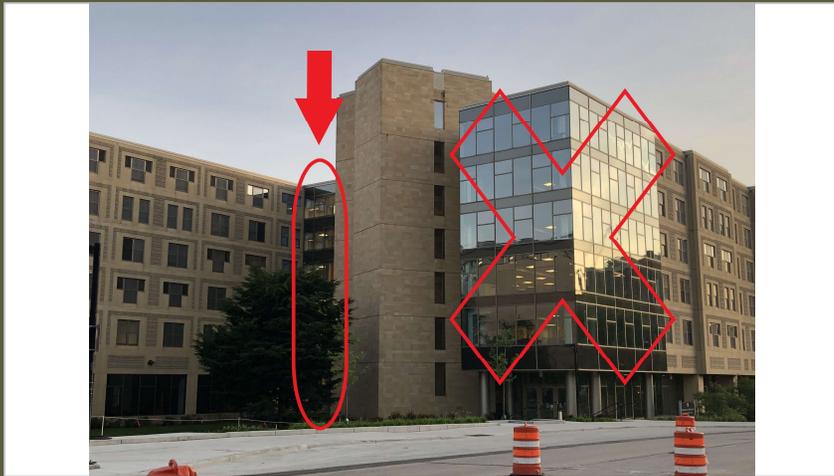
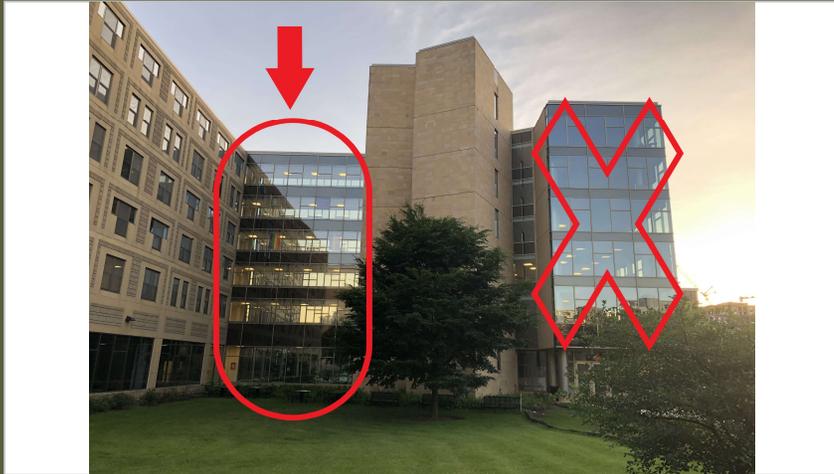


Why should the City of Madison gather and analyze data before adopting a bird-friendly glass ordinance?

- Surveying commercial tenants in the city would help anticipate how many startups and businesses with diverse owners would be priced out of the Madison market by this ordinance.
- Follow the example of the University of Wisconsin-Madison, which is making decisions about where bird-friendly glass is needed based on data.



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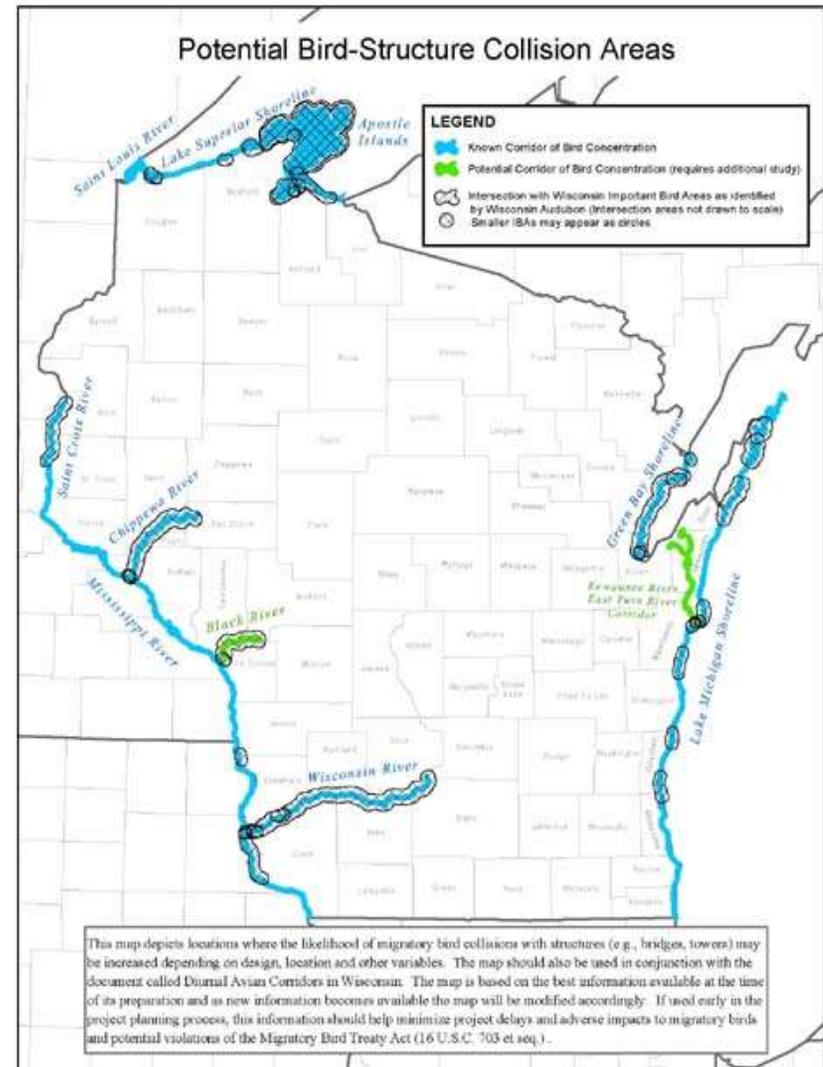


Example: Adhesive film with dot pattern to be applied to Ogg Hall glass

- The adhesive film is being applied only to the glass walkway that connects the two towers (see arrow and oval in photos).
- The film is NOT being applied to the large glass corner on one tower (see X on photos).
- Why? Because the data shows many bird deaths from striking the glass walkway but not the glass corner.

According to the U.S. Fish & Wildlife Service, Madison is not near a major north-south Diurnal Migration Corridor where there is a high risk of collisions between migrating birds and structures.

<https://www.fws.gov/midwest/es/planning/WIDIurnalBirdMaps.html>



Data probably would show that bird-friendly glass is not warranted everywhere in Madison. The scope of the proposed Madison ordinance could be narrowed to apply only to new buildings in high-risk locations (plus high-risk features on new buildings anywhere in the city).

In a similar approach, San Francisco's bird-friendly glass ordinance requires 90% of the glass in the first 60 feet of façade to be bird friendly ONLY if the building is located within 300 feet of an "Urban Bird Refuge" (plus high-risk features on new buildings anywhere in the city).

"These standards apply to buildings located inside open spaces two acres and larger dominated by vegetation, including vegetated landscaping, forest, meadows, grassland, wetlands, or open water (hereinafter an Urban Bird Refuge). These standards also apply to buildings less than 300 feet from an Urban Bird Refuge if such buildings are in an unobstructed line to the refuge." (San Francisco ordinance)

The bird-friendly glass ordinances in other California cities, e.g., San Jose, Oakland, Santa Cruz and Mountain View, apply to only to parts of the cities.

Bird-friendly glass adds considerable cost. \$12 per square foot is a typical cost for glass curtain wall.

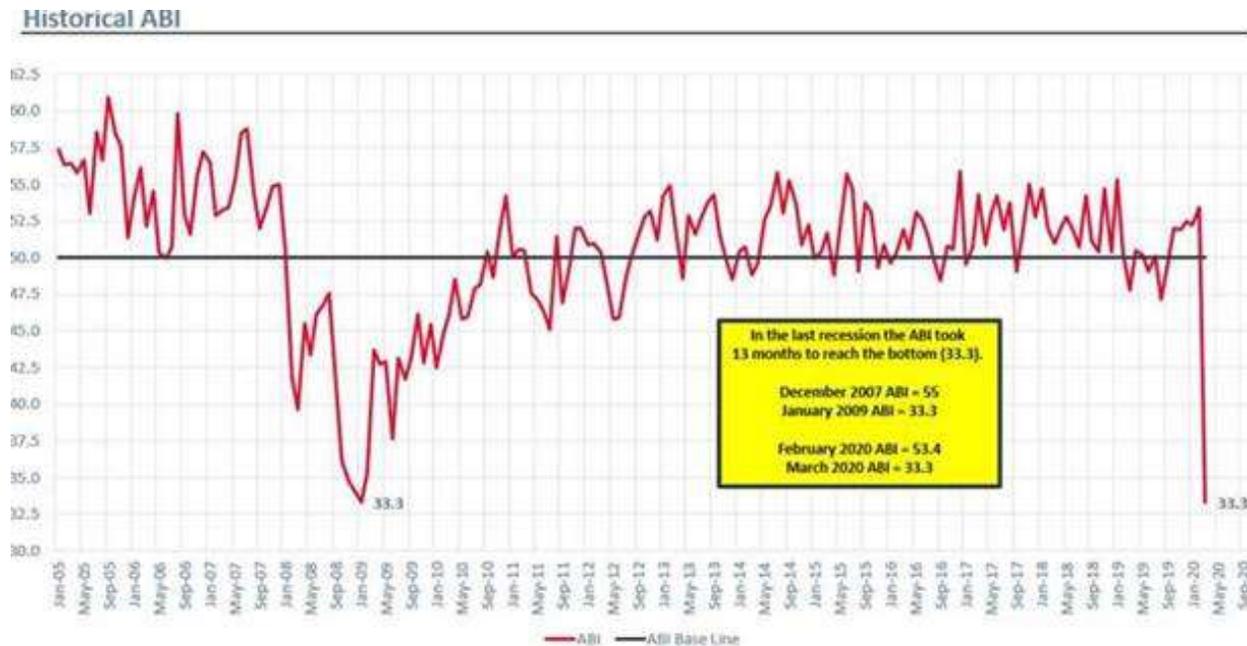
- Viracon/Guardian with frit-striping on #2 surface.
Added cost: \$12 per sq ft
- Walker AviProtek with etched dot pattern on #1 surface.
Added cost: \$20 per sq ft
- Arnold Ornlux with UV layer within glass (manufactured in Europe).
Added cost: \$34 per sq ft

Bird-friendly glass is not the only source of additional construction costs. Will possible tenants be willing to pay higher rent to cover all these additional costs?

- Blue- and green-tinted glass is more energy efficient and helps buildings attain LEED certification.
- Bird-friendly glass that appears transparent to people inside but contains a UV layer that birds can see is NOT available on blue- and green-tinted glass.



Now is not a good time to enact an ordinance that discourages development. Nationally, architects are reporting that fewer new projects are entering the pipeline.



Continued strong development is crucial to the city government's ability to fund its budget.

Operating Budget Year	Total Allowable Levy Increase	Net New Construction	Share of Total
2018	\$11,317,503	\$4,288,046	37.9%
2019	\$11,197,576	\$3,309,467	29.6%
2020	\$8,160,462	\$3,373,021	41.3%

Requested modification: Limit the provision about requiring bird-friendly glass on the façade facing a roof-top landscaped area or green roof to the first 60 feet above grade.