

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 2, 2011

TITLE: Creating Sec. 10.33 including Charter Ordinance Sec. 10.33(10)(c) and creating new Sec. 8.15(3), renumbering current Secs. 8.15(3) through (5) to (4) through (6), creating Charter Ordinance Sec. 31.045(3)(c), amending Sec. 31.03(2), creating Sec. 31.041(3)(a)6., renumbering current Sec.31.041(3)(a)6. to 7., amending Sec. 31.044(1)(c) and creating Sec. 31.046(4) of the Madison General Ordinances to allow for the operation of a City-sponsored bicycle-sharing program in Madison and the placement of signs on bicycle sharing facilities.

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 2, 2011

ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of March 2, 2011, the Urban Design Commission **RECOMMENDED APPROVAL** of the ordinance changes. Appearing on behalf of the project were Ray Harmon, Basic Services Liaison for the Mayor’s Office; Kevin Briski, Superintendent, Parks Division; and Lara Mainella, City Attorney. Harmon provided a background on the Bicycle program model for the City including details of its operations in other cities. Thirty-five stations throughout the City will provide 350 bicycles, with as many as 5-7 of those stations placed on University property. Trek is going to provide as much as \$2 Million towards the operating expenses. The next step in the process is the resolution that makes multiple changes to the Madison General Ordinances and the Sign Code which would allow advertising in the right-of-way, as well as allowing stations in the right-of-way. Bicycle would add to the City’s public transportation and help reduce road congestion. They see every kind of citizen using this facility. This is seen as a continuation of Madison’s strong ties to bicycling. One of the areas for advertising would be on the bicycle’s baskets.

Comments and questions were as follows:

- I think the advertising is a good idea if it helps defray the costs.
- I think users should take a bicycle safety course so they know the rules of the road. I’d like to think that the people using them are responsible.

- Panels on the sides would have instructions on safety and usage.
- This is blazing a trail.
 - There are other bike sharing programs in the country, but this is blazing a trail in terms of the business model that's being used here.
- This is a slippery slope; allowing advertising signs in the right-of-way is something we've never done before, and under different circumstances we would call them billboards. We have to be very careful how to craft this. I don't think it matters if the signs are huge and loud or tiny; once you allow them that's it.
 - Harmon noted that we've had discussions with several Alders, and the City Attorney's Office has tried to draft this in such a way where it's a narrow exception as possible. There is concern about opening this up, however, we do already have an approved ordinance that allows advertising on bus shelters that was passed in 2007. A slight precedent has already been set.
- The helmet issue needs to be flushed out in terms of safety and liability.
- I think it looks terrific and I look forward to using it.
- I think this is great, very exciting. Advertising does not always have to be bad; things are to scale.
- I'm not sure people want to share helmets.
- I really like this program too.
- I think the bikes are fine, but I want to be clear that we never had before us what they are proposing. Whenever we see a sign we know exactly what size it is, etc. We don't really know. I know you all like this idea but I must be the steward of the sign ordinance. Please request that future material so we can see what we are going to approve. We're going to change the ordinance in ways we aren't even aware of.
 - Briski mentioned that the Denver model is exactly what the Madison model will look like. The kiosks shown on the Denver model are to scale in what they are proposing for the Madison model as well.
- To me it's more like an entrance to the subway, a wayfinding thing.
- I'm sure you've studied locations, the density on the Square and the Community Car locations.
 - The density has been studied. We have 125-150 locations for consideration; Trek is going through their selection process with their criteria and our criteria as a City as well. When the locations have been chosen and vetted by the team they will be submitted to the Alders for review. Locations are key to the success of the program and also the success of the area.

ACTION:

On a motion by Harrington, seconded by Lufler, the Urban Design Commission **RECOMMENDED APPROVAL**. The motion was passed on a vote of (6-1-1) with Smith abstaining and Rummel voting no.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 7, 8 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: BCycle Bicycle Sharing Facilities

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| Member Ratings | - | - | - | - | 5 | - | - | 5 |
| | - | - | - | - | - | - | - | 9 |
| | - | - | - | - | - | - | 7 | 7 |
| | - | - | - | - | - | - | 8 | 8 |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

General Comments:

- Slippery slope for signs in the right-of-way.
- Great program, maintain control of other signs.
- Bicyclist education in use is important.