



Legislation Text

File #: 33387, Version: 1

**Fiscal Note**

No appropriation is required.

**Title**

Amending Sections 10.33(10)(c)3.a. and 31.046(4)(a)1. of the Madison General Ordinances to allow a larger single-faced poster board sign on a City-sponsored bicycle-sharing facility.

**Body**

DRAFTER'S ANALYSIS: This ordinance amends restrictions on City-sponsored bicycle-sharing programs relating to the size of permissible poster board signs that are part of the bicycle-sharing facilities. These signs relate to the bicycle-sharing program itself and may include a system map, operator name, and, if the facilities are located on a private zoning lot, a business sign for one or more of the businesses located on the zoning lot. Currently, the operator is restricted to the use of a two-faced poster board sign with a maximum area of 5'1" square feet in area per sign face. B-Cycle, the operator of the City-sponsored bicycle-sharing program in effect ("Madison B-Cycle"), and holder of a bicycle-sharing facility privilege issued by the City, has designed a new single faced poster board sign with an area of 10 square feet that would be prohibited by the current limitations. This ordinance specifically allows the use of this new sign.

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

1. Subparagraph a. entitled "Poster Board Sign" of Paragraph 3. entitled "Sign Criteria" of Subdivision (c) entitled "Signs on City-Sponsored Bicycle-Sharing Facilities in the Right-of-Way" of Subsection (10) entitled "Signs on City-Sponsored Bicycle-Sharing Facilities" of Section 10.33 entitled "Bicycle-Sharing Facilities" of the Madison General Ordinances is amended to read as follows:

"a. Poster Board Sign. One sign, permanently attached to the bicycle-sharing facility equipment, with not more than two (2) sign faces of not more than five feet and one inch (5'1") square feet in area per sign face, or with a single sign face of not more than ten (10) square feet in area. This sign shall not be illuminated, shall not include any flashing, moving, digital or electronic changeable copy features as those terms are defined in Chapter 31, and shall be oriented toward users of the facility and not toward the roadway, street frontage or motor vehicle traffic. ~~At least one side of this~~ The sign shall include a map showing the bicycle-sharing system, other directional information, and instructions for using the bicycle-sharing facility, and may also include:

- i. Maps and information about other City of Madison governmental services; ~~and~~
- ii. A City of Madison logo and/or the logo and/or business name only of the owner, managing agent, or manufacturer of the bicycle-sharing facility of not more than one half (1/2) of a square foot in area each; and,
- iii. ~~In lieu of a map and the signs in i. and ii. above, the other side of this sign may display t~~Text describing the bicycle-sharing program and up to one logo and/or business name of the owner, managing agent or manufacturer of the bicycle-sharing facility of not more than one half (1/2) of a square foot in area."

2. Paragraph 1. entitled "Poster Board Sign" of Subdivision (a) of Subsection (4) entitled "Bicycle-Sharing Facility Signs" of Section 31.046 entitled " Miscellaneous Signs" of the Madison General Ordinances is amended to read as follows:

"1. Poster Board Sign. One (1) sign, permanently attached to the bicycle-sharing facility equipment, with not more than two (2) signs faces of not more than five feet and one inch (5'1") square feet in area per sign face, or with a single sign face of not more than ten (10) square feet in area. ~~One side of t~~The sign shall not be illuminated and shall include a map and other information about the City-sponsored bicycle-sharing program; ~~and~~ The sign may also include:

- a. ~~†~~The logo and/or business name of a business or businesses located;
- b. A business sign for one or more businesses located on the zoning lot where the facility is located;
- c. ~~†~~The name or logo of the operator or manufacturer of the bicycle-sharing facility; and
- d. aA City of Madison logo. ~~The other side of the sign may display a business sign for one or more businesses located on the zoning lot where the facility is located. Such sign shall not be illuminated."~~