


TJS

<b>FROM</b>	NAME & TITLE	THOMAS J. STOSUR, DIRECTOR	CITY of BALTIMORE <b>MEMO</b>	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 8 <sup>TH</sup> FLOOR, 417 EAST FAYETTE STREET		
	SUBJECT	CITY COUNCIL BILL #12-0008/ ZONING – ADVERTISING SIGNS ON BIKE-SHARING STATIONS		

DATE:

**TO**

The Honorable President and  
 Members of the City Council  
 City Hall, Room 400  
 100 North Holliday Street

February 3, 2012

At its regular meeting of February 2, 2012, the Planning Commission considered City Council Bill #12-0008, for the purpose of allowing advertising signs on bike-sharing stations; defining and redefining certain terms; allowing bike-sharing stations in required yards; and generally relating to bike-sharing stations.

In its consideration of this Bill, the Planning Commission reviewed the attached staff report which recommend approval of City Council Bill #12-0008 and adopted the following resolution; eight members being present (eight in favor).

RESOLVED, That the Planning Commission concurs with the recommendation of its departmental staff, and recommends that City Council Bill #12-0008 be passed by the City Council.

If you have any questions, please contact Mr. Wolde Ararsa, Division Chief, Land Use and Urban Design Division at 410-396-4488.

TJS/WA

Attachment

- cc: Ms. Kaliopé Parthemos, Deputy Mayor  
 Mr. Peter O'Malley, Chief of Staff  
 Ms. Angela Gibson, Mayor's Office  
 The Honorable Rochelle "Rikki" Spector, Council Rep. to Planning Commission  
 Mr. David Tanner, BMZA  
 Mr. Geoffrey Veale, Zoning Administration  
 Mr. Nicholas Blendy, DHCD  
 Ms. Barbara Zektick, DOT  
 Mr. Nate Evans, DOT Planning  
 Ms. Elena DiPietro, Law Dept.  
 Ms. Karen Randle, Council Services



*Stephanie Rawlings-Blake*  
Mayor

## PLANNING COMMISSION

*Wilbur E. "Bill" Cunningham, Chairman*

### STAFF REPORT



*Thomas J. Stosur*  
Director

**February 2, 2012**

**REQUEST:** City Council Bill #12-0008/Zoning – Advertising Signs on Bike-Sharing Stations

For the purpose of allowing advertising signs on bike-sharing stations; defining and redefining certain terms; allowing bike-sharing stations in required yards; and generally relating to bike-sharing stations.

**RECOMMENDATION:** Approval

**STAFF:** Eric Tiso

**PETITIONER(S):** The Administration (Department of Transportation)

**HISTORY:**

There have been no previous Planning Commission actions of this specific kind, though it is compatible with the successful advertising on bus shelters program.

**CONFORMITY TO PLANS:**

This action is compatible with the City's Comprehensive Master Plan, PLAY section, Goal 2: Improve Nightlife, Entertainment, and Recreation Experiences for Residents and Visitors, Objective 3: Improve Local Participation in City Recreational Activities.

This action is also compatible with the City's Bicycle Master Plan, Goal 1 Develop A Comprehensive Network Of Facilities For Bicyclists; Objective 2: Increase the availability of bicycle parking and support facilities at destinations across the city; specifically, develop bicycle commuting/rental centers to provide focal points for bicycle transportation services and promotion.

**ANALYSIS:**

Purpose: The Department of Transportation has developed a bike-sharing program that will provide rental bicycles for short-term use by the public either on a one-time basis, or through program membership. The "B-cycle stations" will be located around the City, at first concentrating on the downtown area, and increasing coverage as the program grows.

Legislation: This bill modifies the Zoning Code to add a new definition in Title 1, under a new §1-116.2 for “Bike-Sharing Station” which is defined as “Bike-Sharing Station has the meaning stated in §11-101 {“Sign Regulations: Definitions”} of this article.”

Title 3 is amended under §3-209(c) to allow for bike-sharing stations to project into all required yards on properties (*i.e.* for those that may not be in the public rights-of-way).

Title 11 is modified to provide the definition of Bike Sharing Station as called for under the proposed §1-116.2. An exemption is created under §11-101(e) (2) so that these advertising signs are not considered the same as “general advertising signs” that are prohibited. A new §11-425 governs the display of advertising on bike-sharing stations, with ten enumerated limitations:

- (1) In all districts, these signs are subject to the following requirements.
- (2) The sign display area must be integral to the design of the bike-sharing station.
- (3) No sign may extend from the face of the bike-sharing station.
- (4) No sign may extend above the top of the bike-sharing station.
- (5) The advertising sign area may not exceed 25 square feet on one side. The sign may be double-sided. Informational signs, bike path information, and maps provided by the Department of Transportation are not included within this size limit. A community information panel is allowed and is not included within this size limit as long as it does not exceed 11" x 17" and is placed on the inside of the station.
- (6) No sign may advertise alcoholic beverages or tobacco products.
- (7) Parties are eligible to place advertising on bike-sharing stations only if they have obtained the required minor privilege permits for each station that is in a public right-of-way.
- (8) The bike-sharing station must receive design approval from the Planning Commission.
- (9) If located within a public park, the bike-sharing station and site must be approved by the Director of Recreation and Parks.
- (10) The sign must otherwise comply with all applicable requirements of this title.

Notification: Staff sent notification of this hearing to 380 community organizations.



**Thomas J. Stosur**  
**Director**