Title: (Pass for Publication) Ordinance Adding Subsection F to Sacramento City Code Section 15.148.600, Exempting Sponsorship Signs for Bicycle-Share Programs (M18-005)

Location: Citywide

Recommendation: 1) Pass a Motion allowing the City Council to review and adopt an ordinance that adds subsection F to City Code section 15.148.600, thereby exempting bicycle-share sponsorship signs from City Code chapter 15.148, without the Law and Legislation Committee’s prior review (Council Rules of Procedure, chapter 13, section B.1.b(ii)); 2) review the ordinance amending Section 15.148.600 of the Sacramento City Code relating to signs; and 3) pass for publication the ordinance title in accordance with City Charter section 32(c), with the ordinance to be considered for adoption on May 15, 2018.

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Presenter: None

Attachments:
1-Description/Analysis
2-Ordinance
Description/Analysis

Issue Detail: The City has partnered with SACOG and other municipalities to implement a regional bicycle-share program, and SACOG has contracted with a bicycle-share business to provide the program. Although SACOG has a grant to fund the start-up costs of the program, the costs of operating and maintaining the program will have to be funded by sponsorships. To help SACOG’s bicycle-share partner attract sponsors to underwrite those costs—thereby enabling the partner to charge reduced rental rates—this ordinance authorizes the display of sponsorship signs on the program’s bike racks and bike stations. Sponsorship signs will also be available to other bicycle-share businesses that enter into similar public-private partnerships with the City.

The City’s sign regulations, set out in City Code chapter 15.148, currently do not allow such signage. City Code section 15.148.600 does exempt certain signs from the regulations, however, and the proposed ordinance will add a new exemption for sponsorship signs on the bike racks and bike stations used in a qualifying bicycle-share program. Among other things, the new exemption would (1) be limited to sponsorship signs for a program run by a public-private partnership, (2) allow up to two sponsorship signs on each bike rack or station; (3) limit the display area of each sign to eight square feet; and (4) require that any sign illumination be from an internal light source.

Policy Considerations: Sign regulations are used to preserve and improve the appearance of the City as a place in which to live; to safeguard and enhance property values; to protect public and private investment in buildings and open spaces; and to promote the public health, safety, and general welfare. By allowing a limited number of bicycle-share sponsorship signs, the City will facilitate bicycle-share programs, which in turn will help reduce the emission of air pollutants from motor vehicles, advance General Plan policies related to transportation, and implement the Sacramento Bicycle Master Plan (2016).

Economic Impacts: None.

Environmental Considerations: The proposed ordinance would allow sponsorship signs to be affixed to structures (bike racks and stations) that provide the public with access to short-term rental bicycles at subsidized rates. The ordinance is not subject to CEQA review because it will have no significant effect on the environment (14 Cal. Code Regs. § 15061(b)(3)) and because it pertains to on-premises signs (14 Cal. Code Regs. § 15311(a)). The ordinance is consistent with the City’s general plan policies and goals, and any cumulative effects have been evaluated in the Master EIR that was adopted in connection with the 2035 General Plan.

Sustainability: Not applicable.
**Commission/Committee Action:** Not applicable.

**Rationale for Recommendation:** Bicycle-share programs have been shown to directly advance the important public goal of reducing traffic congestion and air pollution from motor vehicles. By exempting sponsorship signs from the City’s sign regulations, the proposed ordinance will encourage the formation of public-private partnerships that provide bicycle-share programs offering affordable short-term rental of bicycles to the public. At the same time, the ordinance will ensure that the sponsorship signs will be appropriate in size and number and will not pose a hazard to pedestrians or motor vehicles.

**Financial Considerations:** None.

**Local Business Enterprise (LBE):** Not applicable.
ORDINANCE NO. 2018-____
Adopted by the Sacramento City Council
_________ ___, 2018

AN ORDINANCE AMENDING SECTION 15.148.600 OF THE SACRAMENTO CITY CODE RELATING TO SIGNS

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

SECTION 1.

The City Council finds as follows:

According to the Sacramento Metropolitan Air Quality Management District, air pollution is a serious public-health problem for the residents of Sacramento County. During the summer months, the air pollutants in Sacramento, including ground-level ozone, come mostly from mobile sources powered by internal-combustion engines, such as the cars, trucks, and buses. Persons who suffer from heart disease (such as coronary artery disease or congestive heart failure) or from respiratory disease (such as asthma, emphysema, or chronic obstructive pulmonary disease) are most at risk from air pollution, as are pregnant women and children whose lungs are still developing. Even for healthy persons, however, polluted air can cause respiratory irritation or breathing difficulties during exercise or outdoor activities, resulting in wheezing, chest pain, dry throat, headache, nausea, reduced resistance to infection, increased fatigue, and weakened athletic performance.

To help counter the injurious effects of air pollution from mobile sources, the City Council desires to encourage public and private investment in bicycle-share programs that promote and facilitate the public’s use of bicycles on city streets. Accordingly, the City has partnered with the Sacramento Area Council of Governments (“SACOG”) to establish a program that will make rental bicycles available at subsidized rates. SACOG in turn has entered into a public-private partnership with a bicycle-share business that will provide a bicycle-share program in the Cities of Sacramento, West Sacramento, and Davis.

To help SACOG’s bicycle-share partner attract sponsors who will underwrite the costs of providing and operating the bicycle-share program—thereby enabling the partner to charge reduced rental rates—this ordinance authorizes the display of sponsorship signs on the bike-docking stations used in the bicycle-share program. Sponsorship signs will also be available to other bicycle-share businesses that enter into similar public-private partnerships with the city.

Importantly, increased use of bicycles in place of motor vehicles not only will reduce the emission of air pollutants from mobile sources but also will alleviate traffic congestion and lessen the associated wear and tear on city streets by reducing motor-vehicle miles traveled and the single-occupancy motor-vehicle trips taken. Bicycle-share programs have been shown to reduce traffic congestion and air pollution. (See Hamilton & Wichman, Bicycle Infrastructure

Finally, by facilitating bicycle-share programs, this ordinance will directly advance these important City policies:

- It will implement Policy M 1.2.1 of the Sacramento 2035 General Plan, which directs the City to "develop an integrated, multimodal transportation system that improves the attractiveness of ... bicycling ... over time to increase travel choices and aid in achieving a more balanced transportation system and reducing air pollution and greenhouse gas emissions."

- It will implement Policy M 5.1 of the Sacramento 2035 General Plan, which directs the City to “[c]reate and maintain a safe, comprehensive, and integrated bicycle system and set of support facilities throughout the city that encourage bicycling that is accessible to all” and to “[p]rovide bicycle facilities, programs, and services and implement other transportation and land use policies as necessary to achieve the City’s bicycle mode share goal as documented in the Bicycle Master Plan.”

- It will fulfill the purpose of the Sacramento Bicycle Master Plan (2016), which is “to set forth bicycle related investments, policies, programs and strategies to establish a complete bicycle system,” thereby “encourage[ing] more bicycling by the citizens of Sacramento for both transportation and recreation, and thereby allowing the City of Sacramento to meet General Plan emission targets.”

**SECTION 2.**

A. Subsection F is added to section 15.148.600 of the Sacramento City Code, to read as follows:

F. Bicycle-share sponsorship signs. As used in this subsection F, “bicycle-share program” means a cooperative arrangement between the City and one or more public or private entities for the short-term rental of bicycles to the public at subsidized rates; “bicycle-share station” means a structure comprising one or more self-serve docks (i.e., mechanisms) used by a bicycle-share program to retain bicycles in an upright, parked position until released by the customers; and “bicycle-share sponsorship sign” means a sign affixed to a bicycle-share station and used solely to display instructions for use and identify the sponsor or sponsors of the bicycle-share program. Each bicycle-share station may have up to two bicycle-share sponsorship signs, and each bicycle-share sponsorship sign must comply with all of the following:

1. the display area may not exceed eight square feet;
2. any illumination must be from a light source within the sign;

3. the sign may not use digital-display technology;

4. the sign must comply with sections 15.148.570 (if applicable), 15.148.620, 15.148.640, 15.148.650, and 15.148.710;

5. general advertising may not be displayed;

6. the sign must not constitute a nuisance or hazard to vehicular traffic, pedestrians, or adjacent property; and

7. if affixed to a bicycle-share station located on city property (as defined in section 15.148.015), the sign must satisfy all requirements, conditions, and restrictions in any agreement that authorizes the placing of the station on the city property.

B. Except as amended by subsection A above, all provisions of section 15.148.600 remain unchanged and in effect.