



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 19, 2013

To: Honorable Mayor & City Council

From: Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner 

Subject: BICYCLE RACK CUSTOM DESIGN

Attachments:

1. Bike Rack Design Options
2. January 10, 2013 Traffic & Parking Commission Minutes
3. Map – Proposed Rack Installations

INTRODUCTION

At the November 13, 2012 City Council study session, Public Works & Transportation staff received direction to proceed with a citywide bicycle rack installation program and the development of a custom designed bike rack to reflect the City of Beverly Hills branding.

Four design options for City Council consideration include:

1. Option 1: A center face plate shaped like a shield with an outline of the Beverly Hills shield, the "BH" logo in the upper left-hand corner of the shield, and a bicycle symbol in the center;
2. Option 2: A triangular-shaped center plate symbolizing the Beverly Hills gateway sign, with a bicycle symbol in the center and the "BH" logo directly below the bicycle graphic;
3. Option 3: A triangular-shaped center plate same as option 2, with the Beverly Hills shield outlining the "BH" logo below a bicycle symbol; and
4. Option 4: No Design; standard post-and-loop unit.

A stainless steel, post-and-loop model was approved for citywide implementation. The custom image is laser cut into a center plate that is securely welded onto the loop (Attachment 1).

DISCUSSION

In the continued effort to meet the FY12/13 and FY13/14 City Council Priorities for a *Citywide Bike Plan*, support for development and implementation of pilot bikeways and a bicycle rack program has been approved by the City Council to promote bicycling within the City.

The bicycle rack program identifies city-initiated installations at City-owned properties and commercial/restaurant corridors (Attachment 3), and a "Rack-on-Request" program that allows the business community to request a bike rack adjacent to their business in the public right-of-way.

The Traffic & Parking Commission's (TPC) bicycle ad hoc committee met with the City's Graphic Arts Director and Transportation Planning staff to review proposed design concepts. Staff has been in ongoing communications with an industry manufacturer to define design elements, specifications, materials, measurements, and limitations of laser graphics on the design plate.

Staff focused on *functionality* and *safety* when developing the concepts, forms and images for the custom plate that is placed in the center of the loop. Sufficient open space is needed to allow the cyclist to maneuver and insert a locking device or chain onto the post. The center plate is laser cut with the custom image, thus lines, edges and open spaces were considered when applying the Beverly Hills logos to the design.

Transportation staff and the bicycle ad hoc committee reviewed multiple design elements (i.e., shield types, lettering, center plate options, bicycle and cyclist forms, graphic element such as "swirls," etc.), and narrowed the selection to two options for TPC consideration. The majority of the Commissioners favored Option #1 due to the "shield" shape of the center plate. Following discussion on functionality, the Commission agreed that a triangular-shaped center plate would provide more space and better functionality to the bike user. Although design elements are subjective, the Commissioners expressed that the Beverly Hills "shield" be incorporated into the design. The Commission selected a third design option that includes the shield on the triangular-shaped center plate. Overall, all Commissioners voted for Option 3 as their first or second choice.

The estimated number of bicycle racks for the Phase 1 rollout at City Hall, Public Works, public parks and the proposed commercial corridors is approximately 25 units. An additional five bicycle racks are proposed for the first year of the Bicycle Rack-On-Request program. Based on public interest, staff will revisit the demand and cost of additional bicycle racks to complete Rack-On-Request applications from the business community.

FISCAL IMPACT

Staff has received preliminary cost estimates from the industry manufacturer for a generic stainless steel rack without design and stainless steel rack with a custom design:

Style	Unit Cost	Initial Rollout	Contractor Installation	Total
Post-and-Loop, with custom design, <i>stainless</i> steel, single surface mount	\$700 each* (30)	\$21,000	\$4,000	\$25,000
– OR –				
Post-and-Loop, no custom design, <i>stainless</i> steel, single surface mount	\$550 each* (30)	\$16,500		\$20,500

*Excludes tax and shipping costs.

Approximately \$250,000 in Air Quality Management District AB-2766 funds are available for the combined bikeway and bicycle parking programs. Staff has programmed the AB-2766 fund balance for bicycle-specific activity with the Air Quality Management District for fiscal years 2013 through 2015.

RECOMMENDATION

Staff request direction from the City Council to:

1. Select a Bicycle Rack Design from Options 1,2,3, or 4.
 - Option 1: A center face plate shaped like a shield with an outline of the Beverly Hills shield, the “BH” logo in the upper left-hand corner of the shield, and a bicycle symbol in the center;
 - Option 2: A triangular-shaped center plate symbolizing the Beverly Hills gateway sign, with a bicycle symbol in the center and the “BH” logo directly below the bicycle graphic;
 - Option 3: A triangular-shaped center plate same as option 2, with the Beverly Hills shield outlining the “BH” logo below a bicycle symbol;
 - Option 4: No Design; standard post-and-loop unit.
2. Authorize staff to proceed with the purchase and manufacturing of custom-designed or standard bicycle racks.



 David Gustavson
 Approved By

ATTACHMENT 1

Conceptual Design



OPTION #1

Conceptual Design



OPTION #2

Conceptual Design



OPTION #3

ATTACHMENT 2

Vice Chair LICHT commented about a pending Assembly bill that would prevent cities from charging vehicles parked at broken meters. Mr. Lynn will track this legislation as it moves forward.

Chair GRUSHCOW read a portion of the California Vehicle Code defining how a bicyclist is identified and, in part, bicycles are not allowed to park in parking structures. Mr. Lynn informed Chair GRUSHCOW that some of the new parking structures in the City have areas designated for bicycle parking. Mr. Lynn will research the implications of the California Vehicle section pertaining to bicycle parking in structures.

ACTION ITEMS

1. BICYCLE RACK DESIGN

Transportation Planner Martha Eros and Art Director Aram Chobanian presented the Commission with drawings that displayed bicycle rack options. The designs are based upon the stainless steel Post-and-Loop style approved by the City Council at the November 13, 2012 meeting.

Staff presented two options:

Option 1: A center face plate shaped like a shield with an outline of the shield with the letters "BH" in the upper left-hand corner, and a bicycle rider symbol in the center.

Option 2: Graphic plate insert with a triangular shape with a bike rider symbol in the center and "BH" underneath.

The Commission also added a third option for consideration:

Option 3: Graphic plate insert with the same triangular shape as option 2, with the Beverly Hills shield and "BH" in the center of the shield, and a bike rider symbol under the shield.

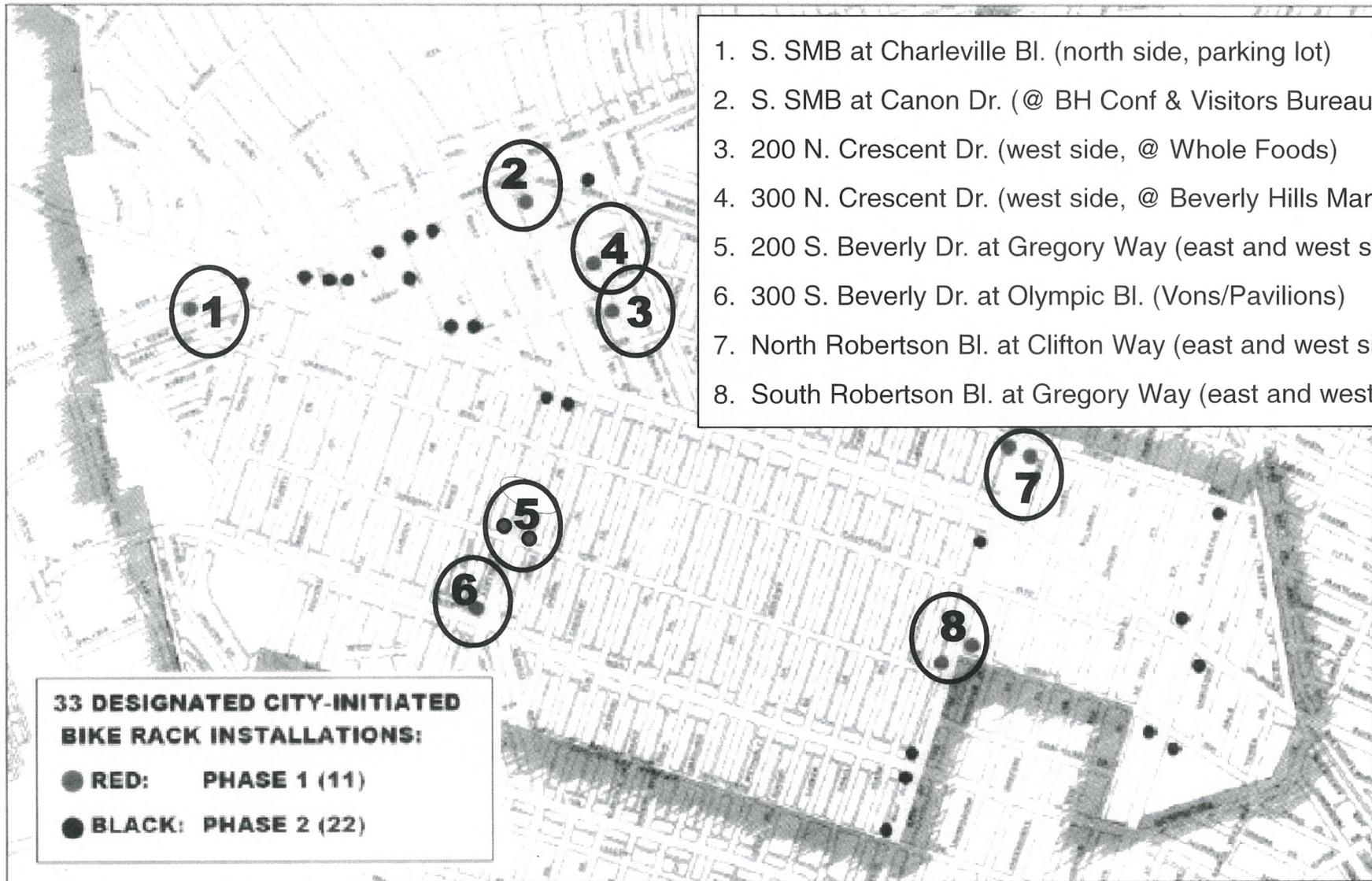
Commissioner FRIEDMAN prefers Option 1, then Option 3
Commissioner STEINBERG prefers Option 3, then Option 1
Commissioner LEVINE prefers Option 1, then Option 3
Vice Chair LICHT prefers Option 1, then Option 3
Chair GRUSHCOW prefers Option 2, then Option 3

2. CONSIDERATION OF THE DECEMBER 6, 2012 REGULAR MEETING MINUTES

Motion by LICHT, seconded by STEINBERG

ATTACHMENT 3

City-Initiated Bicycle Rack Installations Commercial and Restaurant Corridors Phase 1





City Property



□ PARKS

- Beverly Canon Gardens (2)
- Beverly Gardens (2)
- Coldwater Canyon Park (1)
- Greystone Park (1)
- La Cienega Park (1)
- La Cienega Tennis Center (1)
- Roxbury Park (1)
- Will Rogers Memorial Park (1)

□ CITY BUILDINGS/LOCATIONS

- City Hall (2)
- Public Works (2)