

A<sub>1</sub>

1. Create new definitions in Article 2.000:

Public Bicycle-Sharing Service: A system operated under the auspices of a program administered and/or approved by the City of Cambridge whose function is to provide the general public with opportunities to rent bicycles on a short-term basis for use within the city or region.

Public Bicycle-Sharing Station: A bicycle sharing facility placed or constructed by a Public Bicycle-Sharing Service on public or private property where bicycles are stored and from which members of the public may rent bicycles as part of a Public Bicycle-Sharing Service, including objects or equipment necessary for or appurtenant to its operation.

2. Modify the definition of Gross Floor Area in Article 2.000:

Floor Area Gross. ...

Gross Floor Area shall include:

(a) ... (h)

Gross Floor Area shall not include:

(1) ... (13)

(14) Public Bicycle-Sharing Stations.

3. Amend the Table of Use Regulations by adding a new use category in Section 4.32:

4.32 Transportation, Communication & Utility Uses

	Open Space	Res A 1&2	Res B	Res C, C-1, C-1A, 2, 2A, 2B, 3, 3A, 3B	Off 1, 2A, 2, 3, 3A	Bus A-1, A-2, A-3	Bus A	Bus B, B-1, B-2	Bus C, C-1	Ind A-1, A-2	Ind A	Ind B-1, B-2	Ind B	Ind C
a. Bus or railroad passenger station	No	No	No	No	No	Yes	Yes	Yes	Yes	SP	Yes	Yes	Yes	Yes
b. Automobile parking lot or parking garage for private passenger cars 18	No	No	No	No	Yes	SP	SP	Yes						
c. Railroad freight terminal, railroad yard and shops	No	No	No	No	No	No	No	No	No	No	No	Yes	Yes	No
d. Truck or bus terminal, yard or building for storage or servicing of trucks, trailers or buses, parking lot for trucks	No	No	No	No	No	No	No	No	No	No	SP	No	Yes	No
...														
h. Helipad or Airport	No	No	No	No	No	No	No	No	No	No	No	No	No	No
j. Wind Turbine Installation	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>	PB <sub>57</sub>
<u>k. Public Bicycle-Sharing Station</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>

A<sub>2</sub>

4. Amend Section 5.24:

5.24 Yards

5.24.1 Every part of a required yard shall be open to the sky and unobstructed. Awnings, arbors, fences, flagpoles, recreational and laundry drying equipment and similar objects shall not be considered obstructions when located within a required yard. In addition, objects or equipment located in a required yard that are necessary for or appurtenant to a Public Bicycle-Sharing Station shall not be considered obstructions. Open or lattice enclosed fire escapes for emergency use only are permitted to encroach on yard areas.

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5. Amend Section 6.49:

6.49 *Design of Bicycle Parking spaces.* Bicycle parking spaces shall be provided in accordance with the amounts required by Section 6.37 and with the design regulations in this Section 6.49. Public Bicycle-Sharing Stations shall not be subject to the design regulations of this Section 6.49.

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6. Amend Subsection 7.16.1:

7.16.1 Exempt, Temporary and Noncommercial Signs

The following signs shall be exempt from restrictions as to type, location, height, and size of signs or limitations as to the total area of signs permitted on a lot or business, as those limits are set forth in Section 7.16.2. Except as otherwise noted, such signs shall be naturally or externally illuminated only and shall be subject to all other provisions of this Article 7.000.

7.16.11 Exempt Signs

A. In all districts:

1. Signs not visible from a public way. (All illumination permitted.)
2. Official traffic and directional signs, including bus and shuttle schedules. (All illumination permitted.)
3. Other signs in the public way.
4. Signs necessary for public safety and convenience not exceeding six (6) square feet per sign face, provided such signs contain no advertising.
5. Flags of a city, state or country.
6. Memorials such as grave stones and corner stones.
7. Historical site plaques installed or approved by a public Agency or duly established historical society.
8. Window display of merchandise or signs incidental to such display.
9. Signage necessary or appurtenant to the placement or operation of a Public Bicycle-Sharing Station. (All illumination permitted.)

B1



### What is Bike Share?

- A pool of many bicycles shared and used for point-to-point short trips
- Modular, movable systems, solar-powered and wireless

### Why Bike Share?

- Supports sustainable transportation & climate change goals
- Replace car trips (5-40% bike share trips are instead of car trips)
- Support Public Health Goals – Active Transportation
- Supports/extends value of public transportation – “last mile”

### Where is Bike Share?

~240 Worldwide

\*Source: Bike Sharing Blog, December 2010

### How does Bike Share work?

- ◊ Stations conveniently located at desirable origins/destinations
- ◊ Yearly memberships or day passes
- ◊ Access bikes with swipe of card
- ◊ Return bike at any kiosk
- ◊ Inexpensive: thirty minutes free
- ◊ Designed for Mainstream Users: residents, workers, students, tourists.
- ◊ Designed for everyday trips in shirts and suits – bikes are user-friendly

### Components

- Solar Power
- Map Panel
- Terminal – Rental transactions
- Bikes
- Platform-Mobile & Modular

Hubway

ACTIVE ORIGIN

Hubway

What did people use the bikes to do?

Most of the trips I take fall into this category:

What is your primary use of bike rides?

How many trips replaced car trips?

When asked to recall their most recent trip, 19% of Annual and 30-day subscribers reported they would have driven a car had it not been for Nice Ride.

Did having a subscription change behavior?

Subscribers reported an increase in biking among all groups.

Before subscribing to Nice Ride, how often did you ride a bike? / What is your age? / Since subscribing to Nice Ride, has the amount of biking you do

Increased, Decreased, Stayed the same

Bike Share

Minnesota: Nice Ride

Capital Bike Share

Washington, DC

First Year Experience

- 118 stations / 1,200 bikes
- 600,000 trips or 4,800 trips/day
- 15,000 members
- 50,000 casual riders

7/18/2011  
bg

### Bike Share Cambridge

- 14 Stations Total for Launch
- 6 Stations -- Harvard and MIT
- Launch Start Fall 2011
- Full Launch Spring 2012



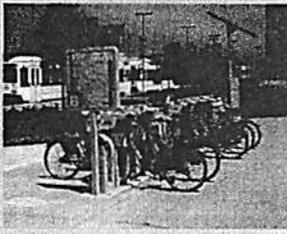
### Bike Share Cambridge

Potential Bike Share Station Locations  
Cambridge, Massachusetts  
November 2010



### Zoning Proposal Bike Share

- ❖ Bike Share --new use not covered in zoning
- ❖ Limited public space options in Cambridge
- ❖ Many more opportunities on private property
- ❖ Partners eager to participate (e.g., Harvard, MIT)
- ❖ Zoning Proposal permits public system bike share only; akin to public transportation



### Zoning Proposal Bike Share

#### Mechanics of the Proposed Zoning

1. Define the new use -- Public Bicycle-Sharing Service/Station
2. Exempt from Gross Floor Area (same as bicycle parking)
3. Make an allowed use in all districts
4. Specify that Bike-Share Stations won't obstruct yard setbacks
5. Exempt from bicycle parking design requirements
6. Exempt Public Bike-Share Stations from sign regulations



C

City Council  
City Hall, 2nd Floor  
795 Massachusetts Avenue  
Cambridge, MA 02139

July 13, 2011

To the Honorable, the City Council:

On behalf of the Cambridge Pedestrian Committee, I am writing to indicate our strong support for the proposed zoning modifications that would support and permit public bicycle share systems in Cambridge, including stations to be located on and operate on private property.

Cambridge is a city that is conducive to both walking and bicycling and we support opportunities that allow people to make choices that are environmentally sustainable and beneficial from a public health perspective. In order to be successful, bike share systems need to be fully integrated into the city's infrastructure and easily accessible to users. Adopting the zoning proposal is an important step in achieving that goal.

Thank you very much.

Very truly yours,



Helen Rose  
Chair  
Cambridge Pedestrian Committee

D

Cambridge City Council  
City Hall, 2nd Floor  
795 Massachusetts Avenue  
Cambridge, MA 02139

2011 JUL 20 P 2:45

RECEIVED BY MAIL  
CITY OF CAMBRIDGE

July 15, 2011

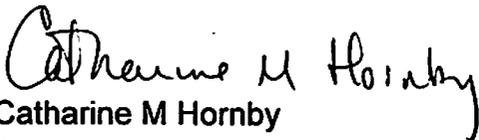
To the Honorable, the City Council:

On behalf of the Cambridge Bicycle Committee, I am writing to express our strong support for the proposed zoning modifications related to public bicycle share systems in Cambridge. We understand that certain of the modifications, especially allowing stations to be located on private property, are critical to the success of the program.

Adopting the zoning proposal is a key step in the creation of bike share systems and, as a result, will tend to improve the environmental and public health of the city. Cambridge is already a pleasant city for exploring on bicycle and on foot, and we believe that a bicycle share program will allow residents and visitors alike new opportunities to enjoy more of the city. Encouraging visitors and residents to borrow and use bicycles will produce fitness benefits for participants and, via decreased traffic congestion, environmental benefits for everyone. To maximize those benefits, bike share systems need to be readily accessible and well integrated into the city's infrastructure.

Thank you very much.

Very truly yours,



Catharine M Hornby  
Chair  
Cambridge Bicycle Committee

7/18  
E1

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## Bike share may seek alternatives to Center for the Arts plaza site

Posted by Cara Bayles

July 11, 2011 03:48 PM

By Cara Bayles, Town Correspondent

City officials are looking into alternatives to a proposal to install a 41-foot-long bike share station on the Boston Center for the Arts plaza, after the plan drew safety concerns from nearby businesses during a June South End Landmarks Commission meeting.

The station would be one of 61 locations where the Menino administration's Boston Bikes office plans to install kiosk stations for a citywide bike share program. Dubbed "Hubway," the program will consist of 600 bicycles that participants can pick up or drop off at any of the stations in the city, a plan intended to promote bike riding on Boston's infamous streets and revolutionize public transportation within city limits. Membership in the program would cost an estimated \$85 per year, and rides that last less than 30 minutes would be free.

Nicole Freedman, the city's bike czar, said that so far, the siting process has generally gone smoothly.

"For the most part we have a lot of people who want stations on their property. We've had some comments, but in general it's been very positive," she said.

She added that city officials are "definitely looking at alternatives" to the Center for the Arts site.

"We're still work with the neighborhoods. We've got a couple weeks still," she said, adding that the stations will be installed at the end of the month.

"Essentially, a mountain of cars descend on a 200-foot stretch of Tremont Street every night. That's where all of the traffic occurs," he said. "The proposed site of the bike rack would be perfect if there wasn't already so much going on there. But my concern is for the safety of customers."

Between the foot traffic from events at the center for the arts that draw large crowds, its public art installations, as many as ten valet employees rushing to move cars that stop on the side of Tremont Street, the plaza's busy nightlife might not have room for a rack.

The location by the Boston Center for the Arts drew criticism from business owners in the area, like Gordon Hamersley, co-owner of Hamersley's Bistro on the Clarendon Street side of the plaza. He said the Boston Center for the Arts, the Beehive and Hamersley's all share a valet service, and there are other valets across Tremont Street as well.

Kristi Keefe, director for community relations for the Boston Center for the Arts, has been working with the mayor's Office of Neighborhood Services on proposing potential alternatives. She said Tabitha Bennett, the neighborhood coordinator for the South End, was scouting potential alternative sites and speaking with abutters.

"We're going to reconvene and talk about other locations," said Keefe.

Freedman said other proposals include Tremont and Milford streets and on-street locations that would involve removing parking spaces. She stressed that "nothing has been finalized yet."

E2

Several bike kiosk locations have been proposed for the South End. Two other locations, in front of the South End Library and by Boston Medical Center, earned Landmarks approval at the June meeting. Other possible sites include the corner of Columbus and Massachusetts avenues, Washington Street and Rutland Square, Tremont and West Newton streets, and Washington and Lenox streets. These locations have not yet been finalized.

E-mail Cara Bayles at [carabayles@gmail.com](mailto:carabayles@gmail.com).

Follow Your Town South End on Twitter

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Suggested retail price  
**\$1.00**  
\$1.50 outside of  
Metro Boston

# The Boston Globe

GLARING ERA

TODAY: Sunny, less windy.  
High 80-85. Low 63-68.  
TOMORROW: Mostly sunny, warm.  
High 83-88. Low 67-72.

HIGH TIDE: 12:06 p.m.  
SUNRISE: 5:20 a.m. SUNSET: 8:19 p.m.  
FULL REPORT: PAGE B13

FRIDAY, JULY 15, 2011

BRIAN MCGRORY

## Make Boston bicycle-free



As Mayor Tom Menino prepares to roll out an ambitious bicycle-sharing program on the streets of our great city this month, offering hundreds of bikes for short-term rental all across town, I might urge him to go in a slightly different direction.

He ought to ban all bicyclists from Boston instead.

Ban them as in, here's the city line, Lance, there's a bike rack. Lock it up, and flag yourself a nice air-conditioned cab. Maybe you won't be sweating so much when you walk into work.

Oh, I know, bikes are the future. Bikes are clean. Bikes are quiet.

I couldn't agree more, which is why this is not an indictment of the bicycle, an efficient, affordable instrument of transportation. But to paraphrase the National Rifle Association, bikes are not the problem, it's the people on them.

And those people are the scourge of the city. I don't mean anything negative by that. It's just plain fact, painfully clear to anyone and everyone who has ever exercised their government-sanctioned right to sit behind the wheel of a combustion-powered vehicle and drive on roads that were built for, yes, cars.

In a crowded city like Boston, with narrow streets, daring pedestrians, and delivery trucks double-parked nearly everywhere, this task can already be perilous enough. Throw in a bunch of cavalier cyclists who believe with every cell of their beings that they own the road, and it's

Here's the biggest problem with urban bicyclists: Their personalities. They exude a sense of superiority as they sip vitamin water amid an afternoon breeze while I, just for argument's sake, may be tucking into a Filet-O-Fish in the sealed confines of my car, quickly abandoning hope of finding parking near my gym.

That superiority leads them to blast through red lights and stop signs with no hesitation, swerve into traffic with the entitled expectation that everyone else will screech to a halt, glide the wrong way down streets, across sidewalks, through pedestrian malls, constantly yelling, "Watch it, dude!"

They are a self-celebratory lot, these cyclists, parading around in Lycra even though most of them inexplicably have shapes that beg for L.L. Bean, proselytizing through ham-handed bike commuter days, gathering at their little festivals to talk about how they're saving the world. Shame on us for buying into their act.

And these are the good cyclists, the ones who actually own their own bikes. We're about to get hundreds upon hundreds of amateurs pedaling all over our city who have no idea what they're doing. Orthopedists will be flocking here like it's the Gold Rush of 1849.

I caught a glimmer of hope this week when Boston Police announced plans for a crackdown on reckless cyclists in preparation for the bike-sharing program. Finally, sanity. Cart the offenders away in the backseats of squad cars, just for the irony. I called yesterday to see how it was going. Over the first two days, police handed out no — that's zero — citations, and 40 warnings. It gets better. They gave out more than 100 free helmets to offenders. Oh, and everyone got a local bike shop 20-percent-off coupon.

That's some crackdown, folks.

Let me stress, these cyclists are more than welcome in the suburbs, riding in flocks along uncluttered roads. I figured they were perfect in Cambridge, until I learned that there's a bit of a rebellion going on in the kumbaya capital of the world. Police have begun cracking down on sidewalk riders, and a courageous councilor named Henrietta Davis publicly admonished reckless cyclists in December.

We can't let Cambridge, of all places, beat us to the punch. Our mayor likes being on the vanguard these days, and this is our big chance: Boston, America's Bicycle Free City.

Brian McGrory is a Globe columnist. He can be reached at mcgrory@globe.com.

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Submitted by:  
James Williamson  
1800 Jackson Place  
Cambridge, MA  
02140

11

# The Boston Globe

SATURDAY, JULY 16, 2011

CHIEF CLERK

TODAY: Sunny and nice

High 84-89. Low 67-72.

TOMORROW: Mostly sunn

High 88-93. Low 69-74.

HIGH TIDE: 12:15 a.m. 12:52

SUNRISE: 5:21 a.m. SUNSET: 8:

FULL REPORT: PAGE B11

## The bicyclist who hit me and sped off

By Ruth Daniloff

**L**AST FALL, I stepped onto a pedestrian crossing in Cambridge. I had the right of way, and noted that the street light displayed I had 35 seconds to cross. I came to a few minutes later, sprawled on the side of the street, surrounded by sympathetic onlookers. Someone tried to help me to my feet, but I was in agonizing pain.

"The cyclist left," someone said. "He said you had walked into him." I went by ambulance to the hospital, where I spent a week with a broken hip and other injuries, followed by a week in a rehabilitation center. My first surgery failed and had to be redone. Six months ago, I had to have a hip replacement. At 75, I am still recovering.

Medical personnel agree that accidents between cyclists and pedestrians have increased, often because cyclists run stop lights or ignore one-way street signs.

Many cyclists I see ride head down, spandex-clad behinds in the air, taking short cuts between cars, and mounting sidewalks as if they own them. Still others ride at night without tail lights.

Don't get me wrong. Bicycles are ecologically correct, and I am for them. Throughout my life I have ridden bikes. As a teenager, my most prized possession was a blue Raleigh bike with drop down handlebars. Bicycles are also good exercise, and they reduce carbon emissions. Still, the announcement that Boston will launch a bike-sharing program fills me with fear. The idea of bicycle kiosks cluttering the sidewalks and park-

I suffered a broken hip. At age 75, I am still recovering.

ing lots strikes me as an invitation to chaos. I pity the police, not to mention the pedestrians.

Boston police will target 10 "high crash" points and will issue citations to motorists and cyclists. It's a good start, and long overdue.

But if Boston is to become a bicycle mecca, we need to protect pedestrians, reduce the number of cars, and oblige cyclists to carry insurance. Cyclists should be fined for not wearing helmets, for cycling at night without lights, and for ignoring the rules of the road.

And if by chance, a cyclist downs an elderly person on a pedestrian walkway, he or she should stop.

And at least apologize.

I'm still waiting for my apology.

*Ruth Daniloff is a freelance journalist based in Cambridge.*

Submitted by:  
James Williamson  
1000 Jackson Place  
Cambridge, MA

02140

25

G.



July 18, 2011

Cambridge City Council  
City Hall, 2nd Floor  
795 Massachusetts Avenue  
Cambridge, MA 02139

To the Honorable, the City Council,

I'm writing in support of the proposals before the Council to take steps to modify our zoning rules to facilitate a public bike-share system in Cambridge. I am a life-long Cambridge resident, growing up on Linnaean St, and currently residing on Gorham St. I studied at MIT where I obtained my MBA. About a dozen years ago I founded the Cambridge Innovation Center, which is now the largest home to startups in the US. Today we house approximately 400 small businesses in our facility at One Broadway in Kendall Square.

As you may know, I am very active in the local community. Three years ago I co-founded the Kendall Square Association, where I now serve as its elected President, working closely with our Executive Director Travis McCready. I am also familiar with the City's public zoning process, having served on the city's Green Building/Zoning Task Force, and having been active in all recent local zoning discussions.

I support this amendment because I believe bike transportation is a huge win for the community: it takes cars, noise and pollution off the roads, it reduces our consumption of non-renewable carbon-based fuels, and it promotes public health through exercise. Programs like this are so important, Cambridge Innovation Center created our own private bike-share program several years ago, maintaining about 20 bikes in our garage at One Broadway that everyone at CIC can use for free whenever they like. Bike borrowing would be significantly strengthened by making it possible for riders to borrow bikes in one location and return them in another, which is why I am a fan of this public bike-share program. Thank you for your consideration of this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Timothy Rowe", with a horizontal line underneath it.

Timothy Rowe  
CEO and Founder  
Cambridge Innovation Center  
rowe@cictr.com