



Meeting Date: 1/11/2011

Agenda Item # 8-B

CITY COUNCIL AGENDA ITEM

Contact Name: Jim Kerr, City Planner Department Director: *Alan Smith*
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- Type of Item:
- | | | | |
|--------------------------|--------------------------|-------------------------------------|---------------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | Ordinance First Reading | <input checked="" type="checkbox"/> | Discussion & Action |
| <input type="checkbox"/> | Ordinance Second Reading | <input type="checkbox"/> | Council Approval |

Subject: Discussion of Providing Bus Benches in Orange City

BACKGROUND: Votran is responsible for the transit routes and the individual cities of Volusia County are responsible for providing shelters and bus benches. Advertising signs attached to the bus benches appear to be a trend with about 50 percent of the cities in the County opting to allow a third party vendor to install advertising signs on bus benches. There are advantages and disadvantages to this arrangement as pointed out in the attached Bus Bench Report to City Council. These four options are explained in the attached report.

RECOMMENDATIONS: Staff recommends Orange City to provide its own benches.

ATTACHMENTS: Bus Bench Report to City Council

FINANCIAL IMPACT: To be explained in the report to City Council

Reviewed by City Attorney _____
 Reviewed by Finance Dept. _____
 Reviewed by: _____

1st Discussion Date: 1/11/2011	2nd Discussion Date: date.	Third Discussion Date: date.	Other Dates: date.
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Bus Bench Report to City Council

Introduction

Votran is responsible for the transit routes and the bus stop locations in Volusia County where transit service is provided. The County and the individual municipalities are responsible for bench facilities within each of their respective jurisdictions. The County is currently requesting proposals for a vendor to provide bus benches within the unincorporated area. A "vendor" in this case is an advertising company which installs bus benches at each bus stop at no cost in exchange for the jurisdiction to allow advertising on the bench.

There are sixteen municipalities within the county, seven of which opted to contract with a local advertising vendor to provide bus bench facilities with advertising signs. Six other municipalities fund their own benches and shelters. The remaining three cities are Orange City, Lake Helen (which does not have a Votran route), and Pierson (which does not provide benches).

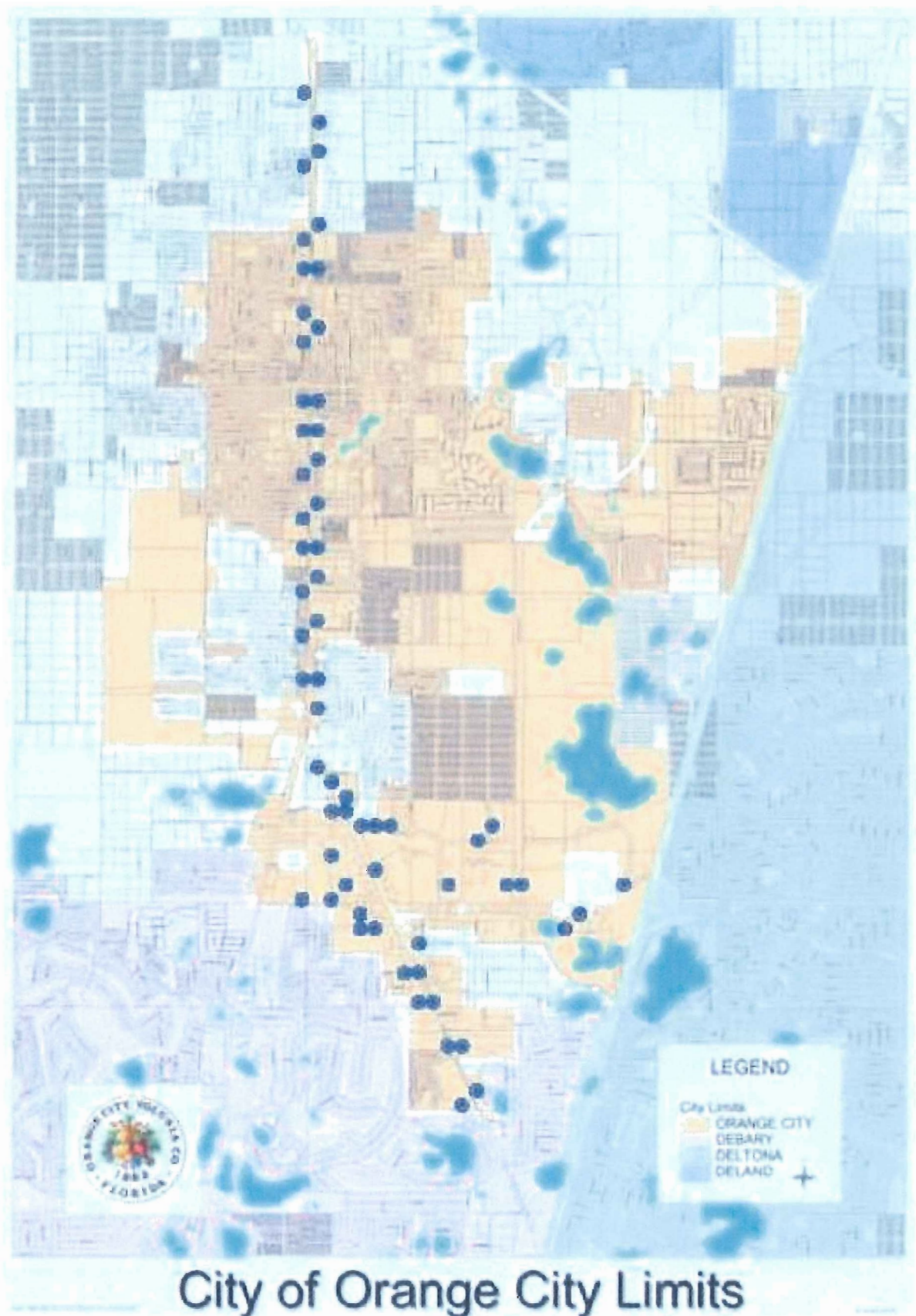
Background

Recently an advertising vendor placed sixteen bus benches within the rights-of-way along the City's bus routes on Volusia Avenue, Enterprise Road and Saxon Boulevard. Advertising signs were attached to each bus bench. Two benches have since been removed by the Vendor.

The following photo is typical of the 14 benches currently existing within the City.



The map below depicts the 60 Orange City bus stops.



Existing Bus Bench

Land Development Code Analysis:

Code Violations

The advertising signs shown on the benches are in violation of the Orange City land development code, as follows.

1. Off Premise Signs (Section 9.2.8.I) states that off premise advertising signs are prohibited, and are therefore in violation of the City's LDC. This section states that "Off-site signs which advertise businesses, establishments, activities, goods, products, facilities or services or other message not made, produced, sold or present on the premises or site where the sign is installed and maintained."
2. Signs within a Right-of-Way (Section 9.2.8.M) prohibits "Any sign located within a public right-of-way, except as may be allowed by this chapter." An advertising sign attached to a bus bench within a public right-of-way is not permitted anywhere within the City's LDC.
3. Sign Installed Without a Permit (Section 9.2.3) states that "No person shall erect, alter, or relocate any sign within the city without first obtaining a sign permit." The City of Orange City has not issued any permits to approve bus benches with advertising signs to be located anywhere within the City. These advertising signs were installed without the City's knowledge or consent.

Bus Stop Needs Analysis

Following an analysis of Orange City's bus bench needs, staff has concluded the needs as follows. Currently, there are 60 existing bus stops in Orange City, including the Park n' Ride facility.

Votran has established warrant criteria for new bench and shelter locations. At a minimum, a bench requires 10 daily alightings/boardings and a shelter requires 25 daily alightings/boardings. Based on recent Votran ridership statistics, there is one location that warrants a shelter.

Currently, of the 60 bus stops, 7 are shelters, and 14 are benches. These are shown on the maps on pages 5 and 6 of this report. The analysis indicates there are 53 bus stops remaining, 2 of which warrant a bench. The remaining 51 bus stops do not warrant a bench at this time. New benches and shelters must meet established warrant criteria set forth by Votran. Bus shelters are provided by Votran. However, the placement of bus benches will require a funding source.

There are at least four options for providing bus benches within Orange City. A summary of features and comparisons is attached to this report.

- **Option 1: Contract with Vendor to provide benches with advertising signs**
In option 1, the City could contract with a vendor to provide benches with advertising.
- **Option 2: Orange City could provide benches with signs**
In option 2, the City could provide its own bus benches with advertising signs instead of contracting with a Vendor.

- **Option 3: Mixture of both City and Vendor providing benches**

In option 3, the City could provide bus benches in portions of the City and the Vendor could provide benches in other portions of the City.

- **Option 4: Orange City could provide benches without signs**

In option 4, the City could provide bus benches without advertising signs.

Summary

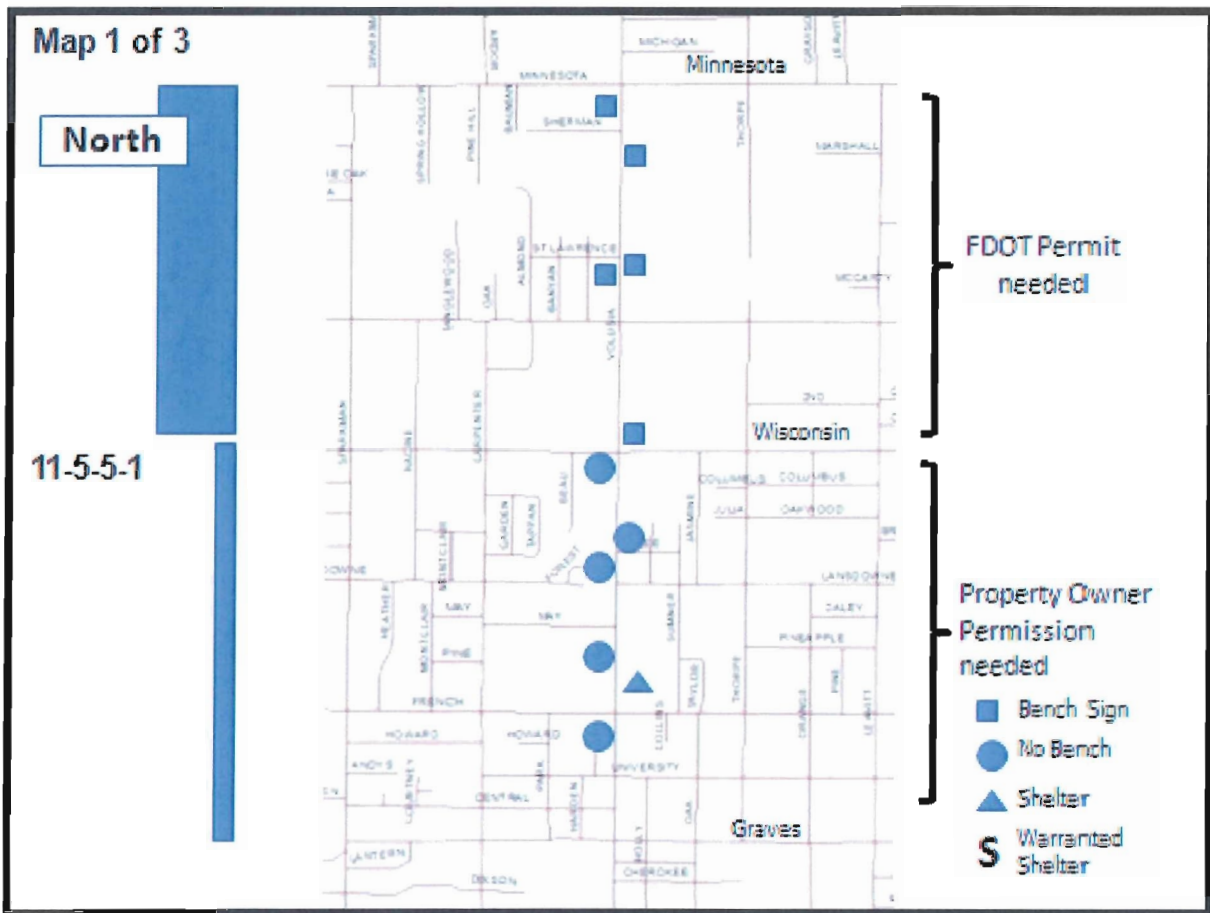
As ridership continues to grow on Votran, enhanced transit stops will be required to meet growing mobility needs. The transit system affects and is affected by

- citizens who need the transit system to access the City's shopping, business centers and medical facilities,
- citizens who need transportation to their job location, and
- local businesses whose customers, clients and employees utilize the transit system.
- developers who take advantage of mobility options under the Transportation Concurrency Exception Area.



Staff Recommendation

Staff recommends that the 2 benches be installed at the locations depicted on the map that currently meet the warrants consistent with Option 4. The cost of the bus bench/waste receptacle is approximately \$2,000 per bus stop. One shelter is warranted but is not recommended until further location and aesthetic criteria can be established. Location criteria for benches and shelters should be established prior to installation, and include but not be limited to; accessibility, spacing, connectivity, surrounding property owners, land use considerations, driveways, signal locations, aesthetics and landscaping.



Option Comparison Chart

	Option #1	Option #2	Option #3	Option #4
	Vendor provides bench with sign	City provides bench with sign	Vendor/City provides bench with sign	City provides bench with no sign Staff Recommendation
Bench is free to City	Yes	Yes	Yes	No
City receives revenue from signs	Yes	Yes	Yes	No
City selects bench that fits streetscape and appearance preferences	No	Yes	Yes	Yes
Elimination of sign pollution, sign blight and distraction caused by sign	No	No	No	Yes
Council must amend sign ordinance to allow for off-premise signs	Yes	Yes	Yes	No
Council must amend sign ordinance to allow for signs in right-of-way	Yes	Yes	Yes	No
Affected by new case law which forbids regulation of sign content	Yes	Yes	Yes	No
Consistent with comprehensive plan	No	No	No	Yes
Consistent with land development code	No	No	No	Yes
Section 10.1 (a) create and maintain a strong community image, identity and sense of place;	No	No		Yes
Section 10.1 (b) create and maintain a positive visual ambiance for the community;	No	No	No	Yes
Section 10.1 (c) enhance and sustain property values;	No	No	No	Yes
Section 10.1 (d) promote a high degree of compatibility between surrounding structures and land uses;	No	No	No	Yes
Section 10.1 (e) establish and promote a standard for quality design and enduring quality development	No	No	No	Yes
Section 10.1 (f) foster civic pride and community spirit by maximizing the positive impact of quality development.	No	No	No	Yes
				