

**Lakefront Development Advisory Commission
Request for Review**

Project Proposer: City of Milwaukee

Contact person/Spokesperson: Rollin Bertran, Engineer-in-Charge, City of Milwaukee Department of Public Works – (414) 286-3437 / rollin.bertran@milwaukee.gov

Proposed Site: Northwest Corner of E. Water Tower Rd. at N. Lincoln Memorial Dr. On the bluegrass turf area behind the sidewalks on the northwest corner of the intersection. Approximately 612 square feet. Area is currently not being used.

General project description: Bublr Bike Share station

Buildings or other structures: Installation of a 34x18 concrete pad on which to place the bike share station.

Landscaping: None

Parking: None

Traffic and Pedestrian Flow: Increase in pedestrian and bicycle traffic to the surrounding area. Area will see pedestrians arriving and departing from the station.

Proposed Arrangements for use of site: N/A

Impact of Proposed project: Promotion of clean water- None.

Reduction of Air pollution – Yes, the addition of the bike share station will encourage the use of bicycles and may reduce the use of motor vehicles along and near the Lakefront.

Noise levels – There will likely be a reduction in noise levels, if motor vehicle use along and near the Lakefront is reduced, by people choosing bike share over driving there will be a reduction in noise levels.

Traffic congestion – There will likely be a decrease in traffic congestion, if motor vehicle use along and near the Lakefront is reduced, by people choosing bike share over driving, there will be a reduction in traffic congestion.

Litter reduction – not expected; the city's nonprofit partner, Bublr Bikes, frequently maintains the stations and bicycles in the system, including removing any litter left behind in the bicycle baskets and around the stations.

Surrounding Area: the proposed station would be located on the City of Milwaukee's Water Works property on the northwest corner, which houses a Water Works building at the Western portion of the parcel with grass and trees surrounding the building up to the intersection of N. Lincoln Memorial Dr. and Water Tower Road. On the northeast side of the intersection is the entrance to the parking lot for

Bradford Beach and the Northpoint custard stand. Property to the south is all Milwaukee County parkland, which is beachfront property on the east side and grass lawns with trees on the west side. N. Lincoln Memorial Dr., which is a heavily trafficked parkway, bisects this area.

Impact on Site lines and Vistas of Lake: Project would not have an effect on sight lines or vistas.

Access to the Lake: the proposed station is not located immediately along the Lakefront, but it is across the street from Bradford Beach, which is a major Lakefront destination. The availability of a public bike sharing station at this location will provide increased access to and from the Lakefront from various other stations throughout downtown Milwaukee and the east side. Currently there are 30 other bike share stations.

Food Service: N/A

Great Lakes History: With the installation of a bike share station in this location, it will expand the Lakefront's travel options, modernizing this historical transportation hub for bicyclists and pedestrians. One component of the inspiration behind the name "BublR" is its link to the idea of water. Milwaukee has a rich history associated with the Great Lakes, and is becoming an innovation center for freshwater research.

Open space and recreational role of parkland: The installation of a bike share station will increase access to the open and recreational spaces along the Lakefront. It will create more opportunities for people to enjoy the Lakefront by improving access to the Lakefront.

Necessity for Lakefront Site: This is a highly desired location based on public input on where residents would like to see bike share stations installed. Staff expects this location to be as popular as the Discovery World station to the south, which is very popular with local residents as well as visitors and is consistently one of the top 5 most used bike share stations in the system.

Impact on space for temporary use: N/A

Restoration plan when proposed use of site ends: If needed, the site would be restored to current conditions (bluegrass turf).

Expansion: 18-22 bicycle docks are proposed for the initial installation, which is a large station and should accommodate demand. Future station expansion can be reviewed with the LDAC when needed.

Business plan Viability: BublR is locally based not-for-profit bike share operator. BublR has been operational as a bike share operator since August of 2014. In 2015 we expanded the system from the original 10 stations to 28 and in 2016 we will be expanding to more than 60 stations in and around Milwaukee. So far we have exceeded both our revenue and trip goals every month of 2016. BublR has a strong financial position due to high rates of usage and strong community buy in.

Experience and Resources: the City of Milwaukee has quickly and successfully implemented the installation of 30 public bike sharing stations, some of them funded by a large grant awarded to the city and managed directly by City staff, and others in conjunction with its nonprofit partner (BublR Bikes) which has successfully raised over \$1 million for the purchase and installation of some of the stations and the ongoing operational costs. The City and BublR have a solid working relationship and a codified operating agreement for the bike sharing system. Ongoing system operations are being funded through user fees, advertising, private sponsorships and the like.

Future Public Investment: the City would anticipate only minimal additional investment at this location in the future, which would be used to expand the number of docks at the station to increase the station's capacity. However, the City is continuing to seek out additional grant resources to further expand the bike share system. For example, the city anticipates receiving an additional \$1.9 million federal transportation grant to expand the system into more neighborhoods. Notably, three surrounding communities - the Village of Shorewood, the City of Wauwatosa and the City of West Allis - all received federal transportation grants to expand the system into their communities, which will likely take place in 2017.

Proposed Bradford Beach Bublr Station

The proposed station would be located at the north west corner of the intersection of East Water Tower Road and North Lincoln Memorial Drive, Milwaukee, WI 53211 at the approximate latitude and longitude of 43.057999, -87.877421 as shown in the map below.

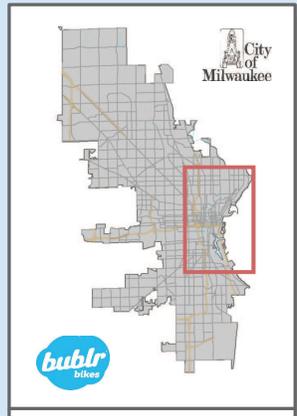
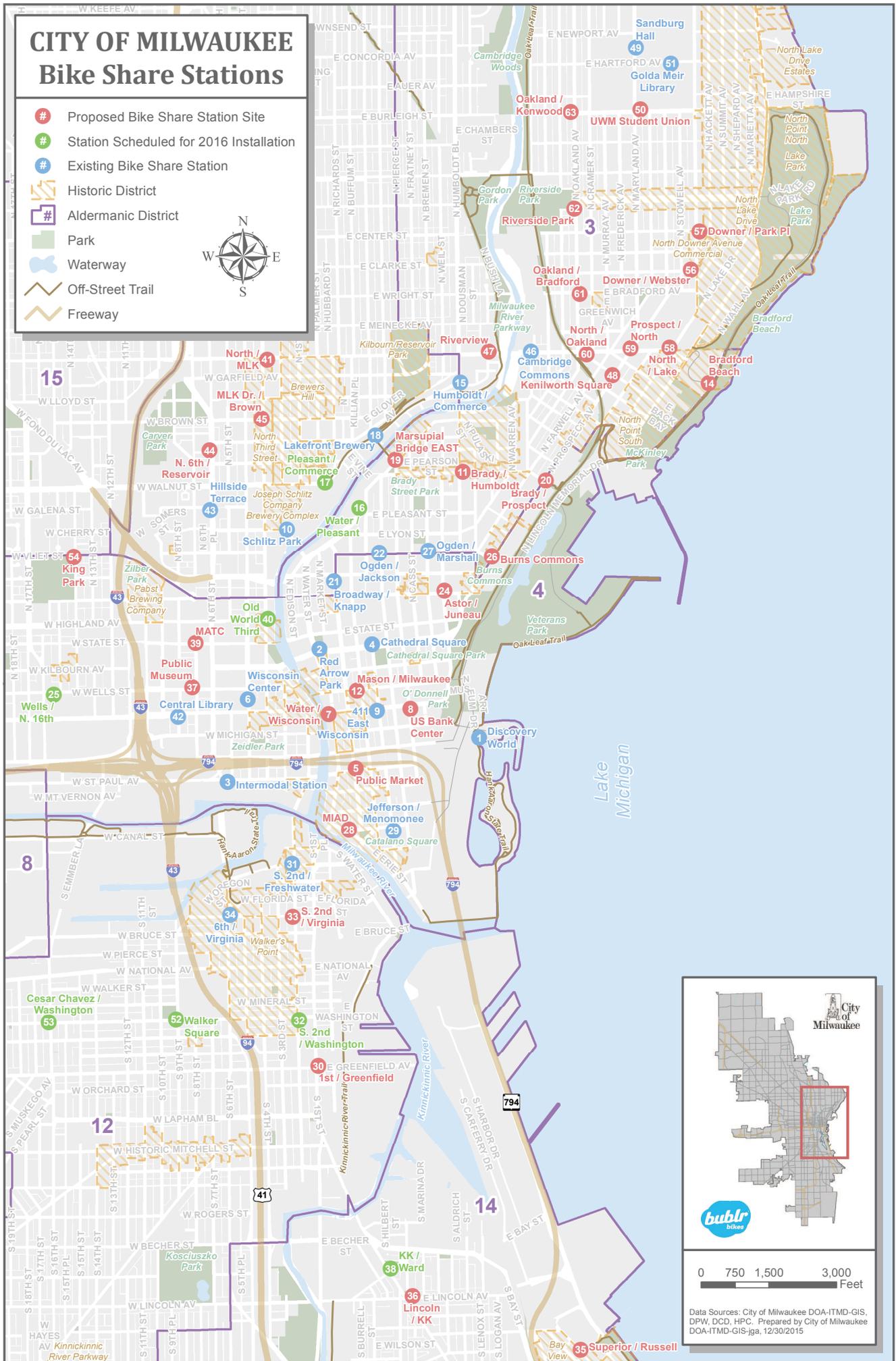


The proposed station would have twenty-two docks and be of a double sided configuration. The proposed station would be solar powered. The station would look similar to the one below in style.



CITY OF MILWAUKEE Bike Share Stations

- # Proposed Bike Share Station Site
- # Station Scheduled for 2016 Installation
- # Existing Bike Share Station
- Historic District
- Aldermanic District
- Park
- Waterway
- Off-Street Trail
- Freeway



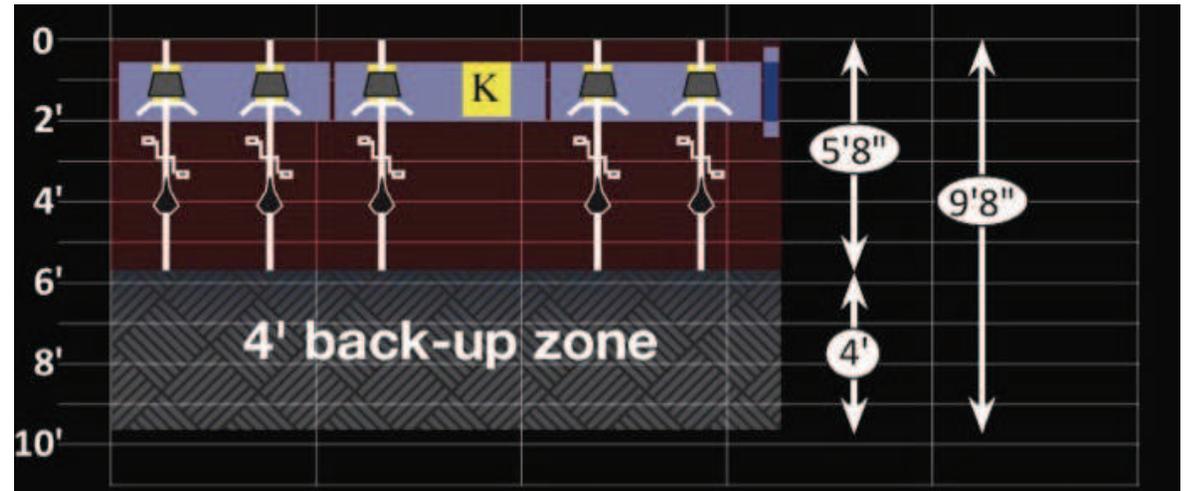
0 750 1,500 3,000 Feet

Data Sources: City of Milwaukee DOA-ITMD-GIS, DPW, DCD, HPC. Prepared by City of Milwaukee DOA-ITMD-GIS-jga, 12/30/2015

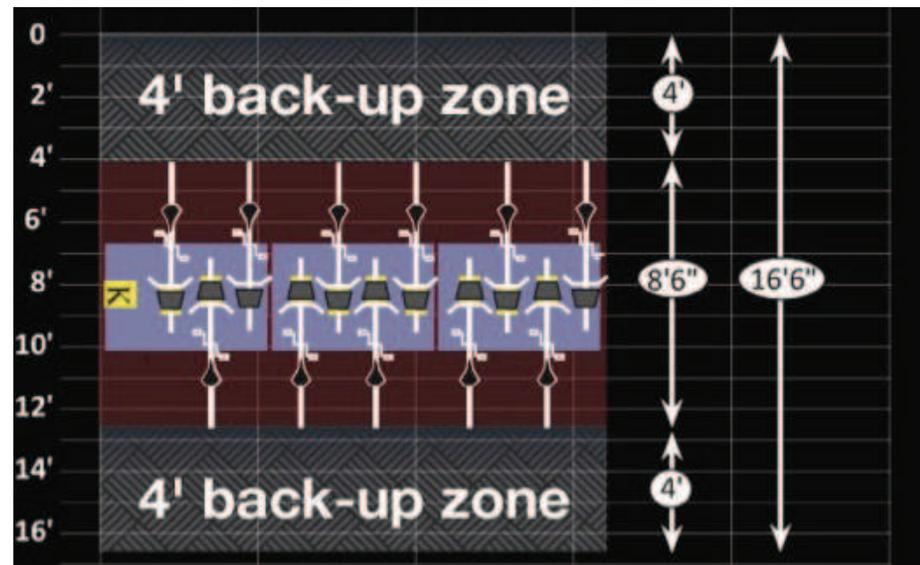


Station-Siting Dimensions

Single-Loaded Station



Double-Loaded Station



TOTAL Docks Single Loaded	TOTAL Docks Double Loaded	TOTAL Length	# of Bases
3	6	10'4"	2
5	10	15'6"	3
7	14	20'8"	4
9	18	25'10"	5
11	22	31'	6
13		36'2"	7
15		41'4"	8
17		46'6"	9
19		51'8"	10
21		56'10"	11
23		62'	12