



TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: May 20, 2014

TITLE: Public Hearing - Non-motorized Vehicle License Application for Pedal On
LLC.

Recommendation

It is recommended that the City Commission approve issuance of a Non-motorized Vehicle License authorizing Pedal On LLC to operate one non-motorized touring bike bus within the City of Fort Lauderdale subject to the conditions defined in this City Commission Agenda Memo.

Background

Pedal On LLC has submitted the attached Business Tax application (Exhibit 2) and Certificate of Public Convenience and Necessity application (Exhibit 3) requesting to operate one non-motorized vehicle seven days a week. Their bike bus vehicle is a cycle providing non-motorized touring holding up to 16 persons and steered by a company driver. The proposed hours of operation are between 10:00 am to 10:00 pm seven days a week with occasional exceptions to operate until 12 am. The proposed route includes the following boundaries: northern limit SW 1st Street, southern limit SW 6th Street, eastern limit SE 11th Avenue, and western limit SW 12th Avenue. Designated route is contained on pages 7 and 8 of Exhibit 3.

The Code of Ordinances of the City of Fort Lauderdale makes it unlawful for any person to operate, cause to be operated or drive a non-motorized vehicle upon the public streets of the City without first having obtained a non-motorized vehicle license.

Pursuant to Section 27-227 (a) of the Code of Ordinances of the City of Fort Lauderdale, an application for a license to operate a non-motorized vehicle business must be submitted to the City's Department of Transportation and Mobility (TAM) for evaluation. Upon receipt, copies of the application are to be sent to the Police and Fire Departments, Department of Sustainable Development, and the Office of the City Manager for evaluation.

Upon Police and TAM Departments' review and recommendation of approval, the applications are subject to the following conditions, which are explained in the Police Evaluation Memorandum (Exhibit 4) and the TAM Evaluation Memorandum (Exhibit 5):

- Limit the operation to the Himmarshee area of Downtown Fort Lauderdale, with the exception of Las Olas Boulevard (East of SW 6th Avenue), Andrews Avenue, SW 7th Avenue and Broward Boulevard (only permitted on streets with a MPH limit of 30 or less); Not authorized to operate outside of the boundaries established on the route map included in the Certificate of Public Convenience and Necessity Application (Exhibit 2, pages 7 and 8)
- Limit hours to 10:00am to 10:00pm each day of the week.
- Increase the vehicle's visibility to other drivers by installing additional reflective devices and markings on the front, rear and sides of the vehicle.
- Establish approved staging locations, approved by the Transportation and Mobility Director that do not obstruct traffic and are not reliant on public parking availability.
- Pedal On LLC is not permitted to U-Turn in any travel lane along the approved route.
- Identify designated pick-up/drop-off zones.

Pursuant the Code, after the hearing, the City Commission, by motion, either:

- (1) Disapprove the application;
- (2) Approve the application unconditionally and grant the operator a license; or
- (3) Approve the application subject to compliance with stated conditions. Such conditions may include, but are not limited to, a restriction on the hours or days of operation, a limitation on the number of no motorized vehicles which may be operated, a limitation on the size and number of signs on each no motorized vehicle, a modification of the proposed route and any other condition which is consistent with protection of the public health, safety and welfare.

Resource Impact

No Budgetary Impact

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Business Development Cylinder of Excellence, specifically advancing:

Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, port, and rail connections.

Objective 2: Facilitate a responsive and proactive business climate.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan*: We are Prosperous.

Attachments:

5/20/2014
#14-0599

- Exhibit 1: City of Fort Lauderdale Transportation and Mobility and Police Departments' Conditions for Approval
 - Exhibit 2: Pedal On LLC Business Tax Application
 - Exhibit 3: Pedal On LLC Certificate of Public Convenience and Necessity Application
 - Exhibit 4: Pedal On LLC Police Department Evaluation
 - Exhibit 5: Pedal On LLC Transportation & Mobility Evaluation
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