

..Number

070628

..Version

PROPOSED SUBSTITUTE C

..Reference

..Sponsor

ALD. WITKOWSKI

..Title

A substitute ordinance amending the definition of executive sedan for permitting and regulating limousines.

..Sections

81-68-0 am

81-68-1 am

100-3-9.5-b am

100-3-11 rc

100-51.5-8 cr

100-60-4 cr

100-61 am

..Analysis

This ordinance amends the definition of luxury limousine eliminating separate categories for stretched limousine and executive sedan.

The current definition of executive sedan limits executive sedans to those vehicles that are identified as luxury 4-door sedans, vans or sports utility vehicles and that are listed by the city clerk. The common council may make exceptions and add additional vehicles to the list.

This ordinance eliminates references to “luxury” in the category of limousine to mean a category of for-hire, unmetered, unmarked, uniformed chauffeur-driven, ground transportation vehicles solely engaged in the business of carrying passengers on a prereserved basis only. The ordinance requires limousine chauffeurs to be uniformed in business attire.

The ordinance further requires that a party contracting for a limousine on a prereserved basis be advised of the make, model and year of the vehicle and of any custom nonproduction features or unique energy conservation features of the vehicle. No vehicle shall be provided that is of a different make, model, year or custom features from that agreed to by the contracting party prior to passenger pickup.

Part 1. Section 81-68-0 and 1 of the code is amended to read:

**81-68. ~~[[Luxury]] Limousine Permit. 1.~~ Each ~~[[luxury]]~~ limousine permit shall be issued for a one-year period and expire on April 30 irrespective of the date of issuance.**

Part 2. Section 100-3-9.5-b of the code is amended to read:

### **100-3. Definitions.**

#### **9.5. LICENSE CLASSIFICATION.**

b. "Class L" means the holder of the license has met the qualifications to operate the following public passenger vehicles: ~~[[luxury]]~~ limousines and shuttle vehicles.

Part 3. Section 100-3-11 of the code is repealed and recreated to read:

11. LIMOUSINE means a category of for-hire, unmetered, unmarked uniformed, chauffeur-driven, ground transportation vehicles solely engaged in the business of carrying passengers on a prereserved basis only.

Part 4. Section 100-51.5-8 of the code is created to read:

#### **100-51.5. Vehicle Standards and Equipment Requirements.**

**8. LIMOUSINE REGULATIONS.** In addition to all other applicable provisions of this chapter, a limousine shall comply with the following:

a. The exterior of a permitted vehicle may not display any signs, markings or stickers not otherwise required by law.

b. The color or paint design of a permitted vehicle shall not be unduly distracting or untypical for the make, model or year of the vehicle.

Part 5. Section 100-60-4 of the code is created to read:

#### **100-60. Additional Operating Regulations.**

**4. LIMOUSINE REGULATIONS.** In addition to all other applicable provisions of this chapter, operation of limousines shall comply with the following:

a. Purpose. The purpose of this subsection is to promote a high standard of appearance for limousine service based upon the common expectation of parties contracting limousine services for business meetings and formal events.

b. Uniform. All limousine chauffeurs shall be uniformed in business attire.

c. Vehicle Type and Appearance. The party contracting for a limousine on a prereserved basis shall be advised of the make, model and year of the vehicle and of any custom nonproduction features or unique energy conservation features of the vehicle. No vehicle shall be provided that is of a different make, model, year or custom features from that agreed to by the contracting party prior to passenger pickup.

Part 6. Section 100-61 (table) of the code is amended to read:

**100-61. Driver Operating Activity.**

Table 100-61 <b>DRIVER OPERATING ACTIVITY TABLE</b>								
Y = Permitted Activity R = Restricted Activity N = Prohibited Activity	Means of Hiring Vehicles			Passenger Occupancy			Routes and Schedules	
	Stands	Hail	Preserved	Exclusive Ride	Ride Sharing	Reserved Group	Fixed Route	Variable Schedule
<b>Public Passenger Vehicle Type</b>								
Handicapped-Elderly Vehicle	Y	N	Y	N	Y	Y	N	Y
Horse and Surrey Livery	Y	Y	Y	Y	R	Y	N	Y
[[Luxury]] Limousine	N	N	Y	Y	N	Y	N	Y
Motorcycle Used for Tours	Y	N	Y	Y	N	N	N	Y
Pedicab	Y	Y	Y	Y	N	N	N	Y
Shuttle Vehicle	Y	N	Y	N	Y	Y	Y	N
Taxicab Meter Fare	Y	Y	Y	Y	R	Y	N	Y
Taxicab Zone Fare	Y	Y	Y	N	Y	N	N	Y

Part 7. This ordinance takes effect on the day after publication, except the treatment of s. 100-3-11-b takes effect for all new or transferred permits on and after September 30, 2011, and shall be effective for all permits renewed on April 30, 2012, and thereafter.

..LRB

APPROVED AS TO FORM

\_\_\_\_\_  
Legislative Reference Bureau

Date: \_\_\_\_\_

..Attorney

IT IS OUR OPINION THAT THE ORDINANCE  
IS LEGAL AND ENFORCEABLE

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Office of the City Attorney

Date: \_\_\_\_\_

..Requestor

..Drafter

LRB07427-7

Richard L. Withers

3/8/2011