Legislation Details (With Text)

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File created:	9/23/2003	**In control:**	PUBLIC SAFETY COMMITTEE
On agenda:		**Final action:**	5/20/2008
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Title:	A substitute ordinance prohibiting taxicab companies and cooperatives from adopting certain names.		
Sponsors:	THE CHAIR		
Indexes:	PUBLIC PASSENGER VEHICLES, TAXICABS, TRANSPORTATION		
Attachments:	1. Fiscal Note.pdf, 2. Letter -City Attorney.PDF, 3. Yellow Cab Transcript.pdf		

Date	Ver.	Action By	Action	Result	Tally
9/23/2003	0	COMMON COUNCIL	ASSIGNED TO		
9/25/2003	0	LICENSES COMMITTEE	HEARING NOTICES SENT		
9/25/2003	0	LICENSES COMMITTEE	HEARING NOTICES SENT		
9/26/2003	0	LICENSES COMMITTEE	HEARING NOTICES SENT		
9/26/2003	0	LICENSES COMMITTEE	HEARING NOTICES SENT		
9/26/2003	0	LICENSES COMMITTEE	HEARING NOTICES SENT		
9/26/2003	1	CITY CLERK	DRAFT SUBMITTED		
9/30/2003	1	LICENSES COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	3:0
10/9/2003		LICENSES COMMITTEE	REFERRED TO		
10/22/2003	1	LICENSES COMMITTEE	HEARING NOTICES SENT		
10/23/2003	1	LICENSES COMMITTEE	HEARING NOTICES SENT		
10/23/2003	1	LICENSES COMMITTEE	HEARING NOTICES SENT		
11/6/2003	1	LICENSES COMMITTEE	HEARING NOTICES SENT		
11/6/2003	1	LICENSES COMMITTEE	HEARING NOTICES SENT		
11/11/2003	1	LICENSES COMMITTEE	HELD TO CALL OF THE CHAIR	Fail	1:3
11/11/2003	1	LICENSES COMMITTEE	RECOMMENDED FOR PASSAGE	Pass	5:0
11/25/2003	1	COMMON COUNCIL	REFERRED TO	Pass	15:1
12/28/2004	1	LICENSES COMMITTEE	HEARING NOTICES SENT		
1/18/2005	1	LICENSES COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	5:0
3/17/2005	1	LICENSES COMMITTEE	HEARING NOTICES SENT		
9/28/2005	1	CITY CLERK	REFERRED TO		
5/8/2008	1	PUBLIC SAFETY COMMITTEE	RECOMMENDED FOR PLACING ON FILE	Pass	4:0
5/20/2008	1	COMMON COUNCIL	PLACED ON FILE	Pass	13:0

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4/30/2013	1	COMMON COUNCIL	HEARING NOTICES SENT
12/17/2013	1	COMMON COUNCIL	HEARING NOTICES SENT

030792

SUBSTITUTE 1

THE CHAIR

A substitute ordinance prohibiting taxicab companies and cooperatives from adopting certain names.

100-2-6 am
100-51-7-a-7 cr

This ordinance prohibits taxicab companies and cooperatives from adopting names "substantially similar" to those of any of the entities granted body colors by the code. It also includes findings which clarify the legislative intent of the city's already-adopted color system for taxicabs.
The Mayor and Common Council of the City of Milwaukee do ordain as follows:

Part 1. Section 100-2-6 of the code is amended to read:
100-2. Purpose. The purpose of this chapter is to:
6. Eliminate conflict and confusion among users between different types of services >>, particularly, although not exclusively, through the establishment and enforcement of an equitable taxicab color system intended to insure that the various taxicab companies may be readily identified by the largest possible number of people<<.

Part 2. Section 100-51-7-a-7 of the code is created to read:
100-51. Vehicle Inspection.
7. GENERAL REQUIREMENTS.
a-7. Because a substantial number of the individuals who use taxicab services are developmentally disabled or lack an ability to speak, read or understand English; and given the policy of the common council as set forth in s. 100-2-6 which expresses the common council's desire to reduce confusion among patrons of the different taxicab companies, the common council finds that the taxicab color system set forth in this paragraph is an effective means of serving its residents who are also taxicab patrons. Consequently, no person, corporation, entity or firm doing business as a taxicab company or taxicab cooperative shall be allowed to operate under any name substantially similar to the name of any of the entities granted body colors in this paragraph.

APPROVED AS TO FORM

_____
Legislative Reference Bureau
Date:_____

IT IS OUR OPINION THAT THE ORDINANCE
IS LEGAL AND ENFORCEABLE

_____
Office of the City Attorney
Date:_____

City Attorney

LRB03333-1
jro
09/25/03