Legislation Text

File #: 030792, **Version:** 1

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