

Agenda: Item 3

Consideration of Policy on Exterior Design of San Francisco Taxicabs

[ACTION]

San Francisco Exterior Color Scheme Survey

Exterior Taxi Cab Questions:	ABC	Big Dog	Delta	DeSoto	Grasshopper	Green Cab	Luxor	Metro	Town Taxi	Yellow	Total Yes'	Total No's
1. Slogan may only be changed once a year	N	Y	Y	N	N	Y	Y	Y	N	Y	6	4
2. Font size will be no larger than 2 inches	Y	Y	Y	N	N	Y	Y	Y	Y	Y	8	2
3. Placement only between wheel well to wheel well	N	Y	N	N	N	Y	Y	Y	N	Y	5	5
4. There will a 3 month grace period for any company not presently in compliance to obtain compliance with this rule.	N	Y	Y	Y		Y	Y	Y	N	Y	7	3
5. Comments			Numbers 1 & 2 are good and 4 is generous but #3 takes away from the SF Taxi logos above the well.			Would like to place a 24" round sticker on front doors reading "Voted Best of the Bay 2007" Luxor has similar sticker for years.			Change slogan max twice per year. Utilize space on the trunk rather than vehicle sides. Please do not make the 3 month grace period to comply mandatory.			



CITY AND COUNTY
SAN FRANCISCO

TAXI COMMISSION
MAYOR GAVIN NEWSOM

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HEIDI MACHEN, EXECUTIVE DIRECTOR

At the meeting of the Taxicab Commission on Tuesday, July 24, 2007 the following resolution and policy was adopted:

RESOLUTION NO. 2007-XXX

POLICY ON EXTERIOR DESIGN OF SAN FRANCISCO TAXICABS

WHEREAS, The San Francisco Taxi Commission is responsible for regulation of taxis within the City, including, as appropriate, regulation of the appearance of licensed vehicles; and,

WHEREAS, Every taxi must adopt "a distinguishing taxicab color scheme that has been approved by the Taxi Commission" (SF Police Code § 1125(a)); and,

WHEREAS, "It shall be unlawful for any taxicab permittee or operator to make or cause to be made any change whatsoever in the distinguishing color scheme of any taxicab without the prior written approval of the Taxi Commission, . . ." (SF Police Code § 1125(d)); and,

WHEREAS, "No signs or other devices may be displayed or hung inside or outside of a taxicab vehicle except those signs or devices required by law, these regulations, or approved by the Taxicab Commission or their designee." (Taxi Commission Rules & Regulations, Rule 5.C.6; see also Rule 5.C.9(a))

["Only matter required by law or approved by the Taxicab Commission may be placed on taxicab vehicle windows in compliance with Section 26708 of the California Vehicle Code."]); and,

WHEREAS, Control of the external appearance of taxis is necessary to: help members of the public locate and flag down taxis on the street; assist customers seeking to recover lost property or to file complaints; identify legal taxis and facilitate enforcement of laws against illegal taxi operations; promote professionalism and customer confidence in the taxi industry; and, reduce visual blight and enhance San Francisco as a tourist destination; and,

WHEREAS, The Taxi Commission now desires to adopt a formal, comprehensive, and objective policy governing color schemes and their contents to guide the Commission in its deliberations and to inform the industry of its rights and duties; and,

WHEREAS, The Taxi Commission seeks to strike an appropriate balance between the City's interests in regulating the external appearance of taxis and the industry's interest in reasonable, content-neutral regulations for that purpose; now, therefore, be it

RESOLVED, That the Commission hereby adopts the attached policy, titled "Color Scheme Approvals and the External Appearance of Taxis" and dated August 24, 2007.

**COLOR SCHEME APPROVALS AND
THE EXTERNAL APPEARANCE OF TAXIS (7/24/2007)**

I. BACKGROUND:

- A. Every taxi must adopt "a distinguishing taxicab color scheme that has been approved by the Taxi Commission." (SF Police Code § 1125(a).) "It shall be unlawful for any taxicab permittee or operator to make or cause to be made any change whatsoever in the distinguishing color scheme of any taxicab without the prior written approval of the Taxi Commission, . . ." (SF Police Code § 1125(d).)
- B. "No signs or other devices may be displayed or hung inside or outside of a taxicab vehicle except those signs or devices required by law, these regulations, or approved by the Taxicab Commission or their designee." (Taxi Commission Rules & Regulations, Rule 5.C.6; see also Rule 5.C.9(a) ["Only matter required by law or approved by the Taxicab Commission may be placed on taxicab vehicle windows in compliance with Section 26708 of the California Vehicle Code."].)
- C. Control of the external appearance of taxis is necessary to:
1. Help members of the public locate and flag down taxis on the street;
 2. Assist customers seeking to recover lost property or to file complaints;
 3. Identify legal taxis and facilitate enforcement of laws against illegal taxi operations;
 4. Promote professionalism and customer confidence in the taxi industry; and,
 5. Reduce visual blight and enhance San Francisco as a tourist destination.

II. REQUIRED AND PERMITTED MARKINGS:

- A. The Taxi Commission Rules and Regulations require taxis to bear certain mandatory markings:

All taxicab vehicles shall have the words "San Francisco Taxicab" with letters at least two inches (2") in height, in a color which contrasts with the color of the rest of the taxicab vehicle painted or attached by the use of adhesive letters on both sides of the taxicab vehicle's rear quarter panels and to the trunk directly above the rear bumper. (Rule 5.C.25.)

Color Scheme Holders shall ensure that a taxicab vehicle number, assigned to the Medallion Holder by the Taxicab Commission, be painted in numerals of a color which contrasts with the color of the rest of the taxicab vehicle. Such number shall be at least four inches (4") high and positioned directly under the windows on or within six inches (6") of the forward most portion of both front doors and on the center, lower left or lower right corner of the rear facing portion of the trunk lid of their taxicab vehicle. Adhesive type numerals may be used in place of painted

numerals. (Rule 5.C.26; see also Rule 4.A.5 [imposing the same requirements on the medallion holder].)

All taxicab vehicles shall have the vehicle number painted on the roof, hood or trunk of the vehicle. The numbers shall be a minimum of eighteen inches (18") in length and must fill the entire width of the roof, hood or trunk. If the numbers are displayed on the roof, they shall be mounted and centered directly behind the top light. (Rule 5.C.27.)

A taxi serving the airport must also display a San Francisco International Airport decal.

- B. An approved color scheme may include the name, phone number, and Internet address of the company, as well as a single slogan or motto for the entire color scheme and all of its vehicles. This slogan will have the following restrictions:
 - 1. It may only be changed X number of times per year;
 - 2. Font size will be no larger than X;
 - 3. Placement only on X part of the vehicle;
 - 4. There will be a grace period of X months for any company not presently in compliance to obtain compliance with this rule.
- C. An approved color scheme may also include short informational statements directly related to the operation of the taxi, such as: "Leased to Driver"; "Driver Only Carries \$20"; "Radio Dispatched"; etc.
- D. The Commission will not authorize inclusion of any other text, design, or insignia on the vehicle, other than the exceptions noted in Subsection (E), below.
- E. This policy shall not apply to, and separate Commission approval pursuant to this policy shall not be required for:
 - 1. Top light advertising or placards, if the top light design itself has already been approved by the Commission;
 - 2. Full or partial taxi wraps separately approved by the Commission; and
 - 3. Standard-sized bumper stickers (approximately 10" by 3"), placed on the front and/or rear bumpers of the vehicle.

III. COMMISSION APPROVAL REQUIRED:

- A. The color scheme permit-holder must obtain prior Commission approval for the initial color scheme, as well as any change or modification to the color scheme, as provided in this policy.
- B. The Commission will not authorize inclusion of any text, design, or insignia on the vehicle, except as provided in this policy. The Commission will not consider the content of any text in evaluating an application to adopt or modify a color scheme, except as required by this policy.
- C. The Commission shall not approve any color scheme, or additions or

modifications to a color scheme, that obscure any required markings or significantly interfere with the identification of the vehicle as a San Francisco taxi.

- D. Applicants for color scheme approvals or for color scheme changes or modifications shall pay an appropriate fee to the City (SF Police Code § 1125(b)).