

IOWA CITY TAXICAB ADMINISTRATIVE RULE # AR - 1

Administrative Rules for Taxicab Unique Color Scheme (by Police Department)

Date: August 3, 2015

The following rules are to be used when the Police Department is asked to consider a unique color scheme for a Taxicab Business License:

1. No more than 3 colors can be used.
2. Variations of colors will revert to the primary color (i.e., eggplant=purple).
3. Color schemes and placement of colors must be consistent across all taxicab vehicles, regardless of make and model.
4. The back door of a van must be the same color as the corresponding trunk of a sedan from the same taxicab business and vice versa.
5. Color schemes cannot be changed during the licensing year.
6. Color schemes will remain in effect for the entire licensing year. No application for a new unique color scheme will be considered until the next licensing year. A company may apply for a new color scheme the following year.
7. The Chief of Police (or designee) will determine whether a proposed color scheme is unique.
8. Taxicab businesses licensed from the preceding business license year, whose fleet already have a unique color scheme, as determined by the Chief of Police (or designee), will be allowed to have that unique color scheme for the upcoming licensing year.

9. Applications must be made on a form provided by the City. Applications will be accepted between 8:00 AM the first Monday in February and 5:00 PM on the first Monday in March. Application forms can be picked up at the front desk of the Police Department during this same time or are available on line at the City's Website.
10. All applications will be reviewed on a first come, first serve basis.
11. No one person or business can apply for more than one unique color scheme.
12. Once a color scheme is approved the applicant has 7 business days to submit a photograph of one painted taxicab with the approved unique color scheme that has been approved by the Chief of Police or designee. Failure to submit a photograph within 7 business days to the Chief of Police or designee will result in forfeiture of that unique color scheme by the applicant and allow that unique color scheme to be awarded on a first come first serve basis to another applicant.
15. Before the City approves an application for a license for a taxicab business, a photograph/s of a painted taxicab with a unique color scheme that has been approved by the Chief of Police must be provided. The photograph/s must show a side view and top of a painted vehicle with a unique color scheme for that business. Photographs can be submitted to the Police Department at the front desk or sent to Cpt. Douglas Hart at doug-hart@iowa-city.org.