



TO: T.C. Broadnax, City Manager
FROM: Danielle Larson, Tax & License Manager, Tax & License
Andy Cherullo, Finance Director
COPY: City Council and City Clerk
SUBJECT: Resolution – Establishment of Taxi Stands – March 31, 2015
DATE: March 19, 2015

SUMMARY:

Establishment of two for-hire stands to be located in the vicinity of several restaurants and bars on Pacific Ave. The proposed locations have been reviewed and the area would benefit from the additional for-hire stands and are therefore recommended to be established.

BACKGROUND:

For-hire operators, businesses, or citizens may submit requests to the City for the establishment of new for-hire stand locations. As the requests are received, Tax and License staff coordinates the review with the Traffic Engineering Division and then determines whether the request should be brought forward to City Council for consideration.

ISSUE: After staff review of the area, two new stands are recommended to be added to existing loading zones at 1) 950 Pacific Ave and 2) 716 Pacific Ave.

The for-hire industry requested the addition of for-hire stands in this area. Businesses adjacent to the new for-hire stands have been involved in the review of the locations and do not have objections to the new for-hire stands.

For-hire transportation companies pay an annual license fee of \$75 per for-hire vehicle. Having a current for-hire license plate on the vehicle allows the driver the use of for-hire stands in the City. If the new locations are approved, for-hires allowed to hail from the street will be able to sit at the designated locations between the hours of 6pm and 8am rather than occupying other parking spots in this area. In addition it provides a safe location out of the street where passengers can load into a for-hire vehicle.

ALTERNATIVES:

The request for new stands was received by the for-hire industry as there are currently no existing for-hire stands in this area. The alternative is to not add the for-hire stands which will potentially cause traffic and safety concerns when for-hires are waiting and picking up fares.

RECOMMENDATION:

The establishment of the additional for-hire stands is recommended as the new stands will provide two locations on Pacific Ave between 7th and 11th street that will be available exclusively to for-hire vehicles from 6pm to 8am. The new stands will benefit the local restaurants and bars, citizens and for-hire industry. In accordance with Chapter 6B.220.360, recommendation is made to establish the nonexclusive for-hire stands. Once the Resolution is passed by City Council, signs will be installed at the new locations.

FISCAL IMPACT:

There is minimal fiscal impact.