

NEW YORK CITY TAXI AND LIMOUSINE COMMISSION

Notice of Public Hearing and Opportunity to Comment on Proposed Rules

Notice is hereby given in accordance with section 1043(b) of the Charter of the City of New York (“Charter”) that the Taxi and Limousine Commission (“TLC”) proposes adoption of rules governing taxicab markings.

These rules are proposed pursuant to sections 1043 and 2303(b)(11) of the Charter and section 19-503 of the Administrative Code of the City of New York. The proposed rules were not included in the most recent TLC regulatory agenda, since the need for them was not anticipated at the time the regulatory agenda was prepared.

A public hearing on these proposed rules will be held by the TLC at its offices at 40 Rector Street, 5th Floor, New York, New York 10006 on June 14, 2007, at 9:30 a.m. Persons wishing to testify at the hearing may notify the TLC in advance, either in writing or by telephone to the TLC’s Office of Legal Affairs at the address and telephone given below. Any request for a sign language interpreter or other form of reasonable accommodation at the hearing for a disability must be submitted to the Office of Legal Affairs in writing, by telephone, or by TTY/TDD no later than June 8, 2007.

Written comments in connection with these proposed rules should be submitted to the Office of Legal Affairs, addressed as follows, and must be received no later than June 11, 2007:

Charles R. Fraser
Deputy Commissioner for Legal Affairs/General Counsel
Taxi and Limousine Commission
40 Rector Street, 5th Floor
New York, New York 10006
Telephone: 212-676-1117
Fax: 212- 676-1102
TTY/TDD: 212- 341-9569

New material is underlined.

[Material inside brackets indicates deleted material.]

Section 1. Subdivisions (a) and (b) of Section 1-35 of Chapter 1 of Title 35 of the Rules of the City of New York are amended to read as follows:

§1-35 Markings and Advertising.

(a) An owner of a taxicab shall [print legibly on both rear doors of such taxicab the words “NYC Taxi” and the medallion number of] apply taxicab markings approved by the Commission, specifically, two taxicab logo decals, two rate of fare decals, two medallion number decals and two checkerboard stripe decals, to such taxicab [except in the case of authorized stand-by vehicles which shall have “SBV” and the SBV number in lieu of the medallion number] at the locations described in section 1-36 of this chapter. An owner of a taxicab shall obtain the approved taxicab markings from a person or entity authorized by the Commission to print and distribute such decals. A depiction of the decals described herein and a list of persons authorized to print and distribute such decals shall be available on the Commission’s website and/or through other means determined by the Commission and announced on its website. Authorized stand-by vehicles shall display SBV number decals in lieu of the medallion number decals.

(b) An owner shall not display by lettering, emblem, or advertising of any kind on the exterior of a taxicab, its windows or an exterior accessory, by means of paint, stencil, decal, sticker, or otherwise, unless authorized by the Commission, except;

(1) the [legal rate of fare] taxicab markings specified in subdivision (a) of this section;

(2) [the words “NYC Taxi” and the medallion number of the vehicle, except in the case of authorized stand-by vehicles which shall have “SBV “ in lieu of the medallion number;

(3)] such inscriptions as are permitted or required by these rules or the Commission’s Marking Specifications for Taxicabs; and

[(4)] (3) such advertising that may be authorized by the Commission on the vehicle’s rate card.

Such inscriptions and advertising shall be maintained in good condition.

Section 2. Subdivisions (a), (b), (e) and (f) of section 1-36 of Chapter 1 of Title 35 of the Rules of the City of New York are amended, and new subdivisions (n) and (o) are added, to read as follows:

Inscription	Location	Size
<p>(a)Rate of fare [as set forth below] <u>decals</u> (required). ([Decal permitted; non-detachable] <u>Non-detachable</u> type only.)</p> <p>[Required inscription: TAXI FARE \$2.50 Initial charge 40¢ Per 1/5 Mile 40¢ Per Minute, Stopped/Slow Traffic \$1.00 Weekday Surcharge 4pm – 8pm 50¢ Night Surcharge 8pm – 6am]</p>	<p>Both [front] <u>rear</u> doors [in approximate center of panel areas below windows (Use flat vertical surface only.)] <u>centered left to right and located in the upper half of the flat surface between the bottom edge of the door and the door handle.</u></p> <p><u>The base line of the rate of fare and taxicab logo decals shall be parallel and the same distance to the bottom door edge.</u></p>	<p>[Dollar number 2” minimum. Cents numbers 1½” minimum. Capital letters ¾” minimum. Small letters ½” minimum. (Total area of rectangle not less than 130 square inches.)] <u>The size of the approved rate of fare decals shall be determined by the Commission.</u></p>
<p>(b) [“NYC Taxi and license medallion number] <u>Taxicab logo decals</u> (required) ([Decal permitted; non-detachable] <u>Non-detachable</u> type only.)</p>	<p>Both front doors [not more than 6” below window unless greater distance is needed to reach a flat, reasonably vertical surface. Must be at least 4” from any other inscription] <u>centered left to right and located in the upper half of the flat surface between the bottom edge of the door and the door handle.</u></p> <p><u>The base line of the rate of fare and taxicab logo decals shall be parallel and the same distance to the bottom door edge.</u></p> <p>[(Avoid placing name on an extreme curve; use flat, vertical surfaces only.)]</p>	<p>[“NYC Taxi” in 2” high, ¼” thick letters; <u>Medallion number in 3” high, ½” thick letters. Avoid overcrowding, use full width of door panel or two lines of lettering if necessary.</u></p> <p><u>(Bold block lettering only.)]</u></p> <p><u>The size of the taxicab logo decals shall be determined by the Commission.</u></p>

<p>(e) "Owner-Driver" (optional)</p> <p>(Detachable signs suspended from door frames are not permitted.)</p>	<p>[On same doors as rate of fare, not more than 2" below window unless greater distance needed to reach a flat, vertical space. Must be at least 4" from rate of fare.]</p> <p><u>Rear of taxi.</u></p>	<p>3" maximum height[, occupying not over 2/3 of door.]</p>
<p>(f) EMBLEMS (Optional)</p> <p>(1) Fleet Owner (2) Owner Association (3) Taxicab Driver's Union insignia (4) Taxicab manufacturer</p>	<p>[On rear doors, in approximate center of panel area below window or on] <u>On</u> rear baggage compartment in lower right corner of deck lid. Consult the [Taxi] Commission if contour of lid requires another location on the lid.</p>	<p>2" high letters ¼" thick. Avoid overcrowding.</p>
<p><u>(n) Medallion number decals (required). (Non-detachable decals only.)</u></p>	<p><u>Immediately before the checkerboard stripe decal so that the two decals appear to be one stripe.</u></p> <p><u>The decals shall be applied to both rear quarter panels, just below the rear windows or following the line created by the bottom edge of the windows, such that the number and checkerboard are aligned and appear to be one stripe.</u></p> <p><u>On some vehicles, such as minivans, the medallion number may be placed at the rear of the sliding door, but must still align with the checkerboard stripe.</u></p>	<p><u>The size of the medallion number decals shall be determined by the Commission.</u></p>
<p><u>(o) Checkerboard stripe decals (required). (Non-detachable decals only.)</u></p>	<p><u>Immediately behind the medallion number decal so that the two decals appear to be one stripe.</u></p>	<p><u>The size of the checkerboard stripe decals shall be determined by the Commission.</u></p>

	<p><u>The decals shall be applied to both rear quarter panels, just below the rear windows or following the line created by the bottom edge of the windows, such that the number and checkerboard are aligned and appear to be one stripe.</u></p> <p><u>The tailing end of the checkerboard may be shortened, if necessary, on vehicles with short quarter panels.</u></p>	
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Statement of Basis and Purpose of Proposed Rules

The proposed rules are intended to enhance the visibility of medallion taxicabs, making them more identifiable to the riding public and making the exterior posted rates of fare and medallion number decals more easily visible to the passengers entering the taxicabs.

The proposed rules would require that taxicab logo decals be placed on the front doors of medallion taxicabs, rather than on the rear doors, and rate of fare decals be placed on the rear doors of taxicabs, rather than on the front doors, permitting the rate of fare to be observed by the passengers entering through rear doors. The proposed rules would also require that checkerboard stripe logo decals to be placed horizontally on the rear quarter panels of the vehicle, just below the window, increasing the visibility of medallion taxicabs. The medallion number decals would be placed forward of and aligned with the checkerboard stripe decals so that the two decals appear to be one stripe.

The decals would be of the non-detachable type only.

