

AN ORDINANCE
TO BE ENTITLED

AN ORDINANCE TO AMEND PART 6, LICENSING AND REGULATION,
CHAPTER 1, BUSINESS AND OCCUPANTIONS,
ARTICLE R. TOUR SERVICE FOR HIRE,
OF THE CODE OF THE CITY OF SAVANNAH, GEORGIA;
TO REPEAL ALL ORDINANCES IN CONFLICT HEREWITH
AND FOR OTHER PURPOSES

BE IT ORDAINED by Mayor and Aldermen of the City of Savannah, Georgia, in regular meeting of Council assembled and pursuant to lawful authority thereof:

SECTION 1: That Section 6-1523 be deleted in its entirety and a new section 6-1523 be inserted in lieu thereof as follows:

6-1523. Identification and markings generally.

(a) Generally. Every tour service vehicle shall have a sign in plain view on each side of the vehicle, in letters not less than four inches high, containing the full name of the tour service company operating the vehicle. All markings must be permanently affixed to the vehicle, except motor coaches which are operated as a part of special tours and are not operated as a part of a tour service company. No electronic or neon signage is permitted. No tour service companies or tour service operators may operate a tour service vehicle of the same color scheme. Tour service companies shall be permitted to use rental vehicles on a temporary basis as replacement vehicles for permanent tour service vehicles upon notice to the tour services coordinator and with the use of temporary signs and temporary numbers on said vehicles. The use of temporary vehicles shall not exceed seven days without additional approval of the tourism director, which approval shall not be unreasonably withheld.

Third-party advertising is permitted on the rear surface only of the tour service vehicle provided it does not block the bumper or interfere with or impede the visibility of any safety equipment. No part of the advertising may obscure the visibility of the vehicle number nor may it emit light or noise.

(b) Trolley tour vehicle markings. Trolley tour vehicle markings shall include the company's registered logo, name, and contact information and shall be displayed on the vehicle's sides. Trolley operators may also display images that depict local tour attractions on the sides of their vehicles. From time-to-time the Tourism Advisory Committee may publish suggested local attractions. Except for special events, for which the prior approval of the tourism director is required, temporary exterior markings may not be hung from or affixed to the exterior of a tour vehicle.

(c) The tourism director shall review tour service vehicles and trolley markings during the vehicle inspection process for compliance with this section on an annual basis.

SECTION 2: All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 3: This ordinance shall become effective when signed by the Mayor.

ADOPTED AND APPROVED: _____, 2018.

MAYOR

ATTEST:

CLERK OF COUNCIL