

Ben Graham & Kenny French
Brew Peddlers

City Manager's Office
Attn: David Parrish
City Manager
300 W. Washington St
Greensboro, NC 27402

May 18, 2018

Re: Request support for City Code Ordinance to permit Commercial Pedal Cars

Dear Mr. Parrish,

After exploring options to operate a commercial pedal car business in downtown Greensboro with City staff in Transportation, Police, Economic Development, and Legal over the past year, it was determined that an enabling ordinance to the city code is required for our desired business model to work. An ordinance would also be an effective way to proactively address staff's shared concerns related to public safety. Such enabling ordinances have already been approved in cities throughout North Carolina and across the country. In just the last 6 months both Carolina Beach and Winston-Salem have passed such legislation. Included in this letter is information related to pedal cars in general and our company Brew Peddlers, which would be operating the proposed pedal car business. The Peddle Trolley is a proven attraction for tourist to cities/ towns in which it operations, current Raleigh operation is ranked 14th of things to do in the city of Raleigh on Yelp. The peddle trolley also provides a way to show Greensboro off with its historical and current locations, for example Woolworths, the new performing arts center, the LaBaurer Park just to mention a few. We will be actively talking to these as we go through our tours. With the increased number of visitors in the downtown area the peddle trolley can bring local businesses have the opportunity to service a potential of 8008 riders a year. In addition we will be partnering with businesses downtown to provide advertisement on our website and social media. The peddle trolley is a great way of connecting all areas of downtown, from Southend to LOFI, showcasing the Grasshoppers stadium, the park district, local breweries, restaurants in all reaches of downtown . We are requesting your support in bringing forward an ordinance to Greensboro City Council for consideration.

Definition: Commercial Pedal Cars - A pedal car is a non-motorized four (4) or more wheeled bicycle-like vehicle that is human powered that transports passengers on bicycle-like seats and is propelled by five or more passengers not including the operator. A pedal car may have a maximum length of twenty (20) feet, a maximum width of eight (8) feet six (6) inches and a maximum height of twelve (12) feet.



Example Ordinances:

Carolina Beach, North Carolina:

<https://carolinabeach.civicweb.net/document/6846/Text%20Amendment%20to%20Chapter%2014;%20Article%20VII,%20Sec%20.pdf?handle=1C8F399912C642B9A06B00D467D7D9BE>

Minneapolis, Minnesota:

<http://www.minneapolismn.gov/www/groups/public/@clerk/documents/webcontent/wcms1p-102753.pdf>

Nashville, Tennessee:

https://www.nashville.gov/mc/ordinances/term_2011_2015/bl2014_925.pdf

Sample operating restrictions and conditions:

- (a) No commercial pedal car driver shall consume any alcoholic beverages while on duty or operate a commercial pedal car while impaired in any manner to any threshold.
- (b) All commercial pedal cars shall be clean and maintained in a good state of repair. All commercial pedal cars shall be maintained by the commercial pedal car business so as to be well painted and have an appearance free of damage or deterioration, and a safe operational condition. Commercial pedal cars shall be, at all reasonable times, subject to inspection by the department or the police department.
- (c) All commercial pedal cars shall have the trade name and phone number of the licensee conspicuously displayed on the pedal car.
- (d) All commercial pedal car passengers consuming alcohol shall be of legal age.
- (e) Commercial pedal car drivers shall have in their possession proof of insurance, valid state driver's license and shall operate the pedal car in compliance with all applicable federal, state, and local traffic laws, ordinances, or other applicable regulations and in a manner so as to assure the safety of persons and property. These documents shall be made available upon request of law enforcement, an authorized city license inspector or traffic control agent.
- (f) All commercial pedal car drivers shall obey and comply with any lawful order or direction of any police officer, traffic control agent, or license inspector, and shall refrain from the use of any profane language or from interference with such officials while in the performance of their duties.
- (g) No commercial pedal car driver shall permit more passengers to be carried in a commercial pedal car than the commercial pedal car's normal seating capacity and no more than two (2) persons in addition to the driver may be in the center aisle while vehicle is in motion.
- (h) No commercial pedal car driver shall allow a passenger or other individuals to drive their commercial pedal car.

- (i) No glassware of any kind shall be allowed on a commercial pedal car including but not limited to bottles, receptacles or drinking glasses.
- (j) No music or amplified sound shall be played, nor yelling or conversation be conducted, in such a manner that the sound of which carries to points of habitation or adjacent properties and is audible above the level of conversational speech at a distance of fifty (50) feet or more from the point of origin of the sound.
- (k) No alcoholic beverages other than beer, wine, hard cider, or malt-based beverages may be consumed by passengers of a commercial pedal car.
- (l) It is the responsibility of the commercial pedal car driver to properly dispose of all trash.
- (m) No commercial pedal car driver shall load or unload in any such manner that will in any way impede or interfere with the orderly flow of traffic on the streets.
- (n) It is the responsibility of the commercial pedal car driver to actively and affirmatively manage the behavior of the passengers of the commercial pedal car so that that their behavior remains law-abiding during the excursion, both while the pedal car is in motion and at a stop. Behavior which shall be prohibited and prevented includes specifically, but is not limited to, indecent exposure, disorderly conduct, public urination and littering.

Sample Vehicle Safety and Equipment Standards:

(a) The commercial pedal car meets the following equipment and safety standards:

- (1) **Tires.** Tires shall be of a size appropriate for the commercial pedal car with no mismatched tires per the design of the vehicle. There shall be no cuts to the tire, localized worn spots that expose the ply, or visible tread wear indicators.
- (2) **Operational horn.** The commercial pedal car shall be equipped with a fully operational horn or bell.
- (3) **Brakes.** It shall be unlawful to operate, or cause to be operated, a commercial pedal car that is not equipped with a front and rear braking system capable of being manipulated by the driver from driver's normal position of operation and capable of causing a commercial pedal car with a loaded passenger compartment to come to a complete stop in a linear path of motion when each wheel of the commercial pedal car is in contact with the ground on dry, level, clean pavement. The braking system controlling the rear wheels shall be hydraulic or mechanical disc or drum brakes, which are unaffected by rain or wet conditions.
- (4) **Headlight.** A headlight capable of projecting a beam of white light for a distance at a minimum of three hundred (300) feet which shall be clearly visible during darkness and must be illuminated at all times during darkness.
- (5) **Rear View Mirror.** A side mounted mirror or a wide-angle rear view mirror affixed to the pedal car to reflect to the pedal car driver a view of the street for a distance of at least two hundred (200) feet from the rear of the pedal car.
- (6) **Brake Light.** A red brake light affixed to the rear of the pedal car which must be visible for a distance of at least two hundred (200) feet from the rear of the pedal car.
- (6) **Running Light.** A red light affixed to the rear of the pedal car which must be visible for a distance of at least two hundred (200) feet from the rear of the pedal car and must be illuminated at all times during darkness.
- (6) **Turn Signals.** Turn signals must be affixed to the front and rear of the vehicle.

Brew Peddlers

Brew Peddlers is a locally owned and operated business looking to provide tours of the downtown Greensboro area while consuming your favorite beverages and snack in an outdoor environment.

Operating hours Thursday, Friday evenings, Saturday and Sunday afternoons into the evenings. All tours on all days will be finished at 10pm with the exception of special events or request. The trolley itself carries up to 12 riders, 10 of the seats have peddles for the riders to peddle, with oversized bicycle seats for riders comfort and seat belts for safety. The trolley has all lighting required by a standard road going vehicle as well as additional reflectors, under bar and under canopy lighting for excellent visibility at night. Please see pictures below of the trolley.



The routes for the trolley tours cover many districts of downtown mainly traveling along Elm Street. The stops will include the Park District, Hamburger Square, LOFI and Southend while highlighting locations of importance for the city of Greensboro such as the Woolworths Civil Rights building, LaBauer park, Greensboro Grass Hoppers stadium among others. Please see map attached.

Routes 1.

Starting point – Railyard Parking lot/ Southend

Heading down Lewis street, going over Elm Street.

Turn left on Arlington Street, continue after stop sign onto Martin Luther King with a Slight left.

Hamburger Square first stop (parking in Lot at Natty Greenes or loading zone)

Turn right on Elm (pass Woolworth building and City Central Park)

Turn Right on Summit Ave (second stop, Park District)

Turn Right on Friendly Ave

Right onto Elm

Turn Left onto Bellemeade Ave

Turn left onto N Greene Street (third stop Stumble Stilskins – parking in loading zones)

Turn left on W February 1 Place

Turn Right onto Elm St

Turn right onto Smothers Place into Railyard Parking lot

Route 2

Starting point – Railyard Parking lot/ Southend

Heading down Lewis street, going over Elm Street.

Turn left on Arlington Street, continue after stop sign onto Martin Luther King with a Slight left.

Hamburger Square first stop (parking in Lot at Natty Greenes or loading zone)

Turn right on Elm (pass Woolworth building and City Central Park)

Turn Right on Summit Ave (second stop, Park District)

Turn Right on Friendly Ave

Turn Right on Elm heading North

Turn Left on Fishers Ave

Turn Left on N Eugene St (Third stop parking in Deep Roots Parking lot/ or Joymongers parking lot)

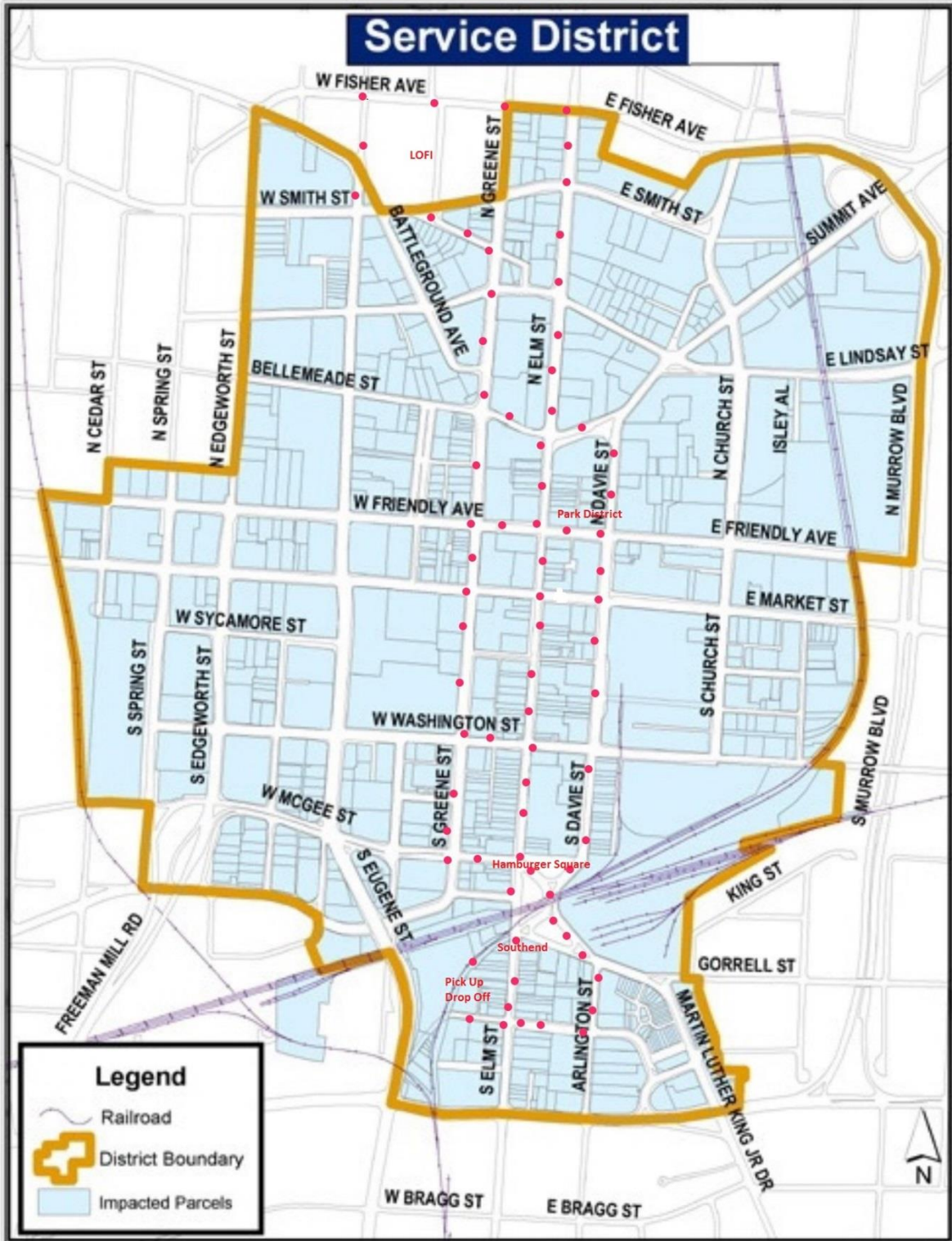
Turn Left onto Smith and immediately turn right onto Battleground Ave Turn right onto N Greene St (on City events when Elm is closed we will continue down Greene to turn left onto McGee or Smothers Place depending on access)

Turn left onto Bellemeade

Right onto Elm

Turn right onto Smothers Place into Railyard Parking lot (option two if access to parking lot blocked continue on Elm St, turn right onto Lewis Street)

- In the event that Elm Street is closed for a City event such as Fun 4th, Folk Festival etc Davie Street will be used as alternative route.



Safety and Operation Manual



A commercial pedal car is considered to be a non-motorized 4 or more wheeled vehicle that is human powered and transports passengers on bicycle-like seats and is propelled by 5 or more passengers not including the operator. A pedal car may have a maximum length of 21 feet and maximum width of 9 feet and maximum height of 12 feet. The pedal car operator is considered to be any person who is responsible for the safe operation of a commercial pedal car, including but not limited to the steering and braking and maintaining compliance with all state and local traffic regulations.

Vehicle Operations:

- Every commercial pedal car shall be operated in compliance with all applicable state and local traffic laws and in a manner so as to assure the safety of persons and property.

Operation restrictions and conditions:

- Commercial pedal car drivers shall have in their possession proof of insurance, valid state driver's license and will operate the pedal car in compliance with all applicable state and local traffic laws, ordinances, or other applicable regulations and in a manner so as to assure the safety of person and property. These documents shall be made available upon request of law enforcement, and authorized city license inspector or traffic control agent.
- All commercial pedal cars shall be clean and maintained in a good state of repair. All commercial pedal cars shall be maintained by the commercial business so as to be well painted and have an appearance free of damage or deterioration and a safe operational condition. Commercial pedal cars shall be at all times subject to inspection by the department or police department.
- All commercial pedal car drivers shall obey and comply with any lawful order or direction of any police officer, traffic control agent, or license inspector and shall refrain from the use of any profane language or form of interference with such officials while in the performance of their duties.

- It is the responsibility of the commercial pedal car driver to actively and affirmatively manage the behavior of the passengers of the commercial pedal car so that their behavior remains law-biding during the excursion both while the pedal car is in motion and at a stop. Behavior which shall be prohibited and prevented includes specifically, but not limited to, indecent exposure, disorderly conduct, public urination and littering.
- No alcoholic beverages other than beer, wine, hard cider, or malt based beverages may be consumed by passengers of a commercial pedal car
- No commercial pedal car driver shall allow a passenger or other individual to drive the commercial pedal car.
- It is the responsibility of the commercial pedal car driver to properly dispose of all trash
- No commercial pedal car driver shall load or unload in any such manner that will impede or interfere with the orderly flow of traffic on the streets
- No commercial pedal car driver shall permit more passengers to be carried in a commercial pedal car than the commercial pedal car's normal seating capacity.
- No glassware of any kind shall be allowed on a commercial pedal car including but not limited to bottles or drinking glasses
- No commercial pedal car driver shall consume any alcoholic beverages while on duty or operate a commercial pedal car while impaired in any manner to any threshold
- All commercial pedal car passengers consuming alcohol shall be of legal age

Licensed Operator:

- Every pedal car operator shall meet and maintain the following requirements:
 - Possess a valid State of NC driver's license or a driver's license from their home state. Those with out of state driver licenses must not have a currently cancelled revoked or suspended state of NC driver license.
 - Be a minimum of (17) years old
 - Shall not have had more than 3 moving violation in the last 3 years and no more than 2 moving violations in the last year
 - Shall not have been convicted of careless or reckless driving or any violation of driving while impaired within the past 3 years

Pedal Car Inspections:

- Initial inspection of pedal car must pass an inspection of condition and compliance with safety and equipment standards under this chapter before a commercial pedal car license is issued.

- If an inspector finds a commercial pedal car in operation exhibiting continuing and present safety concerns, the commercial pedal car may be immediately ordered out of service until necessary repairs are made or the safety concerns are resolved. Qualifying safety concerns may include but are not limited to the loss of control of passengers or their failure to abide by applicable ordinances, laws or rules, flat tires, inoperable head lights, or tail lights, or other mechanical or operational issues making the vehicle presently unsafe to operate.

Safety and Equipment Standards:

- Headlights shall be capable of projecting a beam of white lights for a minimum distance of three hundred feet which shall be clearly visible during darkness and must be illuminated at all times during darkness
- Running lights shall be affixed to the rear end of the pedal car which must be visible for a distance of at least 200 feet from the rear of the pedal car and must be illuminated at all times during darkness
- Turn signals must be affixed to the front and rear of the vehicle
- Brake lights shall be affixed to the rear of the pedal car which must be visible for a distance of at least 200 feet from the rear of the pedal car
- A side mounted mirror or a side angle rear view mirror affixed to the pedal car to reflect to the pedal car driver a view of the street for a distance of at least 200 feet from the rear of the pedal car
- Tires shall be of appropriate size for the commercial pedal car with no mismatched tires per the design of the vehicle. There shall be no cuts to the tire, localized worn spots that expose the ply, or visible tread wear indicators
- The commercial pedal car shall be equipped with a fully operational horn or bell