

public property or along the river's edge is not permitted. Customers may be assisted by an employee of the rental agency when the personal watercraft is placed in the water. The employee may familiarize the customer with the craft. Employees that physically hold watercraft in the river for more than ten minutes when not in the actual process of launching or retrieving watercraft will be considered mooring and/or blocking the launch ramp. No repairs are to be made on public lands. All repairs are to be made at the place of business.

Customer sign ups or solicitation or business on public property is not permitted. All rental paperwork, safety instructions, and rules of the river should take place at the rental agencies' place of business, not at the public parking lot, camp, beach or shoreline.

Advertising on public property is not permitted. No banners, signs or any type of commercial advertising is allowed at the boat launch facilities, parking lot, or ramp. This means vehicles that tow trailers with the personal watercraft may not have any advertising on them to solicit business.

Verbiage that identifies the company if painted on two of the vehicle's doors or attached with a magnetic device on the two doors, is allowed. Rental personal watercraft may have the name of the company on the personal watercraft.

Fueling of boats and personal watercraft is not permitted within fifty feet of the Colorado River. Boats and personal watercraft must be taken out of the river for refueling.

The employee is not to wear any commercial advertising that solicits for the personal watercraft rental business nor have any signage around the area he/she is sitting. Exception: A baseball type cap, a tee shirt, and a name badge identifying the company and employee may be worn.

#### INFORMATION PAMPHLETS AVAILABLE

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2. Multiple Family Residential
3. Commercial and Industrial
4. Planned Area Development
5. Public Lands
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7. Parking Regulations
8. Parking Spaces Required per Use
9. Business Sign Regulations
10. Promotional Display Signs
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*City of Bullhead City*  
*Development Services*  
*Department*

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*Vehicle Sales*  
*and Rental,*  
*Watercraft Rentals*



## Zoning Ordinance Information Series

*City of Bullhead City*

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# *Vehicle Sales and Rental, Watercraft Rentals*

## **General Information**

In order to operate a business involving the sale and/or rental of new and used vehicles which include automobiles, boats, manufactured, mobile, and modular homes, motor homes, park trailers, personal watercraft, recreational vehicles, and trucks, C2, C3, M1 or M2 zoning is necessary.

If you do not have the correct zoning, a zoning map change must be processed first. This procedure involves a hearing before the Planning and Zoning Commission and City Council, submittal of a site plan showing how the business will operate, a list of property owners within 300 feet, and a fee. From start to finish, it takes approximately 6 to 8 weeks to process a zoning map change application. See the handout titled "Density and Zoning Changes" for specific information.

The zone change processes triggers several other city regulations that must be complied with prior to operation of the business. Below is a brief description of these requirements.

## **Landscaping**

One tree and four shrubs must be provided for each 50 lineal feet of street frontage. One percent of the total lot area must be landscaped with ground cover and 5 percent of the parking area must be landscaped with any of the permitted materials. A portion of this landscaping must lie within a 5 ft. wide strip adjacent to any street right-of-way. See pamphlets 14 and 15 for more information on the landscaping regulations.

## **Parking**

All customer parking areas and driveways must be paved with asphalt or concrete materials. You may also be asked to maintain the other areas in a dust free manner. See pamphlets 7 and 8 for more information on the parking regulations.

## **Screening**

If you have any outdoor storage of equipment or supplies, you will have to screen that area with a device made of redwood, cedar, masonry, block or stucco. See pamphlet 16 for more information on the screening regulations.

## **Signs**

Any nonconforming signs will have to be removed. See pamphlets 9 through 13 for information on the sign regulations.

## **Personal Watercraft Businesses**

In addition to the above, all personal watercraft businesses must describe their plans for operation of the business and launching. Keep in mind the operational guidelines described below when making your plans and selecting a site.

### ***Business Requirements***

All watercraft rental businesses within the city limits shall have the standard business license, and obtain an annual launch pass at a cost in accordance with the Comprehensive Fee Schedule. All watercraft must have displayed in a conspicuous place the name of the business and an emergency phone number.

### ***Zoning***

No watercraft rental business shall launch or retrieve rented watercraft from city properties unless the business operates under a physical, commercially zoned location within the city limits (home office, residential based or license hanging only locations do not qualify), has a valid city business license, meets all additional requirements in Chapter 5.30 of the municipal code, and has a valid, season launch ramp permit.

### ***Rental Contract and Consumer Advisory***

Each rental contract shall include a watercraft rental consumer protection advisory for the watercraft being rented in a form as furnished by the city. Advisory forms will be available from the city to watercraft rental businesses at a fee assessed to each form as set out in the comprehensive fee schedule. Proceeds from the sale of the forms will be used to assist in funding the city's Colorado River Summer Water Safety Program ("program"), which includes but is not limited to, law enforcement and lifeguard patrols

in high traffic areas on the Colorado River adjacent to city corporate limits. Program elements include educating the public in water safety and assisting watercraft operators and passengers.

See business licensing staff and Chapter 5.30 of the municipal code for additional information on the rental contract and consumer advisory requirements.

### ***Insurance***

All watercraft rental businesses using city properties shall obtain general commercial liability insurance from a company licensed to do business in Arizona with an A.M. best rating of at least B+ and policy amounts of at least one million dollars per occurrence, combined single limit, with the City of Bullhead City listed as an additional insured for any loss/claim on city properties. The business must also provide proof of worker's compensation coverage that meets minimum state requirements. Copies of certificate(s) of insurance must be filed with the city risk management office and contain a provision that if there is any lapse or cancellation of coverage, the city is to be notified by the carrier within five business days in writing before the loss of coverage. The city manager, or his/her designee, upon receipt of a lapse or cancellation notice, will immediately suspend the boat launch pass and prohibit use of city properties by the affected business until coverage is restored with written notice to the city by the insurer.

### ***Authorized Launch Areas***

There is a dedicated commercial watercraft launch located on the north end of Community Park, accessible from First Street. This is the only authorized commercial watercraft launch within the City. Purchase of an annual pass is required for use of the launch.

### ***Operational Guidelines Applicable to Launching from Public Lands***

Stockpiling of personal watercraft and/or related supplies on public lands is not permitted. This means personal watercraft may be brought to the launch facility and then launched. When the customer returns, the personal watercraft(s) are to be loaded up and taken back to the rental agency's place of business and not kept in the public parking lot or any area around the launch facility.

Working on and/or mooring personal watercraft on