

RESOLUTION NO. 2020-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROCKLIN  
APPROVING A BUSINESS SUPPORT PROGRAM  
IN RESPONSE TO COVID-19 IMPACTS

WHEREAS, due to the serious risks to public health and safety presented by the novel coronavirus (COVID-19), the Director of the California Department of Public Health issued an order effective March 19, 2020, for all residents of California to stay home, except as needed to maintain continuity of operation of the federal infrastructure sectors (“Stay at Home Order”); and

WHEREAS, the Governor has announced a phased approach to allow for businesses to re-open, however, there is no specific timeline designated for each phase; and

WHEREAS, COVID-19 and the Stay at Home Order issued to protect public health and safety have had a devastating financial impact on the economic vitality of businesses within the City of Rocklin; and

WHEREAS, the City Council wishes to be prepared when the State of California authorizes the transition to each opening phase in order to support Rocklin businesses as they endeavor to re-open; and

WHEREAS, the City Council wishes to implement a Business Support Program to aid in mitigating the impacts of COVID-19 on our business community.

NOW, THEREFORE, the City Council of the City of Rocklin does hereby resolve as follows:

Section 1 Effective immediately through August 31, 2020, the City Council directs the Chief Financial Officer in her capacity as the Collector under the Rocklin Municipal Code Chapter 5.04 “Business Licenses” to exercise flexibility and discretion to accept late payment of business license renewal fees consistent with the City’s business license ordinance; and

Section 2 Effective immediately through August 31, 2020, the City Council directs staff to suspend enforcement of Rocklin Municipal Code (RMC), Chapter 17.75 “Signs on Private Property” Section 17.75.60.H. Window Signs requirements set forth in subsections 1-3, and the requirement in Section 17.75.70.F. to obtain a special advertising permit for temporary on-site signs. Businesses are expressly authorized to display temporary on-site signs to announce their re-opening, and other business promotion efforts. The signs must otherwise comply with the requirements of the Rocklin Municipal Code, including but not limited to the requirement the sign must be located on the parcel upon which the business is located, there must be a clear line of sight from the exterior of the building to the cash register/checkout area, and the location of the sign cannot impede the public right of way or otherwise create a traffic or safety hazard; and

Section 3 Effective immediately through August 31, 2020, the City Council directs the Fire Chief to waive Fire Safety Inspection Service Fees adopted by Resolution 2019-219, pursuant to the Rocklin Municipal Code, Chapter 3.32; and

Section 4        The City Council authorizes and approves the City’s development and sponsorship of a “Shop Local” campaign, in collaboration with the Rocklin Chamber of Commerce, and with funds budgeted for economic development.

PASSED AND ADOPTED this 12<sup>th</sup> day of May, 2020, by the following vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

ABSTAIN: Councilmembers:

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Greg Janda, Mayor

ATTEST:

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Hope Ithurburn, City Clerk