

RESOLUTION NO. 2021-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROCKLIN EXTENDING THE BUSINESS SUPPORT PROGRAM IN RESPONSE TO THE ONGOING IMPACTS OF COVID-19, TO BE COTERMINOUS WITH THE CITY'S DECLARATION OF A LOCAL EMERGENCY

WHEREAS, on May 12, 2020, the City Council of the City of Rocklin adopted Resolution 2020-87 implementing a Business Support Program to aid in mitigating the impacts of COVID-19 on the Rocklin business community; and

WHEREAS, the City Council adopted Resolution 2020-154 extending and expanding the business support program in August through December 31, 2020; and

WHEREAS, the City Council wishes to further extend the Business Support Program to be coterminous with the City's current declaration of a local emergency.

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

Section 1. Effective immediately and throughout the term of the City's current declaration of a local emergency, 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.

Section 2. Effective immediately and throughout the term of the City's current declaration of a local emergency, 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.

Section 3. Effective immediately and throughout the term of the City's current declaration of a local emergency, the City Council authorizes the Police Chief to extend the deadline for collection of the Massage Establishment Permit Fees adopted by Resolution 2019-19, pursuant to the Rocklin Municipal Code, Chapter 3.32, for Massage Businesses which are eligible for renewal pursuant to the Rocklin Municipal Code, Chapter 5.20.

Section 4. Effective immediately and throughout the term of the City's current declaration of a local emergency, permit and inspection fees are waived for Rocklin business outdoor operations implemented in response to the COVID-19 pandemic, with the exception of Rocklin Fire Department inspection fees.

Section 5. The City Council authorizes and approves the continuation of the City's "Shop Local" campaign, in collaboration with the Rocklin Chamber of Commerce, and with funds budgeted for economic development.

PASSED AND ADOPTED this 12th day of January, 2021, by the following vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

ABSTAIN: Councilmembers:

Jill Gayaldo, Mayor

ATTEST:

Hope Ithurnburn, City Clerk