



6.2020

# CONCORD FORWARD ACTION PLAN

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# Preface

## State of Emergency Declared on March 13, 2020

The City of Concord City Council declared a state of emergency on March 13, 2020 in response to the COVID-19 pandemic. Due to these extraordinary circumstances and the related economic hardship on the local economy, the City is implementing the following Action Plan as a temporary measure to facilitate Concord's economic recovery.

## Action Item #1

### Temporary Suspension of Enforcement of Certain Provisions of the Municipal Code

To the extent directly associated with Action Item No. 2, below, temporarily suspend enforcement of Concord Municipal Code provisions that conflict with implementing this Action Plan. The suspension includes, but is not limited to, the following: Section 9.15 (Alcoholic beverages), provided, however that the sale or consumption of alcoholic beverages on public property must be approved or licensed by the state Department of Alcoholic Beverage Control; Section 12.15.040 (Permit required and encroachment agreement required), Section 12.15.050 (Prohibited encroachments), Section 12.15.120 (Fees), Section 12.15.130 (Bonds; insurance), provided, however, that insurance requirements shall not be waived; Section 18.200.160 (Outdoor sales and display), Section 18.200.190 (Sidewalk cafes and outdoor eating areas), Chapter 8.17 (Food and beverage service ware regulations), Section 18.180.120 (Temporary signs), Section 18.200.200 (Temporary uses and structures), and Section 18.400.200 (Authority for land use and zoning decisions).

To further facilitate the implementation of the Plan, the City Council hereby temporarily waives municipal fees and charges (Resolution No. 78-6042) associated with the application of a temporary license directly related to Action Item No. 2 within the Plan. Other Municipal Code provisions and those necessary to maintain public health and safety will continue to be enforced.

# Action Item #2

## Temporary Expansion of Outdoor Dining and Retail Activity

Temporarily allow for new and expanded outdoor dining, outdoor retail display and merchandise pick-up on public and private property by providing temporary flexible parking, traffic management, public property encroachment policies, and suspension of certain provisions in the Concord Municipal Code, through the issuance of an emergency revocable license by the City.



Due to reduced public occupancy limitations applied on restaurant and retail businesses anticipated in Contra Costa Health Services orders and California Department of Public Health orders to implement appropriate social distancing measures, staff is anticipating a need for additional outdoor space for dining, merchandise display and sales, and retail/food sales pickup. While these restrictions are in place, the temporary use of private property, public sidewalks, public/private parking spaces and/or streets may be needed

to address space limitations placed on businesses due to loss of useable business space.

To accommodate these anticipated requests from businesses, staff would process temporary master licenses allowing eligible properties and businesses to create or expand outdoor areas for temporary use as dining, merchandise display, and pick-up areas. Eligible businesses and properties would be required to submit a plan for the use of private property and/or public areas and would be required to abide by the standards and conditions of approval of the temporary master license. Staff proposes that City fees be waived, so there are no internal City costs to the applicant. Applicants would still be responsible for any third party fees and costs, as well as securing third party permissions, such as those from Contra Costa County Fire Protection District, Contra Costa Environmental Health, and the California Department of Alcoholic Beverage Control, and for complying with applicable local, county, and state COVID-19 laws, rules, regulations, and guidelines, including Contra Costa Health Services orders, all as amended from time to time.

If a public sidewalk, street and/or parking area is being requested for temporary encroachment, staff would process a temporary encroachment approval, and may require additional information or time to review impacts of this requested closure on public safety, an encroachment agreement/permit,

indemnification, and insurance. Staff would also require the applicant to outreach/notify and gain support from affected property owners and businesses along the proposed street or parking area closure. Applications, when complete, would be handled on a first-come, first-served basis, and staff reserves the right to allocate public areas equitably.

To support these actions, the City would create a “Concord Forward Action Team” comprised of Economic Development, Building, Planning, Engineering, City Attorney and Transportation staff, who would convene when necessary to expeditiously review these applications, with the goal to complete initial reviews within one to three business days. Review time will be dependent on the number of applications received and the complexity of the request. The Concord Forward Action Team would also engage with businesses to address any issues arising from the operation of outdoor dining and retail areas.

Economic Development staff would continue to proactively work with key Concord Business Districts and shopping centers to explore ideas for expanding business into public and/or private spaces. Staff would continue working with the Todos Santos Business Association, the Monument Corridor, and Clayton Road retail centers to determine ways to best accommodate their respective needs.

## Action #3

### Temporarily Reduce Temporary Signage Restrictions

Signage is a crucial element for business success; therefore, this action item would allow for:

1. Additional temporary signage options
2. Expansion of the time period for temporary signs to be displayed up and until 30 days after Contra Costa Health Services orders are lifted
3. Issuance of temporary sign permits over-the-counter
4. The waiving of related application fees for temporary signs

## Action Item #4

### Expeditious Review of Improvements for Social Distancing

Expeditedly review applications addressing social distancing requirements without any proposed physical alterations. There will be a need for businesses to provide temporary social distancing space for employees and customers. For projects requiring permanent physical alterations/changes that require building or planning approvals, staff will prioritize these applications.

# Action Item #5

## Marketing



Proactively coordinate with the Greater Concord Chamber of Commerce and Visit Concord on messaging and promotional efforts such as #ConcordEats, Concord's List of Open Businesses, and the recent announcement promoting Concord's auto dealerships as being open for business.

# Action Item #6

## "Open for Business" Signage

Continue to create and distribute signage for Concord businesses to communicate to the public that they are open and encourage social distancing. These signs will be made available to be downloaded from the City's website, provided to the Greater Concord Chamber of Commerce, and distributed to the Concord business license email list. (See Attachment 1).

# Action Item #7

## "Shop Local" Campaign

Consider/explore launching a new "Shop Local" campaign, working with the Greater Concord Chamber of Commerce and other partners to encourage shoppers to buy from Concord retail and restaurant businesses. There is a compelling rationale and sentiment in the community to support local businesses and a campaign that promotes and communicates the benefits of shopping local would support Concord businesses and the Concord economy. The benefits of a "Shop Local" campaign would sustain independent/local businesses and neighborhood-serving business districts by increasing their market share and keeping money in the local economy.

# Action Item #8

## Special Events

Engage with business owners and business groups to develop and facilitate special events to reactivate business areas. Working within the State and Contra Costa Health Services orders, staff will look for opportunities to create engaging special events, in order to reconnect the community with Concord's businesses.

# Action Item #9

## Business Support

Continue to partner with the Workforce Development Board of Contra Costa County to facilitate hiring in Concord, provide business support to existing Concord companies by providing resources that will enable them to reopen more quickly, and continue to promote office space opportunities to potential new tenants in an effort to fill any upcoming office vacancies.



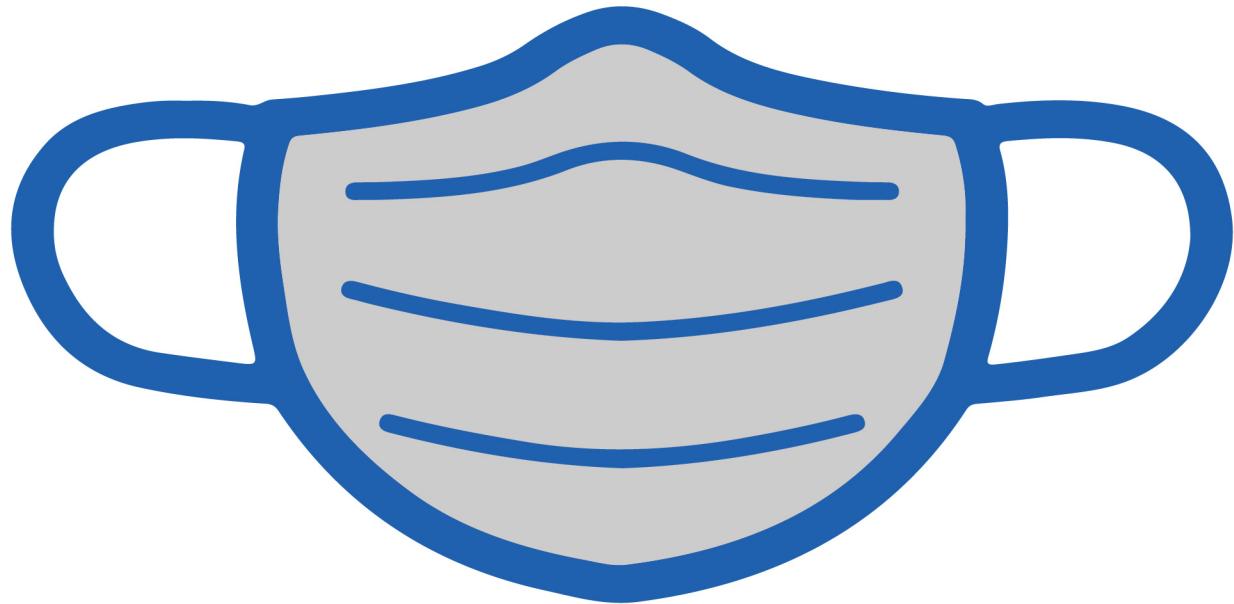
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**ACTION PLAN**

City of Concord  
1950 Parkside Dr.  
Concord, CA 94519  
(925) 671-3018  
ConcordFirst.com

## **Attachment 1: “Open for Business” Signage**

THE CITY OF CONCORD IS  
**OPENING  
SAFELY**

#CONCORDFORWARD



# PLEASE DO NOT ENTER IF YOU ARE EXPERIENCING:

- Cough
- Fever
- Respiratory Issues
- Body Aches or Chills

If you are feeling sick: First call your doctor, a nurse hotline, or an urgent care center before going to the hospital. If you do not have a provider, call the Contra Costa Health Services Advice Nurse at 1-877-661-6230 option 1. If you are having a medical emergency, please call 911 or go to your closest emergency room.

For more information on COVID-19  
visit [www.coronavirus.cchealth.org](http://www.coronavirus.cchealth.org)

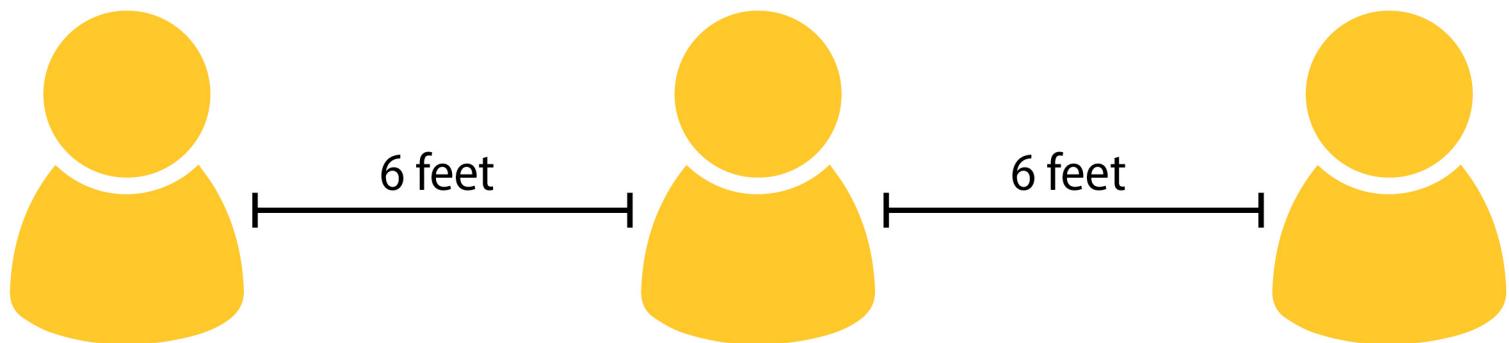




# PLEASE WEAR A FACE COVERING\* AND KEEP 6 FEET AWAY FROM OTHERS AT ALL TIMES

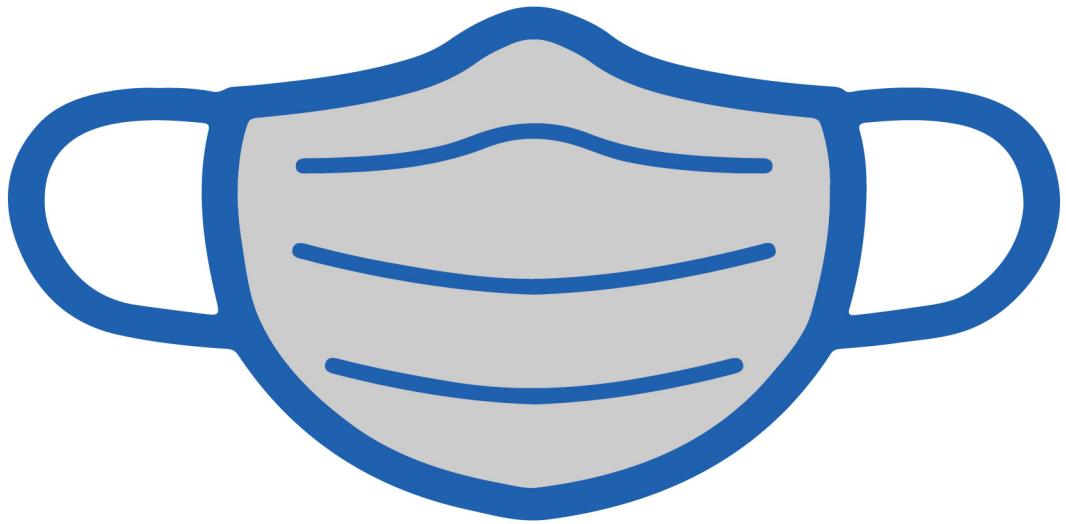
\*Exemptions include children under 12 and individuals with medical documentation stating that a face covering would pose a health risk.

## KEEP 6 FEET AWAY FROM OTHERS



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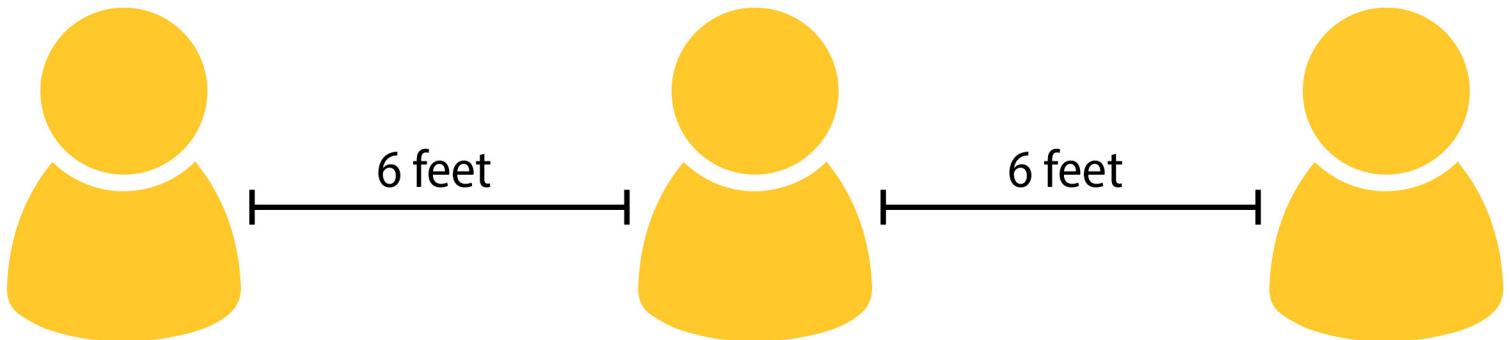




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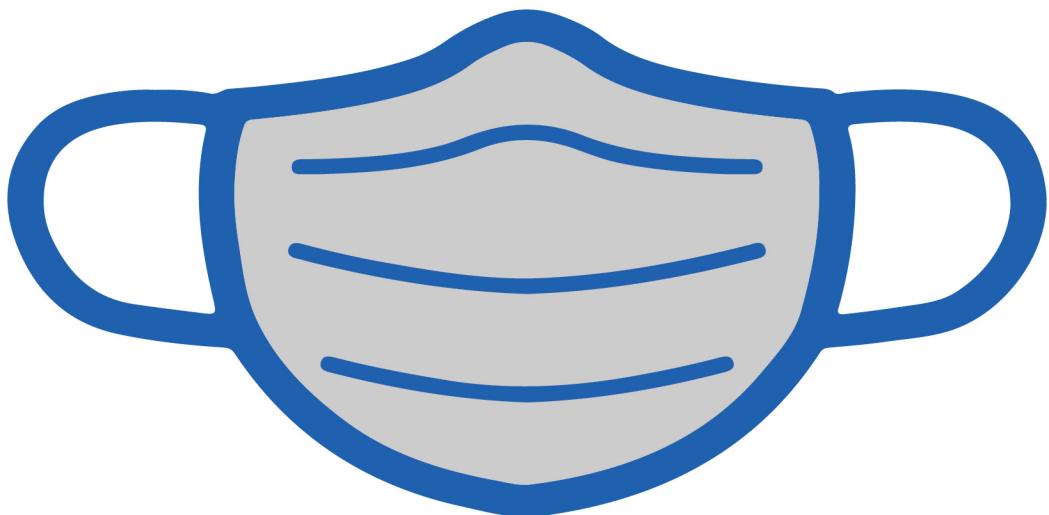
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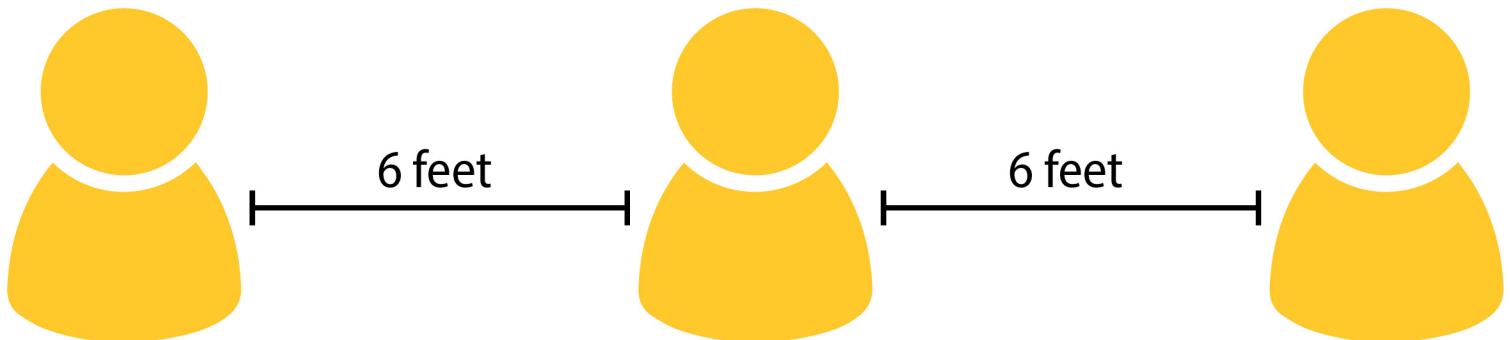
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