



City Council Staff Report

Subject: Mobile Vending Ordinance

Date: January 13, 2026

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Department: City Manager's Office

Recommendation:

Introduce, Waive the Full Reading and Read by Title Only, an Ordinance of the City Council of the City of Rocklin Adding Chapter 10.34 to Title 10 of the Rocklin Municipal Code Relating to Mobile Vending From Vehicles.

Background:

While mobile vending vehicles (MVV) provide convenient dining options, contribute to the economic vitality of the community, and offer entrepreneurial opportunities for small businesses, the operation of mobile vending vehicles in residential neighborhoods can create noise pollution, litter, traffic congestion, and other impacts that disturb the quiet enjoyment of residential areas.

MVVs parked adjacent to parks and recreational facilities attract pedestrians, including children, who may cross streets mid-block to reach vendors, creating increased risk of vehicle-pedestrian collisions. Additionally, similar safety concerns exist around events where large crowds gather.

The Rocklin Municipal Code (RMC) does not currently regulate mobile vending. The proposed Ordinance provides regulations for MVV operations in appropriate commercial and mixed-use zones while protecting the character and tranquility of exclusively residential neighborhoods. It further ensures public safety near parks and events, an adoption of an ordinance is being recommended.

California cities are permitted to regulate MVVs through time, place and manner restrictions to protect public health, safety and welfare. The proposed ordinance provides time, place, and manner regulations for MVV operations in residential neighborhoods, non-residential neighborhoods, and in and around public parks. These regulations provide clarity for MVV operators while allowing reasonable opportunities for MVVs in appropriate locations consistent with state law.

The proposed ordinance includes the following regulations:

- General Operating Requirements
 - Maintain a County health permit, City Business license and compliance with applicable state law.
- Time Restrictions
 - No vending between 9:00 PM and 7:00 AM without City Manager approval.
 - No duration limits on private property with property owner permission (may remain at location more than two hours).
- Place Restrictions
 - Prohibited in residential zones except during City permitted events, when conducted on private property, and when providing catering services for a pre-arranged private event with no on-site sales.
- Measurement of Distance
 - No vending permitted within:
 - 200 feet of any park, event, or school property (during school hours).
 - 50 feet of any fire hydrant, bus stop, crosswalk, traffic signal, stop sign or driveway.
 - 15 feet of any building entrance or emergency exit.
 - 500 feet of a freeway on-ramp or off-ramp.
- Manner of Operation
 - Operations shall not impede vehicle or pedestrian traffic, or block public right of way or access to businesses.
 - No amplified sound or music, except for transient mobile vending vehicle chimes.

Environmental Analysis:

This ordinance is not subject to review under the California Environmental Quality Act (CEQA) pursuant to Sections 15060, subdivision (c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15061, subdivision (b)(3) (there is no possibility the activity in question may have a significant effect on the environment) of the CEQA Guidelines, California Code of Regulations, Title 14, Division 6, Chapter 3, because it has no potential for resulting in physical change to the environment, directly or indirectly. This finding has been included in the ordinance.

Fiscal Impact:

Monitoring and enforcement of the new ordinance are functions of existing City staff and no additional fiscal impacts are anticipated. The ordinance provides for administrative citations for code violations consistent with the existing RMC.

ATTACHMENTS:

[1. Ordinance](#)