



Telephone: 925-931-5440
200 Old Bernal Ave
P.O. Box 520
Pleasanton, CA 94566-0802

BUSINESS RESOURCE HANDOUT

Your interest in operating a business in Pleasanton is appreciated. This information has been prepared to help you research the necessary elements to start a business.

- ❖ Approval process for establishing a new business
- ❖ Tenant Improvements Information
- ❖ Business resources to assist you in establishing and operating your business
- ❖ Important telephone numbers

APPROVAL PROCESS

□ **Zoning Approval**

For verification of allowable business use at the desired location. Zoning approval is required prior to issuance of a business license. Special restrictions and conditions apply to businesses conducted in a residence. Conditional Use Permits from the Planning Commission may be required for certain businesses and may take up to two months to process.

Planning Department

Location: 200 Old Bernal Avenue
Pleasanton, CA 94566

Telephone: (925) 931-5600

Email: pod@cityofpleasantonca.gov

Some businesses must have police clearance before applying for zoning approval or a business license. Examples of businesses that require such approval are: massage therapy, bingo games, or taxi cab service.

Police Department

Location: 4833 Bernal Avenue
Pleasanton, CA 94566
Telephone: (925) 931-5100

□ **Tenant Improvements**

Contact the Building Department for information on obtaining building permits for tenant improvements such as building renovations, installation of special equipment, fire sprinklers, security alarms, etc.

Building Department

Location: 200 Old Bernal Avenue
Pleasanton, CA 94566
Telephone: (925) 931-5300

□ **Business License**

Contact the Business License Division after receiving zoning approval. A business license is required for all businesses based in Pleasanton or doing business in the city.

Business License Division

Location: 200 Old Bernal Avenue
Pleasanton, CA 94566
Telephone: (925) 931-5440
Email: BL@cityofpleasantonca.gov

□ **Please refer to the city website for more information**

- www.cityofpleasantonca.gov
 - **Business License page**

□ **Signage**

Contact the **Planning Department** prior to installation or purchase of any signs. The City's Municipal Code regulates the types of temporary and permanent signs allowed within the city. Many business locations, as well as the Downtown area, have specific sign design standards.

City of Pleasanton – Important Phone numbers:

Building Department	(925)931-5300
Business License Division	(925)931-5440
Livermore/Pleasanton Fire Dept	(925)454-2361
Planning Department	(925)931-5600
Police Department (non-emergency)	(925)931-5100

Additional Resources

Alameda County Clerk-Recorder's Office - Fictitious Business Name Filing

Location: Alameda County Clerk Satellite Office in Dublin
1106 Madison Street 7600 Dublin Blvd
Oakland, CA 94607 Dublin, CA 94568

Telephone: (510) 272-6362

Website: <http://www.acgov.org/auditor/clerk/fbn.htm>

Alameda County Environmental Health

Location: 1131 Harbor Bay Parkway
Alameda, CA 94502

Telephone: (510) 567-6700

Website: <http://www.acgov.org>

Alcoholic Beverage Control

Location: 1515 Clay Street, Suite 2208
Oakland, CA 94612

Telephone: (510) 622-4970

Website: <http://abc.ca.gov/>

California Department of Tax and Fee Administration

Location: 1515 Clay Street, Suite 303
Oakland, CA 94612

Telephone: (510) 622-4100

Website: <https://www.cdtfa.ca.gov>

Department of Consumer Affairs

Telephone: (800) 952-5210

Website: <http://www.dca.ca.gov>

Economic Development Alliance for Business (EDAB)

Location: 1221 Oak Street, Suite 555
Oakland, CA 94612

Telephone: (510) 272-3885

Website: <http://www.edab.org>

Employment Development Department (EDD)

Location: 7677 Oakport Street, Suite 400
Oakland, CA 94621

Telephone: (510) 877-4850

Website: <http://www.edd.ca.gov>

Franchise Tax Board – (State Income Tax)

Location: 1515 Clay Street, Suite 305
Oakland, CA 94612-1445

Telephone: (800) 852-5711

Website: <https://www.ftb.ca.gov>

Internal Revenue Service – (FEIN, Income Tax)

Telephone: (800) 829-4933

Website: <http://www.irs.gov/businesses>

Pleasanton Chamber of Commerce

Location: 777 Peters Avenue

Pleasanton, CA 94566
Telephone: (925) 846-5858
Website: <http://www.pleasanton.org>

Pleasanton Downtown Association

Location: 333 Division Street
Pleasanton, CA 94566
Telephone: (925) 484-2199
Website: <http://pleasantondowntown.net>

Pleasanton Garbage Service, Inc.

Location: 3110 Busch Road
Pleasanton, CA 94566
Telephone: (925) 846-2042
Website: <http://pleasantongarbageservice.com>

S.C.O.R.E.

The Service Corps of Retired Executives, sponsored by the United State Small Business Administration, is comprised of retired businesspeople who were successful in management or ownership of business. Free consulting services are available.
Contact the Pleasanton Chamber of Commerce.

Location: 777 Peters Avenue
Pleasanton, CA 94566
Telephone: (925) 846-5858

Secretary of State of California

Location: 1500 11th Street, Sacramento, California 95814
Telephone: (916) 653-6814
Website: <http://www.sos.ca.gov>

Social Security Tax

Location: 24301 Southland Drive, Suite 500
Hayward, CA 94545
Telephone: (800) 772-1213
Website: www.ssa.gov

Tri-Valley ACCESS One-Stop Career Center

Provides a variety of employment services and resources to individuals and businesses through the centers in Alameda County.

Location: 5020 Franklin Drive
Pleasanton, CA 94588
Telephone: (925) 485-5262

Tri-Valley Convention & Visitors Bureau

Assists meeting, event, and social planners in bringing meetings and group events to the Tri-Valley area.

Location: 5075 Hopyard Road, Suite 240
Pleasanton, CA 94588
Telephone: (925) 846-8910