



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. Included are:

- ❖ 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**

Contact the Planning Department to verify that the business is permitted 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. Some City zoning permits require approval of a conditional use permit from the Planning Commission prior to operation, which may take up to two months to obtain. It is recommended that your lease contract be contingent upon approval of such permits; there is no guarantee that the use permit will be approved.

The **Planning Department** is located at 200 Old Bernal Avenue.
Monday, 8:00 am to 9:00 am and 11:30 am to 4:30 pm
Tuesday thru Friday, 8:00 am to 4:30 pm
Telephone: (925) 931-5600
pod@cityofpleasantonca.gov

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

The Police Department is located at 4833 Bernal Avenue.
Monday thru Friday 8:00 am to 5:00 pm
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.

The Building Department is located at 200 Old Bernal Avenue.
Monday thru Friday 8:00 am to 4:30 pm
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.

The **Business License Division** is located at 200 Old Bernal Avenue.
Monday thru Friday 8:00 am to 4:30 pm
Telephone: (925) 931-5440
BL@cityofpleasantonca.gov

□ **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.

□ **Commendable Commutes (Optional)**

Employers with 75 or more employees are invited to enroll in Commendable Commutes. Commendable Commutes is the City's voluntary employer trip reduction program created by the Transportation Systems Management (TSM) Ordinance. Commendable Commutes offers FREE service and incentives to enrolled employers and their employees. The purpose of the Program is to reduce the total number of vehicle trips and to encourage employees to use commute alternatives to/from work instead of driving alone. Examples of incentives include Guaranteed Ride Home and free BART and WHEELS tickets to encourage transit use.

BUSINESS RESOURCES

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

The proposed name for your business must be registered with the County of Alameda, Department of Fictitious Names. Forms and information may be obtained from:

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

Businesses involving food products may need a permit from the Alameda County Bureau of Environmental Health Services.

Location: 1131 Harbor Bay Parkway
 Alameda, CA 94502

Telephone: (510) 567-6700

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

Alcoholic Beverage Control

If you intend to sell alcoholic beverages, you must contact the Department of Alcoholic Beverage Control.

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

Telephone: (510) 622-4970

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

Bay Area World Trade Center

Helps small and medium sized businesses enter or expand their presence in the export markets.

Location: 530 Water Street, Suite 740
 Oakland, CA 94607

Telephone: (510) 251-5900

Website: <http://www.bawtc.com>

California Department of Tax and Fee Administration

A seller's permit will be issued to the business address for the purpose of collecting sales tax on sales and services. Contact the California Dept of Tax and Fee Administration

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

Telephone: (510) 622-4100

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

Corporation for Manufacturing Excellence (MANEX)

Helps manufacturers increase their global competitiveness by improving productivity and quality, increasing profitability and providing workforce training.

Location: 2633 Camino Ramon, Suite 325
San Ramon, CA 94583
Telephone: (925) 807-5100

Department of Consumer Affairs

If you are a retail or service business you may be required to register with the Department of Consumer Affairs.

Telephone: (800) 952-5210
Website: <http://www.dca.ca.gov>

Economic Development Alliance for Business (EDAB)

Facilitates business-to-business networking and partnerships in the East Bay, attracts new businesses, investments and jobs, and administers the Industrial Development Bond Program which targets small and medium-sized companies.

Location: 1221 Oak Street, Suite 555
Oakland, CA 94612
Telephone: (510) 272-3885
Website: <http://www.edab.org>

Employment Development Department (EDD)

Businesses with employees must withhold State income tax and disability insurance and are required to register with the EDD.

Location: 7677 Oakport Street, Suite 400
Oakland, CA 94621
Telephone: (510) 877-4850
Website: <http://www.edd.ca.gov>

Franchise Tax Board

Personal and business income tax returns for the State are administered by the Franchise Tax Board.

Location: 1515 Clay Street, Suite 305
Oakland, CA 94612-1445
Telephone: (800) 852-5711
Website: <https://www.ftb.ca.gov>

Internal Revenue Service

Contact the IRS to obtain your Federal Employer Identification Number (FEIN).

Telephone: (800) 829-4933
Website: <http://www.irs.gov/businesses>

Pleasanton Chamber of Commerce

The Pleasanton Chamber of Commerce takes a leadership roll in promoting economic vitality, influencing public policy and promoting the welfare of its members.

Location: 777 Peters Avenue
Pleasanton, CA 94566
Telephone: (925) 846-5858
Website: <http://www.pleasanton.org>

Pleasanton Downtown Association

Promotes Downtown Pleasanton, and fosters communication, education and prosperity for the businesses in the downtown district.

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

Pleasanton Garbage Service, Inc.

Contact the Pleasanton Garbage Service for information regarding refuse to pick up and transfer station/recycling services.

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

S.C.O.R.E.

The Service Corps of Retired Executives, sponsored by the United State Small Business Administration, is comprised of retired business people 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

Office of the Secretary of State of California – Business Entity Search and status, filing information as a Limited Partnership, LLC, or Corporation. Non-Profit Organization searches and filing information.

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

Workers Compensation

Contact the State Compensation Fund regarding the requirements of Workers Compensation Insurance.

Location: 5880 Owens Drive
Pleasanton, CA 94588
Telephone: (925) 523-5100

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| <p style="text-align: center;">IMPORTANT TELEPHONE NUMBERS</p> |
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| Alcohol and Beverage Control | (510) 622-4970 |
| California Department of Tax and Fee Administration (sales tax) | (510) 622-4100 |
| California State Franchise Tax Board (income) | (800) 852-5711 |
| California State Compensation Fund | (925) 523-5100 |
| Chamber of Commerce | (925) 846-5858 |
| City of Pleasanton | |
| Building Department | (925) 931-5300 |
| Business License Division | (925) 931-5440 |
| Livermore/Pleasanton Fire Department | (925) 454-2361 |
| Planning Department | (925) 931-5600 |
| Police Department (non-emergency number) | (925) 931-5100 |
| County of Alameda | |
| Fictitious Business Name Filing | (510) 272-6362 |
| | Dial "0" for Assistance |
| Health Department | (510) 567-6700 |
| Las Positas College | (925) 373-5800 |
| Pleasanton Downtown Association | (925) 424-1000 |
| S.C.O.R.E. | (925) 846-5858 |
| Social Security | (800) 772-1213 |