

PLEASANTON PLAYBOOK

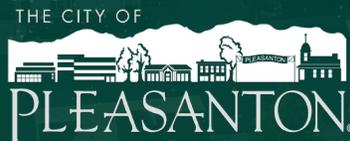
A Quick Guide to Opening
a Business in Pleasanton

Everything you need to navigate the City's process,
from business idea to opening day.

Start Here to Kickoff Your Project:



www.CityofPleasantonca.gov



 @inpleasanton

STEP 1: BUILD YOUR GAME PLAN

Considering opening a business in Pleasanton? Connecting with the City early helps ensure a smoother approval process and successful opening.

FIND THE RIGHT LOCATION:

Before choosing a site for your business, confirm the location is properly zoned for your proposed use. The City's zoning regulations determine which types of businesses can operate in different areas of Pleasanton.

City staff can help confirm:

- Whether your business is allowed at a particular location
- Any additional approvals that may be required
- Parking requirements for your business type

PLAN YOUR PROJECT:

Before contacting the City, think through a few basic questions about your business and space. Having the following information ready will help City staff guide you through the process more efficiently.

- What type of business are you opening?
- Where do you plan to locate?
- What services will you provide?
- Will construction or remodeling be needed?
- What business previously operated at the location (if known)?
- What, if any, accessibility features are currently in place?

DESIGN YOUR PLAYS:

If your project includes tenant improvements, exterior changes, or new construction, hiring a licensed architect, engineer, or design professional can help move your project forward more efficiently. Clear, complete plans reduce revisions and can speed up permit review and inspections.

DO YOUR RESEARCH:

Review key City standards early—especially if your project includes exterior changes or is located in Downtown Pleasanton. Helpful resources include the Pleasanton Municipal Code, Design Guidelines, and Zoning Standards.

Explore local real estate listings!



View the City's Interactive Zoning Map.



Contact the City before signing a lease or purchasing a location

to confirm zoning and permit requirements. This simple step can save significant time and cost later in the process.

PLAYBOOK TERMS

Helpful planning terms you may encounter during the process of starting and opening a business in Pleasanton:

- **Zoning** - Determines what types of businesses can operate at a location.
- **Conditional Use Permit (CUP)** - Required when a business type needs additional review to ensure it fits well with the surrounding uses.
- **General Plan** - The City's long-term vision for land use and development.
- **Pleasanton Municipal Code** - The regulations that guide development and business operations in the City.

STEP 2: PUT YOUR PLAN IN MOTION

Once you have a business concept and potential location, connect with the City to begin the approval process. Most businesses move through a similar review process before opening.

WHAT TYPE OF PROJECT ARE YOU PLANNING?

Your approval process will depend on the type of business and the proposed improvements.

SAME USE IN EXISTING SPACE

Example:

Retail replacing retail,
restaurant replacing restaurant

Typical Steps: Zoning Confirmation,
Minor Permits (if needed), and
Business License

NEW USE IN EXISTING SPACE

Example:

Retail converting to a restaurant,
office converting to a salon

Typical Steps: Zoning Review,
Building Permits, and Inspections

NEW CONSTRUCTION OR MAJOR REMODEL

Example:

Ground-up development, major
expansion, tear-down, and rebuild

Typical Steps: Planning Approvals,
Design Review, Planning
Commission/Council Review, Permits

THE APPROVAL PROCESS

While every project is unique, most businesses move through the following steps when opening in Pleasanton.

CONFIRM ZONING AND LAND USE: The Planning Division verifies your business is allowed at the proposed location and identifies any approvals that may be required. A Zoning Compliance Review Application is required for all businesses. This application confirms your proposed business complies with the City's zoning regulations. It is required before establishing a business, relocating a business, or making tenant improvements.

POSSIBLE APPROVALS

- Zoning Compliance Review
- Conditional Use Permit
- Design Review Permit

SUBMIT PLANS: If your business requires construction or tenant improvements, building permits will be required. Construction plans must be reviewed and approved before work begins. Common improvements include: electrical, plumbing, or mechanical upgrades, interior remodeling or wall changes, ADA accessibility improvements, and exterior building modifications.

- Building Permits
- Electrical/Mechanical/Plumbing Permits
- Tenant Improvements

REVIEW & PERMITS: Some projects require additional approvals, such as utility meters, backflow devices, fire sprinklers, encroachment permits, design review, or sign permits. This may require reaching out to your local gas and electricity provider.

- Sign Permit
- Encroachment Permit
- Utility Meters/Backflow Device

FINAL APPROVALS: Before opening, the City will confirm that all permits, inspections, and licenses are complete and that all fees have been paid.

- Final Inspections
- Certificate of Occupancy
- Business License



All businesses operating in Pleasanton must obtain a Business License. Once zoning has been confirmed, **begin this application process as early as possible.**

STEP 3: GET THE GREEN LIGHT

Before opening your doors, the City will confirm that all required permits, inspections, and approvals are complete.

OPENING DAY CHECKLIST



- Zoning Approval Confirmed
- Construction Completed
- Inspections Passed
- All Required Fees Paid
- Business Licensed Received
- Certificate of Occupancy Issued

TEAM PLEASANTON:

Your City Team is here to help guide you through the process.



Economic Development Division – Provides one-on-one support and helps businesses navigate City processes. econdev@cityofpleasantonca.gov

Planning Division – Reviews zoning, land use, and development proposals. pod@cityofpleasantonca.gov

Building & Safety Division – Issues construction permits and conducts inspections. buildingdivision@cityofpleasantonca.gov

Engineering Division – Manages infrastructure improvements and right-of-way permits. eod@cityofpleasantonca.gov

Business License Division – Issues business licenses for all businesses in the City. bl@cityofpleasantonca.gov

Fire Department – Issues fire sprinkler and fire alarm permits and conducts inspections. info@lpfire.org



BONUS PLAYS: OTHER AGENCIES TO CONTACT

Depending on the type of business you are opening, additional permits or registrations may be required from state or county agencies. Common examples include:

- Alameda County Clerk – Fictitious Business Name registration
- California Department of Alcoholic Beverage Control (ABC) – Alcohol licenses
- Alameda County Environmental Health – Food facility permits
- California Department of Tax and Fee Administration – Seller's Permit
- Internal Revenue Service (IRS) – Employer Identification Number (EIN)
- California Secretary of State – Business entity registration
- California Department of Industrial Relations – Labor compliance
- California Employment Development Department (EDD) – Employer payroll taxes
- Pacific Gas & Electric (PG&E) – Electric and Gas Services



PRO TIP

Let the community know you're opening!

The City's Economic Development Division and the Pleasanton Chamber of Commerce can help share the news about your business.

ADDITIONAL CITY RESOURCES



Pleasanton Permit Portal



Business License & Zoning Compliance



Business Resources



Master Fee Schedule



Check out the projects currently underway in the City

