



PLEASANTON THE RIGHT ADDRESS *for the* CENTURY 21ST





We want your business in Pleasanton

Strategically located at the junction of Interstates 580 and 680 and State Route 84, Pleasanton is proximate to the major business markets of Silicon Valley, San Francisco, and the Central Valley. The city is home to more than 4,000 companies that include Fortune 500 members and innovative small businesses that are gaining recognition.

Pleasanton has all the necessary infrastructure to suit contemporary business needs. Through public and private infrastructure investment, including telecommunications and cable systems, utilities, transportation networks, and public safety facilities, a proven and high-quality foundation has been established for business growth. And Pleasanton's accessibility to the Greater Bay Area means a high quality labor supply is readily available.

Pleasanton's small town ambiance is accented with a metropolitan edge that is reflected in its highly educated population and workforce. As evidenced by its recent inclusion on the 2010 list of *Money Magazine's* 100 Best Places to Live.

Pleasanton offers residents and businesses a long list of amenities that are hard to compete with. Excellent schools, 1,200 acres of groomed parks and open space, two BART stations, a premiere cultural arts center in the downtown shopping and dining center, and a central location within the Bay Area all make Pleasanton a compelling destination to work and live.

The City provides a range of business support services to help you succeed; from application to completion, we offer programs to assist and work with you to get your business open.

These are just a few among the many reasons Pleasanton is the right address for the 21st century.



"Hacienda and Pleasanton are places that businesses can grow and flourish. The historic investment in a first class built environment means that businesses locating within the park and the community are provided with all of the resources they need to succeed."

James Paxson
General Manager
Hacienda Business Park
Owners Association



We're ready to help

Ombudsman

Every city business is important and contributes to the richness and diversity of our economic environment. Because we want all businesses to achieve success, the City of Pleasanton's Economic Development Department staff are available to answer questions, troubleshoot potential challenges, and guide businesses to the appropriate staff and resources.

As well, the City works closely with several organizations to support the needs of its commercial enterprises with more than 52,000 employees in Pleasanton's thriving business community.

Hacienda is the largest development of its kind in Northern California with 10 million square feet of existing, mixed-use space occupied by more than 475 companies representing small businesses to regional centers, large corporate campuses and company headquarters. The 850-acre park offers versatile space and fully wired infrastructure.

Downtown Pleasanton's Historic District of retail and commercial properties is a certified California Main Street. The Pleasanton Downtown Association manages the business improvement assessment district to support the 575 business located within the core commercial area and assists the City in developing and promoting a vibrant downtown community.

The Pleasanton Chamber of Commerce represents its membership of small and large companies, advocating for business and promoting economic opportunity. With more than 800 active members, the Pleasanton Chamber of Commerce is a strong partner with the City.

Located in Pleasanton, the **Tri-Valley Convention & Visitors Bureau** promotes each of the five Tri-Valley cities in its efforts to attract tourism to the area and to our businesses. With a growing wine region, abundant recreational activities, venues for the cultural arts and an array of shopping and dining experiences, the CVB works with the local hospitality industry to expand business opportunities.

Contact

City of Pleasanton
Economic Development Department
(925) 931-5038
www.ci.pleasanton.ca.us/business/development

**Pleasanton Chamber
of Commerce**
(925) 846-5858
www.pleasanton.org

Pleasanton Downtown Association
(925) 484-2199
www.pleasantondowntown.net

**Tri-Valley Convention
& Visitors Bureau**
(925) 846-8910
www.trivalleycvb.com

**Hacienda Business Park
Owners Association**
(925) 734-6500
www.hacienda.org



We value your time

Because establishing a business can vary in complexity and need, planning is key to getting a business up and running. The business approval process begins at Pleasanton's one-stop Permit Center where the City's Planning, Building, and Engineering functions are located. While all businesses have specific elements that make them unique, most will follow this general process:

Zoning Approval

Based on the location of operation, a business will be determined as a permitted or conditional use (or on rare occasions not permitted), based on the City's zoning code and/or a designated Planned Unit Development (PUD). A permitted use business will receive zoning approval and can obtain a business license and prepare for opening. Businesses designated as a conditional use may require additional review and approval from the Community Development Director or the Planning Commission.

Development Review

Some projects require the submittal of additional information, particularly if the business is a conditional use, involves new construction, or proposes significant exterior changes or additions to a building. Specialized information guides for different types of submittals, along with the standard Application for Development Review, are available on the City's website at www.ci.pleasanton.ca.us/business/planning/application-for-development-review.html

Businesses located within the Hacienda Business Park Owners Association and the Pleasanton Downtown Association districts are subject to approval by those respective organizations.

Plan Check Review

For tenant improvements or new construction, review of plans is performed by City Building Division staff or by plan check professionals depending on the timing and scope of the submittal.

As well, many commercial locations throughout the city have sign criteria regulating size, materials and placement. All signage review is provided by the Planning Division as part of the project review process.

Upon plan approval, a business is almost ready to receive a building permit. Building Division staff will calculate the fees associated with the project, and, upon payment of those fees, a building permit will be issued and the work can begin.



"As the area's premier shopping destination, Stoneridge Shopping Center is an ever-evolving hub for Pleasanton's shoppers, retailers, and members of the community looking for a place to spend a fun afternoon. With more than 1.3 million square feet of retail space and 160 stores, the center has been able to thrive because of the relationship with city officials who are pro-business. We absolutely recommend bringing your business to Pleasanton."

*Carrie Williams
Director of Marketing and
Business Development
Stoneridge Shopping Center*



We guide you



Contact

**City of Pleasanton
Permit Center**
200 Old Bernal Avenue
(925) 931-5600

**City of Pleasanton
Business License Division**
(925) 931-5440

For information about the Design Review Process
www.ci.pleasanton.ca.us/pdf/plan-designreview.pdf

For information about Sign Design Review
www.ci.pleasanton.ca.us/pdf/plan-signdesignreview.pdf

For information about the Development Review Process
www.ci.pleasanton.ca.us/business/planning/application-development-review.html

As you prepare to open the doors of your business in Pleasanton, we've made getting a business license easy. Based on gross receipts, the annual fee is a minimum of \$25 and grows as the revenues from a company grow. To obtain a business license, visit the Permit Center or find the application at www.ci.pleasanton.ca.us/business/license/



We offer assistance

Starting or expanding a business takes time and money, so the City has developed a variety of assistance programs to help.

Expedited Processing

An expedited plan check review process option is available to businesses interested in paying a premium for faster review by professionals with whom we partner. This program is arranged through the Building Division concurrently with submittal for Plan Check Review. To discuss if this is needed for your business, contact the City's Building Division staff at (925) 931-5300.

Phased Permitting

A phased permitting program allows permits to be obtained, and the associated fees paid, during incremental benchmarks of a construction project such as grading, undergrounding of utilities, and the start of site improvements. By paying as the work gets done, businesses can manage their project costs. To determine if this program meets your specifications, please contact the City's Building Division.

Sewer Connection Fee Financing

Sewer connection fees can comprise a significant cost in establishing or growing a business. Several programs are available to alleviate this up-front expense.

The City of Pleasanton can assist businesses with the cost of purchasing sewer capacity allocation by deferring payment of 25% of the regional sewer connection fees for up to five years. This program is coordinated through the Economic Development Department.

The City also offers a program to finance up to 80% of sewer connection fees for up to seven years for restaurants (excluding drive-ins and take-out food establishments) locating in Pleasanton. This program is coordinated through the Economic Development Department.

Dublin San Ramon Services District (DSRSD), the regional water service agency, offers businesses locating in Pleasanton an alternative financing program for regional sewer connection fees between \$25,000 and \$100,000. Business requests are approved by the City's Economic Development department and payment arrangements are coordinated through the Building and Finance departments at the time a building permit is issued.

For more information on these programs, contact the Economic Development Department at (925) 931-5040.



"It truly is a blessing doing business in Pleasanton. Prior to our opening, I had been told by several sources how difficult it would be dealing with city bureaucracies. I have no idea what these people were talking about. Every person I have met who works for the city has been extremely friendly, knowledgeable, and accommodating. I have never once walked away from a city employee feeling dissatisfied."

*Edward "Eddie" Westmoreland
President
Eddie Papa's Restaurants Inc.*



We lend support

Downtown Design Assistance Loan Program

The City's Downtown Design Assistance Loan Program provides an attractive loan program to help finance improvements to commercial properties in the core downtown district. The funds may be used for general activities such as technical design assistance, construction work for minor façade renovations and storefront remodels, installation of upgraded business signage, improvements related to historic preservation, and implementation of improvements necessitated by unreinforced masonry building renovations up to \$10,000 for five years. The program is coordinated through the Economic Development Department.

Downtown Parking Allowance

To assist new businesses locating in the City's central commercial district, downtown business owners are allowed to change the use of a tenant space (provided the use is permitted in the downtown district) without being required to provide additional on-site, or pay for future, parking. This program is implemented as part of the project review process by the Planning Division.

Sidewalk Café Permitting

The City encourages restaurants to have outdoor dining and charges a nominal encroachment fee for use of outdoor space on City property. This program is implemented as part of the project review process of the Planning Division.

Commendable Commutes

The City of Pleasanton advocates the use of commute alternatives and the use of public transportation to help reduce traffic in our community. Commendable Commutes is a partnership between the City of Pleasanton and local employers with 75 or more employees to help reduce peak hour traffic and air pollution through the promotion of transportation alternatives. Services include a city-wide Guaranteed Ride Home Program, on-site transportation information visits, Try Transit Program, marketing materials, networking opportunities, local and regional transportation updates, citywide recognition and participation in a bi-annual transportation survey. This program is coordinated by the Economic Development Department.

These are just a few among the many reasons Pleasanton is the right address for the 21st century. We look forward to having your business in Pleasanton.

Contact

Building Division

200 Old Bernal Avenue
(925) 931-5300

Economic Development Department

200 Old Bernal Avenue
(925) 931-5038

Finance Department

123 Main Street
(925) 931-5400

Planning Division

200 Old Bernal Avenue
(925) 931-5600