



200 Old Bernal Avenue  
P.O. Box 520  
Pleasanton, CA 94566-0802

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## **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
- ❖ Business resources to assist you in establishing and operating your business
- ❖ Tenant Improvements Information
- ❖ Business License Requirements
- ❖ 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.

The hours of operation are:

Monday, 8:00 a.m. to 9:00 a.m. and 11:30 a.m. to 5:00 p.m.

Tuesday through Friday, 8:00 a.m. to 5:00 p.m.

Telephone: (925) 931-5600

Fax: (925) 931-5483

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.

The office hours of operation are 8:00 a.m. to 5:00 p.m., Monday through Friday.

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.

The hours of operation are 8:00 a.m. to 5:00 p.m., Monday through Friday.

Telephone: (925) 931-5300

Fax: (925) 931-5478

□ **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.  
The hours of operation are 8:00 a.m. to 5:00 p.m., Monday through Friday.  
Telephone: (925) 931-5440

□ **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**

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

**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>

**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 Fictitious Names**

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  
1106 Madison Street  
Oakland, CA 94607  
Telephone: (510) 272-6362

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

### **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>

### **Health Department**

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>

### **Internal Revenue Service**

Contact the IRS to obtain your Federal Employer Identification Number (FEIN). The IRS offers many services to new businesses.

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

### **Pleasanton Downtown Association**

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

Location: 4725 First Street, Suite 200  
Pleasanton, CA 94566  
Telephone: (925) 484-2199

### **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

### **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 available in the areas of finance, accounting, record keeping, business management, taxes marketing, sales promotion and advertising. Contact the Pleasanton Chamber of Commerce.

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

### **Social Security Tax**

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

### **State Board of Equalization**

The sale of products or services may require the collection of sales tax. Contact the State Board of Equalization.

Location: 1515 Clay Street, Suite 303  
Oakland, CA 94612  
Telephone: (510) 622-4100

**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

**IMPORTANT TELEPHONE  
NUMBERS**

Alcohol and Beverage Control	(510) 622-4970
California State Board of Equalization (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 Names	(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