

Starter Checklist



Application for Zoning Approval

This form needs to be approved by a City Planner. The Planner will approve permitted uses and Home Occupations over the counter; businesses which are conditional uses will need to apply for a conditional use permit. Contact a Planner prior to signing any leases or closing of escrow to ensure that the prospective business is either permitted or conditionally permitted for that location.

Business License Application

After zoning approval is obtained, the business license application will be processed by the Business License Department. Basic information about the business will need to be provided, including the estimated annual earnings for tax / fee purposes.

New Business Packet

This packet contains both the Zoning Approval form and the Business License application. The packet also contains other information on resources, programs and contacts that every new business should familiarize themselves with.

Police Permit Packet

This packet contains information necessary for special businesses to obtain a permit from the Police Department.

Still have Questions?



The City of Pleasanton is committed to helping you achieve your entrepreneurial goals. If you have any questions about the information in this brochure or where you can obtain a New Business packet, please call any of the following numbers.

Darlyne Demeduk,

Business License Coordinator

925-931-5440

Pamela Ott,

Economic Development Manager

925-931-5040

Public Information Planner

925-931-5600

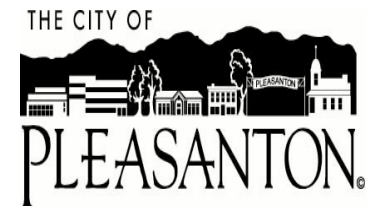
For Police permit questions, please call the following number.

Police Department

925-931-5100

Printed by the Planning Division

Get the buzz on starting a new business in Pleasanton



Business License Department

Tel: 925-931-5440



Who needs a Business License?

The City of Pleasanton requires business licenses for anyone who is conducting business or has an establishment within the city limits. Even if your establishment is located in another city, but you are doing business within this city (i.e. construction work, mobile services, consulting, real estate sales, etc.) you need to obtain a business license to conduct that business within the city limits.

Q: Do not-for-profit companies need to obtain a business license from the city?



A: Yes, even not-for-profit companies need to obtain a business license from the city.

Q: Do home businesses and side jobs, like mowing lawns or washing cars, need a business license?

A: Yes, operating a business out of your home (Home Occupation) or operating a side business requires the service provider to have a business license. There are limitations for operating a business out of your home. The limitations are to ensure that the surrounding residences are not impacted by the daily activities of the Home Occupation.

Q: Are there other approvals or licenses required when applying for a business license?

A: Yes, special professions such as Taxi Cab drivers and Massage Technicians are required to obtain a Police Department permit. All businesses are required to get zoning approval from the Planning Division. Some businesses require conditional use permits, while others are not allowed at specific locations.

What is the process ?

A typical business license process requires three steps: 1) Fill out the appropriate forms (Business License application and a Home Occupation or Zoning Approval application), 2) Get zoning approval from the Planning Division, and 3) Get a business license from the Business License Department.

A special business license (as defined below) process requires the applicant to get Police clearance in addition to the above requirements.

When converting an existing business or establishing a new use outside of the downtown district you will need to provide the Planning Division with a site plan, square-footage information, and parking space counts.

Who needs Police Department clearance before getting a business license?

Due to the nature of certain professions, special businesses such as Taxi Cab drivers and Massage Technicians are required to obtain clearance from the Police Department. The Police Department monitors these select workforces in order to maintain public health and safety.



When do you start the process?

Zoning Approval and a business license need be obtained prior to the start of business. The Planning Division should be contacted prior to entering into any leases or contractual agreements on business locations or services. Once a site has been identified, contacting the Planning Division with the specific address and business operation information will enable a planner to

assist you in determining if the desired location is zoned to allow your business and if additional permits will be required.

How long does it take to get a business license?

The Business License Department can issue a license over the counter as long as all the necessary approvals and permits have been granted by the appropriate departments (i.e. The Planning Division and the Police Department).



The Planning Division typically can issue zoning approvals over the counter as well.

However, some business types and locations may affect the processing timeline.

The Police Department processes their permits in approximately 8 weeks*. The background screening is done by an outside company that is under contract with the city.

How much does a business license cost?

The Planning Division does not charge for the zoning approval if the business is a permitted use in the specified zone. There is a fee to apply for a Conditional Use permit**.

The business license tax is based on a scale which is found on the business license application. The Police permit fees depend on type of business and level of background check.

Please contact the appropriate department to find out the current fees for permits and licenses.

* Processing time is dependent on finger printing delays.

** Conditional Use permits requires an Application for Development Review to also be filed.