

Starting a Business in San Bruno

567 El Camino Real
San Bruno, CA 94066

www.sanbruno.ca.gov

Welcome to the City of San Bruno

Starting a new business is an exciting yet complex venture. The City of San Bruno would like to assist you through this process. Each business need is different and not all processes will apply to everyone. Establishing the business may require a number of reviews, completed forms and approvals from not only the City, but from other governmental agencies including the County, State and Federal governments.

This booklet is designed to provide you with a guide to follow when starting a business in San Bruno. You and your business are important to us. If you have any questions, we encourage you to give us a call or reference the City's website.

www.sanbruno.ca.gov.

Community Development Department
Planning Division & Building Division
Phone: 650-616-7074
Planning@sanbruno.ca.gov

Business License (Finance) Department
Phone: 650-616-7083

We wish you much success in your business venture!

- The City of San Bruno



Contents:

<i>Starting a New Business—First Steps</i>	2-3
<i>Sign Permit, including Awnings</i>	4
<i>Architectural Review</i>	4
<i>Planning Commission approval</i>	4
<i>Building Permit</i>	5
<i>General Check-List</i>	6
<i>List of Contacts</i>	7

First Steps:

Step 1

Contact the **Planning Division at 650-616-7074**. This is an important step *before* signing a lease. The Planning Division will review your proposal to ensure you are in the correct location and have the right amount of parking. The City is organized into different zoning districts that allow different commercial uses. If your business is not allowed at one location, the Planning Department may be able to recommend an alternate location to operate.

When you call the Planning Division, please have the following information available:

- Site address of where you would like to operate your business
- Size of business in terms of square feet
- Number of on-site parking spaces
- General description of business activity, including hours of operation and number of employees
- Identify if new signage will be proposed (If so, a Sign Permit will be required. See page # 4)
- Identify if any changes will be made to the exterior of the building. If so, an Architectural Review Permit may be required. (See page #4).
- Identify interior alterations. (A Building Permit may be required)

Once the Planning Division has preliminarily approved your new business, you may proceed to Step 2. However, the Planning Division may determine that your business requires Planning Commission approval. In this instance, you must then apply for approval from the Planning Commission. (For additional information on this process, see page #4).

Please do not sign a lease until the Planning Division has given you preliminary approval.

Step 2

Register your business with the **County of San Mateo**. Businesses that have a **fictitious business name** are required to obtain clearance through the County of San Mateo, *except*; if the business name contains your first and last name. There is a fee for filing a fictitious business name and within 30-days of filing, you will need to publish a legal notice of your business name in any local paper of general circulation in San Mateo County—once per week for four consecutive weeks.

County Clerk's Office
555 County Center
Redwood City, CA 94063
650-363-4712
www.smcare.org/clerk/fictitious/default.asp

Step 3

Contact the **Internal Revenue Service (IRS)** to file for a **Federal Tax Identification number**. If you are a sole proprietor, you may either file for a Federal Tax Identification number or use your social security number.

www.irs.gov

Step 4

If your business sells merchandise, you must obtain a **Seller's Permit** from the **California State Board of Equalization**. (If your business only provides services—you do not need a seller's permit.) Seller's permits are available to download and print in the "Forms and Publications" section of the State's website (www.boe.ca.gov/formspubs/popular.htm). You may also register online, in person, by fax or by mail.

California State Board of Equalization
www.boe.ca.gov
1-800-400-7115

Local office: 121 Spear Street, Suite 460, San Francisco, CA 94105

Step 5

Apply for a business license in person at the **Finance Department** counter (*once the Planning Division has provided preliminary approval*). Please note that the property owner's signature is required on the business license application. Contact the Finance Department at 650-616-7083 with any questions.

There are three different types of business license applications:

In Town Business: A business that is conducted on a commercial property in San Bruno.

Home-Based Business: A business that is conducted on residential property in San Bruno.

Out of Town Business: A business that has contractors conducting work within San Bruno—but the company is located out of town. (Contractors must provide valid license number)

Step 6

Apply for a **Business Compliance permit** in person at the **Community Development Department** counter. When establishing a new in-town business in San Bruno, Building Department inspection is required. Contact the **Building Division** at 650-616-7074 with any questions. The inspector will check for basic safety requirements and may require you to make corrections.

Note: This step must be completed before the Finance Department can finalize your application. Your business license will not be issued until the inspection is passed.

Sign Permit (Including Awnings)

A sign permit is required for any new sign or any modification to an existing sign. The City of San Bruno regulates the size, location and appearance of signs in its commercial and industrial areas. Home based businesses may not apply for a Sign Permit, because signs are prohibited in residential areas. Review and regulation is necessary to achieve a safe, aesthetic and equitable design of signs throughout the community.

The following will be required for sign review:

- Building elevation with the proposed sign in color. Include dimensions of the building and sign. Also, include the location and size of the address numbers.
- Construction drawings (method of attachment and lighting detail).
- Photos of the existing site/building
- Provide a site plan (for awnings).

Once your sign permit is approved, you will need to obtain a Building Permit prior to installation.

For more information, contact the Planning Division at 650-616-7074

Architectural Review

Architectural Review is required for the construction of a new commercial building and alterations to existing commercial buildings that are visible from the street. Please note this process takes at least 4 weeks.

For submittal requirements, visit the City's website at www.sanbruno.ca.gov and select the Planning Commission application in the Community Development section.

To determine if your project will require Architectural Review, or if you have any questions, contact the Planning Division at 650-616-7074.

Planning Commission Approval

If the Planning Department determines your business requires a Conditional Use Permit or a Parking Exception, further review and approval is required by the Planning Commission. To apply for a Conditional Use Permit or Parking Exception, you will typically be required to submit a site plan, floor plan and elevations (if changes to the exterior of the building are proposed). It is also important to prepare an operational statement that includes specific details on how your business will operate (number of employees, hours of operation, etc.). Once you submit your complete application, Planning Staff will circulate your plans and operational statement to City departments for review and comments. The Planning Division will then prepare a staff report with a recommendation for approval/denial and conditions of approval for review by the Planning Commission. Please note, this process typically takes at least 2 months.

Contact the Planning Division at 650-616-7074 with any questions or for additional information.

Building Permit

A building permit is required for the construction of any building or structure, including additions to existing buildings, alterations, repairs, demolition and improvements. Interior improvements that include partition walls, plumbing or electrical work also require a building permit. Significant improvements to commercial buildings will also require upgrades to meet current accessible standards under the Americans with Disabilities Act. Plans must be prepared by a Licensed Architect for all commercial projects.

Typical turnaround time for building permit plan review is 2-3 weeks for the first plan check and 1-2 weeks for the second round of comments.

Please contact the Building Division at 650-616-7074 if you are unsure whether your specific project will require a building permit.

For a building permit application, please visit the following link;
http://www.sanbruno.ca.gov/comdev_bldginspectio.html and select the Building Permit Application form.

Business Compliance Permit

A Business Compliance permit is required prior to obtaining a business license and prior to opening your business. The Business Compliance inspection is performed by the City's building inspector after your furnishings and business equipment have been installed. The inspector will check for basic safety requirements under the building and fire codes and may require you to make corrections.

Please contact the Building Division at 650-616-7074 if you have any questions and to schedule an inspection.

For a business compliance permit application, please visit the following link;
http://www.sanbruno.ca.gov/comdev_bldginspectio.html and select the Business Compliance Application form.

Starting a New Business, General Check-List

The following lists contain general topics that everyone should review when starting a business. The list is courtesy of SCORE, the US Small Business Administration's Service Corps of Retired Executives. More information is available at: www.score.org

Things to Do in Starting a Business:

1. Contact Planning Department
2. Register your business with the County of San Mateo and file a fictitious name statement
3. Contact the Internal Revenue Service (IRS) to file for a Federal Tax Identification Number
4. Obtain a sellers permit from the State Board of Equalization
5. Submit a business license application with the City of San Bruno
6. Apply for a Business Compliance permit with the Building Division
7. Prepare a business plan and do market research
8. Talk with an Attorney and /or Accountant about legal business structure (sole proprietorship , partnership, corporation)
9. Prepare partnership agreement or articles of incorporate
10. Open a checking account
11. Talk with an accountant about bookkeeping systems
12. Set up bookkeeping systems
13. Research insurance needs
14. Draft contracts needed for customers/ private contractors
15. Develop brochure/logo
16. Develop rate structure
17. Print brochure, letterhead
18. Prepare training manual
19. Develop pay schedule
20. Develop billing procedures
21. File appropriate tax forms

Possible set-up costs:

1. Lawyer for partnership agreement, lease review
2. Filing fees—business license, permits, fictitious name
3. Design of logo or other graphics
4. Printing brochure, letterhead, flyers
5. Other printing (contracts, training manual, etc.)
6. Market research
7. Telephone, computers
8. Utilities
9. Rent or purchase of a building
10. Insurance
11. Advertising
12. Board of Equalization bond
13. Laundry and cleaning
14. File incorporation papers
15. Fixtures, equipment, vehicles
16. Office supplies
17. Books and publications
18. Chamber of Commerce membership
19. Association dues, convention expense

List of Contacts

City of San Bruno**567 El Camino Real, San Bruno, CA 94066**

Planning Division: 650-616-7074

Business License : 650-616-7083

Building Division: 650-616-7074

Fire Department 650-616-7096

www.sanbruno.ca.govplanning@sanbruno.ca.gov**County of San Mateo****555 County Center, Redwood City, CA 94063**

County Clerk 650-363-4712

Health Department 650-573-2582

www.smcare.org**California State Board of Equalization**

1-800-400-7115

121 Spear Street, Suite 460

San Francisco, CA 94105

Phone: 415-356-6600

Fax: 415-356-6115

www.boe.ca.gov**Internal Revenue Service**www.irs.gov**San Bruno Chamber of Commerce**

618 San Mateo Avenue, San Bruno, CA 94066

Phone: 650-588-0180

www.sanbrunochamber.com