



A Guide to Opening a Business in the City of Santa Monica

Welcome to the City of Santa Monica! We are pleased that you are considering Santa Monica for the location of your business or for investment in an already-existing enterprise. This information guide is intended as a summary of information you will need to know in order to operate a business in Santa Monica. This guide is provided as a public service and is not all-inclusive. If you have general questions about business opportunities, the business districts, locations and economic development programs, please contact:

City of Santa Monica's Economic Development Division at (310) 458-8906 or visit our website: www.smgov.net/business.

If you have questions about the Business License process, taxes and fees, please contact the Business & Revenue Operations Division at:

**City of Santa Monica
Business & Revenue Operations Division**
P.O. Box 2200
Santa Monica, California 90407-2200
Phone (310) 458-8745 Fax (310) 451-3283
E-mail business.license@smgov.net

Office hours:
8:00 a.m. to 5:00 p.m. Monday through Thursday 8:30 a.m. to 4:30 p.m. on alternate Fridays.

Further Information is also available at www.smgov.net/businesslicense

Please also see **"Steps to Opening a Business" Flowchart** (Appendix A).

BUSINESS LICENSE TAX INFORMATION

WHO NEEDS A BUSINESS LICENSE?

The City of Santa Monica Municipal Code requires all businesses operating or located in Santa Monica to register for a City of Santa Monica Business License. The business license tax coincides with the fiscal year (July 1st through June 30th). A separate Business License is required for each branch establishment or place of business, and for each business activity operated in Santa Monica. Business licenses are not transferable between owners; however, they may be transferred to a new location upon notification to the Business & Revenue Operations Division and approval by the City's Planning Division. For further information regarding the business license tax please contact the Business & Revenue Operations Division.

NEWLY ESTABLISHED BUSINESSES

The Business License Tax is paid in advance. Most businesses pay a tax for the current fiscal year (July through June) based on gross receipts. A few businesses pay a flat fee.

When a business license tax is to be paid based on gross receipts, the business pays the minimum tax when it begins operation. At renewal time, an additional tax is due based on actual gross receipts applicable to the first year of operation, less the minimum paid for the business license when the original license was obtained.

In addition, the business license tax for the license renewal is also due based upon the first year's actual gross receipts. Thereafter, each renewal will be based on gross receipts from the previous calendar year.

GROSS RECEIPTS REPORTING PERIOD

Gross receipts shall be determined based upon gross receipts for the calendar year preceding the license tax period for which the tax is due, EXCEPT that for licensees of newly established businesses that were not in operation during the preceding calendar year, the gross receipts from the date the business started in Santa Monica through June 30th.

DEFINITION OF GROSS RECEIPTS

Article VI, Section 6.04.010 SMMC (See Section 6.04.010 for detailed definition).

"Gross receipts is the total amount actually received or receivable from sales and/or the performance of any act or service for which a charge is made or credit allowed including the amount of any federal manufacturer's or importer's excise tax included in the price of property sold, without any deduction therefrom on account of the cost of the materials used, labor or serviceable costs, interest paid or payable, losses or any other expense whatsoever.

In connection with a person leasing, subleasing, or renting property, all amounts paid by a tenant or subtenant, including, but not limited to, income from laundry facilities, prepaid rent, rental of any furniture, equipment, fixtures, garage, or storage space, are included as gross receipts."

Excluded from gross receipts are:

- City and State taxes collected from purchasers as required by law.
- Refunds.
- Refundable deposits.
- Receipts paid by State Licensed general contractors

to subcontractors licensed by the City of Santa Monica, provided that a list of the names, addresses and amounts paid to each are provided to the Director of Finance.

- Bad debts, if reported as gross receipts on the previous license renewal.
- Receipts not taxable by virtue of provisions included in the Federal or State Constitution including sales of alcoholic beverages.

RENEWAL FILING

Renewals with full payment are due on July 1 of each year unless otherwise specified by the ordinance. A penalty equivalent to 20% of the tax due applies to all delinquent accounts unpaid after August 31 of each year with an additional penalty of 10% levied on the original license fee for each month or portion thereof that the payment remains outstanding. Total penalties, however, may not exceed 100% of the original tax payment due.

RENEWAL NOTICES

Once a business license has been issued, all necessary renewal statements will be mailed to the mailing address of record prior to the next tax period. If the business changes its address, they must immediately notify the Business License Office. If the business does not receive a renewal notice by June 15, please contact the Business & Revenue Operations Division. **IT IS THE RESPONSIBILITY OF THE BUSINESS OWNER TO ENSURE THAT THE LICENSE IS RENEWED AND TAX IS PAID EACH YEAR BY THE DUE DATE (July 1).**

DISPLAY OF THE BUSINESS LICENSE

All business licenses must be displayed at the fixed location of the business. For those businesses that do not have a fixed location, the responsible party must carry the business license with them at all times while conducting the business in Santa Monica.

TRANSFER OF A BUSINESS LICENSE

A business license is not transferrable from one owner to another. The new owner must apply for a business license in their name.

A business license may be transferred to a new location upon approval of the City's Planning Division. Upon notification to the Business & Revenue Operations Division that you have moved and are conducting your business at a new location in Santa Monica, and after compliance with other City rules and regulations, a Business License may be transferred to a new location in Santa Monica.

SMALL BUSINESS EXEMPTION

Businesses physically located in Santa Monica whose worldwide gross receipts do not exceed \$40,000 per year are exempt from payment of business license taxes. Small businesses are required to maintain a business license and pay all fees, assessments and other taxes. Failure to apply for or renew the business license by the deadline eliminates

the exemption and imposes both tax and late payment penalties.

CHARITABLE NON-PROFIT ORGANIZATION

Certain charitable, non-profit organizations may be exempt, and payment of taxes which would be in violation of the Constitution of the United States or Constitution of the State of California, is not required.

A non-profit corporation or organization which is carried on entirely for the benefit of non-profit purposes and from which profit is not derived, either directly or indirectly by any person, shall be exempt from payment of taxes.

A non-profit corporation is defined as any non-profit corporation organized under California law for charitable purposes. A non-profit organization or corporation is one which is exempt from paying Federal income tax by virtue of its non-profit status.

Even if an organization is exempt from paying the business license tax, they must submit a license application to ensure that they meet various other City requirements.

DISABLED PERSONS EXEMPTION

A person who is disabled within the meaning of any Federal or State law may request and be issued a certificate of exemption from the payment of the business license tax for any retail, manufacturing, or wholesaling business in which he or she is engaged if the gross receipts of the business are less than \$60,000.00.

BUSINESS IMPROVEMENT DISTRICTS AND PROPERTY-BASED ASSESSMENT DISTRICTS

Santa Monica's businesses and property owners have organized to establish special assessment districts for purposes of raising funds for marketing, promotion of business and commerce, supplemental cleansing services, parking, etc.--all factors that help to create more vibrant and viable business districts.

Santa Monica has four **Business Improvement District (BID) areas**:

- 1) Downtown Santa Monica (Central Business District; Bayside Downtown Mall Operations + Maintenance District),
- 2) Main Street,
- 3) Montana Avenue, and
- 4) Pico Boulevard;

Santa Monica has three **Property Based Assessment Districts (PBAD)**:

- a. Downtown SM PBAD;
- b. Lincoln Boulevard PBAD; and
- c. Colorado Avenue PBAD Overlay Zone

For each Business Improvement District (BID), the funds are collected concurrently with the annual business license tax. The individual business' fee charge(s) will appear on the

Business License Tax Renewal form. The City of Santa Monica then passes the fund to the relevant Business Improvement District. The funds collected are managed by the BID management organizations (501(c)(6) legal entities).

For each Property Based Assessment District (PBAD), the assessment fees are collected annually by the LA County Tax Assessor's Office. The funds collected are managed by the PBAD management organizations (501(c)(6) legal entities).

For more information and a map of the districts and a list of the annual assessments, see www.smgov.net/business.

GENERAL REGULATIONS

In addition to the business license, businesses must also comply with all City, County and State regulations for zoning, building, health and safety. (Appendix B provides City contact info, by subject).

CITY REGULATIONS

If a business is located in Santa Monica, the City Planning Division must approve the business license application. In some instances, business license approval may also include approval from the Police Department. Certain types of business activities, including the following, require a Police Permit: entertainment in restaurants/bars, secondhand stores, taxicabs, solicitors, peddlers, amusement businesses, massage, telemarketers, valet, and auto parks.

Businesses which are regulated by the County Health Services Department may need approval from that agency before a business license can be issued.

In addition to the requirements of the Business License Office for a license, other City departments may require additional permits or approvals, which may include, but are not limited to:

- Building & Safety Permits (Building & Safety Division)
- Off-Site Improvement (Civil Engineering Division)
- Certificates of Occupancy (Building & Safety Division)
- Conditional Use Permits (Planning Division)
- Encroachment Permits (Public Works Dept.)
- Filming Permits (Public Works Dept.)
- Fire Permits (Fire Department)
- Hazardous Materials Permit and Disclosure (CUPA program)
- Hazardous Waste Permit (CUPA)
- Industrial Waste Permits (Public Works)
- Landscape Requirements for Water Conservation (Planning Division)
- Outdoor Dining Permit (Planning Division)
- Sign Permits (Planning Division)
- Underground Storage Tank Permit (CUPA program)
- Urban Runoff Mitigation (Public Works)
- Water/Sewer Service Permits (Public Works)

BUILDING & SAFETY

Building permits are typically required for any construction, repair, alteration and/or demolition project, as well as plumbing, mechanical, and electrical system upgrades. Before you erect, construct, enlarge, alter, repair, move, improve, remove, convert, demolish, equip or change approved use of any building or structure in Santa Monica, be sure to check with the Building & Safety Division at (310) 458-8355 or visit www.smgov.net/Departments/PCD/Permits/Plan-Check/ to verify if a permit is required (please refer to Appendix A: Opening a Business Flowchart for additional information).

CERTIFIED UNIFIED PROGRAM AGENCY (CUPA) – HAZARDOUS MATERIALS & WASTE

Businesses which handle any hazardous material, generate hazardous waste, and/or operate an underground storage tank are required to obtain a CUPA permit. For information on how to obtain a CUPA permit, please call (310) 458-4971 or email cupusm@smgov.net.

Hazardous Materials Disclosure

Businesses that have hazardous chemicals in the work place may be required to obtain a CUPA permit. For further information, please call (310) 434-2666.

Hazardous Waste Generation

Businesses that generate hazardous waste in any amount must obtain a CUPA permit. For further information, please call (323) 890-4017.

Underground Storage Tank Program

Businesses that operate an underground storage tank(s) containing hazardous substances, including petroleum products, must obtain a CUPA permit. For further information, please call (310) 458-8227.

CHILD CARE FACILITIES

All family day care and childcare centers require prior approval of the City Planning Division. Large family day care centers (7+ children) and childcare centers (provide non-medical care in a group setting on a less than 24 hour basis) are licensed by the State Department of Social Services. For further information, call (310) 337-4333. Also, large family day care and childcare centers require a City business license. Please contact the City's Childcare Coordinator at (310) 458-8701 for specific zoning requirements and the Business & Revenue Operations Division for business license information at (310) 458-8745.

CITY TAXES

For information on the various City taxes and fees, including the Utility Users Tax, the Transit Occupancy Tax (for hotels), and Parking Facility Tax, contact the Treasury Office at (310) 458-8741 or visit www.smgov.net/Finance.

CIVIL ENGINEERING DIVISION APPROVALS

Approval of off-site improvements may be required to obtain a permit for construction from the Civil Engineering Division. The Engineering Division will assist in the determination of the types of required off-site improvements by making field inspections and plan checks, and will issue approval of the Building and Safety set of final plans. For further information about fees and services, contact the Civil Engineering Division at (310) 458-8721.

ENVIRONMENTAL PROGRAMS, ECONOMIC DEVELOPMENT & BUSINESS ASSISTANCE

The Office of Sustainability and the Environment provides information on a variety of programs and services to help businesses comply with environmental requirements, including single use carryout bag ban, non-recyclable food service container ban, and water conservation measures, which help to protect the Santa Monica Bay and the local environment. For information, visit www.smgov.net/ose or call (310) 458-2213.

For information on the **Santa Monica Business Greening Programs** and free environmental audits and consulting services for businesses, please call (310) 458-8716 or visit www.sustainableworks.org/programs/business.

The City of Santa Monica in partnership with the Santa Monica business community, also offers a free **Buy Local Santa Monica** campaign to help promote Santa Monica businesses and encourage local purchasing. To join and for more info: www.BuyLocalSM.com/signup or call (310) 458-8906.

City Wi-Fi is a free Wi-Fi service available in our business districts, parks, beach, libraries and public transit: <http://citywifi.smgov.net/>. The City also operates **CityNet, a 100 gigabit community broadband program** to promote economic development and livability with globally competitive broadband. For info on CityNet: <http://smcitynet.com/>

FIRE PREVENTION

The Fire Prevention Division is responsible for enforcement of the Fire Code. In certain occupancy classes, subject to the State Fire Marshal's Regulations, they are responsible for enforcement of non-structural provisions of the California Building, Fire, Mechanical and Electrical Codes. The Fire Prevention Division performs plan reviews, issues permits, and conducts inspections of new construction, fire protection systems, and hazardous processes. For further information, call (310) 458-8651.

HOME OCCUPATIONS

Under certain specific conditions businesses may be operated in residential units. These are usually limited to low intensity office uses that are clearly secondary to the use of the dwelling, and are compatible with surrounding residential uses. Garages and carports may not be used, and signage, product display, and on site sales are prohibited. Only residents of the dwelling may be employed in the home business. Certain types of business, including automotive

repair, beauty shops and some medical offices, are expressly prohibited.

Any business conducted from a residence must comply with all zoning restrictions and must be approved by the City Planning Division, which can be contacted at (310) 458-8341.

INDUSTRIAL WASTE

The City's Industrial Pretreatment Program is designed to survey and monitor industrial customers whose businesses have the potential of discharging certain types of industrial and toxic wastewater into the public water system.

Industries that produce wastewater that contains toxic substances, both organic and inorganic, are required to participate. For further information, contact the Wastewater Division at (310) 458-8235.

OUTDOOR DINING PERMITS + LICENSES

Santa Monica encourages and supports outdoor dining in our business districts. Applicants will need to apply for an Outdoor Dining Permit with the City Planning Department and then enter into an annual Outdoor Dining License Agreement with the Economic Development Division. For additional information on the ODA permit and license agreement applications, process and fees: www.smgov.net/Departments/PCD/Permits/Minor-Outdoor-Dining-Permit or call (310) 458-8906.

REFUSE AND RECYCLING COLLECTION

The City provides cost-effective refuse collection and recycling. For further information call the Resource Recovery + Recycling Division at (310) 458-2223.

SIGNS

Signs are regulated by City ordinance as to size, number, location and height. This ensures compatibility between signs and other structures and reduces possible detrimental effects. Prior to installing, altering or moving a new or existing sign, or posting a temporary sign or banner, contact the City Planning Division. All signs are subject to Planning approval before the Building & Safety Division can issue a final sign permit. Please refer to Appendix D in this document—Sign Guidance for SM Businesses. For further information, contact the City Planning Division at (310) 458-8341.

SOLID WASTE PERMIT

All companies involved in the direct handling of solid waste or source-separated recyclable materials within the City must obtain an enterprise permit. This includes institutional, industrial and commercial haulers; recycling contractors; and demolition contractors. For further information, please contact the Solid Waste Division at (310) 458-2223.

TEMPORARY USE PERMITS

Some businesses are only temporary in nature (i.e., pumpkin and Christmas tree sales lots) and require approval of a Temporary Use Permit from the City Planning Division. If you use a tent as part of your temporary use, the City of Santa Monica Fire Department will also need to approve your plans. For further information, contact the City Planning Division at (310) 458-8341 and the Santa Monica Fire Department at (310) 458-8651.

TRANSPORTATION MANAGEMENT

The City of Santa Monica's Transportation Demand Management (TDM) Ordinance was enacted by the City in 1990 and updated in 2015 with the goal of reducing traffic congestion and improving air quality. The Ordinance affects employers with ten employees or more and new developments with 16 or more residential units or 7,500 square feet or more. The Ordinance focuses on reducing the number of single occupancy vehicle trips generated by Santa Monica developments and employers.

Employers are required to submit annual trip reduction plans to the City.

Employers of 10 - 49 employees are required to attend a City-sponsored workshop and submit an Emission reduction Plan (ERP) know as a Worksite Transportation Plan (WTP) to the City each year. The WTP outlines how the employer will provide all employees with transportation and ridesharing information. Employers of 30 employees or more are required to designate a certified Employee Transportation Coordinator (ETC) and submit an ERP plan annually.

For more information: <http://www.smgov.net/Departments/PCD/Transportation/Employers/> or contact the City of Santa Monica's Transportation Management team at (310) 458-8291 or transportation.management@smgov.net.

URBAN RUNOFF MANAGEMENT

The goal of the City's Urban Runoff Management Program is to reduce the overall volume and pollutant level of urban runoff in order to restore and protect water quality in the Santa Monica Bay. The City requires a reduction in post-construction runoff for new development and redevelopment, as well as good housekeeping activities for existing properties and projects under construction. Please contact the Urban Runoff Program Coordinator at (310) 458-8223 for specific information.

ZONING

The zoning ordinance includes regulations concerning where and under what conditions a business may operate in the City. In some cases a conditional use permit or zoning variance is required. To determine if the business activity you are planning can be carried on at the location you have selected, you should contact the City Planning Division at (310) 458-8341 or visit www.smgov.net/PCD/Zoning. It is absolutely necessary that you provide them with all the facts about the type of business activity you plan to operate now and in the future.

Prefer to meet with City Staff? The City of Santa Monica Public Counter is open Monday-Thursday from 8 a.m.-5 p.m.; limited Friday hours. Location: City Hall, Room 115, 1685 Main Street, Santa Monica, CA 90401.

COUNTY, REGIONAL, STATE & FEDERAL AGENCIES

There are several County and State agencies you may need to contact related to your new business.

AIR QUALITY

The South Coast Air Quality Management District (SCAQMD) regulates certain types of businesses such as auto shops, service stations, dry cleaners, etc. Air quality permits are required for certain businesses. For further information, contact the SCAQMD at (909) 396-2000.

To assist small businesses with limited resources in complying with air quality regulations, the SCAQMD offers technical help, on-site consultation and a special loan guarantee program at (909) 396-2000. For information on the Air Quality Assistance Fund Loan Guarantee, or other information, call the SCAQMD Small Business Assistance Office Public Information Center at (800) 388-2121.

ALCOHOLIC BEVERAGE

If you plan to sell or serve alcoholic beverages, contact the Alcoholic Beverage Control Board at (213) 833-6043 and the City Planning Division at (310) 458-8341.

BUSINESS INCENTIVES

For a list of the current regional, state and federal incentives available for new and existing businesses, visit the Los Angeles County Economic Development Corporation's website: <http://www.laedc.org/businessassistance/>.

The City of Santa Monica's business incentive programs include the Buy Local Santa Monica marketing campaign, Santa Monica CityNet community broadband and Wi-Fi and business greening programs (see Environmental Programs). For more info, visit www.smgov.net/business and www.SantaMonicaAlliance.com or contact City of Santa Monica Economic Development team at (310) 458-8906.

EMPLOYMENT DEVELOPMENT DEPARTMENT, STATE OF CALIFORNIA

Business entities are required to report new hires and independent contractors. Please call (916) 657-0529 or visit their web site at www.edd.ca.gov.

FEDERAL EMPLOYER I.D. NUMBER

Contact the Internal Revenue Service at (800) 829-4933 for a Federal Employer Identification Number. The IRS conducts seminars for new businesses, provides Business Kits, additional information and forms.

FICTITIOUS BUSINESS NAME DBA (Doing Business As) Statement

A fictitious name or DBA is the name a business uses other than the owner's name or in the case of a corporation one that is different from that registered in the articles of incorporation. If you are using a fictitious name, the Civil Code requires that you file a fictitious name statement. You may file a fictitious name with the Los Angeles County Recorder or through your local newspapers. For more information contact the L.A. County Recorder at (310) 727-6142 or www.lavote.net/clerk.

FOOD-RELATED SERVICES

For additional requirements in the operation of retail and wholesale food sales, restaurants, food trucks, lunch wagons, ice cream trucks, hotels, motels, hospitals, events featuring food or food booths, etc., contact the Los Angeles County Health Department at (626) 430-5500. If you plan to sell or serve alcoholic beverages, see "Alcoholic Beverage" info on this page.

INCORPORATION

To incorporate a business, you must file with, and receive approval from, the California Secretary of State. For further information, call (916) 657-5448.

STATE SALES AND USE TAX PERMITS

If your business involves the sale of tangible personal property, either retail or wholesale, you are required to obtain a seller's permit from the State Board of Equalization. As a seller, you must remit sales tax (collected from the consumer at the time of sale) to the Board. The Board will advise you of the time and manner in which taxes are to be reported and paid. Failure to register for a seller's permit and pay taxes in the manner prescribed may result in a fine or other penalty. For more information, call the State Board of Equalization at (310) 342-1000.

STATE WITHHOLDING

If you intend to have employees or to obtain a Form 540 for estimating State Withholding Tax for yourself, contact the Franchise Tax Board at (800) 852-5711.

WORKERS' COMPENSATION

If you intend to have employees, contact the State Workers' Compensation Insurance Fund at (323) 981-6620 for information regarding workers' compensation insurance.

MISCELLANEOUS SERVICES AND REQUIREMENTS

IMPORTING/EXPORTING

For exporting requirements, contact the U.S. Department of Commerce at (310) 235-7104, which provides information regarding workshops on starting an export business: <http://www.bis.doc.gov/>

For information on importing requirements, contact the United States Customs Service at (877) 227-5511.

INSURANCE

Contact your insurance agent for information about any insurance requirements for your particular kind of business, such as liability and workers' compensation.

PATENTS, TRADEMARKS, AND COPYRIGHTS

A publication titled "General Information Concerning Patents" is available from the U.S. Governmental Printing Office, Washington, D.C., 20402. Copyright information can be obtained by writing the Copyright Office, 101 Independence Avenue S.E., Room LM401, Washington, D.C., 20540, or by telephoning (800) 786-9199.

Trademarks and service marks may be registered with the State of California, Secretary of 1500 11th Street, 2nd Floor Sacramento, CA 95814 or by calling (916) 653-3984.

SPECIAL SERVICES FOR SMALL BUSINESSES

The Los Angeles Small Business Development Center (SBDC) provides management and technical assistance, including initial start-up requirements, composing a business plan, financing options, marketing, and employee and business insurance. Other services include referral assistance, one-on-one counseling, and training workshops and seminars on various aspects of owning small businesses. For further information, call (562) 938-5020 or visit: <http://smallbizla.org/about/>.

The U. S. Small Business Administration - SCORE (Service Corps of Retired Executives) offers business counseling on various subjects. For further information, call (818) 552-3206.

APPENDIX A

TIPS ON SUCCESSFULLY OPENING A BUSINESS IN SANTA MONICA



Step 1:

Before you sign a lease, please contact the **City Planning Division** to confirm:

- The proposed business is permitted in the zoning district, and
- It meets the parking requirements.*



Step 2:

Will the business require physical alterations to the building, or interior, including signage?



Step 3:

Apply for a **Business License**, call (310) 458-8745 for an application, or apply online: www.smgov.net/BusinessLicense/
Please allow 14 days for your new license.



Step 4: Congratulations! Once your business license certificate is issued, you may open for business.



Step 5: If you have more than 10 employees, you will need to submit an employee emission reduction plan to the City's Transportation Engineering and Management Division. For more information on the City's Transportation Management Plan Ordinance 1604, visit smgov.net/Departments/PCD/Transportation/Employers/ or call (310) 458-8291.



Step 6:

Now you're ready to sign up for great, free resources: a) Go to CommuteSM.com to help you and your employees find convenient, affordable ways to get to work. b) Activate your **Buy Local Santa Monica** business membership @ buylocalsm.com/signup. It's a great marketing resource to let people know you're open for business and part of our community. c) Visit SantaMonicaAlliance.com for local business and employee resources and information.



Planning Approval may be as simple as an Over-the-Counter (OTC) permit or may require approval(s) from the City's Architectural Review Board, Landmarks Commission, & Planning Commission.

If a **Building Permit** is required, the plans must be prepared by a licensed architect or engineer (or designer, depending on the proposed improvements) and approved by various divisions/departments before a building permit can be issued. For more information, including submittal requirements and plan check processing times:

www.smgov.net/Departments/PCD/Permits/Plan-Check/

Plans may be submitted and processed electronically through the City's **ePlan/ProjectDox** system:

www.smgov.net/eplans*

- For **Planning** requirements/questions, contact Planning team at (310) 458-8341.
- For **Building code** requirements/questions, contact Plan Check at (310) 458-8355
- For **Plan submission**, routing, and permit process, contact Permit Counter at (310) 458-8355 press option 3 and then option 1; then ask for a permit specialist
- For **Inspection** inquiries (AFTER building permit is issued), contact Inspection team at (310) 458-2201, ext. 8101.

*The initial plan check review is 3 to 5 weeks, and recheck 1 to 2 weeks depending on the size and scope of the project. **Revision re-checks** may be 1 week turn-around.*

If yes...

*Contact the **City of Santa Monica Planning Division** at (310) 458-8341 or visit www.smgov.net/PCD/Zoning to verify zoning and confirm permitted uses and parking requirements.

** For ePlans assistance, call (310) 458-8355 or email: eplans@smgov.net. If you prefer to meet with staff, the City of Santa Monica Public Counter is open 7:30AM – 4:30PM weekdays. Location: Santa Monica City Hall, 1685 Main Street, Santa Monica, CA 90401. For customers submitting plans, pulling permits or paying fees, please arrive 1.5 hours before the counter closes to allow enough time.

For more information on business opportunities, resources and incentives, contact the **City of Santa Monica Economic Development Team** at (310) 458-8906, e: econdev@smgov.net or visit www.smgov.net/business.

WELCOME + THANK YOU FOR CHOOSING SANTA MONICA! WE VALUE OUR BUSINESSES.

SANTA MONICA BUSINESS ORGANIZATIONS

Buy Local Santa Monica Committee

www.buylocalsantamonica.com

(310) 458-8906; Buylocalsm@smgov.net

Downtown Santa Monica Inc. (DTSM)

www.downtownsm.com; (310) 393-8355;

info@downtownsm.com

GoSaMo Transportation Management Organization

www.GoSaMo.org

(310) 319-9866; info@GoSaMoTMO.org

Main Street Business Improvement Assn. (MSBIA)

www.mainstreetsm.com

(310) 899-9555; msbia@netwood.net

Montana Avenue Merchants Assn. (MAMA)

www.montanaave.com;

montana.santamonica@gmail.com

Pico Improvement Organization (PIO)

www.picopassport.com; pio.santamonica@gmail.com

Santa Monica Alliance (City & Chamber Collaboration)

www.SantaMonicaAlliance.com

(310) 393-9825 (Chamber); (310) 458-8906 (City EDD)

Santa Monica Chamber of Commerce

www.smchamber.com

(310) 393-9825; info@smchamber.com

Santa Monica College Workforce + Economic Devt

www.smc.edu; (310) 434-4040; <http://commed.smc.edu>

Santa Monica Travel + Tourism

www.santamonica.com

(310) 319-6263; info@santamonica.com

Santa Monica Pier Corporation

www.santamonicapier.org

(310) 458-8901; jay@santamonicapier.org;

Sustainable Works

www.sustainableworks.org

(310) 458-8716; info@sustainableworks.org

Regional + State Partners:

LA County Economic Development Corporation

<http://laedc.org/>; (213) 622-4300; info@laedc.org

Small Business Development Center - LA Regional Network

(562) 938-5020; <http://smallbizla.org/about/>

State of CA Business Program

www.sos.ca.gov/business-programs/

United States Small Business Administration

<https://www.sba.gov/offices/district/ca/glendale>

CITY OF SANTA MONICA CUSTOMER SERVICES DIRECTORY

CITY ALERTS

City of Santa Monica Alerts – www.smalerts.net

(Emergency and community updates)

BUILDING & SAFETY

Building + construction permits, ProjectDox ePlans, inspections

www.smgov.net/Departments/BuildingandSafety/

(310) 458-8355; eplans@smgov.net

BUSINESS LICENSE

www.smgov.net/businesslicense

(310) 458-8745; business.license@smgov.net

CITY ATTORNEY

www.smgov.net/departments/cao; (310) 458-8336

Consumer Protection

www.smgov.net/departments/cpu/

consumer.mailbox@smgov.net

CITY CLERK

www.smgov.net/cityclerk; (310) 458-8211; clerk@smgov.net

CITY HALL FRONT DESK/ GENERAL INFO

www.smgov.net; (310) 458-2201

CIVIL ENGINEERING

www.smgov.net/departments/publicworks/civeng.aspx

(310) 458-8721; sm.engineering@smgov.net

CODE COMPLIANCE

Building & Safety Division

www.smgov.net/buildingandsafety/codecompliance

(310) 458-4984; codecompliance@smgov.net

CONSTRUCTION UPDATES

www.smgov.net/bebp

CUSTOMER SERVICE (“GO Request”)

www.smgov.net/sm_go.aspx

ECONOMIC DEVELOPMENT

www.smgov.net/business; (310) 458-8906; econdev@smgov.net

EMERGENCY PREPAREDNESS

(310) 458-2263; oem@smgov.net

ENVIRONMENTAL PROGRAMS

www.smgov.net/Departments/OSE/Business/Green_Business_Programs.aspx; (310) 458-2213; environment@smgov.net

FARMERS MARKETS

www.smgov.net/portals/farmersmarket/

(310) 458-8712; farmersmarket@smgov.net

FIRE DEPARTMENT

Emergency Services: 911; (310) 458-8660 (non-emergency)

Fire Inspection, Permits, + Codes: (310) 458-8655

GRAFFITI REMOVAL

(310) 458-2231; graffiti.removal@smgov.net

HEALTH DEPARTMENT (LA COUNTY)

www.publichealth.lacounty.gov/eh; (888) 700-9995

HOMELESSNESS

Human Services Division – www.smgov.net/homelessness

(310) 458-8701; humanservices@smgov.net

Police Department Homeless Liaison Program

(310) 458-8953

OVER →

HOUSING

www.smgov.net/housing; (310) 458-8740;
SMHousing.Mailbox@smgov.net; Section8.Mailbox@smgov.net

MINIMUM WAGE

www.smgov.net/minimumwage; (310) 458-8281;
Minimum.Wage@smgov.net

PARKING

www.smgov.net/parking; parking.office@smgov.net

Parking Citations: (310) 458-2226
<http://santamonicapd.org>

Parking Meters: (310) 458-8295; www.smgov.net/Departments/PCD/Transportation/Motorists-Parking/Enforcement/

Parking Permits: (310) 458-8295

Parking Regulations: (310) 458-8291
transportation.management@smgov.net

PERMITS/LICENSES

Alcohol + Beverage Control License
www.abc.ca.gov/permits/permits.html
(213) 833-6043; LAM.Direct@abc.ca.gov

Business Licenses – See *Business License*

Building & Safety Permits – See *Building & Safety*

Film Permits (issued by Film LA's Production Planning Dept.)
www.filmla.com; (213) 977-8600

Health Permit (issued by LA County Health Dept.)
(310) 665-8400; www.lapublichealth.org

Outdoor Dining Agreement (ODA) Permits + Licenses
www.smgov.net/Departments/PCD/Permits/Minor-Outdoor-Dining-Permit/
(310) 458-8341 (ODA Planning Permit);
(310) 458-8906 (ODA License Agreements)

Performance Permits See *Business License*

Planning/Zoning Permits: (310) 458-8341
www.smgov.net/Departments/PCD/

Special Events: (310) 458-8300
communityevents@smgov.net

Vending Cart Permits – See Economic Development

PLANNING

Land Use, Zoning, Planning Commission, current projects map, Architectural Review Board + Historic Preservation
www.smgov.net/Departments/PCD/
(310) 458-8341; planning@smgov.net

POLICE DEPARTMENT

www.santamonicapd.org
For Emergency: 9-1-1;
(310) 458-8491 (Non-Emergency); police@smgov.net

Business Watch/Community Relations
(310) 458-8474; community-relations@smgov.net

Neighborhood Resources Officers
(310) 458-8495; nro@smgov.net

Traffic Services Unit/ Parking Tickets – (310) 458-8466

Traffic Enforcement – (310) 458-8993

SIGNAGE

Planning & Community Development
www.smgov.net/Departments/PCD/Applications-Forms/ (see "Architectural Review Board signage forms"). (310) 458-8341,
planning@smgov.net

STREET MAINTENANCE

Public Works - Civil Engineering Division
www.smgov.net/streets; (310) 458-4991

TAXES

City of Santa Monica Finance Department
www.smgov.net/Departments/Finance/; (310) 458-8281

Los Angeles County Tax Assessor
www.assessor.lacounty.gov
(310) 665-5300 (West District Office)

State of CA Franchise Tax Board State Taxes
(800) 852-5711; www.ftb.ca.gov

State Board of Equalization (BOE) - Sales Tax
(310) 342-1000; www.boe.ca.gov

TRANSPORTATION

Big Blue Bus – www.bigbluebus.com; (310) 451-5444

Breeze Bike Share – www.santamonicabikeshare.com/
(310) 828-2525; info@breezebikeshare.com

Expo Light Rail + METRO
323.GO.METRO (323.466.3876); www.metro.net/expo

Transportation Management + Operations
www.smgov.net/transportation; (310) 458-8291 (Transp. Mgmt); (310) 458-8290 (Transp. Operations);
transportation.management@smgov.net
See also *GoSaMo Transportation Mgmt. Org.*

TRASH COLLECTION + RECYCLING

Resource Recovery and Recycling (Public Works)
www.smgov.net/departments/publicworks/recycling.aspx
(310) 458-2223; recycling@smgov.net

UTILITIES

CityNET – City of Santa Monica (*Fiber Optic Network + City Wi-FiSM*) www.smgov.net/isd; (310) 434-2612

Cable + Internet Providers
Frontier Communications: (844) 430-0505
Spectrum Business Services: (855) 446-4748

Electric – So. California Edison Company – (800) 655-4555

Gas - Southern California Gas Company – (800) 427-2200

Water/Sewer Service - City of SM: (310) 458-8224
www.smgov.net/departments/publicworks
Pay Online: <https://waterbill.smgov.net/ecare/login.asp>
(310) 458-8224

ZONING

Planning & Community Development
www.smgov.net/planning; (310) 458-8341

APPENDIX C

An Overview of Santa Monica's Business Improvement Districts and Areas

Santa Monica's businesses have organized to establish special assessment districts for purposes of raising funds for marketing, promotion of business and commerce, supplemental cleansing services, parking, etc. - all factors that help to create more vibrant and viable business districts.

For each Business Improvement District (BID), the funds are collected concurrently with the annual business license tax. The individual business' fee charge(s) will appear on the Business License Tax Renewal form. The City of Santa Monica then passes the fund to the relevant Business Improvement District.

For each Assessment District (property-based), the assessment fees are collected annually by the LA County Tax Assessor's Office.

For both the BIDs and Assessment Districts, all funds are distributed to and administered by the BID's Board of Directors, in accordance with its bylaws.

DOWNTOWN SANTA MONICA

Bayside and Downtown Mall Operations & Maintenance District

Boundaries: Properties located within the following boundaries: Wilshire Boulevard on the north, Fourth Court on the east, Broadway on the south, and First Court on the west.

Fees: Formula for All Businesses:

- 1 x the annual business license tax (maximum of \$29,326.99 in FY 2015/16, adjusted annually based on the Consumer Price Index-CPI)
-Or-
- \$0.17 per square foot of leased space per month (in FY 15/16, adjusted by annual CPI). Please note: the square foot formula is effective on a request basis only, and applicants requesting this option are required to submit a copy of the lease and/or other documentation with regard to the amount of gross square footage that is leased.

Exemptions: None.

Uses for Funds: Supplemental operations and maintenance of Third Street Promenade and the Downtown Santa Monica boundaries, including supplemental sidewalk cleaning and graffiti removal, etc.

Central Business District

Boundaries: The centerline of Ocean Ave. to the centerline of 7th Street, and the centerline of the Santa Monica Freeway to 200 feet northwesterly of the centerline of Wilshire Blvd.

Special Note: A retail business may also be subject to the Third Street Promenade and Downtown Maintenance Assessment if it is located on 2nd, 3rd or 4th between Wilshire and Broadway. This area includes the Third Street Promenade.

Fees:

- **Formula for Retail:** 1/15th of 1% of taxable sales per year (maximum of \$1,000)

Exemptions: Non-retail businesses

Uses of Funds: General promotion of retail activity in the area, including holiday decorations, events, DTSM guide, marketing and promotion.

Lincoln Boulevard Property Based Assessment District

Boundaries: The Lincoln PBAD boundary encompasses five (5) blocks along Lincoln Boulevard corridor from Wilshire Boulevard to the Interstate 10 Freeway.

Exceptions: Applies to all properties within the Lincoln PBAD district with the exception of parcels that are alley fronting, owner occupied single family residential.

Fees: Annual assessment for FY 2015/16 is based on the land use type and the assessable lot or building square footage.

- **Commercial:** \$0.363/sf a year
- **Residential:** \$0.313/sf a year
- **Non-profit:** \$0.157/sf a year

Use of Funds: Enhanced maintenance, public safety, beautification, and marketing above and beyond those provided by the City of Santa Monica. Proposed activities and improvements are described in detail in the Lincoln PBAD Engineer's Report and Management Plan.

Colorado Avenue Property Based Assessment District PBAD Overlay Zone

Boundaries: The Colorado Overlay Zone includes properties with frontage along Colorado Avenue from Ocean Avenue to 7th Court. There are two Benefit Zones within the overlay boundary to reflect the varying levels of services provided. Parcels east of 5th Court/Colorado intersection and those that are west of 5th Court/Colorado intersection.

Exceptions: None. Applies to all properties within the Colorado Avenue Overlay Zone.

Fees: Annual assessment for FY 2015/16 is based the benefit zone and the linear street frontage. Below are the assessment rates for each benefit zone:

- East of 5th Court: \$61.939/linear ft per yr
- West of 5th Court: \$82.585/linear ft per yr

Use of Funds: Enhanced maintenance and public safety above and beyond those provided by the City of Santa Monica and the existing Downtown Santa Monica PBAD. Proposed activities and improvements are described in detail in the Colorado PBAD Engineer's Report and Management Plan.

Downtown Mall Assessment District and Parking Developer Fee

Boundaries: Properties located on Second Street, Fourth Street, and the Third Street Promenade (between Wilshire Blvd. and Broadway Ave). The District is broken into three zones of benefit: **Zone 1** = Properties bordering on the Third Street Promenade between Second Court and Third Court and between Wilshire and Broadway. **Zone 2** = Properties on the east side of Second Street and properties on the west side of Fourth Street; between Wilshire and Broadway. **Zone 3** = Properties on the west side of Second Street and properties on the east side of Fourth Street; between Wilshire and Broadway.

Fees:

- **Formula for Mall Assessment District:** Differs depending on Zone of Benefit in which property is located and the square footage of buildings within that district. Bond requirement amounts, reserves, and anticipated rebates also affect the sq. ft. calculation. For the Property Tax Year (2012/13), the costs were: Zone 1 = \$0.6856 per building square foot; Zone 2 = \$0.2440 per building sq.ft; and Zone 3 = \$0.1828 per building sq.ft.
- **Formula for Parking Developer Fee:** For each new square foot of building space in the district added after 1986 for which parking is not provided, \$1.50 per square foot per year. This fee is not required if additional parking is provided for the new square footage equivalent to the parking demand it generates. The fee also does not infer approval of development without parking.

Credits (must be applied for annually):

- Any property owned or held in trust by a non-profit corporation or entity and used exclusively for religious purposes and/or the care or education of children shall be given a credit equal to 6/7 (85.71%) of their annual assessment;
- Under certain conditions, any property which provides and maintains off-street parking facilities shall be given a credit against the parking portion of the annual assessment;
- Any property which has all or a portion of the square footage reserved for residential uses shall be entitled to a 50% credit against the parking portion of the annual assessment.

Uses for Funds: The Mall Assessment district secures the bonded indebtedness which paid for the 1989 improvements which transformed what was formerly the Santa Monica Mall (known as "The Old Mall"), into the Third Street Promenade and surrounding Bayside District. The improvements funded included additional parking, and certain alley, signage, and circulation improvements. The Parking Developer Fee, passed concurrently, creates a fund for additional parking improvements as new square footage is added if that new square footage does not include parking to meet the demand generated thereby.

Downtown Santa Monica Property Based Assessment District (PBAD)

Boundaries: The PBAD boundary generally encompasses properties bounded by Ocean Avenue to the west, 7th Court to the east, Santa Monica Freeway to the south, parcels on the north side of Wilshire Boulevard and selected parcels with commercial or visitor-serving orientation north of Wilshire Boulevard along 2nd, 3rd, 4th, 5th, 6th, and 7th Streets

Fees: Annual rates are based on three factors 1) the greater of the lot or building square footage, 2) the property's location within one of three zones of benefit, and 3) the type of use/ownership (commercial, residential, governmental, and non-profit).

- **Commercial properties in Zone 1** – the area receiving most benefit -- are assessed \$0.767 per square foot. Commercial properties in **Zone 2** and **Zone 3** are assessed \$0.384 and \$0.192 per square foot respectively.
- **Residential/Governmental properties in Zone 1, 2, and 3** are assessed \$0.546, \$0.273 and \$0.137 per square foot respectively.
- **Non-profits in Zone 1, 2 and 3** are assessed \$0.273, \$0.137 and \$0.068 per square foot respectively.
- **City-owned Parking Structures** in the district are assessed at the rate of \$0.137 per building square foot.

Exemptions: None. Applies to all properties within the district.

Uses for Funds: Enhanced maintenance, an ambassador program, marketing and special projects, above and beyond those provided by the City of Santa Monica. Proposed activities and improvements are described in detail in the Engineer's Report.

MAIN STREET

Main Street Business Improvement District

Boundaries: Properties bordering on either side Main Street (from Pico Boulevard to the southern City limits just south of Marine Street)

Fees:

- **Formula for Retail:** 1 x Business License Tax (maximum of \$2,000 per business license per year)
- **Formula for Non-Retail:** \$100 flat fee/year
- **Exemptions:** Home-based businesses and residential property owners

Uses for Funds: Promotion and advertising for Main Street businesses, annual Summer SOULstice festival, sidewalk sales, Little Main Street @ SM Farmers Market, parking solutions, welcome packs for new businesses, etc.

Main Street Lighting and Sidewalk Cleaning Assessment Area

Boundaries: See above.

Fees: The annual costs for the Festoon Lights operations and bulb replacement program on Main Street are spread among the Main Street properties based on the area of the property (in acres), multiplied by the appropriate Benefit Factor. The costs for the sidewalk cleaning are spread to the parcels directly adjacent to the sidewalks being cleaned on the linear feet of frontage being cleaned.

Exemptions: None. Applies to all properties within the district

Uses for Funds: The assessment district was formed pursuant to the provisions of the Benefit Assessment Act of 1982 in order to increase the level of sidewalk cleaning on both Main Street and the side streets, and to finance the on-going operation and maintenance of the decorative lighting along Main Street including a one-time, overall bulb replacement project.

MONTANA AVENUE

Montana Avenue Business Improvement District

Boundaries: Properties bordering on either side of Montana Avenue (from the centerline of 6th Court to the centerline of 17th Street)

Fees:

- **Formula for Retail, Recreation/ Entertainment:** 1 x Business License Tax (maximum of \$1,000 per year)
- **Formula for Non-Retail:** \$80 flat fee per year
- **Please note:** the fee is \$75 per year for all new business license holders and those reporting less than \$40,000 gross

receipts for any year on which renewal of the business license tax is based. (This hardship fee determination must be approved by the City of Santa Monica Finance Department).

Exemptions: Home-based businesses and property owners are exempt.

Uses for Funds: Advertising and promotion of Montana Avenue merchants and businesses, annual events including Montana Avenue Art Walk, Halloween Hop and holiday events, decorative holiday lighting and banners, etc.

PICO BOULEVARD

Pico Improvement Organization

Boundaries: Properties bordering on either side of Pico Boulevard (from the Pacific Ocean to the easternmost City limits at Centinela Avenue)

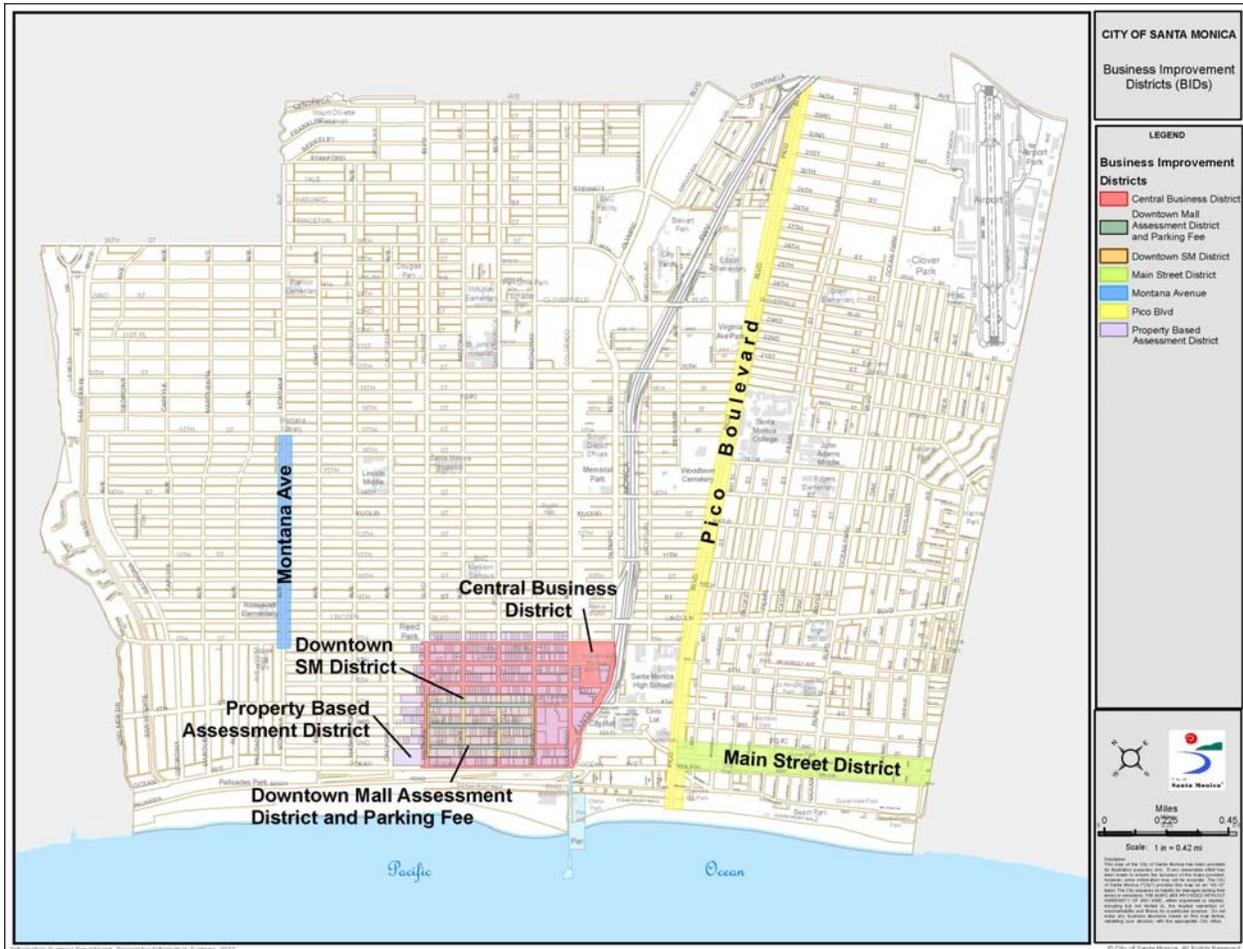
Fees:

- **Formula for Retail & Hotels/Motels:** 1 x Business License Tax (maximum of \$1,000 per year)
- **Formula for Auto-related Retail, Service Stations & Repair:** 1 x Business License Tax (maximum of \$500 per year)
- **Formula for Non-Retail:** \$100 flat fee per year
- Please note: the fee is \$75 per year for all new business license holders and/or those reporting less than \$40,000 gross receipts for any year on which renewal of the business license tax is based. (This small business exemption hardship fee determination must be approved by the City of Santa Monica Finance Department).

Exemptions: Businesses which are subject to the Main Street Business Improvement Assessment, home-based businesses and residential property owners are exempt.

Uses for Funds: Marketing and promotion of Pico Boulevard and its businesses; events, including the Stronger Together mixers and Pico Holiday Hop, co-operative advertising and social media, new business promotions, streetscape enhancements, etc.

MAP OF BUSINESS IMPROVEMENT DISTRICTS



APPENDIX D

Signage Guidance for Santa Monica Businesses

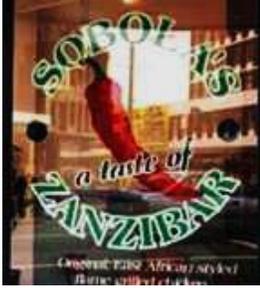
Permitted Signs* | Architectural Review Board (ARB) Approval Required

Permanent Window Signs

Ground Signs

Awning Signs

Statues



Light Bulb Strings | Wall Signs | Hand Painted Signs



Projecting Signs | Marquee Signs | Cabinet Signs



Permitted Signs* | Permit/ARB Approval Exempt

Building Identification Signs- Identifying the name and/or location of the property, the hours of operation and emergency information, must not exceed two square feet.

Exterior Signs- Placed on or immediately adjacent to the facility, utility room or door with information such as, "Restrooms", "Telephone", "Entrance", "Exit", "Manager", "No Parking", etc., not to exceed two signs per parcel and two square feet each.

Banners, Flags, or Pennants- That do not directly advertise the business or activity located on the building site, limited to no more than three such signs per site.

Change of Copy- Theatre/Marquee Signs, and Permanently Affixed Display Cases

Temporary Signs* | Permit Required, ARB Approval Exempt

Placement and Maintenance- Temporary signs shall not be attached to trees, shrubs, utility poles or traffic signals, may not extend onto the public right of way, cause any hazardous visual obstruction or be illuminated. Temporary signs shall be kept neat, clean and in good repair at all times.

Temporary Window Signs – Shall not exceed 20% of the first floor's total frontage glass area, and shall not extend above the second floor line. Limited to two thirty-day periods in any calendar year for each site.

Grand Opening Signs – One temporary banner sign on a business that is newly opened, limited to one sixty day period. Banner may not exceed 20% of the business' façade or 100 sq. ft., whichever is less, and may not extend above the second floor line.

Exempt Signs* | Exempt from the Sign Code

All signs which are placed inside a structure or building and are either not visible through windows or building openings, or are located a minimum of 5' from such windows or openings and from an adjacent window merchandise display base, if any.

Prohibited Signs* | Do Not Post These Signs

Animated or Emitting Signs



Balloon Signs



Banner Signs



*Advertising Commercial Content

Pole Signs



Window Signs Exceeding 20%



Portable Signs



INCLUDING: A-FRAME SIGNS (exception: Main Street Pilot District on private property only); SANDWICH BOARDS; OFF-PREMISES SIGNS

Roof Signs, Upper Level and High-Rise Signs



Flag or Pennant Signs and Bunting (advertising the business or commercial content)



*Please Note: Existing prohibited signs may be "grandfathered" as a Meritorious Sign. Please check with City Planning (310-458-8341) prior to sign modification. For a complete set of the City of Santa Monica Sign Code please refer to Municipal Code Section 9.52 (<http://qcode.us/codes/santamonica/>) or call City of Santa Monica Building + Safety Division (310) 458-8355.

NOTES