

STARTING LINE

How do I find out if my business is allowed at a particular location?

City staff can help determine if your business would be permitted, conditionally permitted or prohibited in a specific location in the city.

What are the parking requirements for my business?

Most uses (e.g. retail, general office, personal services) require parking at a standard rate of one space per 250-square feet of gross floor area (1:250). However, other uses that generate a higher parking demand such as assembly uses (e.g. religious institutions, banquet facilities, clubs), restaurants, health facilities, medical offices, and massage businesses have a higher, on-site parking requirement. City staff can determine the parking requirements for your business.

What fees do I have to pay?

Information on common fees and requirements are listed inside the brochure.

Am I responsible for additional improvements at my business location?

Depending on the scope of work or nature of the proposed use, you may be responsible for additional improvements such as for persons with disabilities, energy conservation, fire protection, grease removal, sewer connections, and solid waste, recycling and organics collection.

I am running my business from my home, do I still need a permit?

Businesses are normally not allowed in residential neighborhoods. However, businesses meeting certain criteria that ensure compatibility with the residential character of the neighborhoods and prevent disturbances or annoyances to neighbors are permitted as a "home occupation. Operating a home occupation business requires a City-issued business license and is subject to other limitations such as no employees, no signage, no outdoor storage, and limited customer visits.

New to Newport Beach?

Below is a listing of local, business-related resources.

- ▶ Newport Beach Public Library, newportbeachca.gov/library
- ▶ Corona del Mar Chamber of Commerce, cdmchamber.com
- ▶ Newport Beach Chamber of Commerce, newportbeach.com
- ▶ Newport Beach Conference and Visitors Bureau, visitnewportbeach.com

Note: Get online access to the information presented in this brochure at newportbeachca.gov/ambassador.

FINISH LINE

Still feel as if you are sailing without any wind?

Contact the City's Business Ambassador to guide you through the process and answer your questions by completing our online form at newportbeachca.gov/ambassador.

You may also contact a specific department or division to get your questions answered.

- ▶ **(BL) Business License** – newportbeachca.gov/revenue | 949-644-3141
- ▶ **(BD) Building Division** – newportbeachca.gov/building | 949-644-3275
 - Building permits and fees
 - Permit reference guide
 - Tenant improvement submittal requirements
- ▶ **(PL) Planning Division** – newportbeachca.gov/planning | 949-644-3204
 - Balboa Village Façade Grants
 - Development Review Committee
 - Sign permits
 - Traffic Fairshare fees
 - Transportation Corridor Agency fees
 - Zoning clearance and zoning district map
- ▶ **(PW) Public Works Department** – newportbeachca.gov/publicworks | 949-644-3311
 - Encroachment permits and fees
 - Public right-of-way construction or questions



STARTING OR EXPANDING YOUR BUSINESS IN NEWPORT BEACH

Thank you for choosing Newport Beach as a location for your new or growing business. To guide you through the City of Newport Beach's (City) processes, we have established the Business Ambassador Program with our experienced staff standing dockside to guide you in the right direction.

There are many things to consider and requirements to meet depending on the type of business you plan to operate and its location in the city. To chart your course, we have developed this handy guide to help you navigate through the system to get your business up and running as quickly as possible.



BUSINESS CHECKLIST

- Signage
- Zoning
- Permits
- Business License
- Fees and Other Requirements
- Business Tools and Incentives

What signs can I install so people can find my business?

- ▶ **Banners** – Grand opening, special sale and other temporary business signage are permissible on a limited basis with the approval of a temporary banner permit, which are issued up to four times per year and may not exceed a total of 60 days per year. An application is available online. (PL)
- ▶ **Permanent signs** – Sign regulations vary by property, and sometimes by location. Before you change or add new signs, speak to your property manager and a City Planner to review the sign regulations. Then, if advised, you can apply for a sign permit. (PL)

Where can I operate my business?

Zoning is the method in which the City regulates the use of property to promote orderly growth and compatibility. Properties in Newport Beach are delineated into different zoning districts that allow for various land uses such as residential, commercial and industrial. It is important to ensure that your business is allowed within a particular zoning district with a Zoning Clearance. You can locate the zoning district for any property by using the City's online property search portal. (PL)

What if I want to alter or expand the structure for my business?

Any alterations to, or expansions of, a structure requires a building permit. Building permits ensure that buildings meet minimum standards to protect its occupants and neighbors on a daily basis and in case of emergencies or natural disasters. Even minor improvements to an existing space, such as constructing partitions, installing new lighting and connections, and installing new plumbing fixtures, requires a permit.

- ▶ **Tenant improvement (TI)** – You can find an informational sheet with submittal requirements for a typical TI online. (BD)
- ▶ **Permit reference guide** – This guide is your online resource for finding building permit applications. (BD)
- ▶ **Encroachment permits** – An encroachment permit is required for any work within the public right-of-way and on City utility infrastructure. (PW)

Do I need a business license?

A business license is needed if you are starting a new business, are the new owner of an existing business, opening your business in an additional location, or moving your business to a new location in the city. A City business license is a tax for operating your business in Newport Beach. Revenue generated from your license goes toward providing City services such as public safety, road and infrastructure improvements, and maintenance, which contribute to making Newport Beach a highly desirable and profitable place to operate your business. You can apply for a business license online. (BL)

LEGEND
(BL) Business License
(BD) Building Division
(PL) Planning Division
(PW) Public Works Department

What fees am I responsible for?

- ▶ **Building Permit** – Fees are assessed upon issuance of a building permit. An encroachment permit is required for any work within the public right-of-way and on City utility infrastructure. (PW) You can estimate your building permit and school fees (if applicable) using our online plan check and building permit fee estimator. (BD)
- ▶ **Business Improvement District** – Your business may be subject to an additional fee that is assessed for district-specific improvements and/or marketing through a City-formed business improvement district. Visit newportbeachca.gov/businessdistrict if your business falls into one or more of the below categories:
 - Located in Corona del Mar; or
 - Sells food for on-site or take-out consumption anywhere in Newport Beach; or
 - One of the eight Newport Beach hotels with 100 rooms or more.

- ▶ **Business License** – Taxes are paid for the issuance of a business license (BL)

- ▶ **Encroachment Permit** – Fees are assessed for encroachment permits at the time of application. The City's fee schedule lists the applicable fees for an encroachment permit. (PW)

- ▶ **Transportation Corridor Agency** – For businesses involving new construction or additional square footage, the City assesses a fee on behalf of the San Joaquin Hills Transportation Corridor Agency. A City Planner can check to see if this fee is applicable to your business and provide a fee estimate. (PL)

- ▶ **Traffic Fairshare** – Roadway improvements are partially funded through the fairshare fee program. For businesses that result in new floor area or an intensification of use (e.g., general office to medical office, retail to restaurant) a fairshare fee is assessed." (PL)

How can the City help me?

- ▶ **Development Review Committee (DRC)** – The DRC is comprised of staff members from City departments involved in the development review process. The purpose of the committee is to provide project proponents an opportunity to receive preliminary comments on projects, which are large in scale, complex or subject to significant or department-specific design requirements. We have found the DRC's early review process helps raise awareness of any potential issues and resources for available alternatives. (PL)
- ▶ **PACE Programs** – Property Assessed Clean Energy (PACE) is a financing tool that provides businesses an opportunity for making energy conservation upgrades. (BD)
- ▶ **Balboa Village Commercial Façade Improvement Program** – This is a City created grant program for façade enhancements for nonresidential properties within Balboa Village. This is an opportunity for business and property owners to upgrade the façade of their building, which will generate positive changes in the community. (PL)

Come and visit us!

The City operates a one-stop shop in the Permit Center of City Hall on the first floor of Bay C. Staff is available to answer your permitting questions, conduct a plan check review and issue your permits. Many of our building permits can be issued over the counter. Our goal is for our team members to address quick permits at the counter, conduct one-hour reviews at a workstation, or schedule a two-hour review to provide you with additional time and resources. Our collaborative team includes staff from the City's Building, Finance, Fire, Planning and Public Works Departments.