



Doing Business in Coronado

There are several essential steps to starting a business in the City of Coronado. The steps may vary according to the type of business you intend to start, but the following steps will give you a general idea. NOTE: Many of the following steps can be researched and accomplished by first visiting the particular websites listed, rather than calling or visiting agency offices. For those business start-ups that do not have access to the Internet, the Central Library and all Branch Libraries provide access to the Internet during hours the library is open.

This brochure will assist you with the necessary steps you will need to take before opening the doors to your new business in Coronado. The various agencies you will need to contact will be found under the following: (I.) City of Coronado Services (II.) County of San Diego Agencies, and (III.) California State and Federal government agencies. Each agency will provide you with information and assistance with regulations that pertain to your specific type of business.

I. CITY OF CORONADO REQUIREMENTS

A. City of Coronado Administrative Services

1825 Strand Way, Coronado, CA 92118; (619) 522-7300
www.coronado.ca.us

BUSINESS LICENSE ☐ Completed

Any and all business conducted in Coronado requires a Coronado business license regardless of where your business is conducted — whether it is from your business office or from your home. You need to complete the following paperwork, which can be picked up or downloaded from the website listed above.

- City of Coronado Business License Application Form (Renewed Annually)
- Worker's Compensation Declaration Form
- Business Operations Permit: Home Occupation Form
- Application for Commercial Occupancy Form

B. Coronado Community Development/Planning

1825 Strand Way, Coronado, CA 92118; (619) 522-7326
www.coronado.ca.us

ZONING AND COMPLIANCE REGULATIONS ☐ Completed

The Coronado Community Development/Planning Department of Coronado will assist and provide you with information about the zoning compliance and building permits required for your business. We suggest you obtain a copy of restrictions and allowances for the location of your business. If your business does not comply with the zoning regulations, you will then need to apply for a special permit which may

involve inspections and/or other building permits, all of which will determine/impact the cost of your permit. All permits may be obtained from the website or visit their offices listed above.

PARKING SPACES/HANDICAP PARKING ☐ Completed

All parking, including Handicap Parking, in Coronado is at a premium, therefore, you must Contact the Coronado Community Development office to determine specific parking requirements for your business. This office suggests you become familiar with Title 88: Orange Avenue Corridor Specific Plan which a City Planner will review with you once you contact their office.

BUSINESS SIGN ☐ Completed

All business signs must comply with the Coronado City Sign Ordinance and be approved by the Design Review Commission. Please be aware this process may take anywhere from 2 weeks to over a month, therefore, it is recommended you obtain the guidelines from the Community Development Department as soon as possible.

II. COUNTY OF SAN DIEGO REQUIREMENTS

A. County of San Diego Clerk's Office

County Administration Building, Room 206, 1600 Pacific Highway
San Diego, CA 92101; (619) 531-5880; www.sdcountry.ca.gov

FICTITIOUS BUSINESS NAME STATEMENT ☐ Completed

California State Law requires you to complete and file a fictitious business name (FBN) Statement/form which may be obtained from the San Diego County Clerk's Office. This form is a must to have in your possession when opening your business checking account. Upon completion of filing this document and receiving a copy of the document for yourself, you will have 30 days to arrange for the FBN statement to be published in an approved newspaper in the County of San Diego, area. The published notice must run once a week for four (4) consecutive weeks. The County Clerk's office can provide you with a list of approved publications. We also encourage you to contact the local Coronado paper: Coronado Eagle and Journal at (619) 437-8800 to publish your FBN.

CORONADO CHAMBER OF COMMERCE

1125 Tenth Street, Coronado, CA 92118, (619) 435-9260, www.coronadochamber.com

**B. County of San Diego Agriculture, Weights and Measures:
Consumer Protection**

9325 Hazard Way, Suite 100, San Diego, CA 92123
(858) 694-2739; www.sdcawm.org

CASH REGISTER REQUIREMENTS ☐ **Completed**
(Consumer Protection: Point-of-Sale Program)

The County of San Diego requires you to apply for the following Point-of-Sale program by obtaining: (1.) an Annual Point-of-Sale (POS) System Registration Letter and (2.) an Annual Point-of-Sale (POS) System Registration Application both of these forms may be found on their website www.sdcawm.org under Agriculture, Weights and Measures: Consumer Protection/Scanner Awareness Program. Any and all businesses who possess an electronically stored pricing cash register (the process of scanning your product codes) must apply annually for this consumer protection program: letter and application. All fast food establishments are exempt from this consumer protection program.

C. County of San Diego Environmental Health

5500 Overland Ave., Suite 100, San Diego, CA 92123
(858) 505-6666; www.sdcdeh.org

OPENING A FOOD ESTABLISHMENT ☐ **Completed**

Food establishments must obtain a permit from the San Diego County Health Services Department. Regulations for selling and handling food are extensive and precise. We suggest you do not sign a lease or buy equipment until (1) you discuss your food establishment with the Department of Environmental Health and (2) check all zoning and compliance regulations which allow a food establishment at that location. Please note: food establishments cannot go into retail spaces due to parking requirements.

III. CALIFORNIA STATE AND FEDERAL AGENCIES

A. California State Board of Equalization Sales and Use Tax

15015 Avenue of Science, Suite 200, San Diego CA 92128
(858) 385-4700; www.boe.ca.gov

RETAIL SALES PERMIT ☐ **Completed**

The Retail Sales Permit may be obtained from the State Board of Equalization Sales and Use Tax Board which will allow you to purchase inventory from suppliers without paying sales tax. Please note: for any retail sales, you must apply for a seller's permit.

SALE OF ALCOHOLIC BEVERAGES/CIGARETTES ☐ **Completed**

All businesses who plan to sell alcoholic beverages and/or cigarettes must apply for a seller's permit with the State Board of Equalization office.

B. State of California Franchise Tax Board, San Diego

7575 Metropolitan Drive, Suite 210, San Diego, CA 92108
(800) 852-5711; www.ftb.ca.gov

BUSINESS FORMATION AND TAX ID NUMBERS ☐ **Completed**

It will be important for you to decide whether or not your business will be structured as a sole proprietorship, partnership or corporation before you obtain Tax ID Numbers from both the Internal Revenue Service and the California Franchise Tax Board. Both agencies will provide you with the necessary business tax forms and general information. The Franchise Tax Board website can be found above.

C. Internal Revenue Service, San Diego

880 Front Street, San Diego, CA 92101; www.irs.gov

EMPLOYEES ID TAX NUMBERS ☐ **Completed**

You are required to have Employer ID Numbers for all employees working under the auspices of your business. The Internal Revenue Service will provide you with information and assistance regarding your employees ID Tax Numbers. All forms may be found on their website found above.

DOING BUSINESS JUST GOT EASIER WITH eReg

Electronic Registration & More by the California State Board of Equalization

What is eReg?

Electronic Registration (eReg) is a Convenient, Fast, and Free way to register online for a permit, license, or account with the BOE. www.boe.ca.gov.

Who can use eReg?

Anyone can use eReg with a computer and internet access.

What are the benefits?

One click starts the process for the permits, licenses, and accounts. You can easily apply for new licenses or add business locations. The system is free to use but some permits, licenses, or accounts may require a fee or deposit. You can view the status of your application(s) online as well as get emails with updates on the status of your application(s). Online help and live assistance are available during business hours, and get links to reference materials related to your business activities.

What can I do?

- Get a seller's permit
- Add a new business location to an existing BOE account
- Register as a qualified purchaser
- Pay use tax for one-time purchases
- Pay use tax or claim an exemption for vehicles, vessels, aircraft, and manufactured or mobile homes
- Register as a cigarette retailer and pay the licensing fee
- Register to pay taxes on internet purchases of cigarette or tobacco products
- Register for other Special Tax and Fee Programs

As easy as 1-2-3

1. Log on to www.boe.ca.gov. Click on the eReg button. Register with the Board of Equalization (BOE) to get started.
2. Complete one application. One application will start the process for the permit, licenses, and accounts you need. Seller's permits are free but some licenses and accounts require a fee. You can pay in one of three easy options.
3. Print your confirmation. Most accounts register instantly and will allow you to print your seller's permit right away. For other accounts, you will receive an email notification or can log in to check the status of your application. You can print your permit or license from our website when you are notified your registration is complete.

What You Need:

- Social Security Number (corporate officers excluded)
 - State Driver License or Identification
 - Bank Account Information
 - Name and address of your supplier, bookkeeper, accountant, or other person maintaining your business records; a personal reference
 - Email address
 - Projected monthly and taxable sales
 - Federal Employer Identification Number if you have partners, a corporation, or limited liability company
- Additional information may be required.
Please visit www.boe.ca.gov for a more detailed listing.