

Santa Clara County Orientation

Alexia Huerta | March 8th, 2023

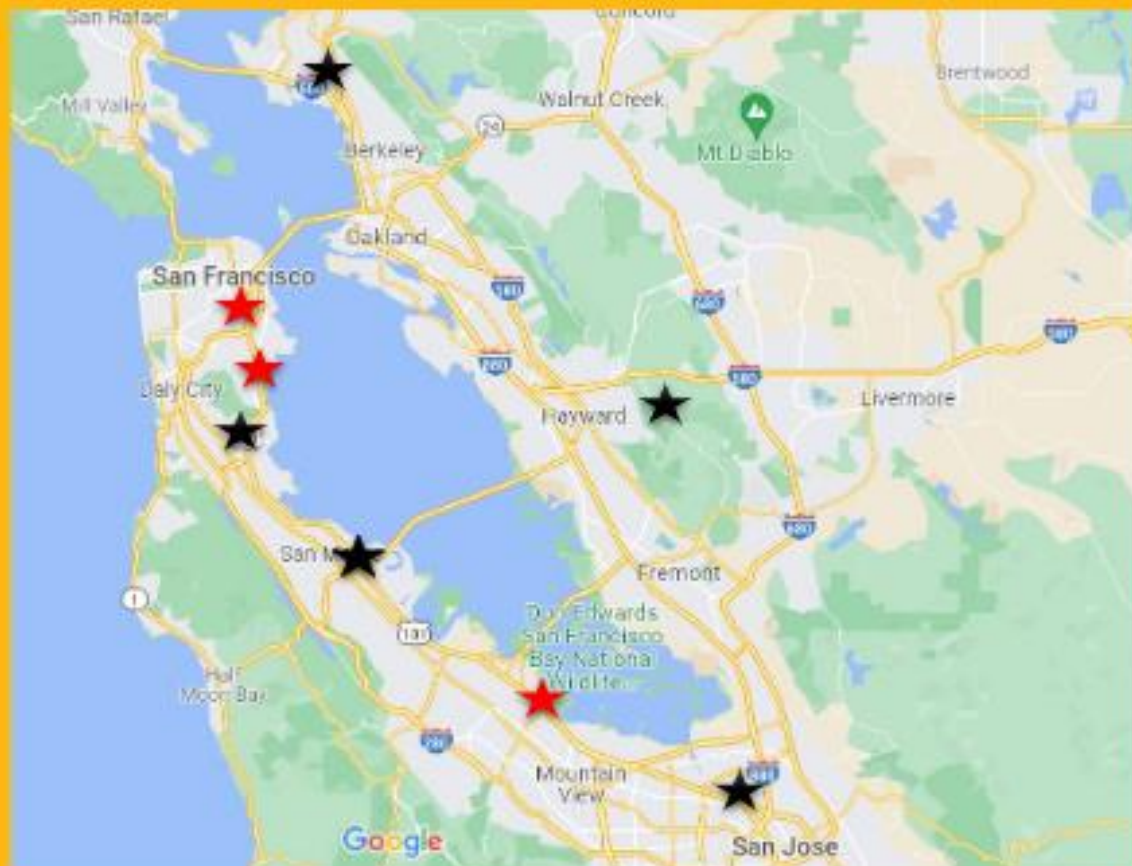
www.rencenter.org



Transforming lives and communities since 1985

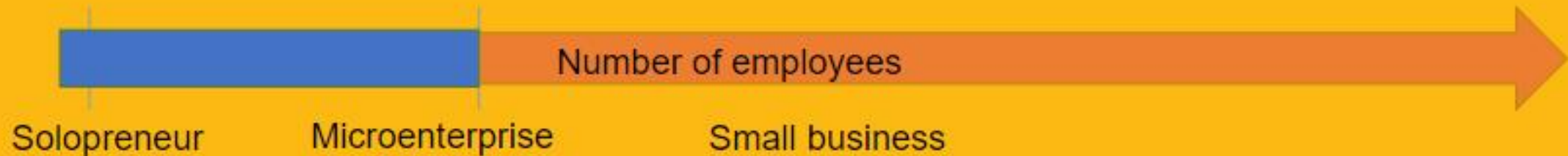
- **1985** Renaissance launched
- **1997** SOMA incubator*
- **1999** Women's Business Center
- **2001** Bayview Hunters Point*
- **2007** San Mateo County (East Palo Alto*)
- **2014** East Bay (Richmond & Oakland)
- **2017** South Bay (San Jose)
- **2021** North San Mateo County (South San Francisco)
- **2022** San Mateo Small Business Development Center
- **2022** San Jose Satellite Office

*These centers have small business incubators



www.rencenter.org

Designing Programs With a Whole Business Approach



We serve:

- 78% women
- 78% people of color
- 88% lower-to-moderate income
- 40% immigrants

Services provided in English, Spanish by bilingual/bicultural staff and consultants



Help starting or growing a business in Santa Clara County

Renaissance:

- Classes & workshops
 - Start Smart, Business Prep,
 - Pop-Up Accelerator,
 - Marketing Bootcamp
- Consulting
- Startup and working capital
- Access to markets
- Networking

Small Business Development Center:

- Consulting
- Classes & workshops
- Growth capital



How to become a Renaissance client

1. Fill out our intake form
 - a. Client Portal
 - b. In person
 - c. Online (not CP)
2. Fill out income verification form
3. Provide proof of income
 - a. Pay stub
 - b. Tax return

Why do we need it?

1. Target audience
2. Funders
3. Transformation



Contact Information

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California 95131
408-827-5579

jviana@recenter.org

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1848 Bay Road, East Palo Alto
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Permit Requirements for Mobile Venders in San José

March 8, 2023



*Planning, Building and
Code Enforcement*

Presentation Outline

- My Role – City’s Small Business Ally Program and Website
- Permit Requirements for Mobile Venders
- Questions and Answers

Small Business Ally Program and Website



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City's Small Business Ally Program

- Team of “Xuan and Juan” – your point of contacts and advocates
- Help customers understand what development processes will be triggered including logical steps, schedule, and costs
- “Coach” small businesses through the following City processes to open a business in San José:
 - Permit Processes
 - Inspection Requirements
 - Business Registration Requirements



Connect Small Businesses to San José's Non-Profit Partners



- BusinessOwnerSpace.com
- Renaissance Entrepreneurship Center
- Silicon Valley Latino Business Foundation
- Prosperity Lab
- Silicon Valley Small Business Development Center
- Silicon Valley SCORE
- Start Small Think Big
- Work2future
- AnewAmerica
- Kiva
- San José Neighborhood Business Associations
- Various Chambers of Commerce

City's Small Business Coaching Center Website

www.sanjoseca.gov/businesscoach

- Guide: How to open a business in San José
- Demystifies permit and inspection processes, and business registration requirements
- Organized around three phases:
 - Begin
 - Coach
 - Launch



Check Zoning

Find Land Use Info

Apply for Sign Permit

Apply for Building Permit

Register Business or Rental

Pay Business Tax

Help for Small Business

Why Locate Here

Move Business to San Jose

Become a Preferred Vendor

Do Business with the City

Apply for City Grants

- Getting Started in San José

Overview

Phase 1: Begin

Phase 2: Meet your coach

Phase 3: Launch

FAQs

Development Services Permit

[Business](#) »

GETTING STARTED IN SAN JOSÉ

Welcome to your Business Coaching Center

3 PHASES TO OPENING OR EXPANDING YOUR SAN JOSE BUSINESS

1. BEGIN

Help on how to start or expand your business in San José



2. COACHING

Our online coaching center helps you navigate City registration and permitting



3. LAUNCH

You've started or expanded your business... learn more about annual registration and other requirements



Opening or expanding your business at a glance

CLICK HERE



Need to register your business? You can [register your business or rental here](#). Every person or company

How may I help you? ✕
[Click Here >](#)



Small Business Coaching Center Website: Begin Phase

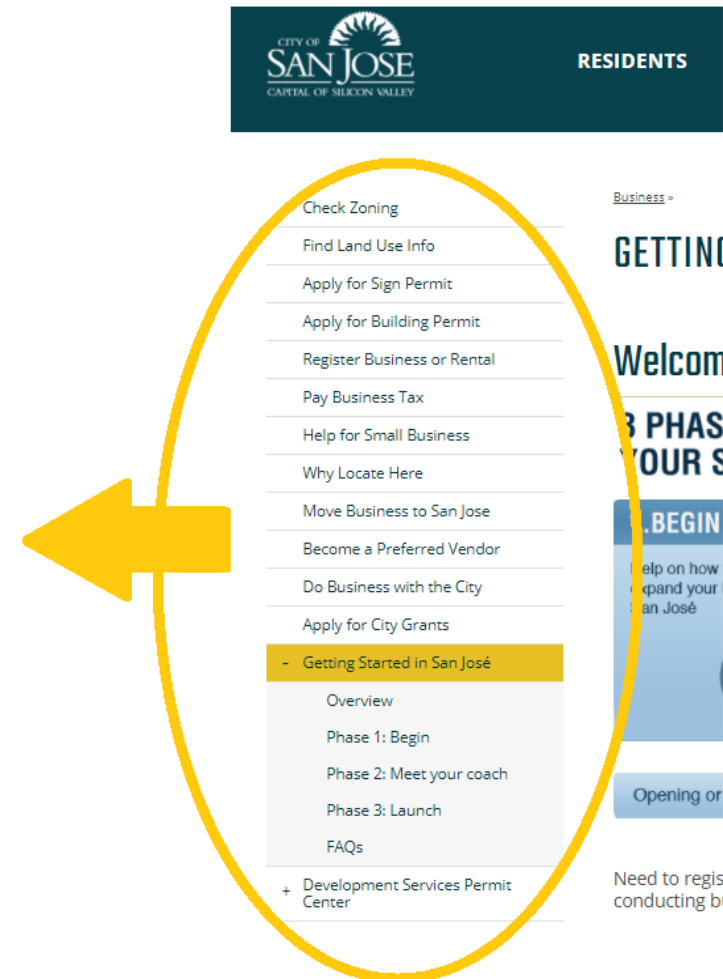
- Includes information about starting specific businesses:
 - Restaurants
 - Retail sales
 - Office/Professional Services
 - Manufacturing/Auto Repair
 - Home based businesses
- Step-by-step process maps to open a business

Small Business Coaching Center Website: Coaching Phase

- How to contact your Small Business Allies
- Big-picture understanding of City (*and County*) permit processes and requirements
- Advice for managing your plan review and inspections
- How to register your business with the City's Finance Department (*Business Tax Certificate*)
- How to contact the City's Office of Economic Development & Cultural Affairs' "BusinessOwnerSpace.com" staff

Small Business Coaching Center Website: Side Bar

- Resources to open a business:
 - Check your zoning
 - Apply for a Sign Permit
 - Apply for a Building Permit
 - Register your business
 - Doing business with the City
 - Apply for City Grants
 - Frequently Asked Questions
- Contact Us



Small Business Coaching Center Website: Launch Phase

- After starting or expanding – What’s Next?
- How to stay in compliance
- “Go-to” web resources:



- BusinessOwnerSpace.com
- Work2future
- City’s Minimum Wage Ordinance
- City OED&CA Department
- City Finance Department
- San José Downtown Association

- CalCPA SJ/SV Chapter (*accounting services*)
- SCC Bar Association (*attorney services*)
- NorCal Human Resources Association
(*employment services*)
- SV Energy Watch (*energy efficiency requirements*)

Permit Requirements for Mobile Vendors



*Planning, Building and
Code Enforcement*



Permit Requirements for Mobile Venders

Mobile Vending – Food Trucks and Food Carts

- City permits are required that depend upon where the truck or cart will be operated
- If operated in a parking lot (*on private property*): requires an **Administrative Permit for Outdoor Vending Facilities** from the Planning Department
- If operated on the street or the sidewalk (*in the public right-of-way*): requires a **Peddler's Permit** from the San José Police Department (*SJPD*)
- All food trucks and food carts must also be inspected and **approved for operation** by the Santa Clara County Department of Environmental Health



Mobile Vending on Private Property

In parking lots (*on private property*) for more than 2 hours in any 24-hour period

- Requires an approved Planning Department **Administrative Permit for Outdoor Vending Facilities**
- The permit review process is very “black and white” (*not discretionary, but no public hearing is required*)
- Note – Does not require SJPD criminal background checks or County Sherriff scanning of fingerprints for all owners and employees associated with the mobile vending business



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Mobile Vending on Private Property

Planning's Administrative Permit for Outdoor Vending Facilities Requirements:

- Allowed Zoning Districts: **CG, CN, CP, CIC, HI, LI, PQP, TEC, and PD** (*which allow the same uses of the previous zoning districts*)
- Advertising, signs and displays (*per the City's adopted Sign Ordinance*)
- At least one permanent and open “brick and mortar” business (**“fixed-base host”**) on the property
- Hours of operation (*same as fixed-base host, excluding 10 PM to 6 AM*)
- Maximum food truck or cart size: 10-feet wide, by 24-feet long, by 10-feet high

Mobile Vending on Private Property

Planning's Administrative Permit for Outdoor Vending Facilities Requirements (*continued*):

- **Detailed Setbacks:**
 - 15 feet from property lines
 - 20 feet from vehicle driveway entrances
 - 30 feet from street intersections
 - 100 feet from highway on and off ramps
 - 150 feet from residences
 - 500 feet from any other approved food trucks or food carts

Mobile Vending on Private Property

Planning's Administrative Permit for Outdoor Vending Facilities

Requirements (*continued*):

- 3 copies of detailed property plans drawn to scale (*showing all property line boundaries, buildings, on-site parking spaces, loading and circulation areas, an assessor's parcel map showing project location, use of adjacent properties, including any buildings or highways within 50-feet of the property, and a table with total site area and total building square footage*)
- Photographs and original (*or electronic*) signature of the property owner on the application
- **Permit Application Fee: \$3,615** (*one time fee for staff's time to process the application*)
- Note – Food sold in food trucks and carts **cannot** be prepared in a home-based Cottage Food Operation

Mobile Vending on Private Property

Planning's Administrative Permit for Outdoor Vending Facilities Application and for more information:

- Online
Application: <https://www.sanjoseca.gov/home/showpublisheddocument/15311/637985662466530000>
- Questions?
 - Email: zoningquestions@sanjoseca.gov
 - Talk to a City Planner: (408) 535-3555 in English, (408) 793-4100 in Spanish, or (408) 793-4305 in Vietnamese

Mobile Vending on Private Property

Planning Permit Exception – mobile sales on private property of whole, uncut, fresh fruit and vegetables

- No prepared/cooked food, pre-packaged food, or sliced/blended fruit and vegetable sales
- Meets all operational requirements described in Section 20.80.820 of the City's Zoning Ordinance
- Does not require a Planning Department Administrative Permit for Outdoor Vending Facilities



Mobile Vending in the Public Right-of-Way

San José Police Department (SJPD) Peddler's Permit is required to operate food trucks and carts on the street or sidewalk (*public right-of-way*)

- **Two Types of SJPD Peddler's Permits:**

(1) Mobile Peddler's Permit – Allows food truck and cart vending throughout the City, but without stopping anywhere for more than 15 minutes in any 2-hour period

(2) Fixed Location Peddler's Permit – Guarantees food truck and cart vending in the same place, every day, between 10 AM - 7 PM, or a half hour after sunset (*whichever comes first*)



Mobile Vending in the Public Right-of-Way

Requirements for both Mobile and Fixed Location SJPD Peddler's Permits

- Completed application
- Government issued identification
- After reviewing the above, fingerprints scanned at the Sheriff's office (*to conduct a criminal background check on all owners/employees*)
- A copy of your City of San José Business Tax Certificate ("*business license*") from the City's Finance Department
- Santa Clara County Health Permit (*approved food truck or cart vehicle inspection*)
- For Fixed Location Peddler's Permit Applications: proof of Commercial Liability Insurance (*minimum of \$500,000 with the City of San José named as additional insured*)
- Note – Food sold in food trucks and carts **cannot** be prepared in a home-based Cottage Food Operation and no SJPD Peddler's Permit exceptions for sales of whole, uncut, fresh fruit and vegetables in the public right-of-way

Mobile Vending in the Public Right-of-Way

SJPD Peddler's Permit Fees

- **New Mobile Peddler's Permit: \$356** (*valid for 1 year*)
 - Renewed Mobile Peddler's Permit: \$356 (*valid for 2 years*)
 - Reinspection Mobile Peddler's Permit: \$356 per inspection
- **New Fixed Location Peddler's Permit: \$500** (*valid for 1 year*)
 - Renewed Fixed Location Peddler's Permit: \$500 (*valid for 2 years*)
 - Reinspection Fixed Location Peddler's Permit: \$500 per inspection
- **Employee License Fee: \$139** (*per 2 year renewal*)
- **Identification Card: \$41** (*per employee, per 2 year renewal*)

Mobile Vending in the Public Right-of-Way

SJPD Peddler's Permits web page, resource guide, and online application:

- Web page: <https://www.sjpd.org/about-us/organization/chief-executive-officer/permits-unit>
- Online Permits Application Guide:
<https://www.sjpd.org/home/showpublisheddocument/720/637943561432100000>
- Online Peddler's Permit Application:
<https://sanjoseca.prod.simpligov.com/prod/portal/ShowWorkFlow/AnonymousEmbed/930c93a3-0f8f-4e83-9dbe-6d698c011183>
- Questions, or to schedule an in-person Peddler's Permit application submittal appointment (*limited availability*), contact the **SJPD Permits Unit**: (408) 277-4452

County Permit Requirements for Mobile Venders

All mobile vendors (regardless if operating on private property or in the public right-of-way) must have food trucks and carts inspected and approved by Santa Clara County's Department of Environmental Health



- Mobile Food Facilities (MFF) web page: <https://cpd.sccgov.org/programs-and-services/mobile-food-facilities>
- MFF Plan Check Process Requirements and Plan Submittal Requirements: <https://cpd.sccgov.org/mff-plan-check-process-plan-submittal-requirements>
- MFF Initial Permit Inspection and Permitting Requirements: <https://cpd.sccgov.org/mff-initial-permit-inspections-permitting>
- MFF Permit Information Sheet, Application, and Certification Statement: https://cpd.sccgov.org/sites/g/files/exjcpb706/files/MFF_Application_Packet.pdf
- Questions? Call: (408) 918-3400

Questions?

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www.sanjoseca.gov/businesscoach



**Planning, Building
and Code Enforcement**