


Technology Enabled Economic Development

Presented to: Economic Development & Finance Committee
Presented by: Department of Technology & Innovation
Date: April 21, 2015





**“For big businesses,
we roll out the red
carpet. For small
businesses, we roll
out the red tape.”**

*Mark R. Holland
Mayor, Kansas City*



Over 560,000
new businesses
created in 2013



PLANNING DEPARTMENT

DIRECTOR

STREET ADDRESSING/NAMING

HOURS:

MONDAY – THURSDAY

8:00 - 12:00 (NO WALK-INS AFTER 11:30 A.M.)

1:00 - 3:00 (NO WALK-INS AFTER 2:30 P.M.)

CLOSED FRIDAY

400

21 Permits

Downtown Business Improvement District Permit, Parking District Permit, Business License, Zoning Clearance Permit, Building Permit, Refuse Container for Demolition, Fire Inspection, Certificate of Occupancy, California Food Safety / Sanitation, County Health Permit, Grease Trap Registration, Processed Food Registration Application, Food Labeling, Guidelines, Fictitious Business Filing, Business Property Tax Assessment, Incorporation, Reseller's Permit, California EDD (Payroll Tax), Worker's Compensation

ZONING CLEARANCE

OCCUPANCY PERMIT APPLICATION FORM
CITY OF SANTA CRUZ
DEPARTMENT OF
PLANNING AND COMMUNITY DEVELOPMENT

THIS APPLICATION FORM IS FOR ZONING CLEARANCE ONLY
AND DOES NOT AUTHORIZE OCCUPANCY WITHOUT FULLY
COMPLYING WITH ALL CITY REQUIREMENTS

FEE \$ 216.00 PAID with fee

TYPE OF APPLICATION	FEE	PERMIT
NEW USE	1,2	
CHANGE OF USE	1,2	
CHANGE OF OWNERSHIP	1	
HOME OCCUPATION	1	

1. GENERAL INFORMATION

ADDRESS OF BUSINESS 395 NEBEL DRIVE PHONE 408 222-1234
 NAME OF BUSINESS _____
 A.P.N. 002-667-12 ZONING DISTRICT RL
 NAME OF APPLICANT XXXXXXXX PHONE _____
 ADDRESS _____
 STREET CITY STATE ZIP _____
 DESCRIPTION OF BUSINESS MANAGEMENT CONSULTING
 DATE OF OCCUPANCY _____ PREVIOUS USE M/A

2. LOCATION INFORMATION

1. AREA _____
 a. 1st FLOOR _____
 b. 2nd FLOOR _____
 c. OUTDOOR _____
 d. TOTAL _____
 2. SINGLE TENANT MULTI-TENANT
 3. PARKING
 NO. OF OFF-STREET SPACES
 a. AUTO _____
 b. BICYCLE _____
 4. SIGNAGE
 ZONING ORDINANCE SECTION 24.08.520 REFERS TO SIGN PERMIT REQUIREMENTS. SHOULD A SIGN PERMIT BE NECESSARY, AND APPLICATION MUST BE APPROVED PRIOR TO PLACEMENT OF ANY SIGNAGE. FAILURE TO COMPLY COULD RESULT IN A CITATION.

3. DECLARATION

I DECLARE UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION WHICH I HAVE SET FORTH IN THIS APPLICATION IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE AND THAT I AGREE TO OPERATE THE ABOVE DESCRIBED BUSINESS IN STRICT COMPLIANCE WITH CITY ZONING REGULATIONS GOVERNING SAME.

SIGNED THIS _____ DAY OF _____ 20____
 BY _____

4. FOR OFFICE USE ONLY

ORDINANCE SECTION 24.08.160 CASE NO. 25-11-0066
 DATE APPROVED 3/7/11 BY XXXXXX
 DATE DENIED _____ BY _____
 REASON FOR DENIAL _____
 COMMENTS APPLICANT HAVE OCCUPANCY PERMIT APPROVED

09/20/07 WHITE: PLANNING YELLOW: FEE PINK: APPLICANT PLAD-006

ADMINISTRATIVE LAND USE PERMIT

TOWN OF LOS GATOS-COMMUNITY DEVELOPMENT DEPARTMENT

Civic Center: 110 E. Main Street, Los Gatos CA 95030
 Phone: (408) 354-6874 Fax: (408) 354-7593

Date Received: _____

Application No. _____

1. PROPERTY LOCATION:

Address of subject property: _____

2. APPLICANT REQUEST:

 New Telecommunication Structure and/or Facility that does not require a Conditional Use Permit

 Modification to a Pre-Existing and/or Non-Conforming Telecommunication Structure(s)
 and/or facilities that does not require a Conditional Use Permit.

 Microcell/Minor Telecommunications Facility

3. PROPERTY/ PROJECT SITE DETAIL:

Lot area _____ Zoning _____ APN _____

4. PROPERTY OWNER:

Name _____ Phone () _____
 Address _____
 State _____ Zip _____

I hereby certify that I am the owner of record of the property described in Box #1 and that I approve of the action requested herein.

SIGNATURE OF PROPERTY OWNER _____



City of Houston Health and Human Services
 Environmental Health Division
 Bureau of Consumer Health

Generator Permit Application/Renewal/Replacement Form

Please fill one application for each interceptor on site.

Interceptor Information

Business Name:	TCEQ#:
Interceptor Address:	Zip Code:
Name of the Person Submitting Application:	
Phone #:	Date:
PLEASE CHECK ONE: <input type="checkbox"/> Renewal Expiration Date: _____ <input type="checkbox"/> Replacement Permit (\$25.00 fee per interceptor) <input type="checkbox"/> First time application. Number of years in Business _____	

Mailing Information (Optional)

Complete Address:
Attention:



So, what can we do about it?

We can apply information technology to advance and simplify the process for businesses to establish themselves in Long Beach.

A reminder why we need it?

Economic Development is considered one of the city's top priorities. For us to be competitive, in conjunction with attractive incentives, we need a simplified and user friendly system to capture leads, reduce time and effort to obtain information required, automate the process of licensing/permitting and reduce/or eliminate the time spent in City Hall.



What will it comprise of?



NOTE! This is a potential future state



What will it do?

- Our vision is a “one-stop shop” on-line automated process
- Businesses can determine where in the city they can open their business and see what other businesses are nearby
- Businesses can determine what regulations and fees apply to their business, and what paperwork they'll need to complete to open their doors
- Businesses can find a property in the appropriate zone they are interested in
- The applicant can use the tool just for planning purposes, or
- Ultimately, they could go through the formal processes of obtaining necessary licenses/permits



Key Features

- The system will help entrepreneurs to navigate the business registration process. It will ask the right questions, in the right order, so applicants can see the requirements, fees, and processing time that apply to their planned use and location
- It will also have an integrated and stand alone Zoning Check feature
- By making information available across departments, the system will help the city coordinate internal workflows, and build better relationships with new business owners
- By moving these functions online, the City of Long Beach will make important city services available 24/7, and will help us become truly "business friendly"



Key features (continued)

- The Site Selector will be able to search for real estate and obtain all the information needed to ensure that the right building, lot, or retail space is selected for the business.
 - Obtain dynamic property and business reports; conduct a demographic analysis of the region, create and print maps tailored to the needs of the business.
- Ultimately we'd like to transfer the business information entered up to this point into the city's official business license system based on our Infor CDR platform (Hansen)
- This will enable the applicant to pay the appropriate fees and obtain all necessary licenses/permits

START

IDEA

TEAM

SITE

SUMMARY

Welcome

This website has been set up to help you open a business in Long Beach, California

By using the site, you'll learn what regulations and fees apply to your business, and what paperwork you'll need to complete to open your doors. You can use it either for planning or actual submittals for permits.

Please note that the results of this consultation are greatly dependent on the nature and completeness of the information you provide. Additional information regarding the property or plans may alter the City's determination or advice on how to proceed with your plans.

get started →

[About OpenCounter](#) | [Terms of Service](#) | [Privacy Policy](#)

Basic Information

To get started, please provide some basic information about your business

What's your business' name?*

Can you supply a little more information on what your business does? This can include information on hours, types of sales and revenue streams, planned employees and other data. This is used to help full out some permits in the workflow.*



Are you planning on working in your home?*

- Yes
- No

Email Address*

* = required fields

[← back](#)

[save & continue →](#)

Permits

Estimated Total: \$0.00

START

IDEA

TEAM

SUMMARY

Business Type

What would you like to do?

Select your Use by typing in the box below. The program will search on each letter to find you the closest description in the City's municipal code. Please choose one of the auto-completed returns, we require it to help determine what permits you'll need.

Popular Business Types



Bakery



Pool Hall



Golf Course



Gym



Bar



Café



Restaurant

Clothing
Store

Pharmacy



B&B



Hotel/Motel

Medical
Office

Nonprofit



Office



Preschool



Software

What type of business are you seeking permits for today?*

 ?

[View All Business Types](#)

* = required fields

← back

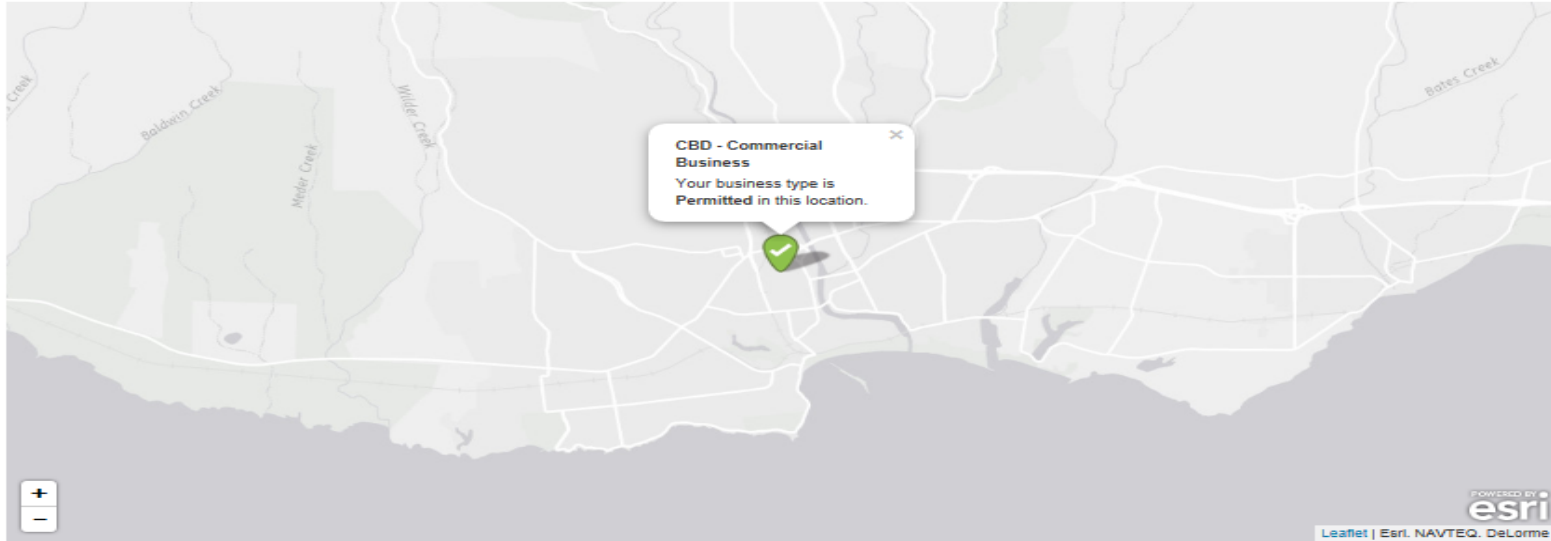
save & continue →

[Click here](#) to submit a help request.

Location

Where would you like to locate?

Where you end up setting up shop will have major implications on the complexity of permits and licenses required by the City.



■ Permitted ■ Special Use Permit ■ Administrative Use Permit ■ Prohibited ■ Unspecified

Your planned address*

212 Church St, Santa Cruz, California, 95060

Address 2

* = required fields

← back

save & continue →

START

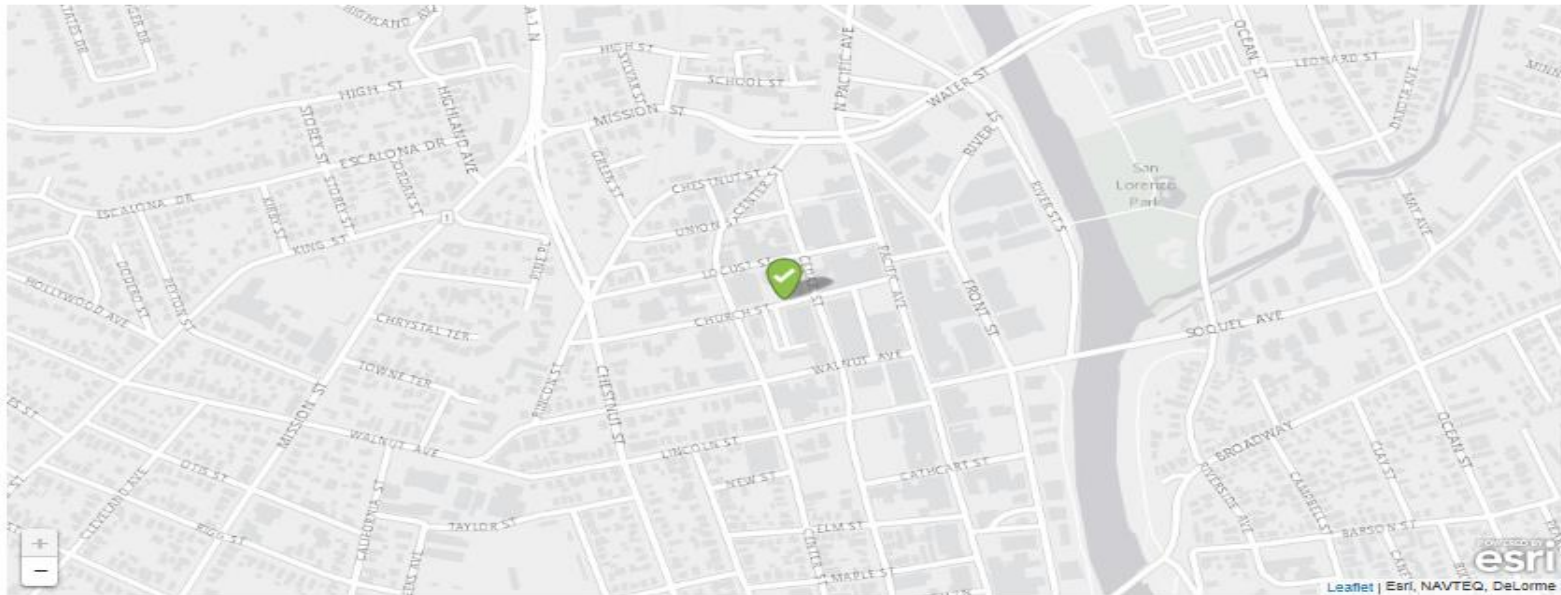
IDEA

TEAM

SUMMARY

Zoning Check - Permitted

We geocoded your address as '212 Church St, Santa Cruz, California, 95060', which falls in the Commercial Business Zoning District, the Business Improvement District Zone 2, the Downtown Parking District, and the Floodplain Overlay. Congratulations, your business type is permitted in this location.



You will need to answer a few more questions for staff to make a definite determination on your application. Please continue.

[← back](#)[continue →](#)

[Click here](#) to submit a help request.

START

IDEA

TEAM

SUMMARY

Business Details

You've let us know your business type and location, now we need to ask you for some additional information on your proposed entity.

This will help us populate a number of forms that staff will need to fully process your information.

How many employees do you plan to have?*

 ?

What's the square footage of your store or office?*

 ?

What's the structure of your business?

 ?

What's your business telephone number?

Do you receive mail at a different location than your business' physical address? ?

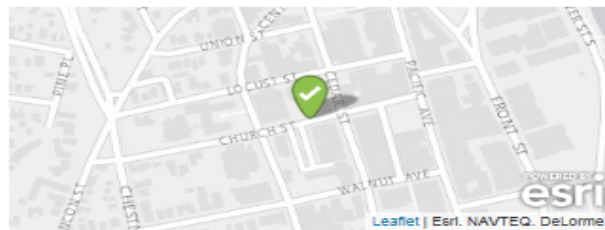
- Yes
 No

* = required fields

[← back](#)
[save & continue →](#)

[Click here](#) to submit a help request.

Secured IT Solutions



Permits

City

Administration and Staff Time	\$87.00
Alarm Permit	\$25.00
Business Improvement District	\$50.00
Business License	\$145.15
Parking District	\$0.00
Watercourse Development Permit	\$285.00
Estimated Total:	\$592.15

START

IDEA

TEAM

SUMMARY

Project Overview

What is the extent of the project that you're proposing?

Each of these questions will help us figure out which permits and staff you'll need to get in touch with during your project.

Are you planning on making any physical alterations, beyond paint and cosmetic changes to your proposed location? Are you planning a remodel or building project?

- Yes
 No

Will the building's use change significantly in with this project? * [?](#)

- Yes
 No

Does your business name include your last name? [?](#)

- Yes
 No

Are you planning on serving alcohol? * [?](#)

- Yes
 No

Are you planning on having live music or events?

- Yes
 No

Do you have plans to install a sign? [?](#)

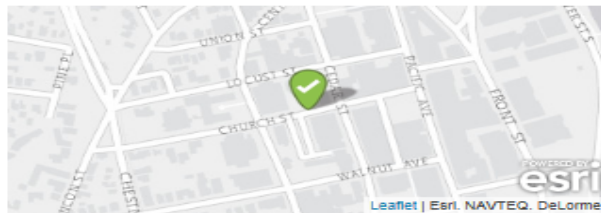
- Yes
 No

* = required fields

[← back](#)

[save & continue →](#)

Secured IT Solutions



Permits

City

Administration and Staff Time	\$87.00
Alarm Permit	\$25.00
Business Improvement District	\$376.40
Business License	\$293.15
Parking District	\$4,250.00
Watercourse Development Permit	\$285.00

State

Incorporation	\$0.00
Workers' Compensation	\$0.00

Estimated Total: **\$5,316.55**

START

IDEA

TEAM

SITE

SUMMARY

Applicant Information

Tell us all about yourself!

This is the only time in OpenCounter when we'll ask for your details. We'll use this information to make sure that it is used in each of the individual processes you'll need to complete before you open up shop.

First Name *

Last Name *

What's your title / role in this application?



Address 1 *

Address 2

City *

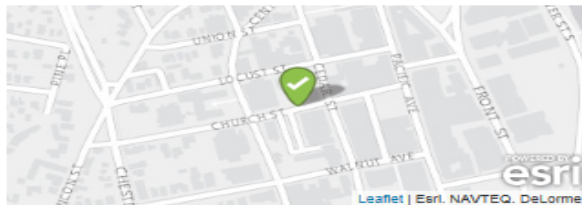
State *

Zip Code *

Phone Number

* = required fields

Secured IT Solutions



Permits

City

Administration and Staff Time	\$87.00
Alarm Permit	\$25.00
Business Improvement District	\$376.40
Business License	\$293.15
Parking District	\$4,250.00
Watercourse Development Permit	\$285.00
Zoning Clearance	\$58.00

State

Incorporation	\$0.00
Workers' Compensation	\$0.00

Estimated Total: \$5,374.55

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save & continue →

START

IDEA

TEAM

SITE

SUMMARY

Team

This section of OpenCounter is designed to figure out who you're working with.

We'll collect data about you and the folks you're working with to start your business in the next few pages. We're doing this early in the walkthrough to ensure that we know who to call if there are questions, as well as making sure that we can populate this data across all the processes that your session will start internally at the City.

Do you have a co-founder? [?](#)

- Yes
 No

Are you working with an architect, engineer or design professional? [?](#)

- Yes
 No

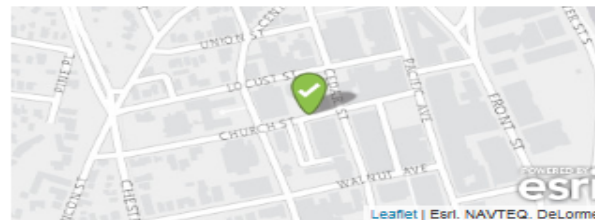
Do you own the building that you're proposing for this project? [?](#)

- Yes
 No

[← back](#)[save & continue →](#)

Click [here](#) to submit a help request.

Secured IT Solutions



Permits

City

Administration and Staff Time	\$87.00
Alarm Permit	\$25.00
Business Improvement District	\$376.40
Business License	\$293.15
Parking District	\$4,250.00
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Zoning Clearance	\$58.00

State

Incorporation	\$0.00
Workers' Compensation	\$0.00

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START

IDEA

TEAM

SITE

SUMMARY

Sign Plan Submittal

Your commercial sign will need to be reviewed by the Planning Department and a Building Inspector before it goes up.

Your sign is hugely important for your business and the City wants to make sure that its not only functional, but also fits in with the character and style of your business district.

Are you modifying an existing sign?

- Yes
 No

What type of sign are you proposing?

Wall

How many signs are you hoping to install?

?

Is your sign going to be lighted?

- Yes
 No

What's your proposed sign's square footage?

?

How far does your sign project into the public right of way? i.e. over the sidewalk?

?

What's your proposed sign's overhead clearance?

?

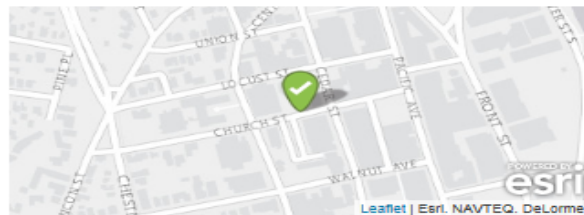
Please upload any project documentation you have for your proposed sign.

?

[← back](#)

[save & continue →](#)

Secured IT Solutions



Permits

City

Administration and Staff Time	\$87.00
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Business Improvement District	\$376.40
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Zoning Clearance	\$58.00

State

Incorporation	\$0.00
Workers' Compensation	\$0.00

Estimated Total: **\$5,374.55**

START

IDEA

TEAM

SITE

SUMMARY

Summary

You're all done with this guide. Please review your answers and click "submit" if you are ready to send your application to the City for review.

Basic Information

What's your business' name?: Secured IT Solutions

Can you supply a little more information on what your business does? This can include information on hours, types of sales and revenue streams, planned employees and other data. This is used to help fill out some permits in the workflow.: Technology and cybersecurity consulting

Are you planning on working in your home?: No

Email Address: chrisw@secitsol.com

[Edit Information](#)

Business Type

What type of business are you seeking permits for today?: Commercial > Office > Professional Office

[Edit Information](#)

Location

Your planned address: 212 Church St, Santa Cruz, California, 95060

Address 2:

[Edit Information](#)

Business Details

How many employees do you plan to have?: 20

What's the square footage of your store or office?: 4000

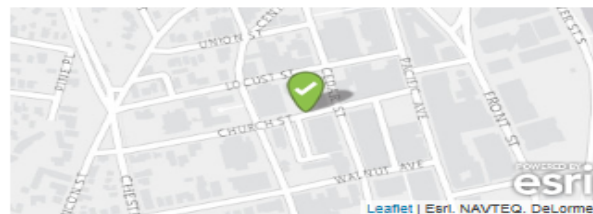
What's the structure of your business?: Limited Liability Company

What's your business telephone number?:

Do you receive mail at a different location than your business' physical address?: Yes

[Edit Information](#)

Secured IT Solutions



Permits

City

Administration and Staff Time	\$87.00
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Business Improvement District	\$376.40
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State

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Estimated Total: **\$5,374.55**

CHAPTER 21.29 - DEVELOPMENT AGREEMENTS

CHAPTER 21.30 - DISTRICTS ESTABLISHED

CHAPTER 21.31 - RESIDENTIAL DISTRICTS

CHAPTER 21.32 - COMMERCIAL DISTRICTS

CHAPTER 21.33 - INDUSTRIAL DISTRICTS

21.33.010 - Purpose.

21.33.020 - Districts established.

21.33.030 - Fire Department preliminary review.

21.33.040 - Site plan review.

21.33.045 - Harbor Department review in IP district.

21.33.050 - Adult entertainment businesses.

DIVISION I. - PERMITTED USES

DIVISION II. - DEVELOPMENT STANDARDS

**Table 33-2
Uses In Industrial Districts
(Continued)**

Use	IL	IM	IG	IP	*Notes and Exceptions
4.1 SIC codes 23, 27, 283, 284, 31*, 36, 38, 39	Y	Y	Y	See Item 10 in this table.	<ul style="list-style-type: none"> • 261 (Pulp Mills) • 262 (Paper Mills)
4.2 SIC codes 25, 26*, 30	Y/C	Y/C	Y		<ul style="list-style-type: none"> • 263 (Paperboard Mills) • 281 (Industrial Inorganic Chemicals)
4.3 SIC codes 22, 24, 289*, 32*, 34*, 35, 37*	N	C	Y/C		<ul style="list-style-type: none"> • 282 (Plastics Materials) • 285 (Paints, Varnishes) • 286 (Industrial Organic Chemicals)
4.4 SIC codes 21, 29*, 33, 492*, 4932*	N	N	C		<ul style="list-style-type: none"> • 287 (Agricultural Chemicals) • 2892 (Explosives)

Scroll to Top

Table 33-2



Zoning regulations can be complex. ZoningCheck simplifies the site selection process by showing you where your business is permitted.

Start Now

What type of business are you planning to open?



Laundromat



Restaurant




Bars



Health Club



Pool Hall (4+
tables)

Previous

Next

What type of business are you planning to open?



Laundromat



Restaurant



Bars



Health Club



Pool Hall (4+ tables)

rest



Commercial > Food & Beverage > Restaurant without drive-thru

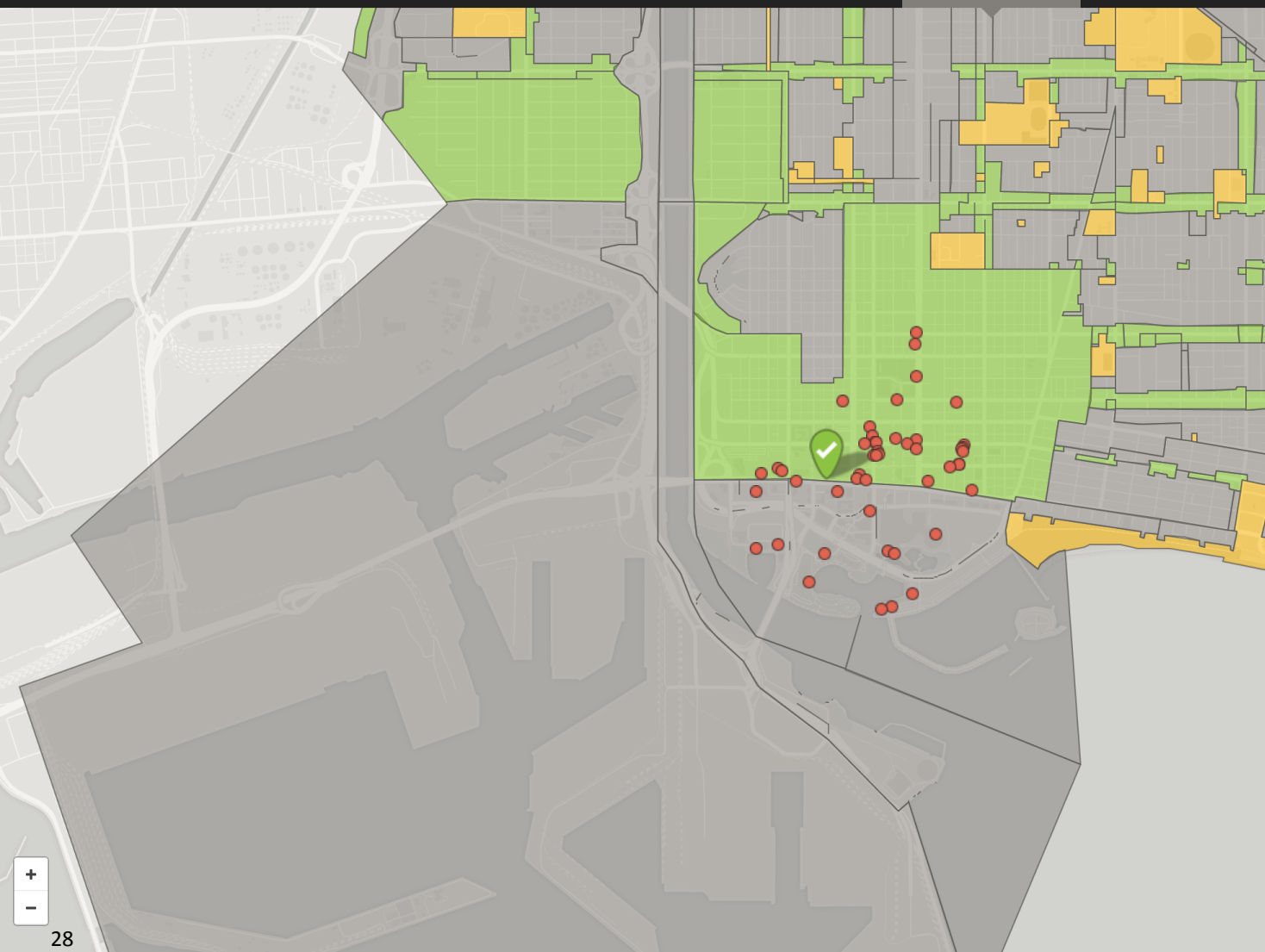
Commercial > Food & Beverage > Restaurants with drive-thru

Commercial > Food & Beverage > Restaurant

Commercial > Food & Beverage > Restaurant with alcohol service

Commercial > Personal Services > Shoeshine stand (indoor/outdoor)

Do you plan to serve beer and wine?



Restaurant

Your business type is **Permitted by Right** in the **Downtown Planned Development District** zoning district.

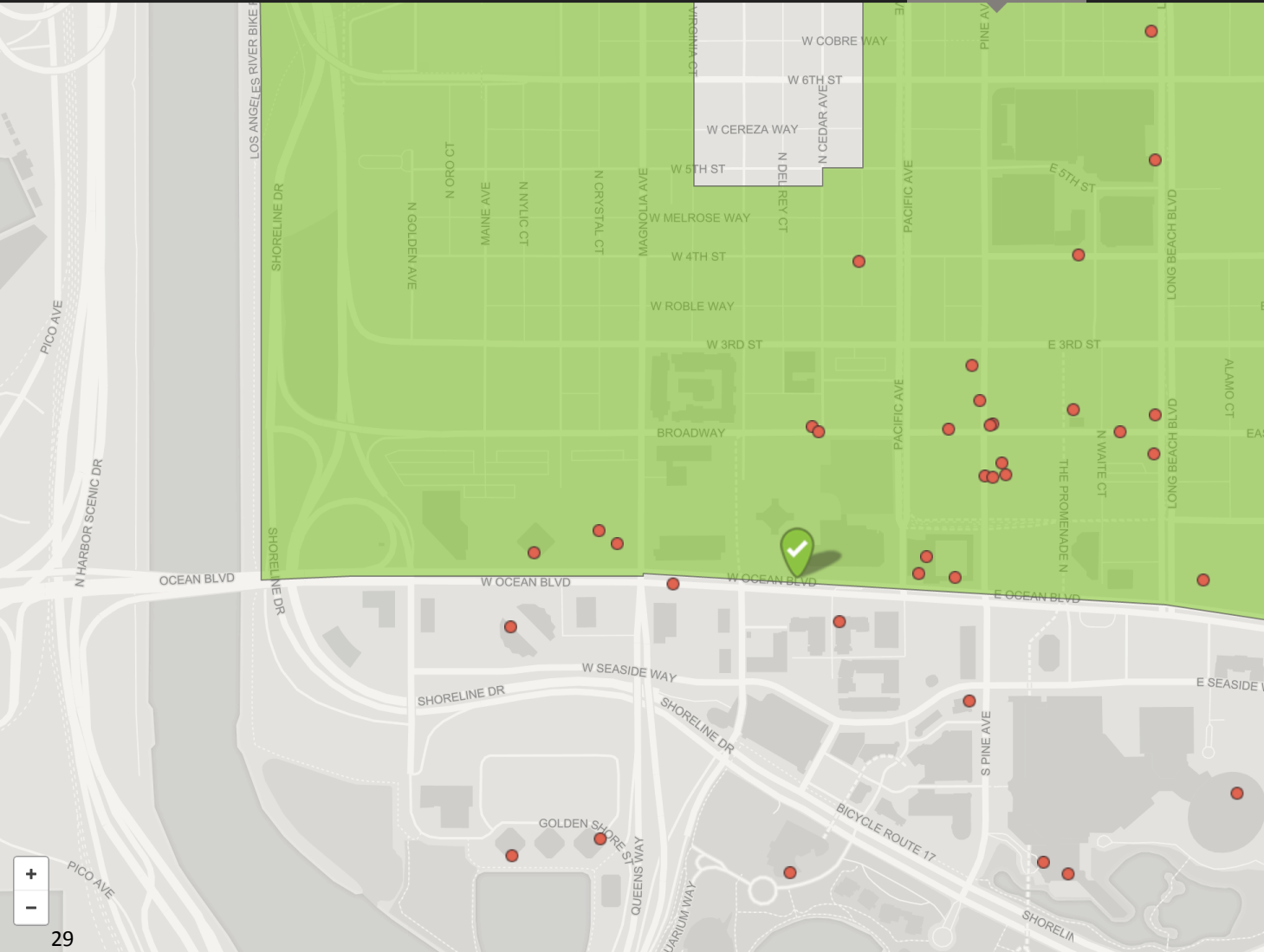
This location also falls within the following overlay districts, which may carry additional restrictions:

- **Downtown Business Improvement District**
- **Long Beach Tourism Business Improvement District**

[Learn More](#)

- Permitted by Right
- Accessory Use Permit
- Conditional Use Permit
- Unspecified
- Not Permitted
- Zoning Districts
- Zoning Overlays
- Similar Businesses





Restaurant

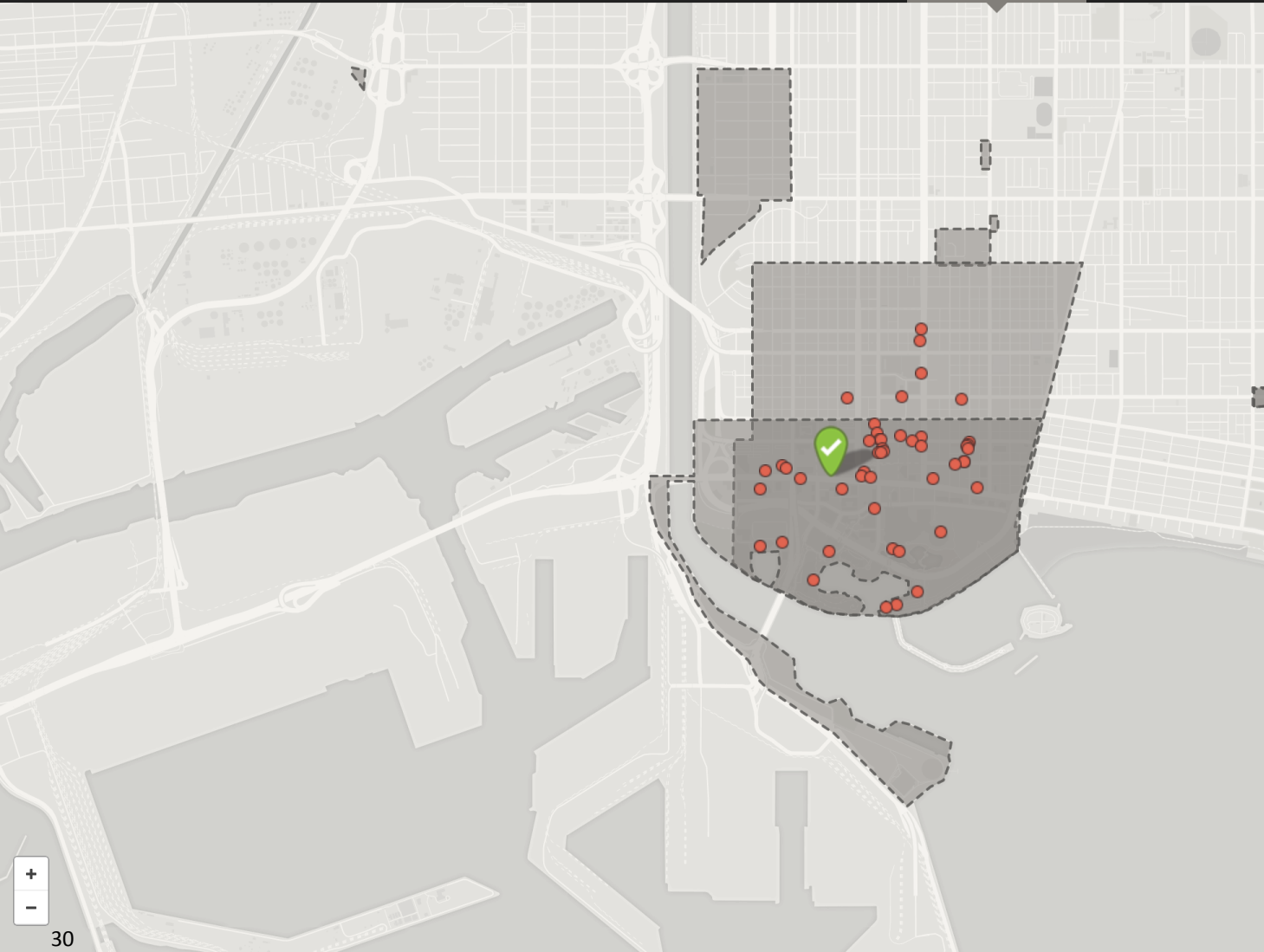
Your business type is **Permitted by Right** in the **Downtown Planned Development District** zoning district.

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[Learn More](#)

- Permitted by Right
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- Conditional Use Permit
- Unspecified
- Not Permitted
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Restaurant

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[Learn More](#)

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- Conditional Use Permit
- Unspecified
- Not Permitted
- Zoning Districts
- Zoning Overlays
- Similar Businesses

Restaurant

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Your location also falls within the following overlay districts, which may carry additional restrictions:

Downtown Business Improvement District
Long Beach Tourism Business Improvement District

Gateway Cities COG Property Site Selector.

Find the right building, lot, or retail space for your business in southeast Los Angeles County.



Navigation bar with a home icon and the following links: REGIONAL OVERVIEW, THE WORKFORCE, SEARCH REAL ESTATE, ADD PROPERTIES

Search Real Estate

Search for real estate and obtain all the information you need to ensure that you select the right building, lot, or retail space for your business. You may: view available properties in the region; search all available sites; obtain dynamic property and business reports; conduct a demographic analysis of the region, create and print maps tailored to your needs, and so much more!

Navigation bar: FIND BUILDINGS, FIND SITES, BUSINESS SEARCH, COMMUNITY PROFILES, HEAT MAPS, LAYERS, COMPARE, HELP

SEARCH HEAT MAPS LAYERS COMPARE

Find:

- Buildings
- Sites
- Businesses
- Communities

Square Feet

MIN SIZE - MAX SIZE

For Sale For Lease

Select Type

- Office
- Industrial
- Retail

MORE FILTERS SEARCH

Reset / Minimize

Tools My Folder

Search Real Estate

Search for real estate and obtain all the information you need to ensure that you select the right building, lot, or retail space for your business. You may: view available properties in the region; search all available sites; obtain dynamic property and business reports; conduct a demographic analysis of the region, create and print maps tailored to your needs, and so much more!

FIND BUILDINGS FIND SITES BUSINESS SEARCH COMMUNITY PROFILES HEAT MAPS LAYERS COMPARE HELP

SEARCH HEAT MAPS LAYERS COMPARE

Find:

- Buildings
- Sites
- Businesses
- Communities

Map Satellite

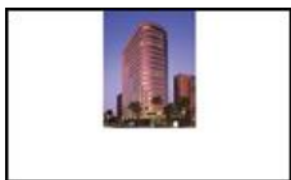
Tools My Folder

[Print](#) [Sort by](#) [Export](#) [Advanced](#)**Bixby Knolls Metro Center**

Address: 3777 Long Beach B...
City: Long Beach
County: Los Angeles County
Zip Code:90807

Type: Office
Min Size:1,235 sqft
Max Size:1,235 sqft

1 of 833

**Shoreline Square**

Address: 301 E Ocean Blvd
City: Long Beach
County: Los Angeles County
Zip Code:90802

Type: Office
Min Size:616 sqft
Max Size:616 sqft

2 of 833

**City Place**

Address: 151 E 5th St
City: Long Beach
County: Los Angeles County
Zip Code:90802-2489

Type: Shopping Center
Min Size:1,590 sqft
Max Size:1,590 sqft

3 of 833

**1330 E South St**

Address: 1330 E South St
City: Long Beach
County: Los Angeles County
Zip Code:90805

Type: Gas Station/Conv S ...
Min Size:590 sqft
Max Size:590 sqft

4 of 833

**5881 N Obispo Ave**

Address: 5881 N Obispo Ave
City: Long Beach
County: Los Angeles County

Type: Whse/Dist
Min Size:5,810 sqft
Max Size:5,810 sqft

5 of 833



So, what's the plan?

- OpenCounter procurement is in progress
- Implementation planned by August
- The Site Selector tool is already in place, so we will look at doing some integration with OpenCounter
- Business Licensing will be in Infor by Q3 2015. We can examine integration opportunities after that.
- We are also looking at Infor's new portal product to make Business Licensing available online in 2016
- Also during 2016 we will be planning a Mobile App
- Further enhancements possible in future (either in Infor's new portal or with OpenCounter) e.g. Pay Renewals, do TOTs, view Inspection Results

