



# Business License Handbook

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# Starting a business in the City of Roseville?

Great! The City of Roseville would like to welcome you to its business community. We know that starting a new business can be exciting and challenging. We wish you success in your new venture!

There are many things you should consider when starting a business. This document attempts to help the new business owner understand the business license process.

Included are some answers to the questions most frequently asked regarding requirements for starting a business, other related permits and licenses that might be required, and other agency responsibilities. For your convenience, we have provided a listing of City, County, Federal and State agencies at the back of this booklet.

The City of Roseville has contracted with The HdL Companies to provide assistance to the business community for all of their business licensing needs. The Business Support Center offers extended telephone support hours via their toll free telephone number as well as email contact options.

You may contact the Business Support Center for your entire business license needs anytime Monday through Friday from 8am to 5pm at 916-727-6868.

Email: [support@hdlgov.com](mailto:support@hdlgov.com)

Apply online: <https://roseville.hdlgov.com>

Apply by mail: City of Roseville - Business Licenses: 8839 N. Cedar Ave #212 Fresno, CA 93720-1832

# How to apply for a City of Roseville Business license

## At City hall

The City of Roseville has a computer/workstation kiosk in the lobby that is reserved for public use. You may use this workstation to apply online.

If you need assistance there is a telephone located at the work station that will connect you directly with a customer service representative. They can help you with the application process and answer all of your licensing questions.

## Online

The City of Roseville now offers businesses to apply online for a business license directly from our City's website.

You can now apply for a business license from the comfort of your home or office at a time that is most convenient for you.

To apply online, please visit <https://roseville.hdlgov.com>

## By mail

Please complete the Business license Application found on page 4 of this handbook.

Please mail completed forms to:  
City of Roseville Business license:  
8839 N. Cedar Ave #212 Fresno,  
CA 93720-1832

If you are planning to conduct business from your home or residence address in the City of Roseville, you will need to complete a Home Occupation Clearance form. The form is located on page(s) 5-7.

NOTE: No payment will be required until your application has been reviewed and accepted. You will receive an email or telephone call verifying the receipt of application. After the business taxes are paid a business license account number will be issued. A hard copy certificate will be mailed or e-mailed to you once the process is completed. Upon receipt of your license, the Roseville Municipal Code requires it be posted in a conspicuous place within the business.

# BUSINESS LICENSE APPLICATION



APPLY ONLINE AT: <https://roseville.hdlgov.com>

CIRCLE ONE:    New Application    Change    Home Occupation

Business Name \_\_\_\_\_ Business Start Date \_\_\_\_\_

Corporate Name (if applicable) \_\_\_\_\_ Phone Number \_\_\_\_\_

Business Location \_\_\_\_\_ Email Address \_\_\_\_\_  
Cannot be a P.O. Box per State of California Business & Professions Code-Section 17538.5)

Mailing Address \_\_\_\_\_ Seller's Permit No. \_\_\_\_\_

Business Description \_\_\_\_\_ State License Type \_\_\_\_\_ Expiration \_\_\_\_\_

Ownership (circle one):    Corporation    Corp-Ltd Liability    Sole Proprietor    Trust    Non-Profit

Federal ID No \_\_\_\_\_ State ID No \_\_\_\_\_ State License No \_\_\_\_\_

## PERSONAL INFORMATION

1st Owner Name \_\_\_\_\_ Title \_\_\_\_\_

Home Address (cannot be P.O. Box) \_\_\_\_\_

SSN \_\_\_\_\_ Driver's License No \_\_\_\_\_ Phone \_\_\_\_\_

2nd Owner Name \_\_\_\_\_ Title \_\_\_\_\_

Home Address (cannot be P.O. Box) \_\_\_\_\_

SSN \_\_\_\_\_ Driver's License No \_\_\_\_\_ Phone \_\_\_\_\_

Have you filed a Fictitious Business Name (FBN) Statement?    Yes    No    If yes, please attach copy of approved filed FBN

## EMERGENCY NOTIFICATION - In case of emergency and I cannot be reached, please call:

Name \_\_\_\_\_ Title \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Please enter the number of employees, estimated annual gross receipts, and the number of rental units (for apartment rentals only) below:

No. of Residential Rental Units \_\_\_\_\_ No. of Owners/Employees \_\_\_\_\_ Est Current Year Annual Gross Receipts for Sales/Services \$ \_\_\_\_\_

**RETURN APPLICATION BY MAIL TO:** City of Roseville - Business Licenses: 8839 N. Cedar Ave #212 Fresno, CA 93720-1832  
**SCAN AND RETURN APPLICATION BY E-MAIL TO:** [Roseville@hdlgov.com](mailto:Roseville@hdlgov.com)  
**BUSINESS SUPPORT CENTER:** 916-727-6868

NOTICE: Under federal and state law, compliance with disability access laws is a serious and significant responsibility that applies to all California building owners and tenants with buildings open to the public. You may obtain information about your legal obligations and how to comply with disability access laws at the following agencies: The Division of the State Architect at [www.dgs.ca.gov/dsa/Home.aspx](http://www.dgs.ca.gov/dsa/Home.aspx). The Department of Rehabilitation at [www.rehab.cahwnet.gov](http://www.rehab.cahwnet.gov). The California Commission on Disability Access at [www.cdda.ca.gov](http://www.cdda.ca.gov).

CERTIFICATION AND ACKNOWLEDGMENT: I declare under penalty of perjury that the statements made in this application are true. I further agree that business shall be conducted in accordance with the City of Roseville Municipal Code Chapter 6.04 Business Licenses. I understand that Sales or Use Tax may apply to my business activities. Upon issuance of a Business license, it shall be my responsibility to renew the license annually by January 31st.

**SIGN HERE** \_\_\_\_\_  
Signature of owner or representative

**TITLE** \_\_\_\_\_ **DATE** \_\_\_\_\_

### OFFICIAL USE ONLY

Business License Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

NAIC Code: \_\_\_\_\_

License Fee: \_\_\_\_\_

## HOME OCCUPATION CLEARANCE FORM

Requests for Home Occupations that comply with the standards identified in Zoning Ordinance Section 19.42 are permitted nonresidential activities in residential zones. Requests for Home Occupations are reviewed by the Planning Division for compliance with the Home Occupation standards outlined in the Zoning Ordinance, as listed below.

**A Home Occupation is an accessory, nonresidential business activity carried on within a dwelling by its inhabitants, incidental to the residential use of the dwelling, that does not change the character of the surrounding residential area by generating more traffic, noise or storage of material than would normally be expected in a residential zone.**

**The conduct of a home occupation shall be subject to the following conditions and criteria:**

- A. Number.** More than one (1) Home Occupation may be permitted in a dwelling so long as the maximum cumulative impact of all such businesses shall not exceed the impact of a single Home Occupation.
- B. All Activities Indoors.** All Home Occupation activities shall occur within the dwelling or accessory structures. No Home Occupation activity shall occur outside at any time, nor shall any equipment or material relating to the Home Occupation be parked or stored outside the residence at any time.
- C. Customers.** Personal contact with customers at the residence is prohibited except when authorized by the Approving Authority through approval of an Administrative Permit. Instruction based Home Occupations may receive one (1) student/customer at a time, by appointment only, with no additional permit required.
- D. Deliveries.** No delivery shall be by vehicles larger than an auto, pickup, or standard sized delivery van.
- E. Employees.** The Home Occupation shall be operated by no more than two (2) individuals, both of whom shall be residents of the dwelling. Both residents shall be listed on this application. No other person shall operate or perform any function of the business at the residence. Personal contact with employees or having an employee perform work at the site is prohibited except when authorized by the Approving Authority through approval of an Administrative Permit.
- F. Flammable or Hazardous Materials.** A Home Occupation involving the storage of flammable or hazardous materials shall not be allowed unless the Fire Department approves, in writing, the amount and the method of such storage of materials.
- G. Inspection Required.** The City of Roseville may, at all reasonable times during normal business hours, enter the premises for the purpose of inspecting to determine whether or not the conditions of this chapter are being complied with.
- H. Maximum Area.** The Home Occupation shall not require the use of more than fifteen (15) percent of the total floor area of the dwelling (including garage and detached accessory buildings). The Home Occupation shall not result in any addition to, alteration of, or exterior remodeling of the dwelling, garage or accessory structures.
- I. Merchandise for Sale.** The making of merchandise for sale is permitted provided that the storage of such merchandise does not exceed the total allowable area for Home Occupations and does not require the transporting of material or finished product by means other than an automobile, pickup or standard sized delivery van.
- J. Parking.** No Home Occupation shall result in the elimination of required off-street parking spaces.
- K. Signs.** No signs advertising the Home Occupation shall be allowed, except one vehicle used for the Home Occupation may display the business name.
- L. Vehicles.** Not more than one (1) vehicle specifically designated to be used for a Home Occupation shall be parked at the subject residence at any time. Such allowed vehicle shall not be larger than a standard pickup or delivery van. No commercial vehicles, equipment or trailers shall be parked at the residence at any time.
- M. Noise, Odors.** A Home Occupation shall not create adverse levels of noise or odors above the ambient levels in the surrounding neighborhood.
- N. Equipment.** No equipment (other than a permitted vehicle) or material relating to a Home Occupation shall be parked or stored outside the subject residence.

**NOTE: Thank you for opening a business in Roseville. We want your home based business to be successful. If you have any questions regarding the Home Occupation regulations, please contact the Planning Division at (916) 774-5276.**

**A Business license is required for all persons who transact and carry on business within the City of Roseville. Business license information may be obtained by contacting the Finance Department at (916) 774-5310.**



DEVELOPMENT SERVICES –  
 PLANNING DIVISION  
 311 Vernon Street  
 Roseville, California 95678-2649  
 (916) 774-5276

FOR OFFICE USE ONLY #PL \_\_\_\_\_

Approved \_\_\_ Denied \_\_\_ Date: \_\_\_\_\_

## HOME OCCUPATION CLEARANCE

BUSINESS NAME: \_\_\_\_\_

Operator's Name \_\_\_\_\_ Date \_\_\_\_\_

Phone \_\_\_\_\_ E-mail address \_\_\_\_\_

Address: \_\_\_\_\_ Zip Code \_\_\_\_\_

Description of Business (describe services/products in detail)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Aside from private instruction based home occupations as described in the Home Occupation regulations, will customers or employees not residing at the residence come to the home?  Yes  No

If yes, an Administrative Permit from the Planning Division shall be obtained prior to issuance of this certificate. Provide the Administrative Permit record number: # PL \_\_\_\_\_

I have read the Home Occupation Regulations, as outlined in Chapter 19.42 of the City of Roseville Zoning Ordinance, and will comply with the conditions, limitations and terms of the Home Occupation Clearance Certificate. **Initial** \_\_\_\_\_

I understand that violation of the Home Occupation regulations may result in a penalty and/or revocation of the Home Occupation Clearance Certificate. **Initial** \_\_\_\_\_

I hereby certify that the information submitted in this application is true and correct and is signed under penalty of perjury under the laws of the State of California. I also understand and agree that a fax, photocopy or electronic copy of this Home Occupation Clearance form with my signature will be accepted with the same authority as the original.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**PROPERTY OWNER AUTHORIZATION:** (If the applicant is not the property owner of record), I authorize the Applicant to file this application and to represent me on all matters concerning the application. I also understand and agree that a fax, photocopy or electronic copy of this Home Occupation Clearance form with my signature will be accepted with the same authority as the original.

**PROPERTY OWNER** (print) \_\_\_\_\_

Address \_\_\_\_\_ Day Phone \_\_\_\_\_

Owner's Signature \_\_\_\_\_ Date \_\_\_\_\_

**For all Home Occupations, a Business license must also be obtained from the Finance Department.**

# A guide for starting a new business

The City of Roseville is excited that you have chosen to operate a business in our community and we value the many businesses that have made Roseville their home. This guide is intended to assist you through our business approval process.

The process mentioned above is outlined in more detail and includes a description and the agencies to contact. Some businesses also have special circumstances. Please read the details below for more information:

## Apply for a City of Roseville Business License

Please submit your Business license Application to the Business Support Center. You may submit your documents by mail, email, or fax. Be sure to include a copy of your signed Home Occupation Clearance Form for Zoning clearance if you plan to conduct your business from a residence (home based business) in the City. For your convenience, a copy of the Business license application and Home Occupation Clearance form is included in this handbook. **You may also file online at:** <https://roseville.hdlgov.com>

After filing with all required agencies, your business is ready to obtain a business license certificate. Please submit the zoning clearance form (home based businesses only), all State and County licenses and permits, your fictitious name filing, corporate or partnership documentation and your Tax ID numbers to the Business Support Center.

No payment will be required until your application has been reviewed and accepted. You will receive an email or telephone call verifying the receipt of application. After the business tax fees are paid a business license number will be issued. A hard copy certificate will be mailed in approximately two weeks or sooner by email if desired.

### City of Roseville business support center

Mailing Address: 8839 N. Cedar Ave #212 Fresno, CA 93720-1832

Phone: 916-727-6868

Fax: 909-348-0465

Email: [support@hdlgov.com](mailto:support@hdlgov.com)

## Filing and publishing a Fictitious Business Name (FBN) statement

If the business is not a legal entity registered with the State of California, or it does not contain the owner's surname, a Fictitious Name Statement must be filed with the County Recorder's office in the county in which the business is based (Placer County). This is also a requirement for partnerships not recognized by the State.

### Placer County Clerk Recorder Office

800-488-4308 x5610 or 530-886-5600

[www.placer.ca.gov/clerk](http://www.placer.ca.gov/clerk)

## Determining the legal status of your business

Most businesses are classified under one of the following categories of legal status:

- Sole-Proprietor-A business owned by a single person or husband and wife who receives profits.
- Partnership - Two or more persons who are co-owners of a business for profit.
- Corporation -An independent legal tax entity, which remains intact even if its officers and/or directors change; must provide Articles of Incorporation or DBA (Doing Business As), if applicable.
- Limited Liability Corporation (LLC) -A non-corporate business whose owner actively participates in the organization's management and are protected against personal liability.
- Non-Profit - Must be recognized by the IRS as an exempt entity; must provide supporting documentation -(Section 501cC (3)).
- Other

Check with your legal or financial advisor for the status best suited for your business. Questions concerning incorporation of a business should be directed to the Secretary of State, an attorney, financial advisor, or trade association.

## Applying for Tax ID numbers

If you plan to hire employees for your business, you must obtain tax identification numbers for reporting purposes. These numbers are used to identify your business on payroll and business income tax returns. To apply for a Federal Tax ID numbers contact the IRS, for a State Tax ID numbers contact EDD, and for Corporate Filings contact the Secretary of State.

### **State of California - Employment Development (EDD)**

888-745-3886

[www.edd.ca.gov](http://www.edd.ca.gov)

### **Secretary of State - Business Program Division Corporate Filings**

916-653-6814

[www.ss.ca.gov](http://www.ss.ca.gov)

### **US Department of Treasury - Internal Revenue Service**

800-829-1040

[www.irs.gov](http://www.irs.gov)

## Workers Compensation Insurance

Workers Compensation Insurance is required by the State of California for any business with employees. Contact the State Industrial Relations Department for information and requirements. Some insurance agencies may also be able to assist.

### **State of California - Industrial Relations Department**

800-963-9424

## Other agency required permits based on business category

Depending upon the type of business, certain permits may also be required. Below is a list of possible permits that may apply to your particular business.

**Sellers Permit** - All retail and wholesale businesses must obtain a Sellers Permit or Resale Permit from the State Board of Equalization. This may be applied for at any local office. Every business that sells goods must collect and then remit sales tax to the State of California. This process is set in motion with the application for the sellers permit.

State of California  
State Board of Equalization  
916-227-6700  
800-432-2829  
800-400-7115

**Health Permit** - Eating establishments - food sales and handling. Any business dealing with consumable products must obtain a permit from the County Environmental Health Services Department.

Placer County  
Health Department Services  
530-745-2300

**Child / Day Care** - Although daycare businesses operated from a private residence are exempt from City business licensing if there are six or fewer children, a State license is required regardless of the number of children. The County and Development Services Department should also be contacted for any additional requirements.

State of California  
Department of Social Services  
Community Care Licensing  
916-657-3667

**Alcohol Sales** - Businesses selling alcohol products consumed on or off the premises must obtain a permit from the California Department of Alcoholic Beverage Control (ABC). The City's Development Services Department should also be contacted for any additional requirements.

State of California  
Alcohol Beverage Control (ABC)  
916-419-2500

**Massage Parlors / Massage Therapist** - Businesses are required to obtain and display certification from the California Massage Therapy Council. Contact the California Massage Therapy Council for information on certification. Please note certifications for all employees.

State of California  
Massage Therapy Council  
916-669-5336

**Contractor License** - Contractors and sub-contractors that perform work inside the City of Roseville must provide a current State Contractors license number at the time they apply for a business license. This includes contractors that are located or based outside the City of Roseville and perform work or provide services inside the City limits.

State Contractor License Board  
800-321-2752  
[www.cslb.ca.gov](http://www.cslb.ca.gov)

**Zoning, building and fire code (In City businesses only)** - You may wish to visit the Planning Division section of the City's website to find out more information about the zoning, land use, and building code requirements for your proposed business location. Be sure to do this before you sign leases or sales agreements, and before making any interior or exterior alterations.

City of Roseville Planning Department  
Development Services  
916-774-5276

[http://www.roseville.ca.us/gov/development\\_services/planning/](http://www.roseville.ca.us/gov/development_services/planning/)

The Business Support Center staff can also help you determine what zoning clearance, home occupation permits, or other type of prerequisite might be required for your business based on the activity and location of your proposed business.

**Building Permits** - Businesses wishing to make interior or exterior alterations or improvement to a tenant space must obtain any necessary permits and approvals from the Development Services Department.

After obtaining building permits, perform any construction or building modifications required by the City as necessary for the successful operation of your business. Once you have passed a final inspection you may open for business.

City of Roseville Building Department  
Development Services  
916-774-5332

## **GRAND OPENING!**

Congratulations! We hope your business thrives in the City of Roseville.

**ADDITIONAL INFORMATION:** Additional sources for information pertaining to starting or relocating a business include: Chamber of Commerce, the Small Business Administration, counselors, attorneys, your local library, financial advisors, tax consultants, and the City of Roseville website and Municipal Code.

**DISCLAIMER:** This handout is intended as a guideline and tool for business owners. The City of Roseville does not guarantee these are the only steps your particular business may need prior to opening. Any technical questions should be directed to the responsible agency or your professional consultant. Roseville cannot take responsibility for operation of your business.

# Frequently asked questions

## **What is a business license?**

A business license is an annual tax for doing business within the City of Roseville (City). Roseville Municipal Code requires that you obtain a license when you conduct any business activity within the City limits, even if your business is located OUTSIDE the city limits or you have a business license from another City. The business license certificate is evidence only that your tax has been paid. Other permits may be required to open your business.

## **Who is required to have a license?**

Any person who conducts business in the City or is based in the City must obtain a business license on or before the date the business commences. Conducting business in the City without a license can result in penalties, violation notices, citations, and finally, court action.

## **Why must I pay a tax to do business in the City?**

By City Ordinance, the tax imposed through the taxing power of the City is solely for the purpose of obtaining general revenue. Business taxes help pay for City services like roads, fire, police and other community services. These services benefit businesses, business owners and the general public.

## **How long is the license valid?**

The business license is valid for the calendar year, January - December and it must be renewed every year in January.

## **What if I have more than one business or more than one location?**

If you own more than one business, a separate business license is required for each type of business and for each location.

## **I just purchased this business... Can I use the business license from the previous owner?**

No. A business license cannot be transferred or assigned. As a new owner, you need to apply for a business license in your name.

## **What if I close or sell the business?**

Business licenses are NOT automatically canceled. We need to hear from you. You may send written notification, call or email. Please be prepared to provide the date the business closed or sold and the name of the new owner, if applicable.

## **I conduct business in several cities ... Can I get just one license to do business in ALL of them?**

Unfortunately, you cannot. Each city has its own business license requirements. It is important to know that most California cities have a business license tax ordinance. However, each city has its own tax rate, structure, and requirements. Check with the appropriate City or County for their rules and regulations.

### **Will the City notify me when it is time to renew my license?**

Yes, a renewal notice will be mailed each year. However, it is your responsibility to renew the business license on time even if the renewal notice is not received. Penalties are assessed for delinquent accounts, regardless of whether you receive a renewal notice or not. If you do NOT receive a notice two weeks prior to the expiration date, contact staff immediately.

### **What if I want to move the business?**

Always check with the City's Planning Department to verify that the new location is zoned properly for the intended use and whether a use permit or other type of approval is required. Notify our office whenever you change your business name, address, phone number, business activity or ownership information. We will be happy to update the information on your account and issue a printed copy of the business license with the new information.

### **How long will it take to get my business license?**

The actual process to apply for a business license takes only a few minutes. When the application is complete and payment is received, we issue a business license account number. The permanent business license will be mailed in about two weeks. If you need your certificate sooner, we can email you a copy to the email address provided during the application process.

### **Do I need a D.B.A. or Fictitious Business Name?**

If your business name is anything other than your surname or has more than one owner - a partnership, association or company - you may need to file a fictitious business name statement with the Placer County Clerk's Office. Should you accidentally "infringe" upon another business name you may face legal action. You must attach a copy of your approved Fictitious Name Statement to your business license application.

### **Must I apply in person or can I do it by mail?**

We no longer take applications in person. You may apply online, by mail, or over the phone. Be sure to include any required documents when applying by mail. Missing documentation will delay the process. Please call if you need help with either process.

### **Are there any restrictions on where I do business?**

Every business must meet zoning requirements to ensure that the business activity and site are compatible. BEFORE SIGNING any lease or rental agreement, check with the City's Planning Department to make sure your business activity is appropriate for the zoning and that it will not heavily impact the neighborhood or require special parking considerations.

### **What about commercial business locations?**

Check with the City's Permit Center to determine what building modifications, if any, may be necessary for your business type. A fire inspector or building inspector may visit your business in order to verify that your building or tenant area meets Fire and Building Code requirements. A Certificate of Occupancy will be issued if necessary.

### **I want to distribute handbills at homes to advertise my business.**

Leaving handbills or flyers on doors, porches, driveways, or car windshields is discouraged.

### **I have a property that I would like to advertise on a short term rental website (examples: AirBNB, HomeAway). What do I need to do to rent out my property?**

Review the rules and regulations regarding Short Term Rentals under the Roseville Municipal Code Chapter 4.25. If your property meets the criteria for a short term rental, you will need to obtain a Short Term Rental Permit and business license and pay the applicable fees associated with each.

### **Do I need a license if I work out of my home?**

Yes. Businesses operated from the home require a business license and must comply with the City's Zoning Ordinance. The Zoning Ordinance regulates the methods in which a home-based business operates and the approved business types. Prior to starting a home-based business, a Home Occupation Application must be submitted. This serves as an agreement to abide by the conditions to operate a business from your home in Roseville.

For your convenience, we have included a copy of the Home Occupation application form in this package. Home Occupation applications are also available on line. If you have questions regarding zoning, please contact the Planning Department at: 916-774-5276.

### **Do State Licensed Contractors need a Business license too?**

Any person licensed as a contractor by the State Contractor's Board must obtain a business license if:

1. Conducting business in the City
2. Based in the City, whether conducting business in or outside the City

### **When do I need a Seller's Permit?**

Every business intending to sell tangible goods - wholesale or retail, commercial or home based, sales or repair oriented - requires a California Seller's Permit. To apply, contact the State Board of Equalization. You are required to provide your seller's permit number on your business license application.

### **Do Non-Profit Organizations need a business license?**

Yes. Non-Profit organizations located within the City limits are required to obtain a business license. However, upon presentation of 501(c)(3) or 501(c)(4) documents, the business license fee is waived.

### **I am paid on a "1099" basis with my employer (not as an employee) ... Do I need a business license?**

Yes. If you are not an employee, you are considered an independent contractor. Determining the relationship between you and your employer (or employee) can sometimes be confusing. However, put simply, if you are not paid as a W-2 employee, you are considered an independent contractor and are required to have a business license. Fortunately, the State Department of Employment Development (EDD) has a very helpful booklet highlighting specific guidelines to follow in determining the correct relationship between you and your employer/employee. Contact EDD if you are unsure of the relationship. Once a determination has been made that your relationship is not that of an employee/employer, by default then, it is that of an independent contractor subject to a business license.

### **What if my business has employees?**

Contact the Employment Development Department for their requirements regarding State Withholding Taxes, Disability and Unemployment Insurance.

### **What about selling food?**

Before applying for a Business license, apply for a health permit from the Placer County Environmental Health Department if you are selling or preparing food.

## **I have this neat idea for a great sign!**

Check with the Planning Department before using or installing ANY type of sign, flag or banner, even balloons. Permanent and temporary signs require review and approval prior to issuance of permits and installation. Posting signs, handbills, or flyers on any utility pole, traffic pole, fence, tree, pier, bridge, mailbox or other public structure is prohibited.

## **I want to solicit a product and/or a service door-to-door. Do I need a permit?**

Yes, a business license is required to solicit. Registration with and a permit from the Police Department are also required.

## **I want to sell merchandise outside ... What do I need to do?**

Selling merchandise on any public roadway, sidewalk or on public property requires a conditional use permit. Selling merchandise or services in public parks is prohibited.

In addition to a business license, selling outdoors on private property requires an outdoor vending permit issued by the Planning Department. Approval of the Fire Department may be required as well. Most vendors at Denio's Farmer's Market and Auction do not need a business license. Please contact them for more information.

## **Once I get the business license it means everything is OK - I don't need anything else - right?**

No. The issuance of a business license does not entitle the licensee to engage in any business that for any reason is in violation of any federal, state or local law, the Roseville Municipal Code or other ordinance. Issuance of a business license does not constitute zoning approval. Prior to opening any business, it is the responsibility of the business owner to ensure that the business is in compliance with the City's Zoning Ordinance and applicable building code requirements. A visit to the City's Permit Center is strongly recommended. You may also need the approval of other City departments, and County, State and Federal government agencies.

## **What else do I need to do?**

Because of the vast variety of business types, we cannot cover every possibility. However, the list of agencies at the back of this booklet should help get you on your way.

## **How much does a business license cost?**

There are five categories (schedules) of businesses. The amount you pay is based on the type of business. Your business license tax is determined by the ONE category that best describes your business type. If you are applying online, please contact us toll free at 888-602-0239 if you need assistance determining the correct business type or fee category for your business.

Certain types of business activities require additional steps in the licensing process. If you are involved in any of the following business activities, call our office for more detailed information:

- Adult Oriented Businesses
- Bingo Games
- Firearms Sales
- Fireworks Stands
- Housecleaning / Janitorial Services
- Massage Therapists / Establishments
- Public Dances
- Secondhand Vendors
- Solicitors and Itinerant Merchants
- Taxicabs and Drivers

# Helpful contact numbers and websites

## Roseville offices

Roseville City Hall  
311 Vernon St  
Roseville, CA 95678  
[www.roseville.ca.us/](http://www.roseville.ca.us/)

Business License  
Business Support Center  
916-774-5310  
888-602-0239  
[support@hdlgov.com](mailto:support@hdlgov.com)

Building Department  
311 Vernon St  
Roseville, CA 95678

Planning Department  
311 Vernon St  
Roseville, CA 95678  
916-774-5332

Fire Department  
316 Vernon St  
Roseville, CA 95678  
916-774-5808

Police Department  
1051 Junction Blvd  
Roseville, CA 95678  
916-774-5000

## Neighboring City Hall offices

City of Auburn  
1225 Lincoln Way  
Auburn, CA 95603  
530-823-4211  
<http://www.auburn.ca.gov/>

City of Citrus Heights  
6237 Fountain Square Drive  
Citrus Heights, CA 95621  
916-725-2448  
<http://www.citrusheights.net/>

City of Colfax  
33 South Main St  
530-346-2313  
<http://www.colfax-ca.gov/>

City of Folsom  
50 Natoma St  
Folsom, CA 95630  
916-355-7200  
<https://www.folsom.ca.us/>

City of Lincoln  
600 Sixth St  
Lincoln, CA 95648  
916-645-3314  
<http://www.ci.lincoln.ca.us/>

Town of Loomis  
3665 Taylor Road  
Loomis, CA 95650  
916-652-1840  
<http://www.loomis.ca.gov/>

City of Rocklin  
3970 Rocklin Rd  
Rocklin, CA 95677  
916-625-5000  
<http://www.rocklin.ca.us>

City of Sacramento  
915 I St - Room 104  
Sacramento, CA 95814  
916-264-8500  
<http://portal.cityofsacramento.org/>

## County offices

County of Placer  
Administration Office  
175 Fulweiler Avenue  
Auburn, CA 95603  
530-889-4030 / 800-488-4308  
<http://www.placer.ca.gov/>

County Clerk - Recorder  
Fictitious Business Name Filing  
2954 Richardson Dr  
Auburn, CA 95603  
530-886-5600 / 800-488-4308  
x5610  
[clerk@placer.ca.gov](mailto:clerk@placer.ca.gov)

Treasurer - Tax Collector  
County Business License  
2954 Richardson Dr  
Auburn, CA 95603  
530-889-4120 / 888-888-5218  
[taxcollector@placer.ca.gov](mailto:taxcollector@placer.ca.gov)

Assessor's Office  
Property Tax Assessments  
2980 Richardson Dr  
Auburn, CA 95603  
530-889-4300 / 800-488-4308  
[assessor@placer.ca.gov](mailto:assessor@placer.ca.gov)

Health Department  
Food Sales/Permits/Inspections  
3091 County Center Dr #290  
Auburn, CA 95603  
530-886-1870 / 855-729-0340  
[humanservices@placer.ca.gov](mailto:humanservices@placer.ca.gov)

Office of Education  
In-Home Child Care  
360 Nevada St  
Auburn, CA 95603  
530-889-8020 x5900  
<http://www.placercoe.k12.ca.us>

## State offices

Alcohol Beverage Control (ABC)  
Sale or Resale of Alcohol Products  
2400 Del Paso Rd, Suite 155  
Sacramento, CA 95834  
916-419-2500 / 951-782-4400  
<http://www.abc.ca.gov/>

Contractors License Board  
State Contractors License  
9821 Business Park Dr  
Sacramento, CA 95827  
800-321-2752  
<http://www.cslb.ca.gov/>

Secretary of State  
Business Programs Division -  
Corporate Filings  
1500 11th St  
Sacramento, CA 95814  
916-653-6814

Board of Equalization  
Resale or Sellers Permit: Sales Tax  
3321 Power Inn Rd - Suite 210  
Sacramento, CA 95826  
916-227-6700 / 800-432-2829  
<http://www.boe.ca.gov/>

Employment Development (EDD)  
State Employer ID Number/Payroll  
3321 Power Inn Rd - Suite 210  
Sacramento, CA 95826  
888-745-3886  
<http://www.edd.ca.gov/>

Consumer Affairs  
Consumer Information Center  
1625 Market Blvd - Suite N112  
Sacramento, CA 95834  
800-952-5210  
<http://www.dca.ca.gov/>

Social Services Department  
Community Care or Day Care  
Licenses  
2525 Natomas Park Dr  
Sacramento, CA 95833  
916-263-4700  
<http://www.cclld.ca.gov/>

## Federal offices

Internal Revenue Services  
Federal Employers Tax ID Number  
Taxpayer Assistance Center -  
Northern CA  
4300 Watt Ave  
Sacramento, CA 95821  
916-974-5225 / 800-829-1040  
<http://www.irs.gov/>

Small Business Administration  
6501 Sylvan Rd, Suite 100  
Citrus Heights, CA 95610  
<http://www.sba.gov/>

## Other helpful numbers

Roseville Chamber of Commerce  
Business exposure/networking/  
community involvement  
650 Douglas Blvd  
Roseville, CA 95678  
916-783-8136  
<http://rosevillechamber.com/>

Better Business Bureau  
BBB of Northeast California  
3075 Beacon Blvd  
West Sacramento, CA 95691  
916-443-6843  
<http://www.bbb.org/>

Sierra College  
Small Business Development  
Center  
Business counseling/referrals/  
technical assistance  
333 Sunrise Ave, Suite 885  
Roseville, CA 95661

Massage Therapy Council of  
California  
One Capitol Mall, Suite 320  
Sacramento, CA 95814  
916-669-5336  
[www.camtc.org](http://www.camtc.org)