

6 Steps to Establishing and Conducting a Business in Corona

**STEP 1** Who Needs a Business License Tax Certificate?

Any Individual, corporation, partnership, or sole proprietor who wishes to conduct a business within the City of Corona must secure a business license tax certificate. The Corona Municipal Code (CMC) states, "It is unlawful for any person to transact, perform, engage in and carry on any business, trade, profession, calling, or occupation in the city without first having procured a business license...." (CMC Section 5.02.030)

The City of Corona Municipal Code requires that all businesses pay a business tax, but such payment does not authorize an applicant to do business in the City. All businesses must comply with city codes and must have Community Development Department approval before opening. A separate license tax certificate is required for each branch or location of the business.

**Exceptions**  
Those businesses specifically exempted from a business license tax by local, state, or federal statute include:

- Charitable
- Non-profit
- Religious
- Businesses with gross receipts less than \$5000

*\*All businesses that are exempt must register with the Business License Tax Division and provide proof of exemption. Please check with the Business License Tax Section at (951) 736-2275 for any other exemptions that may apply.*

Information concerning business license taxes, transferability of a business license tax certificate, obtaining a duplicate license tax certificate and conducting a business at separate locations, or separate businesses at a single location, and any other business license tax questions may be addressed to the **Business License Tax Section by calling (951) 736-2275**, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Finance Department.

**STEP 2** Zoning Information Home Occupancy Business

Do you know in what zone your business will be located? Is this type of business permitted in this zone? What permits are required? Before you enter into any purchase, lease, or rental agreements, check with the Community Development Department to verify whether or not your proposed business is allowed in the zone you are considering. Please contact the **Community Development Department at (951) 736-2262** with your questions regarding zoning.

The ability to perform business at your residence is allowed under Chapter 17.80 of the Corona Municipal Code (CMC) under certain circumstances. The types of uses normally permitted are home-based offices, which do not involve the dispensing of goods or services at the residence; do not have employees, other than the resident family; and do not generate traffic, noise, activity, odor, dust, outside storage or displays; any other affect which would detract from the character of the residential neighborhood. Please contact the **Community Development Department at (951) 736-2262** for the type of home occupations allowed and a complete list of the specific regulations governing such uses, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Community Development.



**STEP 3** Does Your Business Have Adequate Water Pollution Control Measures On Site?

The City of Corona's Storm Water Management and Discharge Control Ordinance (Municipal Code Chapter 13.27) prohibits non-storm water discharges to the storm drain system, in accordance with state and federal law. The ordinance also requires spill containment systems for any potential pollutants stored outdoors.

City staff regularly performs inspections to ensure compliance with the Municipal Code. Any business that causes a discharge will be required to modify standard work practices in order to comply. Compliance may be as simple as changing procedures or as complex as building on-site structural controls. Businesses must undertake all practicable measures to reduce the potential for pollutants such as oil, grease, detergents, degreasers, wash water, trash, soil or other waste materials to enter the storm drain system. Potential pollutant sources typically include, but are not limited to automotive repair shops, mobile car washes, restaurants, manufacturing, contracting services and fueling stations.

**Storm Water Permit**  
State regulations also require certain businesses to obtain coverage under the General Industrial Activities Stormwater Permit. To find out if your business requires a permit, please visit the State Water Resources Control Board Website at [www.waterboards.ca.gov/santaana](http://www.waterboards.ca.gov/santaana), or call (951) 782-4130. Please note that significant penalties may be imposed for non-compliance: a minimum fine of \$5,000 per year for failing to obtain permit coverage, and, up to \$27,500 per day, per violation plus \$10 per gallon of discharge in excess of 1,000 gallons.

To check for compliance, proper permits, and pollution prevention requirements for your business, please contact the **Public Works Department at (951) 736-2248** or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Public Works for further information.

**STEP 4** Is my Building/Office Safe and Functional for My Employees and Customers?

There are many issues to consider when determining the answer to this question. Fortunately, the City is ready and eager to assist you in answering any and all your questions related to safety and function. For existing buildings, in addition to determining zoning, all proposed improvements must be installed in a safe manner, and all existing improvements will need to have approval from the Building Division. Questions regarding improvements, either existing or proposed, may be made to the **Building Division** public counter located on the first floor of City Hall, 400 S. Vicentia Avenue, or by calling (951) 736-2250, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Community Development - Building Division.

**Structural Requirements**  
For new building construction, you will need to ensure:

- The structure is suitably sized for the occupancy
- The group and type of construction is appropriate for the proposed use
- The location of the structure is compatible with the use
- The structure is constructed in compliance with the California Building Code (CBC), the California Plumbing Code (CPC), the California Mechanical Code (CMC), the California Electrical Code (CEC), the State Accessibility Standards, and the State Energy Standards
- The building is protected from potential flooding
- The requirements of a Water Quality Management Plan, controlling and treating urban runoff, have been fulfilled, unless otherwise exempted based on project size and/or specific use
- Verification of existing improvements or requirements for off-site improvements such as right-of-way widths, side walks, sewer, water, and storm drain

Questions regarding flood zone designations and verification of any existing off-site infrastructure should be directed to the **Public Works counter at (951) 736-2259** or (951) 739-4951. Questions regarding any site development or off-site improvement requirements should be directed to the **Public Works Land Development Section at (951) 736-2436**.

All of these design issues may be discussed with the **Building Division Plan Check section by calling (951) 279-3568**, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Community Development - Building Division.

**Fire Codes**  
Other issues to be concerned about include compliance with the Uniform Fire Code. For Fire Code compliance advice please call (951) 736-2220, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Fire.



If your business involves any of the following you will need Fire Code advice:

- Storage or use of flammable and combustible liquids
- Wood working or dust producing operations
- Spray painting, welding, or cutting
- Aerosol products or combustible liquids
- Use, handling, or storage of hazardous materials
- Storage of commodities above six feet in height, or rack or floor storage that reaches above 12 feet in height
- Hazardous or assembly occupancies
- Storage of vehicles inside a building
- Industrial drying, baking, or use of an oven
- Storage, use, handling, or dispensing of compressed gases
- Lumber yards



**Alarm Ordinance - Police Department**  
The City of Corona has an alarm ordinance (Municipal Code 8.30.110). A permit is required for all residential and commercial alarms. To obtain a permit, contact the **Corona Police Department at (951) 736-2397**, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Police. E-mail us at [alarmcoordinator@discovercorona.com](mailto:alarmcoordinator@discovercorona.com).

**Water and Sewer Service**  
Part of ensuring that your building is functional requires that you have sufficient water and sewer service. To begin service, please call the **Corona Department of Water and Power at (951) 736-2321**. However, it is important for new businesses that plan to occupy an existing building to determine that adequate water service and/or sewer capacity is/are available. In some cases, a different size water meter will be needed to meet the demands your business has for water. The same is true for sewer capacity. Questions regarding sizing of your water meter or sewer connections may be directed to the **Assistant Engineers at (951) 279-3692** or (951) 736-2234.

**Does Your Business Generate Industrial Waste?**  
If your business does handle industrial waste, you will need to complete an Industrial Waste Questionnaire to evaluate discharge requirements and possible pretreatment requirements. Some of the typical processes that require permits are electroplating, metal finishing, battery manufacturing, plastic processing and soap and detergent manufacturing. Evaluation of any of your industrial waste requirements can be made by contacting **Source Control in the Department of Water and Power at (951) 736-2234**.

**How People Get to Your Business is Important**  
You may need to modify the access to your business for proper access and exit from your building location. Please call the **Public Works Department at (951) 736-2259** for assistance with access to your property. Also, if your business requires work within the City right-of-way, it will be necessary to gain an encroachment permit. Encroachment permits are available from the Public Works counter at 400 S. Vicentia Avenue, first floor.

Questions concerning the average daily traffic (ADT) volumes and associated level of service for the primary roadways should be directed to the **Public Works Traffic Section at (951) 736-2266**, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Public Works.



**Sign up for Trash Service**  
The City of Corona contracts exclusively with Waste Management to provide commercial trash and recycling collection services. Waste Management offers permanent and temporary refuse services for commercial and industrial businesses. The types of containers available are:

- 2, 3, or 6 cubic yard bins for trash
- 2, 3, 4, or 6 cubic yard bins for recycling
- 10, 25 or 40 cubic yard roll-off containers
- 25 to 40 cubic yard compactor containers



For information regarding specific refuse-related questions, or trash collection fees please contact Waste Management directly at (800) 423-9986.

**Business Recycling Program**  
The City of Corona offers waste audit consultations to analyze your businesses refuse waste stream. The audits are designed to help businesses reduce the amount of trash they generate and throw away. City staff can assist you in setting up a waste prevention and recycling program, and provide recommendations for **Reducing Your Waste** at no charge. Recycling helps the city meet State mandated diversion goals and reduces the amount of recycled material disposed of in landfills. To schedule a site visit, please contact (951) 736-2301.

**STEP 5** Advertising Your Business

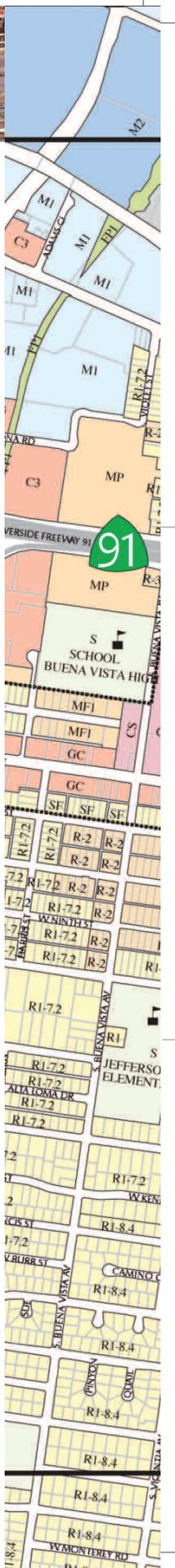
If you plan to erect, replace, construct or alter any sign including painting of signs on a building, you will need to obtain a sign permit. Please contact the **Community Development Department at (951) 736-2262** to discuss requirements for a permanent sign, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under City Departments - Community Development.

Temporary promotional message window signs are also allowed provided they do not cover more than 25% of the window area. Any specific window sign may not be displayed more than 90 days, and may not augment permanent signage. There are no permit requirements for temporary window signs. In addition to temporary signs, there are opportunities for placement of banners for a limited period of time. Portable signs are prohibited. Please contact the Community Development Department to obtain a banner permit or to discuss any of your temporary or permanent signage needs, or visit the City's Website at [www.discovercorona.com](http://www.discovercorona.com) under the City Departments - Community Development.

**STEP 6** What Else Do I Need To Know?

Some businesses may need more than a business license. All businesses must comply with all applicable City, County, State, and Federal laws and regulations; this includes laws pertaining to zoning, building, fire, and health and safety codes. We can assist you with all City requirements related to your business and refer you to other levels of government. To find out if your business needs further licensing from the State of California or the County of Riverside, please consult the agencies listed on the other side of this pamphlet.

*Any omissions or errors in this pamphlet will not excuse or relieve business owners of their responsibilities or liabilities connected with establishing a business in Corona. However, we do feel that this pamphlet will make it easier to establish a business in Corona.*



## Team Corona



While conducting due-diligence on a site within the City of Corona, Team Corona works in partnership with the city departments to compress the time to market. Team Corona is more than just a program, it is a way of doing business in the City of Corona. Team Corona facilitates discussions amongst our city team and the client's team of professionals working on the project. Sounds simple, but too often organizations forget to establish these relationships. Team Corona fosters these relationships by having early communication, getting projects started quicker and with fewer challenges down the road.

Whether it is a new development or an expansion, Team Corona is here to facilitate a quick and effortless experience through the process. For more information on Team Corona, please contact Economic Development at (951) 736-2260.

Those attending Successful Start-Ups: The ABC's of Starting Your Own Business seminar will discuss their role as an entrepreneur. Participants will learn about starting a business and obtaining information for the myriad contacts needed during the start-up process. Attendees will learn about the funding sources available to existing and aspiring small business owners.

To schedule a meeting or speak to a counselor, please contact the CBA at (909) 890-1242.

- Business Planning
- Business Loans
- Accounting
- Human Resources
- Franchising
- Government Procurement
- Marketing

If you are a start-up or growing business there is a FREE program that could help you achieve long-term goals. The Corona Business Assistance Program (CBA) is a partnership between the City of Corona Economic Development Department and the Inland Empire Center for Entrepreneurship (ICE) at California State University, San Bernardino.

CBA addresses the needs of small businesses in the community through business counseling services, student internships, access to business resources and networks and entrepreneurial training programs.

The Corona Business Assistance Program provides free business assistance to new and existing business owners through business counseling, training and mentoring. Counseling services are also available in Spanish.

## Corona Business Assistance (CBA)

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### FOR WHOLESALE AND RESALE NUMBERS AND SALES

TAX INFORMATION:  
State Board of Equalization  
3737 Main St., Ste. 1000  
Riverside CA 92501-3395  
(951) 680-6400  
Fax: (951) 680-6796  
www.boe.ca.gov  
\* Please be sure to inform them that your business address is within the Corona City limits so that your sales tax will be properly credited.

TO REGISTER AS A CORPORATION, LIMITED LIABILITY COMPANY, LIMITED LIABILITY PARTNERSHIP OR LIMITED PARTNERSHIP AND RECEIVE A SECRETARY OF STATE (SOS) IDENTIFICATION NUMBER:  
Secretary of State  
1500 11th St.  
Sacramento, CA 95814  
(916) 653-6814  
www.ss.ca.gov

### TO OBTAIN A FEDERAL EMPLOYMENT IDENTIFICATION NUMBER (FEIN) AND/OR TO FILE FOR TAX EXEMPT STATUS:

Franchise Tax Board  
600 W. Santa Ana Blvd., Ste. 300  
Santa Ana, CA 92701  
(800) 852-5711  
www.ftb.ca.gov

### TO OBTAIN A STATE LICENSE FOR PROFESSIONALS:

Department of Consumer Affairs  
Consumer Information Division  
1625 North Market Blvd., Ste. N112  
Sacramento, CA 95834  
(800) 952-5210  
www.dca.ca.gov

### FOR WORKERS COMPENSATION INSURANCE:

Assistance Office of Worker's Compensation  
3737 Main St., Ste. 300  
Riverside, CA 92501  
(951) 782-4269  
www.dir.ca.gov

### FOR STATE ID NUMBER AND STATE EMPLOYERS WITHHOLDING INFORMATION:

Employment Development Department  
371 West 3rd St.  
San Bernardino, CA 92401-1419  
(800) 300-5616  
www.edd.ca.gov

### FICTIONS BUSINESS NAME AND DBA:

If you use any name other than your legal given name or initials, YOU MUST FILE FOR A FICTIONS NAME:  
Riverside County Clerk's Office  
2724 Gateway Dr.  
Riverside, CA 92507  
(951) 486-7000  
www.riversideca.com/acr/SVfhn.asp

### ALCOHOLIC BEVERAGE SALES:

If your establishment intends to serve alcoholic beverages, you must obtain approval from:  
Corona Community and Development Department  
400 S. Vicentia Ave., Ste. 121  
Corona, CA 92882  
(951) 736-2262  
www.discovercorona.com

### RETAIL SALE OF FOOD OR BEVERAGE

If your establishment intends to sell any type of retail food or beverage you must obtain approval from:  
County of Riverside Department of Health  
Environmental Services Division  
4065 County Circle Dr., Rm. 104  
Riverside, CA 92503  
(951) 358-5172  
www.rivcoeh.org

### CHAMBER OF COMMERCE

The Greater Corona Valley Chamber of Commerce can provide assistance for businesses interested in operating in Corona. Greater Corona Valley Chamber of Commerce  
904 E 6th St.  
Corona, CA 92879  
(951) 737-3350  
www.coronachamber.org

## State, County and Other Business Agencies

## QUICK REFERENCE GUIDE FOR BUSINESS RESOURCES

# Welcome to Corona!

We are a progressive City, which offers both its citizens and businesses an opportunity to thrive in an environment of well-managed City services. This pamphlet was prepared with the businessperson in mind. It was created as a guide to the basic requirements of starting a business in Corona. This information – as well as information on all City Services – is also available on our City's website at [www.discovercorona.com](http://www.discovercorona.com). It is not the intent of this guide to make the business owner aware of all City, County, State or Federal regulations.

### Before you Apply ... Talk to us

Just as each individual is unique, so are the many businesses within our community. The City Council and staff want your business to start successfully. So, before applying for your business license or making significant business commitments, contact one of our planners in the Community Development Department at (951) 736-2262 to insure that your business is a permitted use at your chosen location.

### Look inside for 6 Steps to Starting Your Business



City of Corona  
400 S. Vicentia Ave  
Corona, CA 92882

