



CHAMBER
of
COMMERCE

A Guide for Opening and Maintaining a Business in the City of Beverly Hills



Produced by the Beverly Hills Chamber of Commerce in partnership with the City of Beverly Hills.

Table of Contents

Welcome to Beverly Hills	3
Overview of Beverly Hills City Government	4
Overview of City Departments	5
Why Do Business in Beverly Hills?	6
Q&A About Opening a Business in Beverly Hills	7
Navigating Development Issues in Beverly Hills	10
Business Tax Regulation & Fees	13
Disaster Ready	15
City of Beverly Hills Directory	16
Beverly Hills Ambassadors	18
Other Important Contact Information	19
Other Business Resources	20

Welcome to Beverly Hills



Welcome to Beverly Hills, one of the premier cities in the world! From the world famous Rodeo Drive and iconic tourist sites, to our thriving and diverse business sectors, this City provides a world renowned experience. Set against a first class backdrop and supported by distinguished community leaders, our local businesses prosper and benefit from global brand recognition.

In partnership with the City of Beverly Hills, the Beverly Hills Chamber of Commerce has created this pamphlet to help those starting a business in Beverly Hills, as well as those who already have one. The tapestry of laws and regulations can be complex, especially to the uninitiated business.

This pamphlet is intended as a general guide and overview to navigating City government and providing information about City services and departments. We hope this guide will provide you with the knowledge you need to succeed and will streamline the process of opening and maintaining your business in Beverly Hills.

We welcome you and look forward to your involvement within our great business community.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Johnson".

Todd Johnson
CEO and President
Beverly Hills Chamber of Commerce



Overview of Beverly Hills City Government

Beverly Hills is a general law city governed by a five-member City Council. Councilmembers are elected for a four-year term with the Mayor and Vice-Mayor being selected via a rotational system. The City Council is responsible for establishing policies, adopting an annual budget, enacting local laws and providing vision and goals to the City Manager. Beverly Hills has a “council-manager” form of government, where the elected City Council appoints a City Manager to supervise the operations of the City. The City Manager serves as the City’s Chief Executive Officer.



Pictured is the current Beverly Hills City Council (2020-2021). From top left: Mayor Lester Friedman, Vice-Mayor Robert Wunderlich, Councilmember Lili Bosse, Councilmember Julian Gold and Councilmember John Mirisch.

Overview of City Departments

The City of Beverly Hills is broken down into the following Departments:

Community Development

Oversees existing and new development in the City, including zoning, building inspections, code enforcement, transportation, planning and approval of new commercial and residential projects.

Community Services

Provides cultural, educational, recreational, landscape and social services to enhance and maintain a high quality of life and attractive physical environment.

Finance

Responsible for the management and oversight of the City's purchasing, accounts receivable and payable, investments, audits and accounting activities.

Fire Department

Provides fire and paramedic services to the community.

Human Resources

Oversees all employee recruitment and selection, with the goal of attracting the most highly qualified and talented workforce possible. The office also is responsible for administering employee compensation and benefits, facilitating labor relations, offering training and providing a safe, productive work site.

Information Technology

Provides IT solutions, manages technology projects within the City and manages City graphics and printing.

Police Department

Provides law enforcement services to the community.

Policy & Management

Provides support to the City Council, including implementing laws, preparing the annual budgets, information and data for decisions and policy direction and operating the City's Marketing and Economic Sustainability, Office of Resilience, Public Information Office, Emergency Management, Filming and Special Events and Community Outreach.

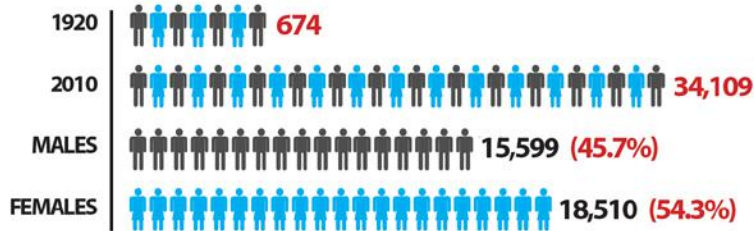
Public Works

Develops, constructs, inspects, improves and maintains the City's infrastructure. Infrastructure includes traffic lights, sidewalks, street lights, roadways, street markings and signage. The department supervises water, waste, parking operations and urban forestry.

Why Do Business in Beverly Hills? - A Vibrant and Growing Economy

VITAL SIGNS

BEVERLY HILLS POPULATION (2010 Census, US Census Bureau)



OUR RESIDENTS

34,109 Residents and a workday population of more than 200,000

Average household income: **\$176,560**

BEVERLY HILLS	L.A. COUNTY	CALIFORNIA	UNITED STATES
\$177K	\$82K	\$85K	\$72K

40% of families have income greater than **\$150,000**

58% adults living in BH have a **bachelor's degree** or better

BEVERLY HILLS	L.A. COUNTY	CALIFORNIA	UNITED STATES
58	25	28	23

OUR BUSINESSES

11,000 businesses operate in Beverly Hills

\$2.7 billion annual retail and food sales

\$2 million of clothing sold every day

Top 5 employment sectors: Law, finance, entertainment, medical, hospitality

5 of the seven largest LA-based talent agencies are located in Beverly Hills with over 650 agents

9.7% office vacancy rate (vs. 14.4% for LA County)(1st Quarter, 2017)

OUR VISITORS

7 million annual visitors

We have **17 hotels**, 2,200 rooms, including 5 five-star hotels

Top Global Regions visitors come from: Middle East, UK, Europe, China, Australia, Canada, Japan and Mexico

Questions and Answers About Opening a Business in Beverly Hills

What do I need to know before opening a business in Beverly Hills?

An important first step is to define what type of services you will be providing (for example, dining, professional services, retail, health care or some other category). Different types of businesses are subject to different registration and tax requirements, so it is important to properly define what it is that you will be doing. You will also want to confirm that the property you plan to occupy is zoned for your type of business. Another issue you will want to think about is how much parking will be needed. The City has parking requirements based on the type of business you have and you will need to make sure your business can fulfill those requirements. You may also be interested in additional parking beyond that required by the City's municipal code.

Lastly, you should know the physical address where your business will be operating from. The City needs to know the business address in order to process business registrations.

How do I get my business started in Beverly Hills?

Check the Zoning

Once you gather the necessary information about your business, the first step is to ensure that the property that you would like to occupy is appropriate for the type of business that you would like to open. To confirm the zoning regulations please call (310) 285-1141 and ask to speak to a planner about the zoning on your property.

You can also learn more about specific properties using tools available online. If you would like to learn about the zoning of a parcel, please click [here](#) and view the "Comprehensive Interactive City Map." Once you have identified the zone you can visit the zoning code to learn what uses are allowed on a particular property. Please visit www.beverlyhills.org, and select the "Municipal Code" under the "City Government" and then "About" tabs on the website.

Make an Appointment

When you have confirmed that the property is zoned for your business type, the City encourages business owners to make an appointment at the public counter to discuss any entitlement or building permits that may be needed for the business or the tenant improvement work. This can be done by calling (310) 285-1141 and asking to make an appointment at the counter.

Appointments for the review & permitting counter are encouraged and scheduled Monday through Thursday, 1pm-4pm; Fridays 8am-4pm. Most appointments are scheduled for half-hour increments during which time you will meet with a planner and a plan review engineer.

Appointments are not needed during walk-in hours on Monday through Thursday, 8am-10am. However, scheduling an appointment will help you avoid a potential long wait period and allows the City to provide more efficient customer service. Walk-in customers are helped on a first-come, first-serve basis. At your counter appointment, City staff can review your business plans,

discuss City rules and regulations and guide you in navigating the City's process for approval of your business. It is helpful to bring the following information to your appointment:

- An authorization letter from the property owner to do the work you are requesting
- Information about signage and façade changes (including material samples)
- The most complete sets of architectural drawings available
- Operational information about your business (types of services provided, hours of operation, etc.)

At the counter, City staff will guide you through any permitting processes that may be necessary for you to open your business. Some common permits required include:

- Architectural review and building permits for signage or façade remodels
- Building permits for interior tenant improvement work
- Extended hours permit for businesses in certain locations that wish to operate extended hours

Apply for a Business Tax Registration Certificate

Once you receive approval to move forward with your business in the location you have selected, there are several other actions you will need to take. All businesses in the City must apply for a Business Tax Registration Certificate before or within 30 days after the start of the business. The amount of the tax is based on your business type. Certain types of business also require special permits to operate.

Are there building and fire code requirements I need to comply with?

Yes. We strongly encourage you to contact the Community Development Department to review building records and make sure the building you intend to occupy is code compliant. The Department can be reached at (310) 285-1141. These requirements can also be discussed in a counter appointment with City staff.

What do I need to know about signage?

Beverly Hills has comprehensive regulations on signs advertising your business. Plans for signs must be submitted to the Community Development Department for review. Once approved, the Department will issue necessary permits and inspect the sign. Please contact the Department at (310) 285-1141 prior to construction or installation of all business related signs. In addition, the City does not allow sandwich board signs, banners or flag signage on the sidewalk at any time.

I'm opening a restaurant/bar. What regulations do I need to know about?

You will need to get a permit from the Los Angeles County Department of Health Services Environmental Health Food Inspection Program to operate a facility involved in food preparation. The County Department of Health Services Food Inspection Service can be reached at (626) 430-5200.

If your business will sell or serve liquor, you will need to obtain a license from the State Alcohol Beverage Control Department: <https://www.abc.ca.gov/>. The LA/Metro Office serves the Beverly Hills area and can be reached at (213) 833-6043. Unlike many cities, the City of Beverly Hills does not require use permits from the City for the purposes of serving or selling alcohol. An applicant wishing to serve or sell alcohol will, however, need to obtain all necessary ABC permits.

If you are considering having outdoor dining and/or extended hours of service, you will need to apply for and obtain an outdoor dining permit/extended hours permit. Please contact the Community Development Department with questions (310) 285-1141.

I would like to open a medical business, are there special regulations?

Yes. The City has adopted regulations to cap the amount of commercial space that can be used for medical uses in the City. Generally, medical uses can only be established in buildings that have been registered for use as a medical building. If you have questions about this regulation please call the Community Development Department at (310) 285-1141.

I would like to open a cannabis related business, is this allowed?

The City of Beverly Hills does not allow cannabis related business to be located within the City. For more information please visit the City's smoking information webpage and click the "Marijuana Regulations and Information" tab at <http://www.beverlyhills.org/citymanager/smokinginformation/>

What do I need to know about construction or tenant improvements?

The City has a number of rules regarding construction and tenant improvements and, in most cases, you will need to obtain a building permit. Please discuss your plans for construction and tenant improvement work at your counter appointment.

I'm interested in valet parking for my business. What do I need to know?

The City has a permit process for obtaining both short term permits (usually for single events) and for longer-term commercial permits. More information and applications to apply for permits can be found [here](#) and by emailing the Police Department at cbh-valetpermits@beverlyhills.org.

I have a complaint about a violation of City law, a nuisance or other business conduct. Who do I call?

The City has a Code Compliance Division which oversees the enforcement of State, County, and City codes, ordinances and resolutions. To report a code violation, you may call (310) 285-1119 or [use the following link](#). For building, mechanical, electrical, plumbing, planning or zoning code inquiries please phone (310) 285-1141 or speak with City staff at the public counter.

Navigating Development in Beverly Hills

The City's Community Development Department processes applications for new businesses, as well as existing and new residential and commercial construction projects and developments.

The process and timeline depend on the scope of the project, the entitlements required and the amount of public involvement in the process.

For New Businesses:

See the questions and answers outlined above.

For New Residential and Commercial Developments:

Step 1 – Develop an initial concept of the development

Develop an initial outline/concept of the residential or commercial development you have in mind.

Step 2 – Meet with the Community Development Department to discuss the concept

Businesses and developers are encouraged to meet with the City's Community Development Department to discuss their concept with the City. Through this process, businesses can get an

initial evaluation of project feasibility, compliance with City laws, potential benefits and costs and a guide to next steps.

Step 3 – Draw up Plans

The business should develop architectural, engineering and other plans to build the project.

Step 4 – Submit an Application

An application should then be submitted to the Community Development Department. The type of application will depend on the type of project. A list of applications by type can be found on the City's website [here](#).

Step 5 – Environment and Other Review

Most projects require environmental and/or other reviews, such as an Environmental Impact Report. Additionally, before the project goes for review before the Planning Commission, your business will need to work with the Community Development Department to make sure all documents and details are in order.

Step 6 – Staff /Planning Commission/City Council Review

New projects are reviewed by the City staff or the City's five member Planning Commission. The level of review depends on the type of request and the scope of the project being proposed. Depending on the size of the project, the matter may be reviewed over the course of several hearings. Some larger projects require final approval by the City Council.

Step 7 – Architectural Review/Design Review

Following Planning approval, new projects, or projects changing the façade of commercial or residential buildings are generally subject to review and approval by the City's Architectural or Design Review Commission.

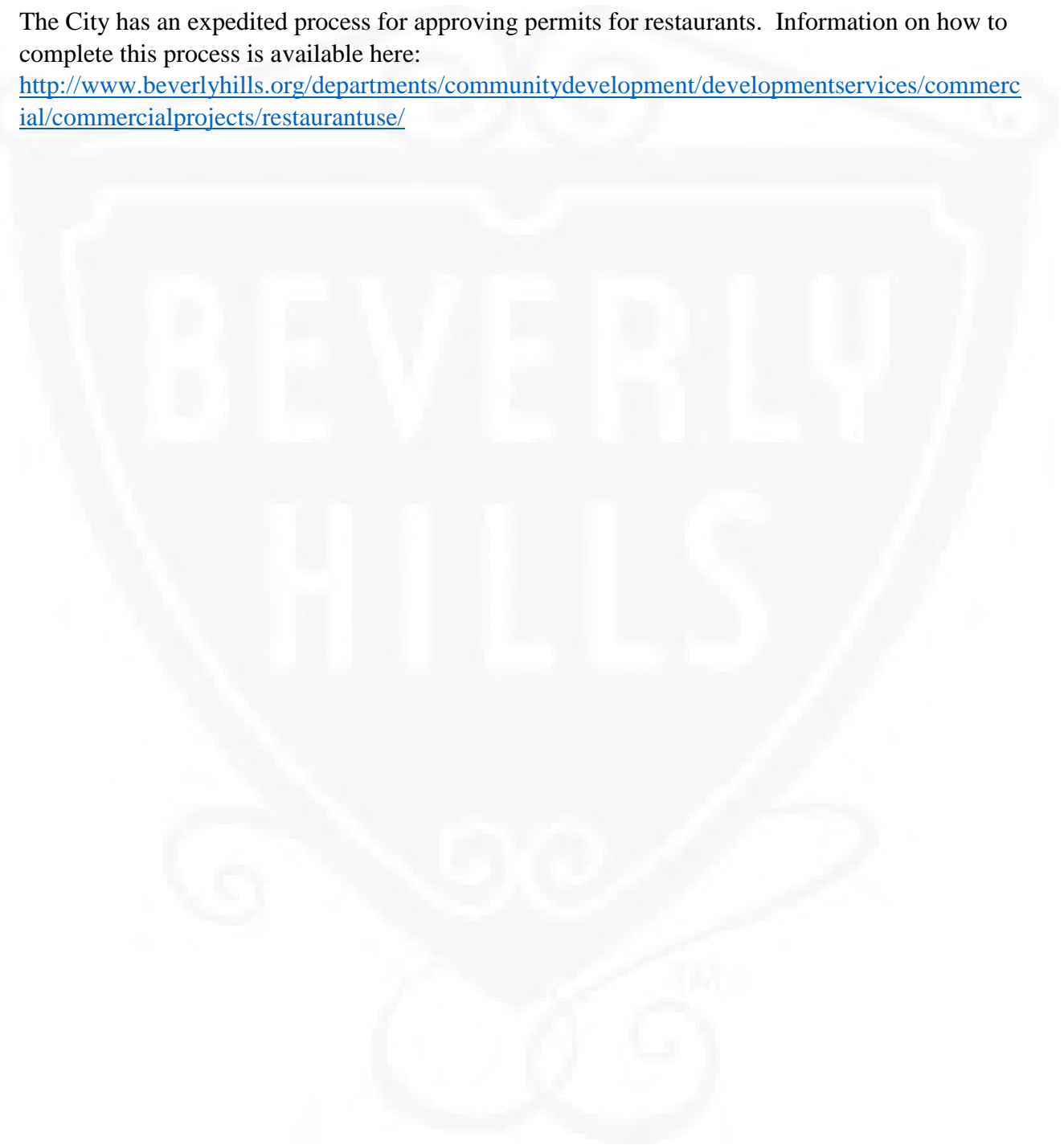
Step 8 – Final Plan Check

The Project is subject to a final plan check to make sure all details are in order. These items are required by City law for all buildings. Once complied with, the plan check is complete, building permits are issued and the development can proceed.

Restaurant Express Permits

The City has an expedited process for approving permits for restaurants. Information on how to complete this process is available here:

<http://www.beverlyhills.org/departments/communitydevelopment/developmentservices/commercial/commercialprojects/restaurantuse/>



Business Tax Registration and Fees

The City of Beverly Hills requires all businesses operating within the City to register their business and obtain a valid business tax certificate from the Department of Finance. New businesses are required to submit a business tax registration and pay the appropriate taxes within the first 30 days of operation.

The amount and type of taxes and fees depends on the type of business. Certain businesses pay a tax based on their gross receipts. Others, such as professional and semi-professional or business and personal services, pay a tax based on the number of hours worked by personnel.

To find out more about business tax registration, visit <http://www.beverlyhills.org/departments/finance/businessstaxlicense/> or call (310) 285-2424.

Tax and Fee Schedule 2020

A complete schedule of taxes, fees and other charges can be found here: <http://www.beverlyhills.org/departments/finance/taxesfeescharges/>

*Classifications A, C & I, effective January 1, 2020.

Classification A – Business Services

Base Tax and first 2,080 hours of employee payroll	\$283.00
Each additional hour of employee payroll	\$0.05919

Classification B - Retail, Wholesale, and Manufacturing

Minimum	\$75.00
Per \$1.00 of gross receipts over \$60,000	\$0.00125

Classification C* - Professionals

Base and first 2,080 hours of professional payroll or billed hours	\$1,571.00
Flat rate fee includes fully burdened hourly rates for all personnel, payroll or billed hours	\$0.75529
Each hour of non-professional employee payroll	\$0.15171

Classification D - Used Car Sales (not associated with new car dealership)

Minimum Tax	\$255.00
-------------	----------

Each \$1.00 of gross receipts over \$85,000	\$0.00300
Classification E - Residential Property Rental	
Each \$1.00 of gross receipts	\$0.01200
Classification F - Commercial Property Rental	
Each \$1.00 of gross receipts	\$0.02350
Classification G - Lenders, Brokers, Real Estate Brokers/Offices	
Each \$1.00 of gross receipts	\$0.00350
Classification G1 - Real Estate Agents	
Each \$1.00 of gross receipts	\$0.00100
Classification I* - Oil Well Tax	
Outside City:	
First 10,000 barrels	\$2,311.00
Per each additional barrel	\$0.17073
Inside City:	
First 10,000 barrels	\$4,640.00
Per each additional barrel	\$0.42687
State SB1186 Fee (Imposed by State of California)	\$4.00
3-1.303 TRANSIENT OCCUPANCY TAX	14.00%
Up to 30 days room occupancy (% of room rate)	

Sales Tax Rates:

<https://www.cdtfa.ca.gov/taxes-and-fees/rates.aspx>

Minimum Wage:

Information about the California Minimum Wage rate can be found here:

https://www.dir.ca.gov/dlse/SB3_FAQ.htm



Disaster Ready

It is critical that your business be prepared for a disaster, both to try to keep your business operating during the course of a disaster, as well as to be able to recover and continue your business after the disaster ends. To this end, the City's Office of Emergency Management, Resilience, and Recovery has created the Disaster Ready program, a tool that equips businesses with the ability to plan and prepare for major disasters. Businesses that complete the program are officially recognized for actively engaging in disaster planning efforts to foster an increased culture of emergency preparedness in Beverly Hills.

To become a Disaster Ready Partner, your business must:

1. Complete one Ready.gov Business Emergency Plan or other emergency plan.
2. Finish one Beverly Hills Preparedness Activity from the categories on the website below.
3. Be an active partner by telling one business neighbor to become certified.

For more information on becoming Disaster Ready, please click [here](#).

In case of an emergency, the City of Beverly Hills has a mass communication system to notify citizens:

Disaster Hotline: (310) 550-4680

Radio: 1500 AM

TV: Channels 10 and 35

Nixle: Text BEVHILLS and BEVHILLSPD to 888777 to receive text alerts

The City's Office of Emergency Management can be reached at (310) 285-1025.

City of Beverly Hills Directory

Beverly Hills City Hall

455 N. Rexford Dr.

General Information:

(310) 285-1000

<http://www.beverlyhills.org>

Mayor & City Council310-285-1013

Beverly Hills City Hall

445 N. Rexford Dr.

City Manager's Office

.....310-285-1014

City Attorney's Office

.....310-285-1053

City Clerk

.....310-285-2400

City Departments & Offices

Beverly Hills City Hall

Community Services

.....310-288-2220

Community Development

.....310-285-1141

Code Enforcement

.....310-285-1119

Transportation

.....310-285-1128

Building & Safety

.....310-285-1141

Public Works

.....310-285-2467

Business License/Tax
310-285-2424

Building & Safety
310-285-1141

Budget and Revenue
310-285-2411

Finance
310-285-2419

Fire Department
310-281-2700

Human Services
310-285-1006

Human Resources
310-285-1067

Information Technology
310-285-2590

Library Services
310-288-2220

Plan Review and Building Inspection
310-285-1141

Recreation & Parks Registration
310-288-2220

Marketing & Economic Development
310-285-1014

Real Estate and Economic Sustainability
310-285-1014

Policy Management
310-285-1014

Filming & Special Events
310-285-2408

Emergency Management
310-285-1025

Police Department
310-550-4951

Transportation
310-285-1128

Parking Enforcement
310-550-4875

Urban Design
310-285-1116

Beverly Hills Ambassadors



The City of Beverly Hills deploys an Ambassador Program within the downtown core operating area, 24 hours a day, 7 days a week. The areas covered by the Ambassador Program include the Golden Triangle, South Beverly Drive, Civic Center Drive and 3rd Street. The Ambassador Program is staffed by an independent service company (Block by Block) and works in partnership with the City's Human Services office, Police Department and other departments within the City. The program is fully funded by the City of Beverly Hills and provided free of charge to the business and residential community. Ambassadors monitor the business corridor to address aggressive panhandling, provide an extra set of eyes and ears for the Beverly Hills Police Department, provide directions to visitors and connect individuals with social service needs to the City's Homeless Outreach Team. They also provide outreach on the City's smoking regulations. All ambassadors are unarmed and carry iTouch devices to log incidents and report statistics.

The Ambassador Hot Line Phone Number is (424) 302-1487. The hotline can receive phone calls or text messages, including photos.

Other Important Contact Information

In an Emergency:

Dial 9-1-1

Beverly Hills Fire Department Non-Emergency Number:

(310) 550-4900

Beverly Hills Police Department Non-Emergency Number:

(310) 550-4951

Beverly Hills Ambassadors:

(424) 302-1487



BEVERLY
HILLS

Other Businesses Resources

Beverly Hills Chamber of Commerce

9400 South Santa Monica Blvd., 2nd Floor
Beverly Hills, CA 90210
(310) 248-1000
www.beverlyhillschamber.com

The Chamber of Commerce provides a wide variety of business resources, including educational materials and seminars, industry networking events, government advocacy, business attraction and retention and economic development services.

Beverly Hills Conference and Visitors Bureau

9400 South Santa Monica Blvd., 1st Floor
Beverly Hills, CA 90210
(310) 248-1015
www.lovebeverlyhills.com

The Beverly Hills Conference and Visitors Bureau (BHCVB) is the City's destination marketing organization with resources for visitors, members of the media and travel trade.

Los Angeles Economic Development Corporation

444 South Flower Street, Suite 3700
Los Angeles, CA 90071
(213) 622-4300
www.laedc.org

The Los Angeles Economic Development Corporation promotes economic development and a strong economy in the Los Angeles region and has a number of resources businesses can utilize.
