




GENERAL RETAIL GUIDE





GENERAL RETAIL

DEFINED AS STORES AND SHOPS SELLING MANY LINES OF MERCHANDISE. THESE STORES AND LINES OF MERCHANDISE INCLUDE, BUT ARE NOT LIMITED TO; PET SUPPLIES, FURNITURE, HOME FURNISHINGS, CLOTHING, AND BAKERIES.


FIND A LOCATION


 General Retail stores are allowed within any commercial zone including Neighborhood Commercial (CN), Community Commercial (CC), Arterial Commercial (CA), and Regional Commercial (CR). These different zones allow for different types of uses.


 Taking over a space that was previously a General Retail store can save time and construction costs, as long as the previous tenant had recently passed inspections and was in compliance with current requirements.


 Before signing a lease, please speak with the City's Planning Division to understand zoning and the City's Building & Safety Division to understand building codes. Call (323) 848-6475 or visit City Hall at 8300 Santa Monica Boulevard.

PLANNING REQUIREMENTS

 General Retail stores require 3.5 parking spaces per 1,000 ft² of tenant space. Depending on the last use, you may have to provide more parking if their use required less parking than your new business. Please ask a planner about a Parking Use Permit and Parking Credits in the case you do have to provide additional parking.


 Taking over a space that was previously a General Retail store will help with parking, as the demand will be the same and providing additional parking won't be necessary. The case is the same for other uses that require the same or less amount of parking as General Retail. A planner can help you make this determination.


 To find out where General Retail stores are allowed, click here to view the Zoning Map.


 To learn more about planning requirements, click here to search the Zoning Ordinance.

BUILDING REQUIREMENTS


 The work needed to get your tenant space ready to open can vary from business to business. Some businesses require very minimal work, and some will require a more involved process like changing the floor plan to better suit the new business. In all cases, you will need plans drawn to show the changes that you will be making to your new space. These plans will go through a plan check process to make sure that they meet various code requirements.


 Start with bringing your plans to the Planning Division counter and have a planner review your plans. They will be able to tell you the next step in your plan check process.


 If you are installing a new sign, you will need to obtain a Sign Permit. After consulting with a licensed sign contractor, fill out a Sign Permit Application.


 Click here to find the permits and applications you need.

BUSINESS REQUIREMENTS

 Register your business with the City by obtaining a Business Tax Certificate. A General Retail store operating within the City of West Hollywood is required to obtain a Business Tax Certificate and pay an annual Business Tax.

 Click here to download the Business Tax Certificate Application.

 Some General Retail stores like second hand dealers and tobacco retailers will also need to obtain a regulatory business license. Please contact the Business License Officer at (323)848-6375 to find out if this applies to your business.

 Once you've reached this step, your business will proceed through plan check for approval.