

## Other Considerations:

### New Signs

Before putting up a new or changing an existing business sign, a new **Sign Permit** must be issued. Sign Permits are applied for at the City Hall Permit Office. Below are items you will need:

- Instrument Survey Map
- Measurement of the width of the storefront
- Drawing of sign that is drawn to scale
- Worker's Compensation Certificate or waiver
- Fee ( permit fees vary in cost)

### Tips

- Bringing pictures of the storefront are helpful.
- Be aware that "A" frame (sandwich board) signs and "Banner Blades" are not allowed.
- Solid roll down shutters/security grates are not permitted. Please call the zoning office for further information.

### Helpful Numbers:

Permit Office: (585) 428-6526  
Zoning Information: (585) 428-7043  
Business Development: (585) 428-6912

### Department of Neighborhood and Business Development

City of Rochester Permit Office  
City Hall, 30 Church St., Room 121B  
Rochester, New York 14614

**Monday–Friday, 9:00 am to 4:00 pm**

**Questions? Call 311**

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



Uplifting Our Neighborhoods

### Neighborhood Service Center Locations

Normal operating hours for the Neighborhood Service Centers (NSC) are Monday through Friday, 8 am-5 pm

Calls to NSC Offices during off hours are taken by the City's 311 Call Center. NSC staff will follow-up on these calls on the following business day.

#### Northwest Quadrant

71 Parkway  
Rochester, NY 14608  
(585) 428-7620

#### Northeast Quadrant

500 Norton St.  
Rochester, NY 14621  
(585) 428-7660

#### Southwest Quadrant

923 Genesee St.  
Rochester, NY 14611  
(585) 428-7630

#### Southeast Quadrant

320 N. Goodman St.  
Rochester, NY 14607  
(585) 428-7640



City of Rochester, New York

Department of Neighborhood and Business Development

## Obtaining a Business Permit

How to Make the Process Go Smoothly.



### Who Needs a Business Permit?

The City of Rochester's Business Permit program is designed to ensure that City businesses are operated safely and legally.

The following types of businesses require a permit:

- Retail Stores that sell any of the following: beer, lottery tickets, tobacco or smoking paraphernalia
- Restaurants
- Bars
- Automobile Service Facilities
- Salons (hairdresser, barber shop, appearance enhancement, tattoo parlor, body piercing)

The following businesses do not have to obtain a business permit: entertainment, amusement, second hand dealer, or pawn brokers, however they are required to obtain other City licenses.

Contact your Neighborhood Service Center with questions or concerns for requirements, or visit the City website at

[www.cityofrochester.gov/businesspermitfaq](http://www.cityofrochester.gov/businesspermitfaq)

### Follow these steps when applying for a New Business Permit:

- 1) Complete the two-page application, which may be obtained at the City Hall Permit Office at City Hall, 30 Church Street, Room 121B
- 2) Provide a photo ID (current driver's license or non-driver's identification, passport or benefit card)
- 3) Pay an application fee of \$25, payable by cash, check or credit card
- 4) Show your Certificate of Authority number.
- 5) **You may need an additional license for:**
  - **Restaurant:** possibly State Liquor Authority license
  - **Retail Store:** NYS cigarette and/or State Liquor Authority license
  - **Bar:** State Liquor Authority license
  - **Barber Shop/Hair Salon:** Master Barber's license/Cosmetology license
  - **Natural Hair Styling, Nail, Waxing Salon:** Appearance Enhancement license

- **Automobile Service:** Registered NYS DMV dealer and/or repair shop license; Any applicable NYS DMV license for Specialty auto shops

### YOU CANNOT OPERATE YOUR BUSINESS WITHOUT AN ISSUED BUSINESS PERMIT.

There is a 30 day waiting period for permits to be processed, as long as all information and documents are submitted. Applicants will be notified within 30 days if application is denied. Applicants will undergo a background check and past business history check.

### Once the Application is Complete:

- Business permit applications are forwarded to your area Neighborhood Service Center (NSC) for review.
- A property inspection may be required to determine compliance with zoning and all other applicable codes.
- A meeting with the Neighborhood Service Center is required to talk about the **Good Neighbor Agreement**.
- You must authorize the release of outstanding tax liability information.
- If there is sufficient cause for concern on the part of the City about the operation of the business, the owner or the operator, the applicant may be offered a Conditional Business Permit (\$300 fee). The applicant will have the opportunity to respond.
- Business Permits will be valid for one year, as long as there is no change in the type, location, owner, operator or partner in the business or if there is no other cause for the permit to be suspended or revoked.