



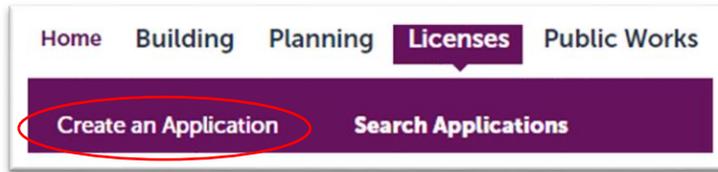
2025 BUSINESS LICENSE RENEWAL

Starting your application

1. Once you sign in, click the **Licenses** tab at the top of the page.



2. Click **Create an Application** in the tab menu.



3. Read the **General Disclaimer, Terms, and Policies**, check the box once you have read them then click **Continue Application**.

Select your License Type

4. If your business is a **Fixed Place of Business within City Limits** and is not a Home Occupation, select the first option then click **Continue Application**.



Application Step 1

5. Business Information.

Enter the legal name of your business. If your business has a fictitious name, add “dba” to the end of the legal name followed by the fictitious name.

Enter a brief description of the business. Include products and/or services sold.

When you are done, click

Continue Application.





Online Permitting System & Online Licensing System Citizen Portal User Guide

6. Business Address.

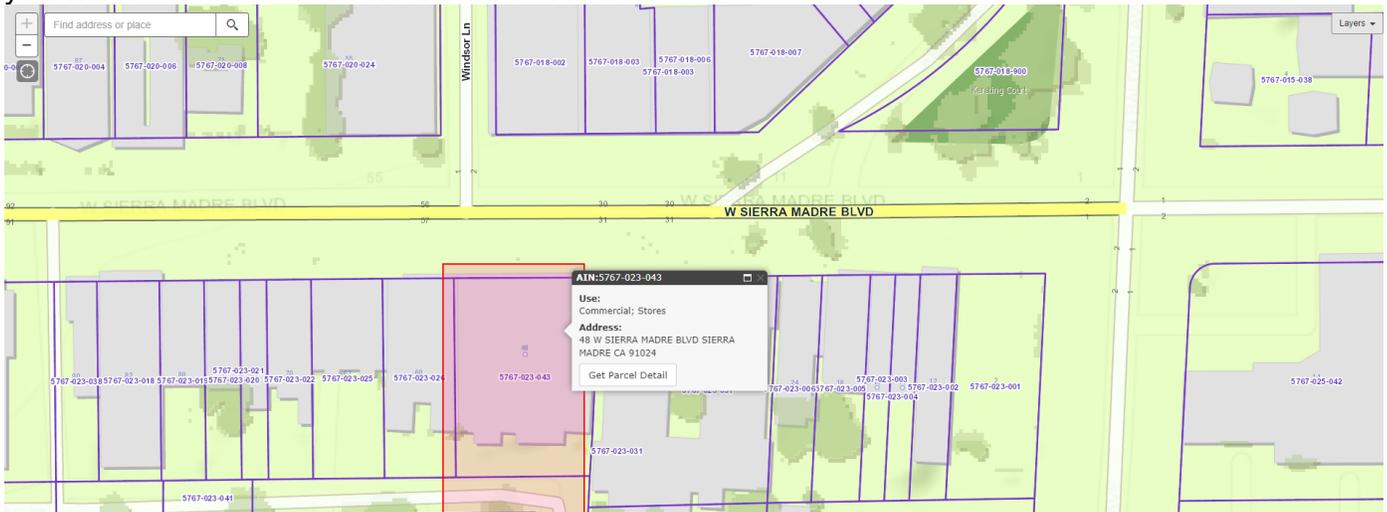
You will need to know the legal address of your business location. Locate the address of your business with the search function. Enter the street number then the street name with wildcard characters like so:

Once you click **Search**, the address of record will be linked with the application. However, if there are several units associated with the address, you will need to pick the one that corresponds with your business location.

If you are still unable to find the address of your business, please visit:

<https://portal.assessor.lacounty.gov/mapsearch>

Zoom the map into the area where the business is located, and click the parcel corresponding with the location. The address number shown in the official address associated with the property which you will need to enter for the Business Address.



In the above example, although there are several commercial spaces with their own addresses (between 48 and 56), there is only one official address for the businesses in the selected parcel.

If you are still having trouble, you may enter the address which you believe to be correct. City Staff will review your application and make adjustments after you submit it.





Application Step 2

7. Contact Information.

Provide the information of the Business Owner, where the business receives its mail, and a secondary contact. You can click **Select from Account** to automatically populate the information associated with your Citizen Portal account if you are one or more of the required forms of contact. If your Citizen Portal Account information does not apply to the business license application, simply click **Add New** to provide the relevant contact information.

Note: the **Look Up** button will not work unless the contact you are looking for already has a Citizen Portal account or is a mailing address to an existing address of record within Sierra Madre.

Once you have provided all required forms of contact, click **Continue Application**.

Application Step 3

8. General Information.

Begin by indicating whether you are renewing the license for an existing business or applying for a new one. If you indicate Business License Renewal, you will need to upload your 2025 Business License Renewal Notice or other form of proof of existing licensed business. Provide a response to all questions.

For existing business that have been established in Sierra Madre, please provide the date the business began in Sierra Madre. If you know the year but not the month or date, you may approximate. If you do not know at all, simply enter January 1, 2025.

Once you have provided all required information, click **Continue Application**.

Notes:

- Applicants will be required to provide the business Federal Employer ID No. unless the business is a sole proprietorship.
- Question 4 asks if the business is required to maintain a state license. If you select Yes, you will need to provide more details about the license.

Application Step 4

9. Documents.

As stated in Application Step 3, if you are renewing an existing business license you will need upload a renewal notice you received. Applications received for business license renewal that do not include any of the documents noted below will not be renewed until they are provided.

Notes:

- For fastest processing, please upload your 2025 Business License Renewal Notice or issued 2024 Business License Card.
- You may upload an older Business License Renewal Notice or issued Business License Card, but City Staff will need some time to review the status of business license.





If, on Application Step 3, you indicated that a state license exists, the business is a non-profit organization, liquor is sold, tobacco is sold, or the establishment is a massage business, you will need to provide all applicable documents, licenses, and/or certificates tied to the operation of the business. Applications received for business license renewal that do not include any of these documents as required will not be renewed until they are provided.

Once you have uploaded documents, click **Continue Application**.

Application Step 4

10. Review.

Review all information provided as part of your application for renewal. At this time, you may make any edits to your application before submitting it for review by City Staff.

Read the self-certification after the review of application information.

Application Submittal

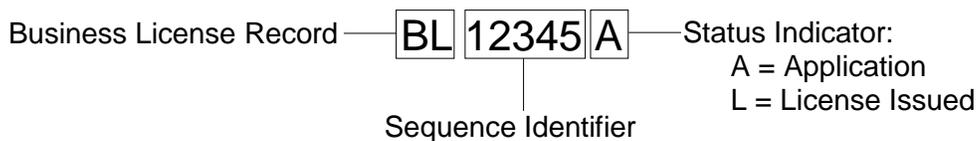
Once you have checked the box indicating your certification of information, click **Continue Application** to submit it to City Staff for review.



After City Staff have reviewed the application, the appropriate fee will be applied and you will be notified by email to make a payment.

Take Note

Once you submit the application, a record number will be generated and will have the following format



License Status will not change to “License Issued” until fees have been paid in full.

That’s it for now!

By following the steps in this guide, you will be able to submit your application for 2025 Business License Renewal. City Staff will review the application and update its status along the process.

Once fees have been paid, City Staff will close the processing of your application and issue an active business license under a separate record. Check out the guide on how to access your issued business license.

