



Alterra Coffee Roasters

THINGS YOU NEED TO KNOW BEFORE YOU OPEN A BUSINESS

Welcome to the Shorewood Business Community

Starting a new business or locating one in the Village of Shorewood requires some planning to ensure that your start-up will proceed smoothly. To begin the process, you will need to contact the Planning and Development Department to:

- Verify if your business is a permitted use and if there are parking constraints that might need approval.
- Obtain – and have approved – an Occupancy Permit before your business can open.
- Have approved any exterior signage or facade changes by the Village's Design Review Board.

All types of businesses in Shorewood require an Occupancy Permit. This includes renting office space in any Shorewood building.

We are here to help. You can bring your proposal to the Planning and Development Department inside Village Hall, 3930 N. Murray Ave., or call 414.847.2647 with your questions.



AT THE EDGE
OF THE CITY AND
THE HEART OF
EVERYTHING

Planning and Development Department
The Village of Shorewood
3930 N. Murray Ave.
Shorewood, Wisconsin 53211-2303
414.847.2640 • Fax 414.847.2648
www.villageofshorewood.org
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Shorewood Business Improvement District
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STARTING A BUSINESS IN SHOREWOOD

PLANNING AND DEVELOPMENT DEPARTMENT



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STARTING A BUSINESS IN SHOREWOOD

The following information identifies key issues and requirements that you should be aware of so you experience minimum delays in opening your business.

It is most important that you determine that your business will meet Village code requirements and existing ordinances. In that regard, **it is highly recommended that you begin the review process with Village staff before signing a lease.** Speak to the Planning and Zoning Administrator first about your proposal. Then submit your proposal to the Planning and Development Department inside Village Hall (or call 414.847.2640 with your questions).



ZONING

Is the proposed business permitted at the location you have chosen?

Businesses in a given zone district are classified under the code as "permitted uses" or "conditional uses." If a business is identified as a "permitted use" in the zoning code, you would complete an **Occupancy Permit** application and submit it to the Planning and Development Department. A business classified under the code as "conditional use" will require an application for a **Conditional Use Permit** for review by the Village Plan Commission that meets once a month.

REQUIRED PERMITS AND INSPECTIONS

What applications and permits may be required for opening a business in Shorewood?

Various permits may be required before a business may open.

- Occupancy Permit
- Design Review Board application
- Sign application

All businesses require an approved **Occupancy Permit** that requires inspections by Shorewood's building inspector, electrical inspector, plumbing inspector, fire inspector and health inspector. The health inspector is involved with businesses that offer food and beverages or massage. The applicant is required to schedule all appointments. You will receive a **Certificate of Occupancy** upon receipt of positive inspection reports that the various inspectors will provide to the Planning and Development Department.

A business may not open until a Certificate of Occupancy is received.

If you are proposing major physical alterations to a site, permits will be required for all construction activity. Building, electrical, plumbing and HVAC permit applications may be obtained through the Planning and Development Department. Failure to obtain a permit prior to starting work may result in required changes to make the work conform to the code, plus additional permit fees.

REQUIRED LICENSES

To determine if any special licenses, such as food or liquor, are necessary to operate your business, please contact the Village Clerk's Office at 414.847.2608.

INSPECTION HOURS

Building inspections are done Monday-Friday with limited hours available for electrical, plumbing and heating inspections. **The applicant is required to schedule all appointments.** The inspectors must have access to the property, so please be sure that arrangements have been made.

SHOREWOOD BUSINESS IMPROVEMENT DISTRICT

The Shorewood Business Improvement District (BID) is poised to answer any questions you may have regarding the Shorewood business community. The Shorewood BID represents more than 300 property owners and businesses within the Village. The BID's mission is to enhance the Shorewood business district via special marketing activities and proactive business development and recruitment. Please contact Executive Director Jim Plaisted at 414.272.5823 and visit the Shorewood BID website at www.shorewoodwi.com.

LOANS AND GRANTS

The Planning and Development Department and the Shorewood Business Improvement District are here to help your business get off to the right start and to succeed in Shorewood. Shorewood's Facade Improvement Program and Business Incentive Fund, administered by the Shorewood BID, are additional tools that are offered to help your business succeed. Grants may include business signage. Contact BID Executive Director Jim Plaisted (414.272.5823) for more details and an application for these programs.

ANYTHING ELSE?

We cannot possibly cover all areas of concern regarding a new business in the Village of Shorewood in this brochure. There may be questions that you have in addition to what is included here. Please do not hesitate to visit the Planning and Development Department at Village Hall, 3930 N. Murray Ave., or call 414.847.2640.

