

Village of Shorewood Checklist for New Businesses

OCCUPANCY PROCESS

- Prospective businesses should consider reaching out to the Planning Director to discuss the occupancy process, surrounding regulations and programs, ideally before signing a lease.
- Business submits [Commercial Occupancy](#) application with Plan of Operations and scaled floor plans for zoning review.
- The Planning Director determines if a business is allowed in the respective zoning district as a Permitted Use or Conditional Use. The Plan Commission approves all [Conditional Use Permit](#) applications. Businesses cannot open until is use approved. (Resale, massage and other businesses are Conditional Uses.)
- Once zoning is confirmed, the business must schedule a required occupancy inspection. Occupancy inspections are completed when the business is set to open to the public, having all fixtures, equipment and furniture set. Businesses cannot open unless receive a Certificate of Occupancy.

OTHER CONSIDERATIONS

- VERIFY REQUIRED LICENSES. Resale, alcohol, tobacco and other require annual license through Village Clerk's office.
- Food & Beverage Businesses require Health Department application.
- Certain building improvements require North Shore Fire Department plan review and occupancy application.
- OCCUPANCY RENEWAL. All businesses require occupancy renewal certificates every five years, per Code 225-20C(3)(b). The Village notifies businesses when renewal is required.

SIGNAGE & FAÇADE IMPROVEMENTS

- Exterior signs and façade improvements are approved by the Village's Design Review Board. Planning Director reviews signs before placed on the design agenda. [Refer to sign guidelines](#).
- Design Review Board meets twice per month. [Design Review Board Application](#) and materials are due 10 days prior to meeting.
- Sandwich boards require one-time permit.
- No flashing, rotating, banner or feather banner signs allowed.

WINDOWS

- No more than 10% of individual window panel or 25% of all windows may be covered with advertisements.
- Windows may not be screened/blocked. Gloss or tinted windows are prohibited.



CONTACTS

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ADDITIONAL INFORMATION AT:

www.villageofshorewood.org/202/Business-Occupancy

Village of Shorewood Checklist for New Businesses (continued)

PARKING REQUIREMENTS

- The Planning Director determines if existing parking is adequate for the proposed business, per Code 535-47.
- Insufficient parking requires approval of a special exception from the Plan Commission via a [Special Exception Application](#).

OUTDOOR SEATING

- Tables and chairs in the public right of way require annual approval via a [Special Privilege Approval](#) by the Village Board.
- Renewals for Special Privilege Approvals are mailed each year in March by the Planning & Development Department to businesses with previous approval.

MARKETING

- The Village publishes the local *Shorewood Today* magazine, which is mailed quarterly to over 7,500 homes and businesses. Contact information can be provided for business advertisement.
- Businesses are promoted through BID website and events.

BUSINESS IMPROVEMENT DISTRICT (BID) & BID BOARD

- Active Business Improvement District (BID) created in 1999 to develop, manage and promote the district.
- The BID Board meets 3rd Wednesday each month at Village Hall.
- The Village provides BID and Marketing Team copy of occupancy applications, upon the application being processed.
- BID lists businesses on www.shorewoodwi.com and contacts new businesses for promotion.