



# APPLICATION FOR COMMERCIAL OCCUPANCY

Village of Shorewood  
 Planning & Development Department  
 3930 N. Murray Avenue, Shorewood, WI 53211  
 Phone (414) 847-2640 Facsimile (414) 847-2606  
[www.villageofshorewood.org](http://www.villageofshorewood.org)  
[PAD@villageofshorewood.org](mailto:PAD@villageofshorewood.org)

OFFICE USE ONLY	
PERMIT #	FEE \$150 Initial; \$25 Temp
Zoning:	Approval:
Notes:	
Temporary Occupancy on:	
Final Occupancy On:	

Business Address:			
BUSINESS OWNER INFORMATION		PROPERTY OWNER INFORMATION	
Name(s)		Name	
Address		Address	
City/State/Zip		City/State/Zip	
Phone	Cell	Phone	Cell
Email		Email	
BUSINESS INFORMATION			
Name of Business		# dedicated parking spaces	
Type of business		Sq. ft. of occupied space	
*Attach business Plan of Operations and any existing business marketing documents (see page 2)			

MATERIALS
Materials (hard copy and digital copy) – A business Plan of Operations and one set of floor plans to scale are required for submission. An overall site/screening plan and food/drink menu may be required, as applicable. Hard copies of materials to be submitted with application and digital copies emailed to <a href="mailto:pad@villageofshorewood.org">pad@villageofshorewood.org</a>
SIGNAGE
All exterior signs require approval by the Design Review Board, which also requires a permit. If the sign is a lighted sign, an electrical permit is required to be applied for by a licensed electrician.
INSPECTIONS REQUIRED
Businesses must be inspected, approved and issued, at minimum, a Temporary Occupancy <u>before</u> they may open to the public. Business owners are responsible for scheduling all inspection appointments. No occupancy is allowed before the occupancy inspections have been approved. Temporary Occupancies are issued for 30-day periods with a \$25 fee per 30-day period. Please allow adequate time for inspections before your opening day. To coordinate an inspection call (414) 847-2640.

\_\_\_\_\_  
 Applicant's Signature

\_\_\_\_\_  
 Date

## **PLAN OF OPERATIONS**

A Plan of Operations is required for submittal with all Applications for Commercial Occupancy. The Plan of Operations components listed below represent an assortment of possible topics to include. The description should be as complete as possible. This description not only provides the Village of Shorewood information helpful to determining conformance to the Zoning Code, but also other reviews, licenses and permits that may be required, as well. Please provide all of the information that applies to your proposal, as applicable. If you do not believe a particular item applies, please indicate why.

1. Name of business and address
2. Name(s) of owner of business and address
3. Brief overview of proposed type of use(s)/service(s) to be offered
4. Previous experience (i.e. new business, relocation or expansion)
  - a. Existing or proposed licenses required for operations
5. Building/tenant space description (entire building, floor number, suite number, etc.), including sq. ft. of occupancy
6. Brief description of onsite operations
  - a. Days of week and hours of operation
  - b. Total number of employees, and maximum number of employees per shift
  - c. Expected number of customers per hour/day
  - d. Traffic circulation and parking provisions
  - e. Location and frequency of onsite deliveries
  - f. Any expected noise, odors, glare, dust, fire hazards or smoke resulting from use
7. Interior or exterior modifications to the tenant space, building or site associated with your occupancy
8. Signage plans
9. Plans for refuse storage, collection and screening.
10. Plans for any other storage, interior or exterior, including vehicles, associated with this occupancy.
11. Expected date of occupancy

# 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

Planning Director  
Bart Griepentrog  
414.847.2647  
bgriepentrog@  
villageofshorewood.org

Village Clerk  
Sara Bruckman  
414.847.2702  
sbruckman@  
villageofshorewood.org

Steph Salvia  
Business Improvement  
District Director  
414.202.5754  
director@shorewoodwi.com

Building Inspector  
Justin Burris  
414.847.2643  
jburris@  
villageofshorewood.org

Health Sanitarian  
Brad Simerly  
414.371.2986  
bsimerly@browndeerwi.com

North Shore Fire Department  
Matt Mertens  
414-357-0113  
mmertens@nsfire.org

ADDITIONAL INFORMATION AT:

[www.villageofshorewood.org/202/Business-Occupancy](http://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](http://www.shorewoodwi.com) and contacts new businesses for promotion.