

# Village of Shorewood Checklist for New Businesses

## OCCUPANCY PROCESS

- Prospective business schedules a meeting with the Planning Director to review occupancy process, surrounding regulations and programs, ideally before signing a lease.
- The Village 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 use approved. (Resale, massage and other businesses are Conditional Uses.)
- Business submits [Commercial Occupancy](#) application with scaled floor plans and schedules required inspections prior to business opening. Businesses cannot open unless receive a Certificate of Occupancy. Occupancy inspections are completed when the business is set to open to the public, having all fixtures, equipment and furniture set.
- 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.
- Window signs are approved by the Planning Director.



### CONTACTS

Planning Director  
Bart Griepentrog  
414.847.2467  
bgriepentrog@  
villageofshorewood.org

Deputy Clerk  
Sara Bruckman  
414.847.2702  
sbruckman@  
villageofshorewood.org

Ericka Lang  
Business Improvement  
District Director  
414.248.2532  
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.

### FAÇADE IMPROVEMENT GRANT PROGRAM

- The Village offers façade improvement grants to stimulate exterior building improvements to existing commercial storefronts in the Village. Improvements shall be sufficient in scope to produce visible improvements to commercial facades.
- These grants require a 50/50 match. (Design costs included may qualify.)
- Grant application **must** be completed **before** work starts.
- The program is administered by the Business Improvement District Director.

### BUSINESS INCENTIVE LOAN

- The Village offers low interest loans to businesses to assist businesses and property owners in financing business expansion and startup projects, consistent with the economic development goals of the Village. The program is administered by the Business Improvement District Director.

### 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.