

# OPEN FOR BUSINESS

Glendale

RICH PAST.  
BRIGHT FUTURE.



## A Guide to Establishing Your Business in the City of Glendale

Prepared August 2021

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# GREETINGS FROM THE MAYOR



The City of Glendale welcomes new businesses! From small neighborhood enterprises to leading regional, national, and international corporations, the development and support of thriving business is a vital part of our community. Continuing progress in business development is truly visible throughout the City. We have witnessed significant growth as we have navigated the post-2008 Financial Crisis, growth that has attracted new businesses, visitors, and customers, as well as valuable jobs to our community and neighborhoods. Community businesses support our City's professional services and draw customers from the adjacent Milwaukee and North Shore Communities, helping us to preserve our sound business infrastructure and attract workers who call Glendale "home."

As a community, Glendale is centrally located within the Milwaukee Metro area and offers immediate access via I-43 North, active commercial corridors, and multiple business districts, providing locations for business opportunities that are convenient to your business, customers, and employees.

Our City has prepared this handout because our goal is to make the approval process to open or expand your business as quick, efficient, and straightforward as possible. Please read through this guide carefully and thoroughly in order to stay on schedule and save your project time. Please do not hesitate to contact the City with any questions about the process so we can help you make the experience of opening your business as streamlined and stress-free as possible.

Welcome to Glendale,

## **Bryan Kennedy**

Mayor of the City of Glendale

414-228-1712

[Bryan.Kennedy@glendalewi.gov](mailto:Bryan.Kennedy@glendalewi.gov)

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# WELCOME TO GLENDALE

Thank you for bringing your business to the City of Glendale. Our City's central location within the Greater North Shore community and Milwaukee Metro Region offers your business the prime opportunity to attract customers, access the region's suppliers and markets, and locate along bustling, well-traveled commercial corridors or within our active business & industrial parks. To help facilitate the launch of your business here in Glendale and expedite the business approval process, the City has prepared a general checklist and outline of all requirements and processes to help you get your business started. This guide will direct you through the various steps and necessary approvals you will need from City departments and review boards to help you get started on your venture in our community.

**The City of Glendale encourages you to open your business as expeditiously as possible. In most cases, business are able to be approved for occupancy by completing an Occupancy Permit Application, providing detailed business plans and operations to City staff, and presenting their plans to the City's Plan Commission for review and approval. This process may take 45 to 60 days, depending on completeness of your application.**

Because it is the responsibility of each new business to obtain required approvals before it can operate, this document will help you avoid unnecessary delays. The requirements may vary according to the type of business you intend to start or expand, but the following steps are a good guide to help you know what to expect.



## APPROVAL PROCESS CHECKLIST

- 1 Prepare a **Business Operation Summary** or develop a business plan that describes in detail what services your business will perform.
- 2 Schedule a **Planning Meeting** with the Department of Community Development to discuss your business operation plan, proposed location, and zoning requirements.
- 3 After the Planning Meeting and while preparing other materials for review, submit an **Occupancy Permit Application** and fee to the Building Inspection Department. Building Inspection and Community Development issue the Certificate of Occupancy and Zoning Compliance. Once submitted, **you** must contact Building Inspection to schedule an Occupancy Inspection.
- 4 Based on the Planning Meeting and the operations of the business or work to be performed, the following requirements may or may not apply:
  - **Plan Commission & Community Development Authority (CDA) Review** - Submit **complete** application with all required plans and review fee to the Community Development Department **at least one month before** the scheduled meeting date.
  - **Conditional Use Permit** - Submit application(s) and review fee to the Community Development Department if required.
  - **License Review and Approval** - Submit applications directly through the City Clerk's Office to undergo proper license review and approval from the Common Council. **Note: Zoning approval is required for type of licensure requested.**
  - **Food Related Establishment Approval** - Consult with the North Shore Health Department for food related business approval and codes.
  - Submit any required Traffic Studies to the Department of Public Works.
- 5 **Schedule a Pre-Construction Meeting with the City** - this meeting will include any pertinent departments such as Building Inspections, Water Utility, Public Works, Community Development, and the North Shore Fire Department. Additional requirements such as Right-of-Way permits, tap permits, stormwater requirements, & sanitary sewer requirements will also be discussed, where applicable.
- 6 **Once your project is approved by the Plan Commission, Submit Building Permit Applications and Fees to the Building Inspection Department** - Note: Your licensed contractor obtains the permits and calls for all inspections. Plans must also be submitted to North Shore Fire Department for review & approval.
  - Plans may need to be submitted to the Department of Public Works
  - **Signage Permits** - Submit application plans and fees to Community Development Department in order to receive signage review, approval, and sign permits.
- 7 Once required permits are issued and construction work/improvements are complete, submit for final inspections.
- 8 Once you have your approvals and any required licenses, **open your business!**

# STEP 1: CREATE YOUR BUSINESS OPERATION PLAN SUMMARY

A Business Operation Plan Summary is a great way for the City to learn more about your business venture, allowing staff to better guide you through the approval process and clearly understand the nature and operations of your business. A Business Operation Plan Summary should include the following items in order for the City to best understand your business and overall operation. Addressing the following items will be essential to having a constructive Planning Meeting in Step 2.

## BUSINESS OPERATION PLAN SUMMARY ITEMS

### Plan of Operations

- Business name
- Own or lease
- Square footage or building, tenant/operational space
- Type of service(s) offered or items sold/produced
- Description of daily operations
- Hours of operation
- Days of the week in operation
- Number of employees

### Experience

- Applicable licenses
- Other locations

### Parking and Delivery

- Employee parking plan
- Customer parking plan
- Residence parking plan, if applicable
- Designated drop off or pick up areas, if applicable
- Delivery & loading requirements

### Storage

- Indoor plan
- Outdoor plan (\*generally not permitted)
- Snow plan

### Signage

- Existing
- Proposed
- Temporary

### Building Conditions and Improvements

- Interior renovation plans
- Exterior renovation plans (including site Improvements and general property maintenance)
- Landscaping & maintenance
- Refuse screening and pick-up
- Fencing

### Lighting

- Existing
- Proposed



For tips or assistance on how to start a business or prepare a formal business plan, please refer to page 14.

 ITEM TO COMPLETE: Create a Business Operation Summary.

# STEP 2: SCHEDULE A PLANNING MEETING WITH THE DEPARTMENT OF COMMUNITY DEVELOPMENT

Your business may have unique considerations or require certain permits or approvals. To assist you with both planning your business and answering any questions about opening a business in the City of Glendale, we encourage you to contact the Department of Development for a Planning Meeting to discuss your Business Operation Plan Summary.

Before entering into a commercial lease and/or Contract to Purchase a property, you should consider the following:

- Are you planning a change of the established use of the property or business?
- Is the proposed business type permitted in the location you have chosen?
- How will the proposed business relate to the neighborhood and adjacent uses with regard to operations such as traffic, parking, trucking and deliveries, etc.?
- What improvements need to be made in order to make the property suitable for your business?

In the Planning Meeting, and with your business plan summary, we will discuss the following:

- Proposed business type and details about your venture
- Zoning requirements
- Interior or exterior renovations, if desired or necessary, and if an architect will need to be hired to design these renovations. (Exterior improvements require Plan Commission review and approval)
- Occupancy and building codes and permits
- Licensing requirements and approvals
- Ways to reach other City departments
- Other helpful topics such as signage requirements, utility & street access connection requirements, etc.

From the basic consultation, the Department will determine:

- ✓ **YES**, you can operate your business as planned at a specific address location based on existing regulations & pending reviews and approvals.
- ✓ **NO**, you cannot operate your business as planned at a specific address location based on existing regulations.
- ✓ **YOU MAY BE ABLE TO** operate your business at the specified address if you obtain the specified permits and approvals and/or perform required improvements.



## HELPFUL LINK:

For more information about a property & its current zoning status please visit:

[www.glendale-wi.org](http://www.glendale-wi.org)

Hover your cursor over the "Government" tab, navigate to the "Departments" list and click on "Community Development." On the left side of the web page there are various resources that may be useful, including:

- City of Glendale Comprehensive Master Plan
- Economic Profile of the City
- Zoning Information
- Geographic Information System (GIS)

## STEP 2: SCHEDULE A PLANNING MEETING WITH THE DEPARTMENT OF COMMUNITY DEVELOPMENT (CONT.)

Zoning will be discussed during the Planning Meeting. Zoning is a tool by which land in a community is divided into distinct districts in order to regulate where business and residential uses are permitted. The purpose of zoning is to preserve the essential character and orderliness of the city. Designating the use of property in this manner allows the City of Glendale to create the desirable mix of business, industrial, and residential areas within the context of the community.

You will need to know the zoning of your proposed business location so that you can determine whether your business activity is permitted by existing regulations. Each zoning district allows for uses by right as well as uses for which a Conditional Use Permit must be obtained. Further, if you expand or change your business use (e.g., create an outdoor patio, decide to offer classes, etc.), zoning considerations might apply.

The Planning Meeting is available to guide you through the approval process successfully. Each business has individual needs that may involve additional permits, review, and/or license approvals. You will be advised on what additional approvals are required for your particular business and the most efficient order for the approval process.



### CITY OF GLENDALE COMMUNITY DEVELOPMENT DEPARTMENT

Todd Stuebe, Director  
Phone: (414) 228-1704  
Email: [t.stuebe@glendalewi.gov](mailto:t.stuebe@glendalewi.gov)  
5909 N. Milwaukee River Parkway  
Glendale, WI 53209

Elias Vareldzis, Planning Assistant  
Phone: (414) 288-1770  
Email: [e.vareldzis@glendalewi.gov](mailto:e.vareldzis@glendalewi.gov)

#### Office Hours:

Monday through Friday  
8 a.m. to 4:30 pm

[www.glendale-wi.org/163/Community-Development-Department](http://www.glendale-wi.org/163/Community-Development-Department)

✔ ITEM TO COMPLETE: Schedule a Planning Meeting with the Community Development Department.

# STEP 3: SUBMIT & OBTAIN BUSINESS OCCUPANCY PERMIT AND SEEK INSPECTIONS

A Business Occupancy Permit must be issued before you can operate your business. If your business is only changing ownership, a new Business Occupancy Permit must still be issued under the new ownership's (your) name. Even if no construction is planned and the only change will be the business occupancy, Use & Occupancy review by the City's Plan Commission is required before permitted businesses and uses are approved.

The Business Occupancy Permit is applied for within the Building Inspection Department. The process to secure a permit involves a review of the proposed use for Zoning Code compliance as well as inspection of the physical site and premises by any of the following inspectors where applicable:

- Building Inspector
- Electrical Inspector
- Plumbing Inspector
- Health Inspector
- Fire Inspector
- Zoning Inspector

Applications must be submitted to both the Building Inspections Department & the North Shore Fire Department with the required application fee. Upon submitting the application, you must be prepared to schedule a date and time for a site inspection. **You** must contact Building Inspection to schedule an Occupancy Inspection after application submittal. **The inspection will be scheduled for Monday-Friday between the hours of 9:30 a.m. - 4:30 p.m.**

The inspection process involved review of existing conditions for maintenance of building systems and discussion of whether the premises will be altered or remodeled in any fashion. Building, electrical, plumbing, fire, and health inspectors must each approve the occupancy. If the premise is found to have problems, the inspector will send a written Notice of Correction to the applicant and the property owner. Inspectors may require additional permits, documentation, and inspections for the corrective works listed in the Notices.



When the Plan Commission has given final approval of Use & Occupancy, all work is complete, and your business is ready to open, a final inspection is required. **You must contact Building Inspection to SCHEDULE FINAL INSPECTIONS.** If no other permits or licenses are necessary, a Certificate of Occupancy is issued with inspection approvals from Building, Electrical, Plumbing, Health, Zoning, and Fire departments.

## CONDITIONAL OCCUPANCY

In some cases, Conditional Occupancy may be granted even though all inspection approvals have not been secured. Conditional Occupancy is granted only after review of the outstanding code problems with specific regard to life and safety and upon receipt of written request from the applicant or property owner indicating when ultimate compliance will be fulfilled. There is a \$100 fee for issuance of a Conditional Occupancy.

## CITY OF GLENDALE BUILDING INSPECTION DEPARTMENT

Building Inspector 5909 N. Milwaukee River  
Phone: (414) 228-1708 Parkway  
Email: inspections@glendalewi.gov Glendale, WI 53209

### Office Hours:

Monday through Friday  
8 a.m. to 4:30 pm

[www.glendale-wi.org/171/Inspection-Services-Department](http://www.glendale-wi.org/171/Inspection-Services-Department)

✔ ITEM TO COMPLETE: Submit Occupancy Inspection Application with required fee to Building Inspection Department.

# STEP 4: APPLY FOR PLAN COMMISSION REVIEW

A change in Business Occupancy or Use requires review and approval from the City's Plan Commission. Projects making exterior modifications, site changes, or that will undergo new construction or additions require a review of those changes.

This review - conducted by the City's Plan Commission and/or Community Development Authority - is designed to ensure quality site design, architecture, landscaping, and harmony of use and development within the City of Glendale to best foster improvements that are consistent with the character and scale of the community and enhance the overall urban fabric of the City. Quality design and landscaping, active storefronts, improved pedestrian access, well-designed lighting, and strategic screening including refuse enclosures support Glendale's vision as a great place to live and do business. The steps of the approval process include:

- By the last Friday **of the month before** you intend to have your project reviewed, the Community Development Department must receive the following:
  - ✓ **A completed set of detailed Project Plans**
  - ✓ **A description of the project in the form of an Operating Plan**
  - ✓ **A Plan Commission Review Form**
  - ✓ **Required review fees**
- Planning and Community Development staff will review the materials and consult with the applicant regarding any additional information required to present to the Plan Commission.

Cases involving businesses or uses that could have an impact on a neighborhood (e.g. restaurants, schools, automotive repair shops, etc.) that are classified as Conditional Uses in the Zoning Code may require a **Conditional Use Permit** reviewed and approved at a public hearing in front of the Common Council. The review period for a Conditional Use Permit is 45 to 60 days.

**Projects are presented to the Plan Commission on the fourth Wednesday of each month.** A project CANNOT be scheduled for review on a Plan Commission agenda unless it is submitted according to the required timeline & contains all required materials and documentation. After Plan Commission review and approval, a Conditional Approval letter is provided to the applicant and property owner detailing the conditions that must be satisfied and revised plans prior to obtaining permits.



## City of Glendale Community Development Department

Todd Stuebe, Director  
Phone: (414) 228-1704

Email: [t.stuebe@glendalewi.gov](mailto:t.stuebe@glendalewi.gov)

5909 N. Milwaukee River  
Parkway  
Glendale, WI 53209

### Office Hours:

Monday through Friday  
8 a.m. to 4:30 pm

[www.glendale-wi.org/163/Community-Development-Department](http://www.glendale-wi.org/163/Community-Development-Department)

- ✓ **ITEM TO COMPLETE:** Submit completed applications & Plan Submittals with copies and required fees.

# STEP 4: APPLY FOR PLAN COMMISSION REVIEW (CONT.)



## NOTE:

A project cannot be included on a Plan Commission agenda nor can it be reviewed or approved unless it is submitted according to the required timeline to allow for proper staff review. It must also contain all required materials and documentation necessary for clear and complete review before being scheduled for review. Failure to submit all required application materials in a timely manner will result in the delay of the review of your proposed project by the Plan Commission and will necessitate that project review be pushed back until the following month's meeting or until all required documentation is provided.



# STEP 5: APPLY FOR & ACQUIRE BUILDING PERMITS

Building Permits are required when work is to be performed that modifies, converts, or expands a property or if the project involves entirely new construction. In some cases, other permits are required based on the scope of work (e.g. stormwater, sidewalk closures, grant of privileges, etc.). Building Permits must be applied for and obtained through the Building Inspection Department for all work for which permits are required.

Permits are required to ensure all Codes are met. Codes are designed to protect people's health, safety, and welfare inside your building and in neighboring buildings. When a building reaches a certain size (50,000 cubic feet) an architect or engineer is required by state law to design your modifications. The state also requires that certain contractors be licensed to do work.

**Permits are also required for work that connects to the public right-of-way and street/sidewalk system or any public utilities and infrastructure. Right-of-Way permits must be submitted to and obtained with the Department of Public Works.**

## BUILDING MODIFICATIONS

For building modifications, a Building Permit Application is required to be submitted to the Building Inspection Department. Applications are considered following the submittal of both hard copies and an electronic copy of plans, completed application forms, required fees, and other supporting documentation as necessary for your project. The typical review and comment period is 8 to 10 days business days. Permits are required for the following:

- Building Interior Alterations; including new, removed, and relocated walls, windows, or other building elements
- Plumbing work including new, removed, or relocated sinks, toilets, drains, grease traps, or other fixtures
- Sprinkler systems, fire alarms, or other life safety measures
- Electrical work
- Exterior building modifications, which typically requires: Site Landscaping and Architectural Review (see previous page).

### City of Glendale Building Inspection Department

Building Inspector  
Phone: (414) 228-1708  
Email: [inspections@glendalewi.gov](mailto:inspections@glendalewi.gov)

5909 N. Milwaukee River Parkway  
Glendale, WI 53209

#### Office Hours:

Monday through Friday  
8 a.m. to 4:30 pm

[www.glendale-wi.org/171/Inspection-Services-Department](http://www.glendale-wi.org/171/Inspection-Services-Department)



✔ ITEM TO COMPLETE: Submit completed Building Permit Application with copies of plans and fee.

# STEP 6: APPLY FOR & ACQUIRE RIGHT-OF-WAY PERMITS



Right-of-Way (ROW) is land which is owned by the City to provide a location for the construction of streets, sidewalks, and utilities. The white dots on the aerial photo to the right represent the right-of-way for this particular property. All work within the City's Right-of-Way requires a permit.

The Public has entrusted the Director of Public Works to be in responsible charge of the Right of Ways and other such lands.

A permit issued by the Director of Public Works is therefore typically required for all activities within, below and above Right of Ways, City Streets, Alleys, Parkways, Easements and other such Public lands which impact the safety, public interest, normal condition and/or use of such lands. Such activities include, but are not limited to, repairing or constructing, or causing to be

repaired or constructed by private contract any road, sidewalk, driveway approach, curb and gutter, or other pavement; all excavations; the storage of equipment, materials and debris; all work including any modifications, improvements, repairs, removals, abandonment, etc.; any occupation, encroachment, obstruction, special use or temporary closure of said lands; excepting those cases where immediate public safety is an issue, where by notification of the Director of Public Works shall take place as soon as reasonably possible.

## PERMIT APPLICATION

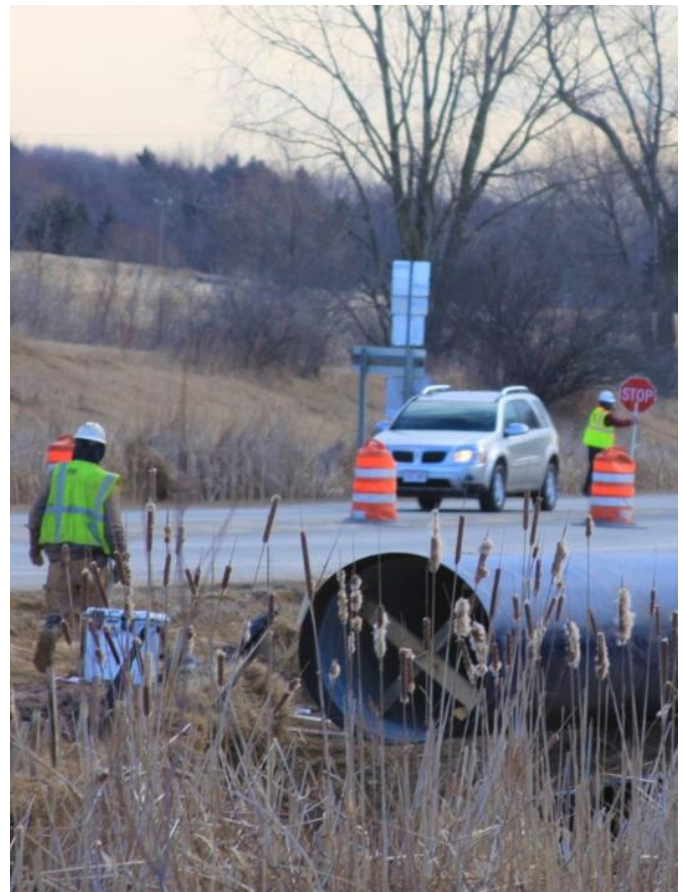
The written approval and denial of a permit is based on the professional judgment of the Director of Public Works. Incomplete or vague applications may take longer to process or result in requests for more detailed information from the applicant. Once you receive an approved application, you may proceed as outlined in the permit.

Items required to obtain a Right-of-Way Permit include:

- Permit Application
- Deposit
- Certificate of Insurance
- Plans/Specifications
- As-Built Information
- Hold Harmless Agreement

A number of additional safety considerations and plans must also be attended to, including:

- Submittal of Formal Traffic Control Plan
- Utility Coordination with Digger's Hotline & City
- Plan to Ensure Emergency Access and Safe Site
- Conditions



# STEP 6: APPLY FOR & ACQUIRE RIGHT-OF-WAY PERMITS

## City of Glendale Department of Public Works

Charlie Imig, Director  
Phone: (414) 228-1746  
Email: [c.imig@glendalewi.gov](mailto:c.imig@glendalewi.gov)

Steve Scheldroup, Superintendent  
Phone: (414) 228-1749  
Email: [s.scheldroup@glendalewi.gov](mailto:s.scheldroup@glendalewi.gov)

5909 N. Milwaukee River Parkway  
Glendale, WI 53209

### Office Hours:

Monday through Friday  
8 a.m. to 4:30 pm

<http://wi-glendale.civicplus.com/175/Public-Works-Department>



# STEP 7: APPLY FOR & OBTAIN SIGNAGE PERMITS

Signage is important to a business, and well-designed signage also enhances the aesthetics of the City's commercial corridors. Signage codes and design standards vary by community. To maintain balance, the City of Glendale adopted a sign code that allows for various types and sizes of signs. With few exceptions, all signs require a signage permit that requires approval during the Plan Commission Review followed by the application for permits for approved signage from the Community Development Department. A Sign Permit Application must be submitted and approved before installation.

Please be advised you may also need to hire a sign contractor. Sign Permit Applications should be submitted to the Community Development Department for design review relating to sign size, design, placement, and code compliance. The application should be submitted along with a copy of Sign Plan documentation detailing the proposed sign's dimensions, location, materials, and including renderings and elevation views of the signage. Sign Permit fees are based on size and type (See Fee Schedule on Page 19). Typical Design Review takes 5-10 business days. After Design Review and approval, Community Development will issue sign permits. Electrical permits for sign components must be pulled separately with the Building Inspection Department.

An application for a new Sign Plan will also include a review of any existing signs. Any non-conforming and/or non-permitted signs will be required to be removed and brought into conformance with City Code if desired to remain.

## TEMPORARY SIGNAGE

Temporary signs are a great way to announce a special or an event. The Community Development Department is responsible for approving temporary signs.

- Temporary Signage may be applied for directly through the Community Development Department
- Businesses are allowed up to two temporary banner signs per year, for 15 days each
- Temporary Sign Permits are \$50

### City of Glendale Community Development Department

Elias Vareldzis, Planning Assistant      5909 N. Milwaukee River  
Phone: (414) 228-1770                      Parkway  
Email: e.vareldzis@glendalewi.gov      Glendale, WI 53209

#### Office Hours:

Monday through Friday      8 a.m. to 4:30 pm

[www.glendale-wi.org/163/Community-Development-Department](http://www.glendale-wi.org/163/Community-Development-Department)



✔ ITEM TO COMPLETE: Submit completed Applications with plans & fee to Community Development.

# SEEK LICENSE REVIEW AND APPROVAL

Some projects require additional approval by the Health Department and may be subject to Common Council approval. You will need to work with the Community Development Department to obtain Zoning Approval for any licensing before contacting the City Clerk's Office to apply for licensure. The City Clerk's Office coordinates and oversees the business licensure processes and accepts applications. A complete list of required licenses is available on the City's website. Some of the common licenses include:

**Alcoholic Beverage Retail** - Licenses are required for the sale or consumption of beer, wine, and liquor. Information regarding fees, requirements, length of processing time and the municipal quota can be obtained by contacting the Clerk's Office. Related licenses: *Dance Hall, Tavern Instrumental Music, Tavern Entertainment, Bowling Alley, Pool Table and Billiards, Cigarette and Tobacco Product Sales*

**Arcade** - Any premises containing five or more amusement devices for the primary use and entertainment of the public must seek a license - except premises for which a license to sell fermented malt beverages and/or intoxicating liquors has been issued by the City.

**Food Peddler** - Any person who sells food in the City from a pushed, pedaled, pulled, motorized, or movable vehicle or cart or from a carried container must seek a license.

**Pawnbroker** - Anyone who engages in the business of lending money on the deposit or pledge of any article or jewelry or purchases any article or jewelry with an agreement to sell it back at a subsequent time at a stipulated price must seek a license.

**Secondhand Article Dealer** - Anyone who engages in the business or purchasing or selling secondhand articles must seek a license.

**Trailer/Truck Rental** - Anyone who engages in the business of renting utility trailers, travel trailers, camping trailers, truck campers, motorized camping vans and/or van-type trucks must seek a license.



**Various Licensure applications require review and approval by the Building Inspections Department and North Shore Health and Fire Departments. You must ensure that each of these entities are contacted and that proper review from each is obtained for your project.**

## Helpful Links:

The sale of alcohol, cigarette, and tobacco products requires additional approval from the State of Wisconsin.

<http://www.dor.state.wi.us/forms/alcohol/index.html>

Some businesses such as day-care centers or community-based residential facilities require license approval from the Wisconsin Department of Health Services.

<http://dcf.wisconsin.gov/childcare/>

## City of Glendale Clerk's Office

Megan Humitz

Phone: (414) 228-1718

Email: [m.humitz@glendalewi.gov](mailto:m.humitz@glendalewi.gov)

5909 N. Milwaukee

River Parkway

Glendale, WI 53209

### Office Hours:

Monday through Friday

8 a.m. to 4:30 pm

✔ **ITEM TO COMPLETE:** Submit the appropriate application(s) and fee(s) to the Clerk's Office.

# FOOD RELATED ESTABLISHMENTS

The City of Glendale welcomes your interest to start a new or renovate/remodel a food service operation in the community. This page is intended as a guide for food-related businesses regarding requirements that may apply to your specific business.

- You must obtain a "Seller's permit" from the State Department of Revenue. The telephone number is: (608) 261-6261.
- Restaurants must meet the requirements of Wisconsin Department of Health Services, Chapter 196; the Wisconsin Administrative Code; and the City of Glendale Code of Ordinances.
- Retail food establishments must meet the requirements of Agriculture, Trade, and Consumer Protection, Chapter 75; the Wisconsin Administrative Code; and the City of Glendale Code of Ordinances.
- Detailed plans must be submitted to the City of Glendale and North Shore Health Department prior to construction. Plans are reviewed for compliance with DHS 196 and ATCP 75. This review does not substitute for the construction review done by your building inspector.
- On-site consultations are available by appointment. It is highly recommended that you contact the North Shore Health Department to determine the exact type of food-related license that your establishment will need. This will be based on several factors including the complexity level of food preparation that will take place at the business location.
- Please contact your health inspector as soon as possible. Due to the variety of establishments and their complexities, approvals will vary depending on the type and size of business you will be opening.
- The full Wisconsin Food Code (2013) is available for download at the following Internet website(s): [http://docs.legis.wi.gov/code/admin\\_code/dhs/110/196\\_](http://docs.legis.wi.gov/code/admin_code/dhs/110/196_) or [http://docs.legis.wisconsin.gov/code/admin\\_code/atcp/055/75/Title](http://docs.legis.wisconsin.gov/code/admin_code/atcp/055/75/Title)
- List of all foods that will be served should be created and provided. A copy of the proposed menu for the establishment is sufficient.

- ✔ An establishment license application form must be completed and submitted with appropriate fees prior to opening. A pre-license inspection must be scheduled with your inspector before opening.

## North Shore Health Department

4800 W. Green Brook Drive  
Brown Deer, WI 53223  
Phone: (414) 371-2980  
Email: [nshd@nshealthdept.org](mailto:nshd@nshealthdept.org)

### Office Hours:

Monday through Friday  
8 a.m. to 4:30 pm  
[www.nshealthdept.org](http://www.nshealthdept.org)



# STEP 8: DO YOU HAVE YOUR APPROVALS?



## APPROVAL PROCESS CHECKLIST

Please review the steps you have completed and the approval process.

### APPROVAL PROCESS CHECKLIST

- 1 Prepare a **Business Operation Summary** or develop a business plan that describes in detail what services your business will perform.
- 2 Schedule a **Planning Meeting** with the Department of Community Development to discuss your business plan, proposed location, operations, and zoning.
- 3 After the Planning Meeting and while preparing other materials for review, submit an **Occupancy Permit Application** and fee to the Building Inspection Departments. Building Inspection and Community Development issue the Certificate of Occupancy and Zoning Compliance. Once submitted, **you** must contact Building Inspection to schedule an Occupancy Inspection.
- 4 Based on the Planning Meeting and the operations of the business or work to be performed, the following requirements may or may not apply:
  - **Plan Commission & Community Development Authority (CDA) Review** - Submit **complete** application with all required plans and review fee to the Community Development Department **at least one month before** the scheduled meeting date.
  - **Conditional Use Permit** - Submit application(s) and review fee to the Community Development Department if required.
  - **License Review and Approval** - Submit applications directly through the City Clerk's Office to undergo proper license review and approval from the Common Council. **Note: Zoning approval is required for type of licensure requested.**
  - **Food Related Establishment Approval** - Consult with the North Shore Health Department for food related business approval and codes.
  - Traffic Study
- 5 **Schedule a Pre-Construction Meeting with the City** - this meeting will include any pertinent departments such as Building Inspections, Water Utility, Public Works, Community Development, and the North Shore Fire Department. Additional requirements such as Right-of-Way permits, tap permits, stormwater requirements, & sanitary sewer requirements will also be discussed, where applicable.
- 6 **Once your project is approved by the Plan Commission, Submit Building Permit Applications and Fees to the Building Inspection Department** - Note: Your licensed contractor obtains the permits and calls for all inspections. Plans must also be submitted to North Shore Fire Department for review & approval.
  - Plans may need to be submitted to the Department of Public Works
  - **Signage Permits** - Submit application plans and fees to Community Development Department in order to receive signage approval and sign permits.
- 7 Once required permits are issued and construction work/improvements are complete, submit for final inspections.
- 8 Once you have your approvals and any required licenses, **open your business!**

# STEP 9: OPEN YOUR BUSINESS

## CONGRATULATIONS! YOU'RE READY FOR YOUR GRAND OPENING!

By thoroughly completing the steps outlined in this document, you are well on your way to opening your doors. The last step is your business's grand opening celebration. However, if you find you have additional questions or concerns, please don't hesitate to consult with the departments below or visit our website at [www.glendale-wi.org](http://www.glendale-wi.org) for additional information.

**The Glendale & North Shore Chamber of Commerce** can be a great resource to help get your business off of the ground. Be sure to contact them at (414) 332-0900.

## MARKETING OPPORTUNITIES & COMMUNITY PARTNERSHIPS

Don't forget to find out about marketing opportunities provided for businesses and other resources accessible through the Glendale-Area Business Association (GABA).

### Other Important City Departments

City Assessor's Office ..... (800) 770-3927

North Shore Fire Department Office ..... (414) 357-0113

City of Glendale Police Department ..... (414) 351-9900

North Shore Health Department ..... (414) 371-2980

### Glendale-Area Business Association

Ann Deuser  
Executive Director  
Welcome to Glendale: Convention, Visitor, and  
Business Association  
Glendale-Area Business Association

5909 N. Milwaukee River Parkway  
Glendale, WI 53209  
Phone: (414) 228-1720  
Email: [Ann@WelcometoGlendale.com](mailto:Ann@WelcometoGlendale.com)

**Office Hours:**  
Monday through Friday  
8 a.m. to 4:30 pm  
<http://www.WelcometoGlendale.com>



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# BUSINESS RESOURCES

A pivotal step to successfully starting a business is writing an actual business plan. Commonly, a business plan is used to achieve the following:

- Develop a marketable business concept
- Identify a target market, product, or service customer group
- Determine a business location
- Develop a marketing strategy
- Identify operational needs
- Outline project start-up expenses
- Create projected financial statements for three business years (worst-case, realistic-case, and best-case scenarios)
- Select advisors (such as business consultants, a lawyer, a CPA, an architect, etc.)



## RESOURCES FOR WRITING A BUSINESS PLAN

These are a number of resources available online that provide helpful guidance about starting a business and developing a business plan:

### **Wisconsin Women's Business Initiative Corporation**

A leading economic development corporation that provides quality business education, technical assistance, and access to capital for startup businesses.

[www.wwbic.com](http://www.wwbic.com)

### **Small Business Association**

The SBA's website has an array of topics pertaining to starting a business.

[www.sba.gov](http://www.sba.gov)

### **Wisconsin Small Business Development Center**

Wisconsin Small Business Development Center champions entrepreneurial success through business counseling and educational programs developed at the local, regional, and statewide level to support Wisconsin small business creation and growth.

[www.uwm.edu/sce](http://www.uwm.edu/sce)

### **Glendale & North Shore Chamber of Commerce**

The Glendale & North Shore Chamber of Commerce actively provides economics development and business retention, represents the business community, sponsors networking opportunities, and works to promote and enhance business throughout the City and the greater North Shore region.

[www.nsinews.com/Home](http://www.nsinews.com/Home)

### **SCORE**

A nonprofit organization dedicated to helping small businesses get off the ground, grow, and achieve their goals through education and mentorship. The website offers information about workshops and mentoring as well as helpful templates and tools.

[www.score.org](http://www.score.org)

# FEES

The following listing identifies common fees associated with starting or expanding a business in Glendale. This list is not exhaustive or all-inclusive. Additional fees and licenses may be required for more unique circumstances. This list serves only as a reference guide for convenience.

## PLANNING

<b>Plan Commission Review</b>	\$300.00
<b>Conditional Use Permit</b>	\$300.00
<b>Rezoning, General</b>	<b>\$250.00</b>
<b>Rezoning, Planned Unit Development</b>	<b>\$500.00</b>
<b>Sign Permit</b>	
Sign, Permanent: 4-25 sq. ft.	\$50.00
Sign, Permanent: 26-50 sq. ft.	\$75.00
Sign, Permanent: 51 - 100 sq. ft.	\$100.00
Sign, Permanent: 101 + sq. ft.	\$150.00
Existing Sign Modification	\$50.00
Planned Sign Program: New Sign	\$150.00
Planned Sign Program Amendment	\$50.00
Temporary Banner Sign	\$50.00

## BUILDING INSPECTION

**Occupancy Permit** fees are based on size or space you will occupy:

General Occupancy	\$75.00 + 40% admin. fee
Temporary or Conditional Occupancy	\$75.00 + 40% admin. fee

**Building Permit Plan Review** fee (new construction, additions, alterations or other)

Building Plan Review – New, Alteration, or Repair	Per form SBD-118 (SPS 302.31)
HVAC Plan Review – New, Alteration, or Repair	Per form SBD-118 (SPS 302.31)
Plumbing Plan Review – New, Alteration or Repair	Per form SBD-6154
Revisions to Previously Reviewed Plans	Per form SBD-118 or SBD-6154
Simple Plan Review (minor alterations only)	Per project \$100.00
Accessory Structures (Excluded from SPS 302.31)	Per Project \$50.00

\*For Building and HVAC plan submittals, use Plan Review Fee Table 302.31-2 for Certified Municipality

# FEES

**Building Permit** fees are \$0.25/sq. ft. for interior modifications (\$100 minimum), plus a Plan Review fee. For alterations where square footage cannot be calculated (such as facade improvements), fees are calculated at \$15/\$1,000 of valuation.

## Commercial Building Permit

New Structure/Addition	Fee Description	Minimum	Unit Cost	Admin. Fee
Multi-family(3+), Motels,CBRF	Per square foot	\$150.00	\$0.30	40%
Mercantile, Restaurants, Taverns, Assembly Halls, Offices	Per square foot	\$150.00	\$0.30	40%
Schools, Institutional, Hospitals	Per square foot	\$200.00	\$0.35	40%
Manufacturing, Industrial (office portion = b.)	Per square foot	\$150.00	\$0.25	40%
Vehicle Repair, Vehicle Storage	Per square foot	\$150.00	\$0.30	40%
Warehouse, Mini-Warehouse, Shells, Multi-Tenant	Per square foot	\$150.00	\$0.20	40%
Special Occupancies (outdoor pools, towers, tents)	Per square foot	\$150.00	\$0.15	40%
Early Start Permit (footing & foundation only)	Per project	-----	\$150.00	40%

Commercial Alteration	Fee Description	Minimum	Unit Cost	Admin Fee
Alteration, Renovation or Repair	Per \$1000 of valuation	\$150.00	\$11.00	40%

Commercial Plumbing Permits	Fee Description	Minimum	Unit Cost	Admin Fee
Alteration, Remodel, Repair	Plumbing Permit Form	\$75.00	Per form	40%
New Building or Addition	Base fee + per sq. ft.	\$150.00	\$0.25	40%

Commercial Electrical Permits	Fee Description	Minimum	Unit Cost	Admin Fee
Alteration, Remodel, Repair	Electrical Permit Form	\$75.00	Per form	40%
New Building or Addition	Base fee + per square foot	\$150.00	\$0.25	40%

Commercial HVAC Permits	Fee Description	Minimum	Unit Cost	Admin Fee
Alteration, Remodel, Repair	HVAC Permit Form	\$75.00	Per form	40%
New Building or Addition	Base fee + per square foot	\$150.00	\$0.25	40%

Commercial Miscellaneous Permits	Fee Description	Minimum	Unit Cost	Admin Fee
Roofing (Shingled, flat, metal, etc.)	Minimum or per sq. ft.	\$100.00	\$0.01	40%

Permit required for replacement or repair >25% of roof. \*\*Use square foot fee calculations if area fee calculation will exceed minimum fee.

Siding, Soffit, Fascia, etc.	Per project	\$100.00		40%
Commercial Other	Per project	\$100.00		40%
Commercial Fence	Per project	\$100.00		40%
Miscellaneous Repairs	Per project	\$100.00		40%
Demolition/Razing	Base fee + per sq. ft.	\$100.00	\$0.10	40%
Filling or Grading	Per project	\$100.00		40%
Erosion Control	First acre + each addl. acre	\$225.00	\$125.00 +	40%
Environmental Abatement (Asbestos/Lead/Mold)	Per project	\$100.00		40%
UST/AST tank installation or removal	Per project	\$110.00		40%
Failure to Obtain Permit	Per project/trade	2x to 4x		40%
Re-inspection	Per inspection	\$75.00		40%
Special Inspection	Per inspection	\$75.00		

## Commercial Miscellaneous Permits

Fee Description	Minimum	Unit Cost	Admin Fee
Failure to Call for Inspection			
First violation	\$75.00		
Second violation	\$150.00		
Third and subsequent violations	\$225.00		

**NOTE:** Project fees vary per project based on scope. For more detailed Building Permit fee information, please contact the Building Inspection Department at (414) 228-1708.

## PUBLIC WORKS DEPARTMENT PERMITS

Fee Description	Minimum	Unit Cost	Admin Fee
Right-of-Way Permit			
Driveway		\$50.00	
Sidewalk		\$50.00	
Excavation		\$100.00	
Asphalt/Terrace Excavation Deposit		\$1,000.000	
Concrete Excavation Deposit		\$3,000.000	
Renewal Fee		\$50.00	
Fiber Boring Fee		\$300.00	
Plan Review Fee		\$300.00	
Boring Deposit - Concrete Opening	\$3,000	\$3,000.000	
Boring Deposit - Asphalt Opening	\$3,000	\$1,000.000	
Boring Deposit - Terrace Opening	\$3,000	\$250.00	
Temporary Encumbrance Permit		\$50.00	
Temporary Encumbrance Permit Deposit	*Contact DPW Director	\$1,000.00	
Stormwater Review			

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## 2021-2022 CLERK'S OFFICE LICENSE FEES

LICENSE TYPE	FEE
Class A - Beer	\$100.00 *
Class C - Beer	\$100.00 *
Class C - Wine	\$100.00 *
Class A - Liquor	\$500.00 *
Class B - Liquor	\$500.00 *
Wholesale Beer	\$25.00 *
Arcade	\$250.00 *
Arcade Operator	\$30.00 *
Bartender	\$75.00 *
Cigarette	\$100.00
Dance Hall	\$150.00
Publication Fee	\$25.00
Used Vehicle Dealer	\$500.00 *
Pawn Broker/Second Hand Dealer	\$200.00 *

Additional forms can be found on the City's website at [www.Glendale-Wi.gov](http://www.Glendale-Wi.gov).

\* An additional \$15.00 per person named on these applications is also required. This fee is to cover the cost of a record check of the individuals through the Wisconsin Crime Information Bureau. Please note that only one \$15.00 fee should be paid per individual when the same person is named on more than one form.

Note: Additional permits and licenses are required for entertainment and special events. You may contact the Clerk's Office at (414) 228-1718 for any further inquiries, additional fees, permits, licenses and procedures.

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