



THE CITY OF
KENOSHA
CHART A BETTER COURSE

Starting a New Business?

Don't Know Where to Begin?



PLEASE NOTE: The information provided in this guide is not comprehensive and should be verified by contacting the appropriate State, County, and/or City Departments.

PLAN YOUR BUSINESS

There are quite a few resources for you to use when planning to open a new business in Kenosha. The agencies below can help you to create your business plan, provide answers to questions, and resolve issues.

I need assistance developing a business plan:

- **WI One Stop Business Registration Portal:**
<https://openforbusiness.wi.gov>
- **Small Business Development Center of Kenosha (SBDC):**
UW Parkside
900 Wood Road
Molinaro Building, Room D127
262-595-3363

I need to create a Corporation or LLC:

- **State of WI Department of Financial Institutions:**
www.wdfi.org – 608-261-9555

I need a Federal Employer Identification Number (FEIN): Federal Form SS-4

- **IRS:**
www.irs.com – 800-829-3676

I need a Wisconsin Seller's Permit:

- **WI Department of Revenue:**
WI Form BTR-101
www.revenue.wi.gov – 608-266-2776

NEXT STEPS

There may also be additional requirements required by the City of Kenosha. It is in your best interest to contact the appropriate department(s) as soon as possible, as processing permits and/or licenses may take time. The following pages will help you determine who to contact.



ZONING, PERMITS, INSPECTIONS

Do I need to worry about zoning?

Different types of businesses and building uses are allowed in different areas of the City according to the zoning district. First, determine if the type of business you plan is permitted by the zoning code at the location chosen. Secondly, if you are changing the use of a particular location from one type of business to another, a conditional use permit, or site plan review may be required in addition to a new occupancy permit. Different uses may create additional traffic and/or pedestrian issues or may require additional parking.

Do I need a building or occupancy permit?

An occupancy permit is required any time a new business opens, or an existing business changes owner and/or tenant, or if a building alteration is proposed. Many building improvements require building permits which are regulated by applicable building codes.

I am operating my business from home. Do I need an “in-home” occupancy permit?

Businesses operating from a home are considered accessory or secondary uses to the primary dwelling use. As such, a home occupation must meet a number of criteria so that the proposed use does not adversely impact neighboring residences. Only specific types of uses are permitted. A home occupancy permit is required.

Are there any site design requirements?

Projects that require a conditional use permit or a site plan review may be subject to review or approval. As a condition of those approvals, a project may be required to include landscaping, dumpster enclosures, fences, and additional architectural elements, etc.

Are there any restrictions on signage?

A sign permit is required for most temporary or permanent signage to be installed on the premises.

**FOR ASSISTANCE WITH PLANNING, ZONING, BUILDING
INSPECTIONS, OR BUILDING PERMITS CONTACT:**

**City of Kenosha Community Development
& Inspections Department
Phone: 262-653-4263
625 52nd St., Rm 100 & Rm 308**

LICENSES

Where do I find out what type of business activities require a special license?

Certain licenses may be applied for at the City of Kenosha Clerk's Office.

Licenses include but are not limited to:

- Beer/Liquor
- Operator (Bartender)
- Theater
- Towing
- Kenosha Massage Therapist
- Sign or Sidewalk Contractor
- Taxi Cab
- Secondhand Article/Jewelry Dealer
- Peddler
- Pawnbroker
- Kennel/Humane Society/Pet Shop
- Lodging House
- Scrap Salvage Dealer or Collector

PLEASE NOTE:

Be sure to always allow ample time for the processing of any permits or licenses.



To view a full list of licenses and find printable applications, visit www.kenosha.org and check under "Licenses & Permits".

If the City Clerk's Office does not offer a license for my particular business activity, does that mean I do not need a license?

Your business may also require licenses or permits issued by the State of Wisconsin. Please contact the appropriate state agency for more information.

www.wisconsin.gov/pages/allagencies.aspx

FOR ASSISTANCE WITH LICENSES CONTACT:

City of Kenosha Clerk's Office
Phone: 262-653-4020
625 52nd St., Rm 105

**WI Department of Safety
& Professional Services**
Phone: 608-266-2112

ASSISTANCE / LOAN PROGRAMS

Where do I find out if there are any assistance programs that may benefit my new business?

A variety of programs and loans are available.
Please check out the following resources to assist you.

- **Kenosha Area Business Alliance:**
www.kaba.org
- **America's SBDC WI:**
www.wisconsinsbdc.org
- **WI Women's Business Initiative Corp:**
www.wwbic.com



WHAT YOU MAY NEED & WHERE TO FIND IT

Below is a helpful guide to find direct contact information for what you might need.

City of Kenosha Municipal Building
625 52nd St, Kenosha WI 53140
www.kenosha.org

Planning/Zoning/Building Inspections/Permits
Community Development & Inspections
262-653-4263 / 625 52nd St, Kenosha Rm 100

Licenses/Permits
City Clerk
262-653-4020 / 625 52nd St, Kenosha Rm 105

WI Department of Safety & Professional Services
608-266-2112 / www.dsps.wi.gov

Storm Water/Drainage Plans/Erosion Control
Public Works Department
262-653-4050 / 625 52nd St, Kenosha Rm 305

Water/Wastewater
Kenosha Water Utility
262-653-4300 / 4401 Green Bay Rd, Kenosha

Security/Crime Prevention Programs
Kenosha Police Department
262-656-1234 / 1000 55th St, Kenosha

Fire Safety/Prevention
Fire Department
262-653-4110 / 4810 60th St, Kenosha

Food Permits/Environmental/Health
Health Department
262-605-6700 / 8600 Sheridan Rd, Kenosha

Help Starting A Business
Kenosha Area Chamber of Commerce
262-654-1234 / 600 52nd St, Ste 130, Kenosha
www.kenoshaareachamber.com/start-a-business/

Small Business Development Center (SBDC)
800-940-7232 / 8600 Sheridan Rd, Kenosha
www.wisconsinsbdc.org

Kenosha Area Business Alliance
262-605-1100 / 5500 6th Ave, Ste 200, Kenosha
www.kaba.org



KENOSHA open FOR BUSINESS