



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](http://www.wdfi.org) – 608-261-9555

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

- **IRS:**  
[www.irs.com](http://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](http://www.revenue.wi.gov) – 608-266-2776

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## 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.

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

**City of Kenosha Community Development  
& Inspections Department  
Phone: 262-653-4263  
625 52<sup>nd</sup> 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](http://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](http://www.wisconsin.gov/pages/allagencies.aspx)

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## FOR ASSISTANCE WITH LICENSES CONTACT:

**City of Kenosha Clerk's Office**  
**Phone: 262-653-4020**  
**625 52<sup>nd</sup> 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](http://www.kaba.org)
- **America's SBDC WI:**  
[www.wisconsinsbdc.org](http://www.wisconsinsbdc.org)
- **WI Women's Business Initiative Corp:**  
[www.wwbic.com](http://www.wwbic.com)



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## 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 52<sup>nd</sup> St, Kenosha WI 53140  
[www.kenosha.org](http://www.kenosha.org)

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

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

WI Department of Safety & Professional Services  
608-266-2112 / [www.dsps.wi.gov](http://www.dsps.wi.gov)

**Storm Water/Drainage Plans/Erosion Control**  
Public Works Department  
262-653-4050 / 625 52<sup>nd</sup> 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 55<sup>th</sup> St, Kenosha

**Fire Safety/Prevention**  
Fire Department  
262-653-4110 / 4810 60<sup>th</sup> 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 52<sup>nd</sup> St, Ste 130, Kenosha  
[www.kenoshaareachamber.com/start-a-business/](http://www.kenoshaareachamber.com/start-a-business/)

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

**Kenosha Area Business Alliance**  
262-605-1100 / 5500 6<sup>th</sup> Ave, Ste 200, Kenosha  
[www.kaba.org](http://www.kaba.org)



**KENOSHA** open FOR BUSINESS