

Starting a New Business:

*A Step by Step Guide to Starting or Expanding your
Business in Berlin*



City of Berlin
Department of Planning & Development
108 N. Capron St.
Berlin, WI 54923
PH: 920-361-5156
FAX: 920-361-5405
www.cityofberlin.net

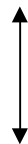
START



Contact the City of Berlin Zoning Office at (920) 361-5156 or visit City Hall at 108 N. Capron St. to confirm the project conforms with city zoning codes and discuss next steps.



Contact the City of Berlin the Building Inspector at (920) 210-6351 or after discussing the project with Zoning Office to ensure project conforms with state building codes and discuss next steps.



Staff will advise on next steps that may be necessary if the project is feasible.

Starting a Business in an Existing Building? Begin Here:

Step 1:

Call Zoning Office to confirm the proposed use of your building is compliant with the zoning code.

Zoning Office:

Phone: (920) 361-5156
Fax: (920) 361-5405
City Hall 108 N. Capron St. (Second Floor)
Berlin, WI 54923
www.cityofberlin.net/zoning-building-inspection/

Other Zoning Services responsibilities:

- Any new signage or additions to existing signage will require a review/permit. The Zoning Office can review the sign's copy, placement, and size. Once zoning is approved a sign permit will be issued by the Building Inspector, which will verify that the structure is being built to code, and if necessary, installed by a licensed contractor.
- The Zoning Office can also assist in questions pertaining irregular programs available from state and federal agencies to assist with development.

Planning and Development provides planning services to the community, dealing with activities such as zoning and subdivision regulations, land use planning, economic development, historic preservation, and housing programming.

Zoning is the division of land into districts. These districts have uniform zoning regulations including those on land use, height, setbacks, lot size, density, coverage, and floor area ratio. Zoning and its regulations help ensure a city will grow and change in a managed, predictable way, to help safeguard the health, safety, and welfare of a city. You must have the appropriate zoning before you may build on your land.

Please call the Building Inspector to see if a building plan is code compliant and if a building plan is required prior to obtaining permits.

Inspection Services:

Phone: 920-210-6351

Fax: (920) 361-5405

City Hall 108 N. Capron St. (Second Floor)

Berlin, WI 54923

Mail: Building Inspection, PO Box 272, Berlin, WI 54923

www.cityofberlin.net.zoning-building-inspection/

Permit Inspections:

- Building, Electrical, Plumbing, and HVAC permits are required when making alterations to your building.
- These permits can be obtained, reviewed, and issued by the Inspection Services.
- If you are renting a space you will need the property owner's signature in order to obtain any permits. The property owner must physically come into City Hall and sign the permit.
- Permit applications can be found here and sent in by mail or fax:
www.cityofberlin.net/zoning-building-inspection/#inspection-forms-requests
(City Website → City Hall → Building Inspection and Zoning → Inspection Forms and Requests).
- Please note the permit fees which can be reviewed here:
www.cityofberlin.net/zoning-building-inspection/#Fee-Schedule (City Website → City Hall → Building Inspection and Zoning → Fee Schedule). Please call to confirm permit fee amount.
- Scheduled inspections are required during various phases of your construction project. Required inspections can be found here:
http://www.ci.oshkosh.wi.us/Community_Development/Inspection_Services/assets/pdf/Required_Inspections-Commercial.pdf (City Website → The Building Inspector → Permits/Forms → Applications and Forms → Required Inspections for Commercial Projects).
- Inspections can be scheduled by calling the inspection 920-210-6351

Step 3:

- Please refer to pages 9 and 10 for other required steps for the other City of Berlin department requirements.

Starting a Business in an Existing Building that Requires a Conditional Use Permit

Start with steps 1 through 3 that are found on page 3 and 4 before obtaining your Conditional Use Permit.

What is a Conditional Use Permit (CUP)?

- Each of the City's zoning districts includes a specific list of conditional uses that are permitted only through the issuance of a conditional use permit granted by the Common Council. Conditional uses are those uses that are unique or may have an unusual impact in their location or operation that requires in depth review of their location, design, configuration, and operation.
- The CUP require a public hearing and notifying neighbors, the process is about two and half month process.

What next?

- Contact Zoning Office to discuss interest in a CUP (920) 361-5156. Staff will then schedule an appointment with you to discuss ordinance requirements, the request's conformity with the Comprehensive Plan, Official Maps, and potential concerns regarding the proposed use.

Starting a Business on a Vacant Lot OR Expanding an Existing Business

Start with steps 1 through 3 that are found on page 3 and 4 before proceeding with the Site Plan Review process.

What is Site Plan Review?

- The Site Plan Review process is required for every commercial, industrial, institutional, and multi-family (three or more units) projects in the City prior to issuance of a building permit or developmental activity. The Site Plan Review requirement applies to first-time development of property as well as for additions and expansions to existing developments.

State approved plans may be required for any development except for single- or two-family developments.

What next?

- Contact the Zoning Office (920) 361-5156 Staff will then schedule a pre-submittal meeting with you.

Additional Required Steps

Please review the required steps below to ensure all necessary city and state permits, licenses, and inspections are applied for.

Weights and Measures License:

City Clerk's
City Hall, 108 N. Capron St.
Phone: (920) 361-5400

Any devices that are used to weigh/measure merchandise will need to be registered and inspected annually as well. Please note that it is the business owner's responsibility to register any new equipment, and if they are found to be operating unregistered equipment they will be cited for noncompliance.

Assessor's Office:

- If you are mailing your correspondence please use the address below:
Sarah Jacobs and Allen Sunstrom
Associated Appraisal Consultants, Inc.
W6237 Neubert Rd. Appleton, WI 54913
Phone: 920-749-1995 x8832
Fax: 920-731-4158
Email: info@apraz.com

City Clerk's Office:

First Floor, City Hall, 108 N. Capron St.

Phone: (920) 361-5400

- Establishments intending to serve alcohol will need to apply with the City Clerk's Office to apply for a liquor/fermented malt license.
- Due to the varying needs of business owners you will need to contact the Clerk's office directly to discuss your intended use and they can walk you through the application process.
- The City Clerk's Office is located on the first floor of City Hall at 108 N. Capron St. in Berlin.

Berlin Police Department:

Phone: (920) 361-0444

Email: sskivers@berlinpd.com

- The police department must be contacted before opening for business to ensure adequate protection in the event of an emergency.
- Visit the police department website www.cityofberlin.net/berlin-police-department/ for more information.

Water and Sewer Utility:

First Floor, City Hall, 108 N. Capron St.

Phone: (920) 361-5404

- Water and Sewer Utility can assist you with billing questions as well as turn your water service on or off.
- If you need to schedule an appointment to replace your water meter please call (920) 361-5404
- For more information regarding water as well as other utilities visit their website here: www.cityofberlin.net/public-works-water-sewer-utility/ (City Website → City Hall → Public Works Water and Sewer Utility).

Green Lake County Health Department

571 County Road A, Green Lake WI 54941

Phone: 920-294-4070

- The Green Lake County Environmental Health Department can assist by issuing the required permits for your establishment's intended use.
- The Green Lake County Environmental Health Department is made up of Green Lake, and Marquette Counties and Green Lake County is the head of the program, an agent located at the Green Lake County Health Department.
- Manufactured Home Communities, Swimming Facilities, Tattoo and Body Piercing, and Temporary and Special Events (Food and Camping).
- For questions regarding health department related licenses please call (920) 294-4070 or visit their website: <https://www.greenlakecountywi.gov/departments/health-human-services-health-unit/>

Local Resources

Starting your own business can be confusing and at times you may not know where to go to receive the resources you need. Below you will find local agencies that can assist you with a business questions and needs.

City of Berlin Planning & Development Department

City Hall

108 N. Capron St. Second Floor

(920) 361-5156

www.cityofberlin.net

Berlin Community Development Corporation

108 N. Capron St. Berlin WI 54923

(920) 361-5156

www.cityofberlin.net

Financial Assistance Programs: USDA Rural Development Block Grant Re-lending Program, City of Berlin Small Cities RLF Program - Referral with Local Lending Institutions and SBA 504

Advocap

2929 Harrison St. Oshkosh, WI 54901

(920) 426-0150 x3230

<http://www.advocap.org/business-development.html>

Advocap has a Business Development Program that you may be eligible for. The goal of the program is to help people with low income gain self-sufficiency through self-employment.

Free Counseling Services:**Small Business Development Center at UW Oshkosh**

835 High Street (Sage Hall, Room 1614)

Oshkosh, WI 54901

(920) 424-1453

<https://wisconsinsbdc.org/centers/oshkosh/>

Federal and State Resources

Wisconsin One Stop Business Portal

Your one-stop-shop for assisting you in registering your new business with multiple state agencies. A great place to start if you are thinking about starting a business.

Ph: (608) 250-4606

Email: wi_helpdesk@egov.com

Website: <https://openforbusiness.wi.gov>

Internal Revenue Service

Corporations Bureau, Suite 300

PO Box 7846

Madison, WI 53707-7846

Ph: (608) 261-7577

Website: <http://www.irs.gov/Businesses>

An Employer Identification Number (EIN) is also known as a Federal Tax Identification Number, and is used to identify business entity. Generally, businesses need an EIN:

[http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Employer-ID-Numbers-\(EINS\)](http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Employer-ID-Numbers-(EINS))

Links to basic federal tax information for people who are starting a business, as well as information to assist in making basic business decisions: <http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Starting-a-Business>

Wisconsin Department of Revenue

265 W. Northland Ave.

Appleton, WI 54911-2016

Ph: (920) 832-2727

Website: <http://www.revenue.wi.gov/businesses/index.html>

A seller's permit is required for every individual, partnership, corporation, or other organization making retail sales, leases, or rentals of tangible personal property or taxable services in Wisconsin, unless all sales are exempt from sales or use tax. For more information visit:

<http://www.revenue.wi.gov/faqs/pcs/seller.mhtml#s1>

Wisconsin Department of Financial Institutions

201 W. Washington Avenue, Suite 500

Madison, WI 53703

Ph: (608) 261-9555

Fax: (608) 261-7200

Website: <http://www.wdfi.org/>

Creates a legal business entity.

The U.S. Small Business Administration

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. They recognize that small business is critical to our economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace.

Website: <http://www.sba.gov/category/navigation-structure/starting-managing-business>

Wisconsin Economic Development Corporation (WEDC)

WEDC uses a range of state and federal investment programs to help businesses start, grow, and relocate in Wisconsin. To help drive economic growth in our state, WEDC has provided more than \$500 million in financial assistance since its foundation in 2011. Their regional account managers work with local economic development partners to structure customized solutions to address the specific needs of businesses. Examples of financial investment options are: business retention and expansion grants, loans and tax credits, and workforce training grants. WEDC also help attract new companies to the state.

Website: <https://wedc.org/>