

Small Business Guide

Starting a Business in Wendell



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1. Introduction

The Town of Wendell is home to a variety of business types and sizes. The Planning Department has created the Small Business Guide to assist current and future business owners through the process of opening or expanding a business in Town. The Planning Department is dedicated to attracting and retaining business within the Town's jurisdiction. Whether you are relocating, starting, or expanding your business, or working from home, the Small Business Guide will assist you through the process.

The Small Business Resource Center will provide the following services:

- One-on-one consultation
- Data on demographics or important business market indicators for Wendell
- Free pre-development concept meetings to discuss process and resource options
- Small business resource connections
- Access to listing of commercial properties available for sale or lease

Step 1: Locating in Wendell

The Town of Wendell offers extraordinary opportunities for new businesses. Wendell's multiple commercial development corridors provide excellent transportation assets to merchants and customers.

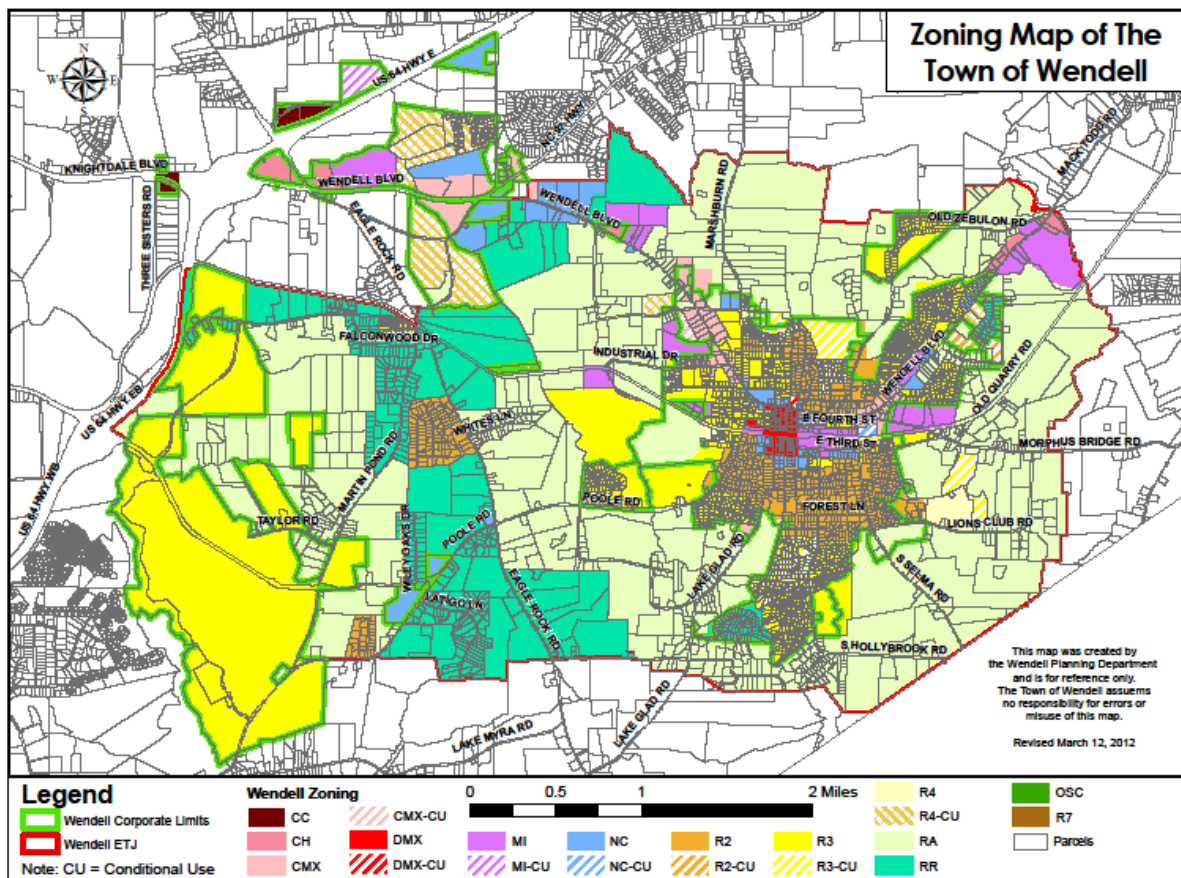
a. Market Indicators

Demographics

- Population (2011): 6,035
- Estimated annual population growth: 3.3%
- Persons under 18 years: 29.5%
- Persons 65 years and over: 11.6%
- Bachelor's Degree or Higher: 28% (NC Average: 26.5%)
- Housing Units: 2,430
- Homeownership: 61.1%
- Diverse population

Assets

- Close proximity to capital region and state capital
- Highway access— Highway 264, 64, & I-95)
- Less than 45 minutes from RDU International Airport
- Large industries—Siemens, Vishay Micro Measurements, & Kioti
- 3 Elementary Schools, 1 Middle School and 1 High School
- Growing population
- Small town feel, state capital city connections
- Historic Downtown district
- Bedroom community
- Active Chamber of Commerce
- Seasonal town-wide events
- Farmers Market
- Commercial centers
- Commercial Zoning Districts: Commercial Mixed Use, downtown mixed use, commercial highway, manufacturing and industrial, gateway overlay districts)
- Partnership with Wake County Economic Development
- Historic tax credits available



Subject to change, please contact Wendell Planning Department.

Step 2: Determining Zoning Uses

The first step in opening a new business is choosing the proper location. Before you sign a rental lease or purchase property for your new business, verify that your proposed business operates as a permissible use under the zoning district it is located in.

Three easy ways to determine the zoning of your property include:

1. Online—Wake County [I-MAPS](#)
2. Review Online [Zoning Map](#)
3. Contact the Planning Department

Telephone: (919) 365-4448

In - Person: 15 E. Fourth Street, Wendell, NC 27591

A user friendly guide to identify zoning districts (using IMAPs) can be found on the Planning Department's FAQs page here: [FAQ](#). The following pages contain a table illustrating what uses are permitted in each district.

a. Zoning Use Matrix - Subject to change, please contact Wendell Planning Department.

BASE DISTRICT	OSC	RA	RR	R2	R3	R4	R7	NC	CHX	CC	DMX	MH	CH	M&I	TND
Residential															
Dwelling-Single Family	P	P	P	P	P	P	P	P	P	P	P	P	P	-	P
Dwelling-Multifamily	-	-	-	-	-	-	SUP	SUP	SUP	SUP	SUP	-	SUP	-	SUP
Dwelling-Secondary	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	-	PS
Family Care Home (6 or fewer residents)	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	-	PS
Home Occupation	-	PS	PS	PS	PS	PS	PS	P	P	P	P	-	P	-	PS
Housing Service for the Elderly	-	-	-	-	PS	PS	P	P	P	P	P	-	P	-	P
Live-Work Units	-	-	-	-	-	-	-	PS	PS	PS	PS	-	PS	-	PS
Manufactured Housing	-	PS	PS	-	PS	-	-	-	-	-	-	PS	-	-	-
Lodging															
Bed and Breakfast Inns	P	P	P	P	P	P	P	P	P	P	P	-	P	-	P
Hotels/Motels/Inns	-	-	-	-	-	-	-	-	P	P	P	-	P	-	P
Rooming or Boarding House	-	-	-	-	-	-	PS	PS	PS	PS	PS	-	-	-	PS
Office/Service															
Animal Services	-	PS	PS	PS	PS	PS	-	-	PS	PS	PS	-	PS	PS	-
ATM	-	-	-	-	-	-	-	PS	P	P	P	-	P	P	P
Banks, Credit Unions, Financial Services	-	-	-	-	-	-	-	P	P	P	P	-	P	-	P
Business Support Services	-	-	-	-	-	-	-	P	P	P	P	-	P	P	P
Child/Adult Day Care Home (8 or less persons)	-	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	-	PS	-	PS
Child/Adult Day Care Center (More than 8 persons)	-	-	-	-	-	-	-	SUP	PS	PS	PS	-	PS	PS	PS
Community Service Organization	-	-	-	-	-	-	-	P	P	P	P	-	P	-	P
Drive Thru Service	-	-	-	-	-	-	-	PS	PS	PS	SUP	-	PS	-	SUP
Equipment Rental	-	-	-	-	-	-	-	-	P	-	-	-	P	P	-
Funeral Homes	-	-	-	-	-	-	-	P	P	P	P	-	P	-	P
Group Care Facility (More than 6 residents)	-	PS	PS	-	-	SUP	SUP	PS	PS	PS	PS	-	PS	-	PS
Government Services	SUP	P	P	P	P	P	P	P	P	P	P	-	P	P	P
Laundry Services	-	-	-	-	-	-	-	-	P	P	P	-	P	-	P
Medical Services - Clinic, Urgent Care Center	-	-	-	-	-	-	-	P	P	P	P	-	P	-	P
Medical Services - Doctor office	-	-	-	-	-	-	-	P	P	P	P	-	P	-	P
Office/Service (cont)															
Outdoor Kennel/Equine Facilities	-	PS	PS	-	-	-	-	-	-	-	-	-	PS	PS	-
Post Office	-	-	-	-	-	-	-	-	P	P	P	-	P	P	P
Personal Services	-	-	-	-	-	-	-	P	P	P	P	-	P	P	P
Professional Services	-	-	-	-	-	-	-	P	P	P	P	-	P	P	P
Residential Treatment Facility	-	-	-	-	-	-	-	SUP	SUP	SUP	-	-	SUP	-	-
Studio - Art, Music	-	-	-	-	-	-	-	P	P	P	PS	-	P	P	P
Studio - Dance, Martial Arts	-	-	-	-	-	-	-	P	P	P	SUP	-	P	P	P
Tattoo Parlor	-	-	-	-	-	-	-	-	-	-	-	-	PS	-	-
Vehicle Services - Minor Maintenance/Repair	-	-	-	-	-	-	-	-	PS	PS	PS	-	PS	PS	-
Vehicle Services - Major Repair/Body Work	-	-	-	-	-	-	-	-	PS	-	PS	-	PS	PS	-
Retail/Restaurants															
Alcoholic Beverage Sales Store	-	-	-	-	-	-	-	SUP	PS	PS	PS	-	PS	-	PS
Auto Parts Sales	-	-	-	-	-	-	-	P	P	P	P	-	P	-	-
Bar/Tavern/Night Club	-	-	-	-	-	-	-	SUP	SUP	SUP	SUP	-	SUP	-	SUP
Car Wash - Stand Alone, Self Service	-	-	-	-	-	-	-	-	PS	PS	-	-	PS	-	PS
Drive-Thru Retail/Restaurants	-	-	-	-	-	-	-	-	PS	-	-	-	PS	-	-
Gas Station	-	-	-	-	-	-	-	-	PS	PS	SUP	-	PS	-	PS
General Retail - 10,000 sf or less	-	-	-	-	-	-	-	PS	P	P	P	-	P	P	P
General Retail - 10,001 - 50,000 sf	-	-	-	-	-	-	-	SUP	P	P	P	-	P	-	P
General Retail - Greater than 50,000 sf	-	-	-	-	-	-	-	-	PS	PS	PS	-	PS	-	PS
Restaurant	-	-	-	-	-	-	-	P	P	P	P	-	P	P	P
Shopping Center - Neighborhood Center	-	-	-	-	-	-	-	SUP	P	P	-	-	P	-	P
Shopping Center - Community Center	-	-	-	-	-	-	-	-	P	P	-	-	P	-	-
Vehicle Sales	-	-	-	-	-	-	-	-	PS	PS	PS	-	PS	PS	-
Heavy Equipment/RV Sales/Farm Equipment Sales/Mobile Home Sales	-	-	-	-	-	-	-	-	-	PS	-	-	PS	PS	-
Entertainment/Recreation															
Adult Establishment	-	-	-	-	-	-	-	-	-	-	-	-	-	PS	-
Amusements, Indoor	-	-	-	-	-	-	-	-	PS	PS	-	-	PS	-	-
Amusements, Outdoor	-	PS	PS	-	-	-	-	-	PS	-	-	-	PS	-	-
Billard/Pool Hall	-	-	-	-	-	-	-	SUP	SUP	SUP	SUP	-	SUP	-	-
Cultural or Community Facility	PS	PS	PS	PS	PS	PS	PS	P	P	P	SUP	P	P	P	P
Meeting Facilities	PS	PS	PS	PS	PS	PS	PS	P	P	P	SUP	P	P	P	P
Recreation Facilities, Indoor	PS	PS	PS	PS	PS	PS	PS	P	P	P	SUP	P	P	P	P
Recreation Facilities, Outdoor	PS	PS	PS	PS	PS	PS	PS	P	P	P	SUP	P	P	P	P
Sweepstakes Center	-	-	-	-	-	-	-	-	-	-	-	-	SUP	-	-
Theater, Movie	-	-	-	-	-	-	-	-	P	P	P	-	P	-	-
Theater, Live Performance	-	-	-	-	-	-	-	P	P	P	P	-	P	-	P

a. Zoning Use Matrix - Subject to change, please contact Wendell Planning Department.

BASE DISTRICT	OSC	RA	RR	R2	R3	R4	R7	NC	CMX	CC	DMX	MH	CH	M&I	TND
Manufacturing/Wholesale/Storage															
Agriculture	P	P	P	-	-	-	-	-	-	-	-	-	-	P	-
Laundry, dry cleaning plant	-	-	-	-	-	-	-	-	-	-	-	-	P	P	-
Manufacturing, Light	-	-	-	-	-	-	-	-	PS	-	SUP	-	PS	P	-
Manufacturing, Neighborhood	-	-	-	-	-	-	-	PS	PS	PS	SUP	-	PS	P	PS
Manufacturing, Heavy	-	-	-	-	-	-	-	-	-	-	-	-	-	P	-
Media production	-	-	-	-	-	-	-	-	P	P	P	-	P	P	-
Metal products fabrication, machine or welding shop	-	-	-	-	-	-	-	-	P	-	SUP	-	P	P	-
Mini-Warehouses	-	-	-	-	-	-	-	-	PS	-	-	-	PS	PS	-
Research and development	-	-	-	-	-	-	-	-	SUP	SUP	SUP	-	PS	P	P
Storage - Outdoor as a primary use	-	P	-	-	-	-	-	-	-	-	-	-	P	P	-
Storage - Warehouse, indoor storage	-	-	-	-	-	-	-	-	PS	-	PS	-	-	P	-
Wholesale Distribution	-	-	-	-	-	-	-	-	-	-	-	-	P	P	-
Civic/Institutional															
Campground	PS	PS	-	-	-	-	-	-	-	-	-	-	-	-	-
Cemetery	PS	PS	-	PS	PS	-	-	-	PS	PS	-	PS	PS	PS	-
Colleges/Universities	-	-	-	-	-	-	-	SUP	SUP	SUP	SUP	-	SUP	SUP	-
Hospital	-	-	-	-	-	-	-	SUP	SUP	SUP	SUP	-	-	-	-
Public Safety Station	-	SUP	SUP	SUP	SUP	SUP	SUP	P	P	P	P	-	P	P	P
Religious Institutions	-	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	-	SUP	SUP	SUP	SUP
Schools - Elementary & Secondary	-	P	P	P	P	P	P	P	P	P	-	-	-	-	P
Schools - Vocational/Technical	-	-	-	-	-	-	-	P	P	P	P	-	P	P	P
Infrastructure															
Airport	-	SUP	-	-	-	-	-	-	-	-	-	-	-	SUP	-
Transit Station - Passenger	-	-	-	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Wireless Telecommunication Facility-Stealth	-	-	-	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Wireless Telecommunication Facility-Tower	-	PS	PS	-	-	-	-	-	PS	-	PS	-	PS	PS	-
Utilities-Class 1	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	-	PS	PS	PS	PS
Utilities-Class 2	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	-	PS	PS	PS	PS
Utilities-Class 3	-	PS	PS	-	-	-	-	-	-	-	-	-	PS	PS	-
Parking Lot (primary use)	-	-	-	-	-	-	-	-	-	P	P	-	-	-	P
Parking Structure (primary use)	-	-	-	-	-	-	-	-	PS	PS	PS	-	-	-	PS

Subject to change, please contact Wendell Planning Department.

Zoning Districts

OSC Open Space Conservation

RA Rural Agricultural

RR Rural Residential

R2-R7 Residential Districts

NC Neighborhood Center

CMX Corridor Mixed-Use

CC Community Center

DMX Downtown Mixed-Use

MH Manufactured Home District

CH Highway Commercial

M&I Manufacturing & Industrial

TND Traditional Neighborhood

Notes of Consideration

P Permitted

PS Permitted subject to
Additional Standards

SUP Special Use Permit
Required

Additional UDO standards may apply in regard to open space, parking, design, environmental constraints, development standards and non-conforming uses.

Please contact the Planning Department for uses not readily identified.

Step 3: Inspections and Permits

Depending on what type of business you plan to operate or if you are planning any renovations on an existing building, your potential location may need to be inspected by different agencies. This section of the Small Business Guide will walk you through the process of scheduling inspections and applying for permits that pertain to your individual business needs.

a. Change of Use/Occupancy

All commercial businesses are required to fill out a *Wake County Fire Marshal Inspection Request* form. When submitted, the Wendell Planning Department will send this form to the Wake County Fire Marshal's office to schedule an inspection. The Fire Marshal will determine whether the proposed use of the property is considered a Change of Use or if your business will operate under an existing use.

If the Fire Marshal determines that the proposed use constitutes a Change of Use, you will need to apply for a building permit to bring the building into compliance with the North Carolina State Building Code or the North Carolina State Rehabilitation Code. **This may require you to get the building evaluated by a licensed building designer or architect.**

A professional building review may not be necessary if the building you are moving into was occupied by the same type of business within the last 6 months, so long as there have not been any damages or unpermitted alterations.

Fire Marshal Inspection Checklist

- ☐ Submittal of Fire Marshal Inspection Request Form
- ☐ Completed Fire Marshal Inspection

Change of Use/Occupancy Checklist

- ☐ Evaluation by licensed professional (architect/designer)
- ☐ Submittal of building permit application
- ☐ Wake County Plan Review/Inspection
- ☐ Permit Approval

Please contact the Wendell Planning Department at (919) 365-4448 with any questions.

b. Building and Trade Permits
(Electrical, Plumbing, Heating/Air Conditioning)

- Depending on the inspection report from the Fire Marshal, certain structural changes may be necessary to bring your building up to code. A commercial building permit will include all applicable trade permits (i.e. electrical, heating/air conditioning, and plumbing).
- If structural renovations are not mandated by the Fire Marshal, and you do not plan to renovate the existing structure, a **Commercial Building Permit** application is not necessary. Applications for other trade permits are necessary for electrical, heating/air conditioning, or plumbing work at your new location. If such work is planned, you will need to submit a **Mechanical Permit**.
- Once your permit applications have been submitted, a plan review will be scheduled at the Planning Department with Wake County. If the Wake County Inspector approves your plan, you may pick up your permit and begin renovations.
- Throughout the renovation and construction process, depending on the type of work, the applicant may need to contact the Wendell Planning Department or the Wake County Inspector to schedule an inspection to ensure compliance with all county and state regulations. When construction is complete the Wake County Building Inspector will make a final inspection and authorize the Wendell Planning Department to issue a Certificate of Occupancy (CO).

Building Checklist

- ☐ Building Permit Submittal
- ☐ Wake County Plan Review
- ☐ Wake County Town of Wendell Fee Payment
- ☐ Permit Activation

Trade Permit Checklist
(trade permits as necessary)

- ☐ HVAC Permit Submittal
- ☐ Plumbing Permit Submittal
- ☐ Electrical Permit Submittal
- ☐ Sprinkler System Permit Submittal
- ☐ Wake County Fee Payment
- ☐ Permit Activation

Please see Wake County Fee Schedule on page 13 for cost estimation.

c. Special Use Permit (SUP)

Some businesses may have to go through an additional permitting process. If your proposed business has the potential to create noise, traffic, odors, fumes, pollution or significant parking impacts, a Special Use Permit (SUP) may be required. The SUP process is designed to ensure that potentially affected neighbors are informed of, and provided the opportunity to comment on, the proposed business. **If your business requires a SUP, you must complete a SUP application and submit a fee.** Your application will then be taken before the Board of Commissioners and a public hearing will be held. The Planning Department will prepare a staff report which includes recommendations to the Board and to the business owner on the SUP application.

d. Health Inspection (Food Service Only)

For businesses serving food, your new building must be inspected by the Wake County Health Inspector. When your permit applications have been submitted to the Planning Department, we will contact the Wake County health inspector and provide them with your business location. The Planning Department will also provide you with the contact information of the health inspector to schedule your inspections.

The applicant is responsible for submitting an application to the Wake County Health Department. The application will include questions related to the layout and menu of the proposed business.

For more information or questions about Special Use Permits, Health Inspections and ABC Permits, please contact the Wendell Planning Department.

e. ABC Permit (Alcoholic Beverage Control)

If you plan on serving alcoholic beverages in your restaurant, you must apply for an ABC permit. You will need to submit an ABC permit application to the Planning Department. Once the Building Inspector and the Fire Marshal have signed off on your permit, you will return your copy to the Planning Department for final approval.

A commercial building permit must be submitted in order to trigger inspection by the Wake County Building Inspector and Fire Marshal.

For more information or questions about *Special Use Permits, Health Inspections* and *ABC Permits*, please contact the Planning Department.

f. Signage

A Signage Permit Application can be obtained through the Wendell Planning Department. Permits for all permanent signs should be accompanied by a set of plans drawn to show sign and sign support dimensions, dimension of sign supports, the proposed location of the sign relative to the physical surroundings, color scheme, lettering or graphic style, lighting, and material. Some signs may require a building permit.

Step 4: Commercial Zoning Compliance

At any time throughout the permitting process, you may submit a Commercial Zoning Compliance Application. This form is required when opening a business in any new space within Wendell. There is a \$50 fee for this approval, regardless of business type or location.

3. Home Occupations

The process of opening a home business in the Town of Wendell only requires individuals to apply for a ***Business Privilege License***. However, there are a number of stipulations with operating a home business in the Town of Wendell. Please see below.

For information on how to open a home daycare, please contact the Wendell Planning Department.

Permitted Occupations

- Accounting
- Addressing Service
- Architecture
- Artist
- Art Teacher
- Attorney
- Beauty Shop
- Computer Operator
- Drafting
- Dressmaker
- Engineer
- Insurance Agent
- Music Teacher
- Notary Public
- Photographer
- Real Estate Agent
- Sound Studio
- Tax Consultant
- Typing Service

Non-Permitted Occupations

- Retail Sales of Products
- Vehicle Repair, Service or Sales
- Theaters
- Massage
- Storage

Stipulations

1. Home is used principally as a dwelling.
2. Does not change character of neighborhood
3. Occupations in accessory structures may only be housed in structures that meet the requirements of this Ordinance.
4. Does not employ more than one person who is not a resident.
5. Business hours may only be from 7am to 9pm.
6. Work area may not occupy more than 25% of the dwelling.
7. No outside visible evidence of a business.
8. Only non-commercial vehicles will be permitted.
9. Occupation may not produce noise, electrical or magnetic interference, vibration, heat, glare or other nuisances outside the dwelling.
10. One sign permitted per lot, no larger than 2 square feet and may not be internally lit.

Subject to change, please contact Wendell Planning Department at (919) 365-4448.

4. Start Up Resources

a. Wendell Planning Department Fee Schedule

Pre-Concept Meeting	Free (by appointment)
Sketch Plan/Minor Subdiv.	\$150
Preliminary Plat	\$400 + \$5 per lot
Commercial Site Plan Review	\$400
Final Plat	\$200 + \$5 per lot
Annexation Request	\$300
Text/Map Amendment	\$350/\$500
Variance Application	\$500
Special Use Permit	\$500
Zoning Permit	\$50, \$250 (\$25 sign/misc)
Zoning Reinspection	\$50
Sign Permit	\$50 permanent/\$20 temporary
Permit Processing Fee	\$100

b. Wake County Fee Schedule (Commercial) - Based on project cost per trade

\$ Project Cost	\$ Fee	\$ Project Cost	\$ Fee
0-700	60	100,001-200,000	1,629
701-1,500	92	200,001-350,000	2,852
1,501-2500	138	350,001-500,000	3,768
2,501-25,000	204	500,001-750,000	5,042
25,001-50,000	407	750,000-1,000,000	6,314
50,001-100,000	815	Above \$1,000,000	Add 0.15%

Subject to change, please contact Planning Department at (919) 365-4448 to confirm fees. Please note that the Town of Wendell offers business incentives, please contact the Planning Department for more details.

b. State Resources

- NC Department of Revenue— Provides several helpful tips for all business in North Carolina. This is also the correct place to get a TaxID number form.
www.dornc.com
- NC Department of Labor—Provides a new business packet with information about service provided and information about workplace safety, wage and house issues, and the require NC Workplace Laws poster.
www.nclabor.com

c. Other Business Resources

- Wendell Chamber of Commerce—The Chamber serves its members by providing avenues for economic growth through offering referrals, advertising, networking and workshops.
www.wendellchamber.com
- Wake County Economic Development— Provides business information specific to the region.
www.raleigh-wake.org
- Business Link North Carolina— Business Link NC offers a central source of resources the State has to offer.
www.blnc.gov
- Small Business Association— The SBA provides assistance in financing, education, technical assistance and training.
www.sba.gov
- Thrive in NC— Provides information on starting a small business.
www.thrivenc.com

d. Agency Contacts

Wendell Planning Department
(919) 365-4448

www.townofwendell.com

Wake County Fire Marshal
(919) 856-5519

www.wakegov.com/fire

Wake County Inspections/
Development Plans/Permits
(919)856-6060

www.wakegov.com/inspect

Wake County Food Service
Inspections

(919) 856-7400

www.wakegov.com/inspect

North Carolina Alcoholic
Beverage Control Commission
(919) 779-0700

www.abc.nc.gov

Wake County Stormwater
(919) 856-6160

www.wakegov.com

City of Raleigh Utilities
(919) 890-3245

www.raleighnc.gov