

Business Impact Estimate

Proposed ordinance's title/reference: **ORDINANCE 19-26:**

AN ORDINANCE OF THE MAYOR AND CITY COUNCIL OF THE CITY OF CAPE CORAL, FLORIDA, AMENDING THE CITY OF CAPE CORAL, FLORIDA, LAND DEVELOPMENT CODE, BY AMENDING SECTION 3.1.3., DEVELOPMENT APPROVAL PROCESS; TABLE 3.1.3., SET FORTH WITHIN ARTICLE 3, DEVELOPMENT REVIEW, CHAPTER 1, DEVELOPMENT REVIEW PROCEDURES; AMENDING SECTION 3.6.1., OUTDOOR DISPLAY OF MERCHANDISE, SET FORTH WITHIN ARTICLE 3, DEVELOPMENT REVIEW, CHAPTER 6, OTHER APPROVALS; AND AMENDING SECTION 5.9.3., OUTDOOR DISPLAY OF MERCHANDISE, SET FORTH WITHIN ARTICLE 5, DEVELOPMENT STANDARDS, CHAPTER 9, TEMPORARY USES, REGARDING THE DECISION-MAKING AUTHORITY OF OUTDOOR DISPLAY OF MERCHANDISE; PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

This Business Impact Estimate is provided in accordance with section 166.041(4), Florida Statutes.

In accordance with the provisions of controlling law, even notwithstanding the fact that an exemption noted above may apply, the City of Cape Coral hereby publishes the following information:

1. Summary of the proposed ordinance (must include a statement of the public purpose, such as serving the public health, safety, morals, and welfare):

The public purpose of this ordinance is to revise existing codified language involving the Outdoor Display of Merchandise. Currently, permits for Outdoor Display of Merchandise can be granted by the DSD Director for a limited selection of items. An applicant may apply for the Outdoor Display of Merchandise for additional items, outside of the DSD Director's ability to approve – But that must be approved by City Council. In order to better serve the public, this ordinance removes that decision making requirement from City Council and reassigns it to a Special Magistrate. This ordinance also clarifies what the DSD Director can administratively approve and cleans up existing language.

2. An estimate of the direct economic impact of the proposed ordinance on private, for-profit businesses in the City of Cape Coral, if any:

(a) An estimate of direct compliance costs that businesses may reasonably incur;

The proposed ordinance modifies existing regulations and should not result in new compliance costs.

(b) Any new charge or fee imposed by the proposed ordinance or for which businesses will be financially responsible; and

No new charges or fees are proposed.

(c) An estimate of the City of Cape Coral's regulatory costs, including estimated revenues from any new charges or fees to cover such costs.

Not Applicable. No new charges, fees, or associated costs other than those already established within, and associated with implementation of, the Land Development Code.

3. Good faith estimate of the number of businesses likely to be impacted by the proposed ordinance:

Not Applicable. The proposed ordinance modifies existing regulations to clarify what can be administratively approved and changes the decision-making responsibility for proposals which cannot be administratively approved.

4. Additional information the governing body deems useful (if any):

None