



DEPARTMENT OF DEVELOPMENT SERVICES
CITY PLANNING DIVISION

For Internal Use Only

Case _____

Date _____

Tel. (239) 574-0553

Fax (239) 574-0591

P.O. Box 150027

Cape Coral, FL 33915-0027

OUTDOOR DISPLAY OF MERCHANDISE PERMIT APPLICATION

OUTDOOR DISPLAY OF MERCHANDISE REQUIREMENTS

1. ☐ **Letter of Intent including the following:**
 - Actual request.
 - Reasonable limitations or special conditions for outdoor display to address, minimize, or ameliorate potential impacts of the use on surrounding property and for the protection of the public health, safety, and welfare.
2. ☐ **Applicant's portion of request shall be typewritten, and signature notarized.**
 - All forms (Application, Acknowledgement Form, Authorization to Represent) MUST be signed by the property owner or the applicant. If the Authorized Representative is an attorney, the application and the Acknowledgement Form may be signed by the attorney and an Authorization to Represent Form is not required.
 - If there are any deed restrictions on the property, a copy of the restrictions will be required.
3. ☐ **Development plan drawn to scale (not less than 1" = 50') and containing the following:**
 - Site layout showing dimensions, boundary lines, north directional arrow and legal description of the property.
 - The location and dimensions of all existing and/or proposed buildings and structures, including additions, eaves, overhangs, porches, and patios.
 - The setback distances of all buildings. Provide the square footage of each building.
 - Location and dimensions of driveways. Show parking areas with layout and number of spaces and traffic flow.
4. ☐ **Location, dimensions, and quantity of various categories of merchandise proposed to be displayed.**
5. ☐ **Please refer to Display of Merchandise Regulation Section 3.1.16. (page 7) for any additional required information.**

FEES: APPLICATION FEE: \$55.00. In addition to the application fee, all required advertising costs are to be paid by the applicant (ORD39-03, Sec. 3.6.1). Advertising costs will be billed and must be paid prior to hearing.



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OUTDOOR DISPLAY OF MERCHANDISE PERMIT APPLICATION

PROPERTY INFORMATION

Business Name: _____

Location/Address: _____

Strap Number _____ Unit _____ Block _____ Lot (s) _____

Plat Book _____ Page _____ Future Land Use _____ Current Zoning _____

PROPERTY OWNER (S) INFORMATION

Owner _____ Address _____

Phone _____ City _____

Email _____ State _____ Zip _____

Owner _____ Address _____

Phone _____ City _____

Email _____ State _____ Zip _____

APPLICANT INFORMATION (If different from owner)

Applicant _____ Address _____

Phone _____ City _____

Email _____ State _____ Zip _____

AUTHORIZED REPRESENTATIVE INFORMATION (If Applicable)

Representative _____ Address _____

Phone _____ City _____

Email _____ State _____ Zip _____



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If the owner does not own the property in his/her personal name, the owner must sign all applicable forms in his/her corporate capacity.

(ALL SIGNATURE MUST BE NOTARIZED)

The owner of this property, or the applicant agrees to conform to all applicable laws of the City of Cape Coral and to all applicable Federal, State, and County laws and certifies that all information supplied is correct to the best of their knowledge.

CORPORATION/COMPANY NAME (IF APPLICABLE)

OWNER'S NAME (TYPE OR PRINT)

OWNER'S SIGNATURE

OWNER'S NAME (TYPE OR PRINT)

OWNER'S SIGNATURE

APPLICANT NAME (TYPE OR PRINT)

APPLICANT SIGNATURE

I have read and understand the above instructions. Hearing date(s) will be confirmed when I receive a copy of the Notice of Public Hearing stipulating the day and time of any applicable hearings.

STATE OF _____, COUNTY OF _____

Subscribed and sworn to (or affirmed) before me this _____ day of _____,

20_____, by _____ who is personally known or produced

_____ as identification.

Exp Date: _____ Commission Number: _____

NOTARY STAMP HERE

Signature of notary Public: _____

Printed Name of Notary Public: _____



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AUTHORIZATION TO REPRESENT PROPERTY OWNER(S)

PLEASE BE ADVISED THAT _____
(Name of person giving presentation)

IS AUTHORIZED TO REPRESENT ME IN THE REQUEST BEFORE THE HEARING
EXAMINER AND CITY COUNCIL.

UNIT _____ BLOCK _____ LOT(S) _____ SUBDIVISION _____

OR LEGAL DESCRIPTION _____

LOCATED IN THE CITY OF CAPE CORAL, COUNTY OF LEE, FLORIDA.

PROPERTY OWNER (Please Print)

PROPERTY OWNER (Signature & title)

PROPERTY OWNER (Please Print)

PROPERTY OWNER (Signature & title)

STATE OF _____, COUNTY OF _____

Subscribed and sworn to (or affirmed) before me this _____ day of _____,

20____, by _____ who is personally known or produced

_____ as identification.

Exp Date: _____ Commission Number: _____

NOTARY STAMP HERE

Signature of notary Public: _____

Printed Name of Notary Public: _____

Note: Please list all owners. If a corporation, please supply the City Planning Division with a copy of corporation papers.

Section 3.6.1. Outdoor Display of Merchandise

A. Purpose and Intent.

- 1.To provide standards and criteria for review and approval of outdoor display of merchandise.
- 2.To provide reasonable limitations or special conditions for outdoor display to address, minimize, or ameliorate potential impacts of the use on surrounding property and for the protection of the public health, safety, and welfare.

B. General Requirements.

- 1.Outdoor display of merchandise is prohibited in all residential districts (except for the A district) and in the P1, MX7, MXB, PV, INST.
- 2.Unless otherwise permitted, outdoor display of merchandise in C, CC, NC, SC, and A districts is prohibited, except on improved property in accordance with the following standards.
- 3.The following items may be displayed in conjunction with an existing licensed business location which retails these items: pre-bagged ice, pre-bagged salt, propane, boats, motorcycles, new or used cars by auto/marine dealerships or auto/marine rental companies, garden equipment such as lawnmowers, landscaping and nursery items by nurseries or home improvement businesses, tires at auto repair businesses, fruits, vegetables, and flowers at food retail businesses, and temporary uses authorized in Article 5, [Chapter 9](#).
- 4.In addition to outdoor display listed above, the outdoor displays of fruit, vegetables, flowers, jewelry, books or antiques are allowed in the SC zoning district.
- 5.This restriction shall not apply to special events approved pursuant to Article 5, [Section 5.9.10](#). Special Events.
- 6.All other outdoor display of merchandise must be approved by the Special Magistrate following review at a public meeting.
- 7.Except in the downtown zoning district(s), such displays may be no closer than ten feet to the front or rear property lines and five feet to side property lines or 15 feet to the side property line on corner lots. Such displays may not be placed in required parking. In the SC district, such displays are not required to be set back from any property lines. If such displays are placed on a public sidewalk, such displays shall comply with the following regulations:
 - A. Displays may be placed on the public sidewalk only directly in front of the lawfully existing business which retails the items being displayed.



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B. Displays shall be placed on tables, shelves and/or racks that are moved indoors during any hours the business is not open and that do not exceed six feet in height and do not extend more than two feet onto the public sidewalk.

C. Outdoor Display Requiring Special Magistrate Approval.

1. An application for an outdoor display of merchandise shall be filed with the Development Service Department.

2. A site plan showing the location of the outdoor display shall be provided.

3. A letter of intent detailing the duration of the outdoor display and the nature of items displayed.

4. The applicant shall be responsible for the cost of mailed notice to all property owners within a 500-foot radius.

D. Special Magistrate Action. The Special Magistrate may approve, deny, or approve with any conditions deemed necessary to address the potential impacts of the outdoor display of merchandise.

([Ord. 19-26](#), § 2, 5-20-2026)