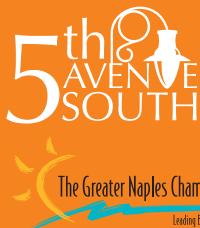


# Doing Business GUIDE

A Guide For Business Operation, Start-Up,  
Relocation, and Expansion in Downtown Naples



The Greater Naples Chamber of Commerce  
Leading Businesses. Leading Communities.



***This Section provides  
information on Site Selection,  
Zoning, Alcohol Licensing,  
Special Use Permitting & Food  
Regulatory Agencies.***

**D**owntown Naples, Florida is the ideal place to start or expand a business. The City of Naples, Fifth Avenue South Business Improvement District, Inc. (BID) and the Greater Naples Chamber of Commerce want to ensure that your business is successful for many years to come.

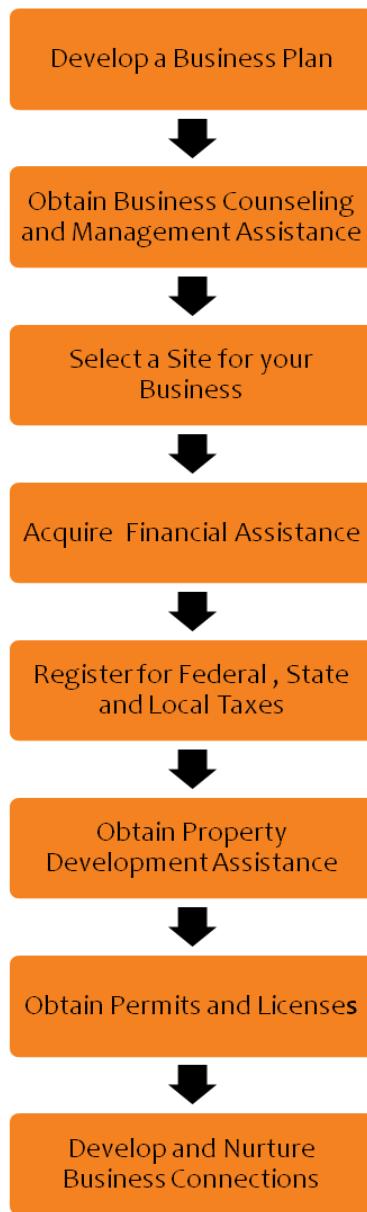
The *Doing Business Guide* is an important resource to facilitate business development. The Guide highlights the basic tools and resources necessary to successfully operate a business. Topics such as site selection, property improvements, signage, permitting, taxes and licensing are discussed within this booklet. Specific contact information is provided to make this Guide a great “one stop shop” for quick reference.

The Guide is downloadable from the Fifth Avenue South Website at [www.fifthavenuesouth.com](http://www.fifthavenuesouth.com) either as a full document; or by individual topic to ensure the document is navigable and easily downloadable.

Please note that information in this booklet may change as ordinances, permitting processes, and fees are revised and updated. Users are advised to verify all information with the appropriate department, agency or organization.

If you have any questions or comments regarding the *Doing Business Guide*, please contact the Fifth Avenue South Business Improvement District, Inc. at (239) 692-8436 or by email to [info@fifthavenuesouth.com](mailto:info@fifthavenuesouth.com).

# BUSINESS START-UP FLOW CHART



## Site Selection

Choosing a location for your new business or choosing a new location for an existing business is one of the most important decisions entrepreneurs can make. This section provides the resources necessary for selecting, leasing and purchasing real estate and ensuring that zoning and other site regulations or requirements are met.

### **Fifth Avenue South Business Improvement District, Inc. (BID)**

**649 5th Avenue South  
Naples, FL 34102  
(239) 692-8436  
[www.fifthvenuesouth.com](http://www.fifthvenuesouth.com)**

The Fifth Avenue South Business Improvement District, Inc. offers a comprehensive listing of commercial and residential site vacancies and available properties within the BID on their website at **[www.fifthvenuesouth.com](http://www.fifthvenuesouth.com)**. The listings include details such as the realtor or contact, the type of available commercial or residential real estate, square footage, price, and status. The list is updated regularly through partnership with area property owners and the Realty community.

### **Greater Naples Chamber of Commerce**

**2390 Tamiami Trail North, Suite 210  
Naples, FL 34103  
(239) 262-6376  
Fax: (239) 262-8374  
[info@napleschamber.org](mailto:info@napleschamber.org)  
[www.napleschamber.org](http://www.napleschamber.org)**

The Greater Naples Chamber of Commerce maintains a directory of members that includes a listing of commercial realtors in the Naples area. The *Commercial/Executive Suites & Industrial Properties Realtor List* is available for free electronically.

## **Naples Area Board of Realtors (NABOR)**

**1455 Pine Ridge Road**

**Naples, FL 34109**

**(239) 597-1666**

**www.NABOR.com**

The Naples Area Board of Realtors (NABOR) provides an electronic resource at [www.NABOR.com](http://www.NABOR.com) to assist individuals or companies with questions regarding commercial real estate or selection of a Realtor or Realty firm.

## **Zoning**

### **City of Naples Planning Department**

**295 Riverside Circle.**

**Naples, FL 34102**

**239-213-1050**

**Fax: 239-213-1045**

**www.naplesgov.com**

When determining the appropriate location for your business, it is important to contact the City of Naples Planning Department to ensure that the business use is compatible with zoning regulations.

The Zoning Map provided by the department allows business owners to find the zoning, setbacks, height, permitted and conditional uses of a specific property. Depending on the type and degree of development or redevelopment proposed, there are several processes for development review that may be required. To determine the appropriate processes for a development, a pre-application meeting is required with Planning Department staff. A pre-submittal conference should also be scheduled prior to submitting application packages to insure that all required materials are included.

# **Alcohol License**

Businesses interested in obtaining an alcohol license to sell and distribute alcoholic beverages are required to meet both state and local requirements. Contact information and details are provided in this section.

## **State Alcohol License**

**Florida Department of Business and Professional Regulation  
Division of Alcoholic Beverages and Tobacco – Bureau of Licensing Fort  
Myers Area Office  
2295 Victoria Ave, Suite 145  
Fort Myers, FL 33901  
(239) 344-0885  
[www.myflorida.com/dbpr](http://www.myflorida.com/dbpr)**

The Division of Alcoholic Beverages and Tobacco issues licenses for businesses that sell or distribute alcoholic beverages or tobacco. Fees are paid yearly and are determined by the type of business. Applicants must be at least 21 years of age. A temporary license can be issued in about two weeks; the permanent license may be issued within six weeks. The Fort Myers area office serves a five-county area, including Collier County. Fees apply.

## **Zoning and/or Code Restrictions**

**City of Naples Planning Department  
295 Riverside Circle  
Naples, FL 34102  
(239) 213-1050  
Fax: (239) 213-1045**

Sale and consumption of alcoholic beverages is addressed in Chapter 6, Sections 6-1 through 6-6 in the City Code of Ordinances. Persons seeking alcoholic beverage licenses (permanent or temporary) should review Chapter 6 and check with the City's Planning Department regarding any zoning or other restrictions or requirements.

# **Special Use Permits**

Businesses may need to seek out the application and approval for various special use permits, such as conditional uses, outdoor dining, and special events. This section provides information on the processes for certain special use permits, and provides contact information for further inquiry.

## **Conditional Use Permits**

**City of Naples Planning Department**  
**295 Riverside Circle**  
**Naples, FL 34102**  
**(239) 213-1050**  
**Fax: (239) 213-1045**

Certain uses of land are allowed only with the issuance of a Conditional Use Permit. Conditional uses listed in a particular zoning district may be permitted by resolution of the city council after an application for such conditional use has been submitted to the planning advisory board and after an authorized public hearing on the question has been held and the planning advisory board has voted to recommend approval or disapproval.

The Conditional Use Permit Application can be found on the City of Naples Planning Department webpage under the applications and permits page at [www.naplesgov.com](http://www.naplesgov.com). Applicable fees may apply.

## **Outdoor Dining**

**City of Naples Planning Department**  
**295 Riverside Circle**  
**Naples, FL 34102**  
**(239) 213-1050**  
**Fax: (239) 213-1045**  
**[www.naplesgov.com](http://www.naplesgov.com)**

Outdoor dining is regulated per Chapter 56; Section 56-126 of the City's Code of Ordinances which states that applications for outdoor dining will be made to the city manager. Seating for outdoor dining shall be

permitted to encroach the public sidewalks adjacent to the private property leaving a five-foot clear pedestrian passage between the outdoor dining and the right-of-way landscaping or paved roadway. All applications will be renewed and issued administratively through the city manager except in the following instances when city council review will be required: outdoor dining on public property exceeding 100 square feet in area for a single establishment; outdoor dining on public property that is not directly abutting the storefront of the restaurant which it serves; outdoor dining on public property abutting US 41; and the establishment or expansion of outdoor dining facing a residential zoning district. If approved, a permit for outdoor dining will be issued for a period of one year. The permit may be renewed annually by the city manager if the applicant is in compliance with the conditions. An annual administrative fee will be charged for the issuance of an outdoor dining permit. The annual fee will be required in conjunction with an occupational license. Such permit shall not be transferable in any manner. The permit shall run only with the business, and not the land, in the location and configuration approved. A change in the location will require a new permit application.

Outdoor Dining Applications can be found on the City of Naples Planning Department webpage under the applications/permits page at [www.naplesgov.com](http://www.naplesgov.com).

### **Special Event Permit**

**Community Services Administration Office**

**280 Riverside Circle**

**Naples, FL 34102**

**(239) 213-7120**

**Fax: (239) 213-7130**

**[www.naplesgov.com](http://www.naplesgov.com)**

To host an event on City property or private property, you must obtain a special event permit from the City of Naples Community Services Department. If you are planning on using a City of Naples park (Cambier, Fleischmann, etc.) for your event, you will need to start your application process at the park first.

To host a special event, you must fill out a Special Event Permit Application, which can be found on the City of Naples website at

[www.naplesgov.org](http://www.naplesgov.org) under Parks and Recreation/Special Events Permits. A helpful Special Events Application Guide is also available on the site.

Completed applications can be submitted online or to the Community Services Administration Office located at 280 Riverside Circle. Applications should be submitted a minimum of sixty (60) days prior to the event being held. Special fees may apply.

Please note that other permits and/or approvals may be necessary for Special Events depending on the type and scope of the event including permits from the Florida Alcohol, Beverage & Tobacco Department; Florida Department of Transportation; and the health department.

### **Live Entertainment Permit**

**City of Naples Planning Department**  
**295 Riverside Circle**  
**Naples, FL 34102**  
**(239) 213-1050**  
**Fax: (239) 213-1045**  
**[www.naplesgov.com](http://www.naplesgov.com)**

Live entertainment permits are required for restaurants, cocktail lounges, or other commercial establishments offering outdoor live entertainment and indoor live entertainment with amplified sound. Live entertainment permits are nontransferable. More information can be found on the City of Naples Planning Department webpage under the applications and permits page at [www.naplesgov.com](http://www.naplesgov.com).

### **Lighting (Permanent & Seasonal)**

**City of Naples Planning Department**  
**295 Riverside Circle**  
**Naples, FL 34102**  
**(239) 213-1050**  
**Fax: (239) 213-1045**  
**[www.naplegov.com](http://www.naplegov.com)**

External Lighting both Seasonal and Permanent regulated through the City's Planning Department in accordance with the Code of Ordinances.

In the Fifth Avenue South Special Overlay District, lighting is addressed in Chapter 58, Article III, Division 6, Section 58-1133, item 16 in the Code of Ordinances.

## **Food Regulatory Agencies**

The State of Florida has three primary food regulatory agencies. Each agency regulates a different part of the retail food service industry.

- **Florida Department of Business Professional Regulation (DBPR)**  
Division of Hotels and Restaurants  
1940 North Monroe Street  
Tallahassee, FL 32399-0783  
(850) 487-1395  
[www.myfloridalicense.com/dbpr/HR/licensing/jurisdiction.html](http://www.myfloridalicense.com/dbpr/HR/licensing/jurisdiction.html)
- **Collier County Department of Environmental Health (DOH)**  
3339 Tamiami Trail East  
Building H, Ste. 302  
Naples, FL 34112  
(239) 252-8200  
[www.collier.floridahealth.gov](http://www.collier.floridahealth.gov)
- **Department of Agriculture and Consumer Services (DACS)**  
3125 Conner Blvd. Ste. D  
Tallahassee, FL 32399  
(850) 245-5595  
[www.freshfromflorida.com/divisions-offices/food-safety](http://www.freshfromflorida.com/divisions-offices/food-safety)

The DBPR licenses Lodging (hotels, motels, apartments, bed & breakfast inns, timeshare projects, and vacation rentals-condominiums and dwellings), free standing restaurants, fast food service (take out/delivery); mobile units that serve hotdogs and/or full food service; and bars that serve food. DACS licenses bakeries, grocery stores, convenience stores, and non-alcoholic operations such as coffee houses, smoothie bars and juice bars. DOH licenses bars that do not serve food, civic and fraternal organizations, theaters and institutions.

## **Did You Know?**

Naples Community Hospital (NCH) has launched a collaborative initiative to help our community boost its well-being. The initiative is called the **Blue Zones Project®**. Studies show that up to 80% of our health and longevity is determined by our environment. So by optimizing our surroundings we can add years and quality to our lives. The initiative encourages local government, local businesses, schools and citizens to participate by making small changes in their daily routines that focus on healthy choices.

To find out more or how you or your business can participate visit [www.collier.bluezonesproject.com/](http://www.collier.bluezonesproject.com/).

*The information provided in this document has been provided by or gathered from sources deemed reliable. However, the City of Naples, Fifth Avenue South Business Improvement District, Inc. and The Greater Naples Chamber of Commerce do not warrant or represent that the information is true or correct. Users are advised to verify all information independently.*