



Section 13.2—Business Events & Business Promotions



(b) A Business Promotion is a marketing promotion for a business for sales items or advertising specials. Business Promotions are permitted in all commercially zoned districts. A no-charge zoning permit is required to be obtained from the Code compliance Division for each Business Promotion.

1. All businesses shall be allowed to have a maximum of twelve (12) Business Promotions per calendar year
 - a) Each Business Promotion shall last no more than seven (7) days in duration.
 - b) A minimum of five (5) days must elapse between each Business Promotion and a minimum of five (5) days must elapse between a Business Promotion and a Business Event.
2. No more than one (1) sign on the exterior of the business is permitted for a Business Promotion.
 - a) Such sign shall not exceed ten (10) square feet in area.
 - b) Any business that is utilizing the 'A' frame sign that is currently permitted by City Code shall not be permitted to place additional

temporary signage outside of the business for a Business Promotion.

- c) No temporary signage shall be located along the US 41 corridor or any public road that abuts the business for a Business Promotion.
3. A single outdoor display rack of merchandise on the exterior of the business is permitted with any Business Promotion. Any display not brought inside of the business at close of business day is considered outdoor storage and is prohibited.



To attain a Business Promotion permit go to:

www.ci.punta-gorda.fl.us

Click on - "On Line Services" or email

pgcode@ci.punta-gorda.fl.us

Rules of Interpretation

Signage for all Business Events, Business Promotions, Grand Opening Events, and Temporary Promotional Events listed herein are subject to the following conditions unless otherwise specifically permitted or prohibited. The term 'event' as it is used in this section shall mean a Business Event, Business Promotion, Grand Opening Event or Temporary Promotional Events:

1. All signs must be professionally made or computer generated unless a portable chalkboard is used.
2. The sign area of any 'A' frame sign that is being utilized during any event as may be permitted by City Code shall be counted as one of the signs permitted or the only sign if a single sign is permitted. The sign area of such sign shall be counted towards the total square feet in area of signage permitted for any event listed herein.
3. Exterior temporary signage for events located within the City Center (CC) and Neighborhood Center (NC) zoning districts shall be located within five (5) feet of the business entrance or shall be placed on the facade of the building.
4. Exterior temporary signage for events located within the Highway Commercial (HC) and Special Purpose (SP) zoning districts shall be located within fifteen (15) feet of the business entrance or shall be placed on the facade of the building.
5. Exterior temporary signage for businesses located in shopping centers shall be located no more than fifteen (15) feet from the main entrance door to their business; or if impractical, temporary signage may be placed no farther from the main entrance door than the far edge of the sidewalk or landscape island directly abutting the business frontage on the internal drive aisle

Rules of Interpretation Cont.

6. No temporary signage for any event shall be permitted to be located near US 41 or the primary public road abutting the commercial or residential property in these zoning districts, unless otherwise specifically permitted or regulated.
7. No temporary signage shall be placed in a manner that impedes pedestrian or vehicular traffic or creates a hazard. A minimum 48" wide clear pathway must be maintained at all times.
8. Businesses located on the interior of an enclosed mall or building shall not be permitted to display exterior temporary signage outside of the confines of the mall or building unless they have ground floor public street frontage to accommodate such temporary signage.
9. No more than a total of 33% of a business' windows may be obscured by exterior or interior temporary signage, including any current permanent signage that may be covering the business window.
10. Temporary promotional signage that is changed on a regular basis and is located on the inside of a window shall be permitted at any time without obtaining an event permit or sign permit provided that such signage does not exceed 33% of the window pane, including the sign area of any permanent signage on that window.
11. All temporary signage must be maintained so as not to become faded or torn and shall be tied down so it does not move or flap or flutter in the wind.
12. Temporary signage shall not be illuminated with any additional lighting that is not part of the existing lighting that is located on the site.
13. The following are prohibited advertising devices: Pennants, streamers, feather flags or flutter flags or similar type advertising device, windblown devices of any type, off-premises signs, electronic or electric signs, inflatable advertising devices, moving or non-stationary signs including signs being carried by a person and temporary signs placed on a vehicle.

CITY TELEPHONE NUMBERS

Billing & Collections	639-2528
Building	575-3324 option 1
Canal Maintenance	575-5050
City Clerk	575-3369
City Manager	575-3302
Code Compliance	575-3352
Finance	575-3318
Fire Station	575-5529
Human Resources	575-3308
Legal Department	575-3307
Lot Mowing Program	575-3393
Park Rental	575-3314
Police	639-4111
Procurement	575-3366
Recycling Center	639-4532
Sanitation	575-5069
Urban Design/Zoning	575-3372



City of Punta Gorda

***Business
Promotion***



City of Punta Gorda
Code Compliance
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Punta Gorda FL 33950
941-575-3352
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