

CITY OF PUNTA GORDA

ORDINANCE NO. 1966-2021

AN ORDINANCE OF THE CITY OF PUNTA GORDA, FLORIDA, AMENDING CHAPTER 26, ARTICLE 11 “SIGN STANDARDS,” PUNTA GORDA CODE; REWRITING AND REORGANIZING THE SAME IN ITS ENTIRETY; PROVIDING FOR CONFLICT AND SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, it has been determined that Chapter 26, Article 11, Sign Standards, Punta Gorda Code, should be updated following the decision of the U.S. Supreme Court in Reed v. Town of Gilbert, 135 S. Ct. 2218 (2015); and

WHEREAS, it is the desire of the City Council of the City of Punta Gorda to adopt a Sign Code to promote the public health, safety and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral and non-discriminatory sign standards and requirements; and

WHEREAS, while allowing for the commercial and non-commercial freedom of expression that signage provides, it is recognized that certain regulations and restrictions are necessary to ensure public safety and aesthetic concerns; and

WHEREAS, pursuant to the provisions of Section 163.3194(2), Florida Statutes, the Planning Commission serving as the Local Planning Agency for the City of Punta Gorda, Florida, has reviewed the regulations proposed herein and has found said regulations to be consistent with the adopted Comprehensive Plan of the City of Punta Gorda;

NOW, THEREFORE, BE IT ENACTED BY THE CITY COUNCIL OF THE CITY OF PUNTA GORDA, FLORIDA:

I. Chapter 26, Land Development Regulations, Article 11 Sign Standards of the Punta Gorda Code is hereby rewritten and reorganized in its entirety, as detailed in Exhibit “A” attached hereto and incorporated herein.

II. It is the declared intent of the City Council that, if any section, subsection, sentence, clause, phrase or provision of this ordinance is held invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not be so construed as to render invalid or unconstitutional the remaining provisions of this ordinance.

III. Any ordinances or parts of ordinances in conflict herewith are repealed to the extent of such conflict.

IV. This ordinance shall take effect immediately upon its adoption.

ADOPTED in regular session of the City Council of the City of Punta Gorda, Florida this  
2nd day of June, 2021.

  
\_\_\_\_\_  
LYNNE R. MATTHEWS, Mayor

ATTEST:

  
\_\_\_\_\_  
KAREN SMITH, City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
DAVID M. LEVIN, City Attorney

1 **Section 11.1 Intent and Purpose**  
2

3 (a) Intent. Signs have a strong visual impact on the character and quality of our  
4 community. As a prominent part of the scenery, they attract or repel the viewing  
5 public, affect the safety of traffic on adjacent rights of way and their suitability or  
6 appropriateness helps to set the tone for our community. The City relies upon its  
7 physical setting and beauty to attract commerce and aesthetic considerations assume  
8 economic value. The intent of this Article is to protect and enhance both the City's  
9 residential character and its economic base using appropriate and aesthetic signage.

10  
11 (b) Purpose. The purpose of this Article is to promote the public health, safety, and  
12 welfare through a comprehensive system of reasonable, effective, consistent, content-  
13 neutral, and nondiscriminatory sign standards and requirements that:

- 14 (1) Promote and accomplish the goals and policies of the City's comprehensive  
15 plan and land development regulations, and the City Council's vision for the  
16 City;
- 17 (2) Provide minimum standards to safeguard life, health, property, and public  
18 welfare, and promote traffic safety by controlling the design, quality of  
19 materials, construction, illumination, size, location, and maintenance of signs  
20 and sign structures and discouraging excessive numbers of signs;
- 21 (3) Recognize Constitutionally protected free speech rights by regulating signs in a  
22 content-neutral manner;
- 23 (4) Promote the safe flow of traffic and protect all roadway users from injury and  
24 property damage caused by or which may be fully or partially attributable to  
25 cluttered, distracting, and/or illegible signage;
- 26 (5) Promote a positive visual image of the City and protect the beauty of the City's  
27 built environment by encouraging signs that are compatible with the  
28 architectural style, characteristics, and scale of the building to which they may  
29 be attached; appropriate to the size of the subject property and amount of  
30 street frontage adjacent to the subject property; and compatible with adjacent  
31 buildings and businesses;
- 32 (6) Protect property values, the local economy, and the quality of life by preserving  
33 and enhancing the appearance of the City's streetscape;
- 34 (7) Provide consistent sign design standards;
- 35 (8) Protect and encourage creative and innovative approaches to signage and signs  
36 that are of a quality design, pleasing in appearance, and are appropriate in  
37 size, materials, and illumination to the surrounding neighborhood or  
38 commercial district;
- 39 (9) Provide an improved visual environment for the citizens and visitors of the City;
- 40 (10) Adopt clear, understandable regulations that will assure equal protection and  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50

51 fair treatment under the law through consistent application of the regulations  
52 and consistent enforcement of this Article;

53  
54 (11) Balance both public and private business needs with the specific objectives of  
55 creating a community with an unmatched quality of life and a strong focus on  
56 economic well-being, aesthetics, community and family, the environment, and  
57 public infrastructure;

58  
59 (12) Support and enhance the economic well-being of all businesses within the City  
60 and recognize the needs of all businesses to identify their premises and  
61 advertise their products and services; and

62  
63 (13) Recognize that the aesthetic value of the total environment affects economic  
64 values and that an unrestricted proliferation of signs detracts from the  
65 economic value of the community.

66  
67 **Section 11.2 Applicability and Exclusions**

68  
69 (a) Applicability. This Article applies to all signs within the jurisdictional limits of the City  
70 of Punta Gorda, Florida (hereinafter referred to as “City”) regardless of the type or  
71 nature.

72  
73 (b) The provisions of this Article do not supersede more stringent provisions in  
74 community deed restrictions or other restrictive covenants. Citizens are advised to  
75 review any deed restrictions and restrictive covenants which may apply to their  
76 property, before the application for permit or placement of any sign(s) allowable  
77 under this Article.

78  
79 (c) Exclusions. Except as where otherwise prohibited in Article 11, the following are  
80 excluded from the regulations and requirements of this Article:

81  
82 (1) Signs that are not visible from any public right-of-way (including public  
83 waterways), public space, or another property.

84  
85 (2) Signs inside a building; however, signs inside windows or on the inside surface  
86 of windows are not excluded if they are visible from any public right-of-way,  
87 public space, or another property.

88  
89 (3) Signs required by any applicable local, State, or Federal law.

90  
91 (4) Signs installed by a City, County, State, Public Utility or Federal governmental  
92 agency for the protection of the public health, safety, and general welfare,  
93 including, but not limited to, the following:

- 94  
95 a. Emergency and warning signs necessary for public safety or civil defense;  
96 b. Traffic and/or wayfinding signs erected and maintained by an authorized  
97 public agency;  
98 c. Signs required to be displayed by law;  
99 d. Signs showing the location of public facilities; and

100

101 e. Any sign, posting, notice, or similar sign placed by or required by a  
102 governmental agency.

103  
104 (5) Except as otherwise provided for herein, any sign on or in a vehicle, however,  
105 such signs may otherwise be regulated or prohibited pursuant to the provisions  
106 of Chapter 23, Section 23-22, Punta Gorda Code and Chapter 26, Article 3,  
107 Section 3.13(k), Punta Gorda Code.

108  
109 (6) Outdoor art, including but not limited to statuary and fountains. Outdoor  
110 murals on structures shall be regulated as Iconic signs pursuant to Section  
111 11.15 of this Article.

112  
113 (7) Temporary signs located on fences for screening of a construction site, as long  
114 as there is an active development permit, grading permit, or building permit  
115 approval that includes external work or modifications of the site.

116  
117 (8) Historic or memorial plaques, gravestones, and building marker signs. Building  
118 marker signs are signs indicating the name of a building, the date of  
119 construction, and incidental information about the building's construction.  
120 Building marker signs shall not exceed 5 square feet in area; shall be made of  
121 permanent material such as bronze or masonry permanently affixed to the  
122 building wall; and shall not exceed one sign on any single building.

123  
124 (9) Signs supported, held, or worn by a person.

125  
126 (10) Public and private regulatory and warning signs, such as, but not limited to, "no  
127 trespassing", "no hunting", "no parking", "no soliciting", "handicap parking  
128 only," "entrance," "exit," "restrooms," "loading zone," "names and unit numbers  
129 for tenants of a building or development," "tow away zone," "pesticide, fertilizer  
130 or other lawn applications," and "security system signs." Such signs may contain  
131 graphics to compliment the sign text. Such signs must be in conformance with  
132 Florida Statute requirements.

133  
134 (11) Seasonal and Holiday decorations, including string lights and projected image  
135 signs associated therewith. Projected image signs shall not be displayed from  
136 the hours of 11:00 p.m. to 8:00 a.m.

137  
138 (12) A building's street address.

139  
140 (13) Signs used in conjunction with athletic fields.

141  
142 (14) Flags used in conjunction with cemeteries.

143  
144 **Section 11.3 Interpretation**

145  
146 (a) This Article is not intended to, and shall not be interpreted to, restrict speech based  
147 on its content, viewpoint, or message.

148  
149 (b) No part of this Article shall be construed to favor commercial speech over  
150 noncommercial speech.

151 **Section 11.4 Definitions**  
152

153 (a) The following words, terms, and phrases, when used in this Article, shall have  
154 meanings ascribed to them in this Section, except where the context clearly indicates  
155 a different meaning. All words and terms not specifically defined in this Section shall  
156 be given their common, ordinary meanings, as the context may reasonably suggest,  
157 unless defined in Chapter 26, Article 19, Section 19.2, Punta Gorda Code, in which  
158 case said definition may be used, if appropriate to the context. The reference for  
159 common, ordinary meanings shall be the online version of the Merriam-Webster  
160 dictionary found at [www.merriam-webster.com](http://www.merriam-webster.com).

161  
162 (1) *A-Frame (Sandwichboard, T-Frame or Sidewalk) sign* means a self-supporting  
163 sign which is ordinarily in the shape of an “A” or some variation thereof, which  
164 is readily movable, and is not permanently attached to the ground or any  
165 structure.

166  
167 (2) *Abandoned sign* means any sign remaining in place after such sign has not  
168 been maintained or, if the activity conducted on the subject property ceases,  
169 for 180 or more consecutive days. An abandoned sign is a sign that, because of  
170 passage of time, has faded, peeled, cracked or otherwise become deteriorated  
171 or dilapidated, or is no longer affixed to the ground, or is missing the sign  
172 face. Unauthorized signs placed on public property including but not limited to  
173 public right-of-way shall be deemed abandoned signs. Any political  
174 advertisement regulated by Section 106.1435, Florida Statutes which has not  
175 been removed within thirty (30) days after a candidate has withdrawn from  
176 candidacy; after a candidate has been eliminated as a candidate; or after a  
177 candidate has been elected to office, shall be considered an abandoned sign.

178  
179 (3) *Air-Activated sign* means a sign, all or any part of which is designed to be  
180 moved by action of forced air so as to make the sign appear to be animated or  
181 otherwise to have motion.

182  
183 (4) *Alter* means to change the copy, color, size, shape, illumination, position,  
184 location, construction or supporting structure of a sign, but does not include  
185 ordinary maintenance or minor repairs.

186  
187 (5) *Animated sign* means any sign, or any portion of the sign, affected by the  
188 movement of air or other atmospheric or mechanical means, or that uses  
189 natural or artificial changes of lighting, to depict action or create a special  
190 effect or scene. Animated signs include, but are not limited to, flashing signs,  
191 inflatable signs, rotating signs, pennants, streamers, balloons, searchlights,  
192 spinners, and propellers. Changeable copy signs and electronic changeable  
193 copy signs are not considered animated signs for the purposes of this Article.

194  
195 (6) *Athletic field* means facilities used for sporting activities such as softball,  
196 baseball, football, soccer, running track, tennis, and other non-motorized  
197 sports. Athletic fields may include bleachers, concession stands, lights,  
198 restrooms, and other supporting facilities.

199  
200 (7) *Awning or canopy sign* means a nonelectric sign that is printed on, painted on,

201 or attached to the surface or flap of an awning or canopy. An awning is a  
202 decorative or functional structure which is attached to, and wholly supported by  
203 a building providing shade or cover from rain. A canopy is similar in design to  
204 an awning but is freestanding or is not wholly supported by a building.  
205

- 206 (8) *Balloon sign* means a sign that is an air inflated object, which may be of various  
207 shapes, made of flexible fabric, resting on the ground or a structure, and  
208 equipped with a portable blower motor that provides a constant flow of air into  
209 the device. Balloon signs are restrained, attached or held in place by a cord,  
210 rope, cable or similar method.  
211
- 212 (9) *Banner sign* means a sign composed of flexible material, such as fabric, pliable  
213 plastic, or other similar non-rigid material, with no enclosing framework or  
214 electrical components and that is supported or anchored on two or more edges  
215 or at all four corners, or along either one edge or two corners with weights  
216 installed that reduce the reaction of the sign to wind. A special event banner is  
217 a banner expressly authorized as part of a special event permit.  
218
- 219 (10) *Bench sign* means a sign painted on, located on, or attached to any part of the  
220 surface of a bench, seat or chair placed on or adjacent to a public place or  
221 public roadway, and include bicycle racks installed by the City.  
222
- 223 (11) *Blade (Feather, Teardrop, Flag, or Flutter) sign* means a sign that is constructed  
224 of cloth, canvas, plastic fabric, or similar lightweight, non-rigid material that is  
225 supported by a single vertical pole mounted into the ground or on a portable  
226 structure.  
227
- 228 (12) *Building-mounted sign* means any sign attached to the face of a building,  
229 including, without limitation, wall signs, marquee signs, under canopy signs,  
230 and projecting signs.  
231
- 232 (13) *Changeable copy sign* means a sign with copy that can be changed or altered by  
233 manual, electric, electromechanical, or electronic means and without changing  
234 or altering the sign frame, sign supports, or electrical parts.  
235
- 236 (14) *Copy* means the graphic content of a sign surface, including, but not limited to,  
237 graphics, letters, numbers, figures, symbols, and trademarks.  
238
- 239 (15) *Copy Area* means that area which displays the actual copy on a sign, excluding  
240 any blank area surrounding the copy.  
241
- 242 (16) *Drive/Bike/Walk-Thru sign* means any sign to facilitate the use of a drive-thru or  
243 walk up window for provision of a good or service.  
244
- 245 (17) *Electric sign* means a sign or sign structure in which electrical wiring,  
246 connections, or fixtures are used.  
247
- 248 (18) *Exposed building face* means the building exterior wall of a single occupant  
249 building or the building exterior wall of an individual tenant's leased space in a  
250 multi-tenant complex, viewed as a vertical plane between the finished grade

251 and the roofline or top of parapet wall. This vertical plane will be used to  
252 calculate the sign area for building-mounted signs. In the case of an interior  
253 business without a separate exterior entrance, the exposed building face will  
254 be the vertical plane of the entrance wall measured between the floor and  
255 ceiling. As an option, for those businesses having oblique walls, the exposed  
256 building face is that area between the finished grade and the roofline that is  
257 shown on the elevation drawing submitted with the required drawings for a  
258 building permit.

- 259
- 260 (19) *Façade sign* means a sign affixed to the exterior wall of a commercial building,  
261 typically within a designated sign band located near the top of the building,  
262 which includes an occupant's name and/or logo.
- 263
- 264 (20) *Fighting words* are words or graphics which by their very utterance have a direct  
265 tendency to incite immediate breach of the peace by the person to whom,  
266 individually, the remark is addressed. The test is whether persons of common  
267 intelligence would understand such words would be likely to cause an ordinary  
268 addressee to fight. Fighting words include, but are not limited to, defamatory  
269 remarks made to private citizens and epithets based on the addressee's race,  
270 color, religion, disability, national origin, ethnicity or sex.
- 271
- 272 (21) *Flag* means any piece of cloth of individual size, color, and design, hoisted on a  
273 pole permanently affixed to the ground or displayed via a pole bracket  
274 permanently affixed to a building. If any single dimension of a flag is more than  
275 three times greater than any other single dimension, for the purposes of this  
276 Article such a flag is classified and regulated as a banner, regardless of how it  
277 is anchored or supported.
- 278
- 279 (22) *Flashing sign* means an electric sign or any portion of an electric sign that  
280 changes light intensity in sudden transitory bursts or switches on and off in a  
281 repeated manner (e.g., strobe lights).
- 282
- 283 (23) *Freestanding sign* means a sign on a frame, pole, or other support structure  
284 that is not attached to any building, located in a commercial zoning district.
- 285
- 286 (24) *Frontage, building* means the length of an outside building wall.
- 287
- 288 (25) *Frontage, street* means the length of the property line along the public right-of-  
289 way or private street on which it borders.
- 290
- 291 (26) *Graffiti* means writing or drawings scribbled, scratched, or sprayed illicitly on a  
292 wall or other surface in public right-of-way or public space, or on a private  
293 property viewable from a public right-of-way, public space, or another private  
294 property.
- 295
- 296 (27) *Ground sign* means a sign that is permanently attached to the ground with the  
297 bottom of the sign base no more than 1 foot above finished grade.
- 298
- 299 (28) *Height, sign* means the vertical distance measured from the highest point of  
300 the sign to either the grade of the adjacent street or the surface grade beneath



- 301 the sign, whichever is less.
- 302 (29) *Illuminated sign, internally*, means a sign with an artificial light source installed
- 303 internally with light visible thru a transparent or translucent sign face.
- 304
- 305 (30) *Illuminated sign, externally*, means a sign with an artificial light source installed
- 306 externally.
- 307
- 308 (31) *Illuminated sign, indirectly*, means a sign with an artificial light source installed
- 309 internally to the sign structure with an opaque sign face, where the light shines
- 310 onto a wall or other surface to highlight the outlines of the sign.
- 311
- 312 (32) *Indecent speech* is language or graphics that depict or describe sexual or
- 313 excretory activities or organs in a manner that is offensive as measured by
- 314 contemporary community standards.
- 315
- 316 (33) *Inflatable sign* means any object enlarged or inflated by air or gas, and is
- 317 tethered in the air, or is located on the ground or on a building with or without
- 318 copy or other graphics. These signs include large single displays or a display of
- 319 smaller inflatable items, such as balloons, connected in some fashion to create
- 320 a larger display.
- 321
- 322 (34) *International Maritime Signal Flags* means a signal flag for each letter of the
- 323 alphabet, and pennant for numerals. Each flag (except the R flag) has an
- 324 additional meaning when flown individually, and take on other meanings in
- 325 certain combinations.
- 326
- 327 (35) *Light Pole/Support Pole sign* means a sign that is designed to be attached to a
- 328 permanent light pole or other pole structure
- 329
- 330 (36) *Maintenance* means the cleaning, painting, changing of lighting fixtures, or
- 331 minor repair of a sign in a manner that does not alter the basic copy, design, or
- 332 structure of the sign.
- 333
- 334 (37) *Marquee sign* means a sign attached to or mounted on top of a roof-like
- 335 structure that cantilevers from the wall of a building or its principal entrance
- 336 and has no vertical supports other than the wall from which it cantilevers.
- 337
- 338 (38) *Minor repair* means fixing or replacement of broken or worn parts of a sign.
- 339 Replacement includes comparable materials only. Repairs may be made with
- 340 the sign in position or with the sign removed.
- 341
- 342 (39) *Multi-tenant sign* means a sign used by more than tenant occupying the same
- 343 multi-use complex [Section 19.3(154)].
- 344
- 345 (40) *Neon (outline tubing) sign* means a sign consisting of glass tubing, filled with
- 346 neon gas or other similar gas, which glows when an electric current is sent
- 347 through it.
- 348
- 349 (41) *Nonconforming sign* means any sign that was constructed, erected, and
- 350 maintained in conformance with all City of Punta Gorda rules and regulations in

351 effect at the time the sign was established and that no longer conforms to the  
352 rules and regulations of this Article.

- 353
- 354 (42) *Obscene* means language or graphics that depict or describe sex or sexual  
355 organs in a manner appealing to, or intended to appeal to the average  
356 viewer/reader’s visceral sexual (prurient) interests, and taken as a whole, lacks  
357 any justification from a political, literary, artistic, or scientific value.  
358
- 359 (43) *Parcel* means any plot of land that has been assigned a “Parcel ID Number” by  
360 the Charlotte County Property Appraiser. A parcel may consist of one or more  
361 platted lots. With respect to condominium developments, the term parcel shall  
362 mean only the land described as a “common element” and shall not apply to  
363 individual units which have been assigned a “Parcel ID Number.”  
364
- 365 (44) *Pennant sign* means a triangular or irregular piece of fabric or other material  
366 attached in strings or supported on small poles intended to flap in the wind.  
367
- 368 (45) *Permanent* means a sign attached to a building or structure, or to the ground  
369 in a manner that precludes ready removal or movement of the sign.  
370
- 371 (46) *Person* shall mean any natural person, firm, corporation, or other legal entity.  
372
- 373 (47) *Pole or pylon signs* means self-supporting signs supported permanently upon  
374 the ground by one or more solid bases.  
375
- 376 (48) *Portable sign* means a sign that is not permanently affixed and that is designed  
377 for or capable of being moved, except those signs explicitly designed for  
378 people to carry on their persons or that are permanently affixed to motor  
379 vehicles, trailers, bicycles, or horse drawn carriages.  
380
- 381 (49) *Portable message center sign* means a sign that is mobile in nature and affixed  
382 to a trailer or vehicle.  
383
- 384 (50) *Projected Image sign* means a sign which involves an image projected on the  
385 face of a wall, structure, sidewalk, or other surface from a distant electronic  
386 device, such that the image does not originate from the plane of the wall,  
387 structure, sidewalk, or other surface.  
388
- 389 (51) *Projecting sign* means a sign, other than a wall sign, which is attached to and  
390 projects from a building wall or other structure not specifically designed to  
391 support the sign.  
392
- 393 (52) *Right-of-way* means land or water owned, dedicated, or conveyed by way of  
394 easement to the public and used primarily for the movement of vehicles,  
395 bicycle, wheelchair, vessels and pedestrian traffic, and land privately owned and  
396 used primarily for the movement of vehicles, bicycle, wheelchair, and  
397 pedestrian traffic, so long as such privately owned land has been constructed in  
398 compliance with all applicable laws and standards for a public right-of-way.  
399
- 400 (53) *Roadway* means the portion of a street that is improved for motor vehicle or

bicycle travel. Roadway includes vehicle travel lanes and on-street parking areas. Roadway does not include area devoted to curbs, utility or planting strips, or sidewalks.

- (54) *Roofline* means that lowest portion of a pitched or flat roof visible from a public right-of-way or adjacent property.
- (55) *Rotating sign* means sign faces or portions of a sign face which mechanically revolve around a central axis as opposed to revolving around an imaginary axis created by a pattern of alternating lights which convey an appearance of rotation.
- (56) *Sign* means any device, structure, item, thing, object, fixture, painting, printed material, apparel and accoutrements, or visual image using words, graphics, symbols, numbers, or letters designed or used for the purpose of communicating a message or attracting attention.
- (57) *Sign face* means the portion of a sign on which the copy is placed.
- (58) *Snipe sign* means a tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences, or other objects.
- (59) *Special Event* means a public event which includes the use of any public facility or private property (e.g., park, meeting hall, gazebo, shelter, street right-of-way, parking lot, etc.) by a group which could limit the normal access and use of such facility by the general public. Special Events are more particularly described in Chapter 26, Article 13, Section 13.4, Punta Gorda Code.
- (60) *String light* means small electric lights spaced evenly along a cable and used for decoration.
- (61) *Suspended sign* means any sign suspended from the underside of a horizontal plane surface and supported by the same surface.
- (62) *Temporary* means any sign not permanently attached, mounted, painted, or otherwise affixed to the ground, a building or a structure, and includes but is not limited to any poster, banner, pennants, placard, stake sign or sign not placed in the ground with concrete or other means to provide permanent support or stability.
- (63) *Tenant space* means a portion of a structure occupied by a single commercial leaseholder with its own public entrance from the exterior of the building or through a shared lobby, atrium, mall, or hallway and separated from other tenant spaces by walls.
- (64) *Visibility Triangle* means the triangular area formed by a diagonal line connecting two points located on intersecting right-of-way lines [or a right-of-way line and the curb or a driveway], with one point 10 feet and one point 35 feet from the point of intersection. The Florida Department of Transportation right triangle is different, with each point being 10 feet and 70 feet. There shall

451 be a clear space with no obstruction to vision between a height of 3 feet and a  
452 height of 8 feet above the average grade of each road as measured at the  
453 centerline thereof.

454  
455 (65) *Wall sign* means either a sign applied with paint or similar substance on the  
456 surface of a wall or a sign with no copy on the sides or edges and attached  
457 essentially flush with and extending not more than 6 inches from the wall of a  
458 building.

459  
460 (66) *Window signs* mean all signs located inside and immediately adjacent to or  
461 affixed to a window and intended to be viewed from the exterior of the  
462 structure.

463  
464 (67) *Yard signs* means signs located within the following zoning districts: General  
465 Single-Family District (GS); General Multi-Family District (GM), which includes the  
466 Special Residential Overlay (SRO) Districts; Manufactured Home District (MH);  
467 Neighborhood Residential District (NR); Planned Development Neighborhood  
468 (PDN) and (PD-GS), and Environmental Preserve District (EP).Yard signs do not  
469 include ground signs.

470  
471 **Section 11.5 Prohibited Signs**

472  
473 Unless otherwise provided for in this Article, no person shall erect, display, wear, alter,  
474 maintain, or relocate any of the following signs in the City and such existing signs must be  
475 removed:

- 476  
477 (a) Signs without a Proper Permit. Signs erected, constructed, or structurally altered that  
478 are required to have a permit for such action and that were erected, constructed, or  
479 altered without obtaining a permit for such action.  
480  
481 (b) Abandoned signs.  
482  
483 (c) Air-activated, Inflatable, and Balloon signs.  
484  
485 (d) A changeable copy sign where the text and/or graphics are displayed electronically  
486 and changes its display more than once in a 24-hour period.  
487  
488 (e) Animated Signs.  
489  
490 (f) Any sign that copies or imitates an official sign or purports to have official status or  
491 could create a traffic safety hazard.  
492  
493 (g) Any sign attached to an accessory structure if such sign is legible from a public right-  
494 of-way or from other property.  
495  
496 (h) Attachments to signs such as but not limited to streamers, balloons and pinwheels.  
497  
498 (i) Bench signs.  
499  
500 (j) Blade signs.

- 501
- 502 (k) Flashing signs, signs with flashing or reflective disks, signs with flashing lights or  
503 lights of changing degree of intensity or color or signs with electrically scrolled  
504 messages, except signs which give time and temperature information.
- 505
- 506 (l) Graffiti.
- 507
- 508 (m) Hazardous Signs. Any sign that is dangerous or confusing to motorists and  
509 pedestrians, including any sign that by its color, wording, design, location, or  
510 illumination resembles or conflicts with any official traffic control device or that  
511 otherwise impedes the safe and efficient flow of traffic. Hazardous signs shall also  
512 include signs placed in such a manner such that the any portion of the sign obstructs  
513 visibility at street intersections, drives and driveways.
- 514
- 515 (n) Impediment to Access. No sign may impede free ingress and egress from any  
516 sidewalk, pedestrian walkway, door, window, or exit way required by building and fire  
517 regulations.
- 518
- 519 (o) Light Pole/Support Pole signs.
- 520
- 521 (p) Mechanically Moving Signs. Any environmentally activated sign or other display with  
522 actual mechanical motion powered by natural, manual, mechanical, electrical or other  
523 means, including by not limited to pennant strings, streamers, spinners, propellers,  
524 and search lights.
- 525
- 526 (q) Nuisance Signs. Any signs that emit smoke, visible particles, odors, and/or sound,  
527 except that speakers in signs on the premises of a drive-through facility shall be  
528 allowed.
- 529
- 530 (r) Pole and pylon signs.
- 531
- 532 (s) Roof signs.
- 533
- 534 (t) Rotating signs and pennant signs.
- 535
- 536 (u) Signs within the public right-of-way, public property, public easements or structures,  
537 including, but not limited to, medians, roundabouts, sidewalks, utility poles and  
538 cabinets, streetlight poles, utility/planting strips, traffic control devices/support  
539 poles, and street trees.
- 540
- 541 (v) Snipe signs.
- 542
- 543 (w) Sound. No sign shall emit any sound that is intended to attract attention beyond the  
544 boundaries of the lot on which it is located or that creates a public nuisance.
- 545
- 546 (x) Unauthorized signs. Any sign not expressly authorized under the provisions of this  
547 Article.
- 548
- 549 (y) Except as otherwise provided in this Article, any illuminated tubing, strings of lights,  
550 or strips of LED lights including but not limited to:

- 551  
552 (1) Those outlining property lines.  
553  
554 (2) Outlining open sales areas, except as permitted by Section 8.4 Exterior  
555 Lighting Standards.  
556  
557 (3) Outlining rooflines, doors or windows, or edges of walls, except as specifically  
558 permitted in the Waterfront Overlay District.  
559  
560 (4) Landscaping, except low intensity constant glow rope lighting.  
561  
562 (z) Any sign which contains obscene language or graphics; and any sign containing  
563 fighting words or indecent speech which is legible from any public right-of-way or  
564 within any public space, and which can potentially be viewed by children under the  
565 age of 17. This provision includes signs or flags in or on any vehicle, vessel or on any  
566 apparel and accoutrements.  
567

568 **Section 11.6 Measurement of Signs**  
569

- 570 (a) Freestanding Sign Face Area.  
571  
572 (1) The area of any sign face shall be computed by means of the smallest single  
573 regular geometric form (parallelogram, triangle, circle, semi- circle or other  
574 regular geometric shape) that will encompass the extreme limits of the  
575 following including the blank areas between display elements:  
576  
577 a. Writing.  
578 b. Representation.  
579 c. Emblem, logo or other display.  
580 d. Any material or color forming an integral part of the background of the  
581 display or used to differentiate the sign from the backdrop or structure  
582 against which it is placed.  
583 e. All changeable copy area on a changeable copy sign.  
584  
585 (2) Freestanding Sign Face Area does not include any supporting framework, base  
586 or bracing.  
587  
588 (3) For a single wall on a single-occupant building, or a single business name on a  
589 ground sign, all pieces of information or other graphic representations on that  
590 wall shall be measured as though part of one sign, encompassed within one  
591 regular geometric form, which may not exceed the maximum permitted sign  
592 area. A separate geometric form may be used for each entrance to the business  
593 that is open to the public. The area of all signs combined shall not exceed the  
594 total signage area permitted as provided in this Article.  
595  
596 (b) Multi-Faced Sign.  
597  
598 (1) Where the sign faces of a double-faced sign are parallel or the interior angle  
599 formed by the faces is 60 degrees or less, only one display face shall be  
600 measured in computing sign area.

- 601  
602 (2) If the two faces of a double- faced sign are of unequal area, the area of the sign  
603 shall be the area of the larger face.  
604  
605 (3) In all other cases, the areas of all faces of a multi-faced sign shall be added  
606 together to compute the area of the sign.  
607  
608 (4) Sign area of multi- faced signs is calculated based on the principle that all sign  
609 elements that can be seen at one time or from one vantage point should be  
610 considered in measuring that side of the sign.  
611

612 (c) Wall Signs.

613  
614 Wall signs are measured by means of the smallest single regular geometric form  
615 (parallelogram, triangle, circle, semi- circle or other regular geometric shape) that will  
616 encompass the complete message, including graphics.  
617

618 (d) Signs on Awnings, Canopies, and Marquees.

619  
620 Signs incorporated on awnings, canopies and marquees are measured by means of the  
621 smallest single regular geometric form (parallelogram, triangle, circle, semi- circle or other  
622 regular geometric shape) that will encompass the complete message, including graphics.  
623 When the ends of awnings or marquees are parallel and contain sign faces, only one side is  
624 counted in addition to the sign face on the front.  
625

626 (e) Sign Height.

- 627  
628 (1) The height of a sign shall be computed as the distance from the base of the  
629 sign at finished grade to the highest point of the sign, including any frame or  
630 supporting structure to which the sign is attached.  
631  
632 (2) Finished grade shall be construed to be the newly established grade after  
633 construction, exclusive of any filling, berming, mounding or excavating not  
634 associated with stormwater management, landscape, or similar regulatory  
635 requirement and intended solely for the purpose of locating the sign.  
636

637 (f) Building Frontage.

- 638  
639 (1) Building frontage shall mean the horizontal length of a building on each side  
640 with right of way frontage.  
641  
642 (2) If the right of way frontage wall is a straight wall, then the building frontage  
643 shall be the length of the wall.  
644  
645 (3) If the right of way frontage wall is not a straight wall, then the building  
646 frontage shall be the horizontal distance from the corner at one end of the side  
647 of the building to other corner of the same side of the building.  
648  
649 (4) For a multi-tenant building, the Building Frontage for each tenant will be  
650 allocated based on the ground floor exterior wall frontage, when parallel to the

- 651 street, of each tenant.
- 652 (5) In a multi-tenant building where the street frontage wall is not a straight wall,  
653 then the building frontage shall be the horizontal distance from the corner at  
654 one end of the side of the building to other corner of the same side of the  
655 building.
- 656
- 657 (6) When the primary entrance is located in a building wall that is adjacent to, at  
658 an angle from, and shorter than the street-facing wall, the building frontage  
659 will be measured as a combination of the street wall and the wall containing  
660 the entrance. Where the angled wall is on the corner of the building between  
661 two street-facing walls, the applicant for a sign permit may choose which street  
662 facing wall to combine with the wall containing the entrance to be considered  
663 the building frontage. The length of the building frontage will be measured in a  
664 straight line parallel to the street-facing wall.

665

666 **Section 11.7 Sign Permits**

667

- 668 (a) Permit Required. Except as otherwise provided in this Article, no person shall erect,  
669 alter, change the sign face, change the sign location, change the size, or replace any  
670 sign without first receiving an approved sign permit from the City pursuant to the  
671 requirements provided herein.
- 672
- 673 (b) Permit Application. Applications for Sign Permits may be obtained from the City’s  
674 Zoning or Building Division or the City’s website. The application must be signed by  
675 the owner of the property upon which the sign is to be located, or by the owner’s  
676 authorized agent.
- 677
- 678 (c) Completed permit applications, together with required supporting documentation,  
679 shall be submitted to the City’s Building Division together with the applicable permit  
680 fee, if any, as established by Resolution of the City Council of the City of Punta Gorda.
- 681
- 682 (d) Sign Permit Stickers. Permittees will be issued a sticker indicating the issuance of a  
683 required sign permit and the date of expiration of said permit, if any. Said stickers  
684 must be affixed to the sign face containing the sign copy.
- 685
- 686 (e) Permit Fees. Fees for sign permits shall be established by Resolution adopted by the  
687 City Council. The City Council may require no fee for certain types of signs but may  
688 not differentiate “No Fee” permits from “Fee” permits on the basis of the content of  
689 the sign.

690

691 **Section 11.8 Sign Permit Exemptions**

692

693 The following signs, and activities relating to signs, are exempt from the permitting  
694 requirements of this Article:

- 695
- 696 (a) Changes to the face or copy of changeable copy signs, digital signs, and electronic  
697 copy signs, provided such changes do not change the material or appearance of the  
698 sign as originally permitted by the City.
- 699
- 700 (b) The minor repair and maintenance of conforming or legal nonconforming signs.



701  
702 (c) Any signs excluded from regulation by this Article.  
703

704 **Section 11.9 Signs: General Regulations**  
705

706 The following provisions apply to all signs placed within the City:  
707

708 (a) Sign Placement. Except as otherwise authorized by this Article, all signs must be  
709 placed totally within the boundaries of the site/property for which a permit has been  
710 issued.

711  
712 (b) Materials - Construction. Signs must be made of such durable materials, and ink,  
713 paint, or other form of lettering or graphics so as to be able to withstand the wind  
714 and rain effects of a typical thunderstorm. Additional structural details may be  
715 required to obtain a City of Punta Gorda Building Permit.

716  
717 (c) Prohibited Placement. Except as otherwise provided for in this Article, signs are  
718 prohibited as follows:

719  
720 (1) No sign may be placed on a roof of a building or structure.

721  
722 (2) No sign shall be so located as to physically obstruct any door or exit from a  
723 building.

724  
725 (3) No sign shall be located to be hazardous to a motorist's ingress and egress to  
726 and from parking areas.

727  
728 (4) No sign shall be located to be hazardous to a pedestrian's ingress and egress  
729 to and from buildings.

730  
731 (5) No sign shall be in any area which may obstruct the vision of motorists,  
732 bicyclists, and pedestrians so as to create a safety hazard.

733  
734 (d) Abandoned Signs. Whenever a City Code Enforcement Officer finds an abandoned  
735 sign is present on public property, including a public right-of-way, the Officer may  
736 take such sign into custody and shall make a reasonable attempt to ascertain the  
737 rightful owner. If the rightful owner can be contacted by telephone or email, the City  
738 shall advise the owner that the abandoned sign will be held for seven (7) days, after  
739 which time the sign will be disposed of by the City. The owner shall be advised how,  
740 where, and when the owner may retrieve the abandoned sign. If the City is unable to  
741 ascertain the owner, or if the City is unable to contact the owner, or if after contact  
742 the owner does not retrieve the sign within seven (7) days of notification, the City may  
743 dispose of the sign.  
744  
745

746 **Section 11.10 Signs; Residential Properties**

747

748 Except as otherwise provided for in this Article, no yard signs will require a permit from the  
749 City of Punta Gorda. Signs on property, within the following zoning districts are allowable  
750 pursuant to the regulations contained in this Section: General Single-Family District (GS);  
751 General Multi-Family District (GM), which includes the Special Residential Overlay (SRO)  
752 Districts; Manufactured Home District (MH); Neighborhood Residential District (NR); Planned  
753 Development Neighborhood (PDN) and (PD-GS), and Environmental Preserve District (EP).

754

755 (a) Quantity. The number of allowable signs shall not exceed the maximum quantity as  
756 provided herein.

757

758 (b) A-Frame (Sandwichboard, T-Frame or Sidewalk) Signs. Require a permit and are  
759 permissible only on property for which a Special Exception has been granted, or is  
760 otherwise authorized for use as clubs, country clubs, religious institutions, schools,  
761 civic uses and recreational facilities, subject to the following:

762

763 (1) Sign shall not exceed 6 square feet per sign face.

764

765 (2) Sign shall not exceed 3 feet in width.

766

767 (3) No sign shall be closer than 6 feet to another such sign.

768

769 (4) Signs are not allowed within any landscaping or streetscape area.

770

771 (5) Signs may only be displayed during normal business hours of operation of the  
772 permittee as indicated on the City issued permit.

773

774 (6) Signs shall not obstruct the vision or path of motorists, bicyclists, or  
775 pedestrians so as to create a safety hazard. Any sign found to create a safety  
776 hazard may be removed by the City, and if possible, relocated to a safe  
777 location.

778

779 Insurance

780

781 (c) Banner Signs. Require a permit and are permissible subject to the following:

782

783 (1) Must be attached to a permanent structure, building, or fence.

784

785 (2) If attached to a building, cannot be displayed above the roof line.

786

787 (3) Banners are limited in total area to 24 square feet per platted lot.

788

789 (4) Banners shall be displayed for a maximum of 20 days per occurrence, up to  
790 four times per calendar year. Banners may be displayed for consecutive  
791 occurrences.

792

793 (d) Flags. Are allowed provided that all flags must be hoisted on a pole permanently  
794 affixed to the ground or displayed via a pole bracket permanently affixed to a  
795 building, and further subject to the following limitations:

- 796 (1) The maximum number of 2 flag poles or brackets, or 1 gaff/yard arm style pole  
797 for each parcel.  
798
- 799 (2) The maximum number of flags that may be displayed on a single pole is 2. The  
800 maximum number of flags on gaff/yardarm style flagpole is 4. This limitation  
801 does not apply to international code of signal flags on a gaff/yardarm style  
802 flagpole.  
803
- 804 (3) Except as provided below, the maximum size of each flag shall not exceed 24  
805 square feet in area.  
806
- 807 a. One flag on the property may be a maximum of 60 square feet in area.  
808
- 809 (4) Flag poles shall not exceed 40 feet in height.  
810
- 811 (5) Flags shall not be faded, tattered, or torn.  
812
- 813 (6) Flags shall be counted toward the maximum number of yard signs permitted  
814 per parcel pursuant to Section 11.10 (h) of this Article, unless otherwise  
815 regulated by this Article.  
816
- 817 (e) Ground Signs. Require a permit and are permissible subject to the following  
818 limitations:  
819
- 820 (1) When associated with property for which a Special Exception has been granted  
821 authorized for use as clubs, country clubs, religious institutions, schools, civic  
822 uses and recreational facilities;  
823
- 824 (2) Associated with recognized named subdivisions or neighborhoods;  
825
- 826 (3) If the sign includes a base that is not part of the sign face, the width of the  
827 ground sign base shall be not less than 100% of the width of the sign face.  
828
- 829 (4) Signs shall be made of construction materials such as brick, stucco, stonework,  
830 textured wood, tile, or textured concrete, and which are harmonious with the  
831 materials of the primary structure on the subject property.  
832
- 833 (5) Setbacks shall be a minimum 8 feet from any ground sign to any public right-  
834 of-way, any on site or off site walkway or any parking space.  
835
- 836 (6) Only grass or groundcover no more than 18 inches tall shall be permitted  
837 within the required sign setback area.  
838
- 839 (7) Other landscape requirements, 1 square foot of landscape area with ground  
840 cover and shrubs for each square foot of sign face area.  
841
- 842 (8) Both sides of a two-sided ground sign shall be identical in design.  
843
- 844 (9) There shall be only one ground sign plus one additional ground sign for street  
845 frontage on a second street, provided that the frontage on that street is at

846 least 150 feet in length and an entrance to the project is located on such  
847 street.

848  
849 (10) No two onsite ground signs shall be within 300 feet of each other on a single  
850 parcel.

851  
852 (11) Signs shall not exceed 32 square feet in area per sign face and shall not exceed  
853 6 feet in height.

854  
855 (12) Signs within the Environmental Preserve District (EP) shall not exceed 40 square  
856 feet in area per sign face and shall not exceed 10 feet in height.

857  
858 (13) Signs located along the roadway entrance to a recognized named subdivision or  
859 neighborhood may be located within a public right-of-way upon the issuance of  
860 a right-of-way use permit from the City, subject to the following limitations:

861  
862 a. Signs may be located on one side, both sides, or within a median of each  
863 principal roadway entrance into the development or neighborhood.

864 b. Signs shall only be allowed where the entrance is divided by a median of  
865 not less than 50 feet in length and 10 feet in width.

866 c. Signs shall be located within the median and set back at least 10 feet  
867 from the public right-of-way line when projected across the entrance.

868  
869 (f) Portable Message Center Signs. Require a permit and are permissible only on property  
870 for which a Special Exception has been granted, or is otherwise authorized for use as  
871 clubs, country clubs, religious institutions, schools, civic uses and recreational  
872 facilities, subject to the following:

873  
874 (1) Size of any portable signage that exceeds 6 square feet in sign area

875  
876 (2) Use of sign limited for a maximum of 14 days per occurrence, up to four times  
877 per calendar year, sign can be displayed for consecutive occurrences.

878  
879 (3) Message may not be changed more than once in a 24-hour period

880  
881 (g) Signs at Construction Sites. Model Home signs require a permit, all other signs are  
882 allowed on property for which a City of Punta Gorda Building Permit has been issued  
883 and remains active subject to the following:

884  
885 (1) Signs may not be placed within 10 feet of the edge of the roadway pavement.  
886 The distance from edge of pavement as set forth herein is not a determination  
887 as to whether the location is public right-of-way or private property.

888  
889 (2) Signs shall not exceed 4 square feet in area per sign

890  
891 (3) Signs shall not exceed 6 feet in height.

892  
893 (4) Signs shall not obstruct the vision or path of motorists, bicyclists, or  
894 pedestrians so as to create a safety hazard. Any sign found to create a safety  
895 hazard may be removed by the City, and if possible, relocated to a safe

896 location.

897

898 (5) A single sign shall be allowed as an accessory use to a model home, as long as  
899 a permit for this use has been issued by the City. Such sign shall not exceed 16  
900 square feet in area and 6 feet in height.

901

902 (6) Any contractor may erect a sign on the property with the permission of the  
903 owner and shall be counted toward the maximum number of yard signs  
904 permitted per parcel pursuant to Section 11.10 (h) of this Article. Said sign  
905 shall not exceed 4 square feet in area and 3 feet in height and must be  
906 removed upon approval of final inspection or completion of work performed if  
907 no inspection is required.

908

909 (h) Yard Signs. Allowed with the following limitations:

910

911 (1) Signs may not be placed within 10 feet of the edge of the roadway pavement.  
912 (The distance from edge of pavement as set forth herein is not a determination  
913 as to whether the location is public right-of-way or private property.)

914

915 (2) Signs shall not exceed 4 square feet in area per sign.

916

917 (3) Signs shall not exceed 3 feet in height.

918

919 (4) Signs shall not obstruct the vision or path of motorists, bicyclists, or  
920 pedestrians so as to create a safety hazard. Any sign found to create a safety  
921 hazard may be removed by the City, and if possible, relocated to a safe  
922 location.

923

924 (5) Signs shall be limited to 4 per parcel, this includes flags; except as permitted in  
925 Sec. 11.10 (d)(6).

926

927 (6) Signs may be placed on any parcel with the permission of the property owner.

928

929 (7) Signs placed water-ward of a seawall require approval by the Florida Fish and  
930 Wildlife Conservation Commission (FWC).

931

932 (8) Signs or flags on boats, which are on a lift or in the water, shall be exempt  
933 from the total number of signs and/or flags allowed on a residential property.  
934 One flag may be a maximum of 60 square feet in area, all others shall be a  
935 maximum of 24 square feet in area. All other signs shall be a maximum of 4  
936 square feet each.

937

938 **Section 11.11 Signs; Mixed Use and Commercial Properties**

939

940 Except as otherwise provided for in this Article, all signs require a permit. Signs on property  
941 within the following zoning districts are permissible pursuant to the regulations contained  
942 in this Section: Neighborhood Center District (NC); City Center District (CC); Highway  
943 Commercial District (HC); and Special Purpose District (SP):

944

945 (a) A-Frame (Sandwichboard, T-Frame or Sidewalk) Signs. Require a permit and are

946  
947  
948  
949  
950  
951  
952  
953  
954  
955  
956  
957  
958  
959  
960  
961  
962  
963  
964  
965  
966  
967  
968  
969  
970  
971  
972  
973  
974  
975  
976  
977  
978  
979  
980  
981  
982  
983  
984  
985  
986  
987  
988  
989  
990  
991  
992  
993  
994  
995  
996

permissible subject to the following:

- (1) Only one sign shall be permitted for each business, except as otherwise provided.
- (2) Signs may only be displayed during normal business hours of operation of the permittee as indicated on the City issued permit.
- (3) Signs shall not exceed 8 square feet per sign face.
- (4) Signs shall not exceed 3 feet in width.
- (5) Signs together with frame including wheels and handles shall not exceed 4 feet in height as measured from finished grade.
- (6) No sign shall be closer than 10 feet to another such sign.
- (7) Signs must be located in a manner as to not interfere with pedestrian or vehicular traffic or the visibility triangle as defined in Chapter 26, Article 8, Section 8.18, Punta Gorda Code. A minimum 4-foot clear pedestrian walkway shall be maintained at all times.
- (8) Signs may be placed in the public right-of-way provided they shall not be placed within twelve inches of any curb or two feet from the edge of pavement in the absence of curbs, notwithstanding prohibition of Section 11.5 (u) of this Article.
- (9) Signs shall not be located more than 20 feet from the wall of the building within which the permittee's business is located.
- (10) Signs must be placed within the side lot lines of the property upon which the permittee's establishment is located, or within the extension of said side lot lines, if the sign is to be located in the right- of- way.
- (11) Signs shall not be placed in medians or traffic islands or where they interfere with the opening of car doors or interfere with the use of any exit, fire hydrant, loading zone, bicycle rack, sidewalk ramp, wheelchair ramp or similar public facility.
- (12) Before a permit may be issued for a sign to be located within a public right- of- way, the business must provide the City of Punta Gorda with proof of Comprehensive General Liability insurance with limits of at least \$300,000 per occurrence naming the City of Punta Gorda as an additional insured and an agreement to indemnify and hold the City harmless in any claim or cause of action against the City arising from the placement of such signs. Failure to maintain such insurance shall be grounds for revocation of the sign permit. The City must be provided with a 30- day written notice from the insurance carrier if an insurance policy is cancelled.

- 997 (13) Businesses located on the interior of building shall not be allowed to display signage  
 998 outside of the confines of the building unless they have ground floor public  
 999 street frontage to accommodate such signage.
- 1000
- 1001 a. For the purposes of this Sub-section, ground floor public street frontage shall  
 1002 mean an entrance to the business on the ground floor that goes directly into  
 1003 the business without passing through a hallway or general reception area.  
 1004
- 1005 b. For businesses without ground floor public street frontage, the building's  
 1006 owner or landlord may submit an application for a permit for a sign on behalf  
 1007 of a tenant, or may apply for a permit to provide a rotation schedule for each  
 1008 business provided that at no time shall more than one sign per street front be  
 1009 permitted for that building.  
 1010
- 1011 (14) Any business located on the corner of two public streets or having frontage on  
 1012 two public streets or alleys is allowed to have a sign on each street or alley side  
 1013 of the business.  
 1014
- 1015 (15) Physical attachment to public property prohibited. Signs placed in the right-of-  
 1016 way must remain portable and may not be attached or anchored in any way to  
 1017 trees or to public property including but not limited to utility or light poles,  
 1018 parking meters, hand railings, the ground or pavement.  
 1019
- 1020 (16) Except as authorized by permit, signs shall not be placed in parking spaces.  
 1021
- 1022 (17) Signs designed to spin, twirl, or rotate are prohibited.  
 1023
- 1024 (18) Signs must be professionally manufactured.  
 1025
- 1026 (b) Awning and Canopy Signs. Permittable subject to the following:  
 1027
- 1028 (1) On a single-occupant property, one sign may be allowed in lieu of all other wall  
 1029 signs.  
 1030
- 1031 (2) On a multi-occupant property, one sign may be allowed over each occupant  
 1032 entrance, in lieu of other wall signs.  
 1033
- 1034 (3) The maximum area of a sign shall not exceed ten percent of the total canopy  
 1035 area.  
 1036
- 1037 (4) Signs may be externally illuminated only. Awning with signs must be made from  
 1038 an opaque material so that any illumination under the awning for safety of  
 1039 pedestrians is not visible thru the awning sign face.  
 1040
- 1041 (5) Signs on an awning shall not exceed 10 square feet in area.  
 1042
- 1043 (c) Marquee Signs. Permittable for theatres only:  
 1044
- 1045 (1) Changeable copy Marquee signs may cover no more than one square foot of  
 1046 sign area for each linear foot of theater building frontage.

- 1047 (2) Such signs shall be subject to total wall sign area limits.  
1048
- 1049 (d) Banner Signs. Permittable subject to the following:  
1050
- 1051 (1) Must be attached to a building or permanent structure but not fences.  
1052
- 1053 (2) If attached to a building, the banner cannot be displayed above the roof line.  
1054
- 1055 (3) Banners are limited in total area to 32 square feet for each Local Business Tax  
1056 receipt.  
1057
- 1058 (4) Banners may be displayed for a maximum of 84 days per calendar year for each  
1059 Local Business Tax receipt. Banners may be displayed for consecutive  
1060 occurrences.  
1061
- 1062 (e) Changeable Copy Signs. Permittable only for theaters, service stations, churches,  
1063 public land, banks, recreational, and educational institutions subject to the following:  
1064
- 1065 (1) No sign face shall be visible from any residentially zoned property.  
1066
- 1067 (2) Copy on the sign face shall not change more than once during a 24-hour period  
1068 and shall remain static at all other times.  
1069
- 1070 (3) Copy may occupy all of the sign area of a marquee sign, awning, or canopy, and  
1071 only up to 1/2 of the area of a principal ground sign.  
1072
- 1073 (4) Signs within the City Center Zoning District shall not be internally illuminated.  
1074
- 1075 (f) Construction Site Signs. Permittable on property for which a City of Punta Gorda  
1076 Building Permit has been issued and remains active subject to the following:  
1077
- 1078 (1) For new structures, a single sign per street front of not more than 6 feet in  
1079 height and 32 square feet in area. Such sign shall be removed on issuance of a  
1080 Certificate of Occupancy.  
1081
- 1082 (2) For structures being remodeled, a single sign per street front of not more than  
1083 6 feet in height and 32 square feet in area. Such sign shall be removed upon  
1084 approval of final inspection or completion of work performed if no inspection is  
1085 required.  
1086
- 1087 (3) Shall not be located within 10 feet of the edge of pavement.  
1088
- 1089 (g) Drive/Walk/Bike-Thru Signs. Permittable where a drive-thru has been authorized  
1090 subject to the following:  
1091
- 1092 (1) Signs shall not exceed 32 square feet in area and 6 feet in height and shall not  
1093 be legible from a public right-of-way or adjacent property.  
1094
- 1095 (2) There shall be no more than 2 signs per site.  
1096



- 1097 (3) The color of such signs shall have architectural ties to the main building.  
1098  
1099 (4) Signs may have changeable copy and may be internally illuminated.  
1100  
1101 (h) Façade Signs. Permittable only within the City Center (CC) Zoning District with a  
1102 permit subject to the following limitations:  
1103  
1104 (1) A single external sign band shall exist on the street frontage façade of each  
1105 building not to exceed 1.5 square feet in area for each linear foot of right of  
1106 way frontage. The cumulative total of permittable signage for both façade and  
1107 wall signs cannot exceed 1.5 square feet of signage per each linear feet of right  
1108 of way frontage.  
1109  
1110 (2) The sign band shall not exceed 3.5 feet in vertical dimension.  
1111  
1112 (3) The sign shall consist of letters and graphics applied directly on the façade of  
1113 the building and extending not more than 6 inches from an exterior wall.  
1114  
1115 (4) Letters and graphics shall be constructed of cast metal, bronze, brass, or  
1116 anodized aluminum, or similar materials.  
1117  
1118 a. Illuminated façade signs that are externally or indirectly illuminated are  
1119 allowed.  
1120 b. Illuminated façade signs that are internally illuminated are prohibited.  
1121  
1122 (5) The height of the top edge of the sign shall not exceed the height of the wall  
1123 upon which the sign is installed.  
1124  
1125 (6) An additional façade sign, may be placed in the façade sign band area on a side  
1126 of a building not directly facing a street. The sign area shall not exceed 10  
1127 square feet in area.  
1128  
1129 (7) On buildings that exceed a height of 35 feet, as measured from base flood  
1130 elevation, the following may be permitted if the sign has more than one line of  
1131 writing, representation, emblem or other display:  
1132  
1133 a. The sign band may be increased in vertical dimension up to 14% of the  
1134 building height.  
1135  
1136 b. In no case shall the vertical dimension exceed 7 feet in height.  
1137  
1138 c. In no case shall a single line of the sign exceed 3.5 feet in vertical  
1139 dimension.  
1140  
1141 d. The sign band shall be located at a minimum of 24 feet above base flood  
1142 elevation.  
1143  
1144 (8) On a corner lot, additional façade sign area shall be permitted on the  
1145 secondary street frontage side of the building, not to exceed 50 percent of the  
1146 building frontage allowance.

- 1147 (i) Flags. Allowed without the requirement for a permit provided that all flags must be  
1148 hoisted on a pole permanently affixed to the ground or displayed via a pole bracket  
1149 permanently affixed to a building, and further subject to the following limitations:  
1150
- 1151 (1) The maximum number of 2 flag poles or brackets or 1 gaff/yard arm style pole  
1152 for each parcel.
  - 1153
  - 1154 (2) The maximum number of flags that may be displayed on a single pole is 2. The  
1155 maximum number of flags per parcel is 4. This limitation does not apply to  
1156 international code of signal flags on a nautical pole.
  - 1157
  - 1158 (3) Flag poles shall not exceed 40 feet in height.
  - 1159
  - 1160 (4) Flags shall not be faded, tattered, or torn.
  - 1161
- 1162 (j) Freestanding Signs. Allowed without the requirement for a permit with the following  
1163 limitations:  
1164
- 1165 (1) Signs may not be placed within 10 feet of the edge of the roadway pavement.  
1166 (The distance from edge of pavement as set forth herein is not a determination  
1167 as to whether the location is public right-of-way or private property.)  
1168
  - 1169 (2) Signs shall not exceed 32 square feet in area per sign.
  - 1170
  - 1171 (3) Signs shall not exceed 6 feet in height.
  - 1172
  - 1173 (4) Signs shall not obstruct the vision or path of motorists, bicyclists, or  
1174 pedestrians so as to create a safety hazard. Any sign found to create a safety  
1175 hazard may be removed by the City, and if possible, relocated to a safe  
1176 location.
  - 1177
  - 1178 (5) Signs shall be limited to 4 signs per acre.
  - 1179
  - 1180 (6) Freestanding signs must be supported by posts secured to the ground, in a  
1181 non-permanent manner.
  - 1182
- 1183 (k) Ground Signs. Permittable subject to the following limitations:  
1184
- 1185 (1) If the sign includes a base that is not part of the sign face, the width of the  
1186 ground sign base shall be not less than 100% of the width of the sign face.  
1187
  - 1188 (2) Signs shall be made of construction materials such as brick, stucco, stonework,  
1189 textured wood, tile, or textured concrete, and which are harmonious with the  
1190 materials of the primary structure on the subject property.
  - 1191
  - 1192 (3) Setbacks shall be a minimum 8 feet from any ground sign to any public right-  
1193 of-way, any on site or off site walkway or any parking space.
  - 1194
  - 1195 (4) Only grass or groundcover no more than 18 inches tall shall be permitted  
1196 within the required sign setback area.

- 1197 (5) Other landscape requirements, 1 square foot of landscape area with ground  
1198 cover and shrubs for each square foot of sign face area.  
1199
- 1200 (6) Both sides of a two-sided ground sign shall be identical in design.  
1201
- 1202 (7) There shall be only one ground sign plus one additional ground sign for street  
1203 frontage on a second street, provided that the frontage on that street is at  
1204 least 150 feet in length and an entrance to the project is located on such  
1205 street.  
1206
- 1207 (8) No two onsite ground signs shall be within 300 feet of each other on a single  
1208 parcel.  
1209
- 1210 (9) Primary ground signs shall not be allowed for outparcels in shopping and office  
1211 centers.  
1212
- 1213 (10) For locations within the Highway Commercial (HC) Zoning District, signs shall  
1214 not exceed 15 feet in height and 64 square feet in area.  
1215
- 1216 (11) For locations within the Environmental Preserve Zoning District (EP),  
1217 Neighborhood Center Zoning District (NC) and the Special Purpose Zoning  
1218 District (SP), ground signs shall not exceed 10 feet in height and 40 square feet  
1219 in area.  
1220
- 1221 (12) For buildings within the City Center (CC) Zoning District with a setback of more  
1222 than 10 feet from the fronting right-of-way, a single ground sign may be  
1223 allowed subject to the following limitations:  
1224
- 1225 a. Signs shall not exceed 16 square feet in area and a height of 5 feet.
  - 1226 b. Signs shall be designed to architecturally match the associated main  
1227 building.
  - 1228 c. Internally illuminated ground signs are not allowed within the City  
1229 Center Zoning District.
- 1230
- 1231 (l) Mini-Ground Signs. Permittable in addition to ground signs on the same parcel  
1232 subject to the following limitations:  
1233
- 1234 a. Maximum sign height of 3 feet.
  - 1235 b. Maximum sign area of 2 square feet.
  - 1236 c. Must be located on the subject property not within a public right-of-way.
  - 1237 d. Must be located within 10 feet of a vehicular or pedestrian entrance to  
1238 the property from a public right-of-way or private internal street meeting  
1239 the provisions of Article 9 Streets.
  - 1240 e. Must be architecturally consistent with the primary ground sign or  
1241
  - 1242
  - 1243
  - 1244
  - 1245
  - 1246

- 1247 primary structures.
- 1248
- 1249 f. No more than 2 mini-ground signs per vehicular or pedestrian property
- 1250 entrance.
- 1251
- 1252 g. Internally illuminated mini-ground signs are not allowed within the City
- 1253 Center Zoning District.
- 1254
- 1255 (m) Projecting Signs. Permittable only within the City Center (CC) and Neighborhood
- 1256 Center (NC) Zoning Districts subject to the following limitations:
- 1257
- 1258 (1) Signs shall have a minimum clearance of not less than 8 feet above finished
- 1259 grade when suspended over a pedestrian walkway.
- 1260
- 1261 (2) The height of the top edge of the sign shall not exceed the height of the wall
- 1262 from which the sign projects, if attached to a single story building, or the
- 1263 height of the sill or bottom of any second story window, if attached to a multi-
- 1264 story building.
- 1265
- 1266 (6) The distance from the building wall to the sign shall not exceed one foot.
- 1267
- 1268 (7) Signs are limited to 1 sign per business per street frontage; shall be limited to
- 1269 10 square feet in area; and shall be architecturally compatible with the
- 1270 structure to which it is attached.
- 1271
- 1272 (5) Signs within the City Center Zoning District shall not be internally illuminated.
- 1273
- 1274 (n) Suspended Signs. Permittable subject to the following limitations:
- 1275
- 1276 (1) Signs shall not exceed 1 per building entrance and 9 square feet in area.
- 1277
- 1278 (2) Signs shall have a minimum clearance of not less than 8 feet above finished
- 1279 grade when suspended over a pedestrian walkway.
- 1280
- 1281 (3) May be located under an awning, canopy, or marquee for businesses located on
- 1282 the first floor.
- 1283
- 1284 (4) Signs within the City Center Zoning District shall not be internally illuminated.
- 1285
- 1286 (o) Wall Signs. Permittable subject to the following limitations:
- 1287
- 1288 (1) Signs shall be located only on the street frontage side of principal buildings
- 1289 and shall not be limited as to number.
- 1290
- 1291 (2) No wall sign shall project above the highest point of the building wall on the
- 1292 same side of the building as the sign.
- 1293
- 1294 (3) On a corner lot, an additional wall sign shall be allowed on the secondary street
- 1295 frontage, not to exceed 50% of the building frontage allowance.
- 1296

- 1297  
1298  
1299  
1300  
1301  
1302  
1303  
1304  
1305  
1306  
1307  
1308  
1309  
1310  
1311  
1312  
1313  
1314  
1315  
1316  
1317  
1318  
1319  
1320  
1321  
1322  
1323  
1324  
1325  
1326  
1327  
1328  
1329  
1330  
1331  
1332  
1333  
1334  
1335  
1336  
1337  
1338  
1339  
1340  
1341  
1342  
1343  
1344  
1345  
1346
- (4) All uses, outside the City Center zoning district, shall be allowed wall signs, provided total area does not exceed 1 square foot of wall sign for each linear foot of building frontage.
  - (5) On a multi-tenant building, or multi-entrance building, each tenant with an outside entrance, or each entrance to the business serving the general public may have a separate wall sign on the wall with the public entrance, subject to the following limitations:
    - a. The total area of the sign shall not exceed 1 square foot of wall sign for each linear foot of tenant wall frontage.
    - b. One wall sign, not exceeding 4 square feet in area shall be allowed on any side or rear entrance open to the public. Such sign may only be lighted during the operating hours of the business.
  - (6) Signs shall not have flashing lights, or lights of changing degree of intensity or color or signs with electrically scrolled messages or have flashing or reflective disks. Neon signs are allowed provided they meet the foregoing conditions.
  - (7) In the City Center zoning district, the cumulative total of permissible signage for both façade and wall signs shall not exceed 1.5 square feet of signage per each linear feet of right of way frontage.
    - a. Illuminated wall signs that are externally or indirectly illuminated are allowed.
    - b. Illuminated wall signs that are internally illuminated are prohibited.
  - (p) Window Signs. Permissible subject to the following limitations:
    - (1) Signs are allowed only on the window glass of the first and second floors of buildings.
    - (2) Signs shall be painted/applied, with individual lettering or other transparent forms, on either the interior or exterior surface of a window or otherwise displayed from the inside of any window. Opaque and solid window graphic materials are prohibited.
    - (3) Signs shall not cover more than 33 percent of the total window area of each window unit, not just of a section or pane therein.
    - (4) In the City Center (CC) Zoning District, signs may not exceed 12 square feet of each window unit, not just of a section or pane therein.
    - (5) Signs shall not have flashing lights, or lights of changing degree of intensity or color or signs with electrically scrolled messages or have flashing or reflective disks. Neon signs are allowed provided they meet the foregoing conditions.

1347 **Section 11.12 Maintenance and Lighting**

- 1348
- 1349 (a) All signs shall be maintained in good structural condition and appearance, so as not
- 1350 to constitute an abandoned sign as defined herein.
- 1351
- 1352 (b) A sign shall not stand with bent or broken sign facing, with broken supports, with
- 1353 loose appendages or struts, or more than 15 degrees from vertical for a period of
- 1354 more than 10 days.
- 1355
- 1356 (c) An internally illuminated sign shall not be allowed to stand with only partial
- 1357 illumination for a period of more than 30 days.
- 1358
- 1359 (d) Any sign allowed to be illuminated under this Article must be designed and
- 1360 maintained such that lighting is directed toward the sign with shielding as necessary
- 1361 so as to illuminate only the face of the sign.
- 1362
- 1363 (e) Lighting on signs shall be consistent throughout a project, and no sign or portion
- 1364 thereof shall be illuminated differently from any other sign.
- 1365
- 1366 (f) All wiring to electric signs or freestanding equipment that lights a sign shall be
- 1367 installed underground.
- 1368

1369 **Section 11.13 Special Event Signs**

- 1370
- 1371 (a) Signs associated with Special Events are allowed subject to the following additional
- 1372 limitations:
- 1373
- 1374 (1) When authorized as part of a Special Events Permit granted by the City, signs
- 1375 may be placed in the public right-of-way at locations approved as part of the
- 1376 Special Events Permit, notwithstanding the prohibition of Section 11.5 (u) of
- 1377 this Article, when authorized as part of a special event.
- 1378
- 1379 (2) All signs must be professionally made or have the appearance of a
- 1380 professionally made sign.
- 1381
- 1382 (3) Signs may not exceed 3 square feet in area and may not be more than 3 feet in
- 1383 height.
- 1384
- 1385 (4) A maximum of 8 signs may be allowed for any event.
- 1386
- 1387 (5) All signs must be placed in the locations designated on the approved sign
- 1388 permit.
- 1389
- 1390 (6) No sign shall have attention getting devices attached to the sign, including, but
- 1391 not limited to balloons, windsocks, flutter or feather flags, streamers.
- 1392
- 1393 (7) Each approved special event is allowed a maximum of 2 banners, up to 32
- 1394 square feet each.
- 1395
- 1396 (8) Signs may be placed a maximum of 14 days prior to the special event date and

1397 must be removed within 24 hours after the end of the special event. Any signs  
1398 left more than 24 hours after the event has ended shall be considered a  
1399 violation of this Code. Such signs shall also be deemed abandoned signs and  
1400 shall be disposed of according to the provisions of Section 11.9 (d) of this  
1401 Article.

1402  
1403 (9) No signs shall be placed in a manner that impedes pedestrian or vehicular  
1404 traffic or creates a hazard. A minimum 4-foot-wide clear pathway must be  
1405 maintained at all times

1406  
1407 (10) Temporary signs are allowed provided they must be maintained so as not to  
1408 become faded or torn and shall be tied down, so it does not move or flap or  
1409 flutter in the wind.

1410  
1411 (11) Signs shall not be illuminated with any additional lighting that is not part of the  
1412 existing lighting located on the site.

1413  
1414 (12) No sign prohibited by this Article may be utilized during a special event.  
1415

1416 **Section 11.14 Uniform Sign Plan**

1417  
1418 An approved Uniform Sign Plan may be considered for all new development. All owners,  
1419 tenants, subtenants and purchasers of individual units with the approved development shall  
1420 comply with the approved Uniform Sign Plan.

1421 (a) Elements. The Uniform Sign Plan shall consist of five elements that shall govern all  
1422 signs within the development: Location; Materials; Size; Color; and Illumination.  
1423

1424 (1) The Uniform Sign Plan shall include details, specifications, dimensions, and  
1425 plans showing the proposed locations of signs and how such locations conform  
1426 to the requirements of this Article.  
1427

1428 (2) It shall also show the computations of the maximum total sign area permitted  
1429 for the site as well as any special computations regarding sign area.  
1430

1431 (b) Allocation of Wall Sign Space. A Uniform Sign Plan shall show the allocation of  
1432 allowable wall sign space among tenants and any general building sign or signs.  
1433 Where the Uniform Sign Plan does not show such an allocation, the City may issue  
1434 permits for wall signs for tenant entrances, in accordance with this Article, in  
1435 proportion to the frontage such tenant controls on the applicable wall, and the City  
1436 may cease to issue permits for wall signs when all available wall sign area has been  
1437 committed through permits.  
1438

1439 (c) Review. A Uniform Sign Plan for a residential subdivision, multi-building or multi-  
1440 occupant commercial development, non-residential subdivision, planned unit  
1441 development, or multi-family or public development shall not be approved until and  
1442 unless the Zoning Official finds that:  
1443

1444 (1) The plan provides that signs are of a similar type and function, having a  
1445 consistent color scheme and material construction.  
1446

1447 (2) The plan provides that signs meet the size limitations, location requirements  
1448 and other applicable requirements of this Article.  
1449

1450 (d) Amendment Procedures. The Plan may be amended by filing a new master plan with  
1451 the Zoning Official. The application may be filed only by the owner of the land  
1452 affected by the proposed change; or an agent, lessee or contract purchaser  
1453 specifically authorized by the owner to file such application.  
1454

1455 **Section 11.15 Iconic Signs**  
1456

1457 The following provisions are not intended to regulate the content on signs, merely the  
1458 design of signs unrelated to content.  
1459

1460 Iconic signage creates visual interest for pedestrians and enhances the urban environment.  
1461 Iconic signage is intended to be viewed from walkable distances. Typically one (1) sign per  
1462 business may be allowed.  
1463

1464 (a) Purpose. This Section establishes standards and procedures for the design, review and  
1465 approval of Iconic Signs. The purposes of this iconic sign program are to:  
1466

1467 (1) Encourage signs of unique design and that exhibit a high degree of  
1468 thoughtfulness, imagination, inventiveness and spirit.  
1469

1470 (2) Provide a process for the application of sign regulations in ways that will allow  
1471 signs designed to make a positive visual contribution to the overall image of  
1472 the City, while mitigating the impact of large or unusually designed signs.  
1473

1474 (3) Ensure that the design criteria and decisions regarding Iconic signs are content  
1475 neutral.  
1476

1477 (b) Applicability. An applicant may request an Iconic Sign Approval under the Iconic Sign  
1478 Program to authorize on-site and portable signs that employ standards that differ  
1479 from the other provisions of this Article but comply with the provisions of this  
1480 Section.  
1481

1482 (c) Approval Authority. City Staff shall review all complete applications for Iconic Sign  
1483 Approval within 10 business days of receipt. Applications that meet all requirements  
1484 and criteria provided in this Section shall be approved by the City Urban Design  
1485 Division.  
1486

1487 (d) Application Requirements. Iconic Sign Approval application for an Iconic Sign shall  
1488 include all information and material required by the Urban Design Division and shall  
1489 be submitted on a standard sign permit application. At a minimum, applicants for  
1490 Iconic Sign Approval shall submit the following information:  
1491

1492 (1) Letter of authorization from the property, building and/or unit owner.  
1493

1494 (2) Two complete sets of drawings to include new sign detail showing sign design,  
1495 location, size, dimensions, depth of sign, square footage and sign material.  
1496



- 1497  
1498  
1499  
1500  
1501  
1502  
1503  
1504  
1505  
1506  
1507  
1508  
1509  
1510  
1511  
1512  
1513  
1514  
1515  
1516  
1517  
1518  
1519  
1520  
1521  
1522  
1523  
1524  
1525  
1526  
1527  
1528  
1529  
1530  
1531  
1532  
1533  
1534  
1535  
1536  
1537  
1538  
1539  
1540  
1541  
1542  
1543  
1544  
1545  
1546
- (3) Architectural elevations drawn to scale showing the proposed sign and/or building façade where the sign is proposed.
  - (4) If a ground sign is proposed, a site plan is required and ground sign site plans need to be to scale and indicate linear footage of the building frontage.
  - (5) Complete materials list, including method of attachment or engineering if applicable.
  - (6) Photographs or drawings relating the proposed project to the surrounding streetscape.
  - (7) Method of lighting, if applicable.
  - (8) Landscaping, if applicable
  - (9) Any existing sign(s) on the site or building, if applicable.
- (e) Design Criteria. The Urban Design Manager or her/his designee shall review the Iconic Sign Application for completeness ensuring that the application addresses the following criteria:
- (1) Design Quality. Sign, type, materials, location:
    - a. Sign types permitted
      - 1. Projecting
      - 2. Ground
      - 3. Murals
    - b. Materials permitted: All materials must be finished; such as powder coated, painted, anodized, brushed or other alternative finish methods.
      - 1. Permanent and durable materials
      - 2. Aluminum
      - 3. Bronze
      - 4. Metal composites
      - 5. Wood
      - 6. Wrought iron
      - 7. Glass
      - 8. High quality manmade materials
    - c. Materials prohibited.
      - 1. Reflective materials
      - 2. Plastic faces
      - 3. Internally illuminated signs
      - 4. Box signs
      - 5. Unfinished or bare metals
  - (2) Murals: A mural is a painting, mosaic, fresco or other permanent artwork attached or applied directly to the outside of a structure.
    - a. No more than 5% of the sign area can display the name or logo of the sponsoring organization/business.

- 1547 b. Professional mural paint/materials required  
 1548 c. Mural must be sealed to prevent fading of the original paint material for  
 1549 a minimum of five years  
 1550 d. Maintenance, as needed or a minimum of every five years  
 1551 e. Limited to one mural per structure  
 1552  
 1553 (3) Minimum Treatments: Iconic Signs must incorporate a minimum of 4  
 1554 treatments:  
 1555 a. Ornamental and architecturally compatible with primary structure  
 1556 b. Sculptured/shaped sign  
 1557 c. Three dimensional in design  
 1558 d. Consistent with pattern of building style  
 1559 e. Metal or bronze as primary sign material  
 1560 f. Appropriate landscaping for ground signs  
 1561  
 1562 (4) Architectural Criteria. With the exception of murals, the sign shall:  
 1563  
 1564 a. Utilize and/or enhance the architectural elements of the building, such  
 1565 as entrances, existing sign band, window or door openings.  
 1566 b. Be placed in a logical location in relation to the overall composition of  
 1567 the building's façade and not cover any key architectural features and/or  
 1568 details of the façade.  
 1569 c. Be appropriately related in size, shape, materials, lettering, illumination  
 1570 and character to the function and architectural character of the building  
 1571 or premises on which it will be displayed and compatible with existing  
 1572 adjacent activities.  
 1573  
 1574 (f) Decisions on Iconic Sign Applications. If the Urban Design Manager or her/his  
 1575 designee determines that the proposed sign complies with the provisions of the  
 1576 Iconic Sign Criteria, the Iconic Sign Request shall be approved. If the proposed sign  
 1577 does not meet the Iconic Sign Criteria, City staff shall notify the applicant in writing of  
 1578 the deficiencies and deny the application.  
 1579  
 1580 (g) Appeals. An applicant may appeal City staff's denial of an Iconic Sign request per  
 1581 Chapter 26, Section 16.2, Appeal of Administrative Decision.  
 1582  
 1583 (h) Expiration of Approval. A sign permit application must be submitted, approved and  
 1584 the sign installed within six (6) months of the Iconic Sign request approval. If the sign  
 1585 is not installed within six (6) months of the approved permit, the Iconic Sign approval  
 1586 will expire.  
 1587

1588 **Section 11.17 Nonconforming Signs**  
 1589

- 1590 (a) Nonconforming signs which have been issued a permit by the City of Punta Gorda,  
 1591 that exist on June 2, 2021 may continue to exist except as otherwise provided herein.  
 1592  
 1593 (b) Nonconforming signs, for which no permit was required by the City of Punta Gorda,  
 1594 prior to June 2, 2021 may continue to exist except as otherwise provided herein. All  
 1595 existing nonconforming flags shall be required to conform to the provisions of this  
 1596 Article. All existing nonconforming flag poles and the flags hoisted thereon, may

1597 continue to exist except as otherwise provided herein.  
1598  
1599

- 1600 (c) Nonconforming signs, for which a permit was required by the City of Punta Gorda,  
1601 prior to June 2, 2021 but for which no permit was obtained, shall be removed within  
1602 30 days.  
1603  
1604 (d) Signs and sign structures that are moved, removed, replaced, or structurally altered  
1605 after June 2, 2021 must be brought into compliance with the requirements of this  
1606 Article.  
1607  
1608 (e) Removable faces or sign panel inserts in a cabinet style sign may be changed by right,  
1609 and such change does not constitute a structural alteration nor trigger loss of legal  
1610 nonconforming status.  
1611  
1612 (f) The status of a nonconforming sign is not affected by changes in ownership. However,  
1613 the change of the use of the property upon which a sign is located will trigger loss of  
1614 legal nonconforming status and the sign must be removed or brought into  
1615 compliance with the requirements of this Article within 180 days of the change in use.  
1616  
1617 (g) Once a sign is altered to conform to the requirements of this Article, or is replaced  
1618 with a conforming sign, the nonconforming rights for that sign are lost and a  
1619 nonconforming sign may not be reestablished.  
1620  
1621 (h) Loss of legal nonconforming status will result upon the occurrence of the following:  
1622  
1623 (1) If the sign is abandoned.  
1624  
1625 (2) If the sign or sign structure is removed or intentionally destroyed. Replacement  
1626 signs must comply with the requirements of this Article.  
1627  
1628 (i) A legal nonconforming sign or sign structure may be removed temporarily to perform  
1629 repairs or maintenance. However, a sign or sign structure that has been removed for  
1630 180 days, even if for repairs or maintenance, shall be considered abandoned.  
1631  
1632 (j) When more than 50% of a nonconforming sign or sign structure is damaged, the  
1633 damaged sign or sign structure must be rebuilt to conform with the requirements of  
1634 this code.

1635 **Section 11.18 Variances**  
1636

1637 The City Council, upon review and recommendation of the Board of Zoning Appeals, may  
1638 grant a variance for dimensional requirements, sign setbacks and number of signs, if it  
1639 concludes that strict enforcement of this Article would result in practical difficulties or  
1640 unnecessary hardships for the applicant. The applicant for a variance must demonstrate:

- 1641  
1642 (a) That the applicant's situation is unique and is not one that is shared by other  
1643 properties; and  
1644  
1645 (b) Granting the variance will not deter from the original intent of the Uniform Sign Plan  
1646 or this Article for uniformity and aesthetic appeal between signs on the same and

1647 adjoining property. The City Council, in granting a variance, shall ensure that the  
1648 spirit of this Article is maintained, public welfare and safety ensured, and substantial  
1649 justice done.

1650  
1651 **Section 11.19 Revocation of Permit**

1652  
1653 Unless otherwise expressly allowed by ordinance or state law, any violation of Article 11,  
1654 shall be subject to the remedies and penalties provided for in Section 18.2 of Chapter 26,  
1655 Punta Gorda Code. In addition, no work, alteration, improvement, rehabilitation, renovation  
1656 or maintenance of a sign shall be undertaken in the City which does not conform with the  
1657 requirements of the Punta Gorda Code. The Zoning Official may revoke a sign permit if the  
1658 sign does not comply with this Article.

1659  
1660 **Repeal of Conflicting Provisions**

1661  
1662 *Provisions relating to sign regulation within the following areas of the Punta Gorda Code will*  
1663 *need to be repealed as of the date of the adoption of the new ordinance:*

1664  
1665 *Chapter 26, Section 3.13(s) Real Estate Signs*

1666 *Chapter 26, Section 8.21, Yard Sales*

1667 *Chapter 26, Section 8.9 Model Homes, Apartments, and Condominiums*

1668 *Chapter 26, Article 3, Events, Section 13.1 Purpose*

1669 *Chapter 26, Section 13.2 Business Events and Business Promotions*

1670 *Chapter 26, Section 13.3 Grand Opening Event*

1671 *Chapter 26, Section 13.5(a)(2) Temporary Promotional Event Signs*