

Banner signs are an effective way to promote business but they must comply with City regulations to provide effective communication and to enhance the appearance of the City of Atascadero.

A banner is defined as any sign of non-permanent, lightweight fabric or similar material (such as paper, canvas, vinyl, etc.) that is attached to a building or other structure erected for another purpose. Banners are permitted within the City of Atascadero, and do not require a building permit, provided they comply with the following regulations.

If you have additional questions regarding the regulation of banners throughout Atascadero, please contact the Community Development Department at (805) 461-5035.

Category	Banner Regulations
<b>Size / Number</b>	Businesses may have one (1) banner per public street frontage, with a maximum area of forty (40) square feet
<b>Duration</b>	Banners may be displayed for a maximum of thirty (30) days. Before any new banner may be placed, the previous banner must have been down for a period of sixty (60) days
<b>Attachment</b>	All banners must be secured flat against a building or structure. Fences and block walls are not considered buildings or structures for banner placement.
<b>Exemptions</b>	Non-profit events are exempt from the size and number of banners. Contact the Community Development Department to make sure your event qualifies.

## Banner Examples

These images provide examples of common violations and permitted banners.

### Banner Violations



- Free standing signs and feather flags/banners are not permitted because they are not secured flat against a building or structure.
- Businesses are only permitted to one banner sign at a time, regardless of size. A fence is not considered a secure structure.
- A banner may be no larger than 40 square feet. The maximum size is for one banner, it is not the aggregate area of multiple banners.



### Permitted Banners

Placed flat against

Well-secured to prevent billowing



Within maximum banner size.  
Height: 3 feet Width: 7 feet  
Approximate size: 21 square feet