

Sign Guidelines: Commercial/Industrial Zones

Businesses located in the commercial and industrial zones are permitted up to 125 square feet of signage per site. Check to see if there is an approved sign program for your commercial or industrial site; there may be different regulations for individual centers.

The sign area may be divided between multiple sign types, provided the total square footage does not exceed individual regulations (see below) and total allowed sign area. Remember that color banding and logos are considered signs.

For specific regulations on sign types, please refer to the Atascadero Sign Ordinance.

Sign Type	Regulations	Size
Aggregate area of following signs not to exceed 125 square feet		
Standard Wall Sign 9-15.005(a)(1) - or -	One sign per building face with public street or parking lot frontage	One square foot per lineal foot of business frontage (Maximum size: 40 square feet)
Multi-Tenant Signs 9-15.005(a)(5)	Centers with 3+ tenants may have 1 tenant wall sign per business street frontage	One square foot per lineal foot of business frontage (Maximum size: 20 square feet)
Monument Sign 9-15.005(a)(2)	One sign per 200 lineal feet of public street frontage per site with a landscaped base	Maximum 60 square feet (Maximum height: 10 feet)
Suspended or Projecting Sign 9-15.005(a)(3)(4)	One sign per business (minimum 8 foot ground clearance)	Maximum 15 square feet

Sign types not counted toward 125 square feet maximum		
Window Lettering & Graphics 9-15.005(c)(10)	Signs should be directly painted on window or affixed by decal	Maximum 50% coverage of the window area
Portable/A-Frame Signs 9-15.005(a)(9)	One Per Street Frontage and must be located on property (not on sidewalk / road/ alley)	Maximum width: 2 feet Maximum height: 5 feet Minimum height: 3 feet
Freeway-oriented Wall Signs 9-15.005(a)(6)(ii)(iii)	Sites adjacent to Highway 101 or Highway 101 street frontage may have a sign	Size based on building size and lineal feet of building frontage (Maximum size: 60 square feet)
Freeway-oriented Pole Signs 9-15.005(a)(6)(i)	Restaurants, service stations, hotels/motels, and new automobile dealerships adjacent to Highway 101 or Highway 101 street frontage may have one sign	One square foot per lineal foot of freeway-oriented business frontage (Maximum size: 150 square feet Maximum height: 50 feet)



The K-Jon's **wall sign** is clean against the wall and easy to read. The gold outline against the navy coloring adds depth to the sign.



The **multi-tenant signs** at Mission Oaks are consistent in size and orientation that creates a cohesive look for the shopping center.



The Atascadero Pet Hospital **monument sign** clearly identifies the business. The addition of landscaping and a decorative base create a positive sign aesthetic.



Big Lots' **freeway wall sign** clearly displays the business name and is easy to read for those traveling on Highway 101.