

Sign Guidelines: Downtown Districts

Businesses located in the downtown districts are permitted one square foot of sign area per lineal foot of business street frontage. Total signage cannot exceed 50 square feet and all businesses are permitted at least 20 square feet of sign area.

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.

The design, materials, illumination, and location of signs in the downtown districts will be reviewed for consistency with the Downtown Design Guidelines, available online at www.atascadero.org and at the City Hall Permit Center.

Sign Type	Regulations	Size
Aggregate area of following signs not to exceed 50 square feet		
Wall Sign 9-15.005(b)(4)(i)	One sign per business (corner buildings may have two signs, can/box signs are not allowed)	One square foot per lineal foot of business street frontage (Maximum: 50 square feet)
Awning Sign 9-15.005(b)(4)(ii)	May be used in place of allowed wall signs (business may not have both)	Maximum 25% coverage of the awning face
Projecting Sign 9-15.005(b)(4)(iii)	One sign per business	Maximum 9 square feet per side (if double-sided, both sides counted in total sign area)

Sign types not counted toward 50 square feet maximum		
Window Lettering & Graphics 9-15.005(b)(4)(v)	Signs should be directly painted, or affixed by decal, on window	Maximum 20% coverage of the window area, or 20 square feet, whichever is less
Multi-Tenant Directory Sign 9-15.005(b)(4)(vi)	Design must be consistent with architectural style and features of building facade	Maximum 72 inches per tenant
Building Name Sign 9-15.005(b)(4)(vii)	Sign permitted on buildings with 3+ tenants	Maximum 20 square feet
Portable/ "A-Frame" Signs 9-15.005(b)(4)(vii)	One Per Street Frontage and must be located on in front of property (not on sidewalk / road / alley)	Maximum width: 2 feet Maximum height: 5 feet Minimum height: 3 feet



Pink Salon's vibrant **wall sign** creates a bold look against the building and draws attention to the business.



The **projecting sign** for Studio 101 West is fun and expresses the type of business. The curve on the bracket adds an artful decoration.



Punky's Italian Ice **window lettering** projects a fun vibe. The pink and white contrast nicely with the darker window.