

Sign Guidelines

The purpose of the Atascadero Sign Ordinance is to maintain and improve the appearance of the City's business districts. The consistent use of signage is important in maintaining a vibrant business district to attract local customers and tourists.

The following guidelines have been developed to promote economic growth and development, to encourage effective communication, and to enhance the appearance of the City of Atascadero.

Do You Need a Permit?

(9-15.003(b))

Most proposed signs will require a building permit
(please refer to *Exempt Signs* and *Prohibited Signs* listed below).

If you have additional questions, please contact the Community Development Department at (805) 461-5035.

When submitting your application, please include the following information for Community Development review:

1. **Building Permit Application.** Available online at www.atascadero.org/signage and at the City Hall Permit Center.
2. **Site Plan.** Identify the location of all existing structures, existing signs, and proposed signs on site.
3. **Construction Plans.** Construction plans must be submitted with a building permit application and must include details on how the sign will be attached to the building. Electrical signs must include a wiring diagram. Any new or modified electrical sign must include a completed State Title 24 Electrical Sign Energy Compliance Form (SLTG-1C).
4. **Elevations.** Provide building elevations where signs are proposed. Include sign dimensions, lettering, length, height, and width. Building elevations should show location of all existing and proposed signs. Be sure to note the size and number of proposed signs.
5. **Colors/Materials Board.** Provide samples/images of proposed colors and materials for all signs. Include manufacturer's color and material names.

Exempt Signs

(9-15.003 (c))

Not all signs will require a sign permit. The following signs may be installed without a permit; however, these signs are still subject to regulations, such as size and display time.

- **Real estate signs**
maximum area: 6 square feet, removed 14 days after sale, must be on-site.
- **Official government flags**
- **Banner/temporary signs**
maximum area: 40 square feet / maximum time: 30 days
(please refer to banner handout for specific regulations)
- **Residential area signs**
maximum 4 square feet
- **Window lettering**
not to exceed 50% of window area
- **Construction signs**
maximum area: 40 square feet / maximum height: 8 feet

Prohibited Signs

(9-15.003(d))

Certain sign types are not permitted within Atascadero's city limits.

- Off-site / billboard signs
- Signs on vehicles*
- Feather/advertising flags
- Animated signs
- Roof signs
- Snipe signs
- Permanent banner signs
- Inflatable signs

* It is not considered a sign when a message is painted directly upon the vehicle, printed on a vinyl sheet magnet and placed directly upon the vehicle, or when permanently affixed to the body or other integral part of the vehicle.

For specific information on sign regulations and guidelines, please refer to the Atascadero Sign Ordinance available online at www.atascadero.org/signage and at the City Hall Permit Center. If you would like to talk to a planner about your proposed signs, stop in at City Hall or call the Community Development Department at (805) 461-5035.

