News from the City!
Atascadero Signage Campaign Now Underway!

by City Manager Rachelle Rickard

The City of Atascadero and the Atascadero Chamber of Commerce share a common goal with local business owners in fostering a positive business climate and assisting local businesses to thrive, succeed and attract new customers. Tied to these efforts, the City and the Chamber are partnering to launch a new “Improve Atascadero Signage” campaign, which is focused on enhancing the visual appearance of signage throughout the community and to help make the business corridor along El Camino Real more eye-catching and attractive to visitors and shoppers.

Atascadero City Council members, business owners, visitors and residents have long noticed and commented that many nonconforming business signs along the commercial corridors and in the downtown area, including a-frames, banners and other types of temporary signs, detract from the overall beauty of the commercial corridor and the community. When this type of signage is used, it has been found that the intent to attract new customers is lost and the overall appearance of the entire area declines, especially in the eyes of new residents and tourists visiting for the first time.

Our City Council’s top objective for the City is economic development; with that in mind, we are very excited to be able to offer this new program to our local businesses. We believe this program will help to enhance the appearance of our downtown and the El Camino business corridor, creating a better experience for visitors and local shoppers in our community, thereby in turn helping to stimulate in-town shopping and revenue.

With this new program in place, it is now much easier to get permanent signage approved and permit fees related to signs have been significantly reduced. In fact, for the next 18 months, building permits for signs have been reduced to just $50.00 and an Administrative Use Permit for creative sign ideas is only $100. The City is also partnering with local sign companies to enable them to submit building permit applications electronically, cutting the signage period review to less than 48 hours.

The Chamber of Commerce will be hosting a Signage Symposium and Networking event on Thursday, April 30, 2015 starting at 8:45 am at Atascadero’s Historic City Hall. All local business owners are encouraged to attend this event to learn about the City’s Signage Ordinance, hear from local sign companies on how they can help, and to learn more about marketing strategies that work with their business needs.

The City has made it simple to Improve Atascadero Signage! Information is available at www.atascadero.org/signage or by calling (805) 461-5035. Those interested in finding out more can also stop by the permit center at City Hall, located at 6500 Palma Avenue in Atascadero.

If you would like more information about this or another City government related topic, please contact me at rickard@atascadero.org, or 470-3400.