



# CITY OF REDWOOD CITY

*Building Inspection & Code Enforcement Services*

## SIGN ORDINANCE REFERENCE FOR BUSINESS OWNERS



Sign permit applications can be obtained from the Planning Department at City Hall.

As part of our community investment in the renaissance of our downtown we also work to keep all business merchants in- formed of our community guidelines, which contribute to the pleasant, attractive and welcoming appearance of Redwood City.



We're continually striving to maintain and support the exciting and rich cultural urban area that Redwood City has become.



It is the policy of the City of Redwood City that in the design of public and private projects, high priority be given to creating comfortable, enjoyable, and aesthetically pleasing public spaces.

Your cooperation with the following Redwood City's sign ordinance is appreciated and will help maintain the high-quality appearance of our community.

*The City of Redwood City thanks you for your help*

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### Code Enforcement Mission Statement

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*It shall be the Code Enforcement staff's mission to provide residents and businesses of Redwood City with professional and courteous community service they can count on at all times.*

*We will always endeavor to protect and preserve the public safety, welfare, and quality of life of all our residents by investigation violations and enforcing city ordinances without prejudice or bias.*

*We recognize that teamwork is essential in any organization and will continuously strive to work in partnership with residents, businesses, neighborhood associations, public service agencies and other city departments to make Redwood City a great place to live.*

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## REDWOOD CITY SIGN REGULATIONS

Redwood City understands the importance of maintaining and displaying signs, which are vital for the success of your business. At the same time, it's equally important to maintain an appealing, clean, and inviting image for our business areas. To accomplish this, Redwood City has a sign ordinance which provides rules and standards about allowable types of signs, the number of signs permitted, and acceptable locations of sign advertisements.

Sign permits are required for all commercial signage, in addition to the written consent of the property owner.

Here is a partial overview of some of Redwood City's sign regulations.

**Square footage of Storefront Signage**-The combined area of all types of signs on a property, whether permanent or temporary, shall not exceed 1.5 square feet per 1 foot of the property lot frontage (for example, if your frontage is 20 feet, then the maximum allowable combined area of all signs would be 30 square feet). Permit required.

**Window Signs**-Window store front signs shall not cover more than 25% of the total glass area. No permit required for temporary window signs.

### **Temporary Sign or Banner**

- Maximum display period is 90 calendar days per year
- Maximum size of a temporary sign is 32 square feet
- Installation allowed only on building front-ages- do not attach fences or trees
- Permit Required

### **Portable Freestanding Signs**

Portable freestanding signs are only allowed on private property with a permit (prohibited on sidewalks, planter strips, and other public right-of-way areas).

Exemptions can be made in the Broadway Mall area of the Downtown, because of the pedestrian nature of the area. Contact Code Enforcement for details.

Portable freestanding signs must be stored out of public view during hours of non-operation. Permit required.

### **Prohibited Types of Signs**

- Abandoned signs –referring to a business that has moved from the site where the sign is installed
- Sky Signs- activated by wind or forced air or gas
- Electric Message Signs-LED or other types of electronic message signs
- Inflatable Signs- such as air-filled character figures
- Roof Signs
- Off-Site Signs- referring to a product or business that is not available at the business property on which sign is located

**City of Redwood City – Building Inspection & Code Enforcement Services**

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