



Sign Permits

Step 1: Apply for a Sign Permit

All Sign Permit applications are handled online through the eTRAKIT permit portal: <https://permits.redwoodcity.org/eTRAKIT/>

Under *Planning Projects* click 'Apply' and choose Sign Permit as Project Type.



- Apply
- Pay Fees
- Search
- View on Map

MATERIALS & PLANS FOR SIGN PERMITS	
<input type="checkbox"/> Application signed by Property Owner or Authorized Agent, and if applicable, the contact information and license number of the Sign Contractor	<input type="checkbox"/> Application Fee
<input type="checkbox"/> Land owner's written consent to the proposed sign(s)	<input type="checkbox"/> Statement regarding use of sign (commercial messages, advertising, etc.)
<input type="checkbox"/> EXISTING & PROPOSED SITE PLAN (Reference Page ____) <ul style="list-style-type: none"> Property lines and lot frontage dimensions Existing & proposed signage Structures and utilities on the site Parking, driveways, & paved areas 	<input type="checkbox"/> EXISTING & PROPOSED SIGNAGE TABLE (Reference Page ____) <ul style="list-style-type: none"> Number of signs and type Square footage of each sign Lot frontage dimension Sum of square footage for ALL signs Maximum Allowed total sign area square footage
<input type="checkbox"/> BUILDING ELEVATIONS (Reference Page ____) <ul style="list-style-type: none"> Maximum building heights, measured from nearest finished grade with roof pitch Elevation of each frontage with signage – scaled and dimensioned Existing & proposed signage 	<input type="checkbox"/> SIGN PLANS (Reference Page ____) Providing the following details of each proposed sign: <ul style="list-style-type: none"> Location Quantity Dimensions and scale Colors & materials Square footage Illumination



Sign Permits

Step 2: Apply for a Building Permit

After Planning approval of a sign permit, the applicant may apply for a building permit. Please visit the Building Division's Permit Submittal page [here](#) for more information.

DOCUMENTATION REQUIRED FOR BUILDING PERMITS	
<input type="checkbox"/> Application fully executed with property owner information, contractor's information and signature, etc.	<input type="checkbox"/> Application Fee - Please check current Master Fee Schedule for Sign Permit fees.
<input type="checkbox"/> SITE PLAN & SUPPORTING DOCUMENTS <ul style="list-style-type: none">• Number & location of existing & proposed signage• Location of structures and utilities on the site• Title 24 certificate of compliance forms for illuminated signs• Structural calculations for signs over 400lbs and monument signs	<input type="checkbox"/> SIGN PLANS <ul style="list-style-type: none">• Signage materials• Attachment details with size, number, location, material, and embedment depth of fasteners• Dimensions and scale of signs• If illuminated, provide electrical plans for the installation



Sign Permit Regulations

Updated February 2026

This handout summarizes sign permit requirements and applicable regulations for permanent, temporary, exempt, and prohibited signage in Redwood City (excluding precise plan areas) and is not intended to be an exhaustive list. Please see [Article II – Advertising and Signs](#) for more information.

[NOTE]: An approved sign permit is required before the issuance of a building permit.

PERMANENT SIGNAGE:

Applicable permanent signage requires a sign permit. Please see the Submittal Requirements section and the end of this handout for more details.

General Regulations for Permanent Signs

1. Maximum Allowed Sign Area: **1.5 square feet times the lot width.**
 - a. Corner lots uses longest length facing a public right-of-way
 - b. Multi-tenant lot permitted up to 50 square feet per establishment (Unless subject to a Master Sign Program)
 - c. No individual sign may exceed 150 square feet
2. Placement:
 - a. Must face a street, alley, or parking lot
 - b. Must be 8’ above grade if projecting 2” or more
 - c. Signs may not extend above a roofline



WALL SIGNS

Regulations for Specific Type of Signs¹

1. Freestanding Signs:
 - a. Quantity: 1 per street frontage, maximum 2 per lot
 - b. Size: Maximum of 150 square feet in area or 10’ in width
 - c. Setback: 6’ from edge of pavement
 - d. Height: 15’ maximum
2. Wall Signs:
 - a. Quantity:
 - Groundfloor Establishment – 1 per building facade facing a street or parking lot
 - Upperfloor Establishment – None unless direct access is provided to the establishment, if so, 1 per building facade facing a street or parking lot
 - b. Size:
 - Groundfloor Establishment – 150 square feet maximum
 - Upperfloor Establishment – 6 square feet maximum.



WINDOW SIGN

¹ Any combination of signs on a particular property must fall within the limits specified under the General Regulations. For example, if both freestanding and wall signs are proposed they must not exceed the maximum allowed sign area.



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PERMANENT SIGNAGE (CONTINUED):

3. Window Signs:
 - a. Groundfloor – 25% maximum window coverage on each building façade
 - Includes signs within 3' of a window or glass door and interior illuminated signs 10' of a window or glass door visible from a public right-of-way
 - b. Second-floor – 10% maximum window coverage on each building façade
 - c. Above Second Floor – Not permitted
4. Blade Signs and Under-Canopy Signs:
 - a. Quantity: 3 blade or under canopy signs per establishment
 - b. Size: Six square feet per side
 - c. Placement:
 - a. 4' from the building face
 - b. 2' from the curb of the nearest street
 - c. 8' from grade level.



BLADE SIGN

TEMPORARY SIGNAGE:

No permit or fee is required but must comply with City codes.

Temporary signage is defined as a sign that is attached to, or suspended from a building on nonresidential property, intended for display less than ninety (90) days. Flags are not within this definition.

Temporary signage regulations can be found in [Chapter 3 Division 12](#) of the City Code.



TEMPORARY WALL SIGN

ADDITIONAL SIGNAGE INFORMATION:

Signage on a historical building requires review by the Historic Resources Advisory Committee and approval by the Planning Commission. All other signage is subject to review and approval by the Zoning Administrator.

- Requirements for Downtown Signage are per the [Downtown Precise Plan](#).
- Requirements for all other signage are per [Chapter 3 of the Muni Code](#).



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EXEMPT SIGNAGE:

Certain kinds of signage are exempt from sign permit requirements and do not count toward the total sign area limit per lot, these signs are still subject to applicable regulations. Signs that are exempt are described in detail per [Chapter 3 Division 5](#) of the City Code.

PROHIBITED SIGNS:

Signs that are prohibited may be found in [Chapter 3 Division 4](#) of the City Code.

- Abandoned Signs
- Animated Signs
- Audible Signs
- Billboards
- Electronic Message Signs
- Home-based Occupation Signs
- Inflatable Signs
- Signs Resembling Traffic-Control Devices
- Sky Signs

MASTER SIGN PROGRAM:

Property owners with single or contiguous lots with multiple tenancies may apply for a master sign program per [Article II Division 14](#) of the City Code. Applications for new and amended master sign programs are subject to review and approval by the Planning Division. Each master sign program must include the allowed number, size, location, structural design, and materials for each type of sign on the property. Additionally, master sign programs must reference all of sign regulation standards stated in Article II. **If proposed signage complies with the master sign program, then only a building permit is required.**