

Urban Renewal Areas – Portable Sign Review Process

All signs proposed for the Urban Renewal Areas are required to undergo review by the Salem Redevelopment Authority (SRA) and its Design Review Board (DRB) prior to installation. The purpose of this review is to bring a visual vitality to the downtown through good graphics and compatibility with the historic architecture. The review process for sign installation involves the following six steps:

1. The applicant submits a complete application packet two Fridays before the next DRB Meeting. The application packet must include the following:
 - a. Sign permit application form (signed by sign owner and property owner). (*See attached example.*)
 - b. Proof of adequate liability insurance. (*See note below.*)
 - c. Brief cover letter describing the proposal. Be sure to specify the letter style and size in inches. State whether or not the entrance is used by more than one business. (*See attached example.*)
 - d. Scaled drawing of sign or photograph of existing sign with dimensions.
 - e. Color samples (actual paint chips or Pantone numbers or photograph of existing sign).
 - f. Contextual photograph(s) of building and sidewalk showing where portable sign is proposed.
 - g. Scaled plan showing business entrance and proposed sign location. Indicate distance from entrance and sign clearances. (*See attached example.*)

The submission to the DRB must include one application form and one certificate of liability insurance (items a and b), and seven color copies of items c-g listed above.

Note: Proof of adequate liability insurance must be submitted with the application. The certificate of liability insurance must indicate:

- A minimum limit of \$1,000,000.00 for each occurrence;
 - The portable sign is included in the liability coverage; and
 - The City and the Salem Redevelopment Authority are additional insureds.
2. The DRB reviews the application at their monthly meeting and provides a recommendation to the SRA on the sign design. Applicants or their designated representative are required to attend all DRB meetings at which their sign is discussed. **No application will be reviewed without representation by the applicant.**
 3. Applicant has one week from the DRB meeting to prepare the changes recommended by the DRB and submit the final sign design packet to the SRA. This packet should include all the same information as was provided to the DRB (items c-g listed above) with the required changes. **Submission to the SRA must include seven color copies.**
 4. The SRA will review the final sign application packet and will vote for final approval of the proposed sign. Applicants are welcome but not required to attend this meeting.
 5. The permit application will require approval by the Building Inspector prior to a permit being issued by the Building Department.
 6. The permit will be mailed to address indicated on the application form.

The SRA and DRB meet monthly, with the SRA meeting the second Wednesday of each month and the DRB meeting the fourth Wednesday of each month. For more information please contact the Department of Planning and Community Development at (978) 619-5685.



EXAMPLE APPLICATION FOR PERMIT TO ERECT A SIGN

Permit Number _____

NOTE: BUILDING PERMIT MUST BE OBTAINED BEFORE SIGN IS ERECTED
Location, Ownership and Detail Must Be Correct, Complete, and Legible

Salem, Massachusetts _____
Date _____

To the Building Inspector:

The undersigned hereby applies for a permit to **Erect**, **Alter**, **Repair** a sign on the following described buildings:

Street Address		Zoning	District	
120 Washington St.		B5	<input checked="" type="checkbox"/> Urban Renewal Area	<input type="checkbox"/> Entrance Corridor
			<input type="checkbox"/> Historic District	<input type="checkbox"/> None
Property Owner: Name		Charles Brown		Use of Building
Telephone		978 745-0197		1 st floor retail
Sign Owner: Name		Susan James		2 nd floor office
Address		120 Washington St, Unit A		3 rd floor office
Telephone		978 741-0520		4 th floor office
E-mail		sjames@gmail.com		How many businesses are in the building? 3
If a corporate body, name of responsible officer				Frontage
Sign Erector: Name		N/A		Building 40 linear feet
Construction Sup's License No				Applicant's Space (if multi-tenant) 20 linear feet
Address				Property 40 linear feet
Telephone				Mail Sign Permit to
E-mail				<input checked="" type="checkbox"/> Sign Owner <input type="checkbox"/> Sign Erector <input type="checkbox"/> Other:

Proposed Signs (If more than three signs are proposed, attach additional sheets)

Sign 1	Sign 2	Sign 3
<input type="checkbox"/> Surface <input type="checkbox"/> Right Angle to Building <input type="checkbox"/> Free Standing <input type="checkbox"/> Awning <input checked="" type="checkbox"/> Portable (A-Frame) <input type="checkbox"/> Other (specify) _____	<input type="checkbox"/> Surface <input type="checkbox"/> Right Angle to Building <input type="checkbox"/> Free Standing <input type="checkbox"/> Awning <input type="checkbox"/> Portable (A-Frame) <input type="checkbox"/> Other (specify) _____	<input type="checkbox"/> Surface <input type="checkbox"/> Right Angle to Building <input type="checkbox"/> Free Standing <input type="checkbox"/> Awning <input type="checkbox"/> Portable (A-Frame) <input type="checkbox"/> Other (specify) _____
Sign Materials wood	Sign Materials	Sign Materials
Sign Dimensions 2' x 3'	Sign Dimensions	Sign Dimensions
Sign Area 6 sq ft	Sign Area sq ft	Sign Area sq ft
Sign Height (if free standing) N/A	Sign Height (if free standing)	Sign Height (if free standing)
Estimated Cost of Net Work \$ 200		

Existing Signs		
Type	Sign Area	To Be Removed?
<input type="checkbox"/> Surface	_____ sq ft	<input type="checkbox"/> yes <input type="checkbox"/> no
<input type="checkbox"/> Right Angle to Building	_____ sq ft	<input type="checkbox"/> yes <input type="checkbox"/> no
<input type="checkbox"/> Free Standing	_____ sq ft	<input type="checkbox"/> yes <input type="checkbox"/> no
<input type="checkbox"/> Awning	_____ sq ft	<input type="checkbox"/> yes <input type="checkbox"/> no
<input type="checkbox"/> Other (specify) _____	_____ sq ft	<input type="checkbox"/> yes <input type="checkbox"/> no

Signatures	
Sign Owner	
Sign Owner's Authorized Representative	_____
Property Owner	

Internal Review	
_____	_____
Planning & Community Development Department	Historical Commission

Approval	

Building Inspector	

EXAMPLE

August 24, 2010

Design Review Board
c/o DPCD
City of Salem
120 Washington Street
Salem, MA 01970

Dear Members of the Design Review Board:

I am proposing to add a portable sign in front of my business. The sign will be 2' x 3' and is internally weighted with sand so it is stable.

As you can see in the attached drawing, the sign will have a 2" wood frame painted Benjamin Moore Essex Green. My business name and logo will occupy the top 8" of the sign on a wood panel. The business name is in Arial font and will be 7" tall. The business name and logo will be my corporate red color. The remaining area of the sign will be a black chalkboard that I will use to write weekly specials and promotions.

I would like to locate the sign next to the tree planter near the entrance as shown on the attached plan. This location meets the minimum 5' clearance and is within 10' of the entrance.

My business has its own entrance. The other businesses in the building use different entrances.

I look forward to discussing my proposal with you at the next DRB meeting.

Sincerely,

A handwritten signature in cursive script that reads "Susan James". The signature is written in black ink and is positioned above the printed name.

Susan James

