

## **Urban Renewal Area – Sign Review Process**

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All signs proposed for the Urban Renewal Area are, prior to fabrication and/or installation, required to undergo review by the Design Review Board (DRB) and be approved by the Salem Redevelopment Authority (SRA), through either its Executive Director or the full board. 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. The purpose of this review and approval process is to bring a visual vitality to the downtown through appealing graphics and compatibility with the surrounding historic architecture. If you are unclear if your business is located in the Urban Renewal Area, speak with the SRA staff and they will assist you.

The review process for approval of sign permits issued in the Urban Renewal Area involves the following 6 steps:

1. Applicant submits Application Packet including a completed, signed application, application fee, and all of the required documents (see attached checklist) two Fridays before the next DRB Meeting. **Submission to the DRB must include 8 color copies of the entire packet.**
2. The DRB reviews the application at its monthly meeting and provides a recommendation to the SRA that considers design, size, and/or placement of signage. Applicants or their designated representative(s) are required to attend all DRB meetings at which their proposed signage is discussed. **No application will be reviewed without representation by the applicant.**
3. Applicant has one week from the DRB meeting to prepare any changes recommended by the DRB and submit the final sign design packet to the SRA. This packet should include all of the same information as was provided to the DRB, with any required changes. Final approval may be granted administratively or by the full board.
  - a. Administrative Review: If the proposal complies with the DRB recommendation and is in compliance with the City's sign ordinance, the applicant may request administrative approval by the SRA Executive Director. For administrative review, only one color packet needs to be submitted.
  - b. Full Board Review: If the applicant does not wish to comply with one or more of the conditions recommended by the DRB, he/she has the right to come before the SRA to request that the Board approve the project as originally proposed. The SRA will review the final sign application packet and will vote for final approval of the proposed signage. **Submission to the SRA must include 7 color copies of the entire packet.**
4. The permit application will then be advanced to the Building Inspector for approval prior to a permit being granted.
5. Applicants should note that it can take anywhere between three weeks and a month before a permit will be granted; from the time the application is submitted to the DRB. Every effort will be made to expedite complete applications.

For more information please contact the Department of Planning and Community Development at 978/619-5685.