



City of Salem Sign Ordinance Worksheet

Property address: _____

Disclaimer: This handout is intended to provide a brief explanation of the major components of the City of Salem's Sign Ordinance. Due to space limitations, only selective portions of the ordinance have been included. Thus, this handout should not be relied upon as a source of final information. Always refer to the City of Salem's Sign Ordinance for complete information regarding sign regulations.

For further information, contact: Department of Planning and Community Development : (978) 619-5685

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Determine property zoning category

Locate your property on the City of Salem Zoning Map, Local Historic Districts map and the Salem Redevelopment Authority Urban Renewal Area map to determine the zoning category and overlay districts the property is within.

Zoning category:
(circle one)

Non-residential

Residential *

*Contact DPCD for more information

Overlay district category:
(circle one if applicable)

Entry Corridor (Boston, Bridge, Canal, Goodhue, Lafayette and North Street, Highland and Loring Avenue)

Urban Renewal**

Local Historic District**

**Requires additional design review, contact DPCD for more information

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Gather property information

The following information will be used to calculate the area and number of signs permitted by the Salem Sign Ordinance.

2a. Number of businesses on the property : (circle) 2 or less 3 or more

2b. Lot frontage: _____ feet

Measure the edge of the lot adjacent to the street. If the property is on a corner, measure only edge of the lot which the main building entrance faces.

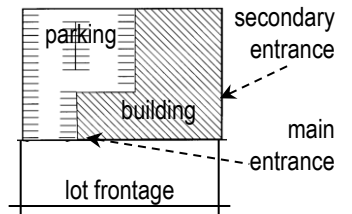


Diagram 1: Lot Frontage

2c. Building frontage: _____ feet

Measure the length of the building (or tenant space if multi-tenant) facing a street (A in Diagram 3). For buildings on corners, add the length of the two sides of the building facing streets (A plus B in Diagram 2).

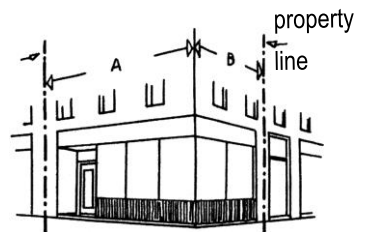


Diagram 2: Building Frontage

2d. Distance between the building and center of adjacent street(s)

Measure the distance between the front of the building and the adjacent street (B in Diagram 3). If the building is on a corner, average the distances. Contact DPCD for assistance with this calculation on streets with heavy traffic.

(circle) Less than 100 feet

100 to 399 feet

400 feet or more

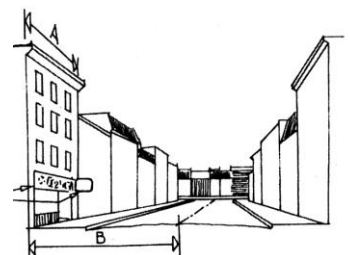


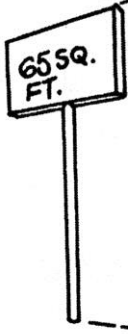
Diagram 3: Building Frontage (A) & Distance to Street Center (B)

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Freestanding sign allowance

Freestanding signs are **not** permitted in the Urban Renewal Area and Local Historic Districts. One and two sided freestanding signs are allowed in non-residential districts.

When calculating the area of a freestanding sign, only include one side of a two sided sign.



Freestanding Signs: Maximum Number, Area and Height

Lot frontage	Less than 200 feet		More than 200 feet	
	Businesses on site	1 or 2	3 or more	1 or 2
Zoning Category	1 sign 65 sq ft 25 ft tall	1 sign 125 sq ft 30 ft tall	2 signs 65 sq ft each 25 ft tall	2 signs 125 sq ft each 30 ft tall
Non-residential				
Entry Corridor	1 sign 32.5 sq ft. 12.5 ft tall	1 sign 62.5 sq ft 15 ft tall	2 signs 32.5 sq ft each 12.5 ft tall	2 signs 62.5 sq ft each 15 ft tall

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Building sign allowance

Building signs are physically attached to the building, such as a wall or blade sign. The building frontage is used to calculate the **total** maximum building sign area. The area of all building signs must be equal or less than this total, including existing and new signs.

4a. Building Signs total maximum area formula

Building frontage x multiplier (see chart below) = total maximum area for all building signs

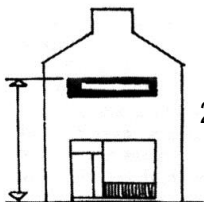
_____ feet x _____ = _____ square feet

Total Maximum Area Multiplier

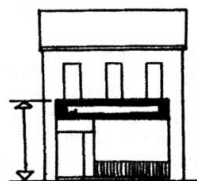
Zoning Category	Distance between building and street center		
	Less than 100 ft.	100-399 ft.	More than 399 ft.
Non-residential	2	2.5	3
Entry Corridor Urban Renewal	1	1.25	1.5

4b. Maximum building sign height

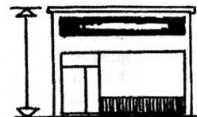
Ground floor signs - The top of building signs must be below the **lowest** of the following:



25 ft. above grade **OR**



The top of window sills at the first level of windows above the ground floor **OR**



The building line (where the roof meets the building)

Limited second floor signs are allowed in certain circumstances. Contact DPCD for more information.

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4c. Types of building signs allowed

The types of building signs described below are permitted. Specific guidelines are included in the Sign Code regarding each type of building sign.



Wall sign

- Hangs parallel to the building
- Maximum projection from the building: 15 inches



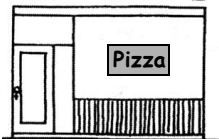
Blade sign

- Hangs at a right angle to the building
- Maximum projection from the building: 5 feet
- Maximum area: 24 square feet per side (2 sides maximum)
- The bottom of the sign must be at least 10 ft. above grade in non-residential areas or 8 feet above grade in the Urban Renewal district.



Awning and canopy sign

- Painted on or attached to an awning or canopy
- May hang below an awning or canopy
- Area of signage is equal to the area of the smallest rectangle that would enclose the letters



Window Sign

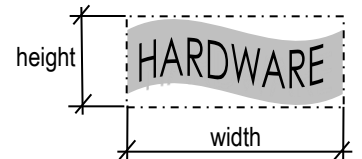
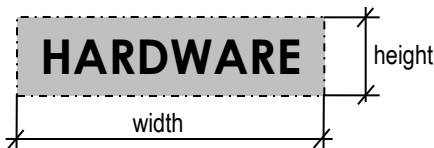
- Located inside window glass
- May not be illuminated
- Maximum area of window glass covered by window signs is equal to 20% of glass in the Urban Renewal district and 30% of glass in other non-residential areas

4d. Calculating sign area

Sign height x Sign width = Sign area

_____ feet x _____ feet = _____ square feet

Include all background material in the sign height and width measurement. If the sign is not rectangular, draw the smallest rectangle that encloses all the letters and any background material. Use the height and width of this rectangle in the formula above.



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Portable Signs

The City of Salem Sign Ordinance permits one portable or “a-frame” sign per business with individual first-floor storefronts in the Business Neighborhood (B1), Business Highway (B2), Business Wholesale and Automotive (B4) and Central Development (B5) districts.



Please refer to section 4-60 of the City of Salem’s Sign Ordinance for portable signage requirements.

Prohibited signs

The Salem Sign Ordinance prohibits the following types of signs:

- Signs that move or consist of pennants or streamers that move
- Signs that blink, flash, change color, or light intensity
- Signs attached to utility poles, trees, or fences
- Signs advertising a business that has been closed for over 90 days
- Off premise signs (signs located on one business but advertising another business) unless the sign meets the requirements for billboards outlined in the Sign Ordinance