



Urban Renewal Areas – Sign Review Process

All signs proposed for the Urban Renewal Area (map attached) 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. If you are unclear if your business is located in the Urban Renewal Area, talk with the SRA staff and they will assist you.

The review process for sign installation 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 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, with the required changes. **Submission to the SRA must include 7 color copies of the entire packet.**
4. The SRA will review the final sign application packet and will vote for final approval of the proposed sign. Applicants are **not** required to attend this meeting.
5. If the SRA approves the sign, the applicant is then able to file a City of Salem Sign Permit Application with the Department of Planning and Community Development (DPCD).
6. The permit application will require approval by the Director of DPCD and the Building Inspector prior to a permit being granted by the Building Department.

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.

Applicants should note that it takes approximately 2-3 months 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.