

ZONING

490 Attachment 3

Town of Salem

**Table of Permitted Signs
[Amended by the 1989, 1997 and 2019 Town Meetings]**

Permitted Signs	Depot Commercial-Industrial A	Commercial-Industrial B and C	Business Office I -- II	Industrial	Limited Community Shopping
Per Lot: Maximum display area of all signs based on street frontage					
0 to 300 feet	300 square feet	No cap	24 square feet -- 48 square feet	150 square feet	300 square feet
301 to 599 feet	300 square feet	No cap	24 square feet -- 48 square feet	150 square feet	300 square feet
600 to 899 feet	375 square feet	No cap	24 square feet -- 48 square feet	150 square feet	300 square feet
900+ feet	375 square feet	No cap	24 square feet -- 48 square feet	150 square feet	300 square feet
Freestanding: Maximum number allowed per lot based on frontage					
0 to 599	1/lot	1/lot	1/lot	1/lot	1/lot
600 to 899	1/lot	2/lot	1/lot -- 1/lot	2/lot	1/lot
900+ feet	1/lot	3/lot	1/lot -- 1/lot	3/lot	1/lot
Minimum setback from right-of-way	5 feet	20 feet	5 feet -- 5 feet	10 feet	10 feet
Minimum side property line setback	5 feet	5 feet	5 feet	5 feet	5 feet
Maximum height	20 feet	20 feet	15 feet	15 feet	12 feet
Maximum display area per sign	100 square feet*	100 square feet*	16 square feet -- 32 square feet	75 square feet	40 square feet
Wall/Canopy/Roof:					
Maximum area - only sign on lot	2 square feet/linear foot of building**	2.5 square feet/linear foot of building**	16 square feet -- 16 square feet	2.5 square feet/linear foot of building	2 square feet/linear foot of building
In combination with freestanding sign(s)	1.5 square feet/linear foot of building**	1.5 square feet/linear foot of building**	16 square feet -- 16 square feet	1.5 square feet/linear foot of building	1.5 square feet/linear foot of building
In combination with projecting sign(s)	1 square foot/linear foot of building**	—	—	—	—
Projecting Signs: Maximum number of signs based on street frontage					
0 to 300 feet	1	—	—	—	—
399+ feet	2	—	—	—	—
Minimum clearance	10 feet	—	—	—	—
Minimum setback	2 feet from curb	—	—	—	—

SALEM CODE

Permitted Signs	Depot Commercial-Industrial A	Commercial-Industrial B and C	Business Office I – II	Industrial	Limited Community Shopping
Maximum projecting length of sign as measured from building facade	6 feet	—	—	—	—
Permitted Signs	Depot Commercial-Industrial A	Commercial-Industrial B and C	Business Office I – II	Industrial	Limited Community Shopping
Maximum height	3 feet above building	—	—	—	—

NOTES:

* Or one square foot per linear foot of frontage, whichever is less.

** Maximum 100 square feet per sign; maximum one sign per business or one per frontage for businesses with frontage on more than one public road. **[Added by the 2002 Town Meeting]**