

COUNTY OF BERGEN  
BOROUGH OF PARAMUS  
ORDINANCE No. 2021-28

**ORDINANCE AMENDING PARAMUS CODE § 367-1 ET SEQ. PERTAINING TO  
SIGNAGE AND FACADES**

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**Section 1. Purpose & Authority.** Pursuant to N.J.S.A. 40:48-2 and N.J.S.A. 40:49-2, the Paramus Governing Body hereby amends Sections 367-1 et seq. of the Paramus Code.

**Section 2. Amendment of Paramus Code § 367-1 et seq.** Section 367-1 et seq. of the Paramus Code is amended as follows (additions are underlined; and deletions are in strikethrough):

367-6:

C. Temporary signs in non-residential zones:

(1) Construction sign or real estate sign:

(a) Between 6 - 24 square feet in size in the NB, LB, HCC and HCC-2 zones with a fee of \$20.00 for a single sided sign and a fee of \$40.00 for a double sided sign.

(b) Between 25 - 32 square feet in size in the HCC/HCC-2 zones with a fee of \$30.00 for a single sided sign and a fee of \$40.00 for a double-sided sign.

367-12(H)(1):

Wall signs. Wall signs are permitted for all business, ~~office~~, industrial or commercial establishments.

367-12(H)(1)(a)[1]:

~~One wall sign may be placed along the street frontage. Only one wall sign shall be permitted per wall, for a total of no more than 4 signs on a single tenant building, provided that the total sign area on the building shall not exceed 300 sq. ft. and provided it does not exceed 10% of the total surface area of the building face upon which it is placed or 100 square feet, whichever is less.~~

367-12(H)(1)(a)[2]:

~~In those cases where a parcel or lot has more than one street frontage, one wall sign may be placed on each street frontage, provided such wall sign shall not exceed 10% of the total surface area of the building face upon which it is placed or 100 square feet, whichever is less. The height of all sign letters, numbers or symbols shall abide by the relevant standards described in this Chapter. Intentionally omitted.~~

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367-12(H)(2)(a):

A freestanding, double-faced sign, not to exceed 80 square feet, is permitted in the HCC and HCC-2 Zones where necessary to identify a group of stores or other commercial establishments ~~on the same lot.~~

367-12(H)(2):

(h) A maximum of one freestanding business sign or a maximum of one monument sign is permitted.

367-12(H)(5):

Monument signs. Monument signs are permitted in HCC and HCC-2 Zone Districts only and shall comply with the following:

- (a) One (1) monument sign per lot shall be permitted no greater than eighty (80) square feet.
- (b) Such sign shall be located in any front yard area but in no case less than fifteen (15) feet from the curb line of any abutting street nor less than 10 feet to the street right-of-way.
- (c) The maximum height from the ground shall be eighteen (18) feet.
- (d) No internal illumination shall be permitted.
- (e) A monument sign may have a decorative sign base as long as it meets the following requirements:
- (f) The color of the decorative sign base must be consistent with the colors of the sign. The sign and decorative sign base, together, may not exceed the maximum of six colors.
- (g) A decorative sign base may not contain any lettering, logo or other advertising. The street address of the property required may be located on a decorative sign base.
- (h) A decorative sign base must cover the entire length (the distance between the bottom of the sign panel and the ground) of the support structure to which it is affixed.
- (i) The width of a decorative sign base may not be greater than 1/3 the length of the sign panel or 42 inches, whichever is less.
- (j) The depth of a decorative sign base may not be greater than the depth of the sign panel. The depth of the base shall be measured to include the support structure.

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(k) A decorative sign base may not be illuminated.

(l) A maximum of one monument sign or a maximum of one freestanding business sign is permitted.

367-12(I)(1)(a)[4]:

A Changeable Copy Sign for the purpose of indicating digital gas price sign is permitted—Definition for electronic price display signs needed.

367-12(I)(3)(a)[1]:

One wall-mounted identification sign, with the copy limited to a company name and/or corporate logo, and building address is permitted on office buildings with frontage on one street. For office buildings with frontage on two or more streets, a maximum of two identification signs are permitted.

367-12(I)(5)(a):

Institutional monument signs. One monument sign per lot, not exceeding six feet in height from grade to the highest point on the sign. The bottom of the sign face shall not exceed a height of three feet above the surrounding grade at the base of the sign. No monument sign shall be located any closer than 10 feet to any property line, except that no monument sign shall be located closer than 25 feet to any residentially utilized lot. No institutional monument sign shall exceed 18 square feet in outline area per face. No internal illumination shall be permitted.

367-12(I)(5)(a):

[1] An institutional sign shall contain the street address number of the property on each face which displays information and a height of 4 inches.

367-12(I):

(7) The following shall govern signs for commercial establishments, including but not limited to restaurants, drug stores, banks and financial institutions, car wash and oil change facilities, permitted to use drive-through lanes for the offering of their respective goods and/or services:

(a) Restaurants with permitted drive-through facilities are permitted one drive-through menu board sign per drive-through lane which may include the name, corporate logo and/or colors of the restaurant to which the drive-through lane is attached, and shall conform to the following:

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- [1] The drive-through menu board sign shall not be visible from any public roadway.
  - [2] The maximum area permitted for a drive-through menu board sign is 35 square feet.
  - [3] The maximum height permitted for a drive-through menu board sign is 8 feet.
  - [4] The maximum height for a clearance bar or canopy is 12 feet.
- (b) Small directional signs meant to direct visitors or patrons to the permitted drive-through lane component of an establishment shall be permitted and shall not be counted towards the allowable sign area provided each such sign is no more than 4 square feet in area and no more than 2 feet in height and such directional signs may include the name, corporate logo and/or colors of the establishment provided the directional purpose of the directional sign is achieved.
- (c) For each permitted drive-through lane attached to any establishment permitted to use a drive-through lane, there shall be no more than 2 permitted information signs with the permitted information signs being allowed in order to provide traffic flow, height clearance and other similar information.

**367-12(J):**

<b>Business Identification Signs District</b>	<b>Professional Sign on Residence (square feet)</b>	<b>Free-Standing Sign (square feet)</b>	<b>Monument Sign (square feet)</b>	<b>Institutional Sign / Wall Sign (square feet)</b>	<b>Wall Sign* (percentage of wall area)</b>	<b>For Sale or Rent Sign (square feet)</b>
Residential	20	Prohibited	Prohibited	<u>18 Monument Sign</u> <u>24 Wall Sign</u>	Prohibited	10
NB	N/A	Prohibited	Prohibited	24	10	10
LB	N/A	Prohibited	36	24	10	10
HCC and HHC-2	N/A	80	80	24	10	32

**367-14(B):**

GRAPHIC OF GROUND SIGN TO BE DELETED. Intentionally omitted.

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367-15:

Types of Signs	Zones									
	R-50, R-75, R-100, R-150, R- 150ML, R-2F, R-AH, R-GC, RML	MFAC, MFML	GOV	NB	HCC, HCC- 2	LB	CEM	HP	CR	MU
Temporary Real Estate Signs	X	X	X	X	X	X		X		
Temporary Construction Signs	X	X		X	X	X		X		*X
Name or Professional Sign	X									
Multifamily Monument Sign	X	X			X					
Wall Sign		X	X	X	X	X	X	X		X
Directory Sign				X	X					
Awning Sign				X	X					
Hanging Sign) Blade Sign			X	X	X					
Freestanding Monument Base Sign					X					
Freestanding Pole Sign				X	X	X				
Directional Sign - Interior					X					
Temporary Political Sign	X	X			X	X		X		
Institutional Sign	X				X	X		X		
<del>Special Event Sign for public uses</del>										
Temporary "Grand Opening or Re-Grand Opening" Signs				X	X	X				
Sign Walkers										
Billboard Signs					X					
Entrance Signs				X	X	X				
Gasoline Service Station				X	X					

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**Section 3. Repealer.** All prior ordinances that are inconsistent with this ordinance are repealed. All ordinances are hereby amended to be consistent with this ordinance and all ordinances, including this one, shall be construed consistent with the express purpose of this ordinance.

**Section 4. Savings and Construction.** This ordinance shall be construed consistent with the purpose stated in section 1 hereof. Any ambiguities in this ordinance shall be construed in accordance with the purpose of this ordinance. If any part of this ordinance is invalidated by a court of competent jurisdiction, the remainder of this ordinance shall be saved to the full extent possible. This ordinance repeals provisions of the Paramus Code only where stated herein; otherwise this ordinance is amendatory and supplementary to existing provision of the Paramus Code.

**Section 5. Effective Date.** This ordinance shall take effect immediately upon approval and publication of notice of adoption as provided by law.

**ATTEST:**

**BOROUGH OF PARAMUS**



Annemarie Krusznis, RMC  
Borough Clerk



Richard A. LaBarbiera  
Mayor

INTRODUCED: June 15, 2021  
ADOPTED: July 21, 2021