

**COUNTY OF BERGEN
BOROUGH OF PARAMUS
ORDINANCE 2021-51**

**AN ORDINANCE TO AMEND PART II, GENERAL LEGISLATION, CHAPTER 367,
SIGNS, SECTION 12, RULES AND REGULATIONS, SUBSECTION I, STANDARDS
FOR SPECIFIC USES, OF THE REVISED GENERAL ORDINANCES OF THE
BOROUGH OF PARAMUS**

BE IT ORDAINED, by the Mayor and Council of the Borough of Paramus, County of Bergen and State of New Jersey, that Part II, General Legislation, Chapter 367, Signs, Section 12, Rules and Regulations, Subsection I, Standards for specific uses, of the Code of the Borough of Paramus, is hereby amended as follows:

Section 1. The current text of Borough Ordinance, that Part II, General Legislation, Chapter 429, Zoning, Section 12, Rules and Regulations, Subsection I, Standards for specific uses, shall hereby be amended to include the following:

- (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:
 - [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 4 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

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information signs being allowed in order to provide traffic flow, height clearance and other similar information.

(d) Drive-through-lane directional signs may be internally illuminated.

Section 2. Any ordinance or part thereof inconsistent with this ordinance is repealed to the extent of such inconsistency.

Section 3. This ordinance shall take effect following adoption and approval in a time and manner provided by law.

ATTEST:

BOROUGH OF PARAMUS


Annemarie Krusznis, RMC


Richard LaBarbiera, Mayor

Introduced: November 23, 2021

Final: December 21, 2021