

# Borough of Paramus

## Signs that are Prohibited:

---

- Signs emitting a sound, odor or visible matter such as smoke or vapor. No sign erected shall contain audio equipment.
- No banners, streamers, pennants, flags, balloons, lights (whether flashing, flickering, blinking, or rotating), wind-operated devices and any other type of fluttering or flashing devices or emitting an unsteady or glaring light, or any other such similar attention gathering devices of any kind shall be permitted on the exterior of any structure except wherein permitted by the Borough Zoning Signage Officer or any authorized Building/Zoning Department employee.
- Signs placed or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby property. However, this is not in any way intended to prohibit signs placed on or affixed to vehicles and trailers, such as permanent lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.
- Animated signs and mechanical contrivances. No sign erected shall contain flashers, animators or mechanical movement or contrivances of any kind, including clocks and time and weather information.
- Notice, handbill, poster, paper or painted signs applied directly or affixed on to any curbstone, flagstone or any other portion of any street or sidewalk or upon any tree, rock, natural feature of any kind, or upon any fence, wall, building, pole, lamppost, telegraph, electric light or telephone pole or fire hydrant within the limits of any street or sidewalk area within the Borough.
- Signs painted or otherwise affixed on the inside or outside of automobile windows except for pricing information associated with the sale of new and used cars and only when such vehicles are located on the premises of an establishment which has been approved for such use.
- Portable or movable signs, such as sandwich board signs, except portable signs utilized by restaurants to indicate valet service.
- Signs advertising an article or product not manufactured, assembled, processed, repaired, serviced or sold upon the premises upon which the sign is located.
- Rotating, moving signs or revolving signs of any type, including searchlights.
- Neon signs of any kind, whether located on the exterior or interior of a wall or window if visible from the street upon which the premises fronts.
- Signs on parking lot light standards not relating to traffic control.

Continued - - - -

- Signs within the public street right-of-way (other than public notices and unless otherwise allowed in this chapter).
- Signs that are in such a state of disrepair as to constitute an immediate threat to the public health, welfare and safety.
- Business signs for businesses which are discontinued for a period in excess of thirty (30) days. When the owner or lessee of a sign vacates the premises upon which the sign is located, the lettering on said sign must be removed. If the owner or lessee of said sign does not remove it, then the owner of the building or property shall be held responsible for the removal of the lettering within thirty (30) days of vacancy.
- Signs or other advertising structures, as regulated by this chapter, erected at the intersection of any streets in such a manner as to obstruct free and clear vision, or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, cause optical illusion or be confused with any authorized traffic sign, signal or device, or which makes use of words, phrases, symbols, or characters in such manner as to interfere with, mislead or confuse traffic.
- Roof signs.
- Any sign not in compliance with the Borough Building or Electrical Codes, as amended, as to design, structural members and connections.
- Electronic message centers, including signs used to display time and weather information.
- Billboard or billboard signs, except in the Billboard Overlay Zone which area is identified within the map annexed hereto as Attachment "1".
- Any sign located or displayed upon any sidewalk or street or area between the sidewalk and curb or projecting on or over a sidewalk or street, except as provided in this chapter.
- Signs erected or painted or composed of day-glow or phosphorescent or similar material.
- Exhibiting statements, words, pictures or images of an obscene or pornographic nature.
- Any changeable-copy sign, except for gasoline service station price signs permitted by the ordinance, that are designed to allow the sign copy to be changed or altered without undertaking a physical alteration to the sign (such as changing sign panels or repainting the sign), i.e., through the use of movable letters, electronic displays, interchangeable parts or other means. Changeable copy does not include copy pertaining to the business, occupation, or tenant advertised or identified.