

# Borough of Paramus Directory, Awning, Site Directional, Office Building Signage & Illumination

201-265-2100 Ext: 2237

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## **Directory signs:**

- Directory signs in the HCC and HCC-2 Zone Districts shall be permitted as follows: for strip malls only with five (5) or more businesses or tenants, a directory sign may be used subject to the following provisions:
- Buildings containing not fewer than five (5) and no more than nine (9) tenants may have one (1) directory sign containing a maximum of sixty (60) square feet of sign area. Buildings containing ten (10) or more tenants may have one directory sign containing a maximum of one hundred (100) square feet of sign area.
- Directory signs shall be a wall sign. The minimum height for a directory sign shall be eight (8) feet from the surrounding grade to the highest point on the sign.

## **Signs on awnings:**

- Signs on awnings shall be permitted for commercial establishments in the HCC, HCC-2 and NB Zone Districts. The location and design of awnings shall comply with this Chapter.
- An awning must not display any graphic other than the name of the business, the logo, and the street number.
- No awning sign shall be erected above the first level of a building, and the top of an awning may not project above the ceiling height of the first level, except on the upper floors of buildings in which a commercial tenant is present. Upper floor awnings shall also comply with this Chapter.
- Awning signs shall not be permitted if the establishment also has a wall sign.
- An awning sign shall be a maximum of thirty-six (36) square feet in area and shall fully comply in all respects with the "Awning Detail" guideline document issued by the Building Department of the Borough.

## **Office Building signs:**

### Identification signs:

- One wall mounted identification sign, with the copy limited to a company name and/or corporate logo, and building address is permitted on office building with frontage on one street. For office buildings with frontage on two or more streets a maximum of two identification signs are permitted.
- Identification signs shall be located no more than four (4) feet below the parapet or uppermost roofline or facade if the building. Signs shall not project above the roofline or parapet of the building.
- Wall signs shall not exceed in area of 10% of the area of the all on which it is located or 100 sq.ft., whichever is less, less the area of any nonconforming sign, shall be permitted.
- Monument Sign:
  - One monument sign shall be permitted per each street frontage.
  - The maximum size of each monument sign shall be 30 sq.ft. No monument sign may exceed six (6) feet in height above grade and shall be set back no less than five (5) ft. from any property line or outside the vehicle drivers sight line at any point of ingress/egress to the property.

**Regulations governing interior site directional signs:**

- Directional signs designed to direct visitors to specific buildings and parking areas shall be permitted and shall be appropriately designed and located to promote safe and efficient site circulation;
- Directional signs shall have a minimum setback of ten (10) feet from property lines;
- Directional signs depicting multiple references to buildings, (main entrance, other buildings, parking areas, etc.) or to emergency services or departments shall have a maximum sign area of forty (40) square feet and maximum height of ten (10) feet from grade. Such signage may be internally or externally illuminated; and
- Directional freestanding or monument signs depicting a single service (valet, pick-up, parking) shall have a maximum sign area of twelve square feet and maximum height of six feet from grade. Such signage shall not be illuminated.
- Any directional freestanding or monument sign that provides either on-site or off-site regulatory or directional information shall require the approval of the Planning Board, the Borough Engineer and/or the Borough Police Department as determined by the Borough Zoning Signage Officer.

**Illumination:**

- No sign shall be illuminated except as provided herein.
  - All light shall be designated to minimize glare, and light levels from sign lights shall be less than 0.1 foot candle at all property lines.
  - Flashing signs, highly reflective glass or fluorescent paint (red or green) and illuminated tubing outlining roofs, doors, windows or wall edges of a building are prohibited.
  - Any permitted sign may be illuminated.
- No sign within 150 feet of any residential zone shall be illuminated between the hours of 11:00 p.m. and 7:00 a.m. unless the business is open during these hours.
- All business signs and all spotlights and floodlighting used in connection with the operation of any business shall be extinguished by 11:00 p.m. or upon the close of business serviced by said signs or lighting, whichever last occurs. Extinguishing of such lights shall be controlled by automatic means. Notwithstanding the foregoing, the Chief of Police, subject to the approval of the Borough Engineer, may authorize lighting specifically designed for the protection of properties otherwise subject to this section, which lighting, when authorized, shall be exempt from the provisions hereof.