

BOROUGH OF PARAMUS GASOLINE SERVICE STATION SIGN REQUIREMENTS:

- A maximum of one freestanding pole sign shall not exceed a height of 30 feet measured to the topmost portion of the sign and shall be set back a minimum of 15 feet from any property line.
- The maximum sign area of a freestanding pole sign, including the frame, shall not exceed 130 square feet, inclusive of gasoline service station price sign. Such sign shall not be separated from the gasoline price sign but shall appear as a single integrated sign.
- A digital gas price sign is permitted– Definition for electronic price display signs needed.
- A gasoline service station with a canopy shall be permitted and two canopy signs shall be permitted in total. The canopy sign or signs shall collectively not exceed 20 square feet in area per canopy face.
- The canopy sign shall be a flat sign permanently affixed to the vertical face of the canopy and shall not project above or below or from any side of the vertical face of the canopy.
- The canopy sign may be illuminated by internal and non-intermittent light sources.
- **Pump signs:**
- Signs shall be allowed on gasoline pumps so as to provide the required information to the public regarding octane rating, price, type of fuel, federal and state stamps, pump use directions, and no smoking.
- The trade name and any associated symbols shall be permitted on the sides of the pumps as flat signs located no more than three feet above the ground and not to exceed one square foot in sign area per pump.
- Self-service, full-service or other information signs may identify each pump island on the gasoline service station property. The location of such signs shall be limited to the gasoline pump or the canopy support located at each end of the pump island or between the canopy supports as a spandrel panel.
- A maximum of two such signs shall be allowed per pump island, and each sign shall not exceed two square feet in sign area when placed on the gasoline pump or when located at each end of the pump island or between the canopy supports as a spandrel panel.