

# Borough of Paramus Freestanding Pylon & Entrance Signs, Monument Signs and Blade Signs Requirements

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## **Freestanding business signs (Pertains to only the HCC and HCC-2 Zones):**

- 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.
- Freestanding signs shall not be externally illuminated.
- The bottom of any freestanding sign shall be a minimum of eight feet from the ground level and the top of said sign shall not exceed 18 feet from the ground level.
- No freestanding sign panel shall exceed a height of eight feet, a length of 12 feet, nor a depth of 18 inches.
- No part of a freestanding sign shall be closer than 15 feet to the curb line of an abutting street nor closer than 10 feet to the street right-of-way.
- Street address numbers. All freestanding signs and monument signs referencing businesses shall contain the street address number of the property on each face which displays information. Street address numbers on business and all other freestanding signs (except entrance signs) shall have a height of eight inches on State highways and a height of four inches on other roads.
- A freestanding sign may have a decorative sign base as long as it meets the following requirements:
  - 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 four colors.
  - 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.
  - 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.
  - 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.
  - 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.
- A decorative sign base may not be illuminated.

## **Freestanding Entrance Signs:**

- One double-faced or single-faced entrance sign shall be permitted at each entrance driveway for the purpose of directing motorists safely into business establishments located in the NB, LB, HCC and HCC-2 Zones. Such entrance signs shall be uniform in size and content as follows:
  - Size: Two feet in height; four feet in length and not more than 12 inches in depth.

- Lettering and construction: The content of the sign and the size of lettering shall conform to all of the aspects of the standard entrance sign as shown in §367-14(I). Only the name of the principal occupant may be inscribed thereon.
- Coloring: Black letters on a white background shall be employed.
- Illumination: All entrance signs under this Chapter must be of reflective surface and not lighted by interior illumination.
- Height: Height of sign from mean ground level shall not exceed four feet.
- Location: Sign shall be placed on the far side of the entrance driveway relative to the direction of traffic flow.
- Shape: Rectangular shape shall be required.
- All entrance signs shall contain the street address number of the property on each face which displays information. Street address numbers on entrance signs shall have a height of four inches.

### **Blade signs:**

- Projecting blade signs are permitted for all business, office, or commercial establishments. Projecting blade signs shall comply with the following:
  - A projecting blade sign may extend over a sidewalk or street right-of-way but must not extend more than two feet from the building to which it is attached.
  - The base of a projecting blade sign must not be less than eight feet from the ground.
  - A projecting blade sign must not extend below the baseline of an adjoining canopy or marquee.
  - A projecting blade sign may not exceed four square feet in size and must not exceed a thickness of six inches. Any support, brace or bracket utilized to hang said sign shall not be included in the calculation of sign area.
- No projecting blade sign can be affixed to glass, awning or canopy and must be fixed in a permanent and secure manner.
- There shall be only one projecting blade sign per establishment, but an establishment may include a wall sign and a blade sign. No projecting blade signs are permitted above the first floor of any establishment.

### **Monument signs:**

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

- One (1) monument sign per lot shall be permitted no greater than eighty (80) square feet.
- 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.
- The maximum height from the ground shall be eighteen (18) feet.
- No internal illumination shall be permitted.