

**COUNTY OF BERGEN
BOROUGH OF PARAMUS
ORDINANCE 18-34**

ORDINANCE AMENDING CHAPTER § 429-201 Zoning Signs, Additional Requirements.

Section 1. Purpose & Authority. The purpose of this ordinance is to amend Chapter 429-201 of the Paramus Code, "Zoning", pursuant to N.J.S.A. 40:48-1, 40:49-2, and 40:55D-65.

Section 2. Amendments. Chapter 429-201 of the Paramus Code is hereby amended to provide, in its entirety, as follows:

§ 429-201 Additional requirements.

A. A professional or announcement sign of a home professional office on a residence building shall be fixed on the main wall of such building or on a signpost not more than six feet in height above ground and set back not less than 20 feet from the curblin and shall not project more than 24 inches. Such sign may be internally lighted between the hours of 8:00 a.m. and 9:00 p.m. and, as to a sign of a physician, surgeon or dentist, without any time restriction. Such lighting shall be arranged so as to prevent glare, and no sign shall be illuminated by lighting of intermittent or varying intensity.

B. A name or announcement sign affixed to the main wall and one double-faced freestanding sign for the use of a church, parish house, club, school or public or semipublic building shall be permitted in any district. The wall sign shall not exceed in height 10% of the vertical height of the wall of the building to which the sign is attached and shall not exceed 12 square feet in area. Such signs may be internally lighted between the hours of 8:00 a.m. and 9:00 p.m. Such lighting shall be arranged so as to prevent glare, and no sign shall be illuminated by lighting of intermittent or varying intensity.

C. A real estate "For Sale or Rent" sign shall apply only to the premises upon which it is placed, and no part of said sign shall be erected closer than 15 feet to the front property line of said premises. Said sign must be removed upon the sale of said premises.

D. No business sign shall be erected or maintained upon the roof of a building, including a mansard roof or parapet, nor shall any sign project above the roof of a building, except that a wall-mounted sign on the parapet wall of a one-story building is permitted above a roof line elevation, provided that the sign shall be placed in symmetry with the architectural lines and shape of the front wall. Where a sign is mounted on a parapet wall, the parapet wall shall not extend more than four feet above the abutting roof elevation.

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E. The erection of any advertising sign (off premises) or billboard or sign which moves or rotates is prohibited in all districts.

F. No sign, temporary or otherwise, on the inside of a window shall be greater than 2 feet in height nor cover more than 20% of the square footage of said window, but in no case shall such sign be greater than the total of 16 square feet of the total glass area of each wall. No window sign shall be permitted above the first floor of any building.

G. No sign permitted in this chapter shall consist of more than 4 colors, inclusive of black and white. In a building with more than two first floor retail uses, all signage shall conform to a sign program authorized by the property owner for the entire building wherein the sign colors of all signs shall not exceed eight colors, inclusive of black and white.

H. No permanent cloth, paper, oilcloth or canvas signs, promotional flags, banners or pennants of any kind shall be permitted on the exterior of any structure. Temporary signs are only permitted in accordance with Chapter 367 of the Code of the Borough of Paramus.

I. No permit shall be issued to erect an exterior sign on property containing a nonconforming sign until such time as the nonconforming sign has been removed.

J. 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 30 days of vacancy.

K. A logo may be permitted on a sign only after specific approval of the Zoning Officer and the Construction Code Official.

L. No vehicle or mobile sign shall be used to circumvent these regulations.

M. No balloon, banner or similar attention-getting device shall be permitted on any building or on any site.

N. No internally illuminated panels on vending machines outside of buildings shall be permitted wherein the lettering or product image exceeds four inches in height.

O. Grand Opening and/or Re-Grand Opening signs are limited to one 2'-0" x 12'-0" Banner/Sign. Only for a maximum of 14 days from erection. Said sign can include the name of the business & words "GRAND OPENING" or GRAND RE-OPENING". Any sign must be mounted on the front elevation wall. If a tenant occupies the corner space of a building with two elevations, or if the building is a free standing building, then a maximum of two (2) signs are permitted. Additionally, two (2) Bunting Flags may be mounted for a maximum of 14 days from erection. Flags must be mounted on the front elevation wall. If a tenant occupies the corner space of a

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building with two elevations or if the building is a free standing building, then four (4) Bunting Flags are permitted, one on each end of said banner. Notwithstanding subparagraph M above, balloons and a ribbon cutting event shall be permitted for the first day of the Grand Opening only, after which all balloons and ribbon must be removed. A fee of \$50.00 shall be paid for any Grand Opening and Re-Grand Opening banners/signs/ balloons/ribbon.

Section 3. Repealer. All prior ordinances that are inconsistent with this ordinance are repealed. All ordinances are hereby amended to be consistent with this ordinance and all ordinances, including this one, shall be construed consistent with the express purpose of this ordinance.

Section 4. Savings and Construction. This ordinance shall be construed consistent with the purpose stated in Section 1 hereof. Any ambiguities in this ordinance shall be construed in accordance with the purpose of this ordinance. If any part of this ordinance is invalidated by a court of competent jurisdiction, the remainder of this ordinance shall be saved to the full extent possible. This ordinance repeals provisions of the Paramus Code only where stated herein; otherwise this ordinance is amendatory and supplementary to existing provision of the Paramus Code.

Section 5. Codification. This ordinance shall be codified as amendments to the chapters set forth herein.

Section 6. Effective Date. This ordinance shall take effect immediately upon approval and publication of notice of adoption as provided by law.

Attest:

Approved:



ANNEMARIE KRUSZNIS, RMC
Borough Clerk



RICHARD A. LaBARBIERA
Mayor

Introduced: November 20, 2018
Adopted: December 4, 2018