

BOROUGH OF PARAMUS SIGN REQUIREMENTS

201-265-2100 Ext: 2237

District	Professional Sign on Residence (square feet)	Free-Standing Sign (square feet)	Monument Sign (square feet)	Institutional Sign (square feet)	Wall Sign* (percentage of wall area)	For Sale or Rent Sign (square feet)
Residential	20	Prohibited	Prohibited		Prohibited	10
NB	N/A	Prohibited	Prohibited	24	10	10
LB	N/A	Prohibited	36	24	10	10
HCC and HCC-2	N/A	80	80	24	10	32

Signs in Non-Residential Zone Districts (Zones R-GC, MFAC, GOV, NB, HCC, HCC-2, LB, CEM, HP, CR MU)

- One wall sign may be placed along the street frontage, provided it does not exceed 10% of the total surface area of the building face upon which it is placed or 100 square feet, whichever is less.
- In those cases where a parcel or lot has more than one street frontage, one wall sign may be placed on each street frontage, provided such wall sign shall not exceed 10% of the total surface area of the building face upon which it is placed or 100 square feet, whichever is less. The height of all sign letters, numbers or symbols shall abide by the relevant standards described in this Chapter. Interior tenants can have one sign on the front & rear elevations and tenants on end units can have one sign on the front, rear & side elevation
- No sign shall project from the building to which it is attached more than one foot at one end and no more than three feet at the other end. That side which projects more than one foot shall be covered with the same material as the remainder of the sign and shall be at a right angle to the façade or side of said building. The space between the sign face and the building wall shall be enclosed so that the sign face and sign sides are flush with the building wall.
- 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
- No establishment containing an awning sign shall be permitted to have a wall sign.
- Wall-mounted signs for buildings or establishments with multiple tenants shall comply with the following:
 - For buildings and property containing more than one business or tenant, and where each business tenant occupies a physically distinct ground floor space or has a separate ground floor entrance, each business or tenant may have one wall sign conforming to the requirements of this section. For the purposes of determining the sign area permitted, only the face of each respective lease unit to which the respective sign will be attached shall be counted. Each sign must be attached to the leased unit containing the business tenant identified.
 - Wall sign colors shall be limited to a range of six (6) colors, including black and white;

- No sign shall be erected or maintained upon the roof of a building, including a mansard or parapet roof, 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.
- The sides of a wall sign must be positioned so as not to extend past the length of the storefront area.
- **Signage attached to a building:**
- Each tenant of a shopping center shall be permitted to have one wall sign identifying the name of the business only. No other information on a wall sign is permitted.
- For individual tenants with a gross floor area of less than 10,000 square feet, the maximum size for a wall sign shall be 5% of the building face area devoted to the tenant or 100 square feet, whichever is less.
- For anchor tenants with a gross floor area greater than or equal to 10,000 square feet, the maximum size for a wall sign shall be 10% of the building face area devoted to the tenant or 250 square feet, whichever is less.
- **Office buildings (These are additional provisions applicable to freestanding office buildings/see code for Monument sign for office buildings:**
- Identification signs.
- One wall-mounted identification sign, with the copy limited to a company name or corporate logo is permitted on office buildings 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 feet below the parapet or uppermost roofline or facade of the building. Signs shall not project above the roofline or parapet of the building.
- Wall signs shall not exceed in area 10% of the area of the wall on which it is located or 100 square feet, whichever is less, less the area of any nonconforming sign, shall be permitted.
- **Window signs:**
- Window advertising signs shall be prohibited in all districts, with the exception of permitted ground level retail and personal service business uses, supermarkets and eating and drinking establishments located in the HCC, HCC-2, NB and LB Zones, subject to the following conditions:
- Such signs may be constructed of paper, cardboard or other such written, numerical, graphic or photographic material or information displayed in the window of such establishment.
- Such signs shall be contained entirely within the ground level interior of the building in which the business is located.
- No sign, temporary or otherwise, on the inside of a window shall be greater than 2 feet in height nor cover more than twenty (20%) percent of the square footage of said window, but in no case shall such sign be greater than the total of sixteen (16) square feet of the total glass area of each wall.
- No window sign shall be permitted above the first floor of any building.
- Such signs shall be maintained in an orderly manner at all times.