



CITY OF HACKENSACK

BUILDING, HOUSING, LAND USE DEPARTMENT

BUILDING DEPARTMENT

116 HOLT STREET

HACKENSACK, N.J. 07601

(201) 646-3920

Fax (201) 646-8052

www.hackensack.org

Ernest Sisco
Construction Official

ZONING DEPARTMENT – SIGNS

FOR SIGNAGE APPLICATION: Must include colored rendering, denoting square footage, letter size, colors and mounting information, along with property line setbacks

1. APPLICATION for Office Building Signs (Common Entrance)

**Signs for business uses (in all zones except Rehabilitation Zones) with a common entrance and other uses -*

Signs for permitted uses in those districts permitting office uses for other than retail sales and services stores and shops and signs for retail sales and services stores and shops which share a common entrance shall be limited to tenant identification or directory signs which shall comply with the following:

- (a) Said signs shall be unlighted.
- (b) They shall be limited to one sign per tenant.
- (c) They shall be uniform in appearance and shall be made of the same materials with the same background and contain the same letter type, style and materials as all other similar signs used by tenants in the building.
- (d) Said signs shall not exceed an area of two square feet per sign nor a vertical height of eight inches.
- (e) Where there is more than one tenant in the building, all of said signs shall be abutting one another and not indiscriminately placed on the exterior walls of the building.

MUST supply the following:

- Certificate of occupancy & zoning approval.
- Rendering with above information.

2. APPLICATION for B and M Zones

**Signs in the B-1, B-2, B-3, B-4, B-5, M1 and M2 Zone Districts -*

Signs in these districts shall comply with the following requirements:



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- (a) Each commercial industrial or institutional use shall be entitled to one wall mounted sign, canopy, or awning, except that where a building has street frontage on more than one street, one additional sign may be permitted;
- (b) The lettering or graphic panel shall not exceed seventy-five percent of the linear width of the storefront on which it is located. Letters shall not be more than twenty-four (24) inches in height; No more than two colors – Black & White are colors.
- (c) Wall signs shall advertise only the permitted use, products or service on the premises on which they are displayed;
- (d) Canopies, perpendicular signage and awnings shall be permitted to overhang the pedestrian right-of-way, with a minimum vertical clearance of 8.5 feet, a maximum overall height of five (5) feet, and a minimum setback of three (3) feet from the curb line. Lettering on a canopy or awning shall be limited to the valance area and shall not exceed 75 percent of the linear width of the valance. The valance shall be no more than one foot in height, and lettering on the valance shall be limited to six (6) inches in height.
- (e) Wall signs which are placed parallel to the building wall shall be permitted to project forward no more than six (6) inches from the building nor be attached to a wall at a height of less than eight (8) feet above the sidewalk or ground;
- (f) Each commercial use shall be entitled to a wall sign, but in no event shall the total square footage of all wall signs exceed two hundred square feet or ten (10) percent of the square footage of the front façade whichever is the lesser.
- (g) Wall signs which are placed parallel to the building wall shall be permitted to project forward no more than six (6) inches from the building nor be attached to a wall at a height of less than eight (8) feet above the sidewalk or ground.

3. APPLICATION for Awning Sign

**Awning signs. In the districts permitting retail services, signs and running in a horizontal direction are permitted on the flap or vertical plane of any permitted awning, provided that the following standards shall apply –*

- (a) Said signs shall not exceed a height of eight inches –



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- (b) No horizontal sign shall be permitted which exceeds 1/3 of the length of the flap which runs parallel to the street.
- (c) No other signs besides those permitted above are permitted on the awning.

4. NO Sign Permits required for the following:

- (a) Real estate signs not exceeding eight (8) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are located only;
- (b) Residential nameplates identifying a single-family residence and/or street address, not to exceed two (2) square feet in area;
- (c) Professional nameplates not exceeding two (2) square foot in area for lawful occupants of the premises under the Zoning Ordinance;
- (d) Bulletin boards or signs not over sixteen (16) square feet in area for public, charitable or religious institutions when same are located on the premises of said institutions;
- (e) A sign identifying the architect, engineer, or contractor, when placed upon a work site under construction, not to exceed twelve (12) square feet in area, provided the sign is set back at least fifteen (15) feet from the curb, and further provided that same are removed within twenty-four (24) hours after final certificate of occupancy is issued;
- (f) Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials;
- (g) Traffic or other municipal signs, legal notices, railroad crossing signs, danger signs and such temporary, emergency or non-advertising signs, or signs of any governmental agency deemed necessary to the public welfare;
- (h) Flags of the United States, State of New Jersey or other governmental or quasi-public agencies;
- (i) Holiday decorations and lights on residential premises;
- (j) Signs erected to control the movement of traffic on a premise, provided these signs shall provide traffic directions only and shall not be used for any advertising purpose. The



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signs shall not exceed four(4) square feet in area and shall have been approved by the appropriate approving agency;

- (k) Election or political signs provided that said signs are placed entirely on private property and do not exceed twelve (12) square feet in area.

6. Number of Principal signs

** There shall be no more than one principal sign for each retail establishment or permitted use therein, except where the following conditions are met:*

- (a) **Any permitted use within a building having an exterior wall facing an off-street parking area or railroad station platform may have a second principal sign on said wall if that wall contains an approved pedestrian entrance to said permitted use.**

(b) Any permitted use within a building on a corner lot may have a second principal sign. One sign shall be located on one street, and a second sign shall be located on the second or side street. Nothing contained herein shall be constructed to permit more than two principal signs on a building located on a corner lot.

7. Premises Identification – Buildings shall have approved address numbers placed in a position to be plainly legible and visible from the street or road fronting the property. These numbers shall contrast with their background. **Address numbers shall be Arabic numerals or alphabet letters.** Numbers shall be a minimum of 4 inches (102mm) high with a minimum stroke width of 0.5 inch (12.7mm).