

TOWNSHIP OF MOORESTOWN

ORDINANCE NO. 25-2025

AMENDING CHAPTER 180 (ZONING), ARTICLE XXIV (SIGNS), SECTION 180-80.2 (DEFINITIONS), AND SECTION 180-80.6 (SIGNS IN THE TOWN CENTER)

WHEREAS, the Township of Moorestown has previously adopted regulations governing the placement, size, and type of signs within the Township; and

WHEREAS, like many municipalities in New Jersey, Moorestown’s sign regulations have historically emphasized zone references and administrative updates, but have not been comprehensively modernized to reflect changes in technology, business practices, or evolving community design standards; and

WHEREAS, the Township Council recognizes that businesses, particularly in the Town Center, increasingly use innovative and artistic window treatments that enhance the vibrancy and character of storefronts, and that such treatments should be reasonably regulated but not unnecessarily prohibited; and

WHEREAS, the Township seeks to amend its ordinance to provide clearer definitions, and establish fair and consistent standards for window signage;

NOW, THEREFORE, BE IT ORDAINED by the Township Council of the Township of Moorestown, County of Burlington, State of New Jersey, that Chapter 180, Article XXIV be amended as follows:

Section 1: Chapter 180, Article XXIV, Section 180-80.2, entitled “Definitions” shall be amended as set forth herein.

SIGN

Any identification, description, illustration or device, illuminated or nonilluminated, which is visible from any public place and which directs attention to a product, service, place, activity, person, institution, business or solicitation. This definition does not include nonlighted displays, artistic and/or decorative window treatments installed primarily for aesthetics in the windows of commercial establishments.

WINDOW SIGN

Any sign painted on, attached to or placed in the window of a commercial, office of industrial building. Decorative or artistic window treatments, including stained glass, shall not be considered signage if the lettering, exclusive of window treatments or decorative elements, does not exceed 25% of the overall window area.

WINDOW TREATMENT, ARTISTIC

Any type of materials used to cover a window for primarily artistic or decorative purposes. Decorative stained-glass elements which do not contain lettering or are not located along the building frontage shall not be considered window signage.

Section 2: Chapter 180, Article XXIV, Section 180-80.6, entitled “Signs in the Town Center” shall be amended as set forth herein.

H. In the CRO Commercial-Retail Office and CHS Commercial-Highway Service Zones, the following signs, and no others, shall be permitted:

- (1) All signs permitted by this chapter in the CIO Commercial-Institutional Office Zone.
- (2) One (1) wall sign, not exceeding twenty-four (24) square feet, for each business use to which the property is devoted may be located on each face of the building which fronts on a street or a parking area from which there is public access to the interior of the building. The total area of all wall signs shall not exceed ten percent (10%) of the area of the face on which the sign is displayed. In determining the area of the wall, the area of windows, doors and other apertures through the wall shall be included.
 - (a) For restaurants, no more than two (2) wall signs, not exceeding a total cumulative area of forty-eight (48) square feet, may be located on the building facing the public streets. The total area of these wall signs shall not exceed ten percent (10%) of the area of the face on which the signs are displayed. In determining the area of the wall, the area of windows, doors and other apertures through the wall shall be included.
 - (b) For any retail store fronts with frontage of greater than forty-five (45) feet, no more than two (2) wall signs, not exceeding a total cumulative area of forty-eight (48) square feet, may be located on the building facing the public streets. The total area of these wall signs shall not exceed ten percent (10%) of the area of the face on which the signs are displayed. In determining the area of the wall, the area of windows, doors and other apertures through the wall shall be included.
- (3) One freestanding sign, not exceeding 12 square feet and six feet in height, may be erected per lot. In the case of a single business use located on multiple lots, only one freestanding sign, not exceeding 12 square feet and six feet in height, shall be permitted.
- (4) Window signs.
 - (a) Two business signs may be painted on the windows and/or doors of each business bearing the name, street number and/or type of business of the principal occupant, provided that there shall be no more than one such sign on each window or door and the total area of all such signs shall not exceed 25~~15~~% per storefront glass.
 - (b) Window signs designed to promote the sale of any article or business activity shall not exceed in total sign area 25~~15~~% of the total window area of the first floor or street level of the building involved. Each individual window sign shall not exceed six square feet in area. Such signs shall not

remain in a window longer than 30 continuous days. They shall be removed within two days after the event or activity has taken place. No fee or permit shall be required.

- (5) For retail uses located in the CRO Zone, one temporary, nonilluminated temporary exterior advertising sign, which does not have any parts or features attached to it that move or give the illusion of movement, nor produce any sound, shall be permitted on the property on which the retail business is operated. The temporary exterior advertising sign (herein referred to as "the sign") shall not be located in a public right-of-way, and shall be located so as to not impair pedestrian or vehicular traffic or so as to block or obstruct any required fire or other exit. The sign shall be of sufficiently stable construction so as to withstand windy conditions, not create a hazard to pedestrians, and shall be kept in good physical condition at all times. The sign may be displayed during business hours only, but in no case more than 12 hours per day. The sign shall be made of wood or framed in wood, and shall not exceed five feet in height, and shall not exceed two feet in width. The sign may be two-sided, in which case neither side shall exceed five square feet in area. If the sign is one-sided, hand-lettered and includes a handcrafted design of the product or service, the sign may be up to nine square feet. A zoning permit shall be obtained for the sign, in which case, the Zoning Officer shall only issue a permit upon a finding of compliance with the standards described above by the Appearance Committee, if applicable. Any and all temporary exterior advertising signs in use prior to the effective date of this amendment are illegal and the retail user shall comply with the provisions hereof and shall seek a permit for such sign from the Zoning Officer

Section 3. Repealer. Any and all other ordinances inconsistent with any of the terms and provisions of this ordinance are hereby repealed to the extent of such inconsistencies.

Section 4. Severability. In the event that any section paragraph, clause phrase, term, provision or part of this ordinance shall be adjudged by a court of competent jurisdiction to be invalid or unenforceable for any reason, such judgment shall not effect, impair or invalidate the remainder thereof, but shall be confined in its operation to the section, paragraph, clause, term, provision or part thereof directly involved in the controversy in such judgment shall be rendered.

Section 5. Effective Date. This ordinance shall take effect 20 days after adoption.

Section 6: Short Title. This Ordinance may be cited as Ordinance No. 25-2025

CERTIFICATION

I, Patricia L. Hunt, Township Clerk, hereby certify that the attached is a true and correct copy of Ordinance No.25-2025 which was introduced and adopted on first reading on November 17, 2025 and heard on second reading and was duly adopted by the Township Council of the Township of Moorestown, County of Burlington, State of New Jersey at a meeting of the Township Council held on December 15, 2025.

<u>VOTE:</u>	
LAW	YES
MAMMARELLA	YES
BARRY	YES
GILLESPIE	YES
KEATING	YES

Patricia L. Hunt, RMC
Township Clerk