

Regular Meeting of the Eatontown Planning Board

March 16, 2026 Minutes

Call to Order

Chairman Diedrichsen called this in-person meeting to order at 7:00 p.m. and announced that the meeting had been advertised in accordance with the Open Public Meetings Act and that the Asbury Park Press and the Star Ledger have been notified and a copy of the agenda for this meeting had been posted on the bulletin board in Borough Hall and on the Borough website.

Roll Call

Members Present:

Mr. Diedrichsen
Ms. East
Mr. Alcott
Mr. Regan
Mayor Talerico
Mr. Roth
Ms. Martinock
Ms. Buczny
Ms. Vazquez

Absent: None

Also present: Marc Leckstein, Board Attorney; Colleen Matthews, Board Secretary Ms. Bell, Board Planner; Mr. Gitto, Board Engineer

Approval of Minutes

Motion is made by Councilmember East and seconded by Ms. Martinock to memorialize the minutes of March 2, 2026. All in Favor by those eligible to vote.

Resolutions to be Memorialized

PB 2026-02 Brecoflex Co., LLC

Blk 3502 Lot 10

222 Industrial Way West

Minor Site Plan

Application to install three 20-ton HVAC units on concrete pads.

PB 2026-01 Old Orchard Property, LLC.

Blk 2701 lot 69.01

111 Hwy 36

Preliminary and Final Major Site Plan Application

Proposed Subaru Dealership with variances

Atty. Leckstein states that the Resolutions are not ready for tonight's meeting.

6. Old Business

None

7. Correspondence

Application PB 2023-04 – Third Request for Approval Extension

Eatontown Monmouth Mall, LLC (Monmouth Square)

180 NJ State Highway 35 South Route 35, Route 36 and Wyckoff Road

Block 2201, Lots 1.01, 2, 3, 4, 5 and Block 2202, Lot 1

MURC Zone

Motion is made by Ms. Vazquez and seconded by Mr. Roth to grant a one year extension of approval as requested.

Ayes: Ms. Vazquez, Mr. Roth, Chairman Diedrichsen, Vice-Chair Buczny, Councilmember East, Mr. Regan, Mr. Alcott, Ms. Martinock

Nays: None

Abstain: Mayor Talerico

8. New Business

PB 2026-03 - Hackensack Meridian Ambulatory Care, Inc.

133 Hwy 35

Blk 1304 Lot 21.01

Amended Site Plan Application

Install 2 façade signs in addition to the 3 existing signs approved per application #PB2021-09, or a total of 5 façade signs for the tenant space

Jennifer Krimko, Esq., states that she is representing the applicant in this matter.

Atty: Leckstein marks the following into evidence:

A-1 Application

A-2 Proposed Sign Plan

B-1 Planner's Review Letter

B-2 Engineering Review Letter

B-3 Previous Resolution adopted October 4, 2021

Ms. Krimko reviews that this applicant was before this board in 2021 at which time the applicant sought to occupy this space and was granted a variance for three signs where one is permitted. The reason, at the time of this request, was to let the public know what services were offered. Since that time, services have expanded to include a public pharmacy and physical therapy.

Ms. Krimko also states that she has spoken with the owner of the property and that they have spoken with T&M Engineering regarding site conditions and all of the required landscaping was installed, certain plantings were relocated with T&M guidance and irrigation has been revamped to provide proper coverage. Any dead or dying landscaping will be replaced during the Spring. With regard to the parking lot, islands that do not have irrigation will provide inkberry, holly shamrock, which is better suited for these conditions. Mayor Talerico brings up that there are stop lines that need to be corrected, as they were painted over incorrectly resulting in an overlap.

Christen Sheppard, Planner, is sworn in by Atty. Leckstein and accepted by the Board. Ms. Sheppard eviews that the ordinance allows one sign, the applicant was previously granted a variance for three signs and is now requesting two additional signs. She believes that the services are beneficial to the community and the signs promote the services offered. The proposed signs fall under the 10% maximum allowed at 8.8%. Currently, the existing signs total 5.97 % of

the façade. The additional signage balances out the façade. The additional signage also promotes public services offered at the facility. It is generally considered advantageous to provide multiple smaller signs as opposed to one very large sign on this large façade. The relief requested is for the number of signs, not size or intensity. There is a pad site in front of this building, therefore, these signs provide wayfinding.

Board Planner Bell discusses that one sign is permitted, a variance was previously granted for three and now the request is for two additional signs. Ms. Bell is wondering if the two additional signs are necessary. She feels that most people will have an appointment and not stop by randomly, with the exception of urgent care.

Chairman Diedrichsen asks if there is any public in attendance that has a question for the applicant's Planner. None heard.

Michael Geiger, Senior Vice-President of Ambulatory Care and Network Development, is sworn in by Atty. Leckstein. Mr. Geiger states that he needs these signs on the outside façade as opposed to signs inside the atrium is because these signs requested are for walk-in services. There is discussion as to what constitutes "walk in" services. Mr. Geiger states that the monument sign on Rte. 35 is adequate and will not be asking to make it bigger.

The Mayor brings up that he is concerned about an expansion into the Amazon Fresh site. Any future signage for any future tenant would have to be taken into consideration as the building as a whole, not as independent tenants. There needs to be a comprehensive sign package presented for the entire building as a whole.

Chairman Diedrichsen asks if there are any public in attendance that wish to ask a question or make a comment regarding the entire application. None heard.

Motion is made by Mr. Roth and seconded by Mr. Regan to approve the application as discussed.

Ayes: Mr. Roth, Mr. Regan, Chairman Diedrichsen, Vice-Chair Buczny, Ms. East, Mayor Talerico, Mr. Alcott, Ms. Martinock, Ms. Vazquez

Nays: None

Absent: None

Public Hearing of Housing Element and Fair Share Plan dated February 2026 as amendment to Borough of Eatontown Master Plan

Board Planner Christine Bell reviews that the fourth round of New Jersey's affordable housing obligations started in 2025 and will go through 2035. The only part of the housing element that has changed is the Fair Share Plan, Eatontown is no longer taking a vacant land adjustment. There are a few projects that Eatontown are taking new credit for. The first is Meadowbrook II, which previously we were taking 23 for and now we are taking 45. Victoria Gardens will be a new project and that will be family units and we are taking credit for 32 units. Pine Tree expansion we will amount to 15 credits. These projects will help Eatontown meet our obligations. These are really the only changes in the amended plan.

Chairman Diedrichsen asks if there is any public in attendances that wish to ask a question or make a comment. None heard

Motion is made by Ms. Vazquez and seconded by Vice-Chair Buczny to adopt the amendment to the Master Plan.

Ayes: Ms. Vazquez, Vice-Chair Buczny, Chairman Diedrichsen, Councilmember East, Mr. Regan, Mayor Talerico, Mr. Roth, Mr. Alcott, Ms. Martinock

Nays: None

Absent: None

Consistency review of Ordinance 02-2026 – An Ordinance Amending Chapter 89 Land Use, Article VII Area, Bulk and Use Requirements, Sections 89-51 Billboards to Regulate and Limit Billboards within the Borough of Eatontown

Planner Christine Bell explains that this ordinance is amending the billboard regulations to regulate and limit billboards to allow two new billboards within 2000 feet of the intersection of Route 35 and Route 36.

The Mayor explains that because there is a lot of development in Eatontown, there has been a lot of interest in putting up new billboards. This ordinance allows us to limit the billboards in a lawful way by having a strong ordinance. This ordinance controls the area in which the billboards can go up and the total number.

Planner Bell states that she has reviewed this ordinance and finds it to be not inconsistent with the Master Plan.

Motion is made by Chairman Diedrichsen and seconded by Mr. Alcott that this Planning Board finds Ordinance 02-2026 to be not inconsistent with the Master Plan.

Ayes: Chairman Diedrichsen, Mr. Alcott, Vice-Chair Buczny, Councilmember East, Mr. Regan, Mayor Talerico, Mr. Roth, Ms. Martinock, Ms. Vazquez

Nays: None

Absent: None

Adjournment

Chairman Diedrichsen makes a motion to close the meeting and is seconded by Mr. Regan at 8:15 p.m. All in favor.

Respectfully Submitted,

Colleen Matthews
Board Secretary