

Regular Meeting of the Eatontown Planning Board

May 18, 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:

Chairman Diedrichsen

Ms. East

Mr. Regan

Mayor Talerico

Mr. Roth

Ms. Martinock

Ms. Vazquez

Absent: Vice-Chair Buczny, Mr. Alcott

Also present: Marc Leckstein, Board Attorney; Colleen Matthews, Board Secretary; Jennifer Beahm, Board Planner; Jason Worth, Board Engineer

Approval of Minutes

Motion is made by Councilmember East and seconded by Mr. Reagan to memorialize the minutes of April 20, 2026. All in Favor by those eligible to vote.

Resolutions to be Memorialized

None

6. Old Business

None

7. Correspondence

8. New Business

PB 2026-04	IAAT Services, LLC
	178 Rte. 35, Block 2301 Lots 3, 4, 5, 6
	Proposed multi-message billboard

PB 2026-05 IAAT Services, LLC
90, 92, 96 Hwy. 36 Block 2902 Lot 3
Proposed multi-message billboard

Atty. Leckstein states that these two completely conforming billboard applications will be heard together, but will have separate resolutions. They are different addresses.

Brian M. Chewcaskie, Esq., of Cleary Jacoby Alfieri Esqs., states he is representing the applicant, IAAT Services, regarding these two applications. Atty. Chewcaskie states that there are no issues with any of the reviews/reports from the Board professionals or committees.

One of the conditions of the Borough Ordinance is that outdoor advertising permits have to be obtained. There has been a one-year extension granted to the permit that expired on May 15, 2026. A copy of the current permits will be forwarded.

William R. Vogt, Jr., engineer, is accepted by the Board. Mr. Vogt begins with reviewing the site plan for the Rte. 35 property. Mr. Vogt explains that this site plan meets all of the conditions of Ordinance 02-2026. Reviews that the location is the southwest corner of the property behind the Michael's store. The billboard is double-sided and it will directly face the traveling public. The signs are 14 ft. tall and 48 ft. wide, 672 sq. ft. per side, 55 ft. total height from the base to the top of the sign. There is a "v" in the back, spread out to 41.9 ft. and that results in an angle of 44.45 degrees. This sign has a cantilevered arm located in the landscaped area so that proper setbacks could be achieved.

The Board planner reviews that the billboard message changes every 8 seconds and the applicant states, on the record, that it will not be faster than that for both billboard applications.

Atty. Leckstein reviews the Environmental commission review letter, and the applicant will adhere with the guidelines suggested.

Atty. Chewcaskie indicates that one of the billboard messages in the 64 second cycle will be dedicated to a Borough community ads/public safety/emergency message and will be coordinated through the Borough Administrator and Chief of Police.

The Mayor brings up that there is a previous site plan approval for a pedestrian bridge across route 36 to the Michael's Plaza property, and that this billboard application/approval would not remove the pedestrian bridge prior approval, should it ever be constructed.

With regard to trees, two trees will be taken down and the owner of the shopping center wants to remove two other trees that are not associated with this sign that are on the opposite side of the property. There will be six trees planted in their place, following the ordinance, based on the caliper of the trees that are being taken down. The applicant will work with T&M during resolution compliance to make sure that the replacement trees will follow the shade tree guidelines for diversity (there will not be 6 of the same kind of tree) and proper location.

With regard to the Rte. 36 billboard application, where the existing Bob's Furniture Store, PC Richard and Burlington are located, the applicant is proposing an identical sign in this location in a landscaped island along the front of the property. This sign will not have a cantilevered arm. There is a more narrow v in the back and there is a 25 ft. wide separation at the back of the sign and that will result in a 24.0 degree angle. This billboard is also conforming with the Borough's ordinance. The location is approx.. 1800 ft. from the intersection, which is the required 2,000 ft. requirement.

The Mayor brings up that there is a dumpster in this location that is not within a masonry enclosure and seems to be moving around the site along Parker Road. The applicant needs to be aware that the owner of the property needs to adhere to prior approvals. The Mayor asks that the applicant confer with the landowner to find out where this dumpster needs to be properly located or if it needs a masonry enclosure or if it needs to be removed.

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

Motion is made by Mr. Roth and seconded by Mr. Regan to approve both applications as discussed.

Ayes: Mr. Roth, Mr. Regan, Chairman Diedrichsen, Councilmember East, Mayor Talerico, Ms. Martinock, Ms. Vazquez

Nays: None

Absent: Vice-Chair Buczny, Mr. Alcott

The Mayor reviews that there are two billboards allowed in this zone.

Review of Plan Amendment #22 Permitting an Alternative Development Scenario with respect to the Plan Area, inclusive of Parcel E in Tinton Falls

Board Planner Beahm explains that this plan amendment is specific to Tinton Falls and they are going to open up the Commvault property to more uses. Commvault has recently changed ownership and they are looking to bring some life back into the building. It does not impact the Borough of Eatontown.

Chairman Diedrichsen makes a motion that this Planning Board has no comments with regard to this plan amendment and is seconded by Councilmember East.

Ayes: Chairman Diedrichsen, Councilmember East, Mr. Regan, Mayor Talerico, Mr. Roth, Ms. Martinock, Ms. Vazquez

Nays: None

Absent: Vice-Chair Buczny, Mr. Alcott

Review of Ordinance No. 10-2026

An Ordinance of the Borough of Eatontown Amending Chapter 89 “Land Use”, Article II “Definitions” Section 89-4 “Definition and Other Word Usage” with Respect to the Definition of a Corner Lot

Board Planner Beahm reviews that this ordinance will re-define the definition of a corner lot and recommend that this ordinance is consistent with the Borough’s Master Plan.

Chairman Diedrichsen makes a motion finding this ordinance consistent with the Borough’s Master Plan and is seconded by Councilmember East.

Ayes: Chairman Diedrichsen, Councilmember East, Mr. Regan, Mayor Talerico, Mr. Roth, Ms. Martinock, Ms. Vazquez

Absent: Vice-Chair Buczny, Mr. Alcott

Adjournment

Councilmember East makes a motion to close the meeting and is seconded by Ms. Vazquez at 7:55 p.m. All in favor.

Respectfully Submitted,

Colleen Matthews
Board Secretary