BOROUGH OF RUMSON

80 East River Road,
Rumson, NJ 07760
732-842-3022

Date of Application

Month:_____ Date:_____ Year: 2025

APPLICATION TO THE PLANNING BOARD

Please check all appropriate boxes below

MAJOR SUBDIVISION ☐	MINOR SUBDIVISION ☐
MAJOR SITE PLAN ☐	MINOR SITE PLAN ☒

PROJECT NAME _____

Location of subdivision/site plan	Street Address	Block	Lot
	101 East River Road	47	1

Name of Applicant	Address	City	State	Zip code
Rumson Market LLC	38 John Street	Red Bank	NJ	07701

Applicant Phone	Applicant email
(732) 922-1000	JKrimko@Ansell.law

Owner (if other than Applicant)	Address	City	State	Zip code	Phone
101 East River LLC	286 Broad Street	Red Bank	NJ	07701	

DEVELOPMENT PLANS:

Number of proposed lots 1

Area of entire tract 6,250 sq. ft.

Area being subdivided N/A

Applicant is seeking minor site plan approval to utilize the existing building as a deli/take out on the first floor with related offices and storage for the deli on the second floor.
No new improvements are proposed.

Applicant is seeking the following Variance: Parking existing is 9 spaces, whereas 11 spaces are required.

Signature of applicant Rumson Market LLC By: Gregory Barr, Sole Member 10/30/25

Received by _____ Date _____

BOROUGH OF RUMSON

80 East River Road,
Rumson, NJ 07760
732-842-3022

PROJECT CONTACT INFORMATION

ATTORNEY

Name: Jennifer S. Krimko **Address:** 1500 Lawrence Avenue, Ocean, NJ 07712

Phone: (732) 922-1000 **Email:** JKrimko@Ansell.law

ARCHITECT

Name: Robert W. Adler & Associates, PA Architects **Address:** 1049 Broadway, West Long Branch, NJ 07764

Phone: (732) 571-1010 **Email:** Radler@rwdlerassociates.com

ENGINEER

Name: Kennedy Consulting Engineers, LLC **Address:** 211 Maple Avenue, Red Bank, NJ 07701

Phone: (732) 212-9393 **Email:** AComi@k-c-e.com

ENVIRONMENTAL ENGINEER

Name: N/A **Address:**

Phone: **Email:**

PLANNER

Name: N/A **Address:**

Phone: **Email:**

Borough of Rumson
BOROUGH HALL
80 East River Road
Rumson, New Jersey 07760-1689
rumsonnj.gov

Marie DeSoucey
Land Use & Development Official

office 732.842.3300
fax 732.219.0714
mdesoucey@rumsonnj.gov

Denial Memorandum

Date: September 3, 2025

Applicant: Gary Bartz
Address: 101 East River Road, Rumson, NJ 07760
Block 47, Lot 1, Zone: GB

I have reviewed the Land Use & Development Permit application for the change of use to a delicatessen.

The application was **denied** at this time for the following:

Borough of Rumson Ordinances/Development Regulations

- (22-4.1) Approvals Required: Minor Site Plan approval required
- (22-5.11) General Business Zone: while a delicatessen is an approved retail use in the zone the are other requirements that will require relief be granted, such as:
  - Buffers subject to subsection 22-8.4e, 2, the site is existing without conforming buffering
  - (Schedule 5-1) Bulk Requirements: as shown on Zoning Plan
- (22-7.24) Signs: 1 permitted, 2 are proposed

Supporting documents to the application include:

- Copy of Survey of Property, signed by Charles Surmonte, PE & PLS, dated July 31, 2020, consisting of one sheet.
- Zoning Plan prepared, signed & sealed by James A Kennedy, PE, dated July 29, 2025, no revisions, consisting of one sheet

If you have any questions or require additional information, please do not hesitate to contact me.

Marie DeSoucey
Land Use & Development Official

Cc: Thomas Rogers, Borough Clerk/Administrator
David M. Marks, P.E., C.M.E., Borough Engineer
Sabine O'Connor, Technical Assistant

DENIED

Borough of Rumson
BOROUGH HALL
80 East River Road
Rumson, New Jersey 07760-1689
rumsonnj.gov

Marie DeSoucey
Land Use & Development Official
office 732.842.3022
mdesoucey@rumsonnj.gov

LAND USE & DEVELOPMENT PERMIT

Date: _____ Fee: $_____ Check #_____

ALL RESIDENTIAL APPLICATIONS $50 **ALL COMMERCIAL APPLICATIONS $100**

Checks shall be made payable to: Borough of Rumson.

With this application you are required to submit one (1) copy of a current survey/plot plan/site plan and one (1) set of architectural plans. Surveys must show the existing conditions and exact location of physical features including metes and bounds, drainage, waterways, specific utility locations and easements, all drawn to scale. All surveys *must* be prepared by a land surveyor (signed/sealed). Architectural plans must show Zoning data existing and proposed setbacks (Schedule 5-1), Building Height (Schedule 5-2), Lot Coverage and Building Coverage (Schedule 5-4) and Floor Area (Schedule 5-3).

ALL APPLICATIONS MUST INCLUDE A PLAN(S), SURVEY AND/OR SKETCH. SUBMIT ALL PDF'S TO MDESOUCEY@RUMSONNJ.GOV UPON SUBMISSION OF THE LAND USE & DEVELOPMENT PERMIT.

PLEASE CONFIRM A DIGITAL COPY HAS BEEN PROVIDED UPON SUBMISSION.

ALL FLOOD ZONE APPLICATIONS MUST BE ACCOMPANIED WITH AN ELEVATION CERTIFICATE

** **Pools require a fence. Please indicate type, height, and area of fence and location of filter/heater.**
*** **Air Conditioner Units: Please indicate proposed location & provide specifications which show the height. Generators: Please indicate proposed location & provide specifications which show that the unit has a Critical Muffler & Sound Attenuation Enclosure. These must be screened from neighboring properties and the street.**

(Please Print Clearly)

1. Location of property for which Permit is desired:
   Street Address: 101 E. River Road Block: 47 Lot 1 Zone: G-B
2. Applicant's Name: Greg Bartz Address: 290 Dartmouth Ave, Fair Haven, NJ 07704
   Email Greg@barcobrands.com Tel. 732-693-4925
3. Property Owner's Name: Wayne Greenleaf Address: 286 Broad Street Red Bank NJ 07701
   Email wayne@greenleafholdings.com Tel. 732-530-8129
4. Description of Work: We propose to change the current use to a delicatessen as zoned with take out. "Peach Pit" is to fully vacate the property and we will be removing ALL academic class offerings. A portion of the second floor would be used as an office for the first floor business. The remaining of the second floor would be used for storage. The existing sign is proposed to be changed to the new DBA business name, and a building mounted sign is also proposed.

   No other changes to the outside building anticipated.

Has the above premises been the subject of any prior application to the Planning Board/ Zoning Board of Adjustment?

Yes X No ____ If yes, state date: 2/15/22 **(Submit a copy of the Resolution)**

Board: Board of Adjustment Planning Board **Resolution # (if any):** _____

Applicant certifies that all statements and information made and provided as part of this application are true to the best of his/her knowledge, information and belief. Applicant further states that all pertinent municipal ordinances, and all conditions, regulations and requirements of site plan approval, variances and other permits granted with respect to said property, shall be complied with. All Zoning Permits will be granted or denied within ten (10) business days from the date of complete application.

Signature of Applicant — Date: 8/15/25

Greg Bartz

Print Applicant's Name

Signature of Owner (if different than applicant) — Date

Wayne Greenleaf

Print Owner's Name (if different than applicant)

---------- **FOR OFFICE USE** ----------

Approved _____ Denied ✓

COMMENTS:

Change in use application requires Minor Site Plan Approval from the Rumson Planning Board. See attached Denial Memo.

Appeals of the Office's determination must be filed within 20 days of the date of issuance to the Planning/Zoning Board as provided by the New Jersey Municipal Land Use Law. *This limitation is not imposed if the applicant is seeking a variance, site plan, or subdivisions.* The Board reserves the right to deem additional information and/or variances required. Approved permits are valid for one (1) year, and may be extended by action of the Zoning Board.

Marie DeSoucey

Marie DeSoucey
Land Use & Development Official

9/3/25
Date

Marie DeSoucey

From: Tara Langenberger <dragonfly83075@aol.com>
Sent: Tuesday, August 26, 2025 3:28 PM
To: Marie DeSoucey
Subject: [EXTERNAL]Butlers

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Butlers

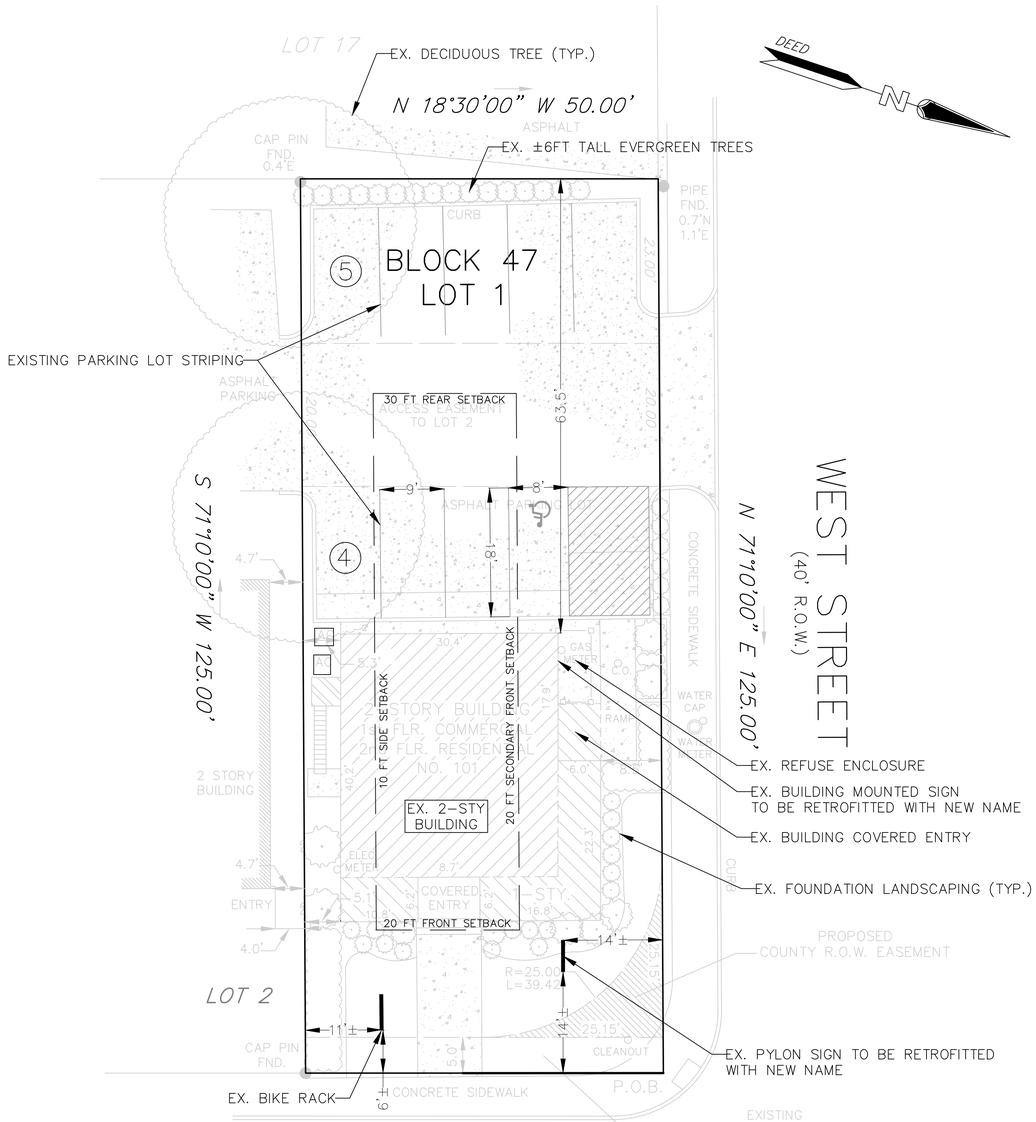
101 East River Rd
732-842-8745

- serving coffee, breakfast, lunch & grab n go
- Take out & delivery
- Catering
- 9 parking spaces 1 handicap
- 2 bathroom
- Change name on outdoor sign that is already there
- Open daily 7am-4pm
- Employees 4 employees are not permitted to park in parking lot

Please let me know if you need anything else.

Tara
732-693-4924

Sent from my iPhone

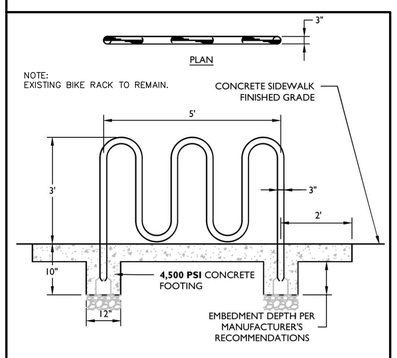


GRAPHIC SCALE

10 0 5 10 20

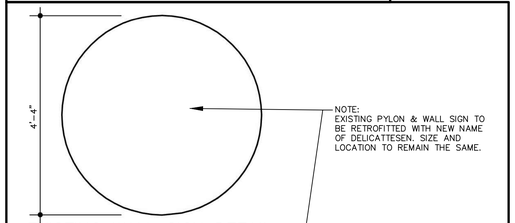
(IN FEET)

1 inch = 10 ft.



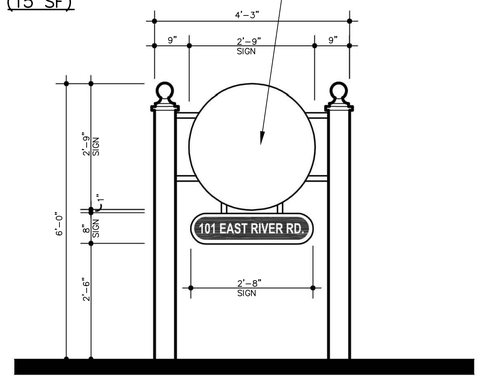
EXISTING BIKE RACK DETAIL

NOT TO SCALE



EXISTING WALL SIGN DETAIL (15 SF)

NOT TO SCALE



EXISTING GROUND PYLON SIGN DETAIL (8 SF)

NOT TO SCALE

ZONING SUMMARY G-B ZONE (GENERAL BUSINESS)		
DESCRIPTION	REQUIRED	EXISTING
MIN. LOT AREA	12,000 SF 0.275 AC	6,250 SF (EN) (0.143 AC) (EN)
MIN. LOT WIDTH	100 FT	50 FT (EN)
MIN. LOT FRONTAGE	100 FT	50 FT (EN)
MIN. INTERIOR LOT SHAPE CIRCLE	60 FT	20 FT (EN)
MINIMUM FRONT YARD SETBACK (EAST RIVER ROAD)	20 FT	21.2 FT
SECONDARY FRONT YARD SETBACK (WEST STREET)	20 FT	8.5 FT (EN)
MINIMUM SIDE YARD SETBACK		
ONE SIDE	10 FT	5.1 FT (EN)
TOTAL OF TWO SIDES	20 FT	N/A
MIN. REAR YARD	30 FT	63.5 FT
BUILDING HEIGHT - STORIES	2.5 STORIES/33 FT	2 STORIES/26.5± FT[1]
MAXIMUM LOT COVERAGE	4,687.5 SF	4,714 SF[1] (EN)
MAXIMUM BUILDING COVERAGE	2,187.5 SF	1,380 SF[1]
MIN. GROSS NON-RESIDENTIAL FLOOR AREA	600 SF	2,011 SF[1]
MAX. PERMITTED FLOOR AREA	2,500 SF	2,011 SF[1]

[1]TAKEN FROM ROBERT W. ADLER & ASSOCIATES, PA ARCHITECTS PERMIT PLAN DATED 3/3/2022.
(EN) EXISTING NON-CONFORMITY

PARKING SUMMARY			
DESCRIPTION	REQUIRED	SF	TOTAL REQUIRED
RETAIL STORE (1ST & 2ND FLOOR IN CALCULATION)	1 PER 200 SF GFA	2,011 SF	10.1
TOTAL REQUIRED			(10.1) ROUND UP TO 11
TOTAL PROVIDED			9 (V)

(V) VARIANCE REQUIRED

SIGNAGE SUMMARY			
DESCRIPTION	REQUIRED	EXISTING	PROPOSED
EXISTING PYLON SIGN HEIGHT	6 FT	6 FT	6 FT
EXISTING PYLON SIGN AREA	10 SF MAX.	8 SF	8 SF
EXISTING PYLON SIGN SETBACK	10 FT FROM SETBACK	14± FT, 14± FT	14± FT, 14± FT
WALL MOUNTED SIGN AREA	10% OF SIGNABLE AREA-30 SF MAX	15 SF	15 SF
AMOUNT OF SIGNS	1 SIGN PER BUILDING	2 (EN)	2 (EN)

EXISTING SIGNS TO REMAIN, SIGN FACE TO BE RETROFITTED WITH NEW NAME
(EN) EXISTING NON-CONFORMITY

GENERAL NOTES:

1. PROPERTY BEING KNOWN AS LOT 1 IN BLOCK 47 AS SHOWN ON SHEET 33 OF THE CURRENT OFFICIAL TAX MAP OF THE BOROUGH OF RUMSON, DATED JUNE 1, 2020.
2. ZONING APPROVAL FOR A USE CHANGE FROM THE PEACH PIT (YOUTH COMMUNITY CENTER/TUTORING) TO A DELICATESSEN STORE ON THE FIRST FLOOR WITH OFFICE AND STORAGE ON 2ND FLOOR. NO NEW IMPROVEMENTS ARE PROPOSED.
3. THE SUBJECT PROPERTY IS LOCATED WITHIN THE GENERAL BUSINESS ZONE DISTRICT (GB). DELICATESSEN/PREPARED FOOD TAKE-OUT STORES ARE PERMITTED IN THIS ZONE.
4. SURVEY INFORMATION TAKEN FROM "SURVEY OF PROPERTY, 101 EAST RIVER ROAD, LOT 1, BLOCK 47, BOROUGH OF RUMSON, MONMOUTH COUNTY, NJ" PREPARED BY CHARLES SURMONTE P.E.& P.L.S. LICENSE NO. 35885 & SIGNED ON 7/31/20.
5. THE SUBJECT PROPERTY IS LOCATED IN FLOOD ZONE X AS SHOWN ON THE INSURANCE RATE MAP COMMUNITY- PANEL NUMBER 34025C0182H, REVISED JUNE 15, 2022, AS PREPARED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY.
6. PROPERTY OWNER: 101 EAST RIVER, LLC, 286 BROAD STREET, RED BANK, NJ 07701 — APPLICANT: GREG BARTZ, BARCO BRANDS
7. UTILITIES:
   - WATER SERVICE: N.J. AMERICAN WATER COMPANY
   - SEWER SERVICE: TWO RIVERS WATER RECLAMATION AUTHORITY
   - TELEPHONE SERVICE: VERIZON
   - ELECTRIC SERVICE: JERSEY CENTRAL POWER & LIGHT CO.
   - CABLE TELEVISION: COMCAST CABLEVISION OF MONMOUTH COUNTY, INC.
   - GAS SERVICE: NEW JERSEY NATURAL GAS COMPANY

MINOR SITE PLAN

101 EAST RIVER ROAD

LOT 1 - BLOCK 47
BOROUGH OF RUMSON
MONMOUTH COUNTY- NEW JERSEY
TAX MAP SHEET 11, DATED DECEMBER 2016, REVISED JUNE 1, 2020

KCE
COA 24GA28049700
Kennedy Consulting Engineers, LLC
211 Maple Avenue
Red Bank, New Jersey 07701
732.212.9393 TEL • 732.212.9399 FAX

MINOR SITE PLAN

1 OF 1

FILENAME: EX-1
DRAWN BY: DS/ARC
DATE: 10/29/25

JAMES A. KENNEDY, P.E.
NEW JERSEY PROFESSIONAL ENGINEER NO. 41275

DIGITAL SIGNATURE VALID FOR PDF ONLY

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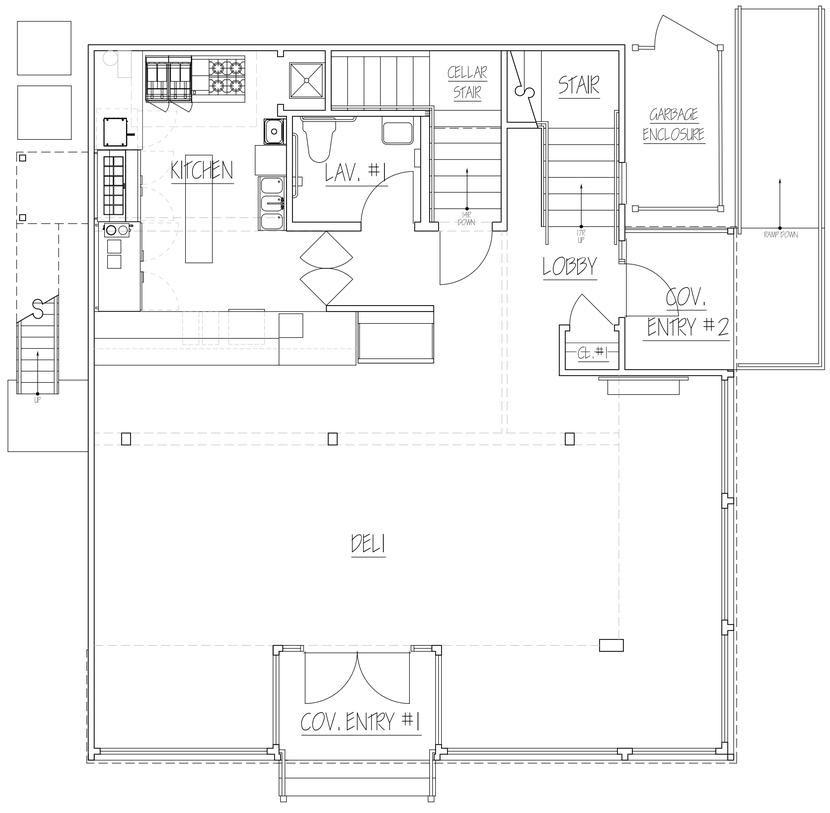
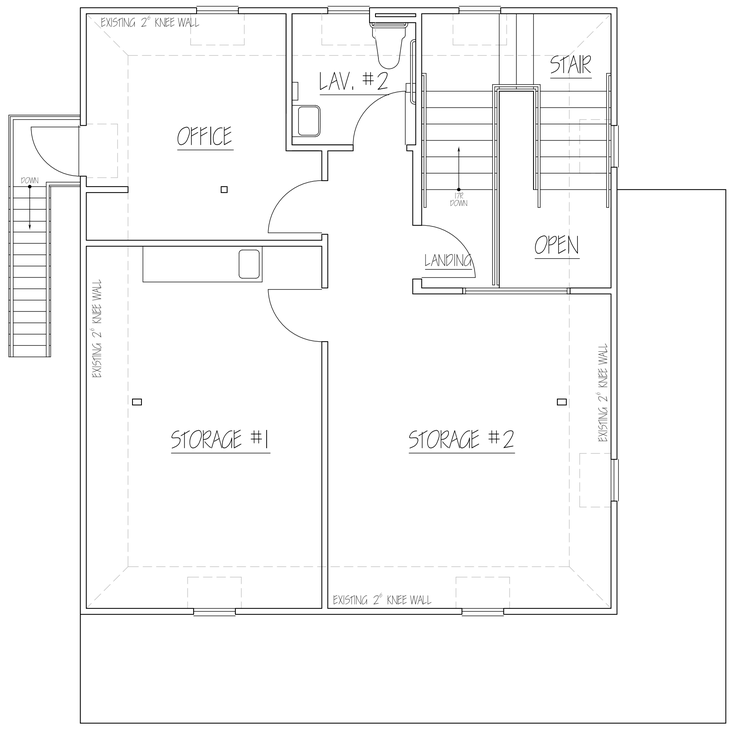


EXISTING FIRST FLOOR PLAN

SCALE: 1/4" = 1'-0"



EXISTING SECOND FLOOR PLAN

SCALE: 1/4" = 1'-0"

NUMERIC SUMMARY

PROPOSED INTERIOR ALTERATION TO AN EXISTING TWO STORY (2), WOOD-FRAMED, COMMERCIAL BUILDING:

	DELI (EXIST.)	OFFICE (EXIST.)	STORAGE (EXIST.)	EXT. COV. ENTRY #1 (EXIST.)	EXT. COV. ENTRY #2 (EXIST.)
FIRST FLOOR:	1,263.00 S.F.	----------	----------	62.00 S.F.	55.00 S.F.
SECOND FLOOR:	----------	164.00 S.F.	706.00 S.F.	----------	----------
TOTAL:	1,263.00 S.F.	164.00 S.F.	706.00 S.F.	62.00 S.F.	55.00 S.F.

TOTAL FIRST FLOOR:	1,263.00 S.F.
TOTAL SECOND FLOOR:	870.00 S.F.
TOTAL BUILDING:	2,133.00 S.F.

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PROPOSED COMMERCIAL INTERIOR TENANT ALTERATION FOR

RUMSON MARKET

101 EAST RIVER ROAD
RUMSON, NJ

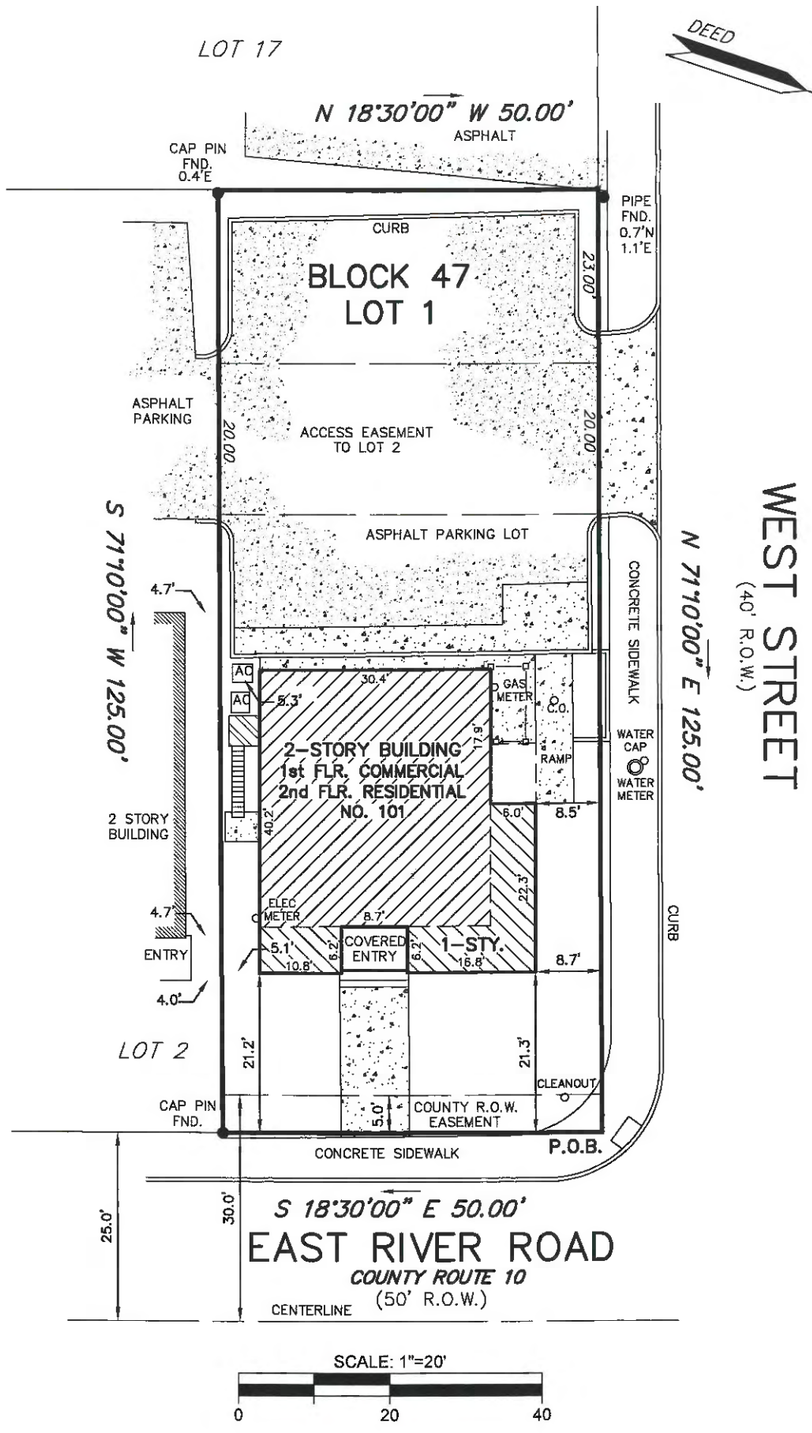
ROBERT W. ADLER & ASSOCIATES, PA
ARCHITECTS
1049 Broadway West Long Branch, NJ 07764 Tel: 732-571-1010
WWW.RWADLERASSOCIATES.COM

LICENSES:
NJ: 21AI00...
NY: 026851
PA: RA-006045-B
FL: AR-0014474
CT: ARE-0015460

DISTRIBUTION	DATE
ZONING SET	10.29.25

DRAWING TITLE:
EXISTING FLOOR PLANS

DRAWING NUMBER:
A1.0



THIS SURVEY IS CERTIFIED TO:

- ***101 EAST RIVER, LLC***
- *OLD REPUBLIC NATIONAL TITLE INSURANCE COMPANY*
- *GREEN LABEL TITLE (GL-14915)*
- *MICHAEL A. IRENE, Jr., ESQUIRE*

DEED REFERENCE:
DEED BOOK 8958, PAGE 2766 et seq.
DEED BOOK 4766, PAGE 633 et seq. (County right-of-way easement)
DEED BOOK 4802, PAGE 479 et seq. (access easement to Lot 2)
DEED BOOK 4802, PAGE 484 et seq. (access easement through Lot 2)

NOTES:

1. *KNOWN AS LOT 1 IN BLOCK 47 AS SHOWN ON THE OFFICIAL TAX MAPS OF THE BOROUGH OF RUMSON, MONMOUTH COUNTY, NEW JERSEY, SHEET No. 11.*
2. *UNDERGROUND UTILITIES NOT LOCATED BY THIS SURVEY.*
3. *A WRITTEN WAIVER AND DIRECTION NOT TO SET CORNER MARKERS HAS BEEN OBTAINED FROM THE ULTIMATE USER PURSUANT TO P.L. 2003, c.14 (N.J.S.A. 45:8-36.3) AND N.J.A.C. 13:40-5.1(d).*

SURVEY OF PROPERTY

101 EAST RIVER ROAD
LOT 1 BLOCK 47

BOROUGH OF RUMSON | MONMOUTH COUNTY | NEW JERSEY

Charles Surmonte P.E. & P.L.S.
New Jersey Professional Engineer and Land Surveyor
License No. 35885

301 Main Street, 2nd Floor
Allenhurst, New Jersey, 07711
Phone 732-660-0606
Fax 732-660-0404

PROJECT No.	DATE	SCALE:	SHEET:
20-856	07-31-20	1"=20'	1 OF 1

NO ATTEMPT WAS MADE TO DETERMINE IF ANY PORTION OF THE PROPERTY IS CLAIMED BY THE STATE OF NEW JERSEY AS TIDELANDS, ENVIRONMENTALLY SENSITIVE AREAS, IF ANY ARE NOT LOCATED BY THIS SURVEY. THIS SURVEY IS SUBJECT TO CONDITIONS WHICH MIGHT BE DISCLOSED BY AN ACCURATE TITLE SEARCH.
OFFSETS AS SHOWN HEREON ARE NOT TO BE USED TO ESTABLISH PROPERTY LINES.

YOUR GOALS. OUR MISSION.

RMPB-R9230

December 17, 2025
Via Email (mdesoucey@rumsonnj.gov)

Marie DeSoucey, Board Secretary
Borough of Rumson Zoning Board
80 East River Road
Rumson, NJ 07760

Re: Rumson Market LLC
101 East River Road; Block 47, Lot 1, GB Zone
Minor Site Plan
Completeness Review, Engineering Review, and Fee Determination

Dear Board Members:

As requested, I have reviewed the above-referenced Minor Site Plan application, plans and supplemental information submitted for the above-referenced project.

The subject property, Lot 1 of Block 5, is a corner lot within the GB General Business Zone District that fronts on East River Road (County Route 10) to the west and West Street to the north. The property contains an existing two-story building which is currently occupied The Peach Pit youth club. With this application, the applicant is requesting approval to change the use to a delicatessen, which is a permitted use with the GB Zone. The applicant proposes renovations to the interior of the building and to replace existing identification signs. No exterior site improvements are proposed. Nine existing parking spaces within the parking lot access from West Street are intended to service the proposed use.

We have reviewed the following documents submitted by the applicant in support of this application:

1. Minor Site Plan prepared by James A. Kennedy, P.E., of KCE Consulting Engineers, LLC, dated October 29, 2025, consisting of one (1) sheet.
2. Architectural Plans, prepared by Robert W. Alder & Associates, PE, dated October 29, 2025
3. Topographic Survey, prepared by Charles Surmonte, PE, PLS, dated July 31, 2020, consisting of one (1) sheet.
4. Planning Board of Adjustment Application received November 7, 2025.

A. Completeness Review

Based on our review of the Minor Site Plan application, the applicant has submitted all applicable checklist items with the exception of the following:

- **Item No. B5 –** Key map at specified scale showing location to surrounding properties, streets, municipal boundaries, etc., within 500 feet of property. *(I have no objection to the Board granting a completeness waiver for this item provided an aerial photo exhibit is submitted at the public hearing.)*

- **Item No. B8** – Signature blocks for Chairman, Secretary, and Municipal Engineer. *(I have no objection to the Board granting completeness waivers for this item provided that revised plans include same as a condition of approval.)*

- **Item No. B9 –** Proof that taxes are current. ***(I recommend this item be provided to the administrative office prior to the application being deemed complete**.)*

Re: Rumson Market LLC
101 East River Road; Block 47, Lot 1, GB Zone
Minor Site Plan
Completeness Review, Engineering Review, and Fee Determination

- **Item No. B19** – Size and location of all existing structures within 200 feet of the site boundaries. *(I have no objection to the Board granting completeness waivers for this item, provided an aerial photo exhibit is submitted at the public hearing.)*

- **Item No. B24** – Location of streams, floodplains, wetlands or other environmentally sensitive areas on or within 200 feet of the project site. *(I have no objection to the Board granting completeness waivers for this item.)*

- **Item No. B29** – Preliminary architectural plans and elevations. *(Architectural floor plans are provided, but not elevations. I have no objection to the Board granting completeness waivers for this item provided a street view photo exhibit of the building is submitted at the public hearing.)*

- **Item No. B30** – Site Triangles. *(I have no objection to the Board granting completeness waivers for this item.)*

- **Item No. B33** – Solid waste management and recycling plan showing holding location and provisions for waste and recyclables. *(I have no objection to the Board granting a completeness waiver, provided testimony is provided on as to the applicant's proposal for trash and recycling for the proposed delicatessen use.)*

- **Item No. D1** – List of all federal, state, regional, and/or municipal approvals or permits required. *(I have no objection to the Board granting completeness waivers for these items provided that same is submitted as a condition of approval.)*

- **Item No. D5 –** Statement from utility companies as to serviceability of the site. *(Since the site contains existing buildings, I have no objection to the Board granting a completeness wavier for this item.)*

- **Item No D2** – Any existing or proposed easement or land reserved for use and dedication to public use/Copies of any existing or proposed deed restrictions or covenants. *(The plans indicate a 20-foot-wide access easement through the parking lot to Lot 2 as well as an easement to the Monmouth County on the corner of East River Road and West Street. I recommend a copy of the easement be provided prior to the public hearing.)*

- **Item No. D7** – Payment of all applicable fees. ***(I recommend this item be provided prior to the application being deemed complete.)***

We find that the application is adequately complete for the purpose of performing a first engineering review and have no objection to the board granting the above completeness waivers. The Board should consider memorializing the above completeness waivers prior to commencing the hearing. As noted above, we recommend that Items B9 & D7 be provided prior to the public hearing.

B. Fee Determination

We have prepared a fee determination for the application in accordance with Section 22-3.14 of the Borough Ordinance. We have calculated the application fee to be $975.00 and the escrow fee to be $4,000.00. Please see Schedule "A" attached. Any remaining fee balances should be posted as separate checks.

Re: Rumson Market LLC
101 East River Road; Block 47, Lot 1, GB Zone
Minor Site Plan
Completeness Review, Engineering Review, and Fee Determination

C. Engineering Review

Based on our review of the application, we offer the following comments for the Board's consideration:

1. Planning and Zoning

1.1 The following pre-existing nonconformities are present on site.

a. Ordinance §22-5.11.e, Schedule 5-1 requires a minimum lot area of 12,000 square feet, whereas 6,250 square feet exists.

b. Ordinance §22-5.11.e, Schedule 5-1 requires a minimum lot width and frontage of 100 feet, whereas 50.00 feet exists along East River Road.

c. Ordinance §22-5.11.e, Schedule 5-1 requires a minimum front yard setback of 20 feet, whereas 8.5 feet along West Street.

d. Ordinance §22-5.11.e, Schedule 5-1 requires a minimum side yard setback of 10, whereas 5.1 feet exists.

e. Ordinance §22-5.11.e, Schedule 5-1 requires a minimum 60-foot diameter lot shape, whereas 20 feet exists.

f. Ordinance §22-5.11.e, Schedule 5-5 permits a maximum lot coverage of 4,687.5 square feet, whereas 4,714.00 square feet exists.

g. Ordinance §22-9.2b.1 required 23 parking spaces for the use, whereas 9 spaces were provided.

h. Ordinance §22-9.2.b.5(c) states that parking areas shall not be located in any required front yard, whereas parking spaces exist in the front yard area along West Street.

i. Ordinance 22-5.11.b.3 requires buffers subject to Section 22-8.4.e, which states that a 25 foot wide landscaped buffer strip is required where a non-residential use abuts a residential zone. A 3-foot-wide buffer with arborvitaes exists between the parking lot and adjacent Lot 17.

j. Ordinance §22-7.23.a.8 states that trash enclosures shall be stored only within side or rear yard areas, where the existing trash enclosure is located within the front yard area along West Street.

k. Ordinance §22-7.24d, permits one sign per site, whereas a ground pylon sign and a wall sign exist.

This application requires the following Bulk 'C' Variances:

1.2 Ordinance §22-9.2b.1.(c), Exhibit 9-2 requires a total of 11 parking spaces for the proposed use, whereas 9 existing spaces are provided on site. As noted above a variance was previously granted for the 9 existing parking spaces whereas 23 spaces were required. A variance may be required.

Re: Rumson Market LLC
101 East River Road; Block 47, Lot 1, GB Zone
Minor Site Plan
Completeness Review, Engineering Review, and Fee Determination

Additional Comments:

1.3 The floor area within the zoning schedule and the parking calculation on the site plans should be revised to be consistent with the Architectural Plans dated October 29, 2025.

2. Site Requirements & Layout

2.1 The plans indicate that the existing wall sign facing West Street and existing pylon sign on East River Road will be retrofitted for the new use. It is recommended that the applicant provide an exhibit of the retrofitted sign's details for the Board's review.

2.2 The applicant shall clarify if the existing trash can refuse enclosure will be used for the proposed delicatessen use or if a new dumpster refuse enclosure with grease disposal container will be required. As noted above, the trash enclosure location is an existing non-conformity. However, if it is determined that modifications are necessary, additional relief would be required for an expansion of the non-conformity

2.3 Ordinance §22-7.5 states that no structure or other obstruction to vision shall be permitted within the sight triangle area required by Exhibit 9-9B. Based upon our review, the existing sign is located outside of this area. However, the plans should be revised to confirm limits.

2.4 The applicant should clarify if any lighting and/or landscaping is proposed.

2.5 The architectural plans label the floor plans as "Existing". The applicant shall confirm whether any alterations to the floor plan or building exterior are proposed.

3. Traffic & Parking

3.1 Per Ordinance §22-9.2b.1., the on-site parking requirement is as follows:

Retail (Ordinance §22-9.2b.1.(c), Exhibit 9-2),
1 Spaces per 200 SF GFA @ 2,133 SF GFA= 10.67 **= 11 Spaces**

Total Required Spaces = 11
Total Provided Spaces = 9

Based upon the proposal, the Borough's parking requirements will not be met. Testimony shall be provided on parking demands for the proposed use, including needs of employees & customers, and customer turnover times. Testimony shall also be provided comparing the demands of the existing youth club use, with the anticipated demands of the proposed use.

3.2 Testimony shall be provided to loading/delivery operations on site, including where these operations occur today and if any changes are proposed.

Re: Rumson Market LLC
101 East River Road; Block 47, Lot 1, GB Zone
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4. General

5.1 Testimony shall be provided regarding the use, including changes in operations as a result of this application. The applicant shall be prepared to discuss:

a. Primary operations.
b. Hours of operation.
c. Employees (total and maximum per shift).
d. Frequency and type of trucks that will access the site.

5.2 The plans indicate a proposed county right-of-way easement on the corner of the property. This appears to have been part of a prior approval. The applicant shall clarify and provide the recorded deed, if applicable.

5.3 If approved, the building department should review the final architectural floor plans for ADA compliance.

5.4 The final plan submitted for signatures must be signed by the owner and notarized.

5.5 Approvals or letters of no interest should be obtained from any agencies having jurisdiction. These may include, but shall not be limited to, the following:

a. Monmouth County Planning Board
b. Borough Construction Official
c. Borough Fire Official/Fire Sub-Code HHS

If you have any questions or require additional information, please call.

Very truly yours,

T&M ASSOCIATES

Edward W. Herrman

EDWARD W. HERRMAN, P.E., P.P., C.M.E., C.F.M.
RUMSON PLANNING BOARD ENGINEER

EWH:GMM

cc: Thomas S. Rogers, Borough Administrator (trogers@rumsonnj.gov)
David M. Marks, PE, CME, CFM, Borough Engineer (dmarks@rumsonnj.gov)
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Rumson Market LLC, Applicant
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Kennedy Consulting Engineers, Applicant's Engineer (acomi@k-c-e.com)
Robert W. Alder & Associates, Applicant's Architect (radler@rwdlerassociates.com)

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Re: Rumson Market LLC
101 East River Road; Block 47, Lot 1, GB Zone
Minor Site Plan
Completeness Review, Engineering Review, and Fee Determination

RMPB-R9230 December 17, 2025

SCHEDULE "A"

RUMSON MARKET LLC MINOR SITE PLAN
101 EAST RIVER ROAD; BLOCK 47, LOT 1
DETERMINATION OF REQUIRED FEES

(REFERENCED IS MADE TO SECTION 22-3.14)

d.	Minor Site Plan Approval Fees		
	2.	Application Fee	$200.00
	3.	$25 per 1,000 SF lot area	$150.00
	4.	$25 per 500 SF floor area	$100.00
	5.	$25 per parking space	$225.00
f.	Variances		
	3.	Hardship or Bulk Variances (c) Other ($200.00/minimum)	$200.00
h.	Public Hearing		$100.00
		SUBTOTAL	$975.00
m.	Refundable Application Escrow Fee		
	6.	Refundable Application Escrow Fees. (b) Commercial Development (1,001—1,000 S.F., GFA)	$4,000.00
		TOTAL FEES	$4,975.00