

# TOWNSHIP OF MIDDLETOWN

## Planning Board

One Kings Highway, Middletown, NJ 07748-2594

DAVID MERCES  
Chairman



Organized December 14, 1667  
"Pride in Middletown"

AMY H. CITRANO, P.P., A.I.C.P.  
Director of Planning

ERIN URIARTE  
Planning Board Secretary

Tel: (732) 615-2102  
Fax: (732) 615-2103

### TECHNICAL MEMORANDUM

DATE: November 22, 2022  
BOARD: Planning Board  
APPLICATION: 700 Newman Springs Road, LLC  
Charlie's at Lincroft  
700 Newman Springs Road – Block 1062, Lot 14.03  
Amended Site Plan Approval with Variances  
Application #2022-202

---

#### PROJECT DESCRIPTION

The applicant seeks amended site plan approval and variance relief to restrict parking within the shared parking lot of a strip mall and Charlie's at Lincroft restaurant with the installation of install four (4) directional signs (5 to 6.25 square feet in area) for employee and reserved parking, and security gate in the parking lot of Charlie's at Lincroft restaurant.

---

#### PROJECT HISTORY

The applicant obtained approval, with variances and design waivers, from the Planning Board on June 5, 2019 (Resolution #2018-205) to construct a new 2-story restaurant with basement (Charlie's at Lincroft) with modifications to the existing parking areas and driveways. Restricted parking was not part of the Board approval.

---

#### PROPERTY DESCRIPTION, ZONING AND SURROUNDING LAND USE

The site is located entirely within the Business (B-1) Zone District. Commercial uses in the Residence Office (R-O) Zone District are located to the north (Lincroft Village Dental Care), northwest (Sunrise of Lincroft), and the west (Crossroads). Across Newman Springs Road to the south is the Lincroft Green in the Residential (R-30) Zone District and an Exxon gas station in the B-1 Zone. Across Middletown-Lincroft Road to the east is the Bank of America building in the B-1 Zone.

The 4.5 acre tract maintains frontage on Middletown-Lincroft Road (County Route 50) and Newman Springs Road (County Route 520). Currently the site contains a strip mall, Charlie's at Lincroft (formerly known as the Lincroft Inn), and shared surface parking lot.

#### **Many Neighborhoods. One Middletown!**

Belford ◦ Chapel Hill ◦ Fairview ◦ Harmony ◦ Leonardo ◦ Lincroft ◦ Locust ◦ Middletown Village  
Monmouth Hills ◦ Navesink ◦ New Monmouth ◦ North Middletown ◦ Nut Swamp ◦ Oak Hill ◦ Port Monmouth ◦ River Plaza

---

## PLANNING COMMENTS

---

### 1) Variances

- a. Signage and Off-Street Parking: The applicant is proposing two types of directional signage restricting parking areas for Charlie's. Two (2) "Charlie's at Lincroft" signs are proposed, 5 square feet each; and two (2) "Charlie's Employee Parking Only" signs are proposed, 6.25 square feet each. Both types of directional signage exceed the maximum sign area permitted of 3 square feet and variance relief is required.

*Parking Lot Security Gate* - The applicant shall also address in testimony the proposed security gate in the parking lot north of Charlies. What is the compelling need for the security gate? What times will the gate operate? How will the gated parking lot be utilized in terms of parked cars? Will the parking lot be staffed by a valet service? Will vehicles be stacked in and capacity increased?

The security gate, directional signage, and stamped stalls (see discussion below) will restrict 106 parking stalls to Charlie's use only, significantly changing the dynamic how the surface parking lot is shared between the patrons of the strip mall businesses and Charlie's. Depending on the testimony provided, and the Board's consideration, the off-street parking requirement may have to be recalculated for "Shopping Center," and for "Restaurant".

The off-street parking requirement for restaurants is 1 space per 50 square feet. Charlie's contains 19,041 square feet (excluding the basement) and requires 381 spaces, and 214 are provided. Variance relief may be required based on testimony provided at the hearing.

The off-street parking requirement for Shopping Centers is 4.5 spaces per 1,000 square feet. The one-story strip mall contains approximately 25,000 square feet, and requires 113 spaces. 108 spaces are proposed (excluding 106 spaces restricted to Charlie's use only). Variance relief may be required based on testimony provided at the hearing.

*Stamped Charlie's Logos* - In addition to the proposed directional signage and security gate, there are 106 stalls stamped with the "Charlie's at Lincroft" logo in the parking lot north of Charlies, the proposed Employee Parking area, and stalls to the west of Charlie's on Newman Springs Road. The stalls that are stamped with the Charlie's logo further restrict parking. The stamped logo is approximately 5 square feet, and are considered directional signage, and will require variance relief. Testimony shall be provided.

Also, upon a site visit conducted on November 22, 2022, the parking area located behind the strip mall is signed with four (4) directional signs and marked for Charlie's Employee Parking Only. This parking area contains 29 parking stalls of which 3 are obstructed with construction equipment. The applicant shall indicate in testimony whether this parking area will remain designated for Charlie's employees only. If so, variance relief will be required for four (4) additional directional signs exceeding the maximum size permitted. Also, the construction equipment shall be removed.

---

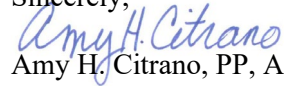
## DOCUMENTS REVIEWED

---

- Amended Preliminary/Final Major Site Plan, prepared by Kennedy Consulting Engineers LLC, consisting of two sheets, dated July 1, 2022;
- Survey Map of Block 1062, Lots 14.02 and 15, prepared by Yorkanis and White Inc., consisting of two sheets, dated May 24, 2022;

- Project Narrative;
- Summary of Waivers;
- Recorded Deed of Merger and Consolidation for Lot 14.03;
- Corporate Disclosure;
- Certification letter that property taxes are current;
- Zoning Officer denial letter; and
- Application for Development Permit.

Sincerely,



Amy H. Citrano, PP, AICP  
Director of Planning