

**Bradley Beach Planning Board  
Regular Meeting Minutes  
Thursday, October 28, 2021 at 6:30 PM**

Meeting is called to order by Chair Psiuk. The Board and the public recite the Pledge of Allegiance. Open public meeting announcement is made by the Board Secretary.

**Roll Call:**

Present: Mayor Larry Fox, Alan Gubitosi, Marc Rosenthal, Douglas Jung, Robert Mehnert, Kelly Reilly-Ierardi, Arianna Bocco, and William Psiuk

Absent: Meredith DeMarco

Also Present: Monica Kowalski, Esq. – Attorney to the Board and Christine Bell, PP, AICP – Board Planner

**Approval of Meeting Minutes:**

Regular Meeting Minutes of July 22, 2021 – Motion Offered by Chair Psiuk and seconded by Alan Gubitosi. All eligible members present in favor.

**Resolutions to be Memorialized: None.**

**Applications under consideration: None.**

**Consistency Determination/Review:**

**Review of Draft Economic Development Plan Element of the Master Plan** - The Economic Development Plan Element considers all aspects of economic development and sustained economic vitality, including a comparison of the types of employment expected to be provided by the economic development to be promoted with the characteristics of the labor pool resident in the Borough and nearby areas and an analysis of the stability and diversity of the economic development to be promoted. This plan was created in collaboration with the Borough's Strategic Planning Committee and is intended to guide the Borough's economic response to the COVID-19 pandemic, the ongoing impacts of climate change, and to improve the overall long-term outlook for the Borough of Bradley Beach.

Christine Bell provides a brief presentation/explanation of the Element as this was prepared as a recommendation of the Strategic Planning Committee and the vision for the Borough's future economic development. The starting point was with data from Monmouth County when then drilled down to Bradley specifically.

These strategies are suggested to obtain the overall goals.

Chair Psiuk questions unified signage. Christine Bell explains it is more of a unified style along Main Street. This could be achieved by coming up with a set of possible design standards for signage which would then maybe require a waiver rather than a variance. This could be achieved through unified standards which would be relative to design standards.

A few typos/technicalities are pointed out for correction.

Items contained under recommendations on page 13 are discussed, specifically the following:

#2 – Change to “Continue to develop ordinances and policies targeted at encouraging appropriate development in the Borough.”

#4a – Chair Psiuk recommends that it be left alone as 4 zones on Main. Mr. Gubitosi explains that this is just a recommendation. It is indicated that continuity should be promoted and maybe disallow some uses as well as possibly add craft manufacturing with retail non-residential.

#4c – It is recommended this item be removed.

#4d – It is recommended to change “Review” to “Potentially create”

#4e – It is recommended to insert “exclusively” after side streets

#4f – It is recommended to change “look on both sides of Main Street” to “look from both sides of Main Street.”

#5 – This recommendation should pertain to the GB/GBW Zone specifically and a recommendation to define “wellness” was made.

Ms. Bocco recommends green initiatives. Christine Bell discusses coming up with a possible sustainability checklist to be included with the development checklist when submitting applications.

It is recommended that artisanal type retail be encouraged as well.

### **Adjournment:**

Next scheduled meeting will be our Regular Meeting on Thursday, December 9, 2021 at 6:30 PM, which will also take place here in the Municipal Complex Meeting Room.

With no further business before the Board, a motion to adjourn was offered by Chair Psiuk and seconded by Marc Rosenthal, all in favor. Meeting closed at 8:14 PM

Minutes submitted by Kristie Dickert, Board Secretary