

City of Northfield Planning Board
1600 Shore Road
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June 4, 2026

Notice of this meeting had been given in accordance with Chapter 231 Public Law 1975, otherwise known as the Open Public Meetings Act. Notice of this meeting had been posted on the bulletin board in City Hall and posted on the city website, stating the date, time and place of the meeting and the agenda to the extent known. Digital copies of the application documents, exhibits, and the Planning Board Engineer's report have been uploaded onto the city website as well if applicable.

The **REGULAR** meeting of the Northfield Planning Board was held on Thursday, June 4, 2026. ***In following with the decisions of Mayor Chau and City Council, the Planning Board will be eliminating the mandatory observation of Covid-19 related social distancing measures at their public meetings. In addition, the Planning Board will continue to air the regular meetings on Zoom video conferencing for convenience of those who do not wish to appear in public.***

City of Northfield Planning Board is inviting you to a scheduled Zoom meeting.

Topic: City of Northfield Planning Board

Time: Jun 4, 2026 07:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/88585470029?pwd=LaPb3MByWqXubmXkJURivPqZ9CqjUp.1>

Meeting chat link

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Meeting ID: 885 8547 0029

Passcode: 726536

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Join instructions

https://us02web.zoom.us/join/88585470029/invitations?signature=RVku2WfM8JjEy2zKGB_SJz57avnca04jqWZfkh_i0M

The meeting was opened at 7:02 p.m. by Chairman Levitt. Mr. Brophy led the flag salute. The roll call was taken and the following Board members were absent or present as noted.

Peter Brophy

Matthew Carney-absent

Mayor Erland Chau-absent
Councilwoman Carolyn Bucci
Henry Notaro
Frank Pomponi
Dan Reardon
Derek Rowe-absent
Clem Scharff
Jim Shippen
Paul Utts
Chairman Levitt
Joel M. Fleishman, Esq.-Planning Board Solicitor
Matthew Doran, PE, PP-Planning Board Engineer

The May 7, 2026 minutes were approved by voice vote.

There was one application on the agenda for 1001 New Road, LLC, Block 46 Lot 18 at 1001 New Road, in the O-PB Zone for “c” variances for signage and for Lot Area and Lot Width which are existing non-conformities. Eric Goldstein of Nehmad Davis & Goldstein of Egg Harbor Township represented the applicant. He addressed the Board and said there will be no lighting on the sign and the sign will help to identify the business which is a Mortgage Brokerage. Dr. Levitt swore in Arthur J. Chew III, PE who prepared the plans and James Malamut, the principal of the company. The business owners want to upgrade the property including the signage. The previous sign was 2 ft. by 7 ft. and the new signage will be 2 ft. by 10 ft. There will be no lighting but they need to advertise the business. They have checked with the state and the sign has cleared the site triangle area as they are 16 ft. off the road and the state has approved it. Dr. Levitt asked about the clearance under the actual sign area and asked if it will remain in the planter box. Mr. Chew wasn’t sure. Mr. Malamut said he would do whatever the city wants, but said they would like to put it in the ground. Dr. Levitt said it would be safer for pedestrians and kids in the planter box.

Mr. Goldstein asked Mr. Chew to discuss the benefits to the zone code. Mr. Chew said the sign would promote the business with advertising. He added there are no negative or oversizing issues. They want the sign to be visible from the road and if there are any negatives, they are di minimis. He added that Northfield wants vibrant businesses. The sign will be perpendicular to the roadway. Dr. Levitt asked if the square footage of the money bag was calculated into the sign measurements. Mr. Chew said the dimensions were put into Auto Cad and the program gave exact dimensions. Mr. Goldstein said it is a freestanding money bag and is not put on a backer. Mr. Chew said it is in the shape of a money bag. Dr. Levitt noted that the application contained many details of the property, but the sign was barely addressed and shown as a drawing. Mr. Malamut showed the Board a photograph. He said it will be green. Mr. Fleishman commented that Mr. Doran’s report requested that the numerical address be shown on the sign. Mr. Chew said it would show 1001 on the sign and this does not increase the square footage. Mr. Fleishman said the sign says “HMA Mortgage”. Mr. Malamut said that is the name of the company and he didn’t want to re-brand it. Dr. Levitt noted that the numerical address is on a pillar. Mr. Malamut said he will put it wherever the Board wants it. If the Board prefers the sign, he will put it there. Mr. Scharff suggested allowing them to increase the sign size if it means the numbers would fit.

Mr. Brophy asked if this would increase and drive business. Mr. Goldstein said probably not. Mr. Goldstein said they have been operational for a few months. Mr. Malamut said his father started the business and he has died of cancer. He used to carry around a money gab and the sign will pay homage to his dad. They moved from Fire Road in Egg Harbor Township. They were previously located in Pleasantville.

Mr. Doran discussed the variances. There is a variance for Sign Area where 17.74 sf is permitted and 28 sf is proposed. The second variance is for sign setback where 15 ft. is permitted and 2.83 ft. is proposed. Dr. Levitt asked where the 2.83 ft. was measured from. Mr. Chew said from the property line to the edge of the sign. Mr. Boyd said it is over 13 ft. from the road. Mr. Chew said it is closer to 16 ft. Mr. Goldstein said Northfield's Sign Ordinance is excellently written and it was easy for them to figure out that they needed to do.

Dr. Levitt opened the public session but closed it since there was no one who wished to speak on the application, the public session was closed.

Mr. Scharff made the motion and Mr. Shippen seconded the motion for the two variances. There will be no illumination on the sign without further approval from the Board and the numerical street address shall be displayed on the sign in a horizontal format. Also, the sign will be located in the landscaped planter box.

The roll call vote was as follows:

Mr. Boyd-yes

Mr. Brophy-yes

Councilwoman Bucci-yes

Mr. Notaro-yes

Mr. Reardon-yes

Mr. Scharff-yes

Mr. Shippen-yes

Mr. Utts-yes

Chairman Levitt-yes

The motion carries

There was one resolution to memorialize for ACCC properties, LLC, Block 175 Lot 48.01, 101 Helmsley Place, for a "d" use variance and design waivers. Abstentions were Mayor Chau, Councilwoman Bucci and Mr. Utts. The roll call vote was all in favor.

The meeting was closed by Dr. Levitt at 7:21 p.m. with a motion from Mr. Shippen and a second from Mr. Scharff.

Respectfully submitted,

Robin Atlas

Robin Atlas, Secretary to the Board