



McDonough & Rea Associates, Inc.

Traffic and Transportation Consulting

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September 3, 2025

Salvatore Alfieri, Esq.
Cleary, Giacobbe, Alfieri, Jacobs
955 Route 34 Suite 200
Matawan, NJ 07747

Re: Seastreak Ferry Terminal
Borough of Highlands, Monmouth County
MRA File No. 23-240

Dear Mr. Alfieri:

As requested, McDonough & Rea Associates (MRA) has conducted a traffic/parking analysis of the main parking lots at the *Seastreak* ferry terminal in the Borough of Highlands, Monmouth County, New Jersey. After communication with *Seastreak* management, it was determined that Tuesdays in the summer are typically peak summer days with respect to ferry activity to and from New York City. Presumably, this is because many commuters to New York City work remotely or take time off for long weekends, therefore, reducing ferry trips on Mondays and Fridays. Of the remaining three weekdays, we understand that Tuesdays have had the highest ferry demand. Therefore, our traffic/parking analysis was focused on summer Tuesdays.

TRAFFIC/PARKING STUDY METHODOLOGY

MRA visited the *Seastreak* ferry terminal and the main and auxiliary parking lots for *Seastreak* on Tuesday, August 12, 2025 and Tuesday August 19, 2025. Parking counts were conducted in both the main lot and the auxiliary lot at 2:30 PM. Traffic counts entering and exiting the main parking lot were then conducted from 3:00 PM to 7:00 PM. From the in-and-out traffic counts, the number of remaining parked vehicles could be ascertained on a half-hour basis.

The following *Table* illustrates the number of parked vehicles every half hour at the Main ferry terminal parking lot from 2:30 PM to 7:00 PM on Tuesday, August 19, 2025. It should be noted that parking and traffic counts on Tuesday, August 12, 2025 were lower, therefore, the busier day was utilized for our analysis. Traffic and parking counts from both August 12, 2025 and August 19, 2025 are appended to this letter report.

Please reply to:

- ☐ 1431 Lakewood Road, Suite C, Manasquan, NJ 08736 • (732) 528-7076 • Fax (732) 528-6673
- ☐ 105 Elm Street, Lower Level, Westfield, NJ 07090 • (908) 789-7180 • Fax (908) 789-7181



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September 3, 2025

TABLE I
PARKING COUNTS – TUESDAY, AUGUST 19, 2025

<u>Time</u>	<u>In</u>	<u>Out</u>	<u>+/-</u>	<u># of Parked Vehicles</u>
2:30 PM				579
3:00-3:30 PM	10	18	-8	571
3:30-4:00 PM	20	61	-41	530
4:00-4:30 PM	8	12	-4	526
4:30-5:00 PM	43	38	+5	531
5:00-5:30 PM	30	124	-94	437
5:30-6:00 PM	28	107	-79	358
6:00-6:30 PM	34	24	+10	368
6:30-7:00 PM	22	37	-15	353

As can be seen from the foregoing, the number of parked vehicles at the main *Seastreak* parking lot peaked at 2:30 PM and receded until 7:00 PM as ferry customers returned from New York City and retrieved their vehicles from the parking lot and exited the site.

It should also be noted that the auxiliary parking lot at 348 Shore Drive had 40 vehicles parked at 2:30 PM on August 12, 2025 and 39 parked vehicles at 2:30 PM on August 19, 2025.

Parking for the *The Sandbox at Seastreak* is also included in the foregoing parking counts. *The Sandbox at Seastreak* is a waterfront beach setting with picnic tables, food and beverage options as well as live entertainment. Typically, parking associated with *The Sandbox at Seastreak* peaks in the afternoon coincident with peak parking for ferry customers, as well. *The Sandbox at Seastreak* operates as follows:

- **Description of the business:** The applicant intends to use the property as a beach bar with open seating, such as picnic tables, Adirondak chairs, etc.
- **Hours and days of operation:** Seasonally from April 1st through October 31st, Monday-Thursday, 12:00 PM-10:00 PM and Friday-Sunday, 8:00 AM-11:00 PM.
- **Number of employees:** The applicant expects to employ approximately 75 people, 5-20 of which may be scheduled at any given time.
- **What kind of events are held at the venue:** Live music and entertainment daily, patrons private celebrations and a variety of charity events.



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September 3, 2025

- **Scheduling of events:** Events are scheduled in compliance with the local noise ordinance.
- **Food:** There are 2-6 food trucks/trailers in a centralized food court area. Each vendor is responsible for their own permits/mercantile licenses and health inspections.
- **Peak time/days/seasons:** The applicant expects Saturdays and Sundays in July and August to be considered peak dates.

PARKING ANALYSIS

Based on a letter from Mr. Brian O'Callahan, the Borough of Highlands Zoning Officer, directed to *Seastreak* management, dated July 13, 2023, there are currently a total of 957 parking spaces combined at the main parking lot at 326 Shore Drive and the auxiliary lot at 348 Shore Drive. Peak parking on the summer Tuesdays counted by MRA, occurred at 2:30 PM on August 19, 2025 with a total of 618 parked vehicles between the 2 parking lots. Therefore, the 957-space capacity of the 2 lots was not exceeded and there was a surplus of parking available at all times.

PREVIOUS 2023 PARKING COUNTS

MRA has been involved with the *Seastreak* facility for several years and also conducted parking counts in the summer and fall of 2023. Copies of the 2023 parking counts are also appended to this report. The 2023 parking counts were conducted at various times of the day, including 10:00 AM-2:00 PM in September and October 2023. Peak parking from these counts occurred on Thursday, September 14, 2023 with a total of 669 parked vehicles between the 2 parking lots. This figure is consistent with and slightly higher than the 2025 peak parking count of 618 parked vehicles on August 19, 2025.

CONCLUSIONS

Based on our summer 2025 and summer/fall 2023 parking counts at the *Seastreak* ferry terminal in Highland, New Jersey, MRA can conclude that the 957-space capacity of the main parking lot at 326 Shore Drive and the auxiliary lot at 348 Shore Drive is adequate to serve the combined parking demand for ferry customers going to and from New York City and parking generated by *The Sandbox at Seastreak*.



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September 3, 2025

We hope the foregoing information is helpful.

Very truly yours,

John H. Rea, PE
Principal

Scott T. Kennel
Sr. Associate

cc: Jack Bevins

APPENDIX

Date: Tuesday August 12 & August 19, 2025

[illegible]

SEASTREAK FERRY
SHORE DRIVE & SEASTREAK TERMINAL ACCESS
HIGHLANDS BOROUGH, MONMOUTH COUNTY
MRA JOB 23-240 TUESDAY PM COUNT

McDonough & Rea Associates
1431 Lakewood Road Suite C
Manasquan NJ 08736
(732) 528-7076

File Name : 23240 8-12 seastreak tue1
Site Code : 00023240
Start Date : 8/12/2025
Page No : 1

Groups Printed- CARS

Start Time	Seastreak Ferry Terminal Southbound				Shore Drive Westbound				Shore Drive Eastbound			
	Left	Right	Thru	App. Total	Left	Right	Thru	App. Total	Left	Thru	App. Total	Int. Total
03:00 PM	4	6	28	10	6			34	1	21	22	66
03:15 PM	4	8	37	12	11			48	2	19	21	81
03:30 PM	11	10	27	21	10			37	14	23	37	95
03:45 PM	88	13	25	101	8			33	2	24	26	160
Total	107	37	117	144	35			152	19	87	106	402
04:00 PM	5	0	24	5	2			26	0	20	20	51
04:15 PM	8	0	22	8	2			24	1	18	19	51
04:30 PM	13	0	31	13	4			35	1	27	28	76
04:45 PM	15	0	37	15	5			42	2	22	24	81
Total	41	0	114	41	13			127	4	87	91	259
05:00 PM	91	4	32	95	8			40	5	29	34	169
05:15 PM	125	0	36	125	11			47	3	29	32	204
05:30 PM	101	9	36	110	10			46	1	33	34	190
05:45 PM	8	1	44	9	17			61	3	26	29	99
Total	325	14	148	339	46			194	12	117	129	662
06:00 PM	15	7	43	22	34			77	1	21	22	121
06:15 PM	10	3	40	13	33			73	0	20	20	106
06:30 PM	97	13	33	110	24			57	3	29	32	199
06:45 PM	14	0	27	14	23			50	1	19	20	84
Total	136	23	143	159	114			257	5	89	94	510
Grand Total	609	74	522	683	208			730	40	380	420	1833
Approch %	89.2	10.8	71.5		28.5			39.8	9.5	90.5		
Total %	33.2	4.0	28.5	37.3	11.3				2.2	20.7	22.9	

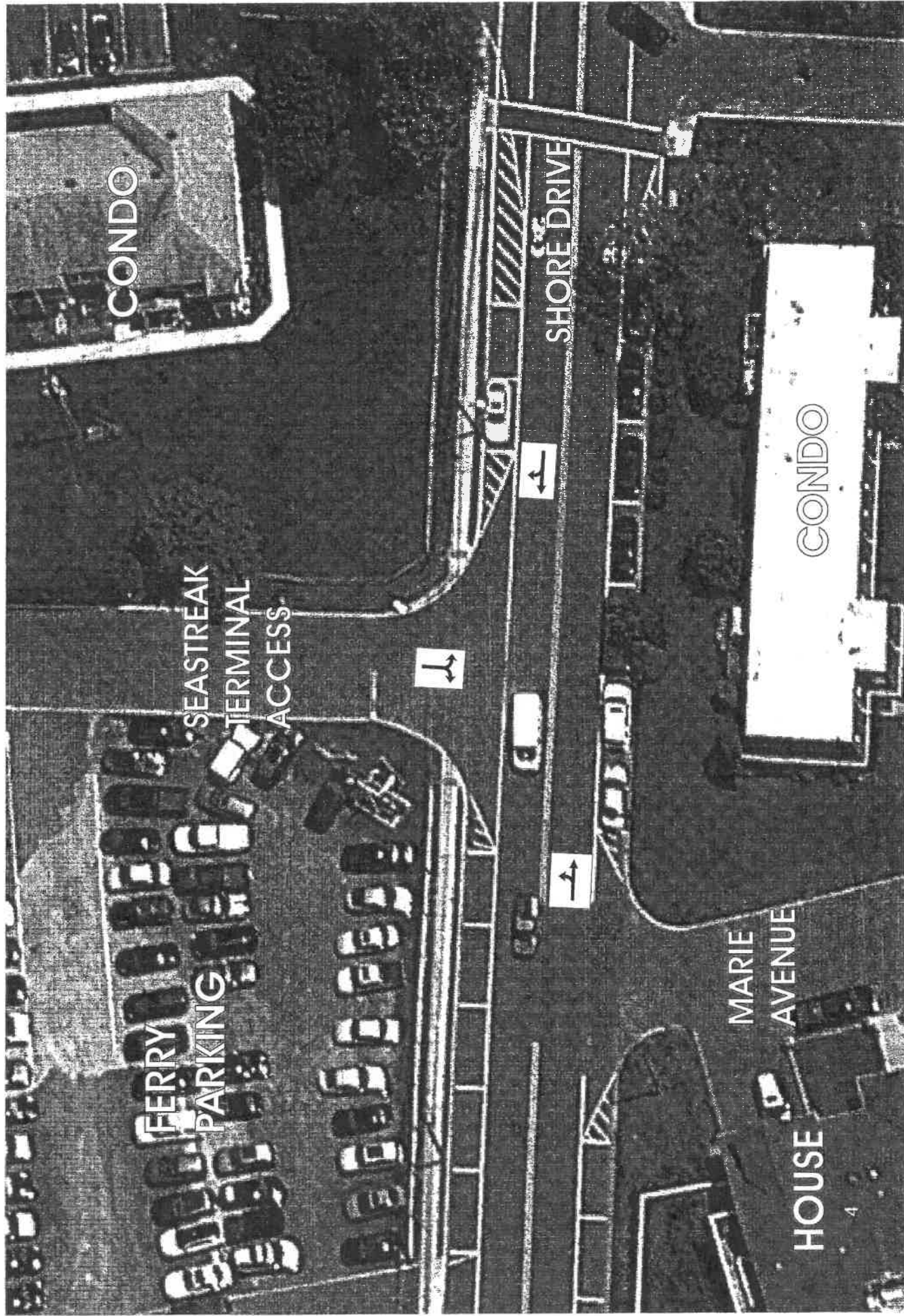
Start Time	Seastreak Ferry Terminal Southbound				Shore Drive Westbound				Shore Drive Eastbound			
	Left	Right	Thru	App. Total	Left	Right	Thru	App. Total	Left	Thru	App. Total	Int. Total
Peak Hour From 03:00 PM to 06:45 PM - Peak 1 of 1												
Intersection												
Volume	325	14	148	339	46			194	12	117	129	662
Percent	95.9	4.1	76.3		23.7			47	9.3	90.7		
05:15 Volume	125	0	36	125	11				3	29	32	204
Peak Factor												0.811
High Int. 05:15 PM			05:45 PM									
Volume	125	0	44	125	17			61	5	29	34	
Peak Factor				0.678				0.795			0.949	

SEASTREAK FERRY
SHORE DRIVE & SEASTREAK TERMINAL ACCESS
HIGHLANDS BOROUGH, MONMOUTH COUNTY
MRA JOB 23-240 TUESDAY PM COUNT

Groups Printed- CARS - TRUCKS

	Seastreak Ferry Terminal				Shore Drive Westbound				Shore Drive Eastbound			
	Start Time	Left	Right	App. Total	Thru	Right	App. Total	Left	Thru	App. Total	Int. Total	
03:00 PM	8	3		11	19	4	23	0	15	15	49	
03:15 PM	5	2		7	19	6	25	0	26	26	58	
03:30 PM	1	0		1	24	12	36	0	19	19	56	
03:45 PM	58	2		60	32	7	39	1	19	20	119	
Total	72	7		79	94	29	123	1	79	80	282	
04:00 PM	5	0		5	34	4	38	0	24	24	67	
04:15 PM	6	1		7	35	4	39	0	27	27	73	
04:30 PM	15	0		15	26	16	42	0	14	14	71	
04:45 PM	23	0		23	32	26	58	1	23	24	105	
Total	49	1		50	127	50	177	1	88	89	316	
05:00 PM	65	4		69	43	15	58	2	36	38	165	
05:15 PM	53	2		55	28	13	41	0	22	22	118	
05:30 PM	95	1		96	41	13	54	1	33	34	184	
05:45 PM	10	1		11	37	13	50	1	28	29	90	
Total	223	8		231	149	54	203	4	119	123	557	
06:00 PM	12	1		13	26	16	42	1	23	24	79	
06:15 PM	11	0		11	24	16	40	1	24	25	76	
06:30 PM	16	0		16	22	13	35	2	23	25	76	
06:45 PM	19	2		21	24	7	31	0	23	23	75	
Total	58	3		61	96	52	148	4	93	97	306	
Grand Total	402	19		421	466	185	651	10	379	389	1461	
Approach %	95.5	4.5			71.6	28.4		2.6	97.4			
Total %	97.5	1.3		28.8	31.9	12.7	44.6	0.7	25.9	26.6		

Start Time	Seastreak Ferry Terminal Southbound			Shore Drive Westbound			Shore Drive Eastbound		
	Left	Right	App. Total	Thru	Right	App. Total	Left	Thru	App. Total
Peak Hour From 03:00 PM to 06:45 PM - Peak 1 of 1									
Intersection									
Volume	236	7	243	144	67	211	4	114	118
Percent	97.1	2.9		68.2	31.8		3.4	96.6	
05:30 Volume	95	1	96	41	13	54	1	33	34
Peak Factor									0.777
High Int.	05:30 PM			04:45 PM			05:00 PM		
Volume	95	1	96	32	26	58	2	36	38
Peak Factor			0.633			0.909			0.776



MRA JOB 23-240 SHORE DRIVE & SEASTREAK FERRY ACCESS
HIGHLANDS BOROUGH, MONMOUTH COUNTY

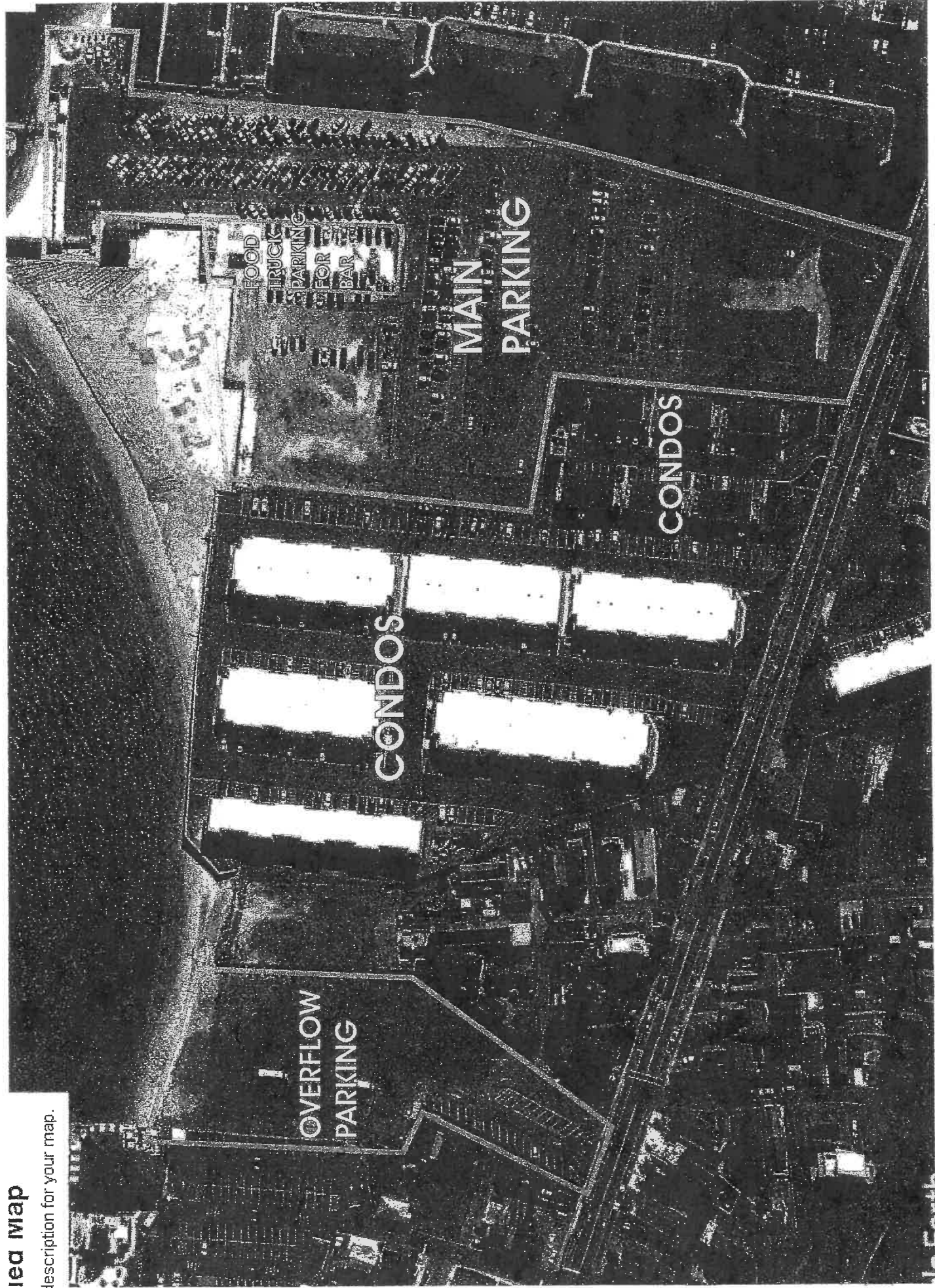
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Date: Thursday September 14, 2023

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MRA JOB 23-240 SEASTREAK FERRY - HIGHLANDS BORO, MONMOUTH COUNTY