

#### Traffic and Transportation Consulting

Kevin P. McDonough (1953-1994) John H. Rea, P.E. Jay S. Troutman, Jr., P.E. Scott T. Kennel

September 3, 2025

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

Re: Se

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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Salvatore Alfieri, Esq.

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September 3, 2025

TABLE I
PARKING COUNTS – TUESDAY, AUGUST 19, 2025

Time	<u>In</u>	<u>Out</u>	<u>+/-</u>	# of Parked Vehicles
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 1<sup>st</sup> through October 31<sup>st</sup>, 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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Salvatore Alfieri, Esq.

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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



Seastreak Ferry Terminal Parking Counts MRA File No. 23-240

Date: Tuesday August 12 & August 19, 2025

											V		
		st 12, 2025	ıst 19, 2025										
Parked Vehicles by Area		Tuesday August 12, 2025	Tuesday August 19, 2025										
arked Vehic													
	Total	496	618	e:									
	Auxillary	40	39										
	Main Lot	456	579										
	Time	2:30 PM	2:30 PM										

SEASTREAK FERFY SHORE DRIVER 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 Pril	Groups Printed- CARS					
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ഗ >	Thui			148	76.3	36		05:45 PM	44	
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	Start Time	Peak Hour From 03:00 PM to 06:45 PM - Peak 1 of 1	Intersection 05:00 PM	Volume	Percent	05:15 Volume	Peak Factor	High Int. 05:	Volume	Peak Factor

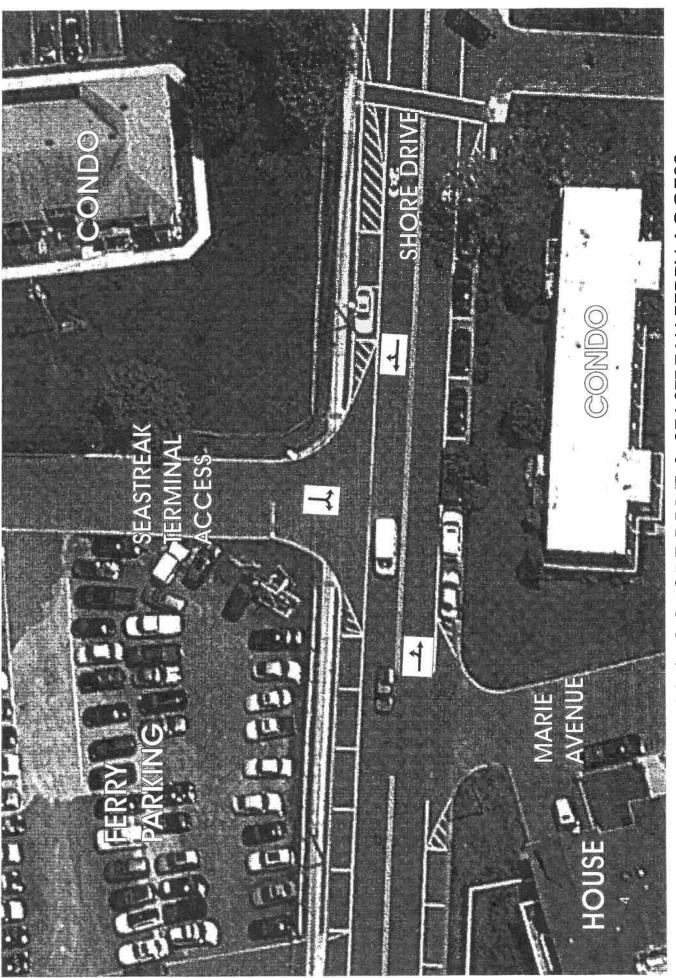
SEASTREAK FERRY SHORE DRIVE & SEASTREAK TERMINAL ACCESS HIGHLANDS BOROUGH, MONMOUTH COUNTY MRA JOB 23-240 TUESDAY PM COUNT

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

File Name: 23240 8-19 seastreak tue1 Site Code: 00023240 Start Date: 8/19/2025 Page No:1

A 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Groups Printed- CARS - TRUCKS Shore Drive Westbound Thru Right   19 6 6 12 4 12 7 7 94 29 94 29 94 29 94 29 94 29 94 29 94 29 94 29 94 29 94 29 94 127 50 16 92 8 13 41 13 37 13 13 97 16 24 16 16 24 17 16 28.4 12.7	Seastreak Ferry Terminal         Onotype Influence Carron Short Delair         Short	ive Shore Drive	do loboT to A	App. 10lai Leit IIIIu	73	25 0		39 1	29 123 1 79	38 0	39 0	42 0	26 58 1 23	177		41 0	54	50	4	42	40	35 2	31 0	4	85 651 10 379	2.6	44.6
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	Seastr	Seastreak Ferry Lerminal	igi		Westbound			Eastbound		
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Start Liffle	רפון	NAI!	App. Loren	2	D					
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Intersection 04:45 PM	4:45 PM									1
. Volume	236	7	243	144	29	211	4	114	118	7/6
Percent	97.1	2.9		68.2	31.8		3.4	96.6	i	
05;30 Volume	95	~	96	41	13	54	Υ-	33	85 45	184
Peak Factor							1			0.77
High Int. C	15:30 PM			04:45 PM	;	1	05:00 PM	ć	C	
Volume	92	•	96	32	56	58	7	30	300	
Peak Factor			0.633			0.909			0.776	



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

Seastreak Ferry Terminal Parking Counts MRA File No. 23-240

Date: Sunday September 3, 2023

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				nted.									
les by Area		10	-	as can be rer									
Parked Vehicles by Area			AT Seastreal	s and caban	cert.								
	Total	452	The Sandbox	zed food truck	d ticketed cor								
	Auxiliary	90	Seastreak operates a beach bar called "The Sandbox AT Seastreak".	Food is supplied by a number of specialized food trucks and cabanas can be rented.	During the count they were holding a paid ticketed concert.								
	Main Lot	393	erates a beac	led by a numb	unt they were								
	Time	3:00 PM	Seastreak op	Food is suppl	During the co								

Seastreak Ferry Terminal Parking Counts MRA File No. 23-240

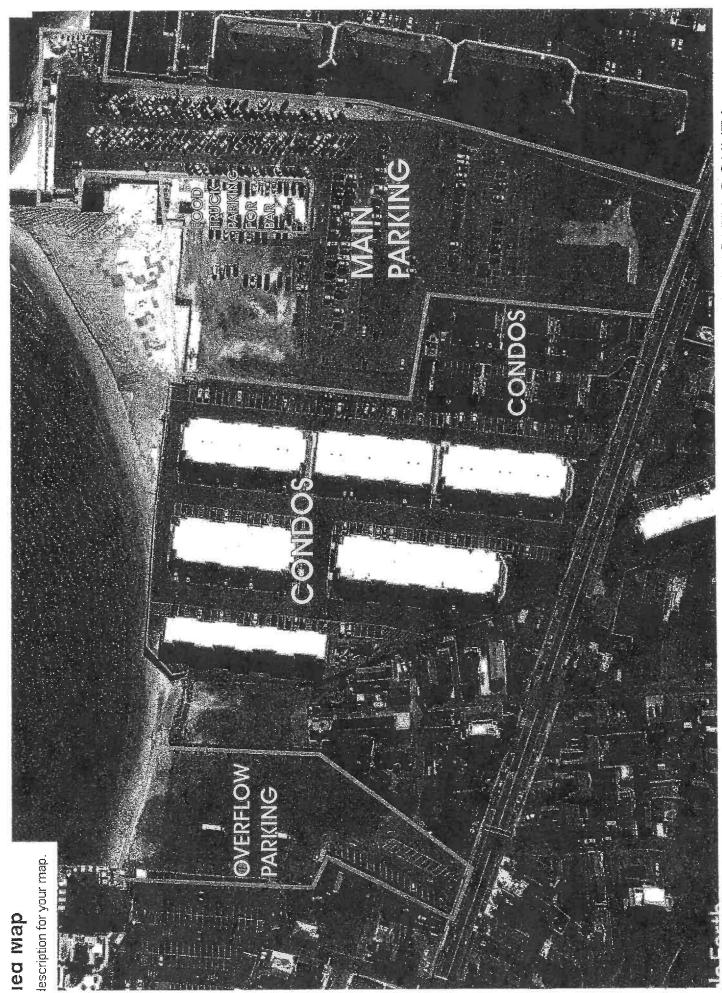
Date: Thursday September 14, 2023

To the second																	
Parked Vehicles by Area			38.1														
Park	Total	651	638	645	629	699	648	642	645	642							
	Auxiliary	28	29	30	26	24	24	24	25	24							
	Main Lot	623	609	615	633	645	624	618	620	618							
	Time	10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM							

Seastreak Ferry Terminal Parking Counts MRA File No. 23-240

Date: Wednesday October 11, 2023

			The second secon														
																=-	
Area																	
Parked Vehicles by Area																	
Parked																	
	Total	439	453	464	449	454	444	437	454	444							
	Auxiliary	21	21	20	18	22	23	22	23	25							
	Main Lot	418	432	444	431	432	421	415	431	419							
	Time	10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM							



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