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LDDI Bridges

Maser Consulting Employs Innovative Parking Strategy in Red Bank, NJ, and Beyond

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Redevelopment in urban areas is a growing trend, but commercial and residential areas are often constrained by both local parking requirements and space. Complying with these parking standards has proven, in most cases, to be expensive and environmentally objectionable. In Red Bank, NJ, a large borough with a small city vibe, parking is so insufficient that it is hurting both retailer and resident, and vertical parking that satisfies requirements has been cost prohibitive.

The West Side Lofts, a new luxury rental apartment community in Red Bank, are within walking distance to a vibrant array of restaurants, shopping, and entertainment and conveniently located one block from the NJ Transit Train Station, with direct service to New York City. Maser Consulting provided civil/site engineering, geotechnical investigations, land survey, permitting, and construction administration for this development. Car-sharing, an economically feasible solution that increases land-use density while reducing parking supply, was introduced as part of the plan application for these units.

Car-sharing offers a sensible alternative, particularly in supplementing areas that

already have public transportation, because it provides subscribers the convenience of both long- and short- travel options without having to own a car. The proposed plan provided short-term access to a car for an hourly rate and covered all expenses including gas. Users can reserve a car online or by phone, and the car could be picked-up and returned to a specific location or dropped off within a defined perimeter.

Car-sharing programs have been reported to significantly reduce trips and parking needs. In published reports, the number of vehicles removed from the transportation network per car-sharing vehicle is **20** for the Zipcar national program and **10.8** for the Philadelphia PhillyCarShare program. In the same studies, it was found that approximately 30% of participants sold their vehicle. In terms of parking credits, published data supports reducing the parking supply by 10 spaces for every car-sharing vehicle. These findings highlight the benefits derived from these innovative programs and provide the basis for an encouraging and viable trend.



Car-sharing can provide “part-time” personal transportation, where one vehicle can address the mobility needs of several individuals, lowering the current overwhelming dependency on the automobile.