

Patrick Siegman

Principal



Patrick Siegman has more than 13 years experience in both town planning and transportation planning, with an emphasis on community participation. Over the past decade, Patrick has led the development of innovative transportation plans for numerous cities, downtowns, and transit-oriented developments. He has worked with many architects and urban designers to draft plans that create beautiful and pedestrian-friendly places. All of these plans combine innovative traffic reduction strategies and parking management techniques, resulting in built projects that deliver greater economic vitality with less traffic and pollution.

EDUCATION

Bachelor of Arts, Economics, Stanford University

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.

Principal, 2002–Present

Transportation Plans for Districts, Neighborhoods and Major Development Projects

Patrick has led the transportation planning effort for more than twenty neighborhood plans, Specific Plans and development projects, specializing in downtowns, transit-oriented developments, mixed-use and New Urbanist neighborhoods. These projects include:

- The Central Petaluma Smart Code, which created a form-based code for this revitalizing downtown's new Theatre District.
- The Downtown Newhall Specific Plan, Santa Clarita, establishes a new transit-oriented development district around a Metrolink Station, and converts a four-lane former state highway into a calmed, two-lane Main Street.
- The North Montclair Specific Plan, which is spurring new transit-oriented development around the planned joint Gold Line light rail & Metrolink station.
- Traditional neighborhood development plans such as the Westside and Meriam Park neighborhoods (Chico, CA), the Olsen Ranch-Beechwood Specific Plan (Paso Robles), and the Greensboro Ballpark & Aycock Neighborhood (Greensboro, NC).

Parking and Transportation Demand Management Plans

- For cities such as Pasadena, Ventura and Petaluma, CA, as well as a variety of major employers and commercial districts, Patrick has helped to identify the most cost effective mix of investments in new parking, improved parking management and transportation alternatives to meet local economic and quality-of-life goals. The Ventura Downtown Mobility & Parking Plan includes a far-reaching menu of parking policies and traffic reduction steps, including replacing free parking throughout downtown with variable-rate parking pricing. The Pasadena Traffic Reduction Strategies Study, for example, proposes a dozen coordinated strategies, from parking policy reform to congestion pricing, to answer the City's question: "What would it take to reduce rush-hour traffic by 25%?"
- Chico, Glendale, Hercules, Napa, Oceanside, Oxnard, Palo Alto, Pasadena, Petaluma, San Marcos, Santa Clarita, and Union City

Campus Transportation Plans & Studies

- For campuses such as Occidental College, Pomona College, Cal State San Marcos and Fuller Seminary (Pasadena, CA). Typically, these plans developed a set of parking and demand management strategies to accommodate substantial growth, while improving the campus environment and alleviating community concerns about traffic.

Traffic Calming and Streetscape Projects

- Past work includes Palo Alto's Residential Arterial Traffic Calming Project; the Lincoln, NE, Downtown Bicycle Plan, Safe Routes to School projects in Los Altos; and the calming of Chico, CA's West Avenues and

Vallombrosa Avenue neighborhoods. He has also taught numerous workshops on these topics, such as leading 'Walkable & Bicycle-Friendly Communities' workshop series in the Charlotte, NC, and San Francisco Bay Area regions.

Community outreach and consensus building throughout the United States

- Using a variety of intensive outreach and consensus-building approaches, ranging from weeklong design charrettes to stakeholder interviews, focus groups and hands-on workshops, Mr. Siegman has helped communities reach consensus on often controversial topics. He specializes in helping community members understand the real trade-offs involved in transportation and urban design decisions, allowing them to decide for themselves how local values should be reflected in plans.

PREVIOUS EXPERIENCE

Siegman & Associates

Principal, 1998–2002

Stanford University, Office of Transportation Programs

Transportation Analyst, 1994-1998

SELECTED LECTURES AND PUBLICATIONS

- Instructor, American Institute of Certified Planners' "Parking Management for Livable Communities" short courses, 2005.
- Instructor, Academic Impressions' "Campus Transportation Demand Management Institute" short courses, 2007-2009.
- "Parking and Urban Design," in New Urbanism: Comprehensive Report & Best Practices Guide (forthcoming). Co-author.
- "Playing the Numbers Game. When it comes to TODs, trip-generation figures can make all the difference." Planning, May 2006. Co-author.
- "Solving Campus Parking Shortages. New Solutions for an Old Problem," Planning for Higher Education, Fall 2004. Co-author.
- "How to Make Transit-Oriented Development Work," Planning, May 2003. Co-author.
- "Parking Management in Smart Growth Communities" workshop, keynote speaker, Sacramento Area Council of Governments, 2008.
- "Innovative Parking Strategies for the Sacramento Region" workshop, 2007.
- "Reforming Parking Requirements: Less Traffic, Better Places", for the American Planning Association, Congress for the New Urbanism, New Partners for Smart Growth, and other national conferences, 2003–2009.

SELECTED AWARDS

- 2007 President's Excellence Award, Southern California Association of Governments: Visionary Planning for Mobility, Livability, Prosperity and Sustainability for The Glendale Downtown Specific Plan and Mobility Study. Client: City of Glendale.
- 2007 Society for College and University Planning / American Institute of Architects Merit Award for Excellence in Planning for an Established Campus, for the Occidental College Master Plan. Prime: Moule & Polyzoides
- 2007 Planning Excellence for Best Practice from the Los Angeles Section, American Planning Association for the Downtown Newhall Specific Plan. Prime: Moule & Polyzoides for Mission Meridian Station, South Pasadena (prime: Moule & Polyzoides):
 - 2006 Charter Award, Congress for the New Urbanism



Patrick Siegman
Principal

- 2006 Golden Nugget Grand Award, from Builder Magazine
- 2006 Tranny Award, from The California Transportation Foundation
- 2006 American Institute of Architects Pasadena & Foothill Chapter, Honor Award
- 2005 Merit Citation for Planning Excellence, American Planning Association, Missouri Chapter, for New Longview, Lee's Summit, MO (prime: 180° Design)