

# Patrick Siegman

## Principal

*Mr. Siegman has experience in both town planning and transportation planning, with an emphasis on community participation. His work has focused on four areas: traditional town planning, the reduction of traffic and parking demand, bicycle and pedestrian planning, and traffic calming.*

**Bachelor of Arts, Economics**  
Stanford University

## Experience

### **Nelson\Nygaard Consulting Associates Inc.**

*Principal, 2002–Present*

### **Siegman & Associates**

*Principal, 1998–2002*

Patrick Siegman has managed projects in the following areas since 1998:

- **Transportation Plans for Districts, Neighborhoods and Major Development Projects.** Mr. Siegman 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, Siegman 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 **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%?" 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.
- **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**, including 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.

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