

**PLACENTIA STREETSCAPE AND TRANSPORTATION ADVISORY COMMISSION
MINUTES OF THE REGULAR MEETING
March 21st, 2022**

A Regular Meeting of the Placentia Streetscape and Transportation Advisory Commission of March 21, 2022, was called to order at 6:03 p.m. in the Community Meeting Room, 401 E. Chapman Avenue, Placentia, by Commissioner Rocke.

ROLL CALL:

Present: Commissioner Castillo
Commissioner Ingalls (via Zoom)
Commissioner Rocke (via Zoom)

Absent: Commissioner Chadha
Commissioner Polichetti

STAFF PRESENT: Luis Estevez, Deputy City Administrator
Kyra Tao, Transportation Manager
Elsa Robinson, Management Analyst
James Chavez, Office Assistant

PLEDGE OF ALLEGIANCE: Commissioner Castillo

ORAL COMMENTS:

Commissioner Rocke invited public comments on items which are not public hearings. No comment was received in person or via email.

PUBLIC HEARING: None

REGULAR AGENDA: None

New Business:

1. Citywide Wayfinding Signage Program

Deputy City Administrator Luis Estevez gave a brief introduction of both the Citywide Wayfinding Signage Program and Clifford Selbert of Selbert Perkins Designs.

Clifford Selbert introduced himself and both Rikki Zhang and Carl Crooks of Selbert Perkins Designs. He then gave a brief project overview of the Citywide Wayfinding Signage Program

and the goals of the program including enhancing the urban design of the City, its neighborhoods and amenities, facilitate access to key destination points, attractions and parking, create a welcoming positive experience for both residents and visitors, reinforce the culture and history of the City and improve the wayfinding signs to reduce delays and increase public safety. Mr. Selbert then provided a map with possible gateway entry points for signage along major points of entry into the City. Mr. Selbert then elaborated on the design options providing City logos and pictures of previous projects. Mr. Selbert also mentioned that Selbert Designs is soliciting public input through digital surveys. He then opened up for questions or comments regarding the Project.

Commissioners inquired of City staff about budgeting, size and scope of the project, the expected timeline, the need for the project, public input, sign lifespan and maintenance.

Deputy City Administrator Estevez provided the information on budgeting stating that only the planning and design have been budgeted for this fiscal year and would not have an impact on other budgets. He also further elaborated on the need stating that there are two components: economic development and utility. Deputy City Administrator Estevez also stated that the timeline of the project cannot be established yet because the size and scope need to be determined after the planning and design phase.

Mr. Selbert added that the signs have a life span of at least 20 to 25 years. They also will make recommendations for a sign maintenance program. He also added that Selbert Designs is soliciting public input through digital surveys that can be found on the City website and so far they have about 300 responses.

2. Old Town Parking Placentia Parking Study Update

Transportation Manager Krya Tao gave a brief overview of the Old Town Revitalization Plan and the updated streetscape master plan including: a bike lane, widening the sidewalks, benches, and customized streetlights. Transportation Manager Tao then gave an overview of the parking situation in Old Town, the impact of the Santa Fe Ave closure and the results of the Parking Study including parking demand throughout the week in public parking lots and traffic movement in Old Town. Transportation Manager Tao then when over temporary solutions including temporary wayfinding signage and Mainstreet and Crowther Parking Lot Improvements. Transportation Manager Tao then went over possible solutions to improve parking turnover such as maximizing current parking resources, consider purchasing properties for more parking lots, shared parking resources with private property and increase parking enforcement. Transport Manager Tao then opened for questions or comments.

Resident Lydia Davis Sandoval and David Sandoval inquired about whether the Santa Fe Ave closure will be permanent and concerns about overnight parking in their residential area of Melody and Chapman.

Deputy Administrator Estevez stated that has not been determined yet but are following up with City Council and local merchants as to what they want. Deputy Administrator Estevez will also have Transportation Manager Tao follow up with residents Lydia and David.

Transportation Manager Tao also offered a temporary solution of calling Placentia PD for parking enforcement.

OLD BUSINESS: NONE

DIRECTORS' REPORT:

1. Capital Improvement Projects

Deputy Administrator Estevez updated the Commission on Traffic Safety Project aiming to begin the first or second week of April to improve the safety of five intersections.

INFORMATION/COMMUNICATIONS:

1. POLICE DEPARTMENT TRAFFIC SUMMARY:

Lt. Millsap was not present for today's meeting.

STREETSCAPE AND TRANSPORTATION ADVISORY COMMISSION REQUESTS

None

ADJOURNMENT:

Commissioner Rocke to close the Streetscape Commission Regular Meeting at 7:28 p.m. to the next regular meeting on May 19th, 2022, at 6:00 p.m. in the Front Community Meeting Room at 401 East Chapman Avenue, Placentia, CA

Kyra Tao, Transportation Manager
Secretary to the Streetscape and Transportation Advisory Commission