

Council Meeting of
October 11, 2011

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Council Transportation Committee – Receive report and concur with Committee recommendation regarding Torrance Regional Transit Center and Torrance Transit Rapid Bus Program branding.

RECOMMENDATION

Recommendation of the City Council Transportation Committee that City Council:

- 1) Receive the Committee report from the September 27, 2011 meeting and concur with the Committee recommendation to develop designs that emphasize the Torrance Regional Transit Center as part of the entire 15 acres with consideration for residual uses for remaining acres; and
- 2) Approve the Torrance Transit Rapid Bus Program branding.

BACKGROUND/ANALYSIS

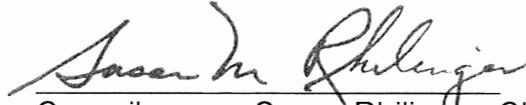
The City Council Transportation Committee met on September 27, 2011 to discuss the site design for the Torrance Regional Transit Center and the Torrance Transit Rapid Bus Program Branding. Ted Semaan, from the Public Works Department discussed the various site plans developed to date and encouraged the Committee members to concur with the staff recommendation to seek the services of a Transportation design consultant to develop a site plan that encompasses the entire 15 acres with an emphasis on the Transit Center. Attachment C was prepared by Ted Semaan for the Transportation Committee and provides a detailed explanation of events up to date. Upon further discussion, the Committee members decided to support the staff recommendation. Upon receiving proposals for various site design options, staff will return to the Transportation Committee and the City Council to obtain approval prior to site design selection.

The second item of the meeting was a PowerPoint Presentation presented by Art Estrada from the Transit Department regarding the upcoming Torrance Transit Rapid Bus Program Branding. Art Estrada shared several samples of rapid buses throughout Los Angeles County and shared the staff recommended design for Torrance Transit. The Committee members shared their input regarding the proposed design and voted

to concur with the staff recommendation. Attachment D is a copy of the PowerPoint Presentation.

Respectfully submitted,

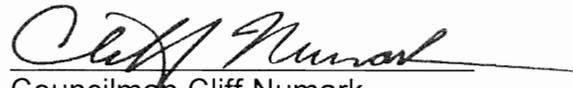
CITY COUNCIL TRANSPORTATION COMMITTEE



Councilwoman Susan Rhilinger, Chair



Councilman Tom Brewer



Councilman Cliff Numark

- Attachments: A) Agenda of the Committee Meeting – September 27, 2011
B) Transportation Committee Meeting Notes – September 27, 2011
C) Torrance Regional Transit Center Project – Concurrence to Pursue Proposals for Planning and Design Services
D) PowerPoint Presentation of the Torrance Transit Rapid Bus Program Branding

**TORRANCE CITY COUNCIL
COUNCIL TRANSPORTATION COMMITTEE**

AGENDA

DATE: September 27, 2011

TIME: 4:00 p.m.

PLACE: West Annex Commission Room
3031 Torrance Boulevard, Torrance

COMMITTEE MEMBERS: Councilwoman Susan Rhilinger, Chair
Councilman Tom Brewer, Member
Councilman Cliff Numark, Member

STAFF: Mary Giordano, Assistant City Manager
Kim Turner, Transit Director
Ted Semaan, Engineering Manager
Aram Chaparyan, Assistant to the City Manager

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| I. Welcome and Introductions | <i>Chair Rhilinger</i> |
| II. Torrance Regional Transit Center Update | <i>Ted Semaan
Engineering Manager</i> |
| III. Torrance Transit Rapid Bus Program Branding | <i>Kim Turner
Transit Director</i> |
| IV. Public Comments | |
| V. Closing/Adjournment | <i>Chair Rhilinger</i> |

**TRANSPORTATION COMMITTEE MEETING NOTES
TUESDAY, SEPTEMBER 27, 2011**

COMMITTEE MEMBERS: Councilwoman Susan Rhilinger, Chair
Councilman Tom Brewer, Member
Councilman Cliff Numark, Member

CITY STAFF: Mary Giordano, Assistant City Manager
Kim Turner, Transit Director
Ted Semaan, Engineering Manager
Aram Chaparyan, Assistant to the City Manager

MEETING CALLED TO ORDER

The City Council Transportation Committee convened in a regular meeting on Tuesday, September 27, 2011 at 4:00 p.m. in the West Annex Commission Meeting Room.

REGIONAL TRANSIT CENTER UPDATE – Ted Semaan, Engineering Manager

Ted Semaan provided an overview of the initial design plan. Five acres were initially devoted for the Transit Center, and the remaining ten acres for future development. Since acquisition of the property, the City has conducted the following:

- Hired local civil engineering firm to develop preliminary site plan.
- Determined the parking initially needed was 250 spaces. Had to consider Metro Green Line expansion project and its parking needs in the future. Upon review of the initial site plan, staff noted concerns regarding parking area, including challenges related with surface parking.
- Staff also spoke with several Transit oriented design and circulation experts. Concerns raised included bottleneck with parking and circulation, including the circulation of buses and other modes, such as pedestrian, bicyclist and vehicles.
- Developed potential ideas to integrate parcels, explore options, prepare to solicit RFP for conceptual plan and master plan for the entire site, identify most viable location for Transit Center and long term needs.

Mr. Semaan also shared with the Transportation Committee that The City also obtained the Metro MOU, pending full Council approval to use funds towards the design phase of the Transit Center. The purpose of the meeting is to seek Committee concurrence on staff recommendation to explore various configurations of the site as staff prepares to issues the RFP for the design phase. Staff will return to seek Committee and City Council approved on any site design concepts prior to bidding for construction.

Discussion by Committee Members

Councilman Brewer inquired on the type and size of the Transit Center building being considered. Ted Semaan replied that the current plan includes 10,000 sq. ft. of space and that the current site has a set aside buffer for the future South Bay Green Line Light Rail expansion. Councilman Brewer added that he was concerned with the visibility of the Transit Center and wanted to make certain that the Transit Center was visible to the public.

Councilman Numark inquired on how much spent on the civil engineering phase of the project and staff clarified that a minimal amount was spend, under \$10,000. Councilman Numark requested that City staff seek input from METRO staff to address the needs of the future Green Line expansion. Ted Semaan assured Councilman Numark that staff will seek input as needed from METRO regarding any impacts related to the Green Line Rail project. Councilman Numark also reiterated the need to have visibility of the Transit Center. He emphasized visibility as being the key to a successful Transit Center. He added that the design should look at entire site with for primary emphasis of use being that of a Transit Center.

Chair Rhilinger added that she likes concept as discussed and added that from experience, lots of transit-related businesses will want to integrate and utilize the site. She voiced concerns that from the initial discussion of building a Transit Center, she was concerned about sufficient parking. Support the concept of looking at site as one property.

Councilman Brewer mentioned that he was initially concerned about paying for the Transit Center with rest of funds acquired through the use of the remaining ten acres. Councilman added that he does not mind using more of the lot for the Transit Center. He would like to see concepts developed that will make site a viable Transit Center for the next 20 to 30 years. He also supports the Transit Center focus on the property.

Mr. Charles Deemer, member of the public, had questions about the parking spaces allocated for the Transit Center. Staff provided clarification regarding the premature nature of design and that staff anticipates future growth.

Assistant City Manager Mary Giordano added that Measure R funding includes the purchase of five acres and added that staff can explore the concept of a joint collaborative use of parking between the Transit Center and commercial partners.

COMMITTEE RECOMMENDATION

Councilman Brewer motioned and Councilman Numark seconded to allow staff to return to the drawing board with Transit design consultant to look at the entire site and develop designs that emphasize the Transit Center as part of the entire 15 acres with consideration for residual uses for remaining acres.

Motion passed 3-0.

TRANSIT BRANDING

Art Estrada, Transit Maintenance Manager, provided a PowerPoint presentation of the Rapid Bus Branding Design for Torrance Transit. Mr. Estrada added that out of the 20 new Compressed Natural Gas (CNG) buses anticipated for purchase, 8 buses will be assigned to the new Line 3 Bus Rapid Transit project. The PowerPoint presentation provided samples from other local Southern California bus agencies as well as the proposed branding for Torrance Transit.

Councilman Brewer expresses his support of the new design and added that the configuration of the new design is consistent with the current bus paint scheme.

Councilman Numark asked if staff sought input from the Marketing Team Director at Santa Monica Big Blue Bus, who proposed the initial branding recommendations. Transit Director Kim Turner responded that for the rapid bus branding, staff worked with the initial graphic designer, however, Santa Monica staff was not contacted. Councilman Numark expresses concerns regarding the use of the "RAPID" logo in the same area as possible advertising space. Ms. Turner reassured Councilman Numark, that its industry practice to cover the rapid logo when ads are placed on buses. This is not a major concern, since the bus will still be distinguished from regular local service by the many "RAPID" logo decals placed on the front, top, and back of the bus. Ms. Turner also added that the ads can cover the logo and can be taken on and off as needed since the logo is a decal.

Chair Rhilinger added that she does not support ads on buses, however does support the proposed branding for the Rapid bus.

COMMITTEE RECOMMENDATION

Councilman Brewer motioned and Councilman Numark seconded to approve the new rapid bus branding.

Motion passed 3-0.

ADJOURNMENT

At 4:40 p.m. the meeting was adjourned.

CITY OF TORRANCE

INTEROFFICE COMMUNICATION

DATE: September 21, 2011

TO: Transportation Committee

VIA: Robert J. Beste, Public Works Director 

FROM: Ted Semaan, Engineering Manager

SUBJECT: **TORRANCE REGIONAL TRANSIT CENTER PROJECT – CONCURRENCE TO PURSUE PROPOSALS FOR PLANNING & DESIGN SERVICES**

In July 2011, the Metro Board adopted the early action list of Measure R funded projects. The projects included the Torrance Transit Park & Ride Regional Transit Terminal Project, AKA Regional Transit Center (RTC). City staff has been working diligently with Metro staff in drafting the Memorandum of Understanding (MOU) to formalize the monetary exchange agreement between the City of Torrance and Metro in the design, and ultimately construction, of the RTC.

On December 17, 2009 the City acquired the former PPG site, a triangular parcel of approximately 15 acres in size, nestled between Metro owned Burlington Northern Santa Fe (BNSF) railroad to the south and west, Dow Chemical to the north at 208th Street and Crenshaw Boulevard to the east.

The Torrance Regional Transit Center has been identified by the Torrance Transit Department as the future transit hub for Torrance Transit busses, as well as those from Metro, Gardena, Beach Cities and MAX (Municipal Area Express) transit operators. Transit operations' envisions the RTC to be a multi-level structure of approximately 10,000 square feet in size, surrounded by an eight-berth bus stop/lay-over space. The building will house ancillary uses such as a training facility on the upper level, a Transit Store, public restrooms, vending machines and/or snack shop, and a lounge with restrooms for the bus drivers.

Initial conceptual layouts were prepared for the Transit Department by Carpenter Sellers Del Gatto Architects out of Las Vegas, Nevada. This conceptual design was presented to and concurred by the Transportation Committee on Feb 24, 2011. With the approval of the Measure R Project List by the Metro Board, which included the Transit Center, a multi-departmental team started reviewing the different aspects of the project and to help facilitate its implementation.

As a component of this review, the consultant firm DCA Civil Engineering Group was contracted to survey the site and layout the conceptual design onto a scaled base drawing. In addition, DCA was tasked to investigate potential

subdivision of the entire parcel into market demand parcels and circulation network.

Upon review of the layout, staff identified prospective concerns and recognized the need for review of the conceptual layout by transit circulation and design experts. Staff met with several firms to discuss the prospect of this endeavor. Several potential flaws were identified, such as bottlenecks, circulation conflicts between busses and automobiles, potential delays in bus circulation, pedestrian conflicts with automobile and bus traffic and a disconnect with current needs for parking and accommodations to “current” users with the future parking structure.

Discussions precipitated in a recommendation to explore more viable solutions. Several of the firms stressed the need to explore the master planning of the entire site to:

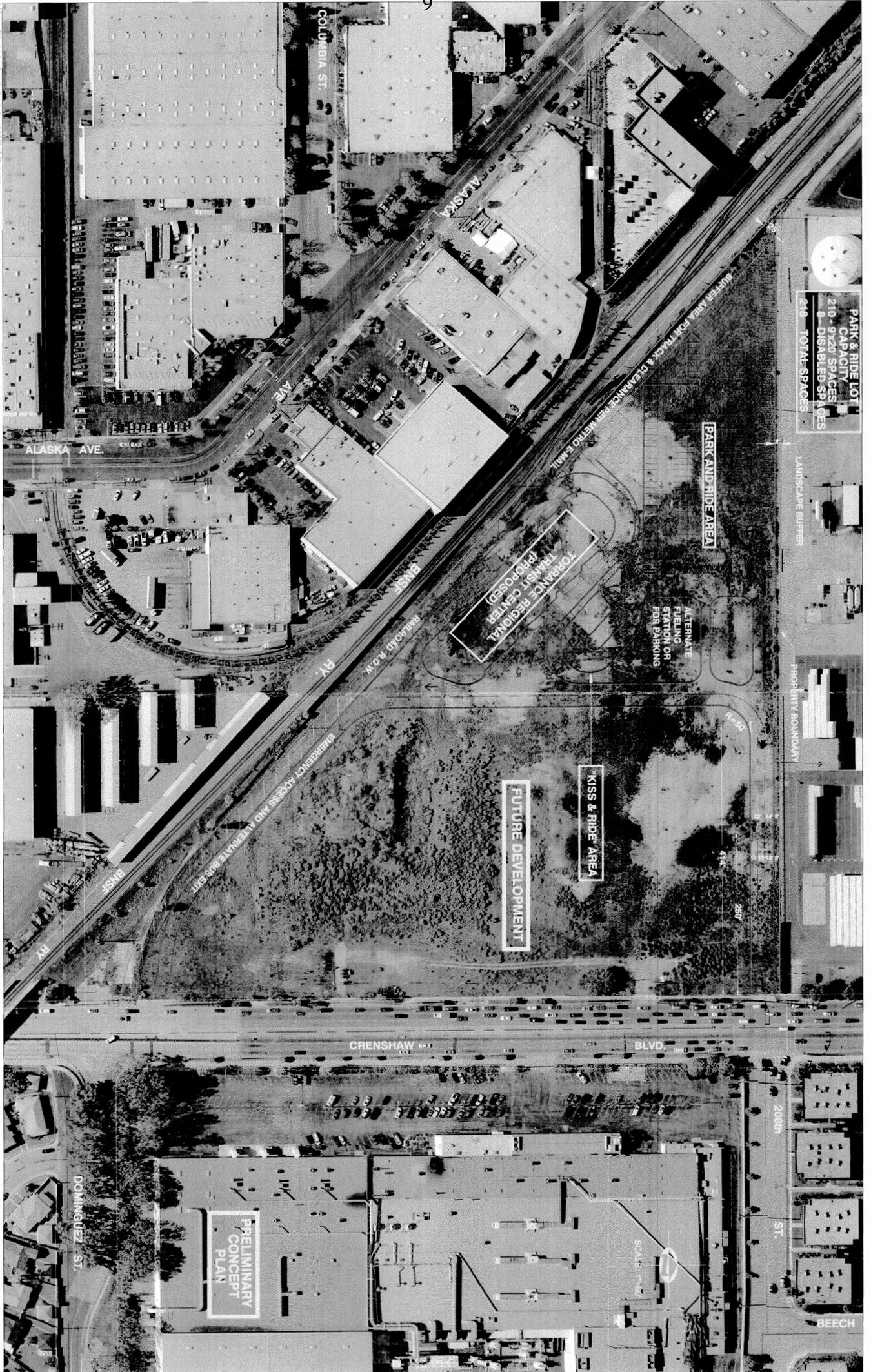
- Improve circulation for busses, automobiles and pedestrians;
- Reduce travel time of busses to and from the Transit Center for drop-off and pick-up of passengers;
- Increase street visibility and encourage the use of the RTC;
- Present an inviting and safe environment for RTC users with the increased visibility;
- The need to “be open minded” to consider alternative lay-out designs of the Transit Center in relationship to the remaining 10-acres;
- The need to identify the “look” and amicable function of the Transit Center with the remaining 10-acres; and
- Build a Transit Center that is pleasing to the City, is forward thinking in its functionality and successful for the duration of its lifespan.

To achieve this objective, staff would like to present this concept to the Transportation Committee. Once concurred to, staff would start the solicitation process through the Request for Proposals (RFP) process to select a Transit Center design firm with the expertise to address the concerns above. In doing so, the firm will need to have the vision to create several conceptual layouts. The conceptual plans will go through the review and approval process of the Transportation Committee and City Council and allow for the project to submit for environmental review and land use entitlements. Then the consultant will start to create the 30% design plans that will encapsulate the essence of the City into a set of drawings that will be “bid” through the “design-build” process.

Staff is seeking comments and direction from the Committee.

Attachments:

- A. Conceptual Plans on an Aerial Background created by Staff;
- B. Draft Conceptual Plans created by DCA Civil Engineering Group; and
- C. Draft Conceptual Timeline for Project Design and Construction



05/30/11 1:10 PM
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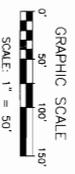
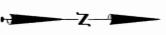
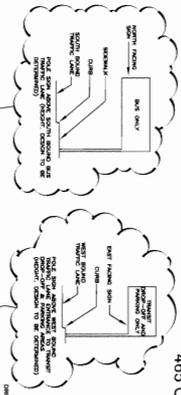
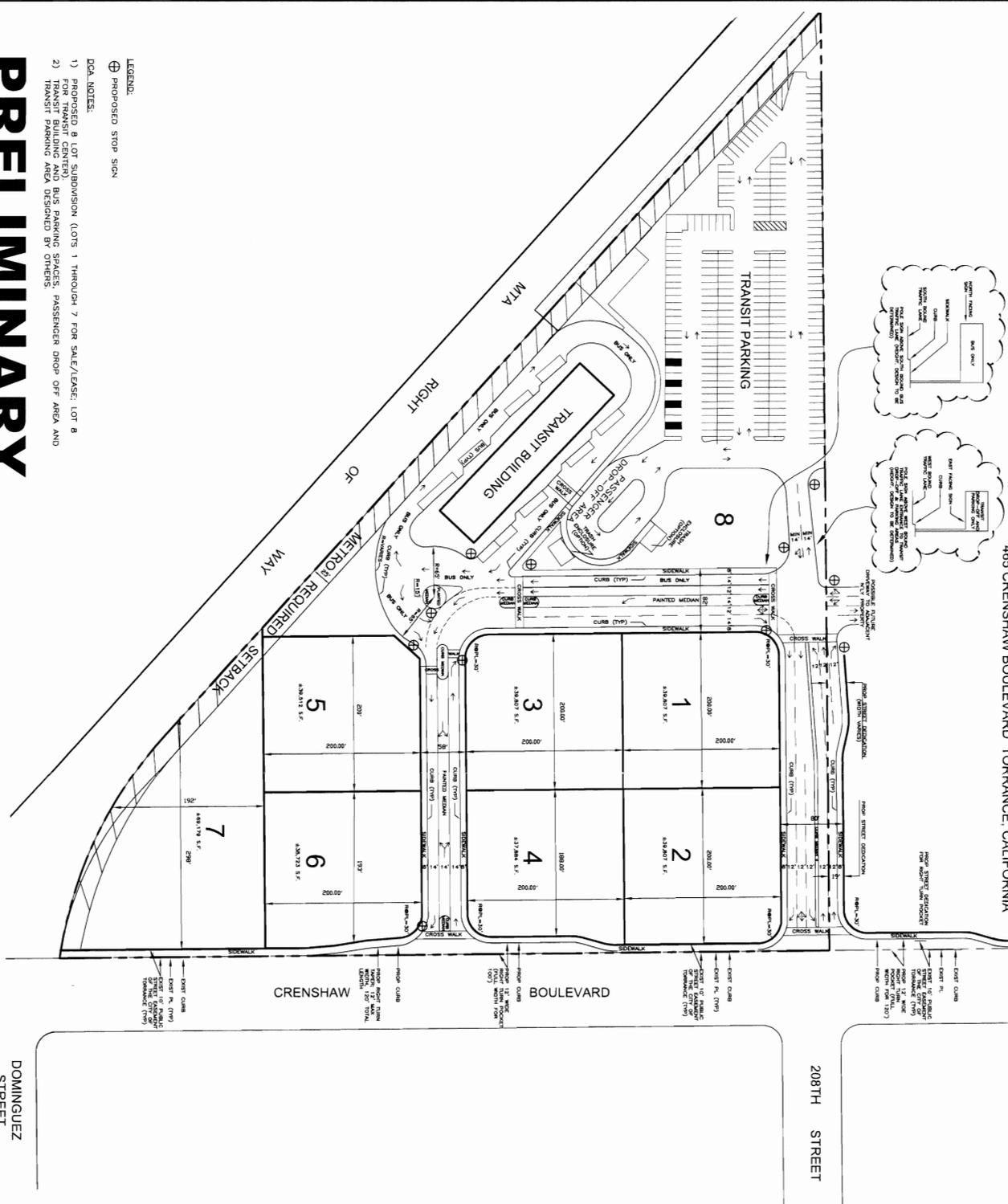
TORRANCE TRANSIT CENTER

465 CRENSHAW BOULEVARD TORRANCE, CALIFORNIA

PRELIMINARY

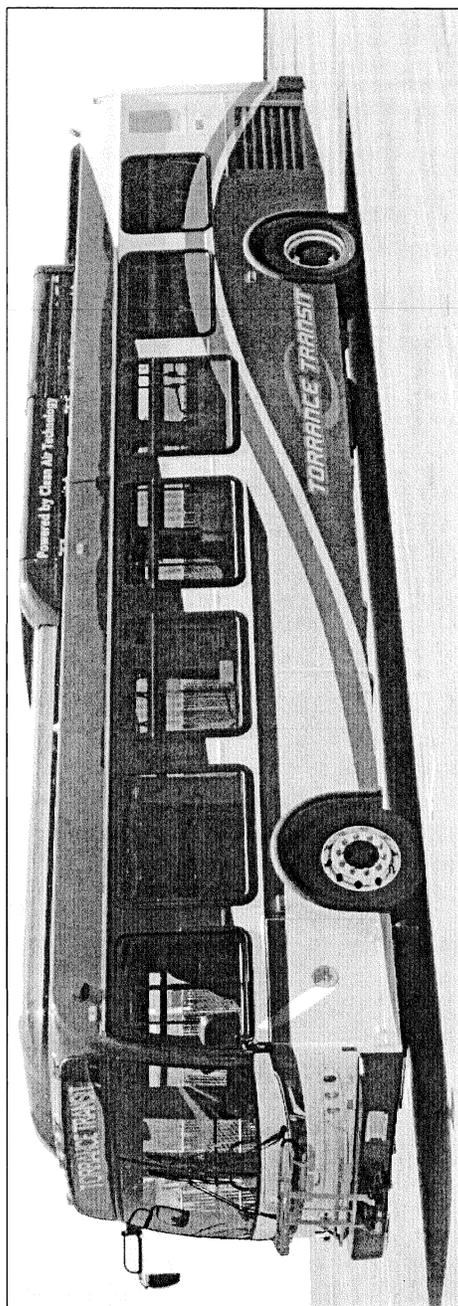
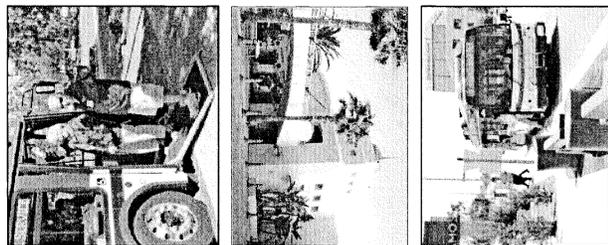
LEGEND:
⊕ PROPOSED STOP SIGN

DCA NOTES:
1) PROPOSED 8 LOT SUBDIVISION (LOTS 1 THROUGH 7 FOR SALE/LEASE; LOT 8 RESERVED FOR TRANSIT CENTER BUILDING AND BUS PARKING SPACES; PASSENGER DROP OFF AREA AND TRANSIT PARKING AREA DESIGNED BY OTHERS)



<p>TORRANCE TRANSIT CENTER 465 CRENSHAW BOULEVARD TORRANCE, CALIFORNIA SITE PLAN</p>	<p>PLANS PREPARED BY: DCA CIVIL ENGINEERING GROUP DATE: 05/30/11 SCALE: 1" = 50'</p>	NO.	DATE	REVISION
		1		

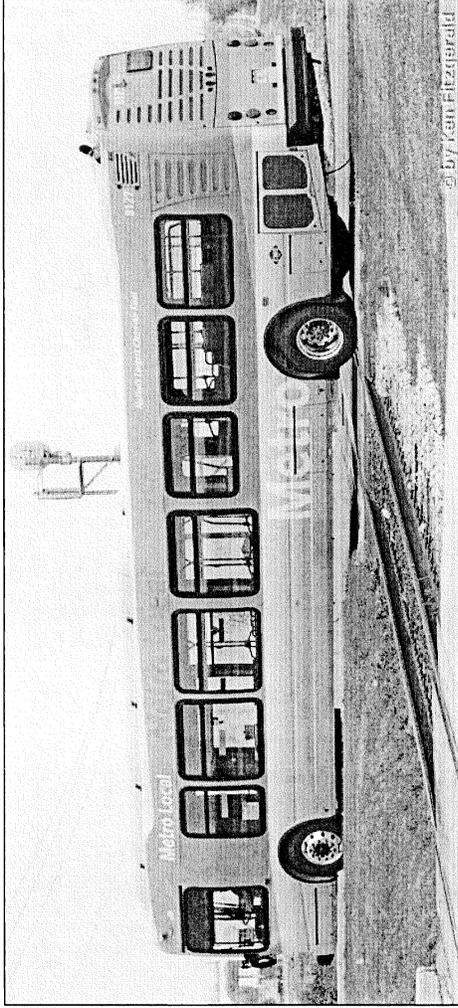
TORRANCE TRANSIT



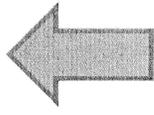
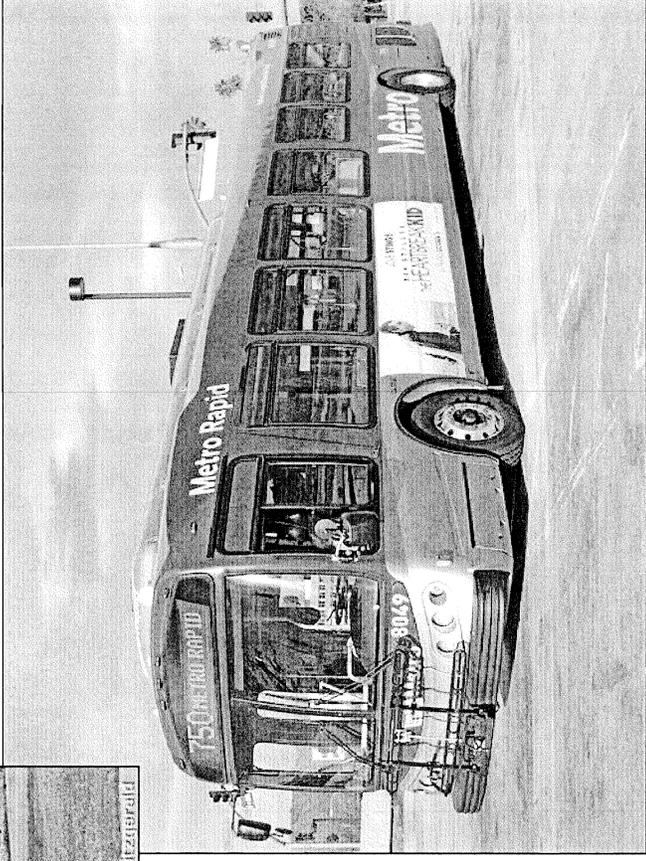
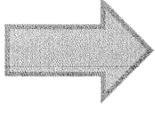
Torrance Transit Line 3 Rapid Design Presentation

Coming Soon...

LACMTA (Metro) Rapid Branding



Metro Rapid



Metro Local

TERRANCE TRAVIS

Culver City Bus Rapid Branding



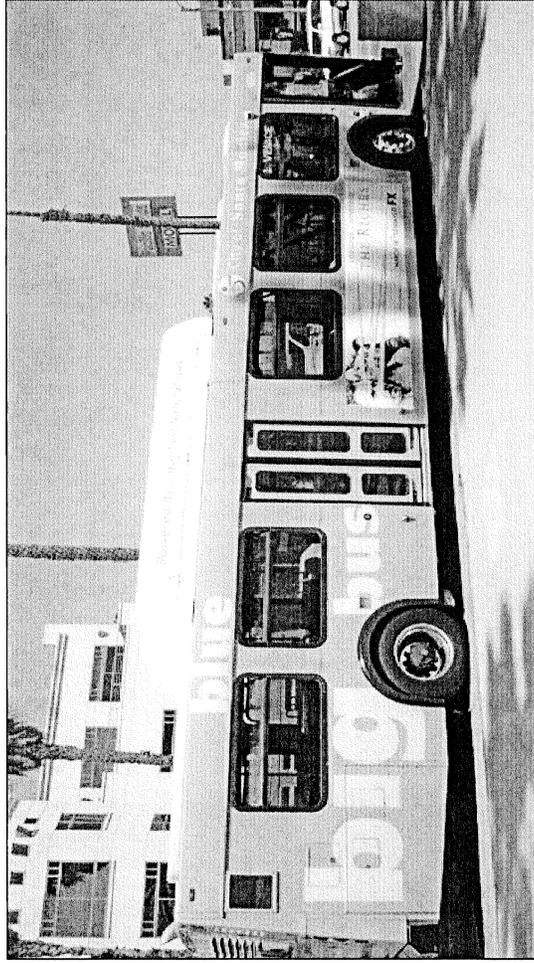
Culver City
Rapid ↓

↑
Culver City
Local

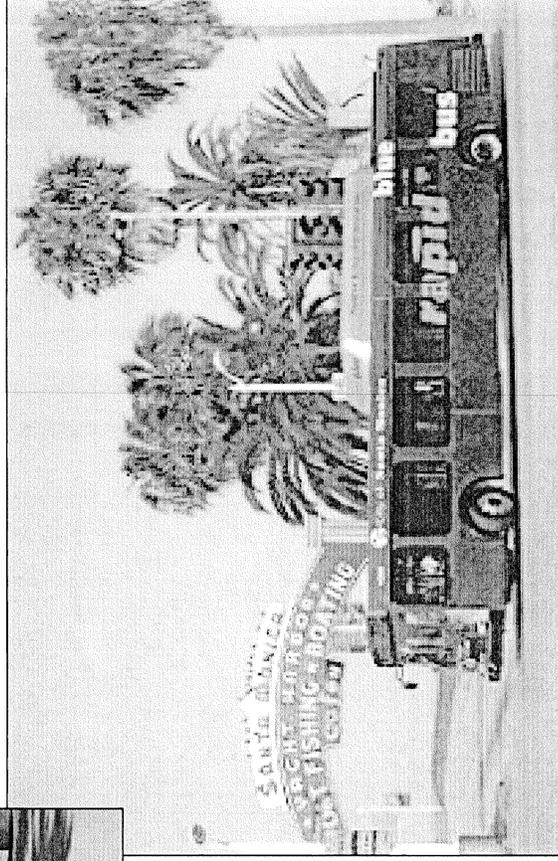
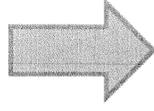


TORRANCE TRANSIT

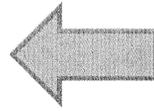
Santa Monica Big Blue Bus Rapid Branding



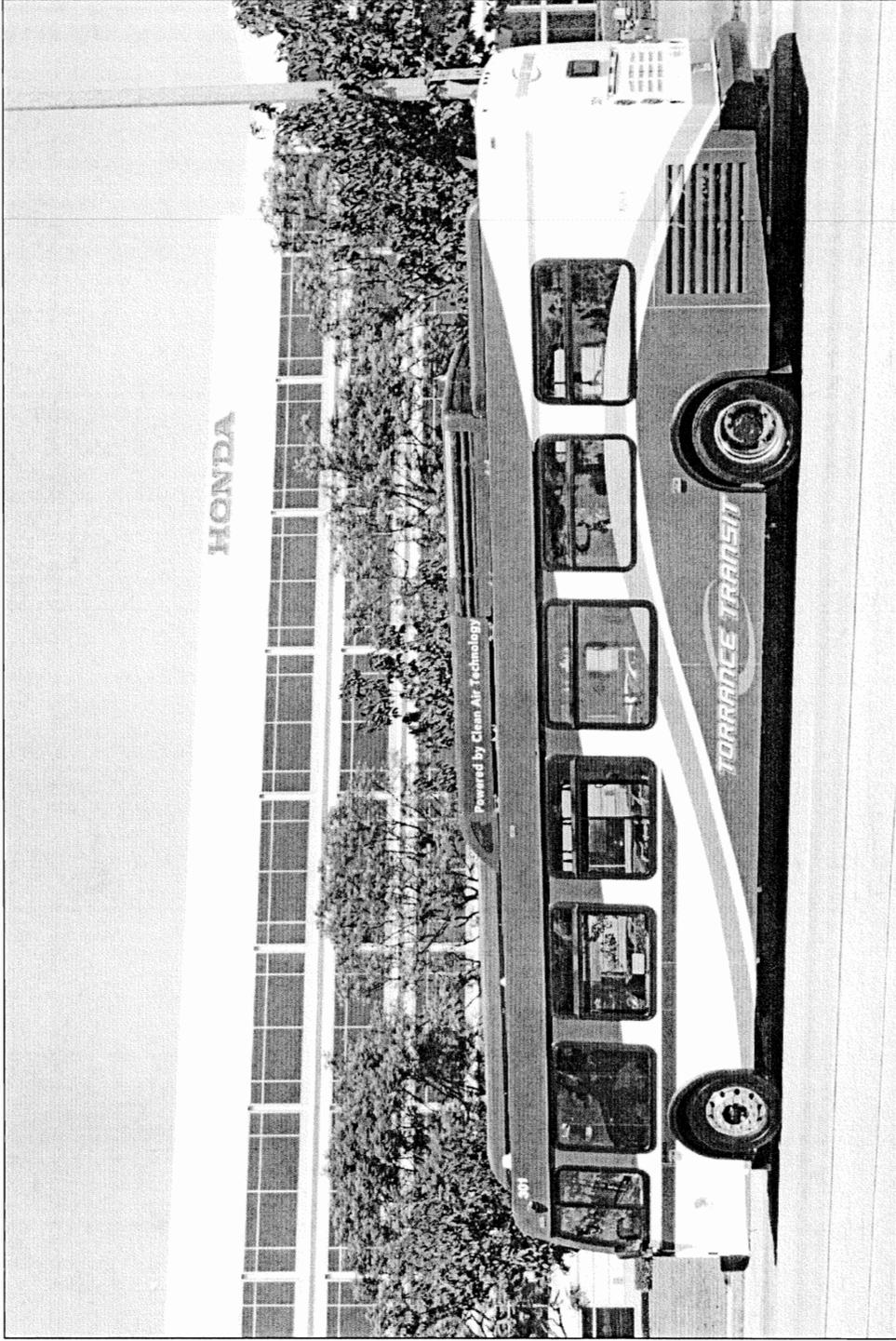
*Santa Monica
BBB Rapid*



*Santa Monica
BBB Local*

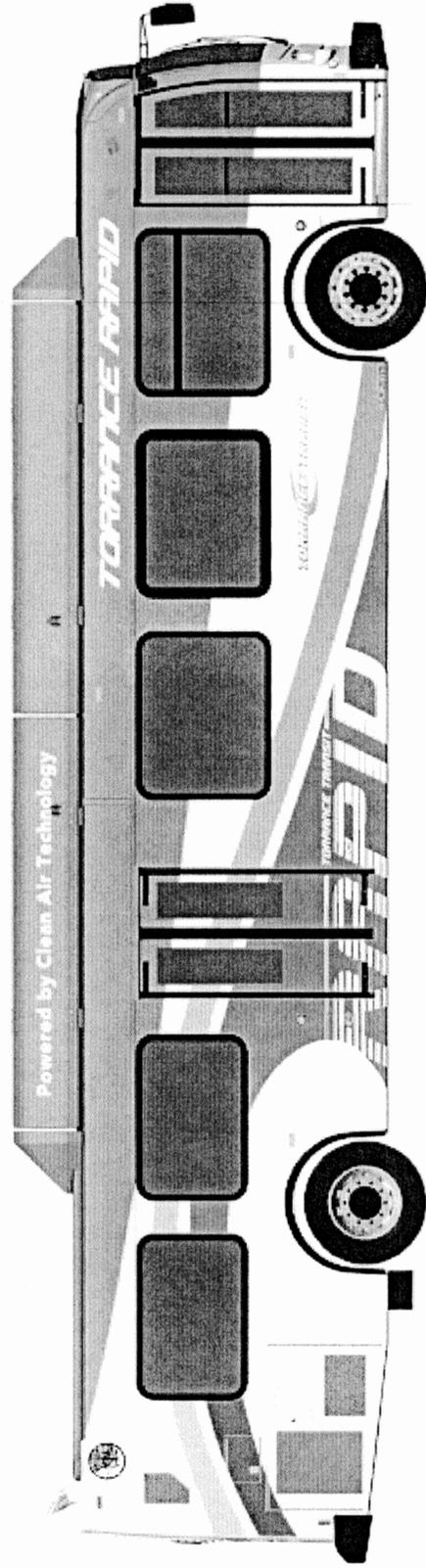
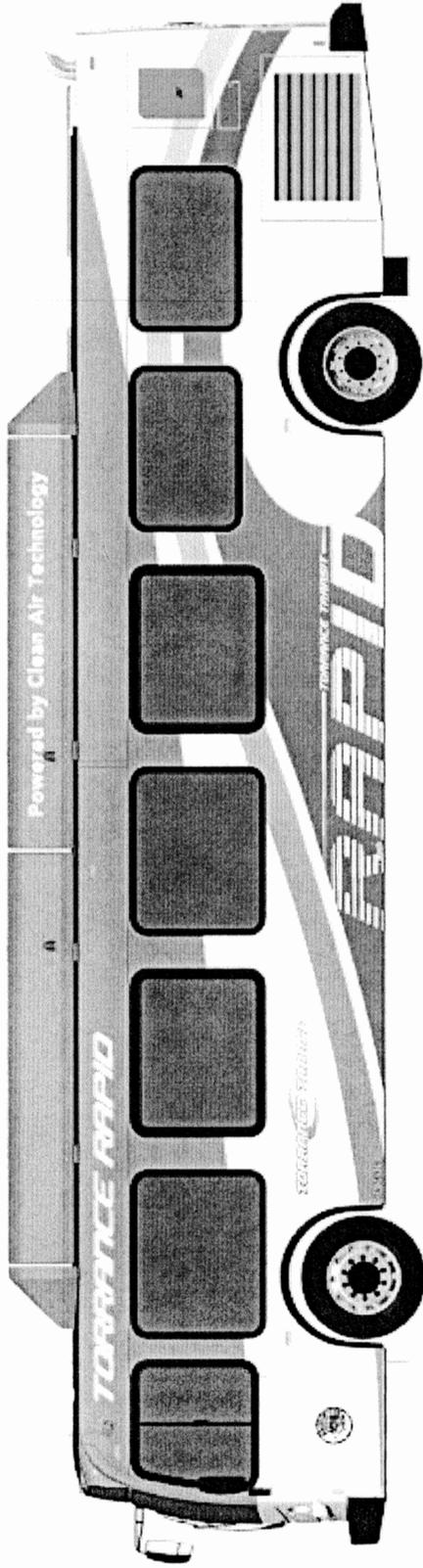


Current Torrance Transit Local Branding

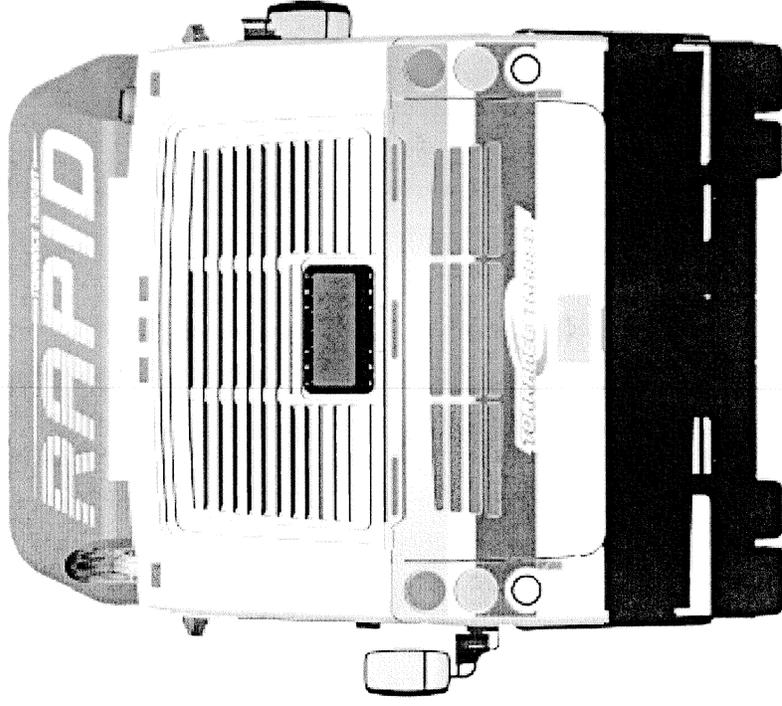
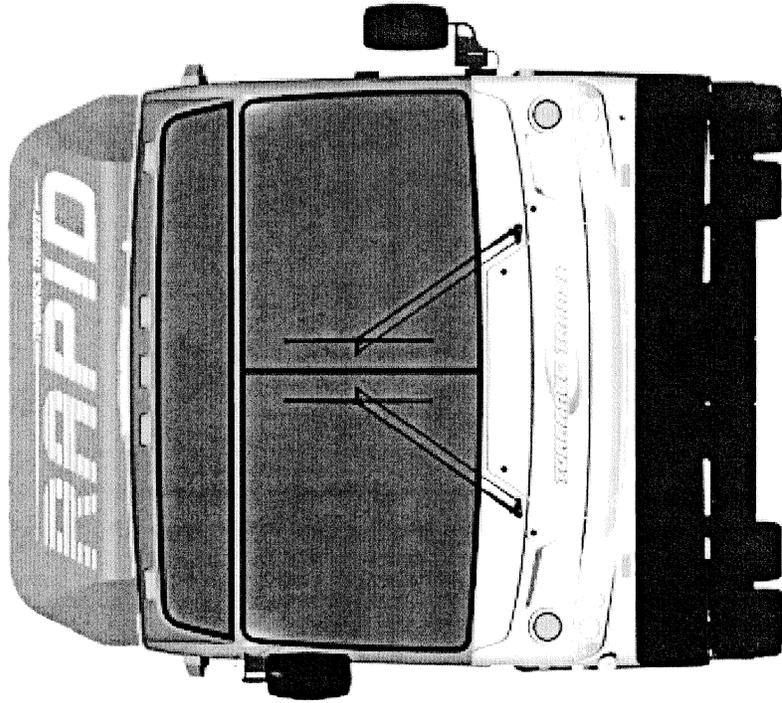


TORRANCE TRANSIT

Proposed Torrance Transit Rapid Branding



Proposed Torrance Transit Rapid Branding



Torrance Transit Rapid Brochure

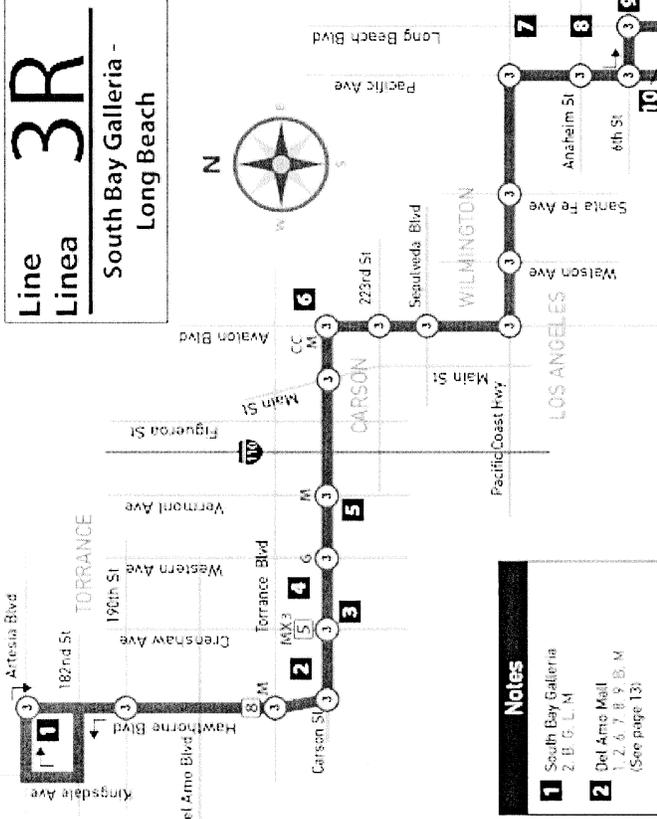


Line 3 Rapid

So Bay Galleria - Torrance -
Downtown Long Beach

3R

South Bay Galleria -
Long Beach



Notes

- 1** South Bay Galleria
2. B, G, L, M
- 2** Del Amo Mall
1, 2, 4, 7, 8, 9, B, M
(See page 13)
- 3** Torrance High School
- 4** Downtown Torrance
- 5** Harbor-UCLA Medical Center
- 6** Carson Civic Center
- 7** Pacific Coast Hwy Station
M, MBlue Line, LB
- 8** Anaheim Station
M, MBlue Line, LB
- 9** 5th Street Station
M, MBlue Line, LB
- 10** First Street Transit Gallery
CE, M, MBlue Line, LB

Legend

③ Line 3R Stop

Connections

- # Torrance Transit
- B Beach Cities Transit
- CC Carson Circuit
- CE Commuter Express
- D DASH
- G Gardena Municipal Bus Lines
- M Metro Bus
- MX# MAX

Coming Soon...



