



AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: March 7, 2017

Agenda Item 9A

Approvals:

City Manager	
Dept. Head	
Attorney	
Finance	

Department: Public Works / Engineering OB
Prepared By: Jennifer Rosales, Senior Transportation Engineer

Subject: *SELECTION OF SAN CLEMENTE TROLLEY SIGNAGE AND STOPS.*

Fiscal Impact: None.

Summary: This action requests the City Council to select the trolley stop signage and stop locations.

Discussion: On February 16, 2016, the City Council authorized staff to submit a grant application with the Orange County Transportation Authority (OCTA) for the San Clemente Trolley Project. On June 13, 2016, the OCTA Board approved the grant for the San Clemente Trolley. The cooperative agreement with OCTA for the San Clemente Trolley was approved by the City Council on September 6, 2016. On December 20, 2016, the City Council selected two Council members to participate on an ad-hoc committee to review potential themes and colors for the San Clemente Trolley. On January 17, 2017, the City Council selected the trolley colors and design concept and the name "San Clemente Trolley." The trolley design concept showing the side elevation, front, and back is shown in Attachment 1. The logo from the Friends of San Clemente Foundation will be placed on the back of the trolley as discussed during the City Council meeting on January 17, 2017.

The summer weekend trolley service is targeted to begin on May 26, 2017 and run through Labor Day Weekend on Friday/Saturday/Sunday with three trolleys operating at 15 minute headways. The San Clemente Summer Trolley service will operate 15 Weekend days (Friday through Sunday) plus Memorial Day, 4th of July, and Labor Day. Hours of operation are 12 noon to 10 pm Friday, 10 am to 10 pm Saturday, and 10 am to 8 pm Sunday.

The San Clemente ad-hoc committee met on February 14, 2017 to review the trolley route, stops, and signage. RSM Design developed and presented several trolley sign options consistent with the trolley colors and design concept by RSM Design. The ad-hoc committee discussed the trolley stop signage, and the committee unanimously selected the trolley stop signage shown in Attachment 2.

The San Clemente Summer Trolley route and stops were discussed by the ad-hoc committee including a stop in the San Clemente Outlets. The trolley stops recommended by the ad-hoc committee are shown in the following table, and the trolley route map is provided in Attachment 3.

San Clemente Summer Trolley Stops

Northbound	Southbound
1 - San Clemente Pier	9 - Outlets at San Clemente
2 - Ave Del Mar & Seville	10 - Avenida Vista Hermosa at Via Pamplona
3 - Ave Del Mar & Ola Vista	11 - Metrolink station (Avenida Estacion)
4 - El Camino Real & Ave Del Mar (on El Camino Real)	12 - El Camino Real & Los Molinos
5 - El Camino Real & Palizada	13 - El Camino Real & Mariposa
6 - El Camino Real & El Portal	14 - Ave Del Mar & El Camino Real (on Del Mar)
7 - El Camino Real & Los Molinos	15 - Ave Del Mar & Ola Vista
8 - Metrolink station (Ave Estacion)	16 - Ave Del Mar & Seville
9 - Outlets at San Clemente	1 - San Clemente Pier

The consultant who prepared the trolley feasibility study recommended the trolley route to run through the outlets and included the outlets in the ridership estimates for the trolley. The trolley route through the Outlets maintains the 15 minute headways for the trolley.

The ad-hoc committee recommended one trolley stop in the San Clemente Outlets, and the two options for consideration and selection by the City Council are shown in Attachment 4. City staff met with the San Clemente Outlets management staff on February 9, 2017, and the Outlets expressed interest in a trolley stop in the Outlets. The ad-hoc committee recommended the conditions for a trolley stop in the Outlets at San Clemente to include the following:

- Outlets at San Clemente to provide a bench at the trolley stop which meets City design standards.
- The City to have full legal control and decisions regarding the trolley stop in the San Clemente Outlets.

Recommended

Action: THE AD-HOC COMMITTEE RECOMMENDS THAT the City Council:

1. Approve the trolley stop signage and route, and
2. Select one of the trolley stop options in the San Clemente Outlets.

- Attachments:**
1. Trolley Design Concept
 2. Trolley Stop Signage
 3. Trolley Route Map
 4. Trolley Stop Options in San Clemente Outlets

Notification: None.

TROLLEY
CONCEPT



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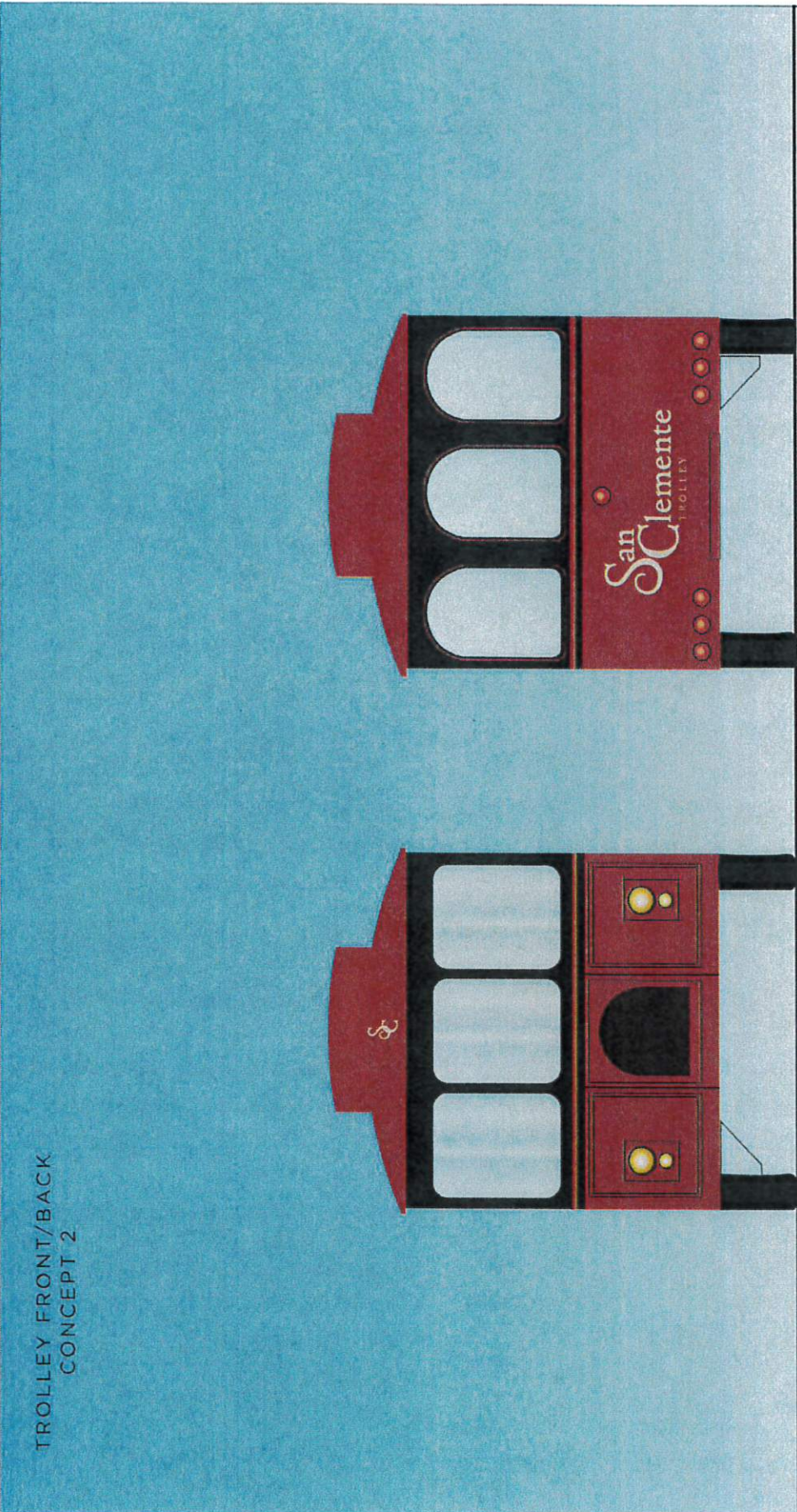


DATE ISSUED
February 14, 2017



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TROLLEY FRONT/BACK
CONCEPT 2



BACK

FRONT



ADOBE WHITE

WARM BLACK

HISTORIC RED

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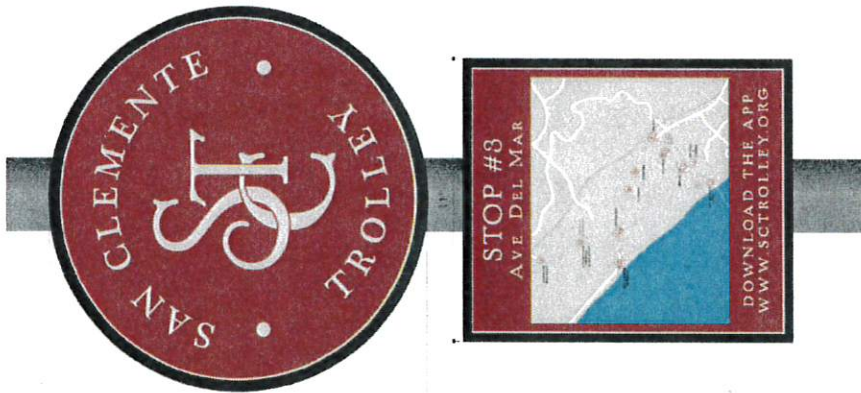
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TROLLEY STOP
CONCEPT

Attachment 2



1-2

1-3

2 Trolley Stop Sign
Scale: 1"=1'



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TROLLEY MAP CONCEPT

USING FLAGS, TYPOGRAPHY, AND A DEFINED PATH OF TRAVEL TO CREATE A CLEAR MAP SYSTEM.

