



PUBLIC WORKS DEPARTMENT

CONTRACT FOR DE LA GUERRA PLAZA PRELIMINARY DESIGN AND DE LA GUERRA PLAZA REVITALIZATION PUBLIC OUTREACH UPDATE

March 26, 2019



Today's Presentation

- Approve an Amendment to RRM contract in the amount of \$199,040 for architectural and design services for DLG Plaza;
- Discuss next steps and schedule; and
- Receive an update on DLG Plaza public outreach



Recent History

- Measure C – November 2017
- Council directed staff to pursue DLGPR Project January 15, 2019
- Project Objective: facilitate existing and potential uses (Old Spanish Days and Farmers Market) to activate the Plaza
- Project Objective: improve infrastructure, utilities and aesthetics, to facilitate additional uses and activate the Plaza



Proposed Project Elements

- *Create a level plaza*
 - *Includes De La Guerra Street between State and Anacapa and Storke Placita*
- *Size will accommodate civic uses, as well as Old Spanish Days and Farmers Market*
- *City Hall parking lot during events*
- *Activate an under-utilized space*



RRM Contract Amendment for Concept

- RFQ published January 15, 2019, for design services;
- Interviews held in February with six firms;
- Panel of interdepartmental City staff unanimously selected RRM (excellent, relevant plaza experience 100+ projects in Santa Barbara and 300+ place-making projects);
- Initial contract for \$12,100 awarded to RRM March 5 to support public outreach; and
- Approve an amendment to RRM Contract in the amount of \$199,040 for architectural and design services for DLG Plaza



RRM Contract – Current to Dec 2019

- Cultural landscape study
- Utility coordination and constraints plan of site
- Preliminary schematic design
- Additional stakeholder meetings
- Draft and final concept plan
- Preliminary cost estimate
- Design development



Next Steps

- DLGPR Subcommittee Meetings
 - *Two members each of*
 - City Council: Councilmembers Dominguez and Sneddon
 - Historic Landmarks Commission: Commissioners Drury and Veyna
 - Parks and Recreation Commission: Commissioners Longstreet and Perry
 - Planning Commission: Commissioners Jordan and Wiscomb
 - *April 10, 24, May 23, June 5*
 - *Subcommittee meetings are open, publicly noticed, Room 15 City Hall*



Next Steps

- Publish summary of outreach
- RRM creating the following:
 - *Constraints Map, Utility Map, Preliminary Concept Plan using public input data*
- Design and development review public meetings
 - HLC
 - Planning Commission
 - City Council



Summary of Public Outreach

- Summary of trends by Suzanne Elledge of SEPPS



Public Outreach

- **Stakeholder Meetings** (ongoing since January)
 - Individuals
 - Businesses around the Plaza
 - Organizations
- **Community Workshop** (Saturday, March 9th)





Public Outreach

Baseline for all Discussions:

- *Dedicated as 'Public Square' in 1853*
- *Plaza and surrounding buildings as Historic resource*
- *Long history of community uses*
- *Other recent attempts to improve*

Basic concept for Revitalization:

To create level Plaza including Storke Placita and De la Guerra Street





Public Outreach - Primary Topics

Uses and Activities

Past, Present, and Potential

Design

Historic Resources, Functionality, Aesthetics, Landscape, Art

Infrastructure

Surface Material, Utilities, Lighting, Facilities

Parking, Circulation and Access



Public Outreach

Hundreds of Comments to Inform Revitalization Effort

- Meeting Notes
- Comment Cards
- Survey/Questionnaire
- Marked-up Plaza Exhibits
- Flip Charts
- Facilitator Notes

Plaza Event Suggestions

- Rallies (keep core purpose of Plaza)
- Mobile art shows, not fixed
- Small bands like the ones that perform in San Fernando market (or not amplified)

De la Guerra Revitalization

PLEASE ANSWER ANY OR ALL QUESTIONS
More space on back if needed

Uses and Activities
What are your ideas to activate and bring vitality to the Plaza?
Public parking, public art, art displays, art events

Design and Functionality
What functionality problems concern you?
Do you have concerns about signage?
Signage, trees (by person), benches, considering children

COMMENT CARD:

FIRST/LAST NAME: *BAF*

ADDRESS: *1025 G*

CITY: *SB*

DATE: _____

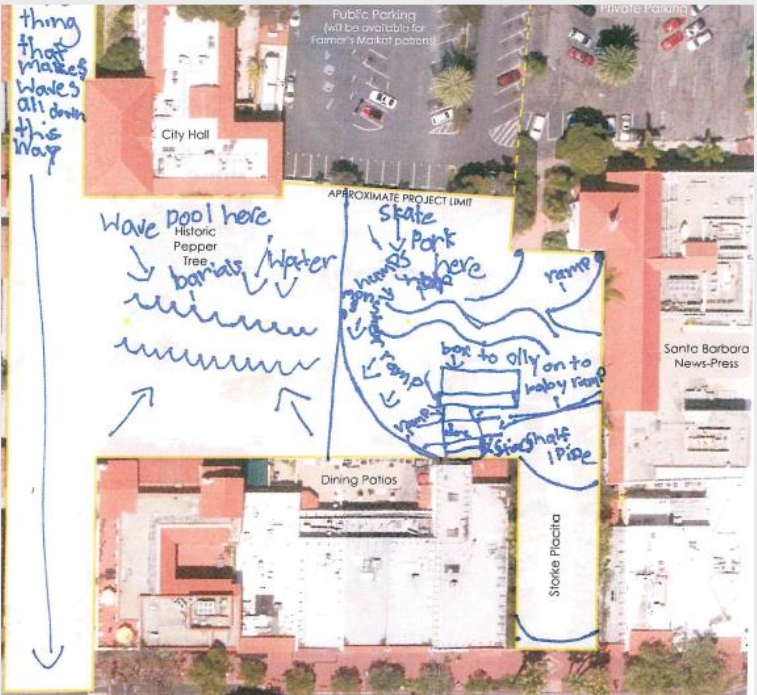
COMMENT:
1) APPROVAD THE AS HEAD OF CITY W SATURDAYS + TUES STORK + DELA GUERRA W SIGN. POTENTIALLY CONSIDER STOPPING TRAFFIC ON STATE TO TO CONNECT THE BASED ON MARKET DAYS.

Marked-up Plaza Exhibit:

- Public Parking
- REST ROOMS
- INFO KIOSK
- TABLES
- CHAIRSE
- PAPER WASTE
- CONCRETE 'STOMES'
- PLANT PLUG POINTS
- DIRTING PATIOS
- RICE BRANNING



William's Vision (8-yr old)...





Public Outreach

General Consensus- all Groups:

- *Excitement and support for Plaza Revitalization*
- *Many creative improvement ideas for Plaza design*
- *Many suggestions for additional community uses and activities*
- *Respect for historic resources*
- *Desire to bring locals “back downtown” to activate the Plaza*



Public Outreach- Primary Public Concerns

- **City needs to better maintain the beauty, safety and function of the Plaza**
- **Emphasis on activities that will draw locals rather than prioritizing tourists**
- **Protect historic resources in and around the Plaza**
- **Maintain civic and community uses with introduction of Farmers Market and other potential new uses**



Public Outreach- Primary Concerns of Businesses around Plaza

Maintain Customer Convenience with respect to Parking and Access

Strong preference to maintain existing parking and access

Disruption during Construction

Request to be informed well in advance re construction schedule, and that there be good signage about businesses remaining open, and visible access to businesses



Public Outreach

Uses and Activities:

- Maintain civic uses (rallies, marches etc.)
 - Concerts (music of all types and dance)
 - Outdoor meeting place
 - Coffee and Food carts
 - Kid's activities
 - Family activities
 - Senior activities
 - Games
- And many more...

Design:

- Create flexible space
 - Benches
 - Shade trees
- Café tables and chairs
 - Art (SB Timeline Mosaic, Exhibits,
 - Restaurants facing plaza
- Consolidate trash and recycling; make attractive
- Use landscaping to soften the Plaza

Infrastructure:

- Permeable hardscape vs. lawn
 - Stage
- Electricity and water for event sponsors
 - Restrooms
 - Lighting
 - Free Wi-Fi
- Storage for event sponsors

Parking, Circulation, Access:

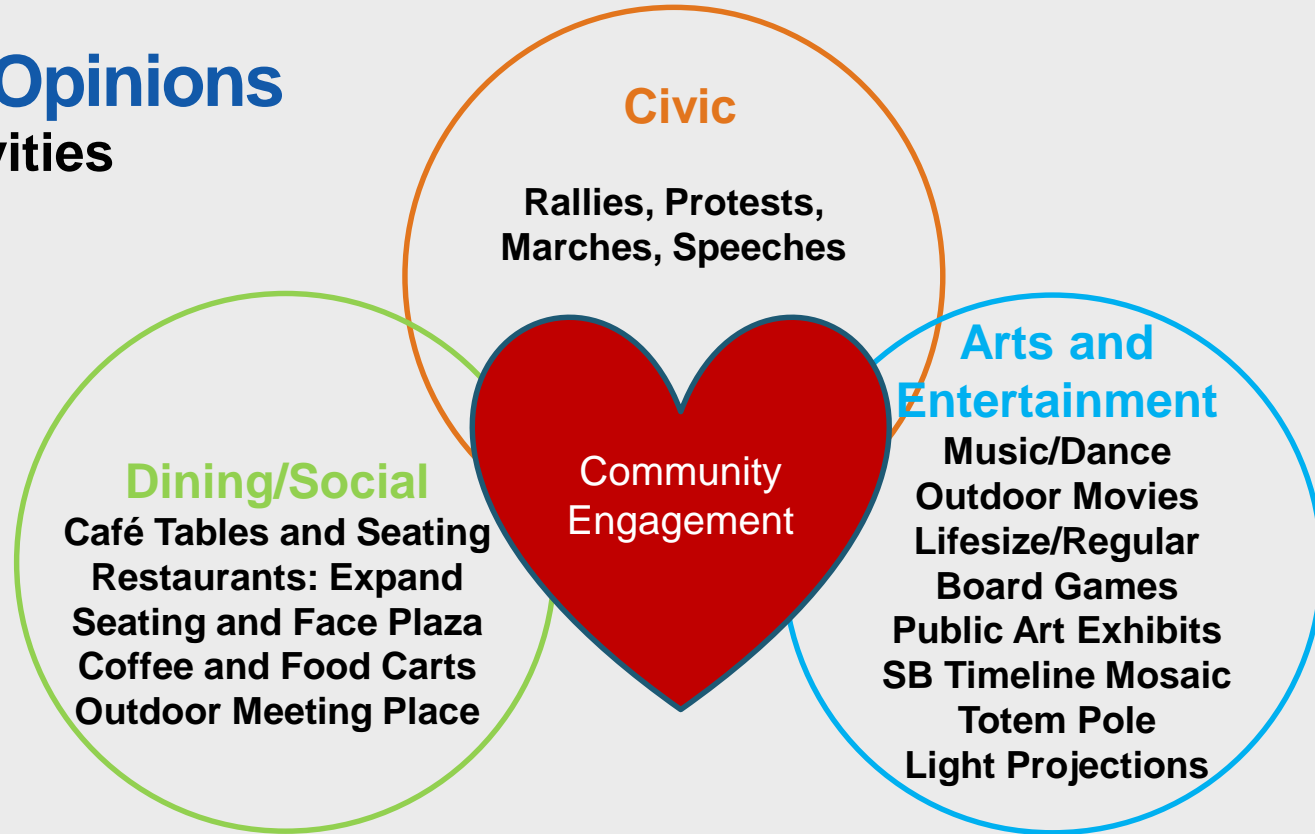
- Full access vs. restricted access
- Need sufficient parking for all Plaza users
- Need more ADA parking
- Make Plaza universally accessible



Passionate Opinions

Uses and Activities

Impressive list of potential activities and uses identified by the community and desire to appeal to all age groups





Passionate Opinions

Parking and Circulation

Maintain Existing
Access/Parking

Make Plaza
Pedestrian-Only



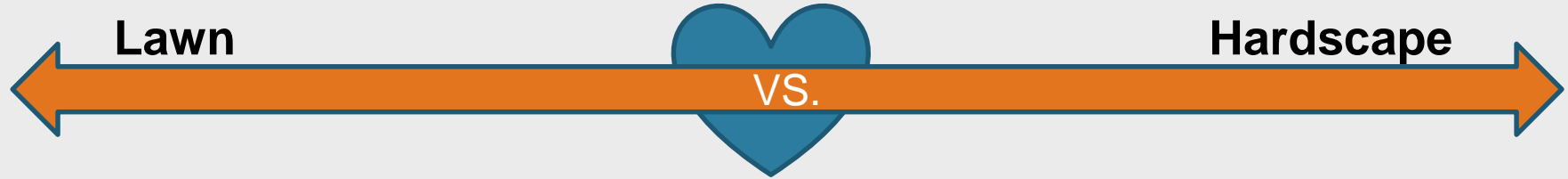
Local businesses around Plaza strongly prefer parking and circulation to be maintained in the Plaza

Majority of citizens prefer to eliminate or restrict parking and circulation in Plaza (exceptions made for deliveries, trash/recycling, emergency vehicles)



Passionate Opinions

Plaza Surface



A few strong opinions that lawn should be retained

***Majority of citizens preferred permeable paving with
landscape, trees, planters and
possibly a small amount of lawn***



Plaza Described in 'One Word'





Website

santabarbaraca.gov/dlgplaza

Subscribe Online
Provide Comments



Staff Recommendations

- Approve an amendment to RRM Contract 21900195 in the amount of \$199,040; and
- Approve the funding recommendations in the Staff Report