



## PROJECT TITLE: De La Guerra Plaza Revitalization Project

### WHY THIS PROJECT?

Revitalizing the De La Guerra Plaza will give this area an opportunity to once again function as a prominent public square and regain central focus as the heart of downtown Santa Barbara.

### PROJECT BENEFITS:

A revitalized Plaza will involve expanding the available space by making structural and aesthetic improvements to better serve the community's current arts and cultural events, such as Old Spanish Days. It could provide a "permanent" home for the Saturday Farmers Market, as well as make accommodations for future activities, including events within the food industry and a wider range of arts, cultural, and musical events. An Advisory Committee has been formed with two members from each of the following: City Council, Historic Landmarks Commission, Planning Commission, and Parks & Recreation Commission. Additionally, there will also be one member from the Farmers Association and one from the Santa Barbara Trust for Historic Preservation. This Advisory Committee will help guide staff and its design team as they collectively strive to bring together the many ideas for this Plaza, while tying in the historically significant influences surrounding it and creating a space that will facilitate events and activities.



### QUICK FACTS

**Location:** De La Guerra Plaza on the 00 Block of De La Guerra Street

**Design Schedule:** spring 2019

**Construction Schedule:** 2020

**Total Project Costs:** \$3M

**Funding Source:** Measure C and other sources

### CONTACT INFORMATION

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