



Town Green & Arts District Concept Master Plan

prepared for the Town of Danville
September 5, 2019



Executive Summary

A Master Plan was prepared for the Town Green and Arts District, consistent with the adopted “Danville Parks Recreation & Arts Strategic Plan Update”. The plan provides recommendations for improvements that offer Town residents high impact arts programming. The plan was developed through an outreach process involving more than 800 members of the community. The outreach included:

- Attendance at a joint commission meeting
- Attendance at moonlight movie in the park
- On-line survey
- Intercept events

Using tabulated data from outreach efforts, a concept was developed. The concept identifies achievable improvements across the project area that support the goals of an Arts District and solidify the Town Green as Danville’s “living room”. Recognizing that funding is not in place to build out everything, a conceptual level cost estimate was prepared to provide Town decision-makers options in implementing recommended improvements over a period of time.

I. Project Background

The project is located within Danville’s downtown core, west of Interstate 680. The project limits roughly straddle Front Street, between the Town Meeting Hall and the Community Center parking lot. Included in the project limits are the Town Green, Front Street Park, the Town-owned parcel on the north side of Front Street, the new parking lot and Village Theatre. There is also a future pedestrian bridge planned to cross over San Ramon Creek, connecting the Town Green to new residential development, currently under construction.

The Town Green and Arts District Master Plan project can trace its beginnings back to the “Danville Parks Recreation & Arts, Strategic Plan Update, 2017-2027”. That document provided strategic recommendations for incorporating “high impact arts programming” into the Town’s existing facilities. Specifically:

- Integrate art into parks and facilities
- Activate parks with temporary art
- Develop infrastructure that allows for performances
- Increase art programming
- Create studio or maker space
- Incorporate art with youth programming

A request for proposals (RFP) was issued to design consultants in February of 2019 and Callander Associates was selected to assist the Town. The project kicked off in May, with public outreach occurring in June and early July. A concept was developed in July and presented to the Parks & Leisure Services Commission (P&LS) on August 14th for comment. The concept was edited and a cost estimate was developed in late August for presentation to the P&LS at their September 11th meeting.

II. Public Outreach Process

An outreach process was developed at the outset of the project. Multiple methods of outreach were proposed to reach the community. Those outreach methods included:

1. On-Site booth at Moonlight Movie Night (6/14)
2. On-Line Survey via Open Town Hall (open 6/21 – 7/5)
3. "Intercept Events" by Town Staff
 - Summerfest/Music in the Park (6/22)

On-site Booth: A booth was set up on the Town Green at the Moonlight Movie Night held on June 14th. The booth was open and available for community discussion for approximately 2 hours prior to the start of the movie. The booth contained large format boards including project goals, a site analysis plan, images boards of the types of improvements that might occur and a questionnaire for attendees to fill out. A flip chart was used to record community comments. 18 questionnaires were received at the event, along with comments recorded on the flip chart.

On-Line Survey: Town staff and Callander Associates collaborated on development of an on-line survey to reach community members that weren't able to attend the Moonlight Movie Night. The 10 question survey started with three demographic questions asking where respondents live, how often they use the Town Green and how they use it. Questions 4 through 7 sought specific input on improvements through rank order choice method, with 5 meaning 'strongly support' and 1 meaning 'strongly oppose'. Images accompanied each question so that respondents could see what the improvement represented. The categories were physical improvements, signage/wayfinding, programming and art. Questions 8 through 10 were open-ended, asking what respondents would like to see or not see in the Town Green and Arts District, what an Arts District means to them and whether they have additional comments.

Intercept Events: Town staff attended the Summerfest and Music in the Park June 22nd and received additional paper questionnaires.

III. Outreach Results

The questionnaires and on-line survey results were combined and tabulated. For each rank order question, a weighted average was calculated to determine community preference. Weighted average results are provided for each item in questions 4 through 7 below. The higher the weighted average value, the more preferred the item. For example, a weighted average of 2.00 would mean respondents opposed that item more than they support it, on average. Conversely, a weighted average of 4.00 would mean respondents supported that item more than they oppose it. And lastly, a weighted average of 3.00 represents neutral preference, meaning the community neither supports or opposes that item. Out of the 19 items shown in the survey only 2 registered weighted averages less than 3.00 (parking lot screen and secondary signage). Every other item was at least neutral. And 4 items registered weighted averages greater than 4.00 (amphitheater, art walk, maker space and interactive art). More than 140 responses were received across all outreach methods. Below are the questions asked on the survey and a summary of results:

Question 1: Where do you live?

94% of respondents live in Danville.

Question 2: How often do you visit the Town Green?

53% responded 'rarely' (less than once per month), 31% responded 'sometimes' (1 to 3 times per month) and 16% responded 'regularly' (once per week or more).

Question 3: How do you use the Town Green?

116 total written responses were provided to this question. Responses varied widely. Many responded that they use the space for reading, eating lunch, letting their kids play and attending Town events. However, many also responded that they don't use the Town Green or even know where it is.

Question 4: Please circle the appropriate number to indicate your level of support for different types of Physical Improvements:

1. 4.09 Amphitheater
2. 3.87 Re-Purpose Town Building
3. 3.32 Special Sidewalk Pavement
4. 3.04 Special Street Pavement
5. 2.55 Parking Lot Screen

Question 5: Please circle the appropriate number to indicate your level of support for different types of Signage/Wayfinding:

1. 3.76 Gateway Arch
2. 3.64 Lightpole Banners
3. 3.57 Art District Map
4. 3.23 Gateway Sign
5. 2.90 Secondary Signage

Question 6: Please circle the appropriate number to indicate your level of support for different types of Programming:

1. 4.10 Art Walk
2. 4.03 Maker Space

Question 7: Please circle the appropriate number to indicate your level of support for different types of Art:

1. 4.04 Interactive
2. 3.89 Musical
3. 3.82 Rotating
4. 3.69 Permanent
5. 3.65 Environmental
6. 3.36 Artistic Furnishings
7. 3.27 Mural

Question 8: What would you like to see in the Town Green and Arts District? Or not see?

76 total written responses were provided to this question. Responses varied widely and included comments about providing shade, retaining the grass and providing more art and programmed events.

Question 9: What does an Arts District mean to you?

68 total written responses were provided to this question. Responses varied widely and

included comments about showing culture, thought, community pride, appreciation of art and beauty and a gathering place for the Town.

Question 10: Other thoughts? Questions?

32 total written responses were provided to this question. Responses varied widely and included comments about retaining the small town feel, mitigating vehicle speeds along Front Street, consideration of youth, water play/art and to pay attention to the creek.

IV. Concept Development

Based on the community and P&LS input received, a concept plan was prepared. The concept discussion below is broken out by area.

1. Town Green Core

i. Upper Plaza & Seat Wall: The upper lawn area is proposed to be reconfigured into a series of rectangular spaces dedicated to different program uses. A shade pavilion is proposed near the library with bench seating oriented towards a rotating sculpture garden and the Town Green beyond. A seating area is proposed at the walkway intersection, with trees and benches to mirror the seating area in front of the community center. There would be bike racks and a bottle filling station in this area to support pedestrian traffic going in and out of the library and community center. An interactive art area is proposed along the main walkway. This space is envisioned to be a notable destination, instantly attributable to the Town Green. Seatwalls mimicking the rectangular upper spaces are used to transition grades down to the main lawn. The middle level is proposed as lawn and interactive play zone over resilient surfacing.

ii. Interactive Play Features: Three different interactive play features are proposed around the Town Green. They offer children the opportunity to explore art and play at the same time. The proposed pieces include climbing poles, an abstracted 'beehive' and a dome.

2. Amphitheater

i. Amphitheater: An amphitheater with a stage is proposed, which would support larger performances. The amphitheater would continue to host movie nights and concerts in the park. But could also support theater, other musical events and farmer's markets, making the Town Green a fully multi-use space. The concept also proposes new seat walls in the lawn that are oriented towards the amphitheater. These walls provide more seating options for larger performances.

3. Creek Walk

i. Creek Walk: An enhanced boardwalk-like pavement is proposed for the Contra Costa County Flood Control District (CCCFCD) maintenance access road. The boardwalk look can be achieved with stamped concrete and integral color. The pavement section would need to be sufficiently designed to withstand CCCFCD vehicle-loading requirements.

ii. Ornamental Railing & Interpretive Signage: To celebrate both San Ramon Creek and the Arts District, an artist-designed railing is proposed for the edge of the creek walk. Also, along the creek edge, interpretive signage is proposed to tell the story of the creek's ecology or history of Danville.

iii. Gathering Area: Enhanced pavement is proposed for the CCCFCD maintenance road

turnaround. Surrounding it are benches and a small picnic area with tables. Adding these features takes better advantage of a shaded area that is not currently being used. Additionally, a plaza is proposed where the future pedestrian bridge lands on the south side of San Ramon Creek. Further design coordination will be needed as both projects advance into detailed design.

iv. Lighted Pathway Bollards: Lighted pathway bollards are proposed along the creek walk to support events programmed after dusk.

4. Outdoor Reading Area

i. Outdoor Reading Area: To supplement library reading programs and casual use from the Town Green, a quiet outdoor reading area is proposed between the library building and the creek. This area would be converted from lawn to ornamental plantings and would have bench seating following a decomposed granite pathway. Additionally, the outdoor reading area would be a strong candidate for incorporation of public art.

5. Musical Garden

i. Musical Gardens: Opportunities for playing music are spread around the Town Green. One is located along the main walkway in front of the community center and the other is behind the amphitheater. The musical gardens would consist of different instruments such as chimes, xylophone and drums, all in an outdoor setting. The Town's existing program of placing pianos around Town would supplement and be a part of these musical gardens.

6. Maker Space

i. Maker Space: The concept proposes a new building on the Town-owned parcel along Front Street. The building is anticipated to include a maker space with restrooms. The restrooms can also serve the needs of the Town Green when events are programmed. Outdoor areas are shown on the concept to support the maker space. These include shade trellises, community table, interpretive sign and other seating.

7. Other Improvements

i. Gateway Monuments: To help define the limits of the Arts District, gateway monuments are proposed at both vehicular and pedestrian scales. The vehicular gateways are proposed along Front Street, at either end of the project limits. One would be located at the Town Meeting Hall and the other at Community Center parking lot driveway. The pedestrian gateways are located at key walkways serving pedestrians. One is located near the new pedestrian bridge at the Village Theatre parking lot and the other is located where the future pedestrian bridge will cross San Ramon Creek.

ii. Enhanced Crosswalk: New, brighter pavers are proposed for the crosswalk connecting Front Street Park and the Town Green. This will help with crosswalk visibility and strengthen the pedestrian connection to and from the Town Green.

iii. Pavement Medallions: Pavement medallions are proposed at key locations along the sidewalk to help designate the Arts District. The pavement medallions would be located on either side of the crosswalk near the Town Green, at the crosswalk near the Village Theatre and at the creek walk. The medallions would be set in the sidewalk and meet ADA requirements.

iv. Lightpole Banners and Art: Lightpole banners signifying the Arts District are recommended using the existing lightpoles. Also, art is recommended for the lightpoles using the armature already on the poles.

v. Village Theatre: Planting is recommended along the parking lot façade of the Village Theatre to soften the transition from hardscape to building face. Additionally, mural panels are recommended to break up the long, uninterrupted building wall now visible from the parking lot and Front Street.

vi. Building Painting: The Town Meeting Hall, Village Theatre and Community Center/Library Complex are all painted in slightly different colors. It is recommended that the Town paint the buildings the same color scheme for continuity within the Arts District.

vii. Moveable Furniture: Moveable chairs are proposed for the Town Green. These are intended to encourage social interaction and gathering where people feel most comfortable. It is anticipated the chairs would be moved by Town Green users to follow shade throughout the day or watch performances in the evening.

viii. Utility Box: The concept recommends having an artist paint the utility box, to carry the notion of an Arts District throughout the project limits.

V. Conceptual Estimate of Project Costs

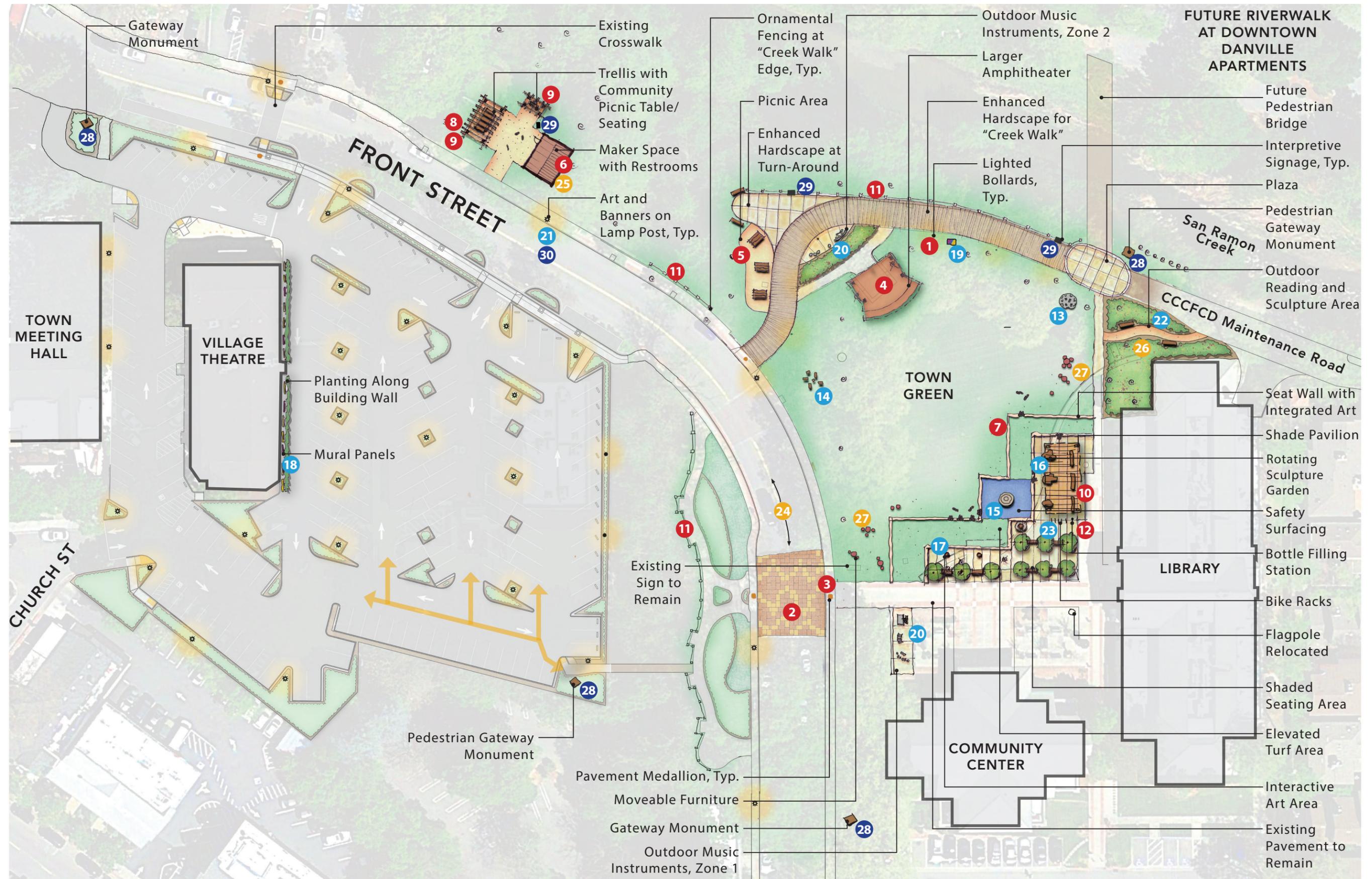
A conceptual level cost estimate was developed based on the concept plan. All costs are inclusive of construction costs, contingencies, professional services and are inflated at 3% per year for 3 years to reflect future construction timelines. The costs provided do not include hiring an artist or purchase and installation of any art suggested as part of this master plan. The Town will need to budget separately for art. Costs are broken out by area of improvements. Doing so allows the Town to identify phased implementation options.

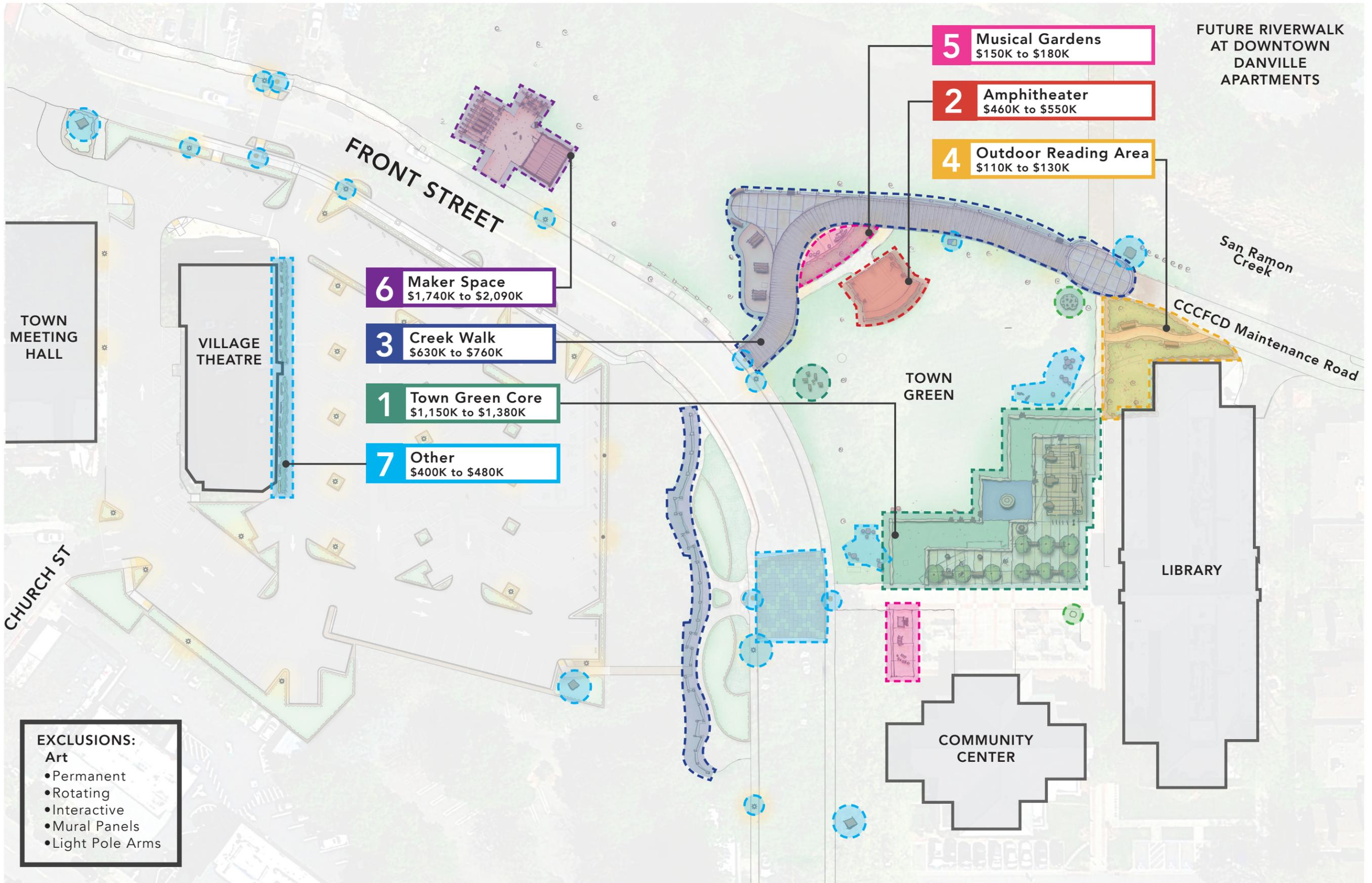
Table 1 - Project Cost Summary (\$'s in thousands)

Area of Improvements	Estimated Cost Range
1 - Town Green Core	\$1,150 - \$1,380
2 - Amphitheater	\$460 - \$550
3 - Creek Walk	\$630 - \$760
4 - Outdoor Reading Area	\$110 - \$130
5 - Musical Garden	\$150 - \$180
6 - Maker Space	\$1,740 - \$2,090
7 - Other Improvements	\$400 - \$480
Total Project	\$4,640 - \$5,570

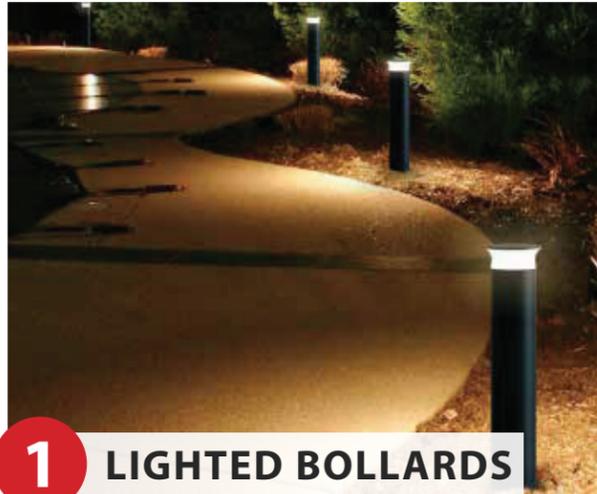
Attachments:

- "Concept Plan", dated August 22, 2019
- "Concept Plan Cost Estimate", dated August 22, 2019
- "Concept Plan Images", dated August 22, 2019





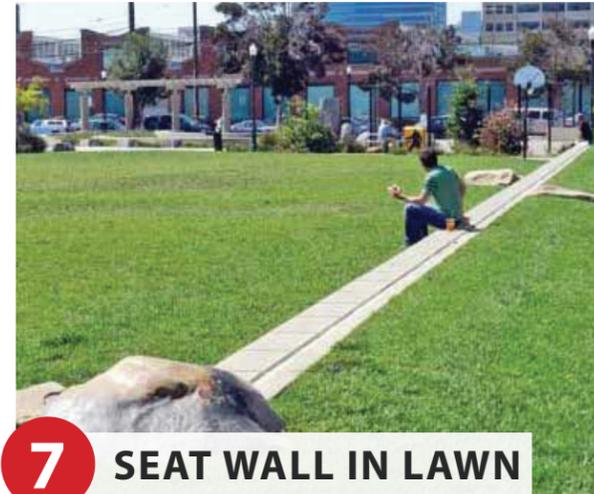
PHYSICAL IMPROVEMENTS



1 LIGHTED BOLLARDS



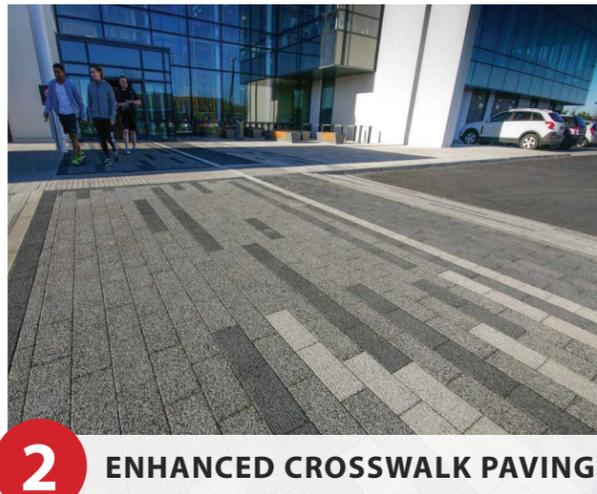
4 AMPHITHEATER



7 SEAT WALL IN LAWN



10 SHADE PAVILLION



2 ENHANCED CROSSWALK PAVING



5 PICNIC AREA



8 COMMUNITY TABLE



11 CREEK WALK FENCING



3 PAVEMENT MEDALLION



6 RE-PURPOSE TOWN BUILDING



9 TRELLIS



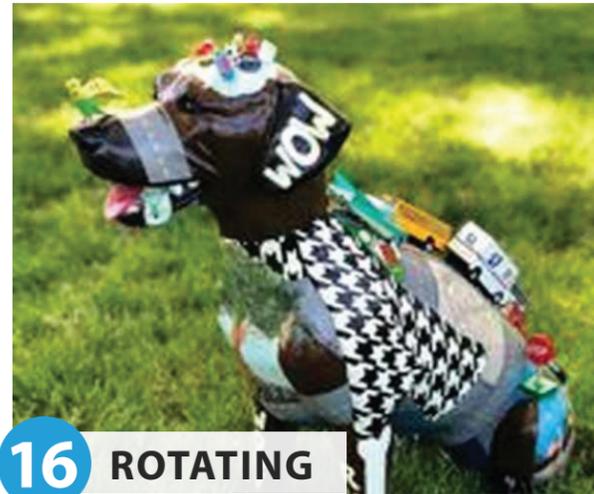
12 BOTTLE FILLING STATION



ART



13 PLAY DOME



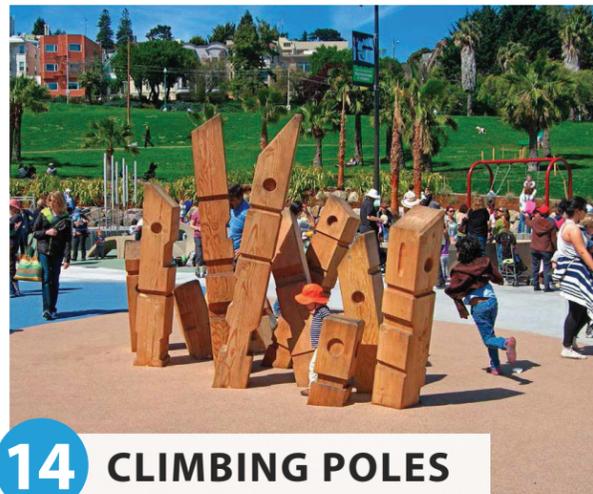
16 ROTATING



19 ART ON UTILITY BOX



22 PERMANENT



14 CLIMBING POLES



17 INTERACTIVE BENCH



20 MUSICAL GARDEN



23 BIKE RACKS



15 BEE HIVE



18 MURAL PANEL



21 ART ON LAMP POST



PROGRAMMING



24 ART WALK



26 OUTDOOR READING AREA



25 MAKER SPACE



27 MOVEABLE FURNITURE

SIGNAGE / WAYFINDING



28 GATEWAY MONUMENT



30 LIGHTPOLE BANNERS



29 INTERPRETIVE SIGNAGE

