
Guadalupe St. Association

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Historic Design Review Board

City of Santa Fe Historic Preservation Division
P.O Box 909
Santa Fe, NM 87504-0909

Dear Members of the Board,

On behalf of the Guadalupe Street Association we are submitting a proposal for the installation of banners along Guadalupe St. for your boards advisory recommendations. Over the past 7 months, businesses located along Guadalupe St. have been meeting regularly to work cooperatively in shaping our identity as a distinct and unique business district. In our efforts to celebrate our uniqueness we felt that a visual representation in the form of banners would help to define our business district while attracting visitors to the area. We decided that the iconic image of the Virgin De Guadalupe would be a perfect symbolic nod to the streets namesake statue located at the corner of Guadalupe St. and West Alameda. The banners would be a graphic unifier distinguishing Guadalupe Street as a unique business district in Santa Fe. We feel the banners would signify pride of place and encourage residents and visitors to stay awhile and enjoy the charm and diversity that Guadalupe Street offers.

The image on the proposed banner is of the Virgin de Guadalupe and simply states "Guadalupe Street." The sign will be double faced (see attachment). The imagery fits within the design requirements of the zoning code. The design is rendered in 3 colors (yellow, turquoise, red) and black and white. The banners would be installed on City of Santa Fe poles that were erected for the 400th year anniversary celebration. The banner material is a 22 oz. black out vinyl. The banners are double sided with dimensions of 48" x 30" and pole pockets of 2.5" on the top and bottom. There would be 22 banners in total. There would be 13 banners on the east side of Guadalupe St. and 9 banners on the west side of the street. The banners would be installed on poles from West Alameda to Paseo De Peralta (see attached for more specific locations).

Currently, we are working with the City of Santa Fe on a resolution for the Governing Body to approve the banners. The resolution stipulates we would be responsible for the installation, maintenance and removal of deteriorated banners. If the City deems a banner or banners as deteriorated, damaged or unsuitable, we will be asked to replace or remove them at any time before the one year approval time.

We believe that Guadalupe Street would be greatly enhanced by the banners and give our street a greater sense of place. Santa Fe's downtown plaza area has a architectural cohesiveness that is its signature. The Railyard area architecture has a recognizable industrial point of view. We feel that Guadalupe Street is a bridge between the two districts combining elements of both making it entirely unique in character. The banners we are proposing would serve to differentiate the Guadalupe Street business district as well as unify the three business districts.

Thank you for your time and consideration.

Respectfully,

Guadalupe Street Association

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