

Hello Everyone,

As many of you recall, last fall a group of Guadalupe Street business owners met with Mayor Alan Webber and other city officials to voice our concerns and frustrations regarding the challenging business climate along the Guadalupe St. corridor. This meeting was the spark that set into motion a collaborative effort between the Guadalupe Street Association and the Santa Fe Office of Economic Development.

Subsequently, it was determined that there were 3 main issues that needed immediate action in order to make immediate improvements to the street.

These three action items were.....

Parking

Shuttle Route Change

Guadalupe St. Neighborhood Signage.

As a result of several more meetings...

1. The parking division shortened the hours on the parking meters from 8:00-6:00 to 8:00-5:00. You can now park for free starting at 5:00 pm. This is a test program designed to run for 6 months.

2. The shuttle route was changed so that the shuttle no longer circumvents Guadalupe St but rather is routed on Guadalupe directly from Alameda to Cerrillos Rd.

3. With respect to improved signage and visibility the GSA proposed the idea of installing 22 custom banners placed on city light poles along Guadalupe Street. The group felt strongly that the banners would be instrumental in distinguishing the street and would give the Guadalupe Street corridor a cohesive presence and signify pride of place. The Office of Economic Development gave the GSA invaluable advice on how to proceed forward with the banner idea and how to navigate our way through the City of Santa Fe government. Artwork, designed by Albert Z, was created depicting a stylized image of the Guadalupe Statue that is the streets namesake and suggests a merging of historical and modern points of view.

In order for the banners to be a reality, 2 key components needed to happen.....

A. Submittal of application to the Historical Review Board with all applicable documentation for their recommendation and approval. The GSA banner proposal was put before the HRB on April 9th, 2019. The Historical Review board gave a 3-1 approval of the banner proposal with the condition that we consult with the Santuario De Guadalupe regarding the use of the Guadalupe image on the banner.

B. An amendment to change the City of Santa Fe code which currently only allows for banners for the 400 year anniversary and in addition a resolution to allow for banners along Guadalupe Street as well as other areas in the city.

Our city partners have stressed that a large attendance at the upcoming hearing would be helpful in getting council approval for the banner program. . A sizable attendance of Guadalupe St. businesses would send a strong message to our City councilors that we are committed. During the hearing, individuals are given an opportunity to speak for a maximum of 2 minutes. We would like as many businesses as we can to voice their support to the City Council. As soon as the hearing date is set we will notify everyone with the date, time and location.

Soon a meeting will be scheduled for all interested businesses to ascertain additional opportunities for planning, idea generating and participation in other projects that can improve the Guadalupe Street area. The collective support from all of us is needed to push for the revitalization of the area and to promote growth and prosperity for all. Your contribution can help make this a reality.

Sincerely,  
Guadalupe St. Association