

# DESIGN PROPOSAL

## DESIGN NARRATIVE/EXECUTIVE SUMMARY

### VISION

Our vision is to sustainably transform Santa Fe Drive between 6th and 14th Avenues into a safe, walkable pedestrian haven with modern amenities, creative authenticity and artistic branding. The Art District on Santa Fe will become a year round creative destination with amenities for people of all ages, all abilities, equitable and accessible to all.

### GOALS

#### Safety/Walkability:

A neighborhood's walkability is paramount in creating a safe, friendly, healthy, and thriving community. Walkable neighborhoods promote community involvement and economic growth by attracting additional residents, businesses, and visitors to the area. To accomplish this, we propose creating wider sidewalks with bulb-outs at intersections and mid-block, wider, well thought out sidewalks with landscape buffers between the pedestrians and automobiles, pedestrian crossings at each intersection and better lighting and signage.

#### 7 Traffic Calming:

First and foremost, there must be a clear separation between pedestrians and automobiles. Second, the traffic must be mitigated by utilizing standard traffic calming techniques to reducing the speed and impact of traffic in the neighborhood.



Third, creating safer, more pedestrian centric intersections must be a priority. Implementing appropriate traffic calming measures along Santa Fe Drive are essential to creating a safe walkable neighborhood.

#### Sustainability:

As communities grow and evolve, it is imperative that they look to forward thinking approaches to solve the detrimental effects of pollution while creating thriving environments able to sustain the needs of current and future generations. The Santa Fe BID will advocate for all manner of sustainable techniques in the implementation of this project.

#### Connectivity:

An important element of community walkability is connectivity and transparency. A neighborhood is more walkable when pedestrians feel more secure and pedestrians feel more secure when the street is inviting and comfortable to inhabit. When an area becomes blighted and no longer feels safe, it can break the chain of connectivity for all surrounding areas.

#### Creativity:

The current design plan provides multiple, flexible locations for the installation of permanent and rotating public art installations. It is anticipated that funds for these pieces will be



raised or donated as appropriate. Included in our budget is a 1% for art fund, while this will not go far we hope to find matching funds to start the permanent public art collection for the District. The ADSF and the SFDBID will work together to secure sponsorships, grants and gifts to further this collection.

#### Authenticity:

The Art District on Santa Fe is an organically grown, and authentic art district, teetering on the edge of prosperity. While most creative districts focus on art and new development, we represent a rich, storied past and proud heritage. It is this true blend of culture and creativity that is our greatest asset. As the Art District continues to grow, its rich history, heritage, and authenticity of place must be realized and expanded for future generations.

#### Economic benefits:

Economic development and the retention and attraction of creative professionals and arts related businesses are a guiding principle for The Santa Fe BID and for the Art District on Santa Fe. Promoting less turnover and the highest possible occupancy rates in the district would ensure the best possible economic return for local small businesses, artists and the City and County of Denver.



#### Compliance:

The design team fully anticipates collaborating with city planning, public works, parks and recreation, and representative other city departments, as necessary, to advance these concept ideas to full blown construction documentation. In an effort to streamline this process our proposal builds upon previous City planning initiatives, local neighborhood plans and green guidelines. Referenced documents include the following:

- 2000 - Denver Comprehensive Plan
- 2002 - Blueprint Denver
- 2004 - The Denver Pedestrian Master Plan
- 2010 - La Alma/Lincoln Park Neighborhood Master Plan
- 2012 - Hangar 41: Destination Santa Fe - Art District as Catalyst
- 2014 - Denver Living Streets
- Ultra-Urban Green Infrastructure Guidelines

#### CONCEPTUAL COST

Based upon our preliminary estimate of probable cost, the Santa Fe Streetscape ranges in cost from approximately \$6.7 million to \$8.7 million depending on the quality of construction materials used. This brings the average cost to approximately one million dollars per city block. This price includes the proposed multi-function "Art Park" at 9th and Santa Fe (see pg. 37 for greater detail).

#### CONCLUSION

The Art District on Santa Fe and surrounding neighborhoods have come a long way in the last 10 years. Crime levels have been reduced, and the prolific drug and alcohol abuse is being replaced by a calmer neighborhood still in transition. While the area has begun a renaissance, there is still some way to go before it reaches full potential. Held back by outdated infrastructure and a lack of investment, the area has been slower to regenerate than other inner city Denver neighborhoods and is ready for an injection of funding and support.

## SANTA FE DRIVE