



# SANTA FE

*New Mexico*

LAND OF ENCHANTMENT, LAND OF OPPORTUNITY.



A PROSPECTUS ON FIVE UNIQUE  
OPPORTUNITY ZONES IN THE CITY DIFFERENT

# What is an Opportunity Zone?

An Opportunity Zone is a federally-designated census tract identified as underinvested and therefore eligible for temporary tax deferral on qualifying investment projects. The purpose of an Opportunity Zone is to spur economic development in underinvested neighborhoods.

## City goals and community values for Opportunity Zones

Five census tracts in the City of Santa Fe have been identified as Opportunity Zones, and each has a unique story and set of needs and assets. The City encourages investment in this zones from developers and impact initiatives that acknowledge and respect Santa Fe's cultural standards and diversity with projects that improve equity and inclusion. Contact the Santa Fe Office of Economic Development to learn more.

DIRECTOR OF ECONOMIC  
DEVELOPMENT

**RICHARD BROWN**

RDBROWN@SANTAFENM.GOV  
505-955-6625

ECONOMIC DEVELOPMENT &  
COMMUNICATIONS ADMINISTRATOR

**ELIZABETH CAMACHO**

EXCAMACHO@SANTAFENM.GOV  
505-955-6042



CITY OF SANTA FE  
**ECONOMIC  
DEVELOPMENT**

*Developed in partnership with Santa Fe  
community members and organizations.*

*Cover Photo El Corazon:  
JC Ramirez/Rainy Media*

# Investing in The City Different

**We've always been different**— a city of deep contrasts in history, culture, arts, technology, and environment. **How?**

- ✦ We're the oldest capital city in the U.S., and one of the most progressive.
- ✦ We have one of the world's most renowned arts economies in the world, and a rapidly-growing science & technology sector.
- ✦ We're second only to our close neighbor, Albuquerque, in number of women and minorities in political and business leadership.
- ✦ We're steeped in tradition, and defined by entrepreneurial spirit.
- ✦ Geographically, we're located in some of the most stunning and unique natural landscape in the country, and also uniquely positioned on the I-25 corridor between two major metropolitan cities with growing economies.
- ✦ Philosophically, we're positioned at the threshold of past and future —and under award-winning leadership in economic development, we're inviting you to be a part of Santa Fe's most exciting era in 50 years.



*Photo Midtown District: JC Ramirez/Rainy Media*

# EL CORAZÓN

*This proud, familial, majority LatinX neighborhood with intimate streets and long family histories is home to some of Santa Fe's oldest residences—and also to some of its most exciting new entrepreneurial ventures.*





*The Rail Runner—a modern commuter rail line with service between Santa Fe and Albuquerque—cuts through this neighborhood of modest residences and family-owned small businesses. Photo: JC Ramirez/Rainy Media*

## OVERVIEW

North of St. Michael's Drive, east of Cerrillos Road, and adjacent to the Midtown District, El Corazón once marked the southern edge of Santa Fe. Now this dense, tight-knit neighborhood sits at the geographic and perhaps philosophical heart of town, where residents—the city's second-highest LatinX and second-youngest demographic—are navigating how Santa Fe's past can best inform its future.

El Corazón comprises an eclectic mix of long-time families, small businesses, artists and entrepreneurs. Its commercial district is home to a co-working space, art studios, Iconik Coffee Roasters (a local icon), a modern-rustic office park, restaurants, a brewery, and other local shops and hangouts. Residents of El Corazón are passionate and civically-active, championing community equity and uplift.

Investments in this neighborhood should be centered around quality of life and opportunity.

## KEY ATTRIBUTES

- 1** Triangulated by three major arteries and located across from shopping and commercial services.
- 2** Less subject to height, density, and design covenants than other parts of the city.
- 3** Young, dynamic vibe in the neighborhood's commercial pockets.
- 4** Low-vacancy, high-traffic area

## COMMUNITY NEEDS & OPPORTUNITIES

Affordable housing  
Community farms  
Education & activities center  
Public parks  
Community clinic & shelter  
Safe, walkable streets  
Transit hub



# EL CORAZÓN

# THE MIDTOWN DISTRICT

*Increasingly known as the locals' "plaza," this mixed-use, center-of-town district is home to modest residential areas and a range of commercial services from retail and restaurants to offices and healthcare — and it's undergoing an exciting transformation.*





*This former art & design university campus with 32 existing structures on 64 acres is currently being redeveloped into a mixed-use, creative community hub for the Midtown District. Photo: JC Ramirez/Rainy Media*

## OVERVIEW

The Midtown Campus District has been home to a variety of health and higher education institutions for nearly six decades, changing hands and configurations several times since it served as an Army hospital in the 1940s until, most recently, it was home to the internationally-renowned Santa Fe University of Art and Design. Now this historic and beloved 64-acre campus is preparing to undergo its most radical and exciting transformation yet into a dynamic urban center.

A public engagement campaign in 2018 narrowed community interest to six key development categories: Mixed Use & Residential, Technology & Innovation, Higher Education, Film & Multimedia, Public Open Space, Arts & Culture.

## KEY ATTRIBUTES

- 1** Pastoral 64-acre site with 33 existing structures
- 2** High and growing momentum for modern, mixed-use development.
- 3** Represents a chance to positively impact Santa Fe's future, and improve socioeconomic equality.
- 4** Low-vacancy, high-traffic area

## COMMUNITY NEEDS & OPPORTUNITIES

Housing (including affordable and live-work housing)  
Higher education facilities  
Dining and entertainment  
Tech/innovation  
Paths and public spaces  
Community services  
Transportation links/hub

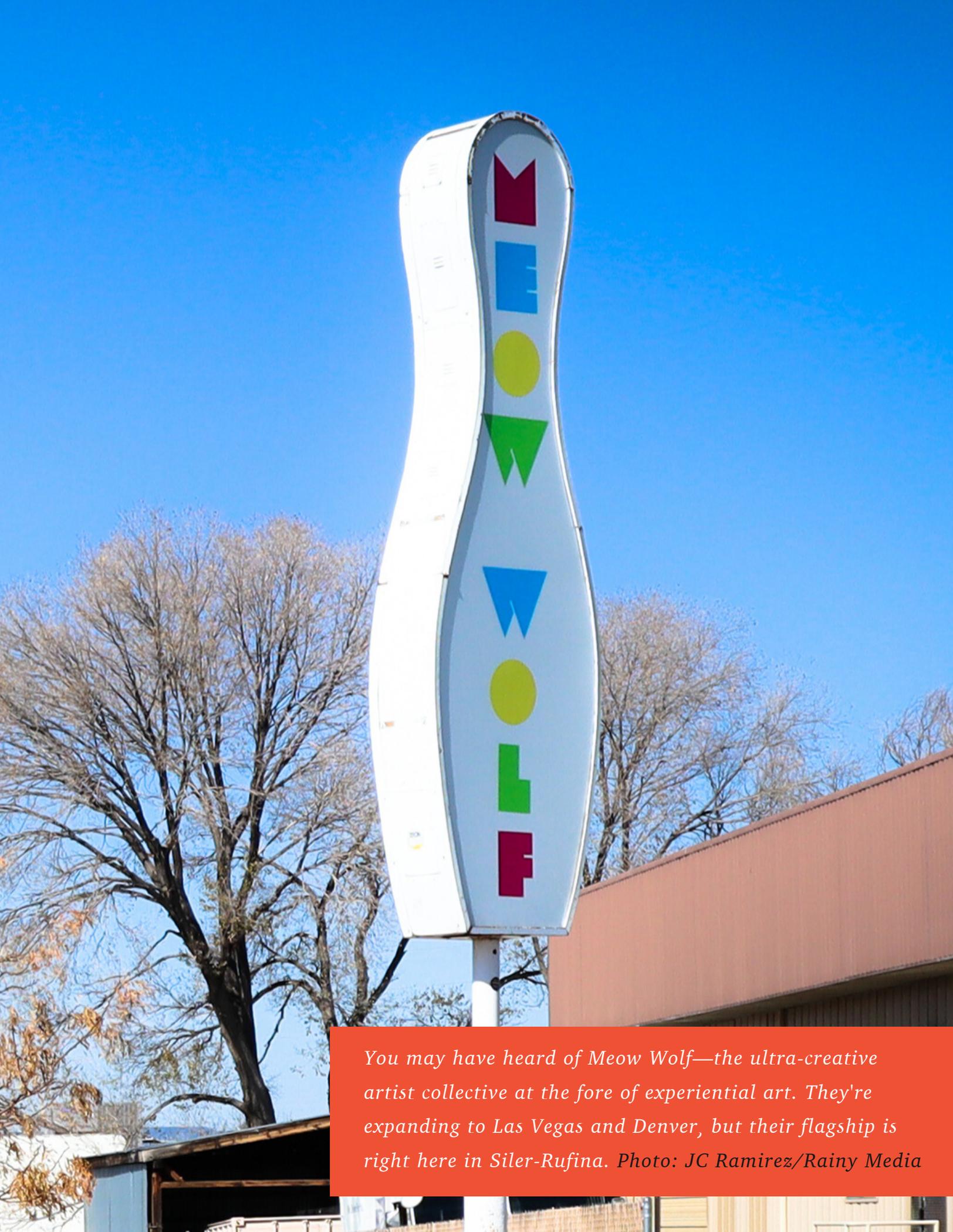


# MIDTOWN DISTRICT

# THE SILER-RUFINA NEXUS

*Home to a high concentration of Santa Fe's makers, artists, fabricators, mechanics, and master craftspeople, the residents and small businesses of the Siler-Rufina Nexus are the pistons in the engine that runs the city.*





*You may have heard of Meow Wolf—the ultra-creative artist collective at the fore of experiential art. They're expanding to Las Vegas and Denver, but their flagship is right here in Siler-Rufina. Photo: JC Ramirez/Rainy Media*

## OVERVIEW

There's a saying in the Siler-Rufina neighborhood: "If it helps run Santa Fe's economy, it was probably made here."

Indeed, this neighborhood tucked just off Cerrillos Road—Santa Fe's primary corridor—is polka-dotted with small fabrication, woodworking, sculpture, art, and other maker spaces—and home to Santa Fe's preeminent maker org, Make Santa Fe.

It's also home to the now world-renowned artists collective Meow Wolf—a surreal and wildly popular immersive experience that's led the movement questioning what an art museum can or should be. Meow Wolf's success has led to the collective's branching out into new markets, but their home base in Santa Fe growing fast. In fact, they're outgrowing their current square footage and in need of additional space.

Development in this neighborhood should enhance the community of arts-related small business that's already thriving here.

## KEY ATTRIBUTES

- 1** Prime industrial space with connection to major artery.
- 2** Community eager for development of goods and services.
- 3** Highly-engaged and self-sufficient maker community with a cool DIY vibe.
- 4** Pent-up demand for affordable and middle-market housing and mixed-use commercial space.

## COMMUNITY NEEDS & OPPORTUNITIES

Mixed-use space (live-work, microcommercial...)  
Community center  
Dining, coffee  
Infrastructure improvements  
Green space/open space  
Warehouse & manufacturing  
Tech/innovation

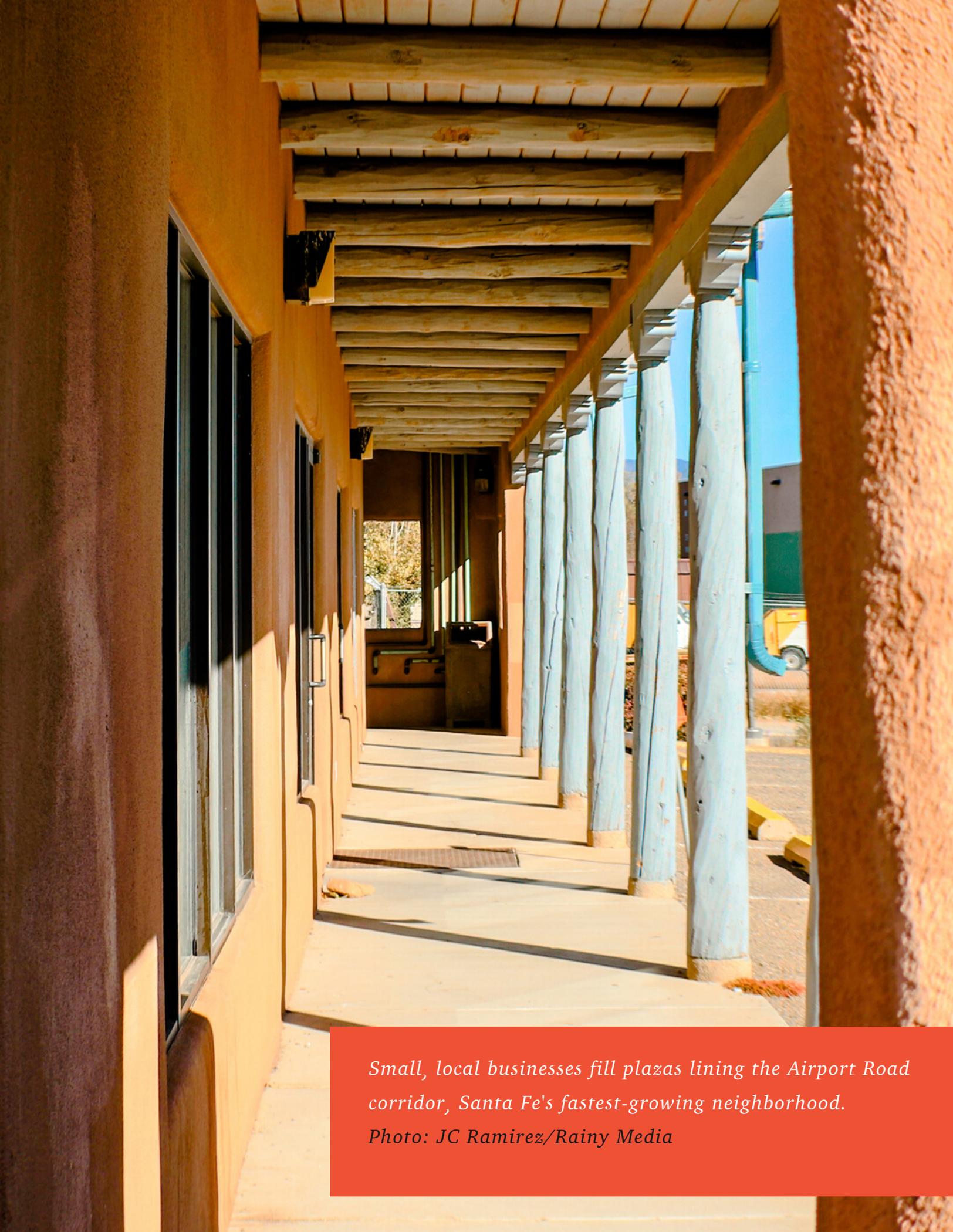


# SILER-RUFINA NEXUS

# LOS ARCOS

*Santa Fe's youngest neighborhood is rapidly expanding, and its denizens have built a vibrant multicultural community of families, entrepreneurs, and immigrants working to balance a close-knit community feeling with access to opportunities.*





*Small, local businesses fill plazas lining the Airport Road corridor, Santa Fe's fastest-growing neighborhood.*

*Photo: JC Ramirez/Rainy Media*

## OVERVIEW

Many of the residents in this growing neighborhood adjacent to the Santa Fe Regional Airport remember when Airport Road, now a major four-lane artery on Santa Fe's south side, was a dirt road. As rising real estate costs pushed families south from Santa Fe's core, Los Arcos—"The Arches"—emerged as a lively and distinctive home for Santa Fe's young families, and its highest LatinX demographic. These families have created a small business economy of food and service industries and are anxious to see the growth of their own efforts.

Development in this neighborhood should empower and enliven existing businesses, provide or augment core services for young and low-income families, and bring opportunities to this community that often feels disconnected from central Santa Fe.

## KEY ATTRIBUTES

- 1 Adjacent to the airport, many visitors to Santa Fe pass through.
- 2 Tight-knit community of immigrant-owned businesses.
- 3 Neighborhood leaders are trying to form a MainStreet USA program.
- 4 Lack of affordable housing and fear of displacement are critical issues.

## COMMUNITY NEEDS & OPPORTUNITIES

- Affordable housing
- Community farm
- Entertainment / nightlife
- Education & activities center
- Public parks and green space
- Infrastructure and transit improvements
- High-quality job development

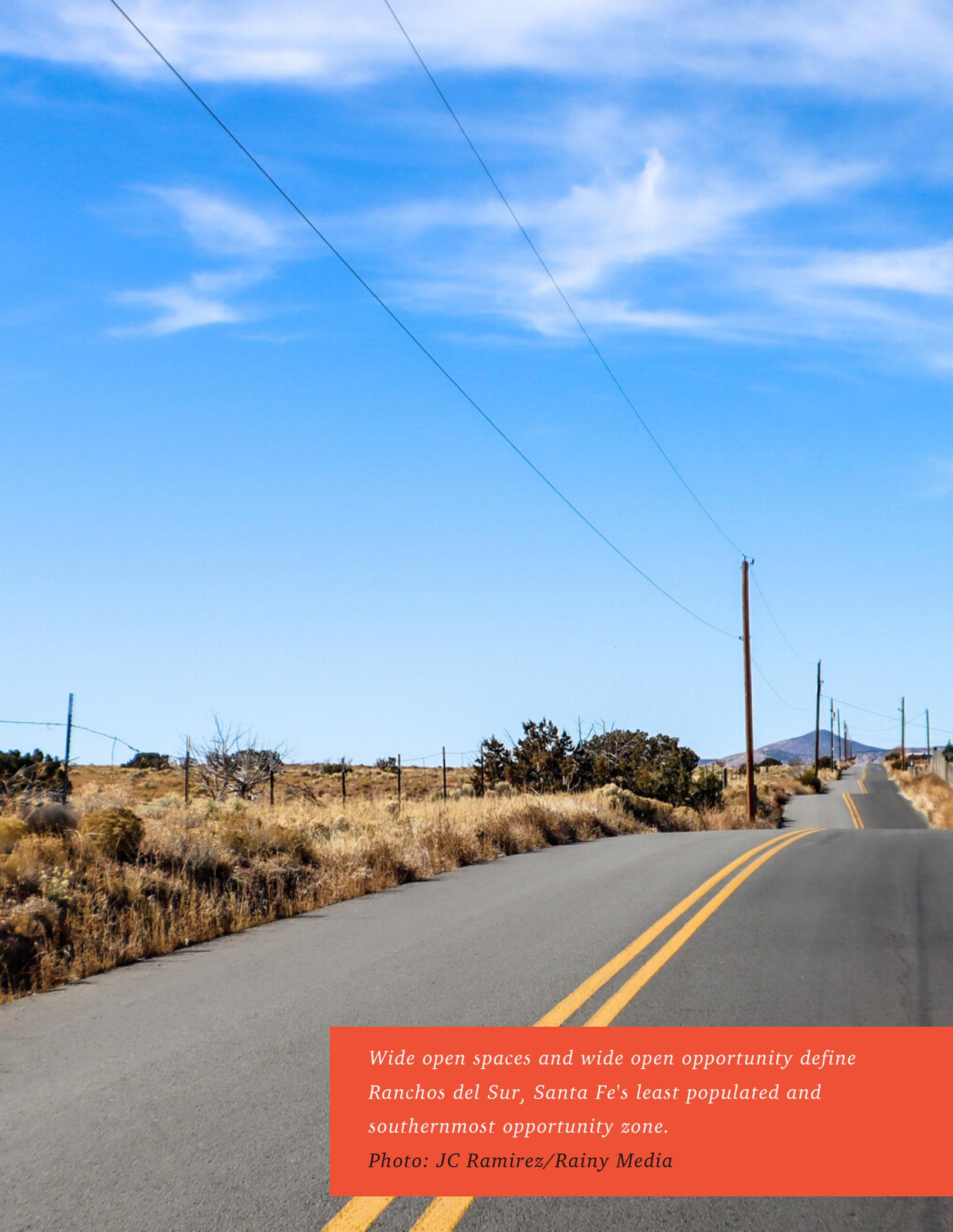


# LOS ARCOS

# RANCHOS DEL SUR

*Annexed from Santa Fe County in 2012, this large tract of mostly-open land is the quintessential New Mexico landscape, with rolling hills, open skies, and mountain views—but close enough to the bustling city to enjoy the best of both worlds.*





*Wide open spaces and wide open opportunity define Ranchos del Sur, Santa Fe's least populated and southernmost opportunity zone.*

*Photo: JC Ramirez/Rainy Media*

## OVERVIEW

This sleepy, community on Santa Fe's south side is a postcard for what many of us think of when we think of the wide-open Southwest USA and its limitless opportunities. Here, big skies, sunsets, silence, and forever-views rule.

Residents who grew up here are nostalgic for the idyllic family life they enjoyed, but admit there was little for kids and teenagers to do. Recreation and activities for tomorrow's generation would be a welcome change. This area is also ideal for larger housing and commercial developments that require room to breathe and grow.

Development opportunities here are among the most open in Santa Fe, and it's prime real estate to serve commuters between Albuquerque and Los Alamos.

## KEY ATTRIBUTES

- 1** Little resistance to development, less chance of displacement
- 2** Plentiful open space and little height/design restriction
- 3** Close to south-side shopping, proximity to commuters from Albuquerque
- 4** ideally situated for larger developments.

## COMMUNITY NEEDS & OPPORTUNITIES

Dining and entertainment  
Tech/innovation/business parks  
"Missing middle" housing  
Recreation and activities  
Transit connections  
Larger employers/warehousing



**RANCHOS  
DEL SUR**



*The moment I saw the  
brilliant proud morning  
shine high up over the  
deserts of Santa Fe,  
something stood still in  
my soul and I started to  
attend.”*

*—D.H. Lawrence*



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