

Press Release

Regarding:

Santa Clara City Streetscape Groundbreaking Event, September 6, 2006, at 5:00 p.m.
2587 Santa Clara Drive (staged near the Sarah Leavitt Pioneer Monument)

Santa Clara City is set to launch an extraordinary streetscape construction project. With estimated costs reaching to 9 million dollars, this 1.7 mile renovation of Santa Clara's main street will change many things forever. At the same time, it is designed to retain the quaint atmosphere of the town that has been applauded for years as the garden spot of Washington County.

"Growing from a small rural town into a fast-growing community has been a difficult transition," says Santa Clara City Manager Matt Brower. "Some have resisted the change, but the new streetscape will provide a needed infrastructure such as storm drainage, underground utilities, safe pathways for pedestrians, street furniture, and lighting. We have worked for a long time to bring it all together, and we believe that it will retain the attractive appeal that has made Santa Clara stand out in years past."

Mayor Denny Drake is equally enthusiastic about the streetscape construction project. "We are developing an atmosphere that will attract new businesses and people to the area," he reports. "People are looking for a place to shop and relax that has a quality of individuality about it. Our main street will do that. It will become a destination for shoppers and residents who enjoy walking beneath our old sycamore trees and appreciate the sense of a small town experience. Our Grandma Tobler's Bakery, Uncle and Aunties Gift Shop and Frei's Fruitstand are prime examples. People love the location and they are doing a phenomenal business. We hope more businesses will join them. We'd also like to see bed and breakfast locations in the area."

Santa Clara, the first white settlement in Washington County, was established in 1854 by pioneer missionary Jacob Hamblin. It grew to become famous for its street-side vending during the 1940s, 50s and 60s. Located on Old Highway 91, the main route from the north to southern California, it was the last outpost for those heading south across the desert and the first chance for a cool respite for those traveling north. At that time multiple farms covered the valley floor and fruits and vegetables were sold out of as many as 20 small stands along the street. This all changed when I-15, "The Million Dollar Highway," was cut through the Virgin River Gorge.

The new streetscape project will initiate a period of revival for Santa Clara and welcome back visitors and the curious who long for an oasis—this time, a spot of respite beneath shady trees where they can escape from their hurried lives.