



Moving Transit Forward Bert Williams Downtown Transfer Center Opens

A new era in transportation has come to Downtown with the opening of the new Bert Williams Downtown Santa Fe Transfer Center.

This state-of-the-art terminal, located at the corner of Santa Fe and Third streets, officially opened on Sept. 27. In addition to providing improved service and amenities for current riders,



Now Open — The \$8.1 million Bert Williams Downtown Transfer Center is now open at the corner of Santa Fe and Third streets.

it also allows for future service expansion, such as Bus Rapid Transit (BRT).

The new terminal includes a 6,000-square-foot customer service building featuring canopies with wind-screens at the bus stop positions, air conditioning inside the terminal, Wi-Fi Internet access, and real-time information on bus arrivals and departures.

The Downtown terminal represents an investment of \$8.1 million and is only two blocks north of the international bridge crossings and one block from the Golden Horseshoe Shopping District. Retail and food vending space is available and the city has issued a Request For Proposals (open until Nov. 11) for vendors interested in

providing food service at the new center.

The first line of BRT is already operating and connects Downtown with UTEP and the adjacent medical district area. The BRT offers improved speed, convenience, and comfort through minimal stops and added passenger amenities. BRT buses have increased seating capacity and will have street signal prioritization capability in the near future.

Downtown is the hub for Sun Metro and this investment contributes significantly to the Downtown revitalization effort.

“Although the level of investment in Sun Metro over the last two years has been unprecedented, it is only the beginning of a transformation in how El Paso approaches mass transit,” said Jane Shang, Deputy City Manager for Mobility Services.



Improved Service — The transfer center features canopies and windscreens at bus stops and air conditioning inside the terminal.

Where: 601 S. Santa Fe St.
More Info: (915) 533-3333
Online: www.elpasotexas.gov/sunmetro

Internet for Everyone

Digital El Paso provides free wireless Internet in Downtown El Paso and is the result of innovative work and collaboration among many interested parties, including El Paso County, the City of El Paso, La Fe and El Paso Community College.

The coverage area is an approximately one square mile area south of the County Courthouse to the Cesar Chavez Highway and the U.S.-Mexico border. The program also provides computer training, a refurbished computer loan program and financing to help buy new computers through the El Paso Community and Economic Development program.

More Info: www.digitalelpasso.com

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Downtown bridges set to get major makeovers

The Downtown El Paso international bridges at Stanton and El Paso (Santa Fe) streets will soon undergo major renovations and expansions to make them ready for the 21st Century.

While often thought of as one point of entry, each bridge is a separate entity and separate renovation plans have been made. The projects are distinct, but will have related designs and architectural styles.

The Stanton Street Bridge project, a \$4.5 million investment, will expand the current building to 10,000 square feet and increase from the current two turnstile lanes for pedestrian crossers to four. There is a provision for further increase to as many as six total pedestrian lanes. A new pedestrian canopy will provide shade from the station to the boundary marker on the bridge. A new park-

like resting area with benches, public art and public restrooms will be incorporated.

For the Santa Fe Bridge — officially known as the Paso Del Norte Bridge — the building will be expanded to around 1,500 square feet. The \$7.2 million project will also increase pedestrian turnstiles from two to four, with a provision for a later increase to six. New public restrooms, water fountains and Cohen Stadium-style canopies of historical colors are also included.

Lions Plazita will be completely renovated and improved, including a simulated water feature which will in fact be a raised bed for flowers and plants. There will also be new benches and the area will have a Southwestern theme.

Both projects are to begin construction in November and be completed in around 8 months.

October Events

Exhibit — "The World of Giant Bugs." Bigger-than-life insects with interactive displays, hands-on activities, live insects and more.

When: Sept. 12-Jan. 3

Cost: \$10; \$8 for seniors, students and military; \$6 for children ages 4-11; free for ages 3 and younger.

When: 10 a.m.-6 p.m. Tuesdays, Wednesdays, Saturdays; 10 a.m.-9 p.m. Thursdays-Fridays; noon-6 p.m. Sundays.

Info: (915) 533-4330 or www.lynxexhibits.com

Cirque Dreams: Illumination

When: October 15- @ 7:30 p.m.

Where: Plaza Theatre

Cost: \$25 - \$48.50

Info: <http://theplazatheater.org/>

Concert — Saxophobia

When: October 25, 2:30 p.m.

Where: Abraham Chavez Theatre

Cost: \$20—\$30

Info: (915) 544-2022 or www.showtimeelpaso.com

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Business Spotlight: Broadway Salon

If you are looking for a place to get pretty and pampered in Downtown, the newly-opened Broadway Salon at 301 E. San Antonio Ave. has what you need.

The distinctively Downtown salon offers classic and edgy cuts, multidimensional colors and relaxing spa packages.

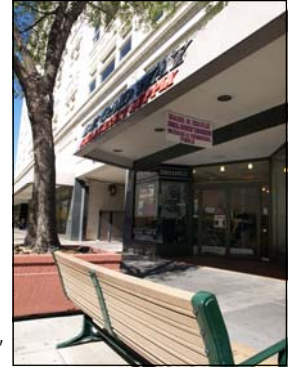


"Our customers are mostly from the County Courthouse and office workforce around Downtown," said Connie Shin, salon owner and resident of El Paso for more than 12 years. She also operates Casa B.B., a women's boutique in Downtown.

Broadway currently has a couple of manicurists, a professional masseuse and hair stylist Robert Siegel. "The vibrant Downtown atmosphere and diversity of customers were things that grabbed my attention to work here," said Siegel.

This hip salon puts customers first and is planning a cocktail party open to the public in mid-October where clients can have a relaxing time and check out the services.

"We offer an upscale service without the expensive prices," said Shin. Broadway supports Locks of Love and will give free haircuts to the public if they want to donate their hair. Locks of Love is nonprofit organization that supports cancer patients.



Where: 301 E. San Antonio Ave.

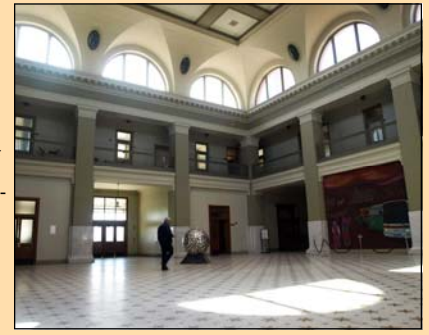
When: Monday - Saturday 10 a.m. - 6 p.m.
and by appointment

Phone: (915) 532-2888

Property Highlight: Union Depot

The Historic Union Depot Rotunda is available for lease by the public for any function that is non-commercial and not for profit, including weddings, quincenas, etc.. The capacity of the Depot is 350 persons seated at tables. For more information, call (915) 204-0095.

To feature a Downtown building in *el centro*, send an email to sotov@elpasotexas.gov or call (915) 541-4670.



Meet the TIRZ Board



Ruben Torres, TIRZ Board Member
Business Sales Officer, Wells Fargo Bank, N.A.

Ruben H. Torres, an El Paso native, is the Downtown Management District (DMD) representative to the TIRZ Board. As the Business Sales Officer for Wells Fargo Bank, Torres is responsible for all new business acquisition for the El Paso region. Outside of being on the board of the DMD, he is also involved in the Paso del Norte Group, Greater El Paso Chamber of Commerce (Leadership El Paso, Class XXX) and is the past President of the Cathedral High School Alumni Association.

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