

HISTORIC DISTRICT LIGHTS AND SIGNS TO BE UNVEILED

The graceful patina-green streetlight poles installed throughout the Mesquite Historic District and the Original Town Site of Las Cruces will soon be adorned with oval-shaped medallions to designate its location. The first medallion will be unveiled at Klein Park at the corner of Mesquite Street and Griggs. These colorful, dimensional, aluminum-cast signs symbolize the simplicity of a typical home in the district since 1849. The medallions were created for Las Esperanzas, Inc. by Olivia Lerma McDonald, board member, and daughter of Consuelo Lerma, founder, who in 1999 gathered neighbors and friends to start the grassroots organization dedicated to preserving the historic district.



Inspired by an adobe home built in the early part of the last century by her grandfather, Jesús Ríos, on Tornillo Street, she calls it her “virtual adobe” since the medallion was designed on her computer. Similar to the Las Esperanzas logo, it was approved by the entire Board of Las Esperanzas, Inc. when the streetlight and signage project was in its planning stages.



Lighting and Signage committee members, Robert Cummins, outgoing president; current president, David Chavez, and board member Olivia McDonald, worked closely with Traffic Engineering Section Manager, Dan Soriano, and supplier Jon Rice, Sternberg Lighting, Roselle, Illinois, to define the parameters to complete the project by selecting colors, designs, and styles for the lights, poles, signs, bracketing, and street name signs all befitting the character of the historic neighborhood. To achieve a perfect conclusion to the project, Dan Soriano visited the Midwest manufacturer that produced the medallions.

Pictured: David Chavez, Las Esperanzas, Inc. Pres.; Jon Rice, Supplier; Olivia McDonald; Bob Cummins, former President; and Dan Soriano, City Traffic Engineering Section Manager.

The Las Esperanzas Board acknowledges with gratitude the continuing generosity of Representatives Antonio Lujan and Andy Nunez, and State Senator Mary Jane Garcia who in cooperation with the City of Las Cruces have provided funding for this and numerous community projects.