



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: JUNE 30, 2026
DEPARTMENT: COMMUNITY DEVELOPMENT
FROM: LISA BRINTON, DIRECTOR
THROUGH: GRANT LEONARD, PLANNING MANAGER
TITLE: ALISAL GREENING AND BEAUTIFICATION PUBLIC ART PROJECTS AND SALINAS-BASED ARTIST GRANTS PILOT PROGRAM

RECOMMENDED MOTION:

A motion to:

- 1) Receive an update on the Alisal Greening and Beautification Public Art Projects; and
- 2) Approve a resolution to conclude the AVP Salinas-based Artist Grants Pilot Program and re-appropriate \$150,000 from the Artist Grants Pilot Program to be used for future AVP Projects and Programs (Capital Improvement Program 9426 - EDE – Alisal Vibrancy Plan Implementation).

EXECUTIVE SUMMARY:

This report provides an update on the installation of public art through the Alisal Greening and Beautification Project, which is funded by the Clean California Local Grant Program. The report also provides an update on the AVP Salinas-based Artist Grants Pilot Program, which provides artist support grants for artwork included in the Alisal Greening and Beautification Project. Funding from the Clean California Local Grant Program expires on September 30, 2026, and the City is working to install the final public art projects as part of the Alisal Greening and Beautification Project.

BACKGROUND:

In November 2019, the City adopted the Alisal Vibrancy Plan, which includes specific goals related to promoting and investing in public artwork within the Alisal community. The Salinas Public Art Master Plan was adopted in February 2020 and states the community’s vision for public art, outlines public art policies, and identifies implementation priorities and projects for public art in parks, corridors, gateways, municipal buildings, and private property.

On August 9, 2022, the City of Salinas entered into a Restricted Grant Agreement with the California Department of Transportation accepting Clean California Local Grant Program (CCLGP) funds in the amount of \$2,147,958 for the Alisal Greening, Beautification and Safety Project (the Project). The Project includes litter abatement, beautification through planting drought-tolerant vegetation and trees, installation of wayfinding signs, installation of banners, permeable paver installation, installation of trash and recycling receptacles, youth pedestrian safety education programming to foster a safe, clean, connected, and accessible environment and installation of sidewalk art highlighting safe routes through the neighborhoods, along with new public art features to be installed in East Salinas.

Included in the scope of work for the Clean California grant is the installation of multiple new public art projects, including:

- Installation of 28 artistic wraps for trash corrals along East Alisal Street
- Installation of 20 artistic banners along East Alisal Street
- Installation of a new mural at the Closter Park Boxing Club
- Installation of a new artistic monument in the Skyway Blvd./East Alisal St. roundabout

Funding from the Clean California Local Grant Program expires on September 30, 2026. The City is currently working to complete the remaining portions of the Alisal Greening and Beautification Project prior to the funded expenditure deadline.

East Alisal Street Banners and Trash Corral Wraps

To date, the City has completed the installation of artistic wraps for the trash corrals and the installation of the new artistic banners. For these projects, the City partnered with:

- 3 local photographers for the banners
- 12 local artists and photographers for the trash corral wraps

For both projects, the City issued public calls for art that were advertised through the City's email notification system, and on the City's webpage and social media platforms. Staff also did direct outreach to local artist groups and attended community meetings and events to promote the calls for art. The City also provided compensation to the selected artists and photographers. In total, the City awarded \$7,100 through the Clean California grant funds to the selected local artists and photographers for their artwork.

Closter Park Mural

The City is currently in the process of completing the new mural at Closter Park Boxing Club. The City issued a Request for Proposal (RFP) - call for art for the Closter Park Boxing Club from February 7, 2025, until March 14, 2025, and completed a public selection process for the mural in the Spring of 2026. The City received a total of 9 proposals, and a committee composed of City staff and community members selected the final 4 artists. The City then reached out to the

community to participate in the selection of the mural that best represented Closter Park – the City conducted a survey asking the community for input and for the selection of the awarded artist. The survey was shared via social media page, door hangers around Closter Park, in-person at the Boxing gym as well as other pop-up events. Following this community engagement, Artist Ink’s proposal was selected by the community as the preferred mural for the Boxing Club.

Installation of the new mural was delayed due to the reconstruction of Closter Park. With construction activities nearing an end, work has begun on repairing the walls of the Boxing Club prior to the installation of the new mural. Both the repair work and the mural installation are anticipated to be completed in the summer of 2026.

Skyway Blvd/East Alisal St. Roundabout Monument

Also in the Spring of 2026, the City released a Request for Proposals for the Skyway Blvd./East Alisal St. Roundabout on PlanetBid. The City also did citywide direct outreach to the local artist community by conducting comprehensive outreach efforts through the City’s website, email distribution and social media channels to promote awareness of the project and encourage participation. Other outreach activities included informational pop-ups, installation of informational display boards at local shopping centers, distribution of flyers to local businesses, and neighborhood canvassing through door-to-door delivery of flyers and door hangers. Additional outreach included direct coordination with artist organizations, dissemination of project information through the AVP Implementation Committee, and distribution of promotional materials at community events.

The City received three proposals, and a review committee comprised of AVP Implementation Committee Members and City staff selected Farallon Design’s proposal as the recommended proposal. During the month of June 2026, the City conducted community outreach on the selected design, which included pop-ups at community events and presentations to the following city commissions:

- 6/11 Traffic and Transportation Committee
- 6/15 Public Art Commission

The community feedback received was supportive of the design and the artistic direction of the monument. Common questions were received related to the timing of the installation, funding for the project, and logistical questions about the placement of the monument within the roundabout. Comments from the Public Art Commission also highlighted the importance of involving local youth and artists in the project. Farallon Design confirmed that it is their intention to work closely with local schools and artist groups to be sure the community is involved in the project.

The City is currently completing public engagement on the design, with Council approval of the design contract scheduled for June 30, 2026. Following Council approval, Farallon Design will

begin their community engagement to involve youth and local artists in the assembly of the mosaic panels. Constructing and installation of the monument is anticipated to be completed in Summer/Fall of 2026.

AVP Salinas-based Artist Grants Pilot Program

The AVP Salinas-based Artist Grants Pilot Program was established on June 18, 2024, using \$150,000 in AVP CIP (9246) funds to provide financial assistance to cover the upfront costs associated with the preparation of a response to Calls to Artists for the current Alisal Greening, Beautification, and Safety Project. The Program was intended to provide financial support ranging from \$10,000 to up to \$25,000 to Salinas-based artists who applied for and made the final selection of the Alisal Greening and Beatification Project Calls for Artists. Staff was also available to provide technical assistance to selected artists to ensure compliance with any grant funding requirements.

In the two years since the AVP Salinas-based Artist Grants Pilot Program was approved by Council on June 18, 2024, the City issued the four Calls for Art listed above as part of the Alisal Greening and Beatification Project. However, no applications for assistance have been made to the AVP Salinas-based Artist Grants Pilot Program. The final two art projects for the Alisal Greening and Beatification Project, a new mural at the Closter Park Boxing Club and a new monument for the Skyway Blvd./East Alisal Street Roundabout, are anticipated to be completed in the Summer/Fall of 2026. Additionally, the Clean California Grant has a funding expenditure deadline of September 30, 2026. Therefore, there are no additional opportunities to fund art projects for the Alisal Greening and Beatification Project.

With completion of the Alisal Greening and Beatification Project, it is recommended that the Council conclude the AVP Salinas-based Artist Grants Pilot Program and return the \$150,000 back to the AVP CIP (9246) to be used on other projects and programs that implement the Alisal Vibrancy Plan, such as support costs for the installation of the Skyway Blvd./Alisal Street Roundabout monument, maintenance efforts for the Alisal Greening and Beautification Project funding improvements, or other priority projects listed in the Alisal Vibrancy Plan.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378,

this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No.

STRATEGIC PLAN INITIATIVE:

Closing the AVP Salinas-based Artist Grants Pilot Program supports the City’s Strategic Plan Initiatives of Economic Growth, Infrastructure, and Youth and Seniors by returning \$150,000 to the AVP CIP to be used on other projects and programs that implement the Alisal Vibrancy Plan.

DEPARTMENTAL COORDINATION:

The AVP Salinas-based Artist Grants Pilot Program is administered by the Community Development Department.

FISCAL AND SUSTAINABILITY IMPACT:

Measure G funds the Alisal Vibrancy Plan Plan. With the conclusion of the AVP Salinas-based Artist Grants Pilot Program, the \$150,000 previously committed to the Program needs to be reallocated to fund other projects and programs that implement the Alisal Vibrancy Plan, such as support costs for the installation of the Skyway Blvd./East Alisal Street Roundabout monument, maintenance efforts for the Alisal Greening and Beautification Project funding improvements, or other priority projects listed in the Alisal Vibrancy Plan.

Fund	General Ledger Number (Operating/CIP)	General Ledger Account Name	Remaining Budget Appropriation	Amount Requested
1200	30.9246	Outside Services Other Professional Services	\$1,255,916	NA

ATTACHMENTS:

1. Draft Resolution
2. RFP (Salinas CCLGP Call for Art) - Closter Park Community Center Mural
3. Artist Ink Proposal for the Closter Park Boxing Club Mural
4. Skyway Blvd/Alisal Street Monument Request for Proposals
5. Farallon Design Concept for the Skyway Blvd/Alisal Street Monument
6. Presentation