

RESOLUTION NO. _____ (N.C.S.)

**A RESOLUTION APPROVING THE ALISAL VIBRANCY PLAN COMMERCIAL
FAÇADE PILOT PROGRAM**

WHEREAS, the Alisal Vibrancy Plan aims to enhance the appearance and cleanliness of the Alisal Neighborhood commercial corridors, emphasizing storefront beautification to foster community pride and economic vitality; and

WHEREAS, the AVP outlines a strategic approach to improving the visual appeal, increasing business attraction and retention, and enhancing property values in the Alisal corridors; and

WHEREAS, in May 2022, the Salinas City Council unanimously accepted the Alisal Vibrancy Plan (AVP) Economic Development Pilot Programs; and

WHEREAS, as part of this initiative, the AVP Commercial Façade Improvement Pilot Program was proposed with a budget of \$600,000 to incentivize property owners and merchants to enhance their storefronts; and

WHEREAS, this program will offer micro-grants and interest-free forgivable loans for qualifying façade improvements, such as exterior painting, wall repairs, security lighting, signage, and the installation of awnings, windows, and new doors with a goal of assisting businesses along E. Alisal Street, E. Market Street, Sanborn Road, and Williams Rd between E. Alisal Street and Bardin Rd; and

WHEREAS, recognizing the financial strains many businesses face, particularly post COVID-19 pandemic, staff is committed to exploring options for covering upfront payments in the form of microgrants for small improvements or permit fees for large-scale projects; and

WHEREAS, this initiative aligns with the recently completed Alisal District Identity Master Plan (ADIMP), providing a comprehensive framework for revitalizing the district, including storefront design guidelines and color palettes; and

WHEREAS, 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).

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council authorizes the implementation of the Alisal Vibrancy Plan (AVP) Facade Improvement Pilot Program (Program) in an amount not to exceed \$600,000, including the issuance of microgrants for an amount not to exceed \$7,500 and interest-free forgivable loans for an amount not to exceed \$20,000 for eligible Program expenses; and

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Salinas City Council authorizes the City Manager, or designee, to execute Program agreements; and

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Salinas City Council authorizes staff to make administrative changes to the draft program guidelines.

PASSED AND APPROVED this 19th day of November 2024, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Kimbley Craig, Mayor

ATTEST:

Patricia M. Barajas, City Clerk