

**RESOLUTION NO. \_\_\_\_\_ (N.C.S.)**

**A RESOLUTION OF THE CITY COUNCIL OF SALINAS ACCEPTING THE ALISAL DISTRICT IDENTITY MASTER PLAN (ADIMP) AS A STRATEGIC PLANNING DOCUMENT**

**WHEREAS**, in November 2019, the City Council unanimously accepted the Alisal Vibrancy Plan (AVP) as a strategic planning document. The AVP is an action-oriented, comprehensive strategy for Salinas' Alisal (East Salinas) neighborhoods. The Plan's purpose is to communicate the collective vision, goals and desires of those who live, work, worship, and shop in the Alisal; and

**WHEREAS**, the establishment of district identity themes, branding, color palette, and commercial corridor, façade and public art design guidelines are AVP actions identified by the community to improve commercial corridor appearance in the Alisal; and

**WHEREAS**, a primary objective of developing an Alisal District Identity Master Plan (ADIMP) is to further AVP goals, policies and actions related to the community's identity as a unique cultural, arts and shopping district and improving the Alisal commercial corridor appearance through greening, gateway elements, banners and signage and public art; and

**WHEREAS**, on February 21, 2023, the City entered into a professional services agreement with Urban Fields Studio for the preparation of an Alisal District Identity Master Plan; and

**WHEREAS**, between February of 2023 and May of 2024, the City and Urban Fields Studio worked collaboratively with stakeholders and the broader Alisal community to develop a District Identity Master Plan that establishes district identity themes, branding, color palettes, and commercial corridor façade and public art design guidelines; and

**WHEREAS**, the City provided a public comment period for the Draft Alisal District Identity Master Plan between May and August 2024, which included presentations to the Public Art Commission, Housing and Land Use Commission, AVP Implementation Committee, and the Planning Commission; and

**WHEREAS**, the Draft Alisal District Identity Master Plan has been updated to reflect comments received during the public comment period and the Final Alisal District Identity Master Plan was presented to City Council for consideration on November 19, 2024; and

**WHEREAS**, this action is not a project as defined by the California Environmental Quality Act (CEQA) Section 15061 (b) (3) as there is no possibility that the action may have a significant effect on the environment. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

**NOW, THEREFORE, BE IT RESOLVED** that the Salinas City Council accepts the Alisal District Identity Master Plan as a strategic planning document.

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

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**APPROVED:**

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Kimbley Craig, Mayor

**ATTEST:**

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Patricia M. Barajas, City Clerk