

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

A RESOLUTION OF THE SALINAS CITY COUNCIL AUTHORIZING THE MAYOR TO ENTER INTO AN AGREEMENT FOR PROFESSIONAL SERVICES WITH URBAN FIELD STUDIO OAKLAND TO PREPARE THE ALISAL DISTRICT IDENTITY MASTER PLAN FOR AN AMOUNT NOT TO EXCEED \$380,340

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, AVP implementation has been focused on five priority areas: appearance, cleanliness, safety and infrastructure, parks and open space and economic development; 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 October 7, 2023, the City released a Request for Proposals (RFP) seeking a qualified firm to prepare the Alisal District Identity Master Plan (ADIMP) and received four proposals by the submittal deadline of November 7, 2023; and

WHEREAS, based on staffs' review of the written proposals and a panel interview including a member from the Library and Community Services Commission, AVP Steering Committee, and the Salinas United Business Association, Urban Field Studio Oakland (UFS) was identified as the preferred consultant; and

WHEREAS, UFS and their subconsultants SWA and Volume Inc met the requirements of the RFP scope of work including demonstrated community engagement experience; 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 authorizes the Mayor to enter into an Agreement for Professional Services (Agreement) with UFS to prepare the Alisal District Identity Master Plan for an amount not to exceed three hundred and eighty thousand three hundred and forty dollars (\$380,340.00). The funding source for this Agreement is the City's Alisal Vibrancy Plan Implementation CIP 9246.

PASSED AND APPROVED this 21st day of February 2023, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Kimbley Craig, Mayor

ATTEST:

Patricia M. Barajas, City Clerk