

County of Monterey Board of Supervisors

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Public Works, Facilities and Parks

Board Referral No. 2025.07 (Alejo) -  
Seeking support and financial contributions to  
The Alisal Arch of East Salinas

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Director of PWFP

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September 30, 2025



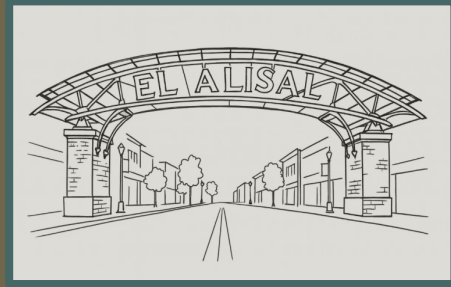
# Recommendations

## **It is recommended that the Board of Supervisors**

- a. Receive a preliminary analysis report in response to Board Referral No. 2025.07, and;
- b. Direct that staff proceed with completion of referral based on description in this report; or
- c. Direct that staff:
  - I. Proceed with completion of referral based on modifications by the Board; or
  - II. Return to Board with a more comprehensive analysis of referral and anticipated effort for completion; or
  - III. Rescind referral
- d. Provide further direction as appropriate

# Presentation Overview

- Background
- Process
- Recommendations/Options



The construction of an iconic Alisal Arch will serve as a lasting tribute to the hardworking people, families, organizations, and small businesses that form the heart of East Salinas. This landmark will not only celebrate the community's resilience and vibrant history but also inspire greater neighborhood pride and unity. Designed as a beautification project for one of Salinas' most vital business corridors, the Alisal Arch will become a symbolic gathering place and an inviting photo destinations for both residents and visitors alike.

- Supervisor Luis Alejo (District 1)

## Project Description





# Background

- Annexed into the City of Salinas in 1963
- 2.75 square miles
- Approximately 30% of the City's population

# Project Status

- Feb 2020 – City of Salinas (City) releases the Final Copy of the Alisal Vibrancy Plan (AVP)
- Nov 2024 – City adopted the Alisal District Identity Master Plan (ADIMP)
  - AVP and ADIMP identifies locations for potential gateway/placemaking signage
  - Location and designs have not been specifically identified
- Oct 2025 – City staff to develop a draft process, timeline and staffing resources for developing and delivering gateway/placemaking signage
  - Process would include additional community engagement and RFP for artist to design the gateway element



City has appropriated \$348,104 for gateway/placemaking signage but not specifically for an arch

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Potential Funding Contributions (funding source and availability TBD)

Option 1 – Percentage of the City's gateway/placemaking signage appropriation (\$348K)

- a) 10% = \$34,810
- b) 20% = \$69,621
- c) 30% = 104,431
- d) 40% = 139,242
- e) 50% = \$174,052

Option 2 – Percentage of the 2021 Salinas Arc Project Cost (\$525K)

- f) 10% = \$52,500
- g) 20% = \$105,000
- h) 30% = \$157,500
- i) 40% = 210,000
- j) 50% = \$262,500

Option 3 – Launch a one-year fundraising campaign

Option 4 – Combine Options 1 & 3 or 2 & 3 (correction from staff's report)

# Estimated Project Cost

# Summary

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Questions or Comments?

