



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: PAR 25-011

September 30, 2025

Introduced: 8/28/2025

Current Status: Agenda Ready

Version: 1

Matter Type: Preliminary Analysis
Report

Receive a preliminary analysis report in response to **Board Referral No. 2025.07 (Alejo)** seeking support and financial contribution to The Alisal Arch of East Salinas.

RECOMMENDATION:

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.

PRELIMINARY ANALYSIS:

Background:

On August 5, 2025, Supervisor Alejo submitted Board Referral No. 2025.07, requesting official support from the Board of Supervisors and a financial contribution toward the construction of an Alisal Arch in East Salinas (Attachment A).

The Alisal Community, annexed into the City of Salinas on August 5, 1963, is 2.75 square miles in size and home to approximately 30% of Salinas' population (or 61,000 people). It is Public Works, Facilities and Parks (PWWP) staff understanding that the project is a collaborative partnership among the City of Salinas (City), the County of Monterey (County), the Salinas-area Rotary Clubs, and individual community donors.

Proposed Project Description:

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 destination for both residents and visitors alike.

Supervisor Luis Alejo

Proposed Project Status:

In November 2024, the City adopted the Alisal District Identity Master Plan (ADIMP) which advances goals from the Alisal Vibrancy Plan (AVP). The ADIMP seeks to strengthen the community's identity as a unique cultural, arts and shopping district and enhance the Alisal commercial corridor through greening, gateway elements, banners and signage and public art.

With support from a Caltrans Clean California Grant (CCCG), the City has initiated greening and pedestrian improvements along East Alisal. Current efforts include designing street banners and trash wraps and issuing calls for artists for artwork and photography. A call for artists was released at the beginning of September requesting monument design proposals for the roundabout at E. Alisal Street and Skyway. A similar process would be used for additional gateway or placemaking signage. Community feedback was collected through the development of the ADIMP.

Estimated Project Cost:

Although a specific design has not yet been finalized, the City has allocated \$348,104 in the AVP Capital Improvement Plan (CIP) for monument design and construction.

For reference, the "Salinas" arch installed on Main Street in downtown Salinas in 2021 cost approximately \$525,000, including a \$196,900 contribution from the Rotary Club and donated architectural services valued at \$61,200.

Potential Financial Contributions:

In the absence of a finalized project or budget, the County may consider the following contribution options:

Option 1 - Percentage of the City's CIP allocation (\$348,104):

- 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 (\$525,000):

- 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, similar to efforts for the COVID Memorial at the Government Center to offset project cost once the monument design is finalized.

Option 4 - Combine Options 1 & 2 or 1 & 3

Departmental Challenges: As the project is located within City limits, the County has limited influence over cost, timeline, and procurement.

Proposed Response Date:

Pending the Board's direction regarding funding options, staff will return to the Board by December 31, 2025 with a detailed funding source and staffing requirements.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

This action supports the Board's Strategic Plan Goals for Infrastructure. A County contribution to the Alisal Monument would honor the community's rich history and recognize the contributions of its residents to the City and County.

- ☐ Well-Being and Quality of Life
- ☒ Sustainable Infrastructure for the Present and Future
- ☐ Safe and Resilient Communities
- ☐ Diverse and Thriving Economy

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Attachments:

Attachment A - Board Referral No. #2025.07