

**RESOLUTION NO. 4595/414**

**A JOINT RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SOLEDAD AND  
THE OF THE BOARD OF DIRECTORS OF SOLEDAD REDEVELOPMENT AGENCY  
APPROVING AN AGREEMENT WITH LISA WISE CONSULTING FOR  
PROFESSIONAL SERVICES IN AN AMOUNT NOT TO EXCEED \$30,000 FOR  
PLANNING AND DESIGN SERVICES RELATED TO THE CITY OF SOLEDAD  
DOWNTOWN VISIONING PROGRAM**

**WHEREAS**, the Soledad Redevelopment Agency (the "Agency") has recently completed the initial phase of the Downtown Vision Program for the City of Soledad with four plan alternatives which will serve as a the basis for further refinement and consolidation into one single unified downtown vision to be utilized for marketing purposes and for a update to the Downtown Specific Plan Update; and

**WHEREAS**, the Project Area is entirely within the Redevelopment Project Area (the "Project Area") and will serve as the basis for a update to the Downtown Specific Plan Update; and

**WHEREAS**, the Project Area contains several opportunities for elimination of blight and other development constraints that require planning and economic feasibility analysis; and

**WHEREAS**, the Agency is prepared to initiate the Downtown Vision Program as the first step towards completion of an update of the exiting Downtown Specific Plan; and

**WHEREAS**, the Downtown Vision Program has the potential to enhance the City's visibility and marketability, dovetailing with goals set forth in the redevelopment law, such as the elimination of blight and areas suffering from economic dislocation and disuses, as well as the Agency's specific goal of strengthening retail and other commercial functions in the downtown area, a part of the Agency's Project Area; and

**WHEREAS**, Staff believes that the Downtown Vision Program efforts will be of direct benefit to the Agency's efforts to carry out and implement the Redevelopment Plan for the Project Area, and as such, that the use of Agency funds to pay for the Downtown Vision Program services agreements are appropriate; and

**WHEREAS**, the Agency recommends entering into a Consulting Services Agreement with Lisa Wise Consulting to provide planning and design services related to the development of the Downtown Vision Program.

**NOW, THEREFORE, BE IT HEREBY RESOLVED** by the City of Soledad and Board of the Soledad Redevelopment Agency, as follows:

1. All of the recitals set forth above are true and correct to the best of the Board's knowledge, and are hereby adopted as findings.

2. The "Consulting Services Agreement" between the Agency and Lisa Wise Consulting, a copy of which is attached hereto as Exhibit A, is hereby approved in an amount not to exceed \$30,000, and the Executive Director is hereby authorized to execute the same on behalf of the Soledad Redevelopment Agency.

**PASSED AND ADOPTED** by the City of Soledad and Board of the Soledad Redevelopment Agency at a regular meeting duly held on the 1<sup>st</sup> day of December, 2010, by the following vote:

**AYES**, and in favor thereof, Councilmembers/Agencymembers: Christopher Bourke, Alejandro Chavez, Richard Perez, and Patricia Stephens

**NOES**, Councilmembers/Agencymembers: None

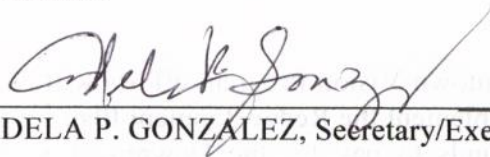
**ABSTAIN**, Councilmembers/Agencymembers: None

**ABSENT**, Councilmembers/Agencymembers: Mayor Fred J. Ledesma



**FRED J. LEDESMA, Mayor/Chairman**

**ATTEST:**

  
**ADELA P. GONZALEZ, Secretary/Executive Director**