



CITY OF SALINAS

HISTORIC RESOURCES BOARD STAFF REPORT

DATE: FEBURARY 2, 2026

TO: HISTORIC RESOURCES BOARD

FROM: LISA BRINTON, COMMUNITY DEVELOPMENT DIRECTOR

THROUGH: GRANT LEONARD, PLANNING MANAGER

BY: YESENIA SEGOVIA, ASSISTANT PLANNER

TITLE: ITC EXISTING CONDITIONS AND OPPORTUNITIES
UPDATE

RECOMMENDED MOTION:

Receive a staff update on the status of the ITC Existing Conditions and Opportunities memorandum. No action is required.

EXECUTIVE SUMMARY:

The Historic Resources Board (HRB) will receive a staff update on the status of the ITC Existing Conditions and Opportunities memorandum. Following the update, Board members will have the opportunity to ask questions and provide comments to City staff. This item is for informational purposes only, and no further action is required.

BACKGROUND:

The City of Salinas is planning for the Salinas Intermodal Transit Center (ITC) to evolve from a primarily transportation-focused facility into a connected, mixed-use district that supports transit-oriented development, downtown vibrancy, and improved citywide connectivity. This vision originated in the [2015 Downtown Vibrancy Plan](#), which identified the ITC as a key opportunity area for redevelopment and stronger connections to Downtown Salinas.

The ITC includes two parking lots totaling 299 spaces that support current transit operations and future rail service, while also presenting opportunities for redevelopment and community activation. In 2017, the City entered into an agreement with the [Transportation Agency for Monterey County \(TAMC\)](#), which administers grant funding and oversight for ITC improvements. Major access, safety, and multimodal upgrades were completed in 2021, after which ownership of the ITC was transferred to the City.

In 2021, the City rezoned the ITC to Mixed Use and expanded the Downtown Core Overlay District to include the site, formalizing its long-term development potential. In 2024, the City

initiated an existing conditions analysis with Harris and Associates to inform future activation, branding, and development strategies. Harris and Associated concluded working on the analysis in December 2024, and the City has continued with completing the analysis. The Attached ITC Survey Review, Draft ITC Existing Conditions Memo, and Draft Opportunities Memo summarize the City's findings and the public survey completed by Harris and Associates.

On November 3, 2025, the Historic Resources Board received a presentation by Craig Kaufman with the California Welcome Center and Denise Estrada with the First Mayor's House on Salinas heritage tourism, increasing visits to the historic sites at the ITC, and plans to add Heritage Park branding to the ITC. The HRB considered this item as part of its duties to promote heritage tourism and economic incentives to help preserve historic resources. The HRB subsequently formed a subcommittee to develop a resolution supporting the Salinas Heritage Park tourism efforts at the ITC. An initial draft resolution prepared by the subcommittee is included as Attachment 4. Ultimately, any change to the name of the ITC would need to be consistent with the City's Policy for the Naming of City Buildings, Facilities and Property (Attachment 5).

Currently, the City is welcoming HRB and public comment on the Draft ITC Existing Conditions and Draft ITC Opportunities Memorandums. The City anticipates finalizing both documents in Spring 2026. The City Manager's Office and the Economic Development team will lead the process going forward to implement near term recommendations for activating the ITC, such as changes to branding and naming, improving signage, and enhancing amenities.

ATTACHMENTS:

1. ITC Survey Review
2. Draft ITC Existing Conditions Memo
3. Draft Opportunities Memo
4. Proposed HRB Draft Resolution
5. Policy for the Naming of City Buildings, Facilities and Property