



**CITY OF SALINAS
HISTORIC RESOURCES BOARD**

DATE: MARCH 4, 2024

TO: HISTORIC RESOURCES BOARD

FROM: LISA BRINTON, COMMUNITY DEVELOPMENT DIRECTOR

THROUGH GRANT LEONARD, PLANNING MANAGER

BY: JESSICA SHULL, ASSOCIATE PLANNER

**TITLE: HISTORIC RESOURCE DESIGNATION PROJECT NO. SHRD2024-001:
DESIGNATION OF THE BUILDING LOCATED AT 361 MAIN STREET
AS AN HISTORIC RESOURCE IN ACCORDANCE WITH SECTION 3-
02.05 OF THE SALINAS MUNICIPAL CODE**

RECOMMENDED MOTION:

A motion to affirm the findings and adopt a Resolution recommending that the City Council designate the property at 361 Main Street as an historic resource, approving Salinas Historic Resource Designation 2024-001.

EXECUTIVE SUMMARY:

David Peartree, Applicant, on behalf of the Property Owner, KPM Properties, LLC. has applied for a Salinas Historic Resource Designation (SHRD 2024-001) in connection with a Conditional Use Permit to re-establish Commercial Recreation Use for an existing historic building, the El Rey Theater located at 361 Main Street. Staff has reviewed the application and recommends designating 361 Main Street as an Historic Resource in accordance with Section 3-02.05 of the Salinas Municipal Code.

DISCUSSION:

Background:

The owners of the El Rey Theater are in the process of updating and restoring the building. As part of that process, they are seeking to officially designate the building as a historic resource. To complete that process, they hired David Peartree and Seth Bergstein. David Peartree is the project

architect and Seth Bergstein of PAST Consultants, LLC is the project historic consultant. The property is owned by KPM Properties, LLC.

The city received the HRB application on January 12, 2024; staff completed the review; the designation is being presented to the Historic Resources Board on March 4, 2024, and will go before the City Council on April 9, 2024. The Conditional Use Permit to re-establish the Commercial Recreation use is a separate process that Current Planning is reviewing.

The subject building is identified in the City of Salinas 1989 and 2016 Historical and Architectural Resources Surveys with State of California Department of Parks and Recreation forms (DPR) (see attached) which qualified the structure for listing as a Salinas Historic Resource. The DPR forms indicate that the building was originally constructed in 1935.

The subject property is a two-story, reinforced concrete commercial building designed in the Art Moderne style. Many original entry features remain including glazed tiles and terrazzo floors. The original marquee and wall finishes in the auditorium are undergoing restoration in addition. The structure represents a very good example of the Art Deco/Art Moderne style of architecture as realized in a commercial building in Salinas and also serves as an anchor to the south end of the Main Street corridor.

Analysis:

Designation of historic resources is allowed in accordance with Section 3-02.05 of the Salinas Municipal Code. The property is included in both the 1989 and 2017 City Historical & Architectural Survey completed by Kent Seavey. The DPR forms indicate that the building was originally constructed in 1935, in the Art modern style. The El Rey Theater was one of three theatres along Main Street, each reflected a different aspect of the Art Deco-Moderne movement. The El Rey and Fox Theater remain, the Crysall Theater was demolished in 2003. These three theaters on Main Street are representative of the growth and popularity of the entertainment form during the 1930's. The 1989 Survey details that the property qualifies as a Salinas Historic Resource. The updated survey dated October 20, 2016, confirms that the property still meets the above criteria for designation.

The form submitted by PAST Consultants, LLC, also evaluates the property against the California Register criteria. The report indicates that the property qualifies as California Register of Historical Resources under CR-1 and CR-3.

Findings:

Staff has reviewed the materials provided by the applicant and determined that historic designation is consistent with Section 3-02.05 of the Salinas Municipal Code. Findings for the designation of the property are included in the attached resolution.

Time Consideration:

The proposal has no legal deadline.

Alternatives Available to the Board:

The Historic Resources Board has the following alternatives:

1. Find that the historic resource designation is not appropriate and establish findings at the public hearing stating the reasons for not approving SHRD24-001.

Conclusion:

The proposed historic designation is consistent with Section 3-02.05 of the Salinas Municipal Code. The designation will assist in the preservation and maintenance of a valuable historic building in the Downtown Salinas historic area.

CEQA CONSIDERATION:

The environmental impacts of the proposed improvements conform with the Secretary of the Interior's Standards for Rehabilitation and have been analyzed in accordance with the California Environmental Quality Act (CEQA). Therefore, the project is categorically exempt (Class 31) from further environmental analysis per CEQA Guidelines Section 15331 (Historic Resource Restoration/Rehabilitation).

ATTACHMENTS:

Proposed Historic Resources Board Resolution
Project Plans
Past Consultants, LLC Survey of 361 Main Street, dated December 4, 2023
2016 City Historical & Architectural Survey (Department of Parks and Recreation Form DPR 523A)
1989 City Historical & Architectural Survey (State of California Department of Parks and Recreation Form)