

## MEMORANDUM

DATE: February 2, 2026

TO: Lisa Brinton, Community Development Director

FROM: Grant Leonard, Planning Manager  
Yesenia Segovia, Assistant Planner

SUBJECT: ITC Opportunities Memo

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### **Background**

The Intermodal Transportation Center (ITC) and its 9-acre area offer significant opportunities for placemaking, activation, and enhanced connectivity between Downtown Salinas and regional transit services. With its central location adjacent to the City's primary rail and bus hub and in close proximity to downtown, the ITC is well positioned for transit-oriented development and community-serving uses. The presence of nearby historic destinations, existing parking facilities, and multiple access points further strengthens its potential to evolve into a vibrant mixed-use district. Consistent with the goals of the 2015 Downtown Vibrancy Plan, the ITC area provides opportunities to introduce new housing, commercial activity, and multimodal connections that contribute to a more accessible, active, and economically resilient downtown.

These identified opportunities are informed by the 2024 public survey and 2025 Existing Conditions analysis prepared jointly by Harris and Associates and the City of Salinas, which evaluated amenities and structures located both inside and adjacent to the ITC boundaries; the ITC's transportation services and schedules; the TAMC rail extension project; the ITC's relationship to Downtown Salinas; pedestrian and bicyclist connectivity; existing land uses and zoning designations; and parking and circulation patterns.

Building on the findings of the public survey and the Existing Conditions Report, the opportunities identified in this memorandum are organized into the following thematic categories:

- Placemaking and Amenities
- Transit and Rail Integration
- Circulation and Parking
- Land Use and Zoning
- Technology and Operations.

## Placemaking and Amenities Opportunities

Enhancing the public spaces at and around the ITC can significantly improve passenger experience and comfort, attract visitors, and create a strong sense of place. Opportunities for improvement include updating the waiting lounge, branding and signage, local art, open spaces, food trucks, community events, and the promotion of historic attractions. In the ITC survey review, respondents identified several needed improvements, including upgraded public restrooms, enhanced waiting areas, information kiosks, bike storage, more community events, expanded food options, and additional green space and parks.

Among these opportunities, improving visitor comfort emerges as a top priority, as it directly influences how passengers experience and navigate the ITC. Currently in front of the ITC building there are limited benches and little to no shade structures for visitors. An ideal location to place multiple benches and tables along with a shade structure would be between the California Welcome Center and the ITC building. Between the two buildings is an area that measures approximately 40 feet by 59 feet. Based on the approximately 40 ft by 59 ft available area, the space could accommodate a mix of table sizes and seating types, providing flexible seating options for individuals, couples, and groups while maintaining adequate circulation, and comfort, for visitors. Mixed table sizes could include four-person size tables and two-person size tables. An ideal shade cover to place in this area of benches would be a Tensile shade structure as it provides excellent weather protection, fast construction, and provides an aesthetically pleasing space. Additionally, adding more benches and greenery in front of the ITC building and near would further enhance visitor's experience. Adding benches in front of the ITC building gives visitors who are waiting to be picked up an enjoyable and comfortable experience rather than standing in the middle of the sidewalk with their belongings. Also, adding benches to adjacent attractions enhance the visitor experience at the ITC by extending comfort, accessibility, and placemaking beyond the station itself. Additionally improving landscaping at the ITC building would be an ideal opportunity to enhance visitor's experience. Large planters could be planted with native plants that reflect the local environment, decorated planters with local art could be placed at the end of every bench at the ITC or also placed at the entrance of the building. Incorporating more trees to the front of the ITC could also aid in improving aesthetics, cooling the environment, and manage stormwater if placed strategically. Additionally, adding a visible Greyhound stop to the front of the ITC greatly enhances visitors experience, as they would know where to directly wait for the bus. Adding a Greyhound sign along with a Greyhound bus shelter with a Greyhound route map on the side would be helpful to visitors. Furthermore, installing a digital screen with the train stations train arrivals and departures create a clear up-to-date information at a glance, help better plan visitors time, enhances accessibility and inclusivity for visitors with visual impairments, and finally contributes to a more modern and organized and welcoming station environment. Furthermore, adding public restrooms to the exterior of the ITC building would enhance the visitor experience by increasing comfort, convenience, and accessibility for those using outdoor seating areas or waiting spaces. Exterior

restrooms reduce the need to re-enter the building, help alleviate interior congestion during peak times or events, and better support families, travelers with luggage, and individuals with disabilities. Adding local art and murals at the ITC would greatly enhance visitor experience by transforming the station from a purely functional space into a welcoming, meaningful gateway to Salinas. Local art reflects Salinas history, culture, agriculture, and community identity, creating a strong sense of place. Local art and murals turn the ITC into a cultural gateway rather than just a transit point. They reduce stress, enhance comfort, strengthen community identity, and leave visitors with a positive, lasting impression of Salinas. Art sculptures can have the opportunity to shine in front of the ITC building or more impacting at the station's platform.

Amenities that could be enhanced inside of the ITC building are incorporating security inside and outside of the ITC building, waiting lounge increase on-site staffing, and restrooms. Increasing safety measures at the ITC is a need communicated by respondents in the ITC Survey. Incorporating security inside and outside of the ITC reduces stress and anxiety for traveling visitors can serve as an additional guidance and assistance for visitors, enhancing comfort, confidence and convenience for visitors. Additionally, incorporating security cameras in and around the ITC can further visitors' confidence and comfort to the station. Incorporating security cameras into the Salinas ITC enhances the visitor experience by improving safety, deterring crime, enabling faster incident response, and supporting better crowd management. These measures create a cleaner, more organized, and more welcoming environment, increasing visitor comfort, trust, and overall satisfaction. Amenities that can further enhance visitor experience at the ITC waiting lounge is adding a larger digital display of the arrival and departure train schedule. A large, centrally located digital arrival/departure display transforms a space from confusing to intuitive. It enhances clarity, reduces stress, improves accessibility, and creates a smoother, more confident visitor journey. Installing a Greyhound self-service kiosk at the Salinas Train Station added with a bilingual sign of steps on how to purchase a ticket would significantly enhance visitor experience, especially since Greyhound no longer sells tickets on-site. A Greyhound kiosk would replace the convenience and clarity once provided by in-person ticket sales. It reduces confusion, improves accessibility, and ensures travelers at the Salinas Train Station can confidently plan and complete their journeys. To further elevate visitors experience placing a staff member at the kiosk during peak hours creates a balanced, flexible service model. It combines the efficiency of self-service technology. Furthermore, adding a kiosk for train tickets would also aid in creating a balanced, visitor centered system. Improving speed and accessibility. Adding charging stations to the ITC would meaningfully enhance visitor experience by meeting a basic, modern travel need. Charging stations transform the ITC from a waiting space into a supportive travel environment. They reduce stress, increase safety, improve accessibility to tickets, and complement digital services making the station more comfortable, modern, and visitor friendly. Increasing staffing at the ITC directly improves visitor experience by making the station more supportive, safer, and easier to navigate. Increased staffing means faster and reliable assistance, sense of safety and security, smooth passenger flow, supports

suggested new station amenities like the kiosks. Improving the bathrooms at the Salinas Intermodal Transportation Center ITC would have a major impact on visitor experience as they are the most heavily used amenities in any transit facility. Enhancing the ITC bathrooms should support baby changing tables and be ADA compliant. Improved bathrooms enhance visitor experience by increasing comfort, dignity, accessibility, and inclusivity at the Salinas ITC. They demonstrate responsiveness to community needs and significantly improve how visitors perceive and use the station overall.

## **Branding and Signage**

Branding and signage help create placemaking at the ITC by transforming it from a simple transit facility into a welcoming and memorable destination. Branding for the ITC can be done through strong and consistent visual identity that helps create a sense of place and connection to the community. Creating a unique ITC logo that could be inspired by local themes such as agriculture or rich history along with a cohesive color palette, that can be used across the ITC, like banners on light posts. Branded wayfinding, design elements, and staff uniforms that match the ITC's visual identity reinforce recognition and make the space feel welcoming and memorable. Adding a welcome sign that also has the same color palette and design in front of the ITC's entrance at Market Street enhances placemaking by clearly signaling arrival and creating a strong first impression of the space. It helps define the ITC as a distinct destination rather than just a pass-through area, giving visitors a sense that they are entering an important civic place. Renaming the ITC, combined with strong branding, helps create a clear and memorable identity that reflects Salinas' character. It improves recognition, supports wayfinding, and signals reinvestment, positioning the ITC as a welcoming landmark and gateway to the city rather than just a transit facility.

Outside of the ITC station facing away the trains is a parking lot with a capacity of 255 vehicles (handicap parking included). The surplus of parking spaces is an opportunity to transform the outside of the ITC in a way that can help enliven a space for the community of Salinas. The land use could be used for ways to connect the ITC together to make it feel more of a grander space. A playground next the museums can give an additional activity for parents to take their children to when going to the ITC center. This playground could replace a chunk of the parking lot closest to the Harvey baker house.



This 9,170 ft space could have a train themed playground which would keep in theme with the historical significance of the ITC. The park doesn't have to have all of the upper right parking it could be smaller. A parent while waiting for their Amtrak train or greyhound bus could use this time to watch their child be active before having to get on their potentially long ride. Or it can serve as a stop for family's who want to get out and stretch their legs.



This playground train set is an example of an in-theme structure that could be installed in a pocket of the ITC.

The respondents of the ITC survey vocalized interest in adding food vendors and restaurants to the ITC area. Food trucks add a close destination for anybody around the downtown area of Salinas. Food Trucks are a mobile and usually a less costly way of eating out. Around Salinas food trucks are scattered around different areas without a distinct hub area. Community led event *What's Grubbin Salinas* gives us an example of how an open space food pod within the ITC could look like. What's Grubbin Salinas food trucks only station on certain days out of the year. Making a permanent place for customers to be able to get to the ITC and be presented with multiple choices of food, museums, restrooms and transport would elevate it from station to community hub. This *What's Grubbin Salinas* does close a portion of the ITC parking lot which could be simulated similarly to the concept shown down below.



*What's Grubbin Salinas* has been facilitating its event since March 2025 and has since been a staple of the events developed around the ITC.

If the ITC were to develop a plan similarly to *What's Grubbin Salinas* has done, different concepts would have to be designed. Just to demonstrate an example of how permanent food truck placements could look like an example is down below.



This example shows a food pod, popular in many cities like San Antonio, Portland (Oregon) and San Francisco have food truck pod which serve to bolster the economy for start-up food trucks. The brighter green would be parking for the food trucks which would allow the trucks to have a designated permanent space much like *What's Grubbin Salinas*. The darker shade of green in the middle would be used for tables and shade to make the Food Pod seem more desirable to spend time in. The red shows what could be access areas for the trucks which could be managed by a designated staff member of the city. The access area could be electronic or a chain.



An example of how a communal eating space would be built in the ITC lot.

This next example shows a more sidewalk friendly approach to the food truck stations.



The possibly easiest way to integrate food trucks in the ITC is by having permeant parking facing the sidewalk. This in turn would make the food trucks be accessible by the outside of the ITC. People could just walk along the street and look at the different food trucks available, and it would not heavily impede or block of much of the parking of the area.

## Transit and Rail Integration Opportunities

The ITC serves as the central hub for regional transit, including Amtrak, MST buses, and Greyhound. With the planned TAMC rail extension, there is an opportunity to enhance transit facilities, streamline passenger transfers, and improve overall service coordination. Improving passenger experience for Amtrak, Monterey Salinas Transit (MST), and Greyhound would strengthen transit integration making the ITC a more convenient, efficient, and attractive hub for all travelers.

Currently, the primary passenger rail service at the ITC Amtrak station is the Coast Starlight trains 11 and 14. They serve Salinas once daily in each direction, with arrives around 12:00 p.m. and 6:00 p.m., offering limited schedule flexibility. Due to the Coast Starlight trains operating only once per day in each direction, Route 17 buses are the primary tool for travel-time flexibility. Improvements could include tighter transfer windows between the Coast Starlight and Thruway departures, especially for the number 14 Cost Starlight train which arrival time is at 6

p.m. A 6 p.m. train arrival and a 6:45 p.m. bus departure gives passengers 45 minutes (if not delayed) to de-board the train, retrieve bags, walk to the bus bay, and buy or confirm their tickets. Adding an additional Southbound departure around 7:30 to 8:30 p.m. could be efficient as it provides backup service to passengers that miss the 6:45 p.m. departure. Additionally, improving communication of connection timing by displaying estimated connection times on signage and online. This provides passengers with clear instructions on where to go for the Southbound Thruway bus. Additionally, smoothing out the schedule for train/ bus coordination so that passengers don't miss their train but aren't facing large gaps waiting for a Thruway bus. For instance, the Coast Starlight train number 11 arrives at 12 p.m. and the first soonest Northbound bus is at 6:25 p.m. leaving passengers with an extremely long waiting gap. Improvements that could aid with this is shifting one of the late-evening departures earlier. For instance, the 6:25 p.m. bus could be moved to 4p.m. providing a service more evenly across the afternoon and evening and reduces the 5-to-6-hour gap between mid-day and evening departures.

Strengthening connections to regional transit agencies involves coordinating schedules so local MST routes arrive shortly before Amtrak/Thruway bus departures and depart shortly after their arrivals. This reduces transfer wait times, improves network integration, and allows passengers to make seamless multimodal trips. Improvements that could help strengthen the connections to regional transit agencies involve adjusting MST Route timing to align with Amtrak's Coast Starlight trains number 11 and 14. Improving connections would look like having the MST buses arrive at the ITC center 10 to 20 minutes earlier before the Coast Starlight trains arrive.

Encouraging MST to schedule routes like Line 20 (Monterey/Marina) or Line 28/29 (Watsonville) to pulse at the ITC around 11:40 to 11:50 a.m. for train number 11 and again around 5:40 to 5:50p.m. for the number 14 train. Subsequently aligning MST departures shortly after the train/thruway arrivals would also strengthen regional transit connections. MST bus schedules should depart 10–15 minutes after the arrival of Train 11 (12:00 p.m.), Train 14 (6:00 p.m.), and Route 17 buses. This means setting MST departures around 12:10 to12:20 p.m. and 6:10 to 6:20 p.m., especially for major routes serving key job and housing areas such as Lines 20 (Marina/Monterey), 41/42 (East Salinas), 48/49 (North Main/ Northridge Mall), and 46 (Natividad Medical Center). Also, improving wayfinding between the ITC and the MST transit center would help strengthen regional transit since the MST transit center is a 5-minute walk away. Adding directional signage, marking a designated pedestrian path and time to walk maps. Coordinating these improvements minimizes passenger waiting and strengthens the ITC as an integrated transit hub.

The Salinas ITC Greyhound stop provides a critical intercity connection but currently requires online-only ticketing and has limited scheduling consistency, particularly for FlixBus. Improving ticketing and access could help improve passenger experiences and strengthen regional transit. Having Greyhound bus tickets only being sold online can be difficult for passengers who are first time riders or tourists. Installing self-service kiosks for ticketing purchases or even consider staffed assistance during peak arrivals to help with boarding, tickets, and app navigation can

create easier access and encourages multimodal transfers, passengers can quickly purchase Greyhound/FlixBus tickets while connecting to Amtrak or MST services. Clear multilingual signage can also help by providing step by step guidance on ticket purchases and boarding, including QR codes linking to Greyhound and FlixBus schedules, as there are currently no signage or links currently posted in the train station or posted out near the Greyhound bus stop. Additionally, Coordinate Greyhound (4:00 p.m.) and FlixBus (2:00 p.m.) arrivals with Amtrak trains (Train 11 at 12:00 p.m. and Train 14 at 6:00 p.m.), Route 17 Thruway buses, and MST pulse buses. This ensures passengers can make seamless connections between intercity and local transit. Additionally, stabilizing FlixBus's schedule to a consistent 2:00–3:00 p.m. arrival window improves predictability and further supports coordinated multimodal transfers.

## **Technology and Operations Opportunities**

Kiosks for Greyhound bus tickets would be a helpful addition to the inside or outside of the ITC. To board a greyhound bus, a purchase on the Greyhound website, app, phone or authorized resellers is the only way to obtain tickets since March 2020. A kiosk would be useful to the population of people who do not have phones or access to a phone. A kiosk would also help in having some form of connection to the greyhound bus station. The kiosk could be set up inside the train station for convenience. The kiosk could be installed to help customers purchase tickets on site instead of relying on an app and phone line.

The arrival times of the trains could be displayed on a monitor inside the station with the various trains arrival time to be shown throughout progress of arrival. This could also include grey hound bus arrivals on the monitor or possibly added kiosk. This would aid customers in not having to worry about constantly looking at their phone or if their phone lacks battery and there are not outlets available this could customers some ease.

Security was something that was something that respondents wanted to be improved. The ITC grounds is next various homeless encampments. Security could be improved by way of creating more frequent patrols by the security of the station. A bike storage building could be put near the premises of the building. Many cities like San Francisco have areas where visitors could store their modes of transportation. This will give customers a sense of security if they choose to house their bike/scooter this way.

Respondents stressed the need more affordable fare, discounts or programs related to lowering the cost of transportation. This could have the effect of making the public transportation more accessible and appealing.

Connectivity to the ITC is a desire which respondents expressed in the survey. Making the ITC more welcoming. Signs which accurately detail where things are, maps of the historic landmarks in Salinas. Benches and shade to the ITC would elevate the space to make ita A community

board can be installed to show the cultural and local events that are set to happen. This can give tourist and locals ways to find out about local events that happen around the ITC or city.

## Active Transportation and Connectivity Opportunities

Supporting safe and convenient access for pedestrians and bicyclists is essential to creating a walkable, transit-oriented Intermodal Transportation Center (ITC). Enhancing infrastructure for these modes strengthens first- and last-mile connections, encourages sustainable travel, and reinforces links between the ITC, Downtown Salinas, and nearby destinations.

Pedestrian and bicycle infrastructure between the ITC and Downtown Salinas is generally continuous, with well-maintained sidewalks and recently completed bicycle lanes along Lincoln Avenue. Despite these strengths, several barriers reduce comfort and safety for people traveling on foot or by bike. Wide intersections and the absence of crosswalks signage along Lincoln Avenue make crossings feel unsafe. In addition, West Market Street (SR 183) and Main Street/Salinas Street present challenges due to high vehicle speeds and unrestricted right-turn movements at the West Market Street (SR 183) and Main Street/Salinas Street intersection.

While sidewalks are largely continuous, improving the safety, comfort, and legibility of key crossings would make walking a more viable and attractive option. Similarly, enhanced bicycle infrastructure, continuous direct bike lanes into Downtown and improved wayfinding signage would strengthen bicycle connectivity and encourage greater use of sustainable transportation.

Improvements at the intersection of West Market Street (SR 183) and Lincoln Avenue should focus on shortening pedestrian crossing distances and increasing driver awareness. This can be achieved through curb extensions and crosswalk signage, which enhance safety and comfort at intersections with heavy pedestrian activity. Curb extensions would narrow the effective roadway width along West Market Street (SR 183) by extending the curb line or sidewalk, helping to reduce vehicle turning speeds and improve sightlines. In addition, clearer and more frequent crosswalk signage should be installed at West Market Street (SR 183) and Lincoln Avenue, as there is currently little indication to vehicles that they are entering a high-pedestrian area.

Similarly, the intersection of West Market Street (SR 183) and Main Street/Salinas Street lacks adequate crosswalk signage. Adding this signage would improve pedestrian safety and comfort by alerting drivers to significant pedestrian activity. Further safety improvements could include modifying or better controlling right-turn movements through signage. These measures would reduce conflicts caused by vehicles focusing on entering gaps in traffic rather than on pedestrians and bicyclists crossing at the corner. Additional enhancements to improve pedestrian comfort and visibility include raised crosswalks to slow vehicle speeds, pedestrian-scale lighting to improve nighttime safety, and wayfinding pavement markings along sidewalks near the ITC and routes connecting the ITC to Downtown.

According to ITC survey respondents, bicycle storage was identified as a desired amenity. Currently, the ITC provides two wave-style bicycle racks—one located at the California Welcome Center and one at the ITC building. Both racks are uncovered and fully exposed to weather, which can reduce user comfort and discourage bicyclists from leaving their bicycles and personal belongings for extended periods.

Providing both long-term and short-term bicycle parking would significantly enhance comfort, safety, and usability for bicyclists accessing the ITC. Offering multiple parking options supports seamless bike-to-transit journeys by accommodating different trip durations and user needs, ultimately expanding the ITC's reach and increasing overall activity. Long-term bicycle parking could include secure, covered, and well-lit bicycle lockers, offering greater protection for bicycles and belongings and improved comfort for users waiting at the ITC for extended periods. Short-term bicycle parking could consist of covered cycle shelters equipped with high-quality racks that accommodate multiple bicycles while providing weather protection.

Dedicated bicycle-friendly facilities currently run along Lincoln Avenue and extend into Central Avenue, while shared lane markings (sharrows) along Gabilan Street allow bicyclists to access Downtown. However, transitioning from a dedicated bicycle facility to sharrows can reduce safety and comfort, as sharrows offer limited protection and may be misinterpreted as bike lanes. This can lead drivers to pass bicyclists too closely and encourage bicyclists to ride near the curb, increasing the risk of collisions with parked vehicles or opening doors. Extending a continuous, dedicated bicycle lanes from Lincoln Avenue onto Gabilan Street and throughout Downtown would improve safety, comfort, and connectivity for bicyclists. Additional enhancements, such as painted wayfinding signage within bicycle lanes, would help direct riders into Downtown, improve the visitor experience, enhance safety, and reduce confusion.

## **Vehicular Circulation and Parking Opportunities**

Efficient vehicular circulation and parking management are essential to the successful operation of an Intermodal Transportation Center (ITC). Key improvements include retaining sufficient parking to support future commuter rail use, promoting the ITC site as an interim Park and Ride destination, and enhancing wayfinding signage for drop-off and pick-up areas.

The Monterey County Rail Extension Phase 1 Kick Start Project, led by the Transportation Agency for Monterey County (TAMC), focuses on improving the existing Salinas Train Station to accommodate new passenger rail service connecting Salinas to the San Francisco Bay Area.

This project is expected to significantly increase foot traffic at the ITC, underscoring the importance of retaining adequate parking to support future commuter rail operations. To ensure sufficient parking capacity is available when rail service begins, ITC parking must be protected now, with future planning based on realistic demand projections. These projections should consider peak-day parking demand, potential expansion of train service, and anticipated population and employment growth in the region.

To further retain the ITC parking space in the near term, the site may be strategically promoted as a Park & Ride destination. The ITC site is being considered for interim use as a Park & Ride facility prior to the implementation of future commuter rail service. While this interim use provides near-term transportation benefits, it is critical that current decisions do not reduce the site's long-term ability to function effectively as a commuter rail station. The interim Park & Ride allows the site to support current transportation needs while preserving its primary long-term purpose as a commuter rail facility and should not create a permanent expectation or entitlement to parking that would conflict with future rail operations. As part of this interim use, the site may also incorporate electric vehicle (EV) charging stations in a limited, strategically located, and flexible manner to support evolving travel needs and sustainability goals. EV charging infrastructure should be designed to be modular and reversible, ensuring that it does not reduce the site's ability to accommodate future commuter rail parking demand. Upon commencement of commuter rail service, parking at the site must primarily serve rail passengers. If parking demand exceeds supply, rail users will receive priority access. To maintain flexibility, the site should not enter into long-term leases, exclusive-use agreements, or other contractual arrangements—including those related to EV charging—that allocate parking spaces in a way that cannot be reversed when rail service begins. Any interim agreements should be short-term, non-exclusive, and include termination provisions tied to the initiation of commuter rail service.

Enhancing wayfinding and drop-off/pick-up signage improves vehicular circulation by reducing driver confusion, hesitation, and conflicts that often lead to congestion around transit stations. Installing clear wayfinding arrows in advance of the ITC entrance can help alleviate congestion caused by drivers slowing down, making sudden stops, or changing lanes due to uncertainty. Dedicated signage for long-term and short-term parking, buses, and transportation network companies (TNCs) can further organize vehicle movements and reduce conflicts between different user types. Clearly marked directional signs for drop-off and pick-up areas help shorten vehicle dwell times by setting clear expectations for stopping locations and durations. Shorter dwell times discourage idling and increase vehicle turnover during peak periods.

Together, these improvements help keep vehicles moving efficiently through the station area while reducing congestion, delays, and safety risks.

## Land Use and Development Opportunities

The current land use and zoning surrounding the Intermodal Transit Center (ITC) present significant potential for transit-oriented development (TOD) and complementary land uses. The ITC itself is designated Public/Semipublic and Mixed Use, allowing for continued transit operations while supporting residential, commercial, office, and retail development directly integrated with the station. Surrounding areas include Industrial and General Commercial zones to the north and west, providing employment opportunities and commercial services that complement transit access, while medium- and high-density residential neighborhoods to the south and southeast offer a built-in base of transit users within walking distance. Corridor-oriented Mixed Use zoning along major arterials supports street-level retail and offices, encouraging pedestrian activity and seamless connectivity to the ITC. Together with nearby parks, open spaces, and a mix of commercial, industrial, and residential uses, this urbanized setting creates a strong foundation for mixed-use growth.

The ITC's land use and zoning position the ITC to become a vibrant, multi-modal hub that blends housing, work, retail, and recreation with transit access—while supporting long-term growth, sustainability, and economic development in the surrounding area. The city's recent zoning code update further enables this vision by introducing updated standards for TOD, ensuring that future development around the ITC aligns with broader policy goals, integrates with transit, and maintains flexibility for future rail station expansion.