



**CITY OF SALINAS
HISTORIC RESOURCES BOARD**

DATE: JULY 1, 2024

TO: HISTORIC RESOURCES BOARD

FROM: LISA BRINTON, COMMUNITY DEVELOPMENT DIRECTOR

THROUGH: GRANT LEONARD, PLANNING MANAGER

BY: JESSICA SHULL, ASSOCIATE PLANNER

**TITLE: SALINAS HISTORIC CERTIFICATE OF APPROVAL (SHCA) 2024-001;
REQUEST TO PAINT A MURAL ON THE REAR FAÇADE OF AN
EXISTING BUILDING LOCATED AT 241 MAIN STREET IN THE MX-
CC-DC (MIXED USE – CENTRAL CITY OVERLAY – DOWNTOWN
CORE OVERLAY) ZONING DISTRICT**

RECOMMENDED MOTION:

A motion to approve a Resolution finding the project exempt pursuant to Section 15331 of the CEQA Guidelines, affirming the findings, and approving Salinas Historic Certificate of Approval 2024-001.

EXECUTIVE SUMMARY:

Greg Hamer, Applicant, on behalf of the Salinas City Center Improvement Association has applied for a Salinas Historic Certificate of Approval (SHCA 2024-001) to paint a mural at an existing historic building, the Fox Theater located at 241 Main Street. Staff has reviewed the application and recommends approval of the Salinas Historic Certificate of Approval for 241 Main Street in accordance with Section 3-02.04(a) and (f) of the Salinas Municipal Code.

DISCUSSION:

Background:

Salinas City Center Improvement Association identified the Fox Theater as a potential location for a mural on the rear façade of the building. As part of that process, a Certificate of Approval is required. A Site Plan Review is currently underway, contingent on approval of the Historic

Resources Board. The property is owned by Entertainment Lane, Inc.

Staff received the HRB application on May 14, 2024, and proceeded to complete the review. The Historic Resources Board is the final decision authority for this project. Per Section 3-02.04(a) and (f) of the Salinas Municipal Code, the duties and powers of the Historic Resources Board are to:

- Study and make recommendations to City Staff, the City Council, and the Planning Commission, as appropriate, on the designation, preservation, alteration, or demolition of an historic resource.
- Hear and make recommendations on applications for new construction, alteration, and demolition of historic resources or within the boundaries of designated historic districts.

Analysis:

The Fox Theater was identified as the ideal location for the mural due to the high visibility of the site within the community. The proposed mural (see attached image) of a fox is inspired by the history and architectural character of the Fox Theater. The proposed mural plays off the name of the theater. The style and colors of the mural are compatible with the structure's Art Deco design. The muralist, Lisa Haas, is a highly esteemed local artist. All existing distinctive materials and Art Deco-design details of the structure are to be retained. The proposed work will neither adversely affect the exterior architectural features of the resource nor adversely affect the integrity or historical, architectural, or aesthetic interest or value of such resource and its site.

A Certificate of Approval of historic resources is required in accordance with Section 3-02.06 of the Salinas Municipal Code, when an alteration of a historic resource is proposed. The property is included in both the 1989 and 2016 City Historical & Architectural Survey completed by Kent Seavey (see attached).

The State of California Department of Parks and Recreation forms indicate that the building was originally constructed in 1921, with a Beaux Arts temple front with a large central arched window, flanked by paired round headed windows. The building was remodeled in 1936 in the Art Deco/ Streamline Moderne style. The Fox Theater was one of three theatres along Main Street, each reflecting a different aspect of the Art Deco-Moderne movement. The El Rey and Fox Theater remain, the Cystal 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.

Findings:

Staff has reviewed the materials provided by the applicant and determined that proposed mural is consistent with Section 3-02.04(a) and (f) of the Salinas Municipal Code and the Secretary of the Interior's Standards for Rehabilitation. The property will continue to be used as it has with no changes to its distinctive materials, features, and spaces. The historic character of the property will be retained. No features are being added to the structure that will interfere with the character-

defining features of the property. There are no new additions or new construction as part of this project. The historic materials and features will not be impacted. The design of the mural is compatible with Art Deco/ Streamline Moderne style character of the structure. Findings for the Certificate of Approval for the project 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. Affirm the findings set forth in the attached Resolution, find the application exempt from the California Environmental Quality Act (CEQA), and approve SHCA 2024-001 with modifications; or
2. Find that the proposal is not appropriate and establish findings at the public meeting stating the reasons for not approving SHCA 2024-001.

Conclusion:

The proposed historic designation is consistent with Section 3-02.04(a) and (f) of the Salinas Municipal Code and the Secretary of the Interior's Standards for Rehabilitation.

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
Proposed Mural Concept
Site Photo
2016 City Historical & Architectural Survey (Department of Parks and Recreation Form DPR 523A)