



1 Station Place
 Salinas, CA 93901
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 denisee@sonic.net

Date: February 17, 2026

To: City of Salinas Administration Department,
 Mayor Dennis Donohue,
 District 3 Councilmember Margaret D'Arrigo

From: Denise Estrada, Salinas City Heritage Park Liaison

TITLE: REQUEST FOR SITE NAMING, SALINAS CITY HERITAGE PARK

RECOMMENDATION

The stakeholders/operators of the City-owned properties that comprise the historic building collection at Station Place, Salinas, CA, request that the City of Salinas formalize the name, Salinas City Heritage Park, to include the following City-owned properties:

- The 1873 Southern Pacific Freight Building, 1 Station Place
- The 1941 Salinas Amtrak Station, 3-11 Station Place
- The 1919 Railroad Express Agency Building (REA), 15 Station Place
- The 1868 First Mayor's House, 21 Station Place.

BACKGROUND

These properties are in a linear pattern at Station Place, as shown on the attached addressing map. The parking infrastructure portion of the Station Place property, named the Intermodal Transit Center (ITC), is not requested to be included within the boundaries of Salinas City Heritage Park. This location was the site of Salinas' first park. The original park was named Bremen Park and featured a large natural pond. This was the area where early Salinas held various community events, such as an annual circus and rodeo promotions, and eventually became a noted train stop for dignitaries, including visiting U.S. Presidents. Later, the park was renamed Southern Pacific Park in recognition of the site's proximity to the Southern Pacific depot and railyard.

SUPPORTING CITY POLICIES

Consistent with City of Salinas **Resolution 20128** , A Resolution of the Salinas City Council Establishing A Policy For the Naming of City Buildings, Facilities and Property, General Guideline (2., 5.), the proposed name does have historical significance and has generally been recognized by the public and is now in common use as the site's brand name of Salinas City Heritage Park for the last three years.

This brand name was adopted by the stakeholders/operators of these properties after extensive discussions with City administration, local preservation groups, business organizations, and the public. The brand, Salinas City Heritage Park, has been adopted for common use as consistent with the intent of Resolution 20128:

- (8.) “Factors that should be considered in the naming of buildings, facilities, or properties-
- (b.) Names shall be appropriate to the building, facility, or property... the name of a City park might reflect the...history. Features related to Salinas.”
- (c) “Names may be from significant historical events, cultural attributes, local landmarks, or historical figures”.

The other adopted City policies that support this naming request are the Guiding Principles of Vision Salinas, which were adopted in 2019 to inform the General Plan 2040 update, including:

- “A Community to Celebrate: A City that celebrates, promotes, preserves, and honors the diversity, history, art, and culture of its community.
- “Celebrate the City’s history, the architecture of its buildings, the diverse cultures of its people, and its rich immigrant history”.

The Economic Development Element of the General Plan Goals, Policies, and Actions for Land Use: Page 2.26: Policy Ed-LU-1.14-Promote the creation of destination-based and identifiable place-themed districts within the community for agriculture, business and technology, marketplace/shopping activities, tourism, entertainment, recreation, food and wine, cultural, and historic resources.

Action LU-1.14.1-Identify place-themed districts and neighborhoods within the City. Promote and market those place-themed districts as hubs for specific themed activities to serve the community, attract complementary development and investment to enhance the City’s economic base, and foster a sense of community identity and belonging.

Goals, Policies and Actions for Retail, Entertainment, and Tourism: Page 2.38: Policy ED-RET-1.1- The City will continue to invest in promoting the City’s history, cultural diversity, and positive attributes of the community.”

Action RET-1.1.2-Market Salinas’ existing attractions (e.g., National Steinbeck Center, Steinbeck House, First Mayor’s House, Railroad Museum, historic resources and events (e.g., Rodeo, Sports Complex, Airshow, etc.), and visitor-serving areas with regional tourist attractions and events to integrate Salinas into the tourism menu or marketplace, including agriculture and wine tourism. Page 2.40: Policy ED-RET-3.1-Target sites for attracting diverse retail entertainment and tourism destinations.

Action RET-3.13-Consistent with Policy LU-1.14, create place-themed districts within the City to help unite the City around various themes that create an identity and attract residents and visitors to place-themed areas. Representative district themes could include:

Wine/food districts Cultural districts	Marketplace districts e.g., Intermodal Transportation Center, Chinatown, Alisal Market place
Entertainment districts	Shopping districts
Recreation/sports districts	Historic district(s)

Salinas is deficient in park sites. Increasing the diversity of the park inventory was a priority for 63% of Salinas residents surveyed for the **Parks Master Plan**. 80% of those surveyed said that Salinas needs to acquire more land for future parks, with 2/3 of respondents saying this “should be a priority investment.” Development of this site as a City park would require no land acquisition. The current private operators of the properties can operate the park site features without incurring additional land costs.

This same survey for the Parks Master Plan identified a need to expand programming. It was identified that there exists a significant need for “more variety of art, culture, wellness and educational programs, especially for youth and seniors”. This need can be directly addressed through the programs offered by the First Mayors House, the Salinas Valley Railroad Museum, and the Heritage Museum at the California Welcome Center. One of the less obvious benefits is that a historic park can offer interactive educational lessons that help community residents develop a sense of pride in the accomplishments of those who came before them.

REQUESTED ACTION

We request that the City Council take action to approve one of the two options:

1. Designate the collection of City-owned historic buildings at Station Place, Salinas, as a City park, henceforth formally named Salinas City Heritage Park, or
2. Designate the collection of City-owned historic buildings at Station Place, Salinas, as a local historic site, henceforth formally named Salinas City Heritage Park.

The stakeholder group representing all organizations from each historic building and the participating public reviewed several options to bring recognition to the combined historic properties. The options reviewed were inclusion in a State Historic District, a local cultural District, a California cultural district, and a local heritage/historic park. The consensus was that the most feasible option was to recommend that the site be designated a local historic park. It would be at the discretion of the Salinas City Council as to whether this would be included in the City’s Recreation Parks inventory of parks or to be formalized as a special local historical site. Should the site be formalized as a City park, a significant benefit is that Salinas City Heritage Park could be eligible for many grants reserved exclusively for City, County, and State Park recreational sites and open spaces. Some grants also fund historic sites. Whether as a formal City of Salinas park site or as a named local historic site, the designation may bring increased attention to the site's attractions. As we focus on increasing heritage tourism as an economic driver, both options elevate the potential for this site to benefit Salinas.

- Attachment: Heritage Park Site History PowerPoint
Addressing Map
Salinas Heritage Park Proponents Voice Public Support at Council Meeting-
Herald article
Letters of Support-SCCIA, AMAP



**City of Salinas
Application for Naming of City Buildings, Facilities and Property**

Applicant Name: Denise Estrada on behalf of ^{Heritage Park} Stakeholders
Mailing Address: 6915 Oak Estates Dr., Salinas or #1 Station
E-mail: denise@sonic.net Phone 831-320-5960 Place, Salinas
93901

Naming Request:

Building/Facility/Property Description (e.g., Park, Library, etc.): collection of City-owned
historic building at
Location: #1 thr #21 Station Place Station Place, Salinas
* See Addressing map
Name to honor individual(s) or group Yes _____ No

Are you requesting to name only a portion of the site or facility? Yes No _____
NOT TO INCLUDE I.T.C. PARKING LOT

If yes, what portion of the facility are you suggesting for naming:
In total: #1 #3-11 #15 and #21 Station Place
Salinas - Historic buildings only

What is the proposed name? Salinas City Heritage Park

Please indicate which criteria below pertain to your proposed naming request.

- Yes No _____ has made lasting and significant contributions to the protection of natural or cultural resources of the City of Salinas.
- Yes No _____ Has made substantial contributions to the betterment of a specific facility or park consistent with the established standard for the facility, that has positively improved the quality of life for the citizens of Salinas.
- Yes No _____ Has made a significant contribution to economic vitality or is associated

with an economic development/redevelopment activity in the fulfillment of the City's mission.

Yes No Commemorates a significant historical event, cultural attribute, local landmark, or historical figure.

Yes No Recognizes a person whose death marks an event of significance to the City as a whole.

Yes No Preserves the geographic, environmental (relates to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole.

Yes No The land, facility or the funds for the purchase, construction, renovation or maintenance was donated by the individual, family or organization.

Yes No An in-kind contribution or service of major and lasting significance was made for the acquisition of the land, facility, or the planning, development, construction, renovation or maintenance of a facility.

Yes No Recognizes a benefactor organization, group or business that contributed to the site or facility.

Other See attached letter and documents

Justification

Please provide written justification supporting the proposed name, and any additional comments related to this application. Attach additional pages or supplemental information, if applicable.

Please see the attached documentation

Please attach petitions and/or letters of support from City/community groups and organizations.

Signature _____ **Date**

RESOLUTION 20128 (N.C.S.)

**A RESOLUTION OF THE SALINAS CITY COUNCIL ESTABLISHING A
POLICY FOR THE NAMING OF CITY BUILDINGS, FACILITIES AND PROPERTY**

WHEREAS, no formal policy currently exists to provide guidance in the naming of City buildings, facilities and property; and

WHEREAS, the City occasionally receives requests to name or rename a public facility in honor of an individual; and

WHEREAS, the City Council requested that the Recreation-Park Commission assist with the development of a draft, city wide policy on the naming of public facilities including parks and buildings; and

WHEREAS, the Recreation-Park Commission worked closely with the Library Commission and their respective staffs, to develop the draft a policy, which is attached hereto.

NOW, THEREFORE, BE IT RESOLVED BY THE SALINAS CITY COUNCIL that the Policy for the Naming of City Buildings, Facilities and Property attached hereto is approved in full.

PASSED AND ADOPTED this 6th day of December 2011 by the following vote:

AYES: Councilmembers: Craig, De La Rosa, Lutes, McShane, Sanchez and Mayor Donohue

NOES: None

ABSENT: Councilmember Barrera

ABSTAIN: None



Dennis Donohue, Mayor

Attest:



Patricia Barajas, Interim City Clerk

City of Salinas

Policy for the Naming of City Buildings, Facilities and Property

This policy shall establish guidelines and processes for naming or renaming City buildings, facilities and property. At all times, during the naming process, what will best serve the interest of the community and what ensures a worthy and enduring legacy for the community will be considered.

A. General Guidelines.

- 1.) The City Council shall have the final authority to name or rename City buildings, facilities, and property. Names should be unique so as to not be confused with other facilities or properties. The Council has the final authority to revoke or revise an existing City building, facility or property name.
- 2.) Names, if possible, should have geographic, topographic, historical or individual Significance, generally recognized and known throughout the area or when a Contributor has made a significant financial contribution towards the development of the facility.
- 3.) The names of individuals or corporations or groups, such as those that would be detrimental to the mission or image of the City of Salinas, should be avoided.
- 4.) The donation of land, facilities or funds or the acquisition, renovation or maintenance of land or facilities shall not constitute an obligation by the City to name the land and /or facility or portion thereof after an individual, family or organization.
- 5.) Existing names are deemed to have historic significance. It is the City of Salinas's policy to retain the name of any existing City park, building, facility, or other property, particularly one whose name has City or regional significance unless there are compelling reasons to consider such a change. Before changing a name, the City Council will conduct a thorough study. A majority vote of the City Council will be required to effect a name change. Furthermore, the City Council will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major contribution to the City and whose distinctions are as yet unrecognized or when such a person's death marks an event of significance to the City as a whole.
- 6.) All costs, including staff time, labor and material associated with the installation of plaques, monuments, etc., and /or replacement of signs resulting from this policy will be borne by the individual, group or organization sponsoring the request. If the City initiates a request, then the City would bear all costs.

- 7.) Any monetary donations will directly benefit (be designated to) the upkeep of the facility or donated item and may not be used for any other purpose.
- 8.) Factors that should be considered in naming buildings, facilities, or properties include:
 - a. Naming shall begin early in the development and /or acquisition of the building, facility, or property.
 - b. Names shall be appropriate to the building, facility or property. For example, the name of a City park might reflect the native wildlife, history, flora, fauna, geographic area, or natural geologic features related to Salinas.
 - c. Names may be from significant historical events, cultural attributes, local landmarks or historical figures, or when a person's death marks an event of significance to the City as a whole.
 - d. Areas that may be recognized include: points of entry, walkways, trails, rooms or patios, group picnic areas, sports fields, and physical features such as valleys, hills, streams, and vista views.
 - e. Names reflecting the City's ethnic and cultural diversity are encouraged. Signage must be in English, but may also be in other languages.
 - f. The City Council reserves the right, as part of a capital campaign, to make appropriate business arrangements in exchange for naming options of City facilities or property.
 - g. A part of the selection process may include, where desirable, a contest or competition involving the entire city in order to obtain suggestions for names to stimulate public interest.
- 9.) The naming of a public facility, or any parts thereof, in recognition of an individual posthumously may only be considered if the individual had a recognized positive effect on the community and has been deceased for more than two (2) years.
- 10.) Donations of memorial benches, trees, drinking fountains, or other objects that will enrich the community are encouraged with the understanding that these items have a useful life and that the City assumes no responsibility for replacement or upkeep. A maintenance endowment may be required.
- 11.) Commemorative plaques may be placed in common areas such as the entrance of the facility and/or public benches. Plaques commemorating individual donations such as trees, horticultural, or plant materials are discouraged. Hard costs for the sign or plaque placement will be at the expense of the applicant, such as sign procurement and installation costs.

B. The Naming Procedure

- 1.) All requests to the City Council, including those developed by City staff, for naming of city buildings, facilities, or property must be submitted in writing (a

standard application form should be used) to the City Clerk and contain detailed justification for the request.

- 2.) All requests will be given the same consideration without regard to the nomination source. Only one City park or any building, facility or property will be named for any one person, entity, feature or other quality.
- 3.) Completed applications and any supporting documents will be forwarded to the appropriate City Commission at a regularly scheduled meeting within a thirty (30) day period, for review and public hearing before a recommendation is made to Council.
- 4.) After the 30-day review and public comments period, the request will be placed on the agenda for the next regularly scheduled City Council meeting as a noticed public hearing for the City Council's consideration.

DATED: December 6, 2011

SITE HISTORY



Once called the Salinas Rail Yard by locals, this site is in the historic heart of Old Town Salinas. Salinas first saw rail service in 1872, with Southern Pacific providing service between Salinas and San Francisco Bay shipping ports. The local economy grew by leaps and bounds. In 1921, the Salinas Valley agricultural market was responsible for growing and shipping by rail 50% of America's lettuce. By 1930, this number grew to 74%.

As the local economy grew, the site's infrastructure also expanded. In 1869, Salinas' first city park, Bremen Park, was built within the footprint of the Salinas Rail Yard. In 1935, Southern Pacific Plaza Park was also built for rail travelers and locals.

Today, the combined historic properties at the Salinas train depot site now form Salinas City Heritage Park. The Park is home to the California Welcome Center, the Amtrak Depot, the Friends of the Salinas Library sales office, the Grain Tower, the Steaming Ahead Rail Exhibit, the Monterey and Salinas Valley Railroad Museum, and the First Mayor's House and Educational Center. Salinas City Heritage Park offers public services that include recreation, transportation, museums, meeting space, tourism services, and educational programs about California's rich history.

Located at Station Place, at the crossroads of Main and Market Streets, the Park is within easy walking distance of Town Salinas, Bataan Memorial Park, and Chinatown, where visitors can enjoy some of the most unique experiences Salinas has to offer.

First Train Station: Southern Pacific Freight Depot Building

Constructed in 1873, this one-story wood-framed building was constructed with a gable-style roof and was originally 93' in length. Old-growth redwood timbers, hauled by mules and carts from the Santa Cruz mountains, were used in the construction. It was built to serve as a combined freight/passenger depot. The freight platform was constructed to store and distribute freight to rail cars. The agent and his family lived in a third of the building's northwest end. The Southern Pacific Freight Building was determined to be potentially eligible for the National Register of Historic Places. It is now home to the unique Salinas City Regional Heritage Center and California Welcome Center.

Third Train Station: Southern Pacific Railroad Depot

Constructed in 1941, it replaced the second station that was built in 1905. The architecture is Mediterranean Revival, a design replicated at several other rail stations after 1910. The depot's exterior features smooth concrete walls that resemble stucco and a red clay barrel tile roof. The interior carries on the Spanish style with glazed tile on the interior surface. A mural by the famous artist John McQuarrie depicts farmers working in lush fields and men and women exhibiting their rodeo skills. The Depot was determined to be potentially eligible for the National Register of Historic Places. Amtrak now operates the Depot for passenger rail and bus travel. Baldwin locomotive and tender, a railroad postal car, a refrigerator car, and a wooden caboose.

The Associated Seed Grower Complex

The Clark Seed Company, founded in 1856, built the Associated Seed Growers complex in Salinas in 1925. The complex was the first major seed-growing facility in the Salinas Valley. In 1958, the company changed its name to Asgrow Seed Company. In 1999, this 36,300-square-foot building was remodeled to provide commercial office space and is now called the Granary Building.

Railroad Express Agency REA

This 1919 Railroad Express Agency building was constructed to provide express parcel shipping services. This railroad vernacular building retains its German siding and some of the freight doors. It was determined to be potentially eligible for listing on the National Register of Historic Places as a significant component of an early railroad depot. Inside is the Monterey Salinas Valley Railroad Museum and a model railroad exhibit that operates over the landscapes of historic Salinas Valley.

Outside the REA building is the Steaming Ahead Historic Rail Exhibit, home to a collection of steam era railcars, including a Class S-10

The First Mayor's House

Constructed in 1868 for Isaac J. Harvey, pioneer merchant and first mayor of Salinas, this house served as the family's home for three generations. The home and the separate cookhouse were moved twice, and in 1998, they were relocated to their current location. The preserved interior contains family documents, photographs, clothes, and furniture. The cook house has been renovated into the Sophronia Harvey Educational Center. It is on the State Registry of Historic Places.



OUTREACH ACTIVITIES

Salinas City Staff-Community Development,
Councilmembers, Mayor, City Manager, Assist. City
Manager
Salinas Historic Resource Board, Finance Committee
Public outreach-City Council meetings
Public Meeting with Harris and Associates
Monterey County Historic Resource Board
Monterey County Board of Supervisors
San Benito County Board of Supervisors
Hollister City Council
Gonzales City Council
Soledad City Council
King City Council
Robert Rivas, Speaker of the Assembly, State of California
John Laird, 17th Senate District
Zoe Lofgren, Congresswoman
Monterey County Mayors Association
Monterey County Office of Education
See Monterey
Salinas Valley Chamber of Commerce
San Benito Chamber of Commerce
Salinas City Center Improvement Association
TAMC - Transportation Agency of Monterey County
National Parks Association
Monterey County Hospitality Association
Monterey County Historic Society
Monterey County Department of Parks
Association of Monterey Area Preservationists
CA Historic Architects Association
Museum Regional Roundtable
U.C. Berkeley, College of Environmental
Design
Media-Mo. Co. Weekly, Monterey Herald
Salinas Elementary Schools teachers and
students (1500-2000/school year)
CSUMB -Service Learning Program
Service Clubs: Salinas Rotary Clubs, Salinas
Women's Club, Daughter's of American
Revolution, Active Seniors, Red Hats Club
California Retired Teachers Association
Ag Knowledge
Monterey County Farm Bureau
Grower's Association
Private hospitality operators
Invited hoteliers
Big Sur Land Trust
California State Parks
National Park Service – Pinnacles & Juan
Bautista de Anza National Historic Trail



SALINAS VALLEY TOURISM & VISITORS BUREAU

HISTORIC RESOURCE BOARD PRESENTATION 11.3.2025

THROUGH REGIONAL HERITAGE TOURISM, WE ARE CREATING POINTS OF DESTINATION THAT SHARE OUR STORIES, HONOR THE LEGACIES OF OUR DIVERSE ANCESTORS, AND INSPIRE NEW OPPORTUNITIES FOR ECONOMIC GROWTH.

Future Visitation & Potential Offerings

Future Visitation

- 71% (80%) are highly likely to revisit a CWC on a future trip, for the reasons that:
 - they got the information they came for
 - it made for a good place to stop
 - the CWC added more area information to that they already had
- Top ratings of potential CWC **offerings** to encourage a future CWC visit in both 2024 and 2018:
 - Exclusive offers/discounts
 - Interactive experiences on local interest/attractions
 - Interactive experiences on area history and culture

	Total 2024	Total 2018
Base: Likely to visit CWC	135	343
Got the information I wanted	68.1%	68.2%
Made for a good place to stop	64.4%	63.8%
Added more information to what I already had	56.3%	56.3%
Liked what it offered	42.2%	64.7%
It is a fun stop	35.6%	35.3%
It is a relaxing stop	33.3%	44.0%
Other	3.0%	7.0%

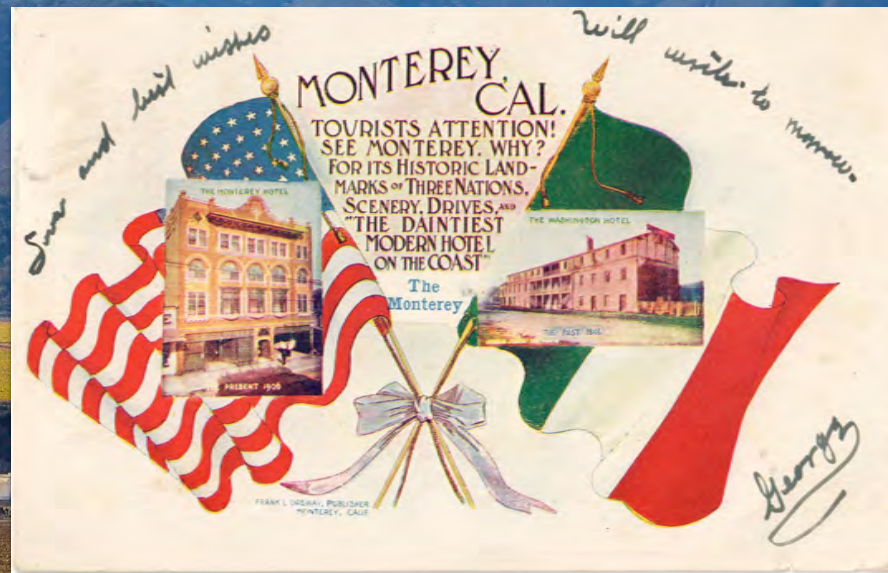
	Total 2024	Total 2018
Percent saying 'Encouraged (4+5)'		
Base: Respondents	395	2168
Exclusive offers/discounts/values	65.8%	80.7%
Interactive experiences of local interest/attractions	62.0%	74.3%
Interactive experiences about area history/culture	60.0%	71.4%
To see or get info on local arts & crafts/artists	47.6%	56.5%
Interactive experiences to learn about local foods/chefs	46.1%	59.7%
Expanded retail options featuring local arts & crafts	46.1%	55.3%
Interactive experiences of local wines/craft beers	44.8%	53.7%
Photo Opportunities (ie. Backdrops, cutouts)	30.4%	n/a
Cutting edge architecture/design	29.1%	39.1%





July 1, 2024 — June 30, 2025 Visitors at CWC Salinas: 6554
 10% of visitors extended their stay in area*: 655
 By 1.6 extra nights in the area*: **1048**
 FY 2023/2024: 5091 Visitors (28.7% increase vs last fiscal year)

* Travel Analytics Group Visitors Impacts 2025 Study



“Historic Landmarks of Three Nations, Scenery, Drives” (Postcard circa 1906)

Regional Heritage Tourism in San Benito & Monterey Counties
Storytelling of our rich history & heritage
Place-making with our beautiful landscapes



250th Anniversary
of the Expedition
2025 - 2026



Salinas Station
Arriving 2028





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Historic Resources Board

The Historic Resources Board (HRB) was created on April 27, 2010, by the City Council's adoption of Ordinance # 2505. The HRB was tasked by Council to protect Salinas' architectural heritage assets for education, community revitalization and the promotion of heritage tourism. The Board works to protect Salinas' historic assets listed on the National Register of Historic Places, the State Historic Landmark Register, and the California Register of Historic Resources. The HRB also identifies historic and cultural heritage sites in Salinas which can be featured as visitor or local attractions.

Communities that protect their architectural heritage show higher property values and attract visitors who stay longer and spend more.

Historic Resources Board Contact Information

For more information on the Historic Resources Board, you may contact Jessica Shull at [\(831\) 758-7976](tel:(831)758-7976).

Historic Resources Board Appointees

Place-Making and Storytelling in the Valleys of Anza



National Park
Foundation.

THE VALLEYS OF ANZA



SAN JUAN VALLEY SALINAS VALLEY SAN ANTONIO VALLEY

ValleysofAnza.org



Berkeley College of
Environmental Design



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Visit California releases final Regional Strategic Tourism Plans

Jonathan Changus
June 30, 2025

Share



The plans consist of several key components:

- The **Demand Driver Scorecard** is a resource for destination strategic planning and product development. It uses visitor traffic and flow data to assess demand and rates a region's assets on eight criteria. Assets are scored to determine those that drive the highest visitation and return on investment, revealing what may be missing from the tourism landscape.
- The **Event Matrix** equips planners, civic leaders and regional stakeholders with insights to make events-related investment decisions. Individual events are analyzed on 11 standard criteria. The matrix scores regional events to determine those that drive the highest visitation.
- **Regional Opportunities** are informed by extensive research and market studies, with each plan identifying areas of opportunity to enhance the region's tourism industry and address critical challenges. The opportunities span various facets of the travel and tourism sector, shaped by stakeholder feedback from 12 Regional Advisory Committees. JLL also reviewed over 500 plans from DMOs, CVBs and municipalities to ensure existing efforts are leveraged. Each opportunity area reflects the region's diverse assets, addresses challenges and positions the region as a premier, sustainable destination for visitors.

The final versions of the **Regional Strategic Tourism Plans** are now available, after more than two years of development and nearly 2,000 industry touchpoints.

The published documents and resources incorporate feedback submitted by industry and community stakeholders during the public comment periods in March and May.

Visit California extends its gratitude to the diverse project teams, strategic partners and industry experts whose contributions were instrumental throughout the development process, especially those who offered feedback on the draft plans. Many insightful comments helped to ensure the plans reflect the values and priorities of each tourism region.

Funding from the U.S. Economic Development Administration's Travel, Tourism and Outdoor Recreation program made this project possible. The grant was awarded in 2022 as the industry looked ahead to the opportunities and challenges it faced coming out of a global pandemic with so much uncertainty, and yet boundless opportunity to prove its resilience and potential for growth.

While that grant does not provide funding or staff for implementation work, the plans identify resources available at the state and regional levels that organizations can leverage.



visit
California

Regional strategic tourism plan

Central Coast

JLL SEE A BRIGHTER WAY

June 2025

visit
California



Regional strategic tourism plan | **Central Coast**

Cultural tourism

The Central Coast region presents a promising destination for cultural tourism. The Central Coast stakeholder survey revealed that approximately one-third of respondents recognized the potential for new, expanded or enhanced historical and cultural experiences. This acknowledgement underscores the wealth of arts and cultural resources available in the area. From historic missions to a thriving arts scene and indigenous traditions, the Central Coast offers a diverse range of cultural attractions for visitors to explore.

The comprehensive assessment of more than 110 assets in the Central Coast revealed interesting findings regarding the

Key partners

California Arts Council, U.S. Cultural Heritage Arts Council, Californians for the Arts, Santa Barbara County Office of Arts and Culture, Arts Council for Monterey County, Arts Council Santa Cruz County, San Benito County Arts Council, San Luis Obispo County Arts Council, Ventura County Arts Council, Gilroy Arts Commission, the Central Coast Arts Coalition, Salinas Valley Tourism & Visitors Bureau

Strategies

- Create “the Central Coast Cultural Trail” that connects and showcases the variety of the region’s attractions, further intertwining the regional destinations together and enticing longer stays.
 - This aligns with the Salinas Valley Tourism & Visitors Bureau’s 2024 Portfolio, which proposes developing assets around culturally significant sites like the Juan Bautista De Anza National Historic Trail to foster economic growth through regional heritage tourism.
- Collaborate with California Welcome Centers to highlight the cultural tourism offerings and experiences in the Central Coast region.
 - The Chumash Heritage National Marine Sanctuary is the first tribal-nominated national marine sanctuary designation in the U.S. and sets a precedent for elevating Indigenous perspectives and cultural values in ocean conservation.
- Provide training and resources to California Welcome Center staff to ensure they are knowledgeable about the cultural attractions, events and festivals in the Central Coast.
 - This aligns with the [Oceano Dunes Stewardship Study](#), which includes a recommendation on providing historical tours with information on the Chumash and the Dunites. The plan further suggests collaborating with local indigenous leadership to develop new visitor experiences and educational resources centered on the Chumash people’s history and cultural connection to the Dunes.

indigenous leadership to develop new visitor experiences and educational resources centered on the Chumash people’s history and cultural connection to the Dunes.

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Salinas Valley Tourism & Visitors Bureau gets Visit California recognition

Regional Strategic Tourism Plan for the Central Coast calls for the investment in agritourism, lists SVTVB as a key partner



Visit California and its global consulting firm JLL, has recognized the Salinas Valley Tourism and Visitors Bureau and its marketing plans as a significant path towards economic growth through regional heritage tourism. The historic Southern Pacific freight depot next to the Salinas train station is home to the California Welcome Center in Salinas and also houses the Salinas City Heritage Center museum. (James Herrera/Monterey Herald)



By **JAMES HERRERA** | jherrera@montereyherald.com |

Monterey Herald

UPDATED: July 17, 2025 at 2:45 PM PDT

SALINAS – The Salinas Valley Tourism and Visitors Bureau and the work it created with its supporters has been recognized by the state tourism marketing organization and its consulting firm, giving credence to the Tourism and Visitors Bureau's ideas and plans for new regional tourism activities.

The Salinas Valley Tourism and Visitors Bureau and its supporters have been focused on promoting and expanding regional tourism for many years, forging partnerships with entities such as University of California Berkeley's Master of Urban Design Program, National Park Service, National Park Foundation, Cal State Monterey Bay and Visit California.

In Jan. 2023, Visit California – the state tourism marketing organization – selected global consulting firm JLL to prepare a dozen regional strategic plans to help guide California's tourism industry for the next decade.

"I am incredibly proud that they have recognized our organization and, more importantly, our marketing plans, as a significant path toward economic growth through regional heritage tourism," said Salinas Valley Tourism and Visitors Bureau Executive Director Craig Kaufman in an announcement to the bureau's board and advisory council members.

Creating and promoting new tourist destinations in Salinas and the region is the primary initiative of the Salinas Valley Tourism and Visitors Bureau and its partners, according to the bureau.

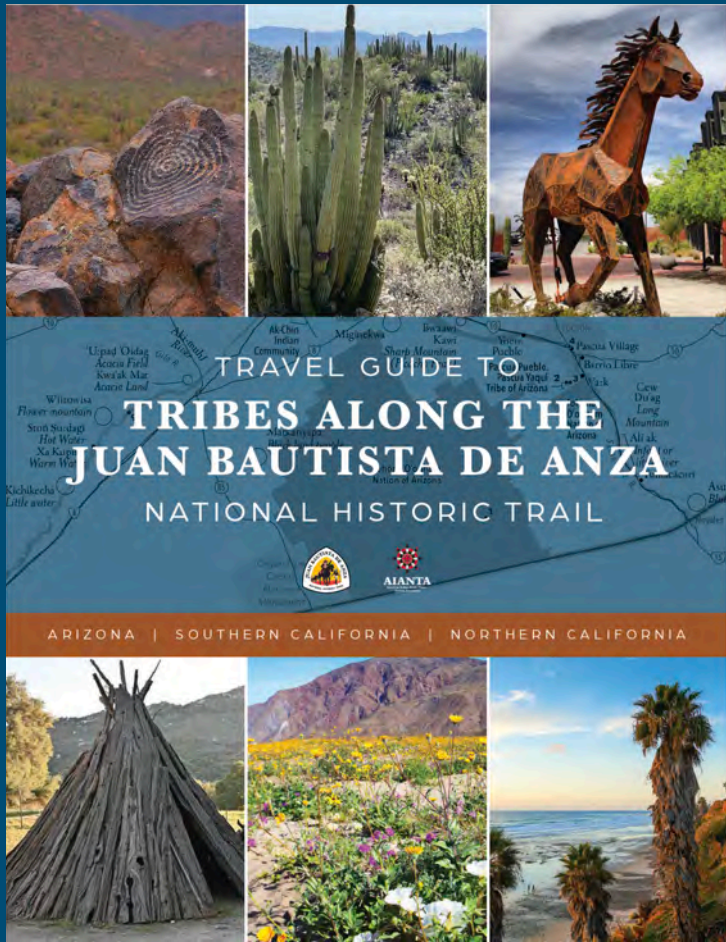
"This recognition should solidify that our initiatives and programming are the way forward for our region and can bring about substantive, positive change through Heritage Tourism," said Kaufman. "This recognition will likely encourage our local governments to acknowledge the unique contributions our organization can provide."

One of those initiatives is utilizing the remainder of the building the California Welcome Center and the Salinas City Heritage Center museum are housed in – the historic Southern Pacific Freight Depot at 1 Station Place in Salinas.

What was once dubbed the Salinas Railway Station is now known as The Intermodal Transportation Center in Salinas, which includes the train station, as well as Heritage Park, the Heritage Center and the welcome center.

"Visit California and its global consulting firm JLL have recognized the Salinas Valley Tourism and Visitors Bureau and its marketing plans as a significant path towards economic growth through regional heritage tourism."

— Monterey Herald, July 17, 2025



This first-of-its-kind 88-page guide showcases the opportunities for storytelling through the experiences of both the expedition and the tribes they encountered, highlighting their journey to the founding of San Francisco.

- CHAPTER 11 -

Tribes of the Costanoan/Ohlone and Esselen Territory

(Monterey Bay to San Francisco Bay Region)

Photo: Linda Tomlin in Tula Boat

Tribes of the Ohlone Territory

Stretching from the Monterey Bay region to the San Francisco Bay Area, the ancestors of today's Costanoan/Ohlone and Esselen people consisted of more than 50 tribes. They spoke eight languages. Tribes were distinct and autonomous, yet they shared related lifeways.

Beginning in 1769, the establishment of Franciscan missions, military presidios, and settlements that came with Spanish colonization, including Franciscan missions, military presidios and settlers, life for the Costanoan/Ohlone people changed drastically. Tribes, often called Ohlone in the 20th century, were forcibly removed from their ancestral lands and enslaved at the missions. Spanish farming and ranching techniques considerably altered the natural landscape and the diet of local Native peoples, making the Costanoan/Ohlone people dependent upon the missions for cultivated crops as food. More than 75 percent of all baptized Costanoan/Ohlone people died at the missions.

Mission records provide much of what is known about the Costanoan/Ohlone people before and during the early years of Spanish contact. Native peoples also use them to revitalize their culture and languages. Birth, marriage, and death records at the California missions provide information about their ancestors, including tribal identity and

location. Other historical documents also contain information on cultural elements, such as language, dance, and dress.

Like other California Indians, the Costanoan/Ohlone peoples became impoverished after the missions closed in the mid-1830s and continued to be marginalized when California became a state in 1850. While some Costanoan/Ohlone could retain their community and culture, others were less fortunate. In the 1960s, American Indians regained political momentum, and many of the Costanoan/Ohlone Tribes have since reasserted their sovereign rights as First Peoples. Today, there are several Tribes, Tribal organizations, families, and individuals within the Costanoan/Ohlone territory. Some are listed below.

- Amah Mutsun Tribal Band,**
www.Amahmutsun.org
- Confederated Villages of Lisjan,**
www.Villagesoflisjan.org
- Esselen Tribe of Monterey County,**
www.esselentribe.org
- Muwekma Ohlone Tribe,**
www.muwekma.org
- Ohlone/Costanoan Esselen Nation,**
www.ohlonecostanoanesselenation.org
- Ramaytush Ohlone,** www.ramaytush.org
- Costanoan Rumsen Carmel Tribe,**
www.Costanoanrumsen.org
- Tamien Nation,** www.tamien.org

Anza Attractions

Mission San Antonio de Padua Camp #85

As the Anza Expedition approached the Monterey Bay region in March 1776, winter gave way to pleasant spring weather. Journal entries detail excitement and relief as colonists entered their journey's final weeks. The Anza Expedition crossed the San Antonio River (just west of what is now the San Antonio River) and made camp at **Mission San Antonio de Padua** on March 6, 1776. Construction of the mission began in 1771, and today, it is an active parish of the Diocese of Monterey. Its museum interprets the Salinan culture and the members forced to build and work at the mission. The mission has exhibits on the life of the local Salinan people, interprets the Salinan culture, and commemorates the members forced to build and work at the mission.



WAVES OF CHANGE

Reconnecting Communities

APA CALIFORNIA 2025 CONFERENCE
Monterey, California
September 28 – October 1

More to the Story: Comprehensive Strategies for Cultural Heritage Planning

September 30, 2025 4:00 PM-5:15 PM PT

MCC - Steinbeck II
CM | 1.25

Cultural heritage planning is a comprehensive approach to preserving and telling communities' stories that uses a broad range of strategies. Speakers will describe their work, discuss how planners can adopt heritage strategies, and give attendees an opportunity to explore their communities' stories.

BR Mr. Blake Roberts
Program Manager
Delta Protection Commission

ES Estrella Sainburg
Outdoor Recreation Planner
National Park Service

CK Craig Kaufman
Executive Director
Salinas Valley Tourism and Vis...

EG Emmanuel Garcia
District Director
Office of Congressman Jimmy ...

DEI Focus

Local

LATEST HEADLINES

SUBSCRIBER ONLY

Monterey Bay National Heritage Area designation pursued

Bill introduced to initiate comprehensive study that must be done before introduction of authorizing legislation



U.S. Representative Jimmy Panetta (CA-19) introduced the Monterey Bay National Heritage Area Study Act that would initiate a comprehensive study to assess whether the coastal communities adjacent to the Monterey Bay National Marine Sanctuary qualify for designation as a National Heritage Area. (James Herrera/Monterey Herald)

By JAMES HERRERA | jherrera@montereyherald.com | Monterey Herald
UPDATED: December 23, 2024 at 2:51 PM PST



Listen to this article



MONTEREY – A bill that would initiate a comprehensive study to assess whether the coastal communities adjacent to the Monterey Bay National Marine Sanctuary qualify for designation as a National Heritage Area, has been introduced by Rep. Jimmy Panetta, D-Carmel Valley.

The Nation's Premier Food & Wine Festival Returns
APRIL 10-13 2025
LEARN MORE
PEBBLE BEACH

VOTE NOW
Readers' choice
Voting ends January 5, 2025

The Nation's Premier Food & Wine Festival Returns
APRIL 10-13 2025
LEARN MORE
PEBBLE BEACH

National Heritage Areas: By the Numbers

According to [Congress](#) for 2024, National Heritage Areas:

- Leveraged \$60 million in cash and in-kind support to carry out heritage projects and programs, creating over a 2:1 impact of the \$28.1 million in federal Heritage Partnership Program funding received.
- Engaged 2,021 formal partners and 3,245 informal partners in heritage area activities.
- Benefited from 18,525 volunteers contributing over 178,740 hours for heritage area projects with an estimated value of over \$5.7 million.



Throughout the state, CWCs are strategically located in areas where visitors can readily find them. These sites require central locations with convenient parking and typically are adjacent to commercial businesses where tourist spending is valued as a regular component of their business revenues.

Other CWC commercial sites frequently furnish the signage for the CWC recognizing the value of that investment and that visibility is critical to the success of their collective operations.

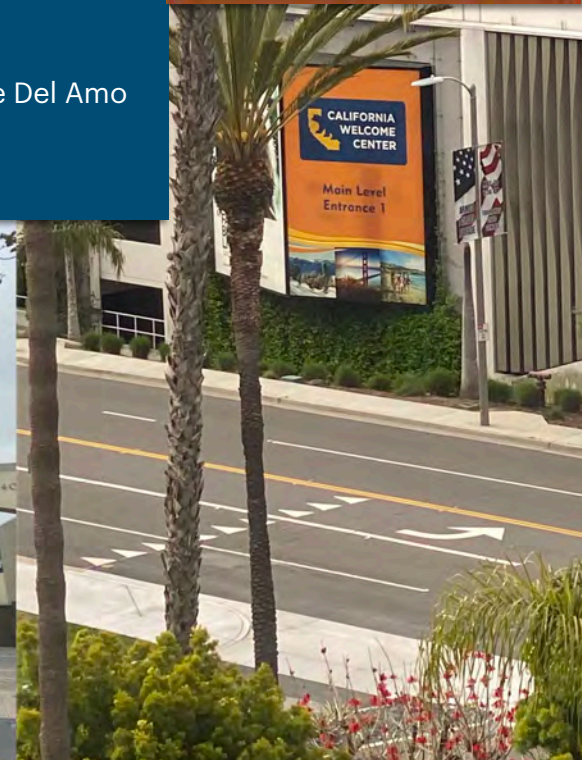
CWC on-site signage as illustrated in the two examples at the Del Amo Fashion Center and the Citadel Outlets.



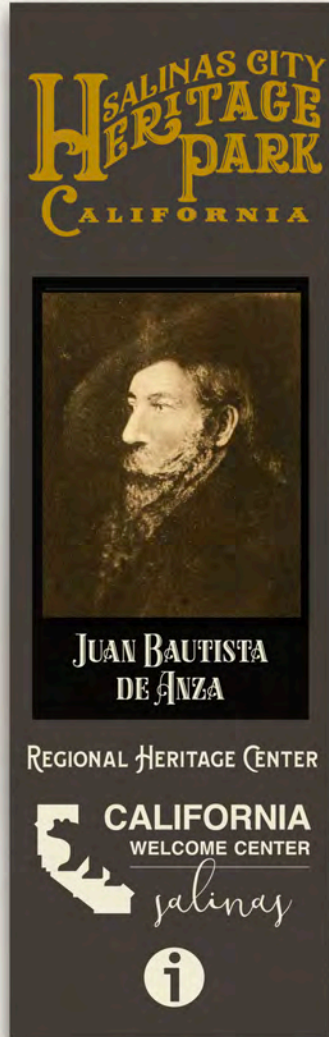
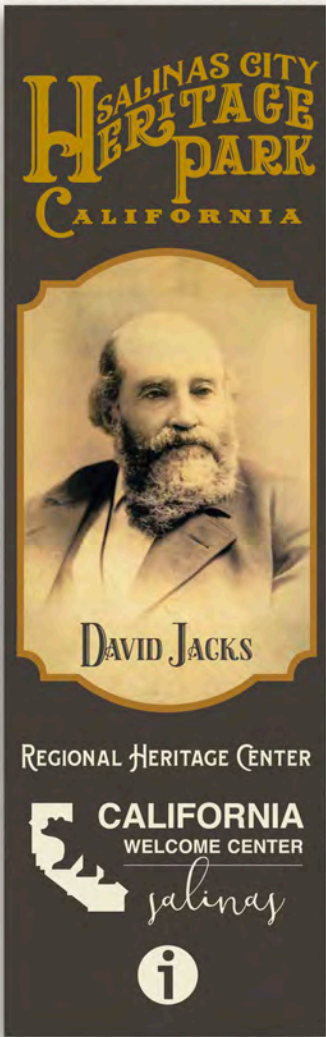
Del Amo Fashion Center



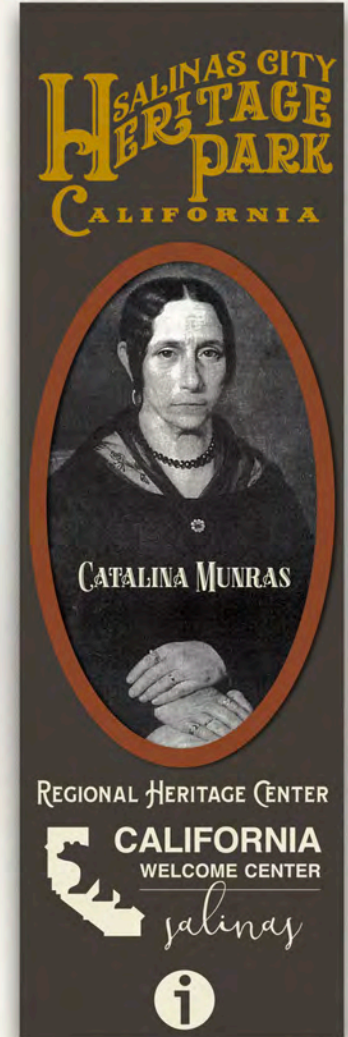
Citadel Outlets



Cultural Enrichment & Collective
Branding Points of Destinations to Salinas



Sample proposed banner designs



Transportation Enhancement Activities

Legislation

Guidance & Information

Funding

State Contacts

Each State has a [TAP Coordinator](#), and each [FHWA Division office](#) has a point of contact.

FHWA Contact

[Christopher Douwes](#)
Community Planner

FHWA → Environment

Transportation Enhancement Activities

The [Moving Ahead for Progress in the 21st Century Act](#) (MAP-21) replaced the Transportation Enhancement (TE) Activities with the [Transportation Alternatives Program](#) (TAP).

The Transportation Enhancement (TE) activities offered funding opportunities to help expand transportation choices and enhance the transportation experience through [12 eligible TE activities](#) related to surface transportation, including pedestrian and bicycle infrastructure and safety programs, scenic and historic highway programs, landscaping and scenic beautification, historic preservation, and environmental mitigation. TE projects must [relate to surface transportation](#) and must qualify under one or more of the 12 eligible categories. See [Program Brief](#) and [Presentation](#).

Authorization

[Resources and Comments](#) for Trails and Transportation Enhancements

Related Resources

The Rails-to-Trails Conservancy operates the [Transportation Alternatives Data Exchange](#) (TRADE). Many resources were



Eligible Activities

Transportation enhancement activity.--The term "transportation enhancement activity" means, with respect to any project or the area to be served by the project, any of the following activities as the activities relate to surface transportation:

1. Provision of facilities for pedestrians and bicycles.
2. Provision of safety and educational activities for pedestrians and bicyclists.
3. Acquisition of scenic easements and scenic or historic sites (including historic battlefields).
4. Scenic or historic highway programs (including the provision of tourist and welcome center facilities).
5. Landscaping and other scenic beautification.
6. Historic preservation.
7. Rehabilitation and operation of historic transportation buildings, structures, or facilities (including historic railroad facilities and canals).
8. Preservation of abandoned railway corridors (including the conversion and use of the corridors for pedestrian or bicycle trails).
9. Inventory, control, and removal of outdoor advertising.
10. Archaeological planning and research.
11. Environmental mitigation--
 - i. to address water pollution due to highway runoff; or,
 - ii. reduce vehicle-caused wildlife mortality while maintaining habitat connectivity.
12. Establishment of transportation museums.

Source: https://www.fhwa.dot.gov/environment/transportation_enhancements



2008-2009

Grant monies from Federal funding to the City of Salinas for the historic freight depot
\$500K



PRIVATELY FUNDED

\$30K for way-finding California Welcome Center signage within the city and on highways (2020)

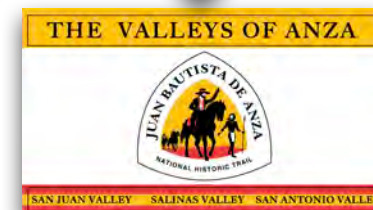
\$300K for current exhibits

\$2M is anticipated for tenant improvements for the remainder of the freight depot



School Tours & Open House First Saturday of the Month

SALINAS CITY HERITAGE PARK CALIFORNIA



Salinas City Heritage Park stakeholders appreciate the Historic Resource Board's continued support of our collective programs.

SALINAS CITY HERITAGE PARK

ALIFORNIA

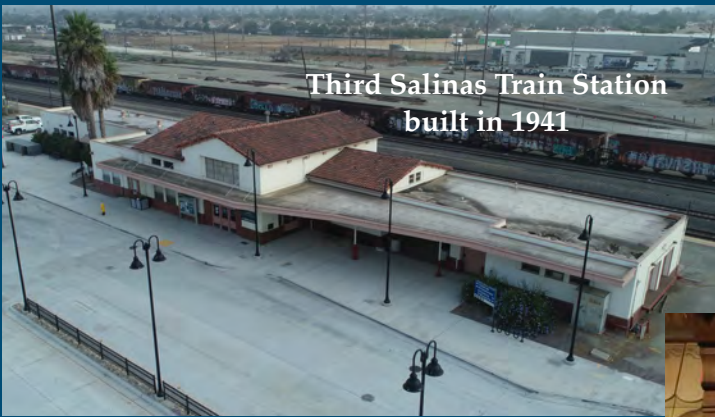


Salinas City Heritage Park structures are all located along the Juan Bautista De Anza National Historic Trail.

“The march of Salinas City is still onward, and it will be until the town grows into a large city. There is not an inland town in the State of California with prospects better than this. The railroad will soon be in its borders and is destined to be the county seat of one of the largest and soon richest counties on the coast. Salinas in five years, will be unlike the city of today. It will be to this valley what San Jose is to Santa Clara Valley.”
— Salinas City Index, July 12, 1872



First Salinas Train Station built in 1873



Third Salinas Train Station built in 1941

Murals depicts agriculture, rodeo, soldiers, Southern Pacific Streamliner and Daylight Trains



Muralist John MacQuarrie, San Francisco

Amtrak Station	
Exterior painting	\$50,000
Signage	\$50,000
Pavement rehab	\$50,000
Foodservice amenities	\$500,000
Shelters, benches trackside	\$250,000
Automated ticket vending station	\$250,000
Trackside security lighting, cameras	\$250,000

“Caltrain coming to Salinas and its multimodal Heritage Park will offer travelers more choices than the new Monterey Airport. The station and its surroundings will be a destination for economic development and, maybe the best train stop in the State.”
— Congressman Sam Farr (Retired)



Foodservice Element Grab & Go



Salinas Station
Arriving 2028 (est)



250th Anniversary
of the Expedition
2025 - 2026



Monterey & Salinas Valley Railroad Museum msvrr.org



Locomotive arrives in Central Park 1957

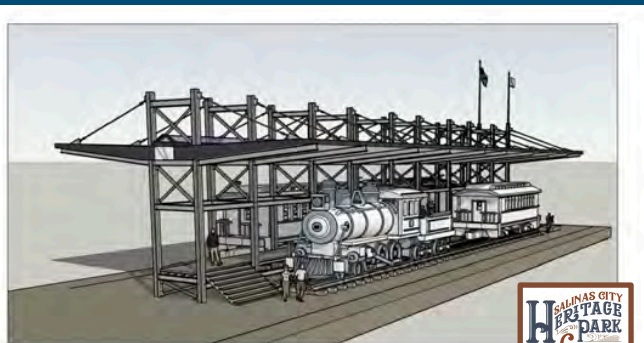
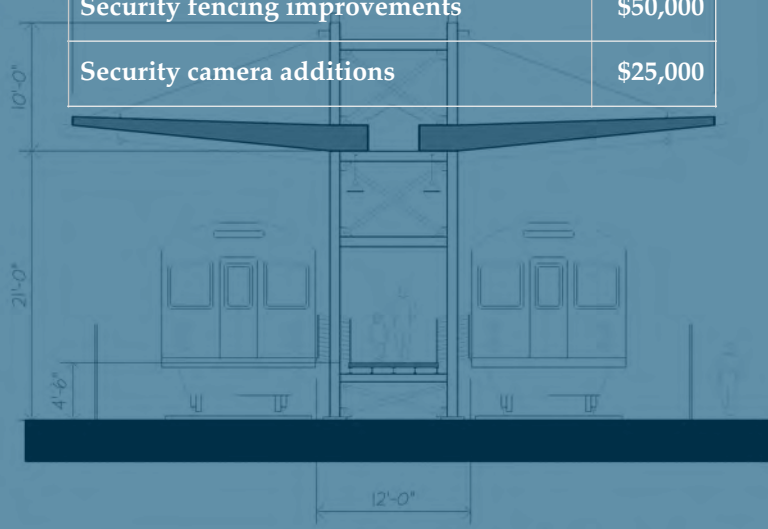
1. 1918 Rare Baldwin S-10 Super Heated Locomotive and Tender -moved from Central Park
2. 1916 Southern Pacific caboose, donated by Betty Gheen, Merrill Family / Growers Ice
3. 1923 Pacific Fruit Growers Express Refrigerated boxcar, donated by the City of Livermore
4. 1924 REA / Mail boxcar, donated by the City of Monterey

Historic trains moved to the exhibit area 2002-2012

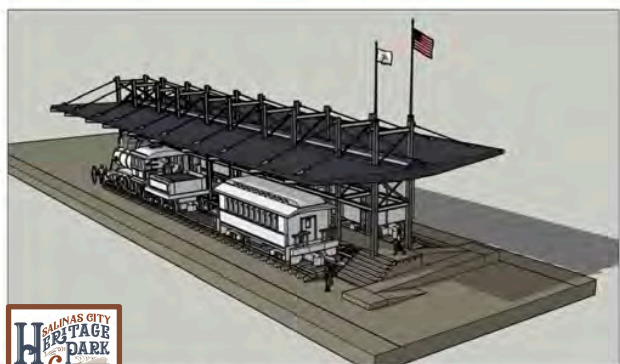


Train Enclosure & ADA Accessibility

Monterey & Salinas Valley RR Museum	
ADA access ramps to railcars	\$500,000
Overhead shelter to railcar exhibit	\$600,000
Restroom improvements	\$150,000
Security lighting improvements	\$150,000
Security fencing improvements	\$50,000
Security camera additions	\$25,000



KASHYAN ARCHITECTS
ROOF OVER TRAIN CAR STUDY PERSPECTIVE ②



KASHYAN ARCHITECTS
ROOF OVER TRAIN CAR STUDY PERSPECTIVE ③

ROOF OVER TRAIN CAR STUDY SECTION ①



Salinas Station
Arriving 2028 (est)



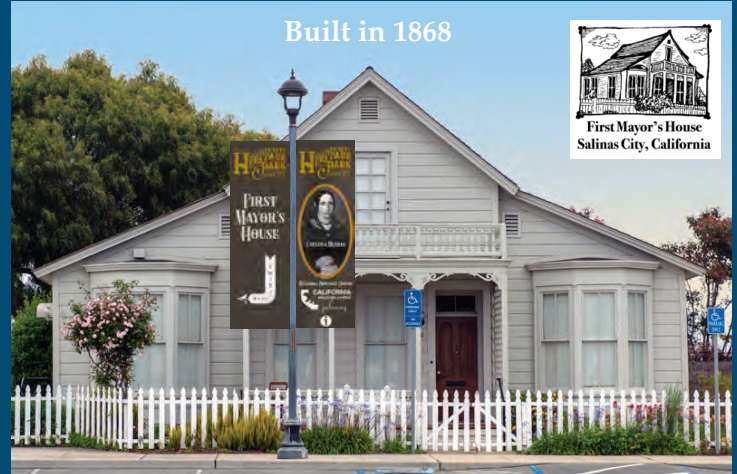
250th Anniversary
of the Expedition
2025 - 2026



First Mayor's House FirstMayorsHouse.org

Isaac J. Harvey built the First Mayor of Salinas and one of the oldest homes in Salinas. Harvey played a pivotal role in the development of Salinas, particularly in securing the Southern Pacific Railroad's route through the city. This decision significantly impacted the city's growth and development.

The First Mayor's House is a non-profit organization that conducts history-related activities, including educating students and local teachers about City and County history.



First Mayor's House	
Roof replacement	\$55,000
Security camera additions	\$5,000
Window frame repairs, replacements	\$20,000
Wood fence replacement	\$20,000
Garden and pathway rehabilitation	\$10,000
Irrigation repairs, installation	\$10,000
Exterior painting of House & Education Center	\$20,000
Replace floor covering	\$8,000
Plumbing upgrades in Education Center	\$5,000

Collaborating with a network of stakeholders who manage operations at the Station Place historic properties together with nearby partner properties at the National Steinbeck Center and the Steinbeck House. This collaboration is working to mutually promote and develop visitor attractions at what has come to commonly be referred to as Heritage Park. These activities align with and help to meet the goals of the City's General Plan elements associated with culture, historic preservation, and heritage tourism, as well as the Downtown Vibrancy Plan.

Considering City budget challenges, grant revenues could be used to supplement or provide the only means to fund capital improvements projects at the site. Grant eligible projects could include disability access to the Steaming Ahead railcar exhibit. It could also serve to reduce potential liabilities for a failure to comply with the American Disability Act accessibility requirements for public areas. Other on-site capital projects expenditures that would otherwise require Salinas' General Funds could then be reduced or eliminated while still promoting development of this center city site.



Salinas Station
Arriving 2028 (est)



250th Anniversary
of the Expedition
2025 - 2026



Salinas City Regional Heritage Center & California Welcome Center cwcsalinas.org

Our Partnerships

ValleysofAnza.org



In this region, the Costanoan, the Ohlone, and Esselen First Peoples were instrumental in helping guide the Juan Bautista De Anza expedition on its 1,800-mile journey, which started in Sonora, Mexico, in 1775. This National Historic Trail and the Valleys of Anza programs can create platforms for all stories to be told by their descendants and their relationship with the land we call home.

Through Regional Heritage Tourism, we are creating points of destination that share our stories, honor the legacies of our diverse ancestors, and inspire new opportunities for economic growth.



BRANDED BANNERS & SIGNAGE

Salinas City Regional Heritage Center	
Roof, gutter repair, rehabilitation	\$350,000
Expansion of exhibit space in remaining footprint	\$2,000,000
Security system upgrades - cameras, alarms	\$50,000
Security lighting -building exterior	\$100,000
Banner signage	\$15,000
Building signage	\$25,000
Entry monument signage	\$250,000
Trackside exterior improvements	\$250,000

SALINAS VALLEY TOURISM & VISITORS BUREAU
1 Station Place, Salinas, CA 93901
Craig Kaufman, 831-261-3430
craig@svtvb.org



LATEST HEADLINES

Salinas Heritage Park proponents voice public support at Council meeting



The Intermodal Transportation Center in Salinas includes the train station, right, and the California Welcome Center which houses the Heritage Museum, left. Proponents of the Salinas City Heritage Park voiced their support at a recent Salinas City Council meeting. (James Herrera/Monterey Herald)



By **JAMES HERRERA** | jherrera@montereyherald.com | Monterey Herald

PUBLISHED: April 11, 2023 at 2:53 PM PDT

SALINAS – There seems to be momentum and energy behind Heritage Park in Salinas that at least one council member said would be a “real bummer” to stifle.

The Salinas City Council last week heard from many who spoke in support of Heritage Park during the public comment portion of the council's meeting.

People were speaking out about the effort to establish a heritage park and a regional heritage center in Salinas specifically expanding the California Welcome Center's Heritage Museum space and installing signs and banners for the park. The site is anchored by the Salinas Train Depot and has been transformed the past few years into the Intermodal Transportation Center in downtown Salinas at the junction of Market and Salinas streets.

“That was so impressive tonight and to stifle that energy would be a real bummer, so I realize there's a process and I see the other side of it,” said Councilman Steve McShane. “I've been talked to by city staff on this subject, but we can't squash that energy, we really can't. It would be a huge mistake.”

The city of Salinas had previously responded to and denied the California Welcome Center's request to expand into the remainder of the Southern Pacific freight depot building and its application for the installation of banners with the name Salinas City Heritage Park to be used at the Intermodal Transportation Center.

McShane asked the rest of the council and staff to come to some sort of working compromise.

“When you have that many people that want to invest and be part of it, there's got to be a pathway,” he said.

Denise Estrada, a First Mayor's House board member and Salinas Valley Tourism and Visitor Bureau advisory council member, has said the move is to sustain and continue the work undertaken by community members who have worked to build and develop a regional heritage park in the heart of Oldtown Salinas.

“The movement to develop Heritage Park has grown significantly and now encompasses many individuals and agencies that invested their resources in gifting to Salinas a place where the stories of our immigrants and native peoples can be shared and celebrated,” said Estrada. “It's a destination that builds historic heritage tourism opportunities for our community and to be clear doesn't include the parking lot at the (Intermodal Transportation Center).”

The Center serves as a hub for train, bus, and bicycle traffic, but it also houses the California Welcome Center and its Heritage Museum inside the Southern Pacific freight depot, itself significant in that it is the oldest surviving commercial building in Salinas, as well as other buildings and exhibits.

Facilities within the transportation center area include the First Mayor's House, the Sophronia Harvey Education Center, the Steaming Ahead Historic Railroad Exhibit, the Monterey and Salinas Valley Railroad Museum, the Southern Pacific Depot Annex that includes the Friends of the Salinas Public Library sales site, and the Southern Pacific freight depot.

The combined properties have been providing the public with a free visitor destination, classroom supplements for school children, and a community meeting place, said Estrada previously.

Besides Estrada, other speakers in support of the Heritage Park and the work that has already been done by its stakeholders included former Congressman Sam Farr who said, "The future is going to be about rail transportation and you will draw millions if you just start investing in downtown and ... you do that through the heritage center."

Part of the Monterey County Rail Extension project, which included the \$11.2 million improvements to the existing Salinas train depot, transforming it into the Intermodal Transportation Center, also includes building the Salinas Train Layover Facility just west of the Center that will serve as Caltrain's overnight storage site when its route is extended through Gilroy to Salinas slated to begin in 2025.

The Heritage Park group is also developing the Valleys of Anza programs with the National Park Service, and Amtrak's "Trails and Rails." The Intermodal Transportation Center, and by extension the California Welcome Center and Heritage Museum, is located on the National Historic De Anza Trail.

The group believes the heritage park's location on the De Anza Trail positions Salinas to reap the benefits of a destination of interest to international visitors as well and said the expansion into the remainder of the freight depot building that is used for storage space is required.

Ariel Theatrical, a nonprofit children's theater on Main Street, is currently using the other part of the freight depot to store sets and props for its productions.

Estrada said the Heritage Park group is committed to facilitating the relocation of the stored material to another acceptable site.

Brigid McGrath Massie, Salinas Valley Visitors and Tourism Bureau board member, said the Heritage Park has partners and people coming out of the woodwork to provide education, entertainment value, a reason to spend a night and a reason to spend money and to create jobs in Salinas.

“We’re ready to go,” said Massie. “We as a community have come together to build this excitement and something to see and experience which even people in Salinas don’t know about so I urge you to direct staff to unleash us to bring this to fruition to get on the map and get the respect Salinas deserves for the city we love.”

Other speakers that spoke in support of Heritage Park included Weather Tech Raceway Laguna Seca President and General Manager John Narigi, Board member of the First Mayor’s House Mary Randall, retired educator and volunteer at the Steinbeck House Amy Ish, and President of the Alliance of the Monterey Area Preservationist Mimi Sheridan.

Chair of the Salinas Valley Tourism and Visitors Bureau Don Chapin said, “All we’re asking for is your support. Efforts that are being undertaken are at no cost to the city of Salinas. We have vision, we have passion and we have energy and we want to make a difference. We want to undertake and improve every opportunity we have to make Salinas a better place. We have great momentum and we would ask you to please direct your staff to help us, get us the lease that we need, get us the heritage park designation, get us what we need to move on and all we can do is deliver value once we have that.”

Estrada wrapped up her public comment period by saying, “I’m asking you to help facilitate the amendment of the lease to allow us to expand our exhibit areas and educational spaces into that portion of the building that is now used for storage.”

At the conclusion of the lengthy meeting, McShane asked that the council work on getting Americans with Disability Act access to the historic rail cars, making improvements to the depot annex so that Friends of the Salinas Public Library sales site would have a restroom, expanding the exhibit space at the Welcome Center, and providing overall safety improvements at the site.



March 30, 2023

Mayor and City Council
City of Salinas
200 Lincoln Ave
Salinas, CA 93901

Re: General Public Comment for April 4, 2023 City Council Meeting - Heritage Park/Valleys of Anza Initiative

Dear Salinas Mayor and City Council:

The Salinas City Center Improvement Association (SCCIA) appreciates and supports the efforts of ordinary residents of the City of Salinas to enhance the area around the Salinas Intermodal Transportation Center as a historic attraction for local residents and visitors. We remain enthusiastic about the recent establishment of the California Welcome Center at the Intermodal Transportation Center and the attractive and interesting exhibits at the Salinas Freight Depot that serve to draw visitors to our downtown area.

Our Board of Directors held a meeting at the First Mayor's House on November 10, 2022, at which we received a presentation from Denise Estrada concerning the proposed Heritage Park and a presentation from Craig Kaufman concerning the Valleys of Anza project. SCCIA is supportive of the presented concepts and asks the City of Salinas to include the Heritage Park and Valleys of Anza projects in planning for the future of the Intermodal Transportation Center. The presentations can be found at these links:

[Heritage Park Presentation 1 to SCCIA - November 10, 2022](#)

[Heritage Park Presentation 2 to SCCIA - November 10, 2022](#)

[Valleys of Anza Presentation to SCCIA - November 10, 2022](#)

From our own ten years of experience preparing and implementing the Salinas Downtown Vibrancy Plan, we know government often works slowly and deliberately in balancing the needs of all members of the public in the democratic process. Administrative and political considerations can be a frustrating experience for community leaders and community members who are committed to pursuing and achieving goals in the public interest in a timely manner.

There are several intertwined government plans and objectives for the Intermodal Transportation Center, some of which are based on grant conditions and state laws for transit-oriented districts. We understand these plans need to be advanced through a coordinated plan. At this time, we also recognize most City of

Salinas agencies are short-staffed with numerous vacancies and cannot provide an appropriate amount of attention to current projects and programs, let alone new initiatives. We regrettably acknowledge that it's probably going to take time for the City of Salinas to firmly and permanently establish Heritage Park; however, we hope the City will recognize the value in such initiatives, acknowledge the momentum created by these local stakeholders, and support and enable development of this vision with your best good faith efforts.

We recommend that the City of Salinas staff recognize and confirm that the government process does not reflect lack of support for the Heritage Park/Valleys of Anza concept at this time.

We ask that you create and maintain regular communication with Heritage Park leaders (and SCCIA leaders) about the status of city plans for the Intermodal Transportation Center and include these community leaders and interested members of the public in all outreach efforts.

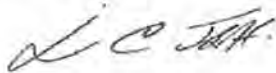
We also suggest that the City of Salinas use the Historic Resources Committee as a public review and accountability tool for the Heritage Park plan. We believe the Historic Resources Committee is falling short in its potential to achieve the objectives outlined under [Chapter 3, Section 2 of the Salinas Municipal Code](#), including the following:

(c) A further purpose of this article is to foster public knowledge, understanding, and appreciation of the city's historic heritage in order to promote heritage tourism and to enhance the city's civic pride, visual character, property values, touristic value, and further stimulate educational, cultural, economic and general welfare benefits to the public.

(d) The city council of Salinas finds that the distinctive and significant character of the city can be fostered by protecting, preserving, and enhancing its historic, architectural, aesthetic, and cultural heritage and by preventing unnecessary injury or destruction of its historic resources.

That section of the code is attached for your reference.

Sincerely,



Steve Ish
Board President

cc: City Manager
Community Development Director
Historic Resources Board
Heritage Park Leadership

Article 2. - Historic Resources Board.

Sec. 3.02.01. - Intent and purpose.

- (a) The purpose of this article is to implement the conservation open space goals and policies of the Salinas General Plan.
- (b) A further purpose of this article is to preserve, improve and enhance the historic resources and districts located within the city of Salinas by reviewing changes to those resources and districts and regulating those historic buildings, structures, objects, sites and their integrity which reflect elements of the city's historic, cultural, social, economic, political, and architectural history and which have a historic value to the city, the state, or the nation.
- (c) A further purpose of this article is to foster public knowledge, understanding, and appreciation of the city's historic heritage in order to promote heritage tourism and to enhance the city's civic pride, visual character, property values, touristic value, and further stimulate educational, cultural, economic and general welfare benefits to the public.
- (d) The city council of Salinas finds that the distinctive and significant character of the city can be fostered by protecting, preserving, and enhancing its historic, architectural, aesthetic, and cultural heritage and by preventing unnecessary injury or destruction of its historic resources.
- (e) The city council of Salinas finds that this article benefits all residents of the city of Salinas and all owners of property and declares as a matter of public policy that the preservation, protection, and use of historic resources are a public necessity because of their character and their value as visible reminders of the history and the heritage of the city of Salinas. The city council of Salinas declares as a matter of public policy that this article is required in the interest of the health, prosperity, safety, welfare, and economic well-being of the people of the city of Salinas. The designation and preservation of historic resources and the regulation of alterations, additions, repairs, signs, removal, demolition, or new construction to ensure the perpetuation of their historic integrity is hereby designated to be a public purpose. No part of this article is intended to operate or to effectuate a taking of property.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.02. - Definitions.

For purposes of this article, the following terms shall have the definitions ascribed to them in this section. In the event a term is not defined in this section, such term shall have the definition ascribed to it in the City Code or in the California Register of Historic Resources, as the case may be and as the same

may be amended from time to time.

- (a) "Alteration" means any exterior change or modification of any historic resource, through public or private action, except for routine maintenance or repair, which involves exterior changes to or modification of a structure, its surface texture, or its architectural details; new construction; demolition; or relocation of structures or additions onto, off of, or within a designated property; excepting herefrom, those structures of less than five hundred square feet in area that are lower in height than the historic resource and are in the rear half of the historic resource's building mass.
- (b) "Certified local government" means a local government that has been certified by the National Park Service to carry out the purposes of the National Historic Preservation Act of 1996, as amended, and the regulations adopted under the Act, which are set forth in the Code of Federal Regulations.
- (c) "Demolition" means, for the purposes of this article, any act or failure to act, that destroys, removes, or relocates, in whole or in part, an historic resource such that its historic character and significance is materially altered.
- (d) "Historic resource" means any building, structure, sign, site, place, area, or district that is identified on:
 - (1) The National Register of Historic Places;
 - (2) The state historic landmark register;
 - (3) The California Register of Historic Resources; or
 - (4) One that has been voluntarily nominated as an historic resource by the property owner and which designation has been considered by the historic resources board and approved by the Salinas City Council.
- (e) "Historic district" means a finite group of resources related to one another in a clearly distinguishable way or any geographically defined area which possesses a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development.
- (f) "Integrity" means the ability of an historic resource to convey its significance including, but not limited to, location, design, setting, materials, workmanship, feeling, and association.
- (g) "Object" shall mean any construction that is distinguished from buildings and structures and that is primarily artistic in nature or is relatively small in scale and simply constructed. Although an object may be movable, by nature or design, it is associated with a specific site or environment, such as a fountain or a boundary marker.
- (h) "Preservation" shall mean the act or process of applying measures to retain, restore,

construct, and maintain the significant form, and integrity, of an historic resource. It may include stabilization work, where necessary, as well as ongoing maintenance of historic resources and construction required for reuse of an historic resource.

- (i) "Site" shall mean the parcel of land an historic resource sits on, the boundaries of the historic district, the location of a significant event, a prehistoric or historic occupation or activity where the location itself possesses historic, cultural, or archaeological value regardless of the historic significance of any existing structure including, but not limited to, a designated landscape or the ruins of a building or structure.
- (j) "Structure" shall mean any construction as defined in the zoning code or adopted building code of the city of Salinas.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.03. - Composition; election of officers.

- (a) Composition. The historic resources board shall consist of seven persons having a demonstrated interest, competence, or knowledge in historic preservation, heritage preservation, or heritage tourism. The mayor and each councilmember shall select a representative to serve on the board. Such selections shall be made from among recommendations made to the city council by city staff. Board representatives may reside within or without the boundaries of the city of Salinas. Vacancies shall be filled in the same manner. At least two of the members of the Board shall be professionally qualified according to the criteria listed in 36 CFR Part 61 with qualifications in such fields as history, archaeology, architectural history, prehistoric and historic folklore, curation, conservation, or landscape architecture or related disciplines such as urban planning, law, real estate, or to the extent such professionals are available in the community. The remaining members of the board may be representative of the local business community for example, the chamber of commerce, a local business improvement district, or have such other qualifications as the city council may deem appropriate.
- (b) Term. Board members shall serve until successors are appointed, unless such board member either resigns or is removed sooner by action of the city council as hereinafter provided.
- (c) Board members may not serve concurrently on more than one city of Salinas board, committee, or commission.
- (d) Any board member may be removed from office upon the affirmative vote of a majority of the members of the city council and any such action shall be final and not subject to review.
- (e) Election of Officers; Organization; Conduct of Meetings. By the affirmative vote of a majority of its entire membership, the board shall, at its first meeting following July first, select from its

membership a chair. In the same manner the board shall select a vice chair to preside in the absence of the chair. The city manager shall appoint a city staff member to act as executive secretary to the board. The time and place of meetings, and the procedure for the conduct of business, shall be determined by the board. The board shall meet at least once each month or less frequently when there is no business to address. Special meetings may be called by the chair or upon the affirmative vote of a majority of the board's membership when circumstances require.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.04. - Duties and powers of the historic resources board.

The duties of the historic resources board shall be to:

- (a) 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. Except as otherwise specifically set forth in this article, the historic resources board shall act solely in an advisory capacity with respect to all matters pertaining to all types of historic resources.
- (b) Implement the goals, objectives, and policies of the city council, including the general plan, as they pertain to historic resources located within the city of Salinas.
- (c) Meet, confer, and make recommendations upon any matter referred to it, regarding promotion, preservation, restoration, and protection of historic resources that are located within the city of Salinas.
- (d) Consider the adoption and use of economic incentives that encourage investment in and that promote historic resource preservation, that promote heritage tourism, and that aid property owners with potential financial burdens. Such incentives may include the California Mills Act, the California Historic Building Code, the Federal Historic Preservation Tax Certification, conservation easements, and other incentives deemed appropriate, including those listed in the Salinas General Plan.
- (e) Maintain a local historic resources inventory of all types of historic resources and historic districts within the city and publicize and update the inventory periodically.
- (f) Hear and make recommendations on applications for new construction, alteration, and demolition of historic resources or within the boundaries of designated historic districts.
- (g) Participate in, promote, and conduct public information and educational programs pertaining to all types of historic resources.
- (h) Render advice and guidance upon the request of the property owner or occupant, on the

restoration, alteration, demolition, decoration, landscaping, or maintenance of any historic resource.

- (i) Work with city staff to obtain certified local government program status so as to carry out the purposes of the National Historic Preservation Act of 1996 as amended.
- (j) Perform such other duties pertaining to historic resources as the city council may from time-to-time require. The board shall have no independent authority to designate historical resources which have not been voluntarily nominated as an historic resource by the property owner.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.05. - Designation process.

Historic Resources and historic districts may be considered for designation under this article as set forth in this section.

- (a) Requests for Designation: Historic Resources. Designation of a proposed historic resource may be initiated by the property owner or an authorized representative of the property owner. The application for designation consideration shall be filed with the planning manager, or his designee, using the most recent version of the appropriate State of California Department of Parks and Recreation survey form completed as to the state's instructions for recording historical resources. The application shall at a minimum include the following information:
 - (1) The assessor's parcel number for the property containing the building, structure, object, or site proposed for designation, along with the name and address of the current owner(s) or record;
 - (2) Whether the proposed historic resource takes the form of a building, structure, object, or site as the same are defined in this article;
 - (3) A detailed description of the specific building, structure, object, or site proposed for designation including, but not limited to, its dates of construction, significant alterations, and architectural style;
 - (4) The manner in which the proposed building, structure, object, or site meets the purposes of this article;
 - (5) Current photographs of all aspects of the proposed historic resource, supplemented by sketches, drawings, or other descriptive materials;
 - (6) A description of the physical condition and appearance of the proposed historic resource;
 - (7) If the designation proposal is not being submitted by the property owner, a statement by the property owner consenting to the submission of the proposal; and

- (8) Any other information determined necessary by the planning manager to be required for a complete and adequate application.
- (b) Requests For Designation: Local Historic Districts.
 - (1) Designation of a local historic district may be initiated by the city council or by the property owners within a proposed district.
 - (2) In addition to meeting the procedural requirements set forth in this section, requests for designation of local historic districts shall include:
 - a. Clearly defined and explained boundaries for the proposed district shown on an assessor's map or maps;
 - b. A concise description of the general physical or historical elements (buildings, structures, objects, and sites,) and qualities which make this area a local historic district with a description of building types, architectural styles, and periods represented in the proposed district;
 - c. A concise statement that clearly documents why the proposed district has significance, the period of time for which it is significant, and, if applicable, why it substantially meets the purposes of this article;
 - d. A definition of what types of buildings contribute and do not contribute to the significance of the proposed district as well as an estimate of the number of buildings within the proposed district that do not contribute to its significance;
 - e. A map illustrating all buildings in the proposed district with an identification of contributing and non-contributing resources; and
 - f. The signed consent of at least fifty-one percent of the property owners within the proposed district.
- (c) Criteria for Review by the Board. The board shall review an application for designation of an historic resource or an historic district following the criteria advanced in the current regulations of the California Registry of Historic Resources and criteria as may be recommended by the board and approved by the city council. If the board finds the proposed historic resource or historic district meets the criteria, it shall recommend such designation to the city council. If the board finds that the application does not meet the criteria, it shall recommend denial of the application and state the reasons for such denial.
- (d) Public Hearing. The application and supporting information shall be reviewed by the planning manager, or his designee, for adequacy and completeness under the requirements of this section. The planning manager, or his designee, shall schedule a hearing on the matter before the board within forty-five days of the date the application was determined to be complete.

Notice of the time, place, and purpose of such hearing will be mailed to the owner of the proposed historic resource, or to the owners of those properties proposed for inclusion within an historic district, and to all property owners within a three hundred-foot radius of the property or district proposed for designation, at the address shown on the latest assessment roll. Failure of owners to receive notice of such hearing shall in no way affect the validity of any action taken. Prior to the public hearing, the board shall publish and transmit to all interested parties a list of proposed designations, and shall disseminate any relevant public information concerning the application to be considered.

The property owner and/or any authorized representative shall be prohibited from undertaking any alteration, construction, demolition, grading, or removal of such property, and no permit to undertake such work shall be issued, until the proposed designation has been considered and a determination on the matter made by the city council. Nothing in this provision shall be construed as prohibiting or infringing on the legal use of a property pending consideration by the board and by the city council. The provisions of this section shall not apply to the construction, grading, alteration, demolition, or removal of any structure or other feature, where a permit for the performance of such work was issued prior to the date of notice of hearing to consider the designation of the historic resource, and where such permit has not expired or been canceled or revoked. Prior to the board and the city council's hearing on the designation of the proposed historic resource, upon application of the property owner and/or authorized representative, the planning manager or his designee may approve a permit for alterations, construction, or reconstruction consistent with ordinary maintenance and repair and reuse of the property and proposed historic resource, to the extent that such work does not adversely affect the exterior architectural features of the property or proposed historic resource.

- (e) The designation of a buildings, structure, object, or site as an historic resource shall not alter conformance requirements with the other standards and requirements of the City Code or of state law including, but not limited to, the California Historic Building Code.
- (f) Board Recommendations. After the public hearing, but in no event more than thirty days from the date set for public hearing, the board shall recommend approval in whole or in part or disapproval of the application in writing to the city council, setting forth the reasons for the recommendation.
- (g) Approval of Board Recommendations. The city council shall approve the recommendation in whole or in part, or shall disapprove the recommendation in its entirety. Notice of the city council's decision shall be sent to applicants and owners of the proposed historic resource.

Failure to send notice by mail to any property owner shall not invalidate any proceedings in connection therewith.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.06. - Alteration or demolition of an historic resource.

- (a) No person may alter or demolish an historic resource without first obtaining a certificate of appropriateness as provided for in this section.
- (b) Applications for a certificate of approval shall include historical information regarding the property, a detailed statement of the proposed alteration, including architectural plans and any other information deemed appropriate by the community development director or his designee. If deemed appropriate by the community development director or his designee, all proposed design and construction plans shall be subject to review by the board or by a third party recognized preservation specialist, with the cost to be borne by the applicant.
- (c) All requests for a certificate of approval shall be processed as follows:
 - (1) Minor Alterations. If in the judgment of the community development director or his designee the proposed minor alteration is consistent with the applicable design standards prescribed in this section, the community development director or his designee may approve or conditionally approve the application. If the community development director or his designee finds that the proposed is not consistent with the applicable design standards, the application shall be forwarded to the board for their review and determination, with all costs of such review to be borne by the applicant. For purposes of this section, the term minor alteration shall mean a modification to one or more of the following items: building color; signs; light fixtures; plant materials, landscape, tree removals; street furniture; awnings; doors, windows, chimneys; interior building modifications that do not affect the exterior appearance of a structure; or any other similar alteration deemed appropriate by the community development director or his designee.
 - (2) Major Alterations. All proposed major alterations shall be forwarded to the board which will review the project design and conditions of approval and may deny, approve, or conditionally approve the application. For purposes of this section, the term major alteration shall mean a modification to one or more of the following items: additions to a structure which exceed five hundred square feet in total area; construction of a new structure; exterior building materials other than those defined as minor alterations; grading; natural features designated as an historical resource; or renovation,

rehabilitation, or restoration of an existing structure. The board is given the authority to delegate certain major alterations to the community development director or his designee for review and approval or denial.

- (3) Alterations Accompanied by Planning Entitlement. All proposed alterations that are accompanied by a request for planning entitlement shall be, in the discretion of the city planner, routed to the board for their recommendation to the planning commission.
- (4) Demolition or Alteration; Demonstration of Economic Hardship. All proposed demolitions shall be forwarded to the board which will review the application and may deny or approve the proposed demolition. An historic resource may be demolished if the board, or the city council upon appeal, finds after review that maintenance, use, and/or alteration of the historic resource in accordance with the requirements of this article would cause immediate and substantial hardship on the property owner because rehabilitation in a manner which preserves the historical integrity of the historic resource is (1) infeasible from a technical, mechanical, or structural standpoint, and/or (2) would leave the property with no reasonable economic value because it would require an unreasonable expenditure taking into account such factors as current market value, permitted uses of the property, the value of transferable development rights and the cost of compliance with applicable local, state, and federal laws and regulations.
- (d) Alteration of a Resource. In evaluating applications for alteration of an historic resource, or contributing resources located within an historic district, the board or the city council upon appeal, shall consider the architectural style, design, arrangement, texture, materials, color, and any other factors identified in the application. The board, or the city council upon appeal, shall approve the alteration for any proposed work only if it finds (1) with regard to an historic resource, 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, and (2) with regard to any property located within an historic district, the proposed work conforms to the criteria set forth in this article and does not adversely affect the integrity of the historic resource or the historic district.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.07. - Duties and powers of the city council.

The sole authority to declare and to endorse historic resources shall be vested in the city council and shall be exercised only after completion of the board's responsibilities under the designation process set forth in this article. No recommendation for designation once considered and disapproved by the city

council shall be reconsidered except upon the affirmative vote of four councilmembers. Any decision to reconsider shall be treated as a new proposal for designation. Any decision of the city council under this article shall be final.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.08. - Appeals.

The board's decision to approve, disapprove, or approve subject to conditions any application may be appealed, in writing, by the applicant within ten calendar days of such decision. If no appeal is filed with the city clerk within ten days after the decision of the board, such decision is final.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-20.09. - Amendment or rescission of designation.

Any designation of an historic resource may be amended or rescinded in the same manner and procedure as was followed in the original designation. The action shall result from new information, the discovery of earlier misinformation or change of original circumstances, conditions or factors which justified the designation of the historic resource or district.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.10. - Ordinary maintenance and repair.

Nothing in this article shall be construed to prevent the ordinary maintenance and repair of any exterior feature of any structure or property covered by this article, so long as such maintenance and repair does not involve a change in exterior design, material, or appearance. City staff is authorized to develop and to implement a procedure to issue over-the-counter permits for all ordinary maintenance and repair meeting the above description.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.11. - Unsafe or dangerous conditions.

None of the provisions of this article shall prevent any measures of construction, alteration, or demolition necessary to correct the unsafe or dangerous conditions of any structure, other feature, or part thereof, where such condition has been declared unsafe or dangerous by the building official of the city or the fire chief of the city, and where the proposed measures have been declared necessary by such official, to correct the said condition; provided, however, that only such work as is absolutely necessary

to correct the unsafe or dangerous condition and as is done with due regard for preservation of the appearance of the structure involved may be performed pursuant to this section. In the event any structure or other feature shall be damaged by fire, earthquake or other natural disaster, to such an extent that in the opinion of the building official of the city or the fire chief of the city it cannot be reasonably repaired and restored, it may be removed in conformity with normal permit procedures and applicable laws. If the condition of an unsafe or dangerous historic resource so permits, the official in charge of correcting such a condition shall consult with the board before carrying out corrective measures.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.12. - Duty to keep in good repair.

The owner, lessee, and any other person in actual charge or possession of an historical resource shall take steps necessary to prevent the substantial deterioration or decay of any exterior portion of such a resource or improvement and to prevent the substantial deterioration or decay of any interior portions thereof whose maintenance is necessary to preserve any exterior portion. As used in this section, the term "substantial deterioration or decay" shall refer to those conditions of the structure or improvement that threaten the structural or historical integrity of the resource or improvement.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.13. - Enforcement.

It shall be unlawful for any person to permit or to maintain violations of any provisions of this article by undertaking the alteration, grading, removal, demolition, or partial demolition of an historic resource or a building, structure, object, or site within an historic district without first obtaining the written approval of the city council and the city's community development director or his designee. Any violations of this article may be enforced through civil action brought by the city or through prosecution pursuant to the city's administrative remedies ordinance or through the use of any other remedy available under the law. As part of any enforcement proceeding, violators may be required to reasonably restore the historic resource, or building, structure, object or site within an historic district, to its appearance or condition prior to the violation, under the guidance of the community development director.

(Ord. No. 2588(NCS), § 2, 2-7-2017)

Sec. 3-02.14. - Historic preservation incentive—City of Salinas Mills Act Tax Savings Program for Historic Properties.

Pursuant to California Government Code, Article 12, Section 50280 (known as the Mills Act), the city council may establish a Mills Act Program providing for contractual agreement with an owner of an historic property as designated by the city council or on any official federal, state or county register, for the purpose of preservation, rehabilitation, and maintenance of a designated historic resource. The terms of the Mills Act agreement allow the owner to receive a reduction in property taxes in exchange for the property owner's commitment to specific repair, rehabilitation improvements and satisfactory maintenance of the historic property. The agreement shall include, but not be limited to, the contract provisions as required under state law, and shall extend for a minimum period of ten years, with automatic renewal on an annual basis, until and unless a notice of non-renewal or cancellation is filed. The application process, review procedures, and required contract provisions for Mills Act agreements shall be established by separate resolution of the city council and shall be implemented by the community development director or his/her designee.

(Ord. No. 2588(NCS), § 2, 2-7-2017)



Alliance of Monterey Area Preservationists

April 4, 2023

Salinas City Council
200 Lincoln Avenue
Salinas CA 93901

RE: Heritage Park

Board of Directors:

Mimi Sheridan, President
Jeff Beconi, Vice President
James McCord, Vice President
Judy MacClelland, Secretary
Nancy Runyan, Treasurer
Denise Estrada
Laura Conley
Salvador Munoz
Raymond Neutra
James Perry

The Alliance of Monterey Area Preservationists, the region's primary historic preservation advocacy group is very excited about what has been happening in downtown Salinas, particularly Heritage Park and the Heritage Center. We have been fortunate to have had a board meeting and tour at the center, and to participate in a park open house.

We would like to emphasize the importance of these buildings to the history of Salinas and the Salinas Valley. The First Mayor's house is a Salinas city landmark and is on the California Register of Historic Places. The freight depot, the express office building and the passenger depot have all been determined eligible for the National Register of Historic Places.

The word "heritage" here is important. Heritage goes beyond the buildings themselves. It reflects the culture, traditions and overall legacy of an area. While the train cars, for example, may not be formally listed as historic resources, they provide a vivid image of the city's origins. The buildings and the Heritage Center show the importance of agriculture and transportation to local heritage.

Plans are now underway to highlight broader elements — the national Historic De Anza Trail, enhancing the city's profile as a tourist destination. This historical tourism not only brings economic benefits but boosts people's pride in their community.

We urge your support for official recognition of Heritage Park and for the expansion of the Heritage Center so that these activities can be increased.

Mimi Sheridan

President (mimisheridan@msn.com)

AMAP, a 501(c)(3) corporation dedicated to the appreciation and preservation of the Monterey Area's historic resources for public benefit, supports activities that interpret and share our rich cultural heritage with residents and visitors and encourages them to be advocates for ideas that contribute to the understanding of our cultural, ethnic, artistic, & architectural legacy.

Post Office Box 2752, Monterey CA 93942

831-649-8132 info@amap1.org



salinas valley
tourism and visitors bureau™

Special Meeting Summary

April 11, 2023

11:15

1A Station Place, Salinas CA

Attendees: Steve Carrigan, City Manager

Megan Hunter, Director Community Development

Lisa Brinton, Assistant Director Community Development

Craig Kaufman, SVTVB Executive Director

Denise Estrada, SVTVB Regional Advisory Council, First Mayor's House Board

This meeting was a follow-up to the Public Comments show of support by the stakeholders and supporters of Heritage Park at the April 4th, 2023 Council meeting.

Stakeholders, Craig Kaufman and Denise Estrada welcomed the City Manager and Community Development Director and Assistant Director, to the Welcome Center/Regional Heritage Center. Lisa Brinton and Steve Carrigan had previously visited the Center for different meetings.

Lisa Brinton stated that she and Michael Gomez, Economic Development Analyst, had not participated in the Heritage Park Stakeholder meetings because they got an email invitation and agenda and were not asked if the scheduled meeting dates would be at times that they could attend.

Ariel Theatrical was hardly mentioned and seemed not to be of concern with these city officials.

Denise thanked the attendees and stated that their first-time attendance and lack of engagement in the past meant that they had few details as to what planning and programs have been developed by the stakeholders of Heritage Park. We briefly explained the value of the opportunities for heritage tourism that could be the outcome of a strong collaboration with the City and invited their partnership to the process that had been underway for many years.

Megan acknowledged that there had been much work that had been done at the historic properties but that the City needed to hire a consultant to do the work components which are outlined in the attached document, *Intermodal Transportation Center Master Plan (ITCMP)*. Denise responded that most of what was on the list had been completed at some time by prior City Planners and stakeholders through a public engagement process. Megan stated that new issues and pressure by another stakeholder group that represents low-income housing concerns, have put the City in a position to relook at the current conditions and to receive a broader input from stakeholders within and outside of the historic properties at Heritage Park.

Megan stated that this consultant guided process is likely to take six to eight months to conclude. When Craig asked Steve Carrigan, directly, if the expansion of the footprint of the Center

and the approval for banners and signage, also would be denied until this consultant led process was concluded, Steve and Megan both responded in the affirmative. Denise stated that this timeframe had a serious impact on plans for programs that have been in the planning process for some time. The Trails and Rails collaboration with the National Parks Service and Amtrak will begin this summer. Delays could mean losses of opportunities for tourist revenues. When Denise asked Megan what she required before the Center's expansion could be considered, she stated that she wanted a detailed work plan that included at the least:

- The vision for the space
- A site plan including any need for permits
- The cost of the proposed expansion
- A proposed timeframe

Lisa interjected that potentially, work by the consultant could be done in phases which could be more sensitive to timeframes that would negatively impact moving programs forward. She asked for stakeholder input on the scope of work for the contractor. Neither Megan or Steve acknowledged agreement with her statement. Lisa stated that staff had delayed hiring the consultant until such time as they had received our input from today's meeting.

Denise restated that the City's plans for the consultant are clear from the outline, however, the stakeholders and supporter's position was that the scope of work was an unnecessary expenditure of City funds and the refusal to approve the expansion and placement of banners negatively impacted Heritage Park. The properties are invisible without promotional signage. Heritage tourism revenues will be limited at a time when the City says that they want the Center to increase overnight stays.

In conclusion:

The Community Development Director had her first visit to the Center. None of them looked at any of the exhibits or asked questions about the plans and programs that had been completed since opening. The City staff stated that a consultant would be hired to do the work that is outlined in the attached working document. The City staff stated that they were unwilling to grant the Center's expansion or permission to display Heritage Park banners, until such time as the consultant's work is concluded and they receive a detailed work plan for the site.

No future meetings were scheduled.

King City Rustler

King City picks winner of park-naming contest: 'Railroad Park'

Community member's submission honors local history

BY RYAN CRONK - October 2, 2025



KING CITY – City of King has announced the winning name for its newest community space, selecting "Railroad Park" for the upcoming Nino Homes Southeast Community Park.

The 17-acre recreational area, situated at the corner of Livingstone Avenue and Ermosa Way, will feature a variety of amenities, including a youth softball field, basketball courts, playground, picnic area, volleyball court and walking path with green space.

The winning entry was submitted by local resident Alexander Quiroz, who beat out more than 100 other submissions.

Quiroz said he chose the name "because of the park's proximity to the railroad tracks and King City's history that's tied to the Southern Pacific Railroad," according to Andrea Wasson, recreation manager.

In addition to recreational facilities, the park will honor the memory of King City Police Department's Sgt. Ryan Kenedy, who [tragically died while on duty](#) on March 25. A memorial dedicated to Kenedy will be incorporated into the park's design.

The final decision was made by the King City Parks and Recreation Commission and the City Council during their Sept. 23 meeting.

Officials anticipate the park will be completed and open to the public in 2026.