



CITY OF SALINAS

HISTORIC RESOURCES BOARD STAFF REPORT

DATE: MARCH 2, 2026

TO: HISTORIC RESOURCES BOARD

FROM: LISA BRINTON, COMMUNITY DEVELOPMENT DIRECTOR

THROUGH: GRANT LEONARD, PLANNING MANAGER

BY: YESENIA SEGOVIA, ASSISTANT PLANNER

TITLE: SUPPORT OF HERITAGE TOURISM AT THE SALINAS INTERMODAL TRANSPORTATION CENTER

RECOMMENDED MOTION:

A motion to approve a Resolution recommending that the City Council support heritage tourism at the Salinas Intermodal Transportation Center.

EXECUTIVE SUMMARY:

The Historic Resources Board (HRB) will review a Resolution recommending that the City Council support heritage tourism at the Salinas Intermodal Transportation Center (ITC). Board Members may ask questions, provide feedback, and suggest revisions prior to considering approval.

BACKGROUND:

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

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

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

the City initiated an existing conditions analysis with Harris and Associates to inform future activation, branding, and development strategies. Harris and Associates completed their portion of the analysis in December 2024, and the City has continued refining the document.

On November 3, 2025, the Historic Resources Board received a presentation from Craig Kaufman of the California Welcome Center and Denise Estrada of the First Mayor’s House regarding heritage tourism, increasing visitation to historic sites at the ITC, and proposed Heritage Park branding. The HRB reviewed the item as part of its role to promote heritage tourism and economic incentives that support historic preservation. The Board subsequently formed a subcommittee to develop a resolution supporting heritage tourism efforts at the ITC.

On February 2, 2026, the City welcomed the HRB and public to comment on the Draft ITC Existing Conditions and Draft ITC Opportunities Memorandums. The City anticipates finalizing both documents in Spring 2026. The City Manager’s Office and the Economic Development team will lead implementation of near-term activation strategies, including branding and naming, improved signage, and enhanced amenities.

The HRB is to review the Subcommittee’s proposed resolution recommending that the City Council support heritage tourism initiatives at the ITC. The Board may suggest revisions before considering approval and forwarding the resolution to the City Council.

ATTACHMENTS:

1. Draft Resolution