



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: APRIL 9, 2024

DEPARTMENT: COMMUNITY DEVELOPMENT

FROM: LISA BRINTON, DIRECTOR

THROUGH: GRANT LEONARD, PLANNING MANAGER

BY: JESSICA SHULL, ASSOCIATE PLANNER

TITLE: HISTORIC RESOURCE DESIGNATION FOR EXISTING BUILDING LOCATED AT 361-365 MAIN STREET (EL REY THEATER; SHRD 2024-001)

RECOMMENDED MOTION:

A motion to approve a resolution designating the existing building located at 361-365 Main Street as an historic resource.

EXECUTIVE SUMMARY:

David Peartree, Applicant, on behalf of the Property Owner, KPM Properties, LLC. has applied to designate the El Rey Theater building, including two adjacent commercial spaces, at 361-365 Main Street (Assessor's Parcel Number 002-233-010-000), as an historic resource. In accordance with Section 3-02.05 of the Salinas Municipal Code, the Historic Resources Board held a public hearing on March 4, 2024, and recommended the City Council approve the request for historic resource designation.

BACKGROUND:

The owners of the El Rey Theater are in the process of updating and restoring the building. As part of that process, they are seeking to officially designate the building as a historic resource to utilize the State of California Historical Building Code for design and development standards. To complete that process, they hired an architect and an historic resources consultant. David Peartree as the project architect and Seth Bergstein of PAST Consultants, LLC as the project historic consultant.

DISCUSSION:

At its March 4, 2024 meeting, the Historic Resource Board (HRB) reviewed the Historic Resource Designation application following the criteria of current California Registry of Historic Resources

regulations and recommended approval of the designation of the existing building at 361-365 Main Street as a historic resource. The HRB considered two surveys: the 1989 and 2016 Historical and Architectural Resources Surveys with State of California Department of Parks and Recreation forms (DPR) both prepared by Kent Seavey in addition to a DPR form produced by PAST Consultants, LLC in December 2023. Three DPR Forms are provided as attachments to this staff report. Unofficial meeting minutes and the HRB Resolution are provided as attachment to this staff report.

The El Rey Theater was originally constructed in 1935 and is a two-story, reinforced concrete commercial building designed in the Art Moderne style. The façade is built skyward from the building corners toward the center fin, which dominates the primary elevation. The recessed theater entry contains original glazed tiles in a raised geometric pattern and original terrazzo floors. The original marquee and wall finishes in the auditorium are undergoing restoration. The structure represents a very good example of the Art Deco/Art Moderne style of architecture as realized in a commercial building in Salinas and it also serves as an anchor to the south end of the Main Street corridor.

Designation of historic resources is allowed in accordance with Section 3-02.05 of the Salinas Municipal Code. The DPR forms indicate that the building was originally constructed in 1935, in the Art modern style. These theaters on Main Street are representative of the growth and popularity of this entertainment form during the 1930s. The 1989 DPR Form details that the property qualifies as a Salinas Historic Resource. The updated DPR form dated October 20, 2016, confirms that the property still meets the criteria for designation. The DPR form submitted in December 2023 by PAST Consultants, LLC, also evaluates the property against the California Register criteria. The report indicates that the property qualifies under Criterion 1 and Criterion 3 of the California Register of Historical Resources. The El Rey Theater meets CR-1, as it is associated with events that have contributed to the broad patterns of local or regional historical or cultural heritage of California. It qualifies under CR-3 based on the distinctive characteristics of the architectural style of the type and period.

DEPARTMENT COORDINATION:

The Advanced Planning Division of the Community Development Department supports the HRB and prepared this item.

CEQA CONSIDERATION:

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

STRATEGIC PLAN INITIATIVE:

While the historic resource designation of 361 Main Street does not directly relate to one of the Council's Strategic Plan Goals or Strategies, it most closely aligns with the goal of Economic

Development by furthering the Downtown Vibrancy Plan objectives of an attractive and vibrant downtown.

FISCAL AND SUSTAINABILITY IMPACT:

There is no direct fiscal impact to the General Fund with the approval of the historic resource designation. The designation for the property will have a positive impact on the environment by assuring the future review, preservation, and rehabilitation of a historic resource in the Downtown Salinas.

ATTACHMENTS:

- 1) City Council Resolution for SHRD24-001
- 2) Historic Resources Board Resolution 2024-001
- 3) Historic Resources Board Unofficial Minutes from March 4, 2024
- 4) 2016 City Historical and Architectural Survey (Department of Parks and Recreation Form DPR 523A)
- 5) 1989 City Historical and Architectural Survey (Department of Parks and Recreation Form)
- 6) PAST Consultants, LLC Survey of 361-365 Main Street, dated December 4, 2023