

Redding Riverfront Specific Plan

# VISION AND GUIDING PRINCIPLES FRAMEWORK

Final | January 16, 2024



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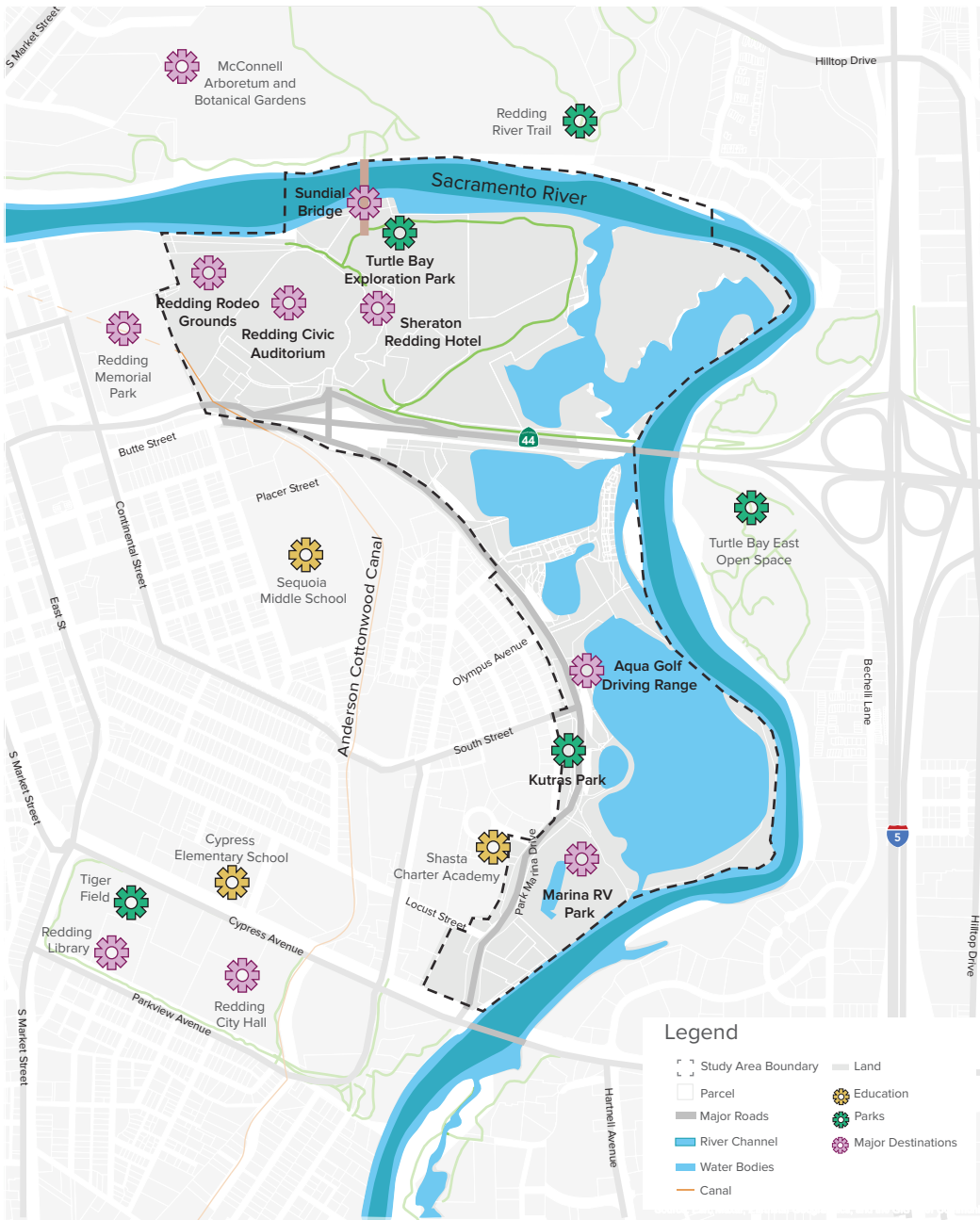
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PART I

# INTRODUCTION

In April 2023, the Redding City Council began a community-led process to update the Redding Riverfront Specific Plan. The purpose of this project is to **reintroduce the community to the river** by creating a long-term vision for the 380 acres of public and private land and water along the Sacramento River. The Specific Plan document, which will be developed based on significant community engagement and discussion, will ultimately establish goals, policies, and development standards to guide public and private development, land stewardship and conservation, roadway and infrastructure projects, and other activities within the study area. It will also include a series of implementation strategies necessary to transform the community vision for the Riverfront into a reality.



## Project Area

The Redding Riverfront Specific Plan project area includes a range of public and private property along the Sacramento River, generally bounded by the Redding Memorial Park/Park Marina Drive on the west, the Sacramento River on the north and east, and Cypress Avenue on the south.

The project area is adjacent to the Sacramento River and includes major uses and destinations such as the Sundial Bridge, Turtle Bay Exploration Park, Redding Rodeo Grounds, Redding Civic Auditorium, Sheraton Hotel, Aqua Golf Driving Range, Kutras Park, and Marina RV Park. The McConnell Arboretum and Botanical Gardens are located to the north of the area, with Redding River Trail to the east. Redding Library, City Hall, Redding Memorial Park, Sequoia Middle School, and Cypress Elementary School are located to the west of the site.



## What Is a Specific Plan?

A Specific Plan is a tool used by the City of Redding and the community to implement the broader direction of the City's General Plan. It provides specific policies and requirements for development corresponding to a unique geographic area. It must include a land use plan for location and intensity of uses; have an implementation strategy; address public infrastructure required to serve the area; and propose capital project and infrastructure funding options necessary to implement the plan. In certain cases, a Specific Plan can go beyond policy guidance and include detailed development standards tailored to the character and needs of the area.

The Specific Plan process includes robust environmental review and documentation under the California Environmental Quality Act (CEQA). The City anticipates that the Redding Riverfront Specific Plan will require the creation of an Environmental Impact Report (EIR). The EIR will evaluate potential environmental impacts of plan implementation. It will also include mitigation measures to reduce these impacts.

The Redding Riverfront Specific Plan is being led by the City of Redding at the direction of the City Council. The Project Team is made up of City of Redding staff and consultants. In April 2023, the City hired MIG to lead the specific plan project. MIG is a planning, environmental, design, and engagement firm from Sacramento. MIG is supported by additional engagement, design, and technical experts from Tawaw Architecture Collaborative (Indigenous community engagement and design), GHD (mobility and infrastructure), Populous (architectural design), Nichols, Melburg & Rossetto Architects (architectural design/ local Redding conditions), and Basin Research (cultural resources).

### What a Specific Plan includes . . .

- Vision, Goals, Policies, and Development Regulations unique to the Redding Riverfront Area
- Design Guidelines for new projects
- Economic Analysis and Incentives
- Circulation Plan (vehicle, bicycles, pedestrians, parking)
- Infrastructure Analysis (capacity and funding)
- Environmental Analysis

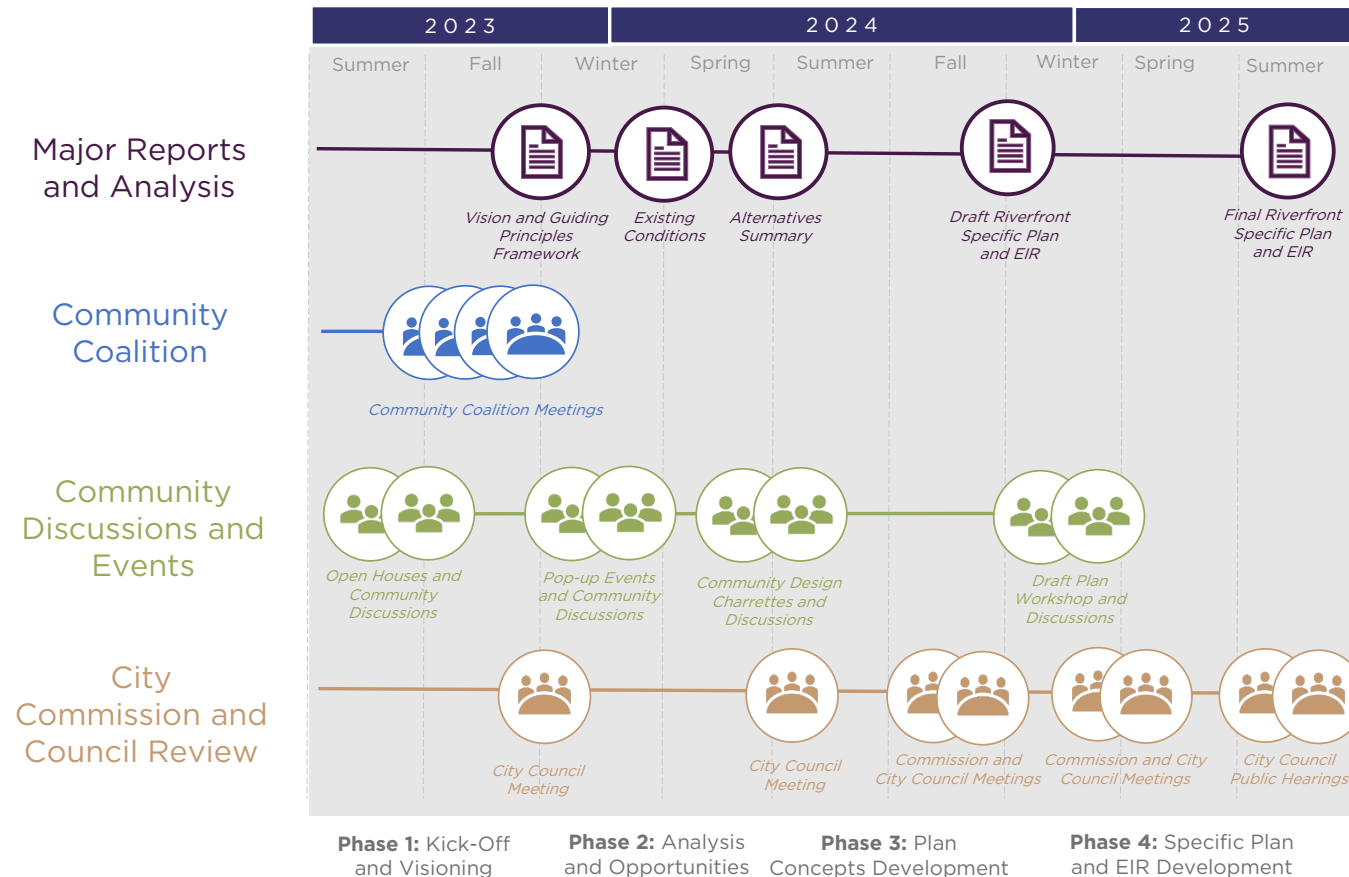
### What a Specific Plan does not include . . .

- Individual public or private development projects (those are proposed after the Specific Plan is adopted, and they must be consistent with the Plan)

## How Will the Community Be Involved?

Robust and transparent community involvement is vital to this project. There will be multiple opportunities for community members to participate both in person and through online discussions during the project. The Project Team has prepared a detailed Community Involvement Strategy (CIS) that includes engagement goals and metrics to ensure broad participation. Over the course of the two-year process, the Project Team will ensure that there is broad community support on the vision, goals, projects, and components included in the updated plan. This report summarizes the first major step in the project, which is the creation of an emerging Vision and Guiding Principles Framework.

### Overall Project Schedule







PART II

## OPEN HOUSES AND DISCUSSIONS

**One of the first major project activities was a series of Community Open Houses and discussions** held in August 2023. These events provided an opportunity for the Project Team to listen to the community and solicit ideas on a vision for Redding Riverfront's future. They also provided a forum to hear feedback on assets, challenges, and opportunities that will help inform the Specific Plan. The following section summarizes the events and community members comments, concerns, and ideas for the future of the Redding Riverfront area.





## Community Open Houses

The City hosted two Community Open Houses on August 14, 2023, at the Civic Auditorium. The events were organized as open sessions for the duration of the time with two formal presentations given at 2:00 p.m. and 5:30 p.m. Following each presentation, participants were encouraged to join a larger group discussion facilitated by a member of the Project Team. This provided an opportunity for community members to ask questions and hear from each other. The Project Team documented verbal comments from each large group discussion in a wallgraphic.



Over 200 community members attended the Community Open Houses and shared their ideas, concerns, and vision(s) for the future of the Redding Riverfront area.



## Community Discussions

On August 15, 2023, the Project Team interviewed key community members, business and property owners, and appointed officials as an initial engagement activity. Participants were asked for their perspectives on key issues and opportunities for the Redding Riverfront that can be addressed during the Specific Plan process.

Interview participants received an invitation directly from City staff, either by phone or email. The interviews consisted of one hour slots that were conducted in person at the Redding Civic Auditorium.

## Combined Community Feedback Summary

The Community Open House and Community Discussions generated a wealth of ideas, concerns, and vision concepts for the future of the Riverfront area. The following pages are a **combined summary of the major themes heard during the open houses and discussions.**

### Community Discussion Participants

Individual or Small Group Interviews

- Anderson-Cottonwood Irrigation District**  
Ronnean Lund, Steve McCarley
- Asphalt Cowboys**  
Cameron Middleton
- Chamber of Commerce**  
Jake Mangas
- Civic/Advance Redding**  
Julie Dyar
- Community Leader**  
Former CA State Senator and Redding Mayor Maurice Johannessen
- Flyshop/Fishing Community**  
Terry Jepsen
- Hixenbaugh**  
Steven and Annette Hixenbaugh

- Indigenous Community Group**  
Kenwani Kravitz (Wintu/Pit River), Radley Davis (Wintu/Pit River), Michelle Radcliff Garcia (Wintu), Fred Mankins (Global Cultural Resources), Lillie Lucero (Redding Rancheria), Lorraine Lindsay (Wintu), Jonathon Freeman (Chichimeca)
- The McConnell Foundation**  
Shannon Phillips
- North Valley Catholic Social Services (NVCSS)**  
Jessica Suyapa
- Office Group**  
Benjamin Claassen, Wayne Maire
- Property Owner**  
Chris Kutras

- Redding Rodeo**  
Cindy Schonholtz
- Residential Group**  
Nancy Milton, RG Coop
- Riverside Eyecare**  
Scott Sumsion
- Shasta Environmental Alliance**  
David Ledger
- Turtle Bay**  
Lindsay Myers
- VIVA Downtown**  
John Truitt
- Wintu Audubon Society**  
Bruce Webb



## Key Themes

### Assets

#### **Natural Beauty and Ecosystem**

The Riverfront's natural beauty is its greatest asset, along with the ecosystem it provides to many native and special-status species living along the Riverfront, including salmon, trout, bald eagles, deer, otters, raccoons, other fish, and migrating birds.

#### **Riparian Habitat**

The Redding Riverfront is an expansive riparian zone providing habitat for many wildlife species including salmon, eagles, herons, sandhill cranes, and neotropical migrant birds. Native plants and trees help sustain a thriving ecosystem and provide much-needed shade and cooling.

#### **Parkland and Open Space**

Parkland and open space, with trails along the Riverfront, are easily accessible to residents and visitors and provide opportunities to view and appreciate natural beauty, flora, and fauna.

#### **Trails and Walking Paths**

Existing walking, hiking, and biking trails in the parkland and along the Riverfront support active transportation and provide recreational access.

#### **Local History and Culture**

The Redding Riverfront has a rich history and is culturally significant to the Wintu Tribe. Some monuments in the area honor Wintu history. There is also a history of Redding's fishing, timber, and gravel industries within the study area.

#### **Unique Attractions**

The Sundial Bridge, Redding Civic Auditorium, Redding Rodeo Grounds, Turtle Bay Exploration Park and Museum, and Aqua Golf are all unique physical attractions that make the Riverfront a destination for residents and visitors.

#### **Existing Uses and Users**

The Riverfront is home to a wide range of uses and users that support both the local community and tourism industries. These include office and commercial businesses in the Southern Riverfront, the Sheraton Hotel, Bethel Church (currently leasing space in the Civic Auditorium), the Redding Rodeo, and many others. The Riverfront area also includes unique infrastructure, such as the ACID irrigation channel, the Monolith, and the public boat ramp.

#### **Special Events**

Events such as concerts, conferences, and fireworks are activities the community would like to see continued or even expanded in the future. These events create unique opportunities to attract people to the Riverfront during different times of the year.



## Key Themes

### Challenges and Opportunities

#### **Environmental Protection**

There are concerns about the conflicts between the expansion of uses and activities, and the protection of natural resources, including open space, bird, fish, and other animal habitats.

#### **Appropriate Planning and Design**

There needs to be an accurate, objective, and transparent environmental analysis process conducted as part of the Specific Plan update. Core to this is the need to protect assets as part of the entire planning process, and creating policy language that protects assets as part of the entire project.

#### **Land Ownership and Control**

There is a desire to craft a Specific Plan that influences the larger land owners to work in harmony, maximizing the benefits of the Riverfront area for all residents, while also enhancing the natural and cultural environment.

#### **Indigenous Cultural Resources**

There is a need to protect Native and other cultural resources. This includes creating mapping and analysis for native artifact locations, maintaining Indigenous

connections and access to land and river, and balancing native historical awareness and current community needs.

#### **Redding Rodeo Association**

There was discussion over the question of keeping, maintaining, expanding, and/or moving the rodeo grounds. Many comments were made in support of the Redding Rodeo and their activities and events, noting that they are important to many local residents and tourists.

#### **Mobility, Access, and Traffic**

There are concerns about overall circulation and access limitations throughout the Riverfront area. There is a desire to address vehicle traffic, circulation, access (including emergency vehicles) and effective buffers to protect riparian areas. New/expanded trail and path connections that can create seamless multi-modal transportation in both the Northern and Southern Riverfront was also raised by the community. Lastly, there is a need to improve safety for pedestrians and bicyclists, create more transportation options, and develop a comprehensive traffic and parking study.

#### **New Mixed-Use Development**

Some in the community are supportive of new development, and there is an interest in mixed-use development along Park Marina Drive. Participants envisioned an active first floor with restaurants and shops and residential or office space on upper floors.

#### **Family-Friendly Activities**

New development should be designed to attract families and people of all ages to participate in recreation, shopping, eating, and water access.

#### **Public Amenities and Activities**

Public amenities such as a playground, aquatic center, gardens, arboretum, and restrooms should be built and maintained for residents and visitors to enjoy when visiting the Riverfront.

#### **Safety**

Safety is a concern near the Civic Auditorium and Redding Rodeo Grounds, and in the parking lots. It was recommended that better activation of the area and well-lit paths and public spaces at night would help resolve these issues.

## Key Themes

### **Vision for the Future**

#### **Protect the Natural Environment and Resources**

Conserve and enhance the natural environment, including: protecting habitat, bio-diversity, and the health of the river; limiting waterfront development; limiting expanded development footprints; sharing and celebrating the extensive natural resources; and creating habitats for protected species.

#### **Enhance Public Access and Recreation**

Expand public access and uses; restore and/or create new public parks and open space areas; and preserve fish, bird, and riparian habitat while providing trails, beaches, and natural landscapes for public.

#### **Establish Clear Uses and Development Standards**

Create a clear vision for new development in the Riverfront, supported by requirements that ensure there is design cohesion, ease of access and circulation, and protection of natural resources as new or renovated development is created.

#### **Expand Outdoor Facilities and Attractions**

Create a thriving and active destination for both residents and visitors that reflects the small-town character of Redding with year-round riverfront activities and amenities that compare with other water-oriented destinations.

#### **Engage the Indigenous Community**

Ensure all Tribes and Indigenous community members are engaged throughout this process and are involved in decision-making. Native input should be provided on all proposed developments. Native sites and cultural resources should be protected. The Wintu Tribe should be continually engaged as a resource for helping preserve natural resources.

#### **Support the Redding Rodeo**

Support the modernization of the rodeo grounds, including potential improvements to make it a multiuse venue. Reimagine the current use of the grounds so that it can be activated year-round for other

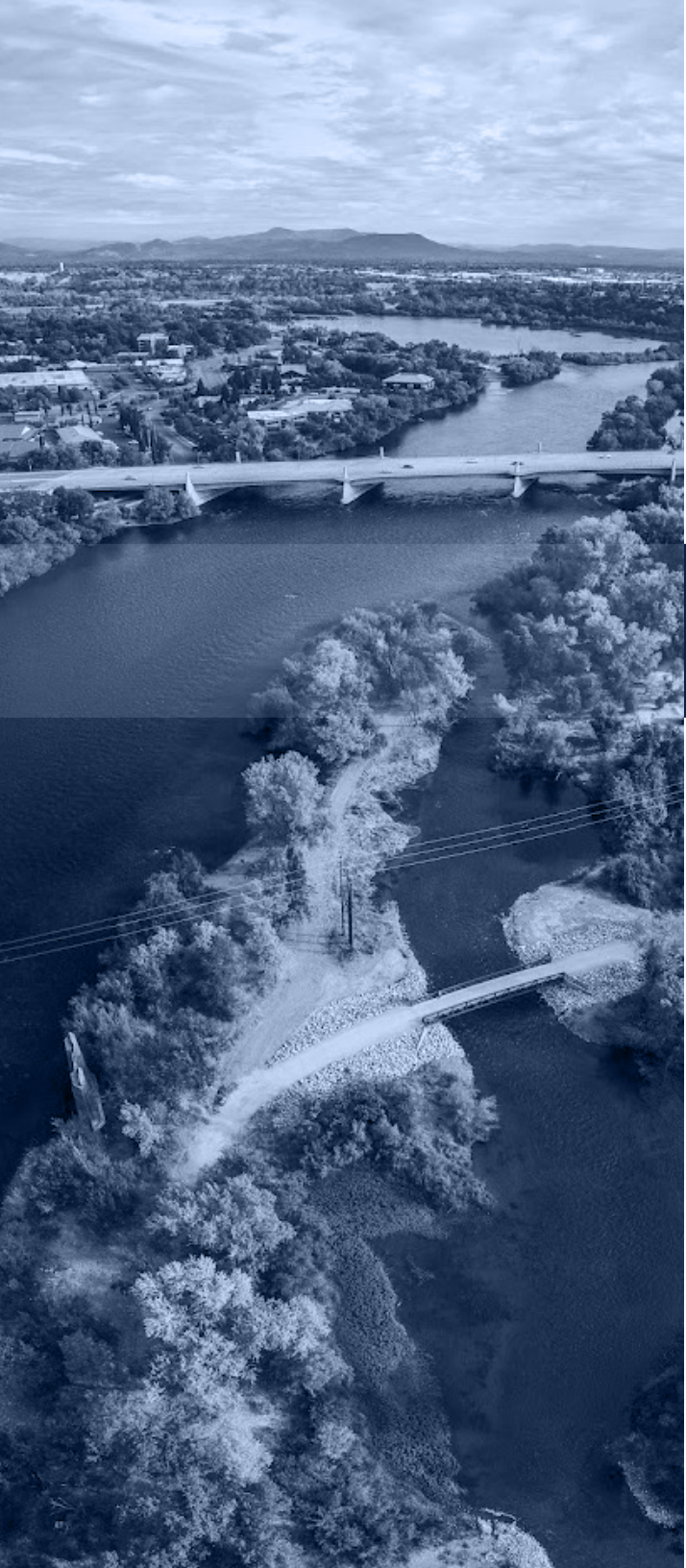
public events.

#### **Ensure Transparent and Balanced Community Outreach**

Notice and record all meetings and workshops; ensure authentic, broad, and well-noticed outreach activities; prioritize those most impacted; have residents on the Community Coalition; bring together opposing viewpoints; make resources and materials available to the public; and allow people to post comments on the project website.

#### **Creating a Cohesive Vision**

Developing a vision where all property owners and involved groups will be willing to cooperate was acknowledged as a challenge for the Specific Plan.



PART III  
**COMMUNITY COALITION**

**Overview**

**The City of Redding formed a Community Coalition to advise the Project Team** on the development of the Vision and Guiding Principles for the Riverfront Specific Plan. Coalition members include representatives from a variety of groups and organizations, representing a range of community interests and perspectives. The following section provides an overview of the Coalition purpose and mission, membership, and meeting structure.





## Mission and Charge

The mission and charge of the Coalition was to develop a Vision Statement and Guiding Principles for land within the study area that will be presented to the broader community for review and feedback. During their meetings, they reviewed, evaluated, and discussed information and concepts for the study area, including future uses and areas of preservation and/or rehabilitation. They also assessed the feasibility of a range of uses and activities in the study area, with the support of technical data and analysis provided by the Project Team.





## Membership

Working with the Project Team, the City selected 20 people to be members of the Community Coalition. The goal was to form a group that could represent a range of perspectives and insights related to the Redding Riverfront area. The final Community Coalition composition (shown to the right) included property owners, business owners, residential tenants, City Commissioners, residents, and individuals representing the Redding Rodeo Association, non-profits, Wintu Tribe, Redding Rancheria, Redding Chamber of Commerce, environmental organizations, and mobility organizations.

## Meeting Format

The Community Coalition convened for four public meetings in October and November 2023. Each meeting lasted approximately two hours and was held on a Monday night at Redding City Hall. The meetings were live streamed and there were opportunities for public comment at the end of the agenda. Public comments were made either in-person or via email to [info@reddingriverfront.org](mailto:info@reddingriverfront.org).



# COMMUNITY COALITION MEMBERS

### Lindsay Myers

Turtle Bay and Sheraton

### Julie Dyar

Advance Redding

### Chris Kutras

Kutras Properties

### Melissa Buciak

Garden Tract Resident

### Lesley Jessee

The McConnell Foundation

### Jocelyn Olson

Kutras Tract Resident

### Danica Helgren

Southern Waterfront Business Owner  
(Urban Retreat Spa)

### Benjamin Claassen

Southern Waterfront Business Owner  
(Shasta Charter Academy)

### Michele Goedert

Planning Commissioner

### Josh Divine

CSAC Commissioner

### Garrett Miller

Redding Resident

### Baron Browning

Redding Rodeo Association

### Cameron Middleton

Asphalt Cowboys

### Gary Rickard\*

Wintu Tribe of Northern California

### Jack Potter, Jr.\*

Redding Rancheria

### Ryan Haedrich

Redding Chamber of Commerce

### Todd Jones

Shasta EDC

### Rebeca Ladrón de Guevara

Wintu Audubon Society

### Christina Prosperi

Caltrans District 2 Complete  
Streets GIS Manager

### Terry Jepsen

Redding Fly Shop

\* Invited to participate on the Community Coalition, but did not attend a meeting.



**COMMUNITY COALITION MEETING #1** | October 9, 2023

The Coalition reviewed the Riverfront Specific Plan project purpose and schedule, area history and current context, overall project goals, and community feedback from the August 2023 Open Houses. The Coalition provided comments on the Riverfront's assets, opportunities, and challenges.



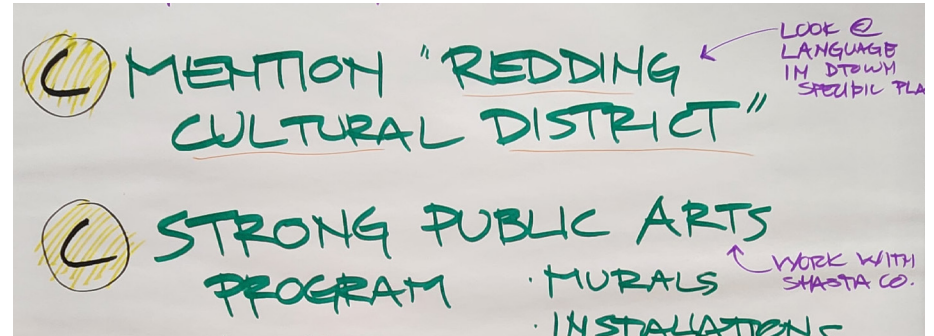
**COMMUNITY COALITION MEETING #3** | November 6, 2023

The Coalition reviewed a draft Riverfront Vision and Guiding Principles Framework (diagram and document). The Coalition provided feedback to help refine the draft Vision and Guiding Principles Framework.



**COMMUNITY COALITION MEETING #2** | October 23, 2023

The Coalition reviewed existing conditions information, including initial cultural resources, biological resources, mobility, parking, circulation, and economic trends. The Coalition provided feedback on emerging common vision elements and key long-term desires for the Riverfront area.



**COMMUNITY COALITION MEETING #4** | November 20, 2023

The Coalition reviewed an updated draft Riverfront Vision and Guiding Principles Framework. The Coalition provided feedback to help further refine the draft Vision and Guiding Principles Framework, so it is ready for City Council review.





PART IV

## VISION AND GUIDING PRINCIPLES

**The community's Vision for the future of the Redding Riverfront is the key foundational piece** for the Specific Plan process. It represents the overarching aspirational framework for how the community would like to see the area change, improve, and be enhanced in the future. While the final content of the Specific Plan is not known currently, it is envisioned to include a combination of land use policies, development standards and requirements, cultural enhancement and preservation projects, and environmental protection policies and requirements. As the City and community move through the Specific Plan process, **all planning concepts, ideas, designs, policies, and programs considered for inclusion in the plan must be consistent with the Vision and Guiding Principles** outlined in this document.

The following section presents the emerging Vision and Guiding Principles that were developed based on community ideas and refined by the Community Coalition.



## Vision Elements

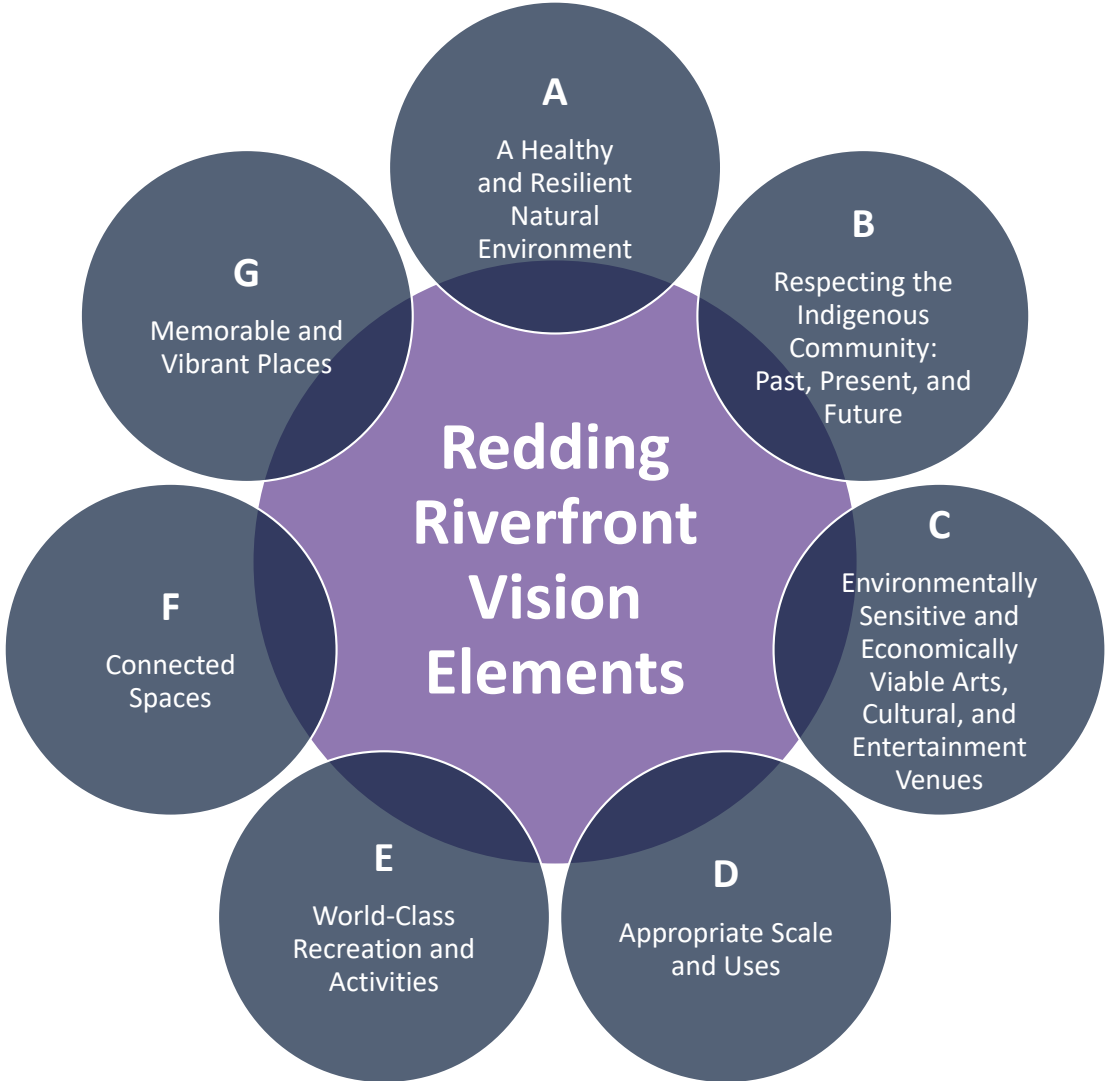
Seven Vision Elements (shown on the diagram on the following page) build on the key assets in the Riverfront area and address the major challenges and opportunities facing both the City and the community. Each of them are intentionally aspirational — identifying partnerships, processes, activities, and changes that will ensure the Riverfront area remains a focal point for the community and visitors,

with a range of activities and uses, while also advancing environmental protection, habitat enhancement, and public access and amenities.

## Guiding Principles

Each Vision Element is further supported by a series of specific Guiding Principles that identify measurable objectives and outcomes. These principles provide a

framework or roadmap for evaluating concepts, designs, and ideas that are generated during the Specific Plan process. All components of the Specific Plan, including regulations and funding mechanisms, must be consistent with the Guiding Principles. Furthermore, the Guiding Principles work in parallel with one another, and no principle is more or less important than the other.







## VISION ELEMENT A **A HEALTHY AND RESILIENT NATURAL ENVIRONMENT**

- A.1** Celebrate the **immense natural beauty** of the Sacramento River and Redding Riverfront area.
- A.2** Protect and identify opportunities to **restore sensitive natural communities** that support biodiversity to ensure the long-term health of the Sacramento River ecosystem.
- A.3** Create opportunities for **native fish, animals, and birds** to thrive throughout their entire life cycles.
- A.4** Require development and activities near the **Sacramento River** and/or critical habitat areas to be compatible, complimentary, and low (or no) impact.
- A.5** Mitigate **noise and light impacts** on sensitive natural communities.
- A.6** Identify opportunities to create more **public open space** to support the “re-wilding” of the Riverfront area.
- A.7** Comply with all Federal, State, and local **statutory and regulatory requirements** for the Riverfront area.



## VISION ELEMENT B RESPECTING THE INDIGENOUS COMMUNITY: PAST, PRESENT, AND FUTURE

- B.1** Honor the **deep Indigenous cultural connections** to the Redding Riverfront area.
- B.2** **Engage the Indigenous community** and include them in land use, habitat protection, recreation, and cultural landscapes discussions and decisions.
- B.3** Protect Indigenous **sacred sites** and cultural resources.
- B.4** Maintain Indigenous **connections and access** to land, river, and animals.
- B.5** Explore opportunities and partnerships with the Indigenous community for creating an **Indigenous-owned and -operated cultural center** and other spaces.





## VISION ELEMENT C ECONOMICALLY VIABLE AND THRIVING ARTS, CULTURAL, AND ENTERTAINMENT VENUES

- C.1** Allow for a **range of activities, events, economic drivers, and programs** through multi-faceted, flexible facilities, so Redding remains the center for arts, culture, and entertainment for the region.
- C.2** Support the **viability and success** of historical uses and arts, cultural, sports, and entertainment events and venues in the area that are a key part of the unique history and identity of Redding.
- C.3** Ensure that new venues and destinations are **scaled and programmed** to address local and visitor desires while also being economically viable.
- C.4** Ensure that new venues, activities, and destinations are designed in such a way that they are **efficient to maintain and operate**, supporting their long-term financial success.
- C.5** Collaborate with Cultural District partners to enhance public art, cultural, and entertainment elements so the Riverfront is a highlight of the designated **Redding Cultural District**.





## VISION ELEMENT D APPROPRIATE SCALE AND USES

- D.1** Require new buildings and uses to **reflect the scale and character** of Redding.
- D.2** Design **community destinations** that are safe, well-lit, easy to access, and ADA accessible.
- D.3** Maintain the **personality and character of the existing surrounding neighborhoods** and identify opportunities to increase neighborhood-focused amenities.
- D.4** For the **Northern Riverfront**:
  - » Create vibrant and active public uses that support locals and visitors.
  - » Identify ways to maintain or reduce developed site coverage.
- D.5** For the **Southern Riverfront**:
  - » Consider opportunities to support local housing needs.
  - » Consider how development on Park Marina Drive will impact existing and future circulation to reduce congestion.
  - » Create opportunities for public recreation and amenities on/next to the quarry ponds.
  - » Consider additional commercial, restaurants, and mixed-use projects along Park Marina Drive that are compatible with surrounding neighborhoods.





## VISION ELEMENT E WORLD-CLASS RECREATION AND ACTIVITIES

- E.1** Provide additional opportunities for boating, fishing, kayaking, and other **on-the-water activities**.
- E.2** Promote aquatic activities in areas that are **accessible and safe** (e.g., calm water, warmer temperatures, away from boating activities).
- E.3** Promote outdoor activities and **connections to nature** that support health and wellbeing.
- E.4** Leverage the Redding Riverfront as a **“base camp” for outdoor enthusiasts** visiting the region’s outdoor destinations.
- E.5** Focus **low-impact activities** within public areas and sensitive habitats (Northern Riverfront, Sacramento River) and more intense activities within private outdoor spaces and quarry ponds.





## VISION ELEMENT F CONNECTED SPACES

- F.1** Expand opportunities for people to **connect with natural areas** and the Sacramento River.
- F.2** Enhance **vehicle, transit, bicycle, and pedestrian connections** from existing neighborhoods to the area, and between major destinations within the area.
- F.3** Identify ways to **reconnect the Northern and Southern Riverfronts** to each other and to Downtown.
- F.4** Identify parking locations, types, and management strategies to ensure that current and future uses and activities have **adequate (but not excessive) parking**.
- F.5** Require new uses and spaces to be **fully ADA accessible**; expand ADA accessibility to and within existing uses and neighborhoods.







## VISION ELEMENT G MEMORABLE AND VIBRANT PLACES

- G.1** Make the Redding Riverfront **safe, visible, welcoming, and walkable**.
- G.2** Consider **community gathering spaces** for the community to share, including community gardens, dog parks and pocket parks, outdoor music venues, and public art.
- G.3** Create **development regulations, design guidelines, and implementation strategies** that are tailored to the Redding Riverfront.
- G.4** Identify and address any **constraints** imposed by the State of California 2019 Surplus Lands Act.
- G.5** Leverage the **Specific Plan** and community process to:
  - » Analyze the economic feasibility of a range of private projects (new development, recreation).
  - » Identify public investment costs and grant funding opportunities (ecosystem restoration, open space enhancements, infrastructure, recreation).
- G.6** Identify opportunities for **new public infrastructure and operations funding** mechanisms, such as Business Improvement Districts (BID), Community Facilities District (CFD), or Tax Increment Financing District (TIFD).



PART V  
**NEXT STEPS**

**The Vision and Guiding Principles outlined in this report are just the starting point** for the Redding Riverfront Specific Plan process. This document represents the culmination of Phase 1 of the project. There will be many opportunities for community discussions throughout the course of the two-year project.

**PHASE 1**  
Project Kick-off and Visioning  
June 2023 – January 2024

**PHASE 2**  
Analysis and Opportunities  
October 2023 – March 2024

**PHASE 3**  
Plan Concepts Development  
April 2024 – June 2024

**PHASE 4**  
Specific Plan Development and CEQA  
June 2024 – June 2025



## How the Community Can Stay Involved

The City is committed to designing and implementing an inclusive and dynamic community engagement process to ensure the Redding Riverfront Specific Plan project is based on robust and genuine feedback from the entire community, including civic and city leaders, the Indigenous community,

property and business owners, current tenants and lease holders, topical interest organizations (e.g., mobility advocates, environmental groups), tourism and economic development groups, and residents. As such, the development of the specific plan will require inclusive engagement during each project phase.

The community is encouraged to visit the project website to stay up-to-date on meetings, workshops, draft materials, reports and analysis, and other components of the project. The website is the community's resource page for all items related to the Riverfront area. While on the website, you can add your email





to receive periodic email blasts and other project updates. There is also an area to share comments about the Riverfront area or the process. Scan the QR code below to visit the project website.



[www.ReddingRiverfront.org](http://www.ReddingRiverfront.org)

**Redding Riverfront Specific Plan**

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**Latest News** [SEE ALL](#)

**JOIN COMMUNITY COALITION MEETING #1**  
Please join us on Monday, October 9, 2023 at 5:30 pm for the first Community Coalition Meeting.

**FORMATION OF THE COMMUNITY COALITION**  
The City of Redding has formed a Community Coalition, representing a range of community interests and perspectives, to advise the Project Team during the development of the Riverfront Specific Plan.

**COMMUNITY OPEN HOUSE SUMMARY**  
Thank you to all community members who attended the Open House on Monday, August 14, 2023 to kick-off the Redding Riverfront Planning Process.

**Welcome**  
The Redding Riverfront is a special place to many in our community. We need to hear your concerns, ideas, and vision for the future of this area. This website is your portal to all information related to this project, including news, upcoming meetings, and project documents. We look forward to hearing from you!

**Get Involved** [LEARN MORE](#)

**Documents** [LEARN MORE](#)

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REDDING RIVERFRONT SPECIFIC PLAN  
**VISION AND GUIDING PRINCIPLES FRAMEWORK**

Please visit the project website for additional project information, including Open House and Community Coalition meeting presentations and materials:

**[www.reddingriverfront.org](http://www.reddingriverfront.org)**