

# Redding Riverfront Specific Plan

Community Discussions #2: Opportunities and Alternatives / June 2024



# Workshop Agenda

## I. Welcome and Agenda Review

## II. Background Presentations

*Redding Riverfront Specific Plan Process*

*Existing Conditions Major Findings*

*Community Ideas + Community Coalition Process*

*Vision and Guiding Principles Framework*

## III. Large Group Polling

*Testing Initial Planning Ideas*

## IV. Small Group Breakout Sessions

*Opportunities for the Northern  
and Southern Riverfront*

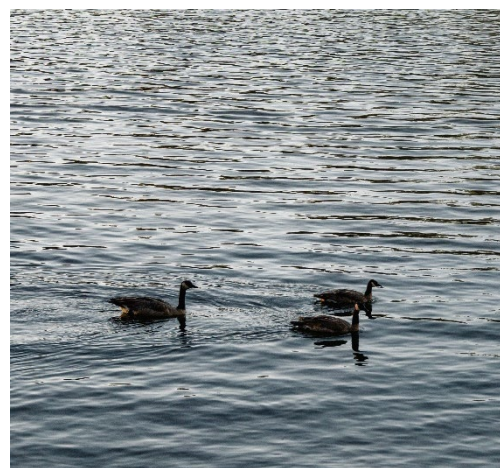
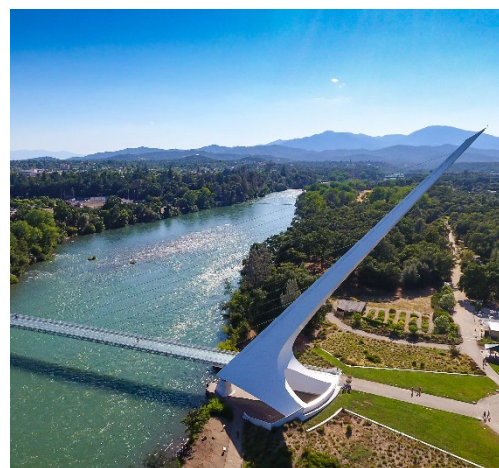
## V. Next Steps in the Planning Process

## VI. Adjourn



## II. Background Presentations



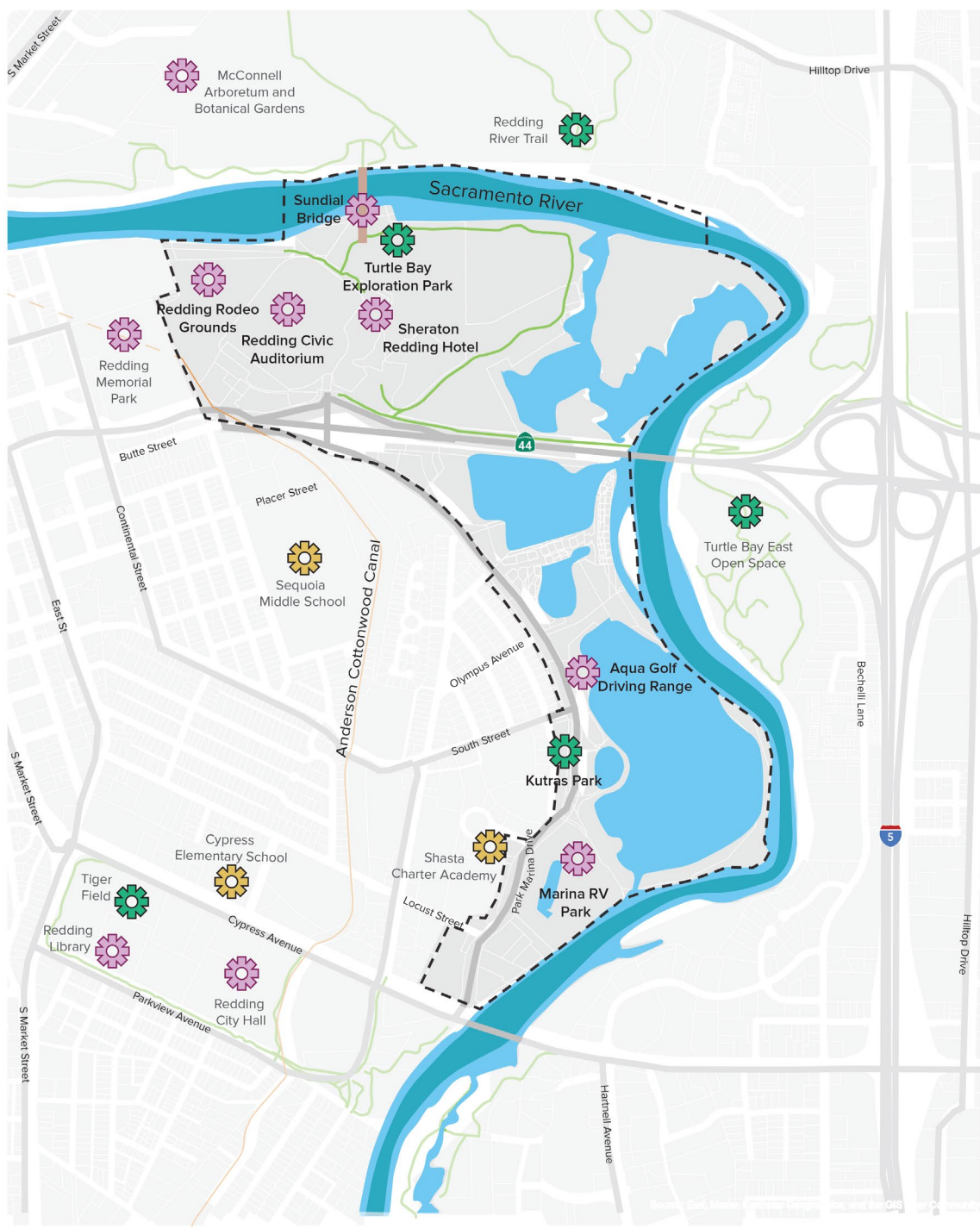


# The Redding Riverfront





# Study Area



## Legend

- Study Area Boundary
- Land
- Parcel
- Major Roads
- River Channel
- Water Bodies
- Canal
- Education
- Parks
- Major Destinations



# **Redding Riverfront Planning Process**



# Planning Process Overview

In April 2023, the Redding City Council began a **community-led process** to update the Redding Riverfront Specific Plan.

The purpose of this process is to reintroduce the city and community to the river by creating **a long-term vision for 380 acres of public and private land and water** along the Sacramento River.



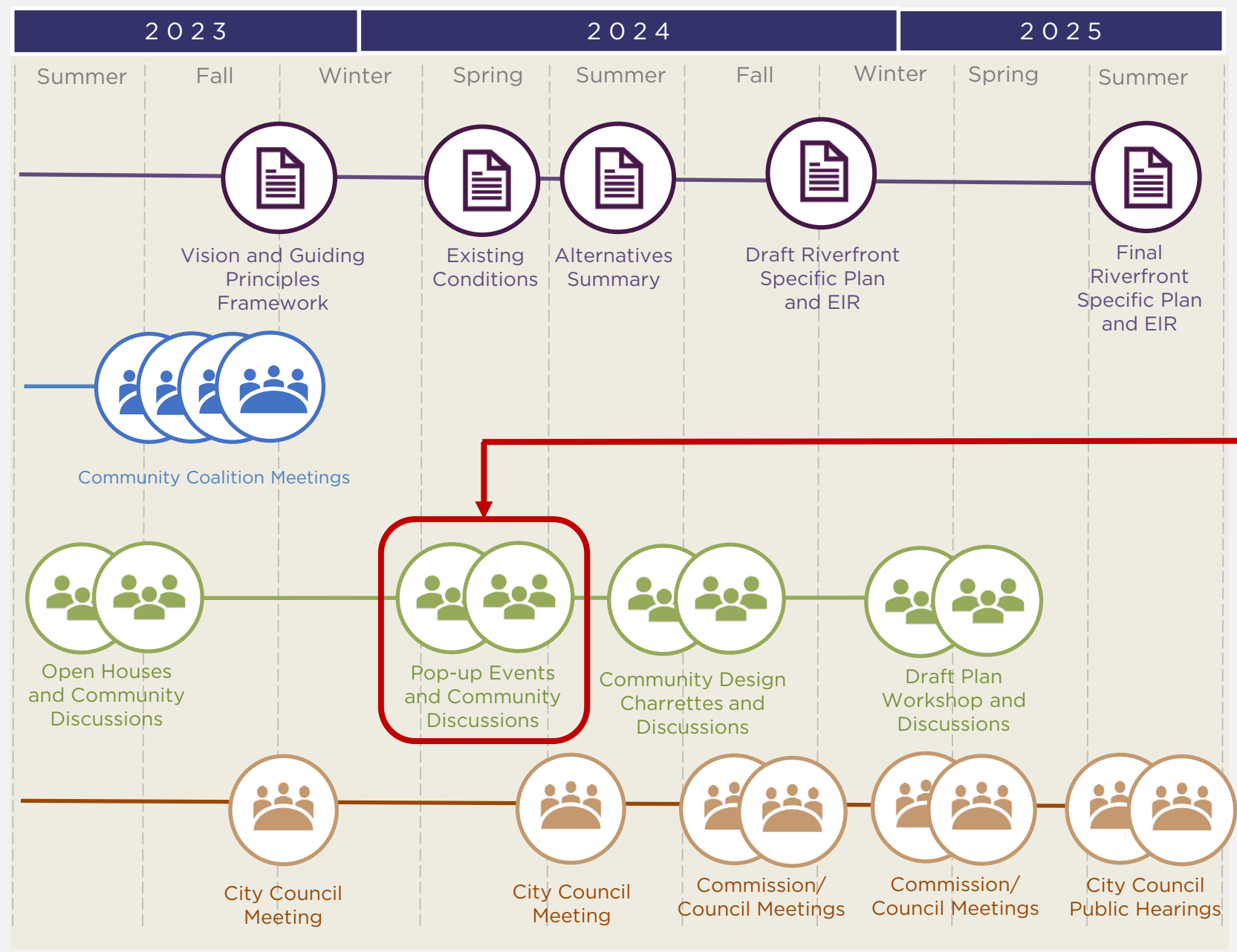


## Major Reports and Analysis

## Community Coalition

## Community Discussions and Events

## City Commission and Council Review



**We are 10 months into a 24-month process**

**Phase 1:** Kick-Off and Visioning      **Phase 2:** Analysis and Opportunities      **Phase 3:** Plan Concepts Development      **Phase 4:** Specific Plan and EIR Development



# Developing the Specific Plan

In California, a specific plan is one of the many tools for **implementing** the goals and policies of the City's General Plan.

## 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)

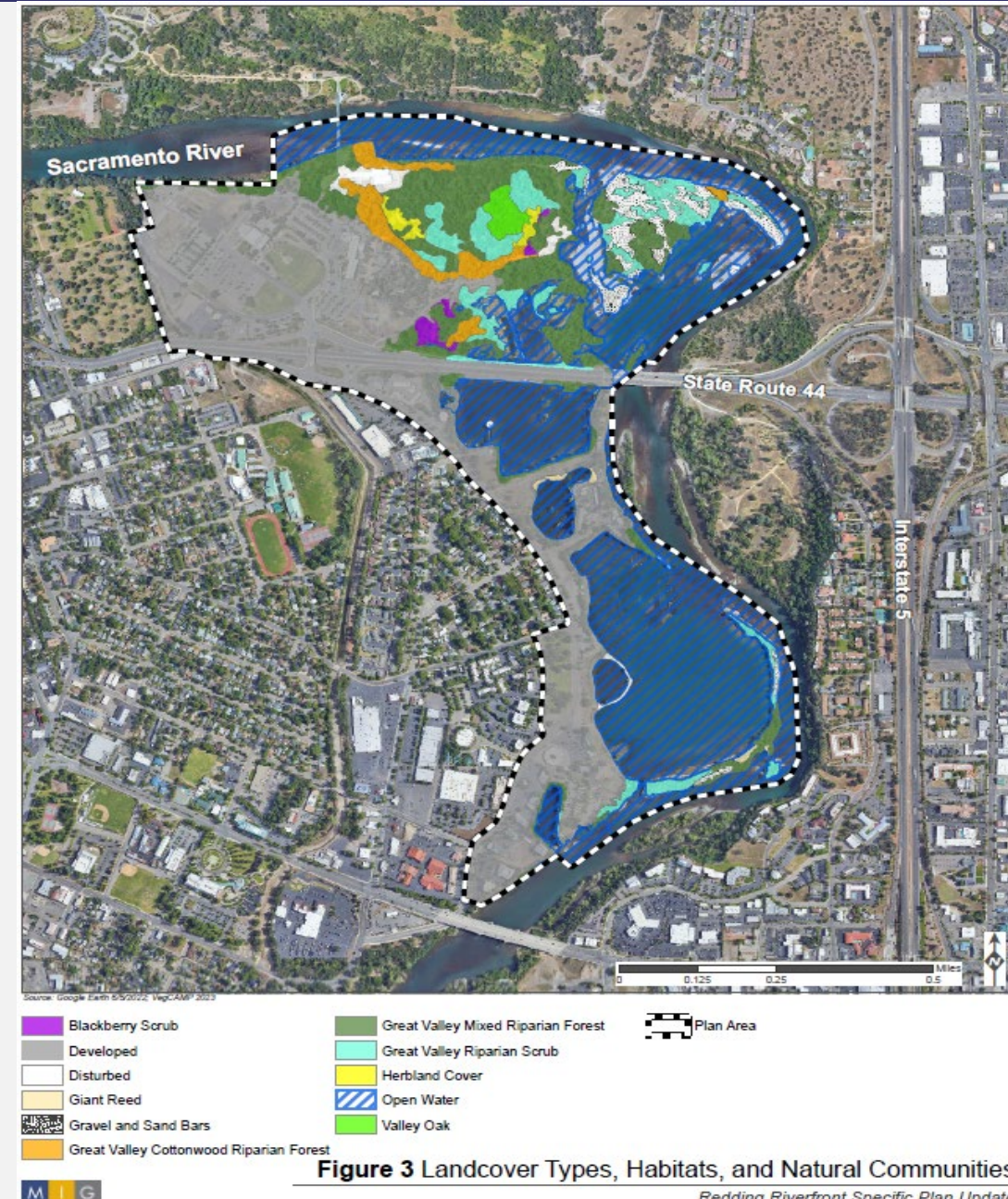


# **Existing Conditions Analysis: Major Findings**



# Environmental and Biological Resources

- Over 60 percent of the study area is considered **wetland**.
- There are **four sensitive natural communities** and several **Special Status Species** (10 birds, 7 bats, and 14 fish) in the study area.
- Invasive species** such as Himalayan blackberry and yellow star thistle are prevalent.
- There is evidence of **camping and litter** within sensitive communities and habitats.





# Wetlands and Soils

- All wetlands and riparian vegetation are considered **RWQCB and CDFW jurisdictional and Waters of the State**. The RWQCB takes jurisdiction up to the 100-year flood plain.
- The Sacramento River, all lakes, and possibly all ponds and wetlands are **considered USACE jurisdictional and Waters of the U.S.**
- **Impacts** to wetland habitats will trigger permitting and mitigation requirements.

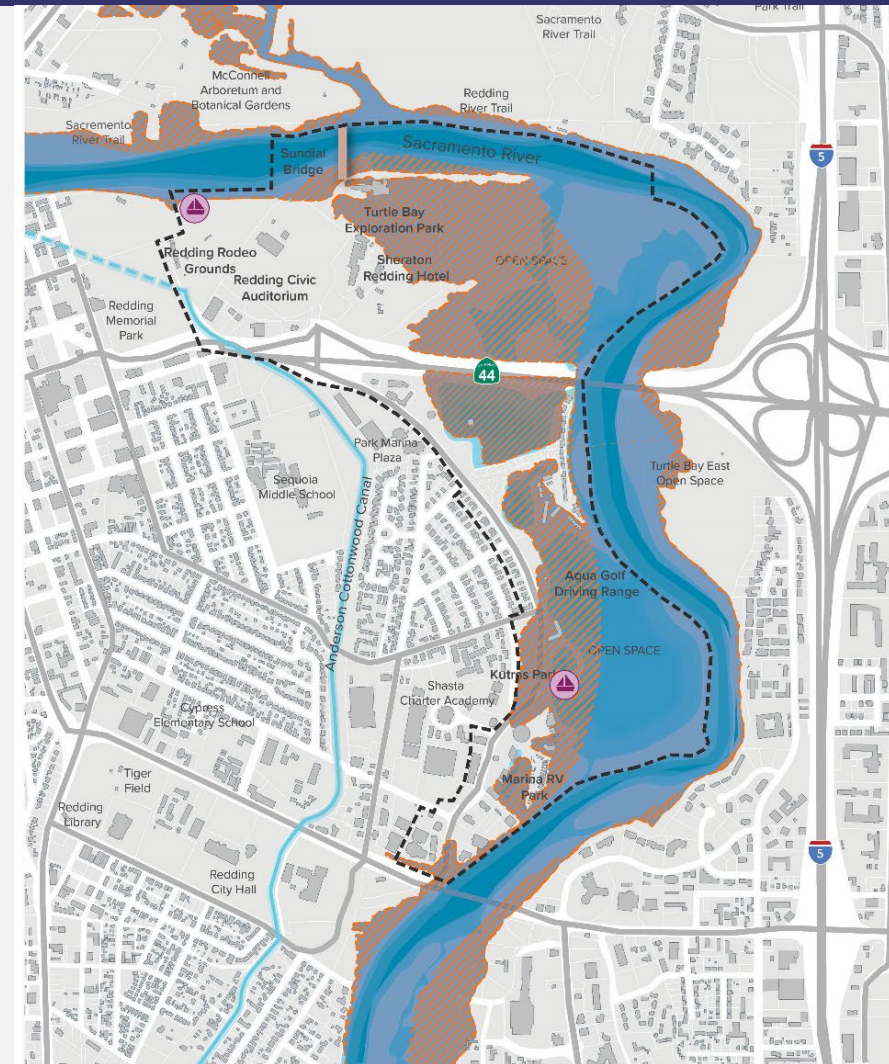
Regional Water Quality Control Board = RWQCB  
California Department of Fish and Wildlife = CDFW



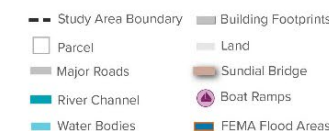


# Floodplain Findings

- The Federal government maintains the Sacramento River below the **100-year flood level** by regulating the discharge of the Shasta Dam; however, discharge in February 2017 was high enough to cause some flooding.
- The floodplain is comprised of the **floodway**, the **channel and adjacent overbanks**, the **floodway fringe**, and lands outside the floodway that store but do not convey floodwaters.



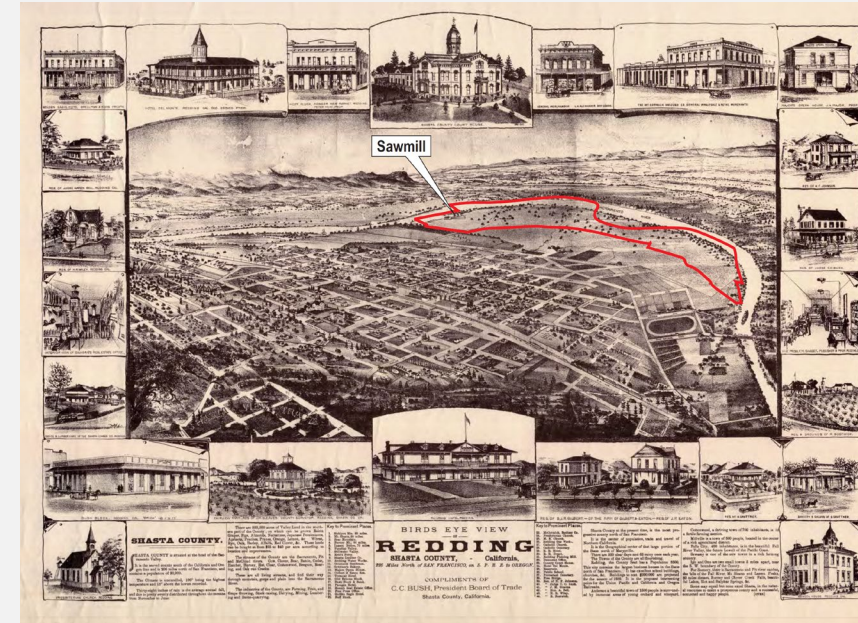
FEMA Flood Areas (100 year base floodplain)





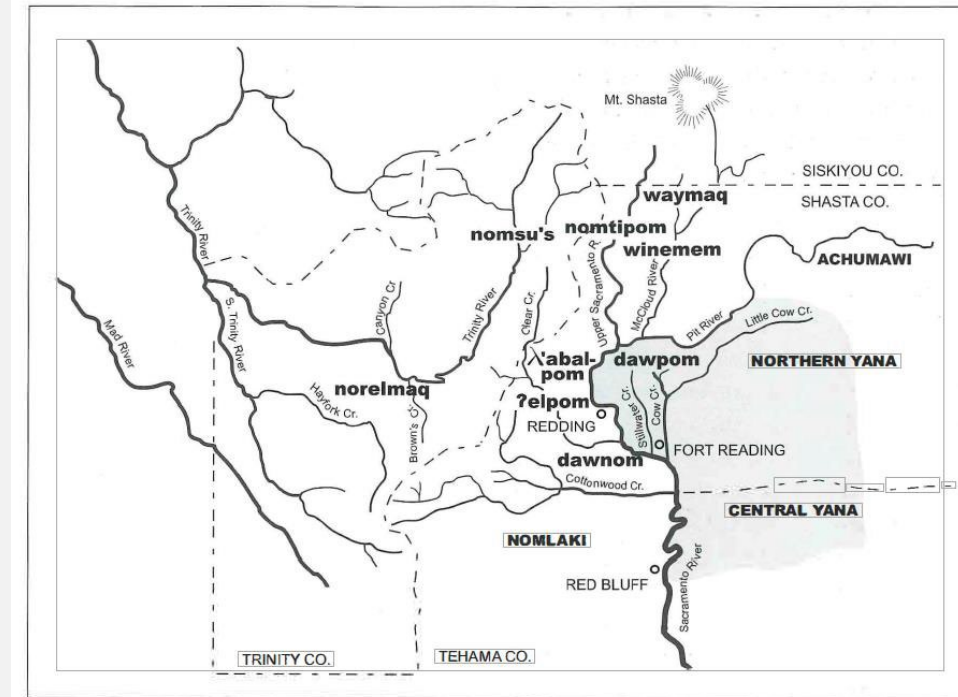
# Archeological Resources

- Mining, dredging, and processing of aggregate for use in Shasta Dam has **severely impacted resources** in the area.
- There is a **lack of recorded prehistoric and historic archaeological sites** within the area, but there are two prehistoric resources adjacent to the study area.
- There is evidence of Wintu villages located on **higher elevations on both the north and east banks of the river** outside of the study area, suggesting permanent villages were located away from the flood plain.



# Indigenous Place-Based Research

- **Nine bands of Northern Wintu** live within the northern Sacramento River Valley and surrounding mountains.
- Although the Riverfront area was prone to seasonal flooding, the area is **historically known to the Wintu as the location of a large fish camp.**
- A **complete and accurate record** of all the pre-contact villages within the Riverfront area will be difficult to construct.
- The Riverfront area is a source of **significant cultural connection to the land for the Wintu.**





## Mobility and Parking: Highway 44

- **Highway 44** creates a connectivity barrier, particularly for cyclists and pedestrians.
- Lengthy **vehicle queues** often develop on northbound Park Marina Drive during evening peak periods as vehicles move through the signal to enter Highway 44 eastbound.
- The ramps to Park Marina **back up onto the highway** during major events.



# Mobility and Parking: Secondary Access

- **A new secondary access for emergency vehicles and bicyclists/pedestrians** through the private cemetery has been proposed, which if feasible, would allow access to Downtown during special events.
- An existing breakaway fence along Highway 44 between Sundial Drive and Continental Street is intended to allow for **emergency evacuation**.
- The Redding General Plan envisions a potential future **multi-modal bridge over the the river** to the north (west of the Sundial Bridge) that, if pursued and funded, could connect to North Market Street.



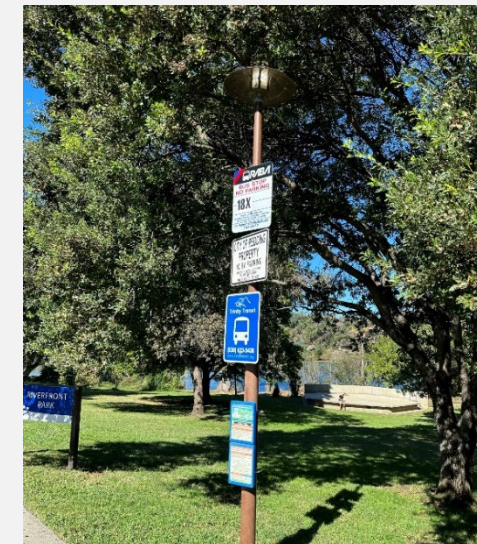
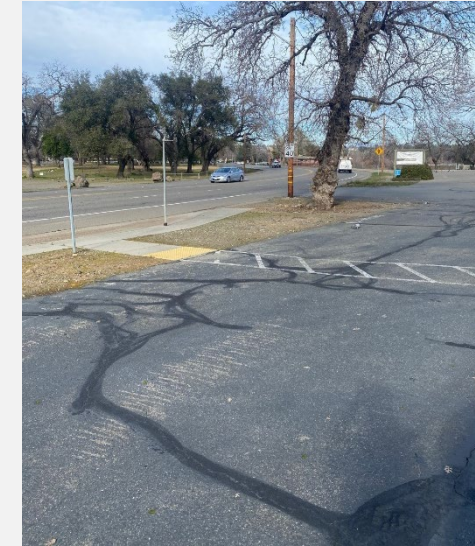
Street and Sidewalk Patterns and Conditions





## Mobility and Parking: Park Marina Drive

- Park Marina Drive's current four-lane configuration provides **excess traffic capacity**, encouraging higher traffic speeds.
- There are inadequate **bicycle and pedestrian facilities and poor lighting**. The City's Active Transportation Plan recommends a multi-use path on the river side and on-street bicycle lanes.
- There is **limited public access to the Sacramento River**.

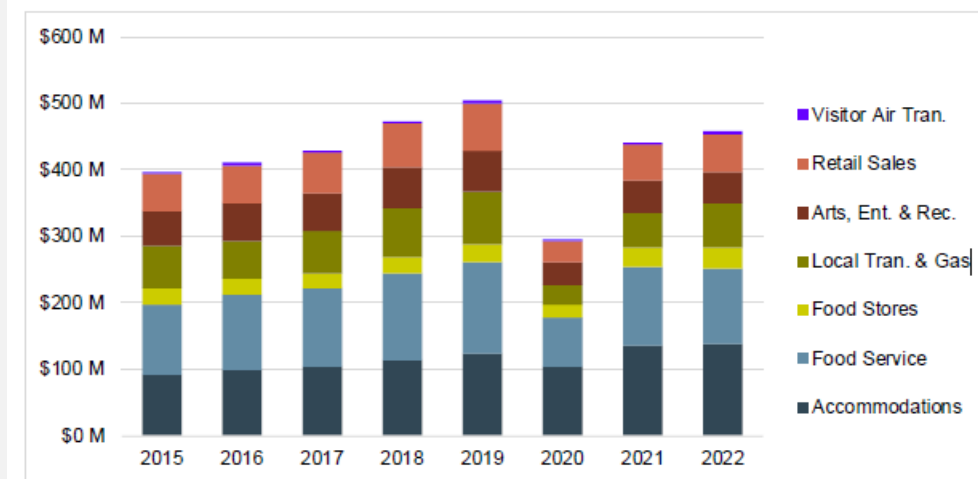


# Economist-Led Market Study Findings

- The **Northern Riverfront Area** could support:
  - Performance venue(s)
  - Visitor attractions
  - Lodging
  - Eating and drinking establishments
- The **Southern Riverfront Area** could support:
  - Recreation
  - Retail, eating and drinking establishments
  - Housing



Figure 7. County Visitor Spending by Major Category—All Accommodation Types (\$millions)

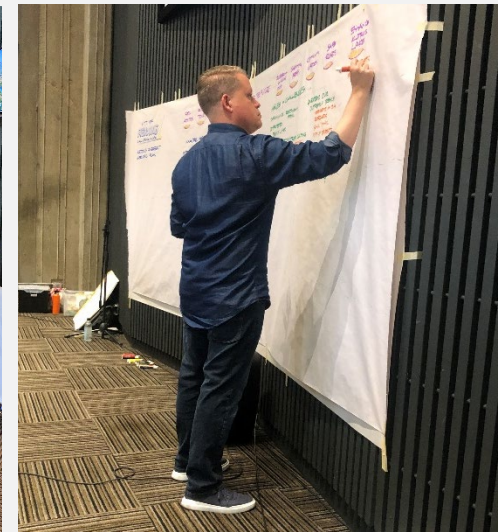




# **Community Ideas + Community Coalition Process**



# Community Open Houses | August 2023

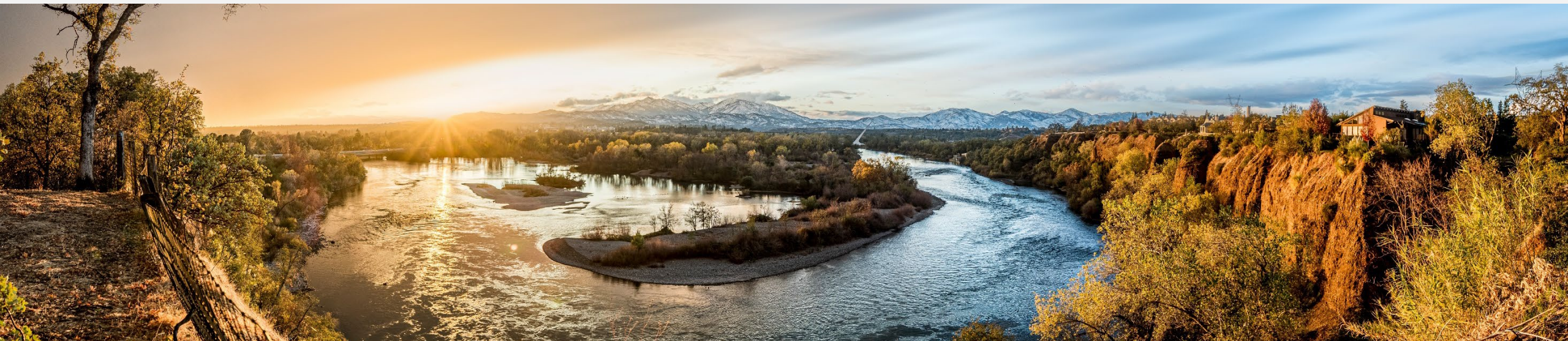




# Community Interviews | August 2023

Anderson-Cottonwood Irrigation District  
Asphalt Cowboys  
Redding Rodeo  
Audubon Community  
Chamber of Commerce  
Civic/Advance Redding  
Flyshop/Fishing Community  
McConnell Foundation  
NVCSSS

Redding Rancheria Community Members  
Riverside Eyecare  
Shasta Environmental Alliance  
Turtle Bay  
VIVA Downtown  
Wintu Tribe Community Members  
Project Area Property Owners  
Project Area Offices  
Project Area Residents





## Community Coalition Meetings | October through December 2023



QUESTIONS / COMMENTS ON EXISTING COND.

- ADD PARK MARINA INTO AND OTHER DEV. PROJECTS TO WEBSITE
- HOW DOES CITY ~~THE~~ <sup>THE</sup> DECIDE TRAFFIC SPEEDS ON P.M.D.?
- SLOW TRAFFIC + INC. PARK SPACE ON P.M.D. - VERMONT TYPE VIOLATION CASE STUDIES
- ECON. IMPACT OF ROAD + CIVIL
- RESEARCH ON TO COOL AFTER NIGHT
- LOOK @ NOISE POLICIES IN G.P.

D MAINTAIN PERSONALITY AND CHARACTER OF EXISTING NEIGHBORHOODS

- D4.1 DO NOT SPECIFICALLY NEED B  
CALL OUT "WORKFORCE" ?
- D INCLUDE NEIGHBORHOOD -  
FOCUSED ACTIVITIES
- D4 RESIDENTS ARE CONCERNED  
ABOUT NEW USES / BIG CHANGES
- D4.4 CONSIDER "REVITALIZING"  
COMMERCIAL ... - "NEIGHBORHOOD SCALE"  
- LIMIT CONGESTION
- D INCORPORATE  
FLEXIBILITY GIVEN  
LONG-TERM SPECIFIC  
PLAN HORIZON  
TIME
- COMPATIBLE  
W/ DOWNTOWN  
VISION/  
NO OVER-  
SIGHTING OF COMM.

**B5** CREATE PARTNERSHIP OPPORTUNITIES...

- C HIGHLIGHT HOW  
REDDING IS THE  
CULTURAL "HUB"  
FOR N. CALIFORNIA  
AND S. OREGON

▷ CMC AUD. IS EXPENSIVE  
TO MAINTAIN... BUT IS  
CURRENTLY FUNCTIONING  
WELL AND VIABLE

- C3 ENSURE WE ALSO  
STATE SUPPORT FOR  
OTHER PROGRAMMING  
- CMC - ARTS - MUSIC

- CONFERENCE/CONVENTION VEHICLE
- PARKING • VISITOR NEEDS

- C** MENTION "REDDING CULTURAL DISTRICT"
- C** STRONG PUBLIC ARTS PROGRAM
- HIGHLIGHT LOCAL ARTISTS!
  - MURALS
  - INSTALLATIONS
  - REDDING CULTURE TRIBES/INDIGENOUS ART AND CULTURE
- LOOK @ LANGUAGE IN DOWNTOWN SPECIFIC TEAM
- WORK WITH SAKURA CO

F CONNECT TO DOWNTOWN  
AS A CORE G.P.

- PHYSICAL CONNECTIONS - ACTIVATION
- USES - REDUCE BARRIERS
- MORE MULTI-MODAL / DISPERSED CONNECTIONS

F LOWER SPEED/ SAFER STREETS

- F2 FILL IN BIKE AND PEDESTRIAN  
GAPS / COMPLETE TRAILS
- F EVACUATION ROUTES/  
REDDING MEMORIAL PARK

COMPATIBLE  
W/ DOWN  
VISION/  
NO OVER  
SAMPLING



# Indigenous Community Listening Session | January 11, 2024



## Attendees

Approximately 50

The majority were Wintu

*Including people from all present day Wintu groups - Wintu, Pit River, Winnemem Wintu, Chickasaw, Colusa, Paiute, Ohlone, Shasta, Hawaiian, Purepecha, Hupa, and non-native*

MIG: Christine Scott Thompson,  
Jose Leal, Daniel Iacofano

Tawaw: Aleks Webster

Tribal Liaison: Kenwani Kravitz

City staff: Jeremy Pagan and Travis Menne

## Key Discussion Themes

- Recognizing past wrongs
- Importance of public access, so there is no fear of trespassing or being blocked by private land
- Visibility of the region as homeland
- Use of language in local signage
- Privacy during ceremonies
- Possible areas of no disturbance for sacred sites (especially possible burial sites)
- Co-stewardship: trimming back vegetation, helping salmon to stabilize population, etc.
- Co-management: greater control in guiding future use
- “Land Back” can mean a variety of things and can be accomplished through a variety of methods with access, co-stewardship and allowable cultural practices

## Redding Riverfront Specific Plan



### Latest News

[SEE ALL](#)

#### COMMUNITY COALITION MEETING #4

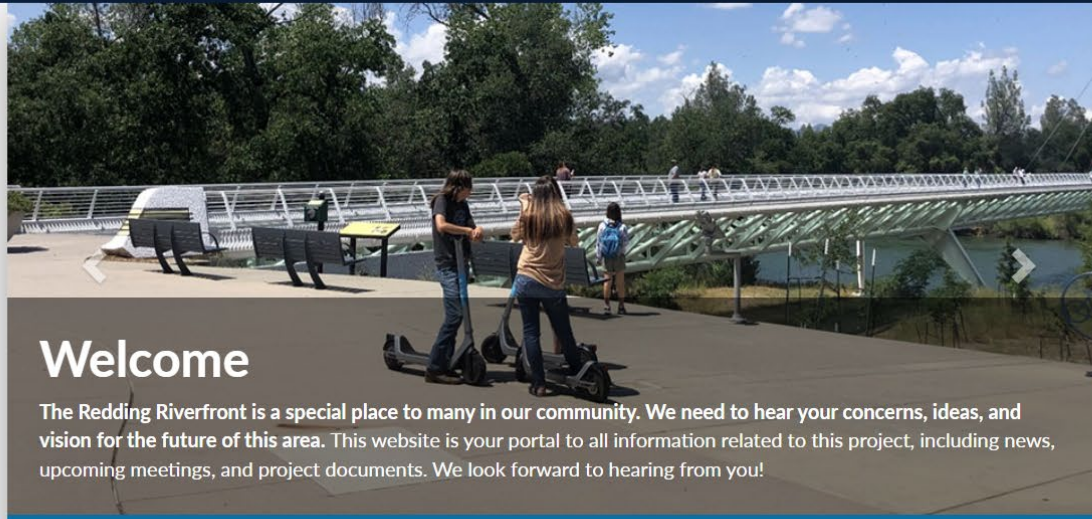
Please join us on Monday, November 20, 2023 at 5:30 pm for Community Coalition Meeting #4. This will be the final Community Coalition meeting.

#### COALITION MEETING #3 COMPLETE

Thank you to all the community members who joined Community Coalition Meeting #3. The meeting recording is now available.

#### COMMUNITY COALITION MEETING #3

Please join us on Monday, November 6, 2023 at 5:30 pm for Community Coalition Meeting #3.



## 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](#)

### Share Your Ideas

[LEARN MORE](#)



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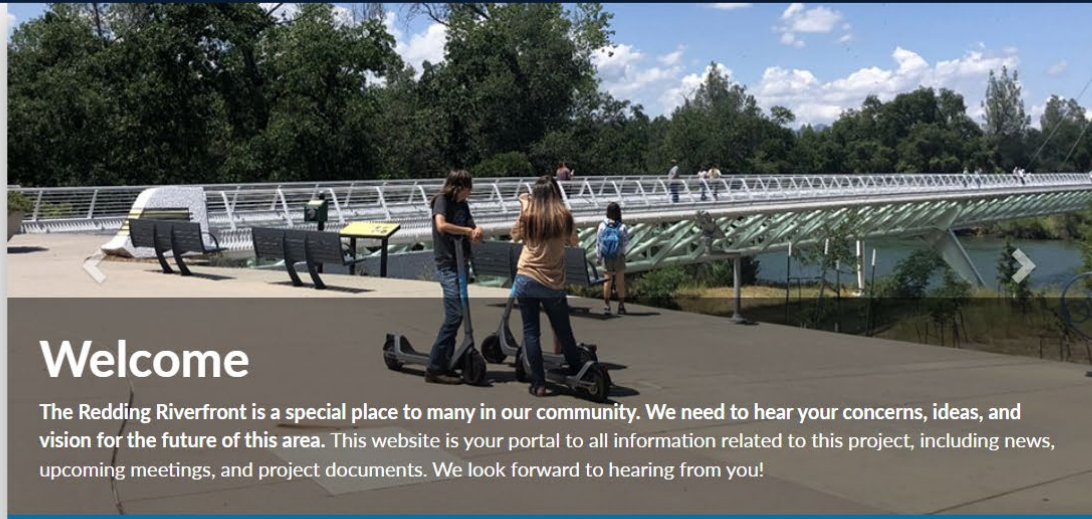
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Documents

[LEARN MORE](#)

Share Your Ideas

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## Redding Riverfront Specific Plan



Search for...

Q

### PUBLIC COMMENTS

We want to hear your ideas and comments regarding the future of the Riverfront area. Listed below are public comments that have been submitted through the website. To submit your public comment visit [Share Your Ideas](#). Public comments are reviewed for appropriate language and will be uploaded to this page on an ongoing basis.

Comments received as scanned letters [can be viewed here](#).

- Subject: Redding rodeo**

November 20th, 2023

Please please please do not get rid of the rodeo grounds. We've been going there since I was a kid and my parents went there when they were kids and now my son has been going there since he was toddler. It's such a great fun family event and the motocross event helps so many local sports teams. And the pow wow is awesome there too. Taking this away would be a disgrace to our city.
- Subject: Plea For the Wild**

November 20th, 2023

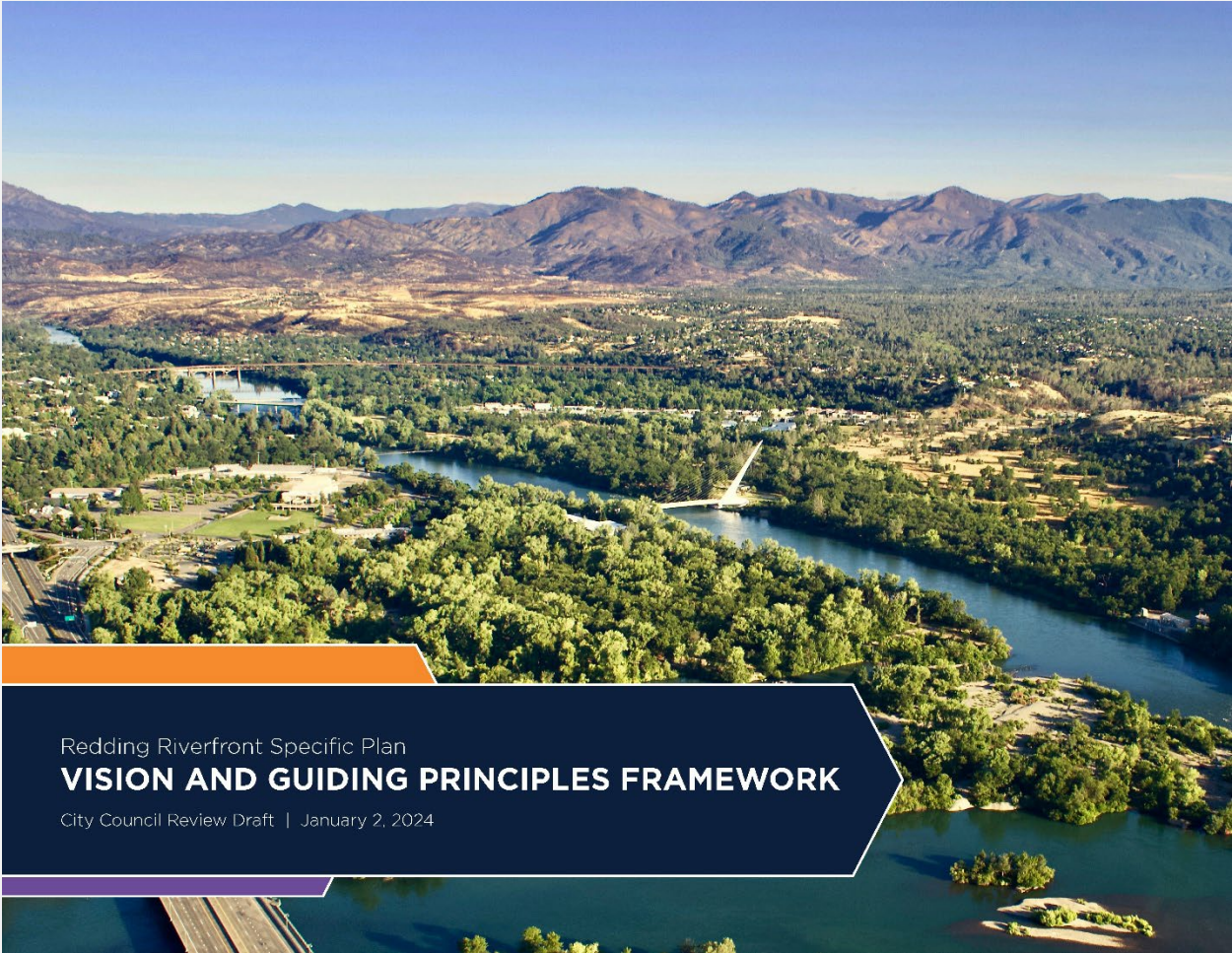
What can never be replaced is the majesty of what Redding's natural open space offers. Imagine a wild portion of the Hudson River in Lower Manhattan.  
Leave Turtle Bay and Turtle Bay East alone, please!
- Subject: Rodeo grounds**

November 19th, 2023

Keep the rodeo grounds in the same spot they are now. If you wish to make it part of your riverfront project then how about some upgrades to those grounds like more seating, shelter stables for the animals and more parking.



# **Vision and Guiding Principles Framework**



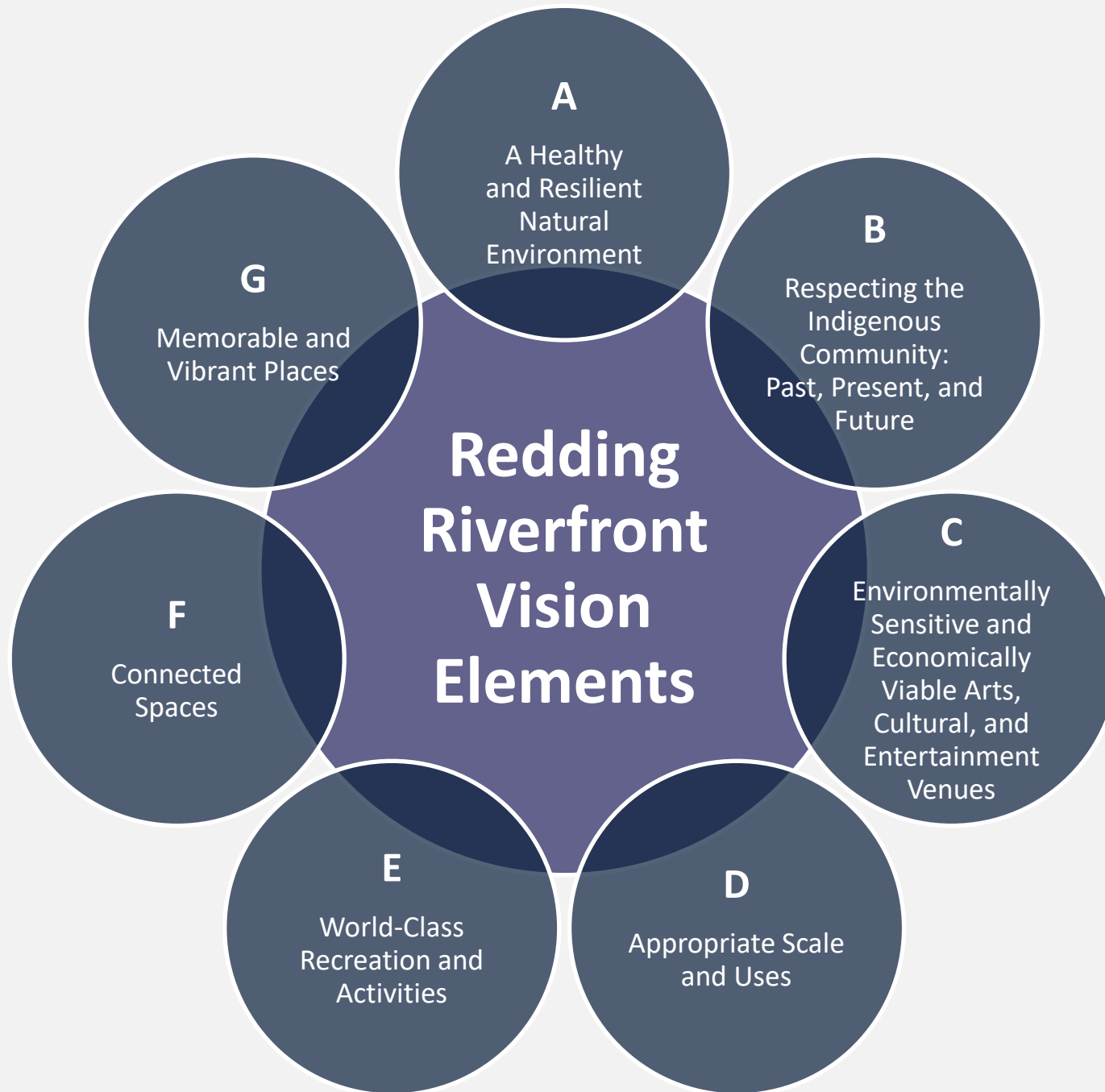
Redding Riverfront Specific Plan  
**VISION AND GUIDING PRINCIPLES FRAMEWORK**

City Council Review Draft | January 2, 2024

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<b>PART I</b>	<b>INTRODUCTION</b> Project Area What Is a Specific Plan? How Will the Community Be Involved? Developing a Vision
<b>PART II</b>	<b>OPEN HOUSES AND DISCUSSIONS</b> Community Open Houses Community Discussions Key Themes: Assets Key Themes: Challenges and Opportunities Key Themes: Vision for the Future
<b>PART III</b>	<b>COMMUNITY COALITION</b> Mission and Charge Membership Meetings
<b>PART IV</b>	<b>VISION AND GUIDING PRINCIPLES</b> A. A Healthy and Resilient Natural Environment B. Respecting the Indigenous Community: Past, Present, and Future C. Environmentally Sensitive and Economically Viable Arts, Cultural, and Entertainment Venues D. Appropriate Scale and Uses E. World-Class Recreation and Activities F. Connected Spaces G. Memorable and Vibrant Places
<b>PART V</b>	<b>NEXT STEPS</b> How the Community Can Stay Involved









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 **statutory and regulatory requirements** for the Riverfront area.



VISION ELEMENT B

# RESPECTING THE INDIGENOUS COMMUNITY: PAST, PRESENT, AND FUTURE







## VISION ELEMENT B

# RESPECTING THE INDIGENOUS COMMUNITY: PAST, PRESENT AND FUTURE

## Guiding Principles

- 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 for creating **Indigenous-owned and -operated cultural centers** and spaces.



VISION ELEMENT C

# ECONOMICALLY VIABLE AND THRIVING ARTS, CULTURAL, AND ENTERTAINMENT VENUES







## ENVIRONMENTALLY-SENSITIVE AND ECONOMICALLY-VIABLE 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 and destinations are designed in such a way that they are **efficient to maintain and operate**, supporting their long-term financial success.
- C.5** Work 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 private 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

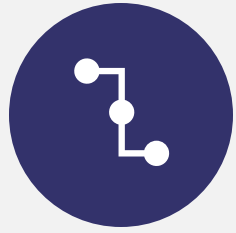






- E.1** Provide additional opportunities for boating, fishing, kayaking, and other **on-the-water activities**.
- E.2** Promote aquatic activities in areas that are **accessible and safe** (e.g., calm water, warmer temperatures, away from boating activities).
- E.3** Promote outdoor activities and **connections to nature** that support health and wellbeing.
- E.4** Leverage the Redding Riverfront as a **“base camp” for outdoor enthusiast** visiting the regions 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

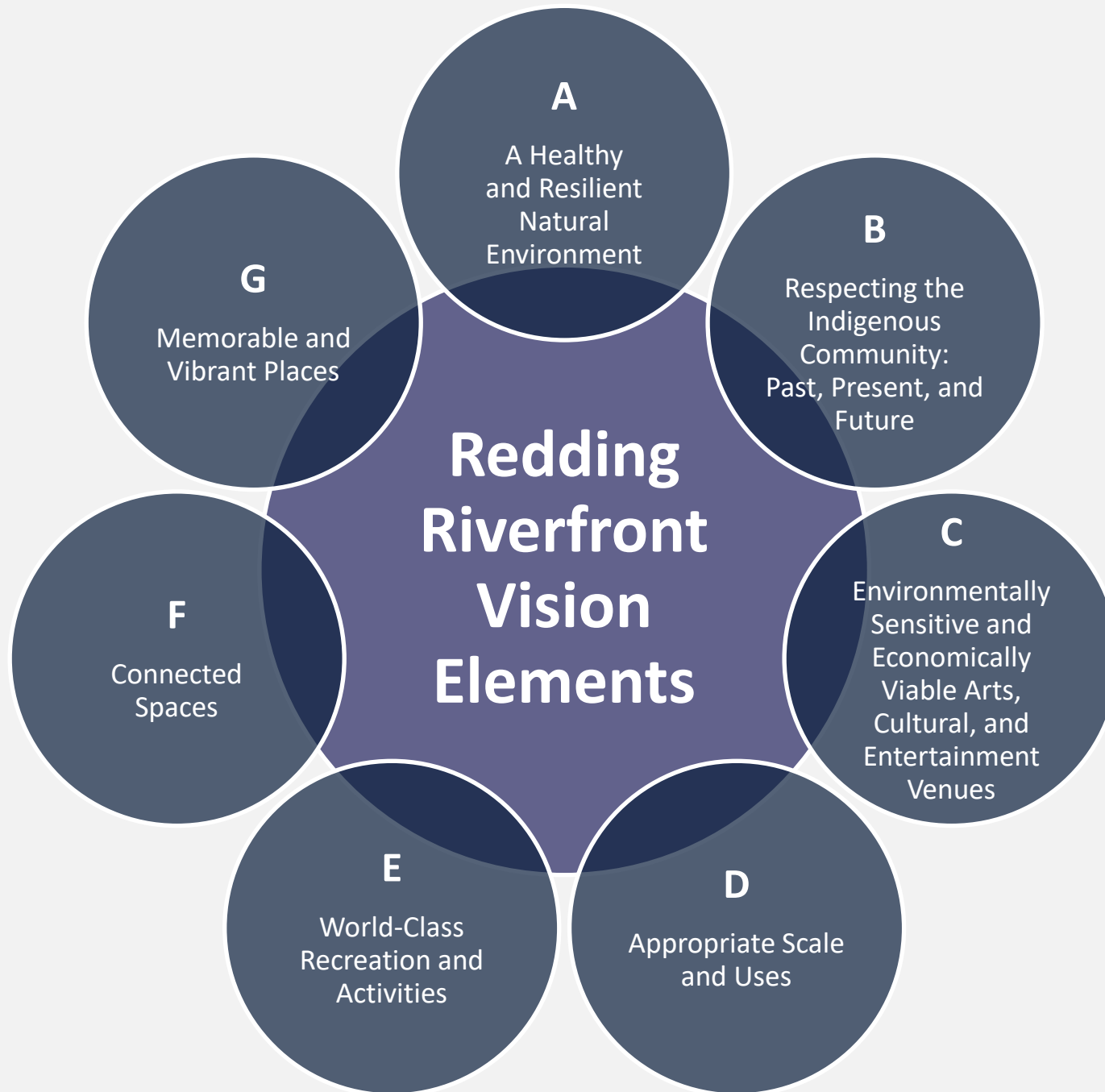
## **MEMORABLE AND VIBRANT PLACES**







- 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 current **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).





# **III. Large Group Polling**

## Testing Initial Planning Ideas

## **IV. Small Group Breakout Sessions**

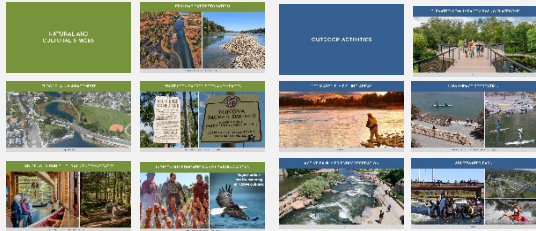
Opportunities for the Northern  
and Southern Riverfront



## Group Question #1

What types of **uses** and **activities** are most appropriate in the **Northern Riverfront**?

# Northern Riverfront Exercise



## Part I

- Go around the group and have everyone identify what **uses or activities they feel are most appropriate** for the Northern Riverfront.
- Glue images in the boxes.
- If multiple people like the same concept, add a ☒ to record a tally.

**NORTHERN RIVERFRONT:** What types of uses and activities are most appropriate in the Northern Riverfront? (Please place image clippings/words in the boxes. And tally checks on the map.)

☒ ☒ ☒

**SOUTHERN RIVERFRONT:** What types of uses and activities are most appropriate in the Southern Riverfront? (Please place image clippings/words in the boxes. And tally checks on the map.)

Please provide additional ideas or suggestions for the Redding Riverfront.

GROUP #: \_\_\_\_\_ DATE: \_\_\_\_\_

REDDING RIVERFRONT COMMUNITY DISCUSSIONS OPPORTUNITIES & ALTERNATIVES

REDDING

## Part II

- Go around the group and discuss **specific locations** for activities or uses in the Northern Riverfront.
- Place stickers directly on the map.



## Part III

- Add any additional group comments/ideas here.



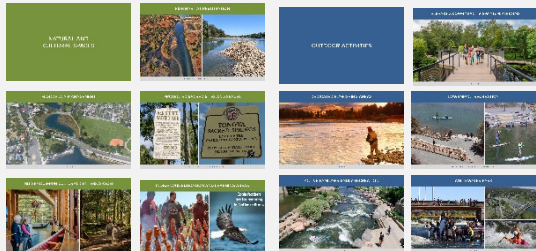
## Group Question #2

What types of **uses** and **activities** are most appropriate in the **Southern Riverfront**?

# Southern Riverfront Exercise

## Part I

- Go around the group and have everyone identify what **uses or activities they feel are most appropriate** for the Southern Riverfront.
- Glue images in the boxes.
- If multiple people like the same concept, add a ☒ to record a tally.



## Part II

- Go around the group and discuss **specific locations** for activities or uses in the Southern Riverfront.
- Place stickers directly on the map.



**NORTHERN RIVERFRONT:** What types of uses and activities are most appropriate in the Northern Riverfront? (Please place image stickers/words in the boxes. And label directly on the map.)

**SOUTHERN RIVERFRONT:** What types of uses and activities are most appropriate in the Southern Riverfront? (Please place image stickers/words in the boxes. And label directly on the map.)

GROUP #: \_\_\_\_\_ DATE: \_\_\_\_\_

Please provide additional ideas or suggestions for the Redding Riverfront.

REDDING RIVERFRONT COMMUNITY DISCUSSIONS OPPORTUNITIES & ALTERNATIVES

REDDING

## Part III

- Add any additional group comments/ideas here.



## **IV. Small Group Breakout Sessions**

Opportunities for the Northern  
and Southern Riverfront

# Group Report Backs

Each group should present their **three big ideas** for both the Northern and Southern Riverfront areas



## V. Next Steps in the Planning Process

# Stay Connected | Visit the Project Website

SCAN ME



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