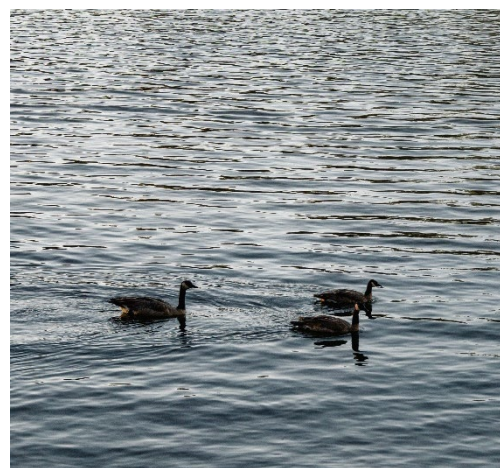
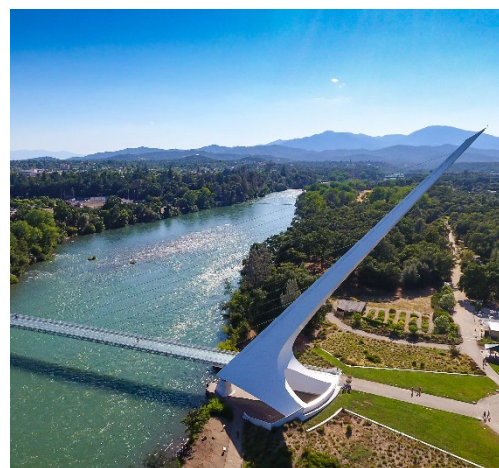




EMERGING REDDING RIVERFRONT CONCEPTS

Redding Riverfront Specific Plan | Community Open House | May 5, 2025





The Redding Riverfront



PROJECT UPDATES

Project Purpose

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

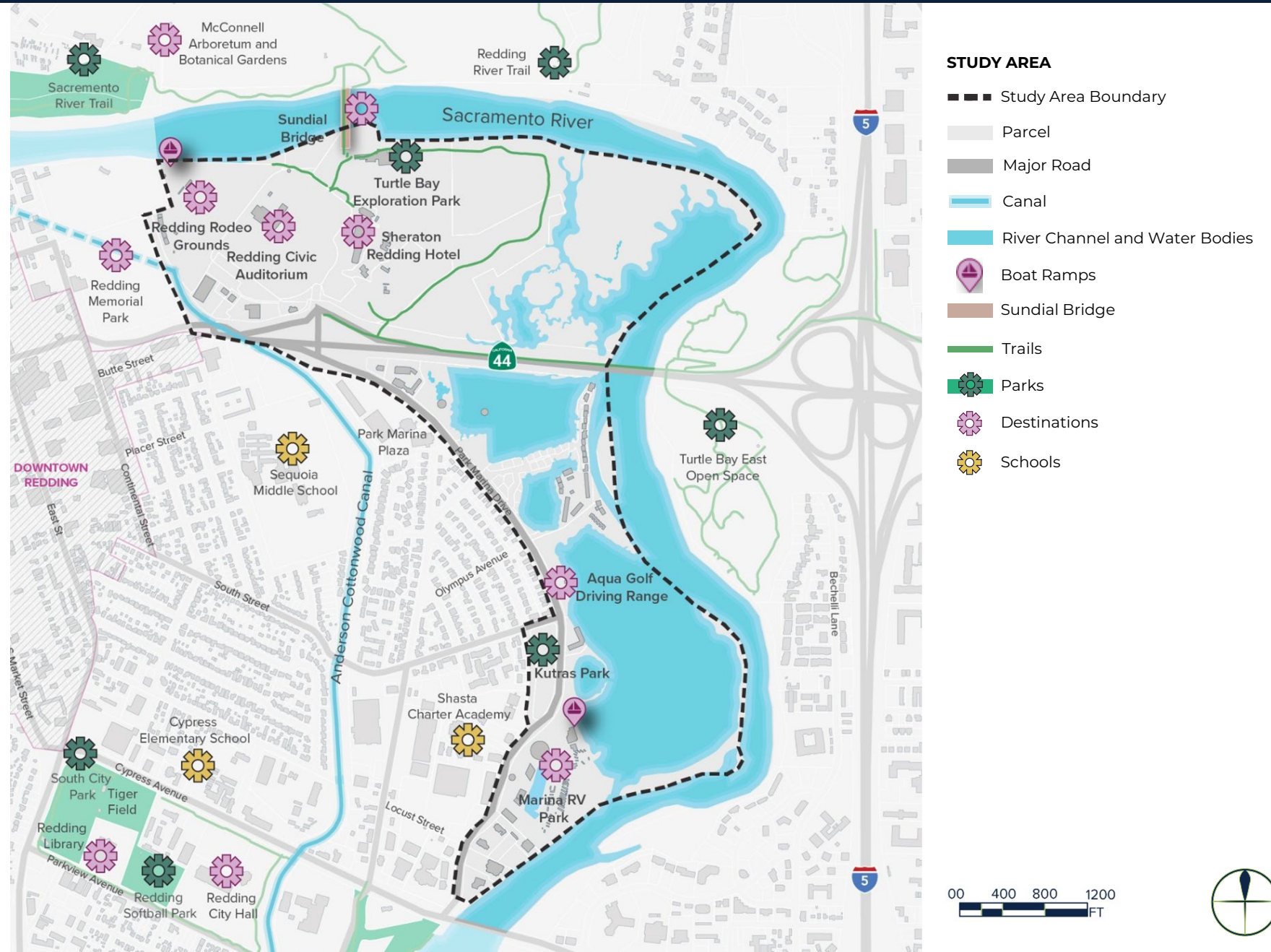
The purpose of this process is to reintroduce the city and community to the river by **creating a long-term vision** for 380 acres of public and private land and water along the Sacramento River.



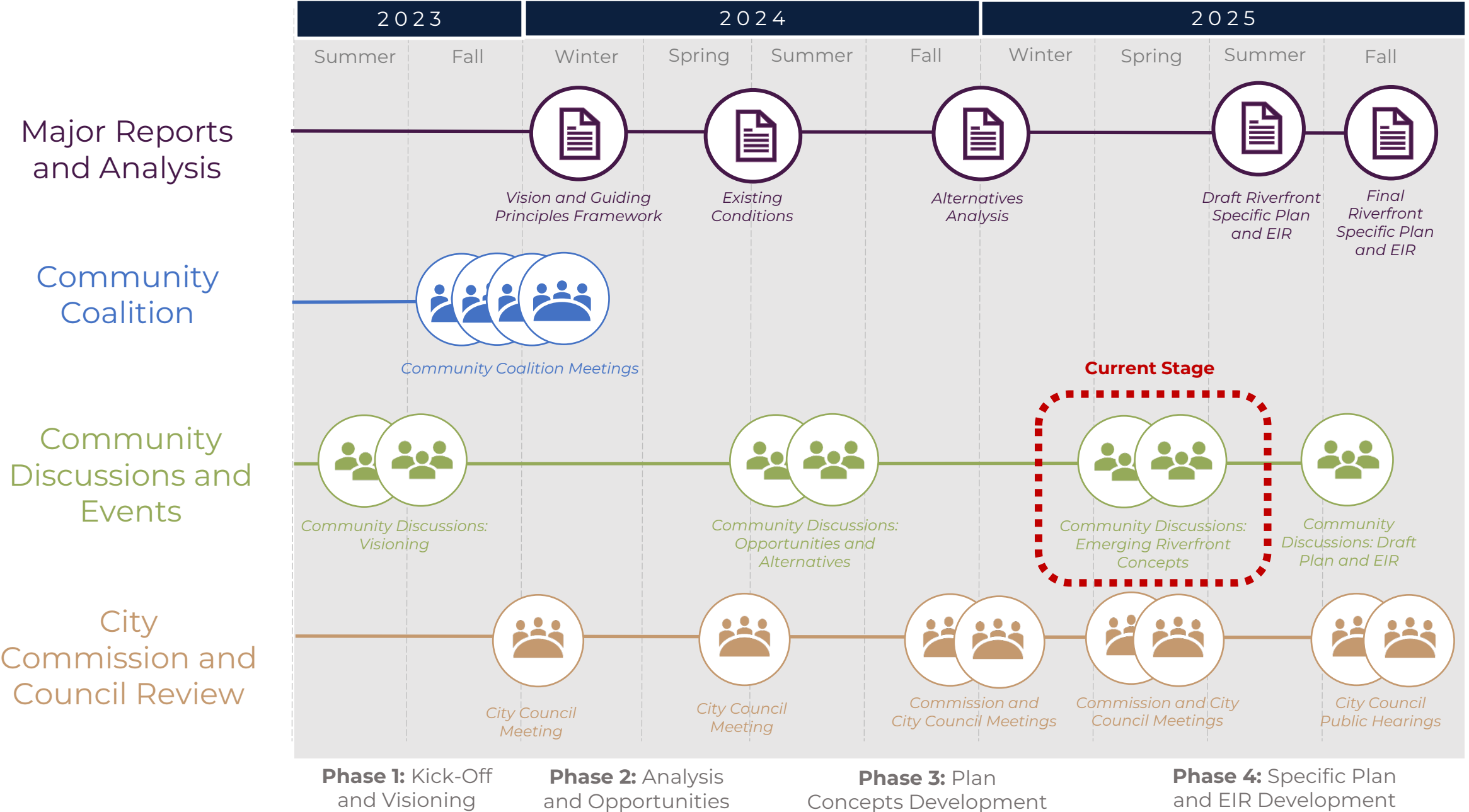
Study Area

The study area includes a range of **public and private property** along the Sacramento River.

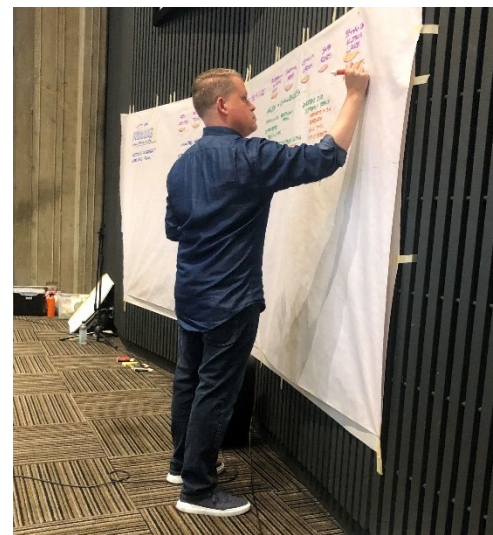
It is generally bounded by the Redding Memorial Park/Park Marina Drive on the west, the Sacramento River on the north and east, and Cypress Avenue on the south.



Project Schedule



Community Open Houses | August 2023



Community Coalition Meetings | October through December 2023





Attendees

Number of 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 and Daniel Iacofano

Tawaw: Aleks Webster

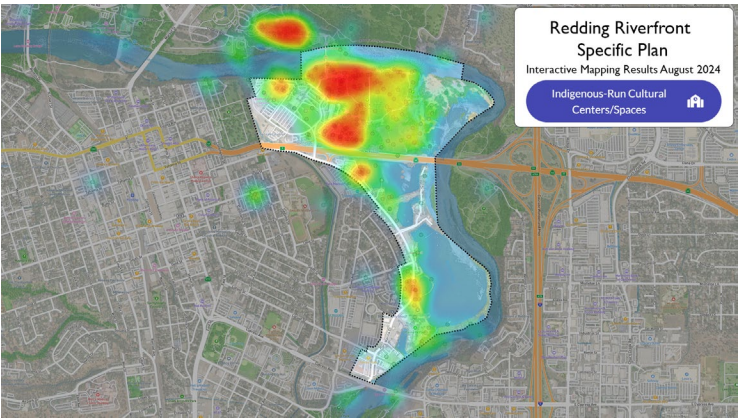
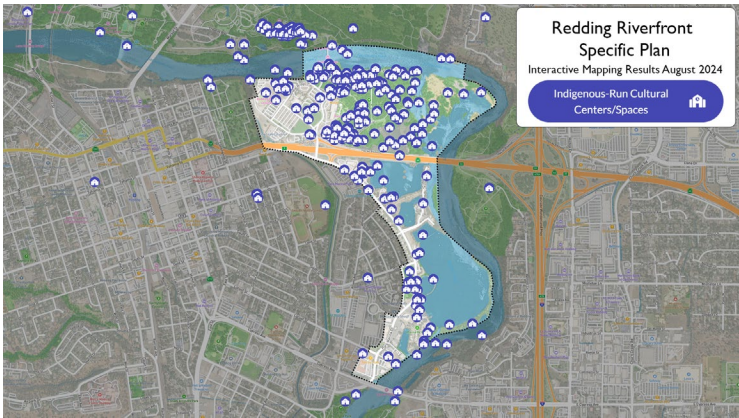
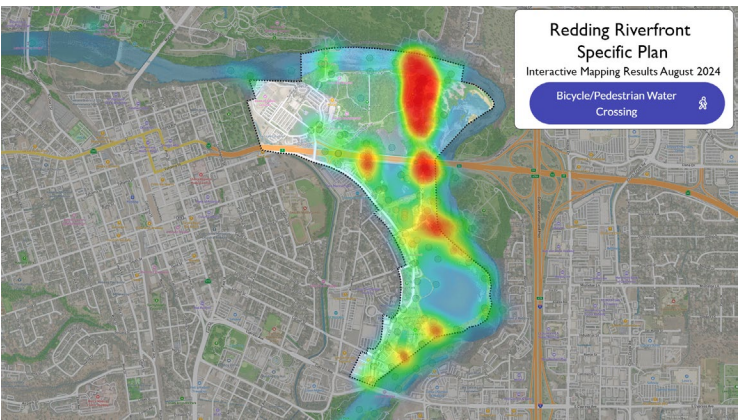
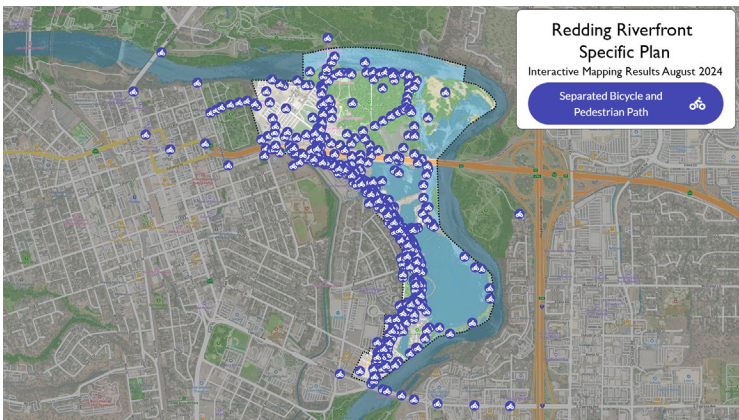
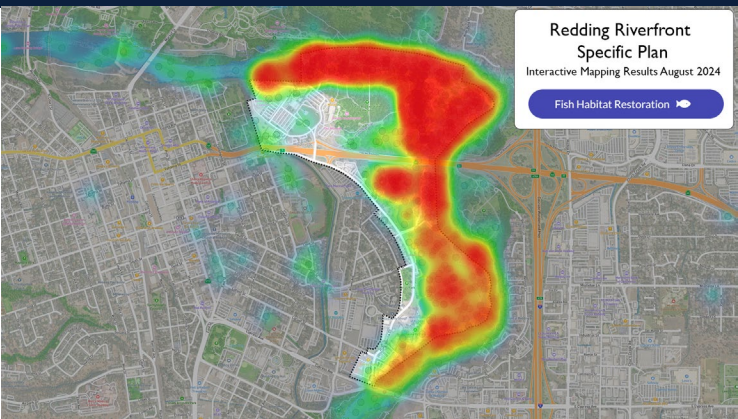
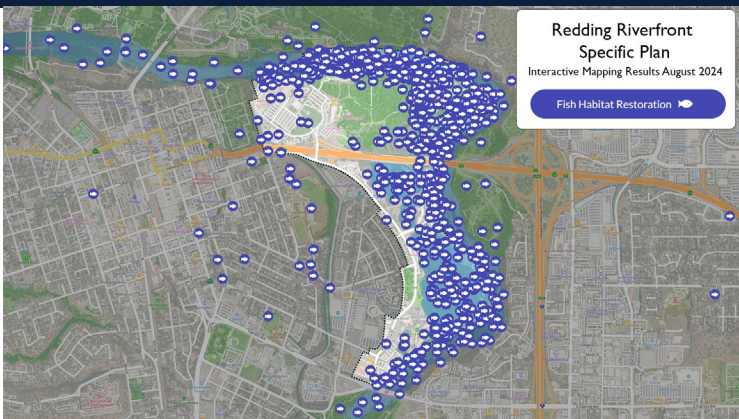
Tribal Liaison: Kenwani Kravitz

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.

Community Discussions: Opportunities and Alternatives | June 2024



Discussions with Community Interest Groups | Ongoing

Advance Redding

Anderson-Cottonwood Irrigation District

Asphalt Cowboys

Audubon Community

Chamber of Commerce

Fishing Community

Flyshop

McConnell Foundation

Northern Riverfront Tenants

North Valley Catholic Social Services (NVCSS)

Redding Rancheria

Redding Rodeo Association

Riverside Eyecare

Shasta Environmental Alliance

Southern Riverfront Property Owners

Southern Riverfront Residents

Turtle Bay

VIVA Downtown

Wintu Members and Tribe



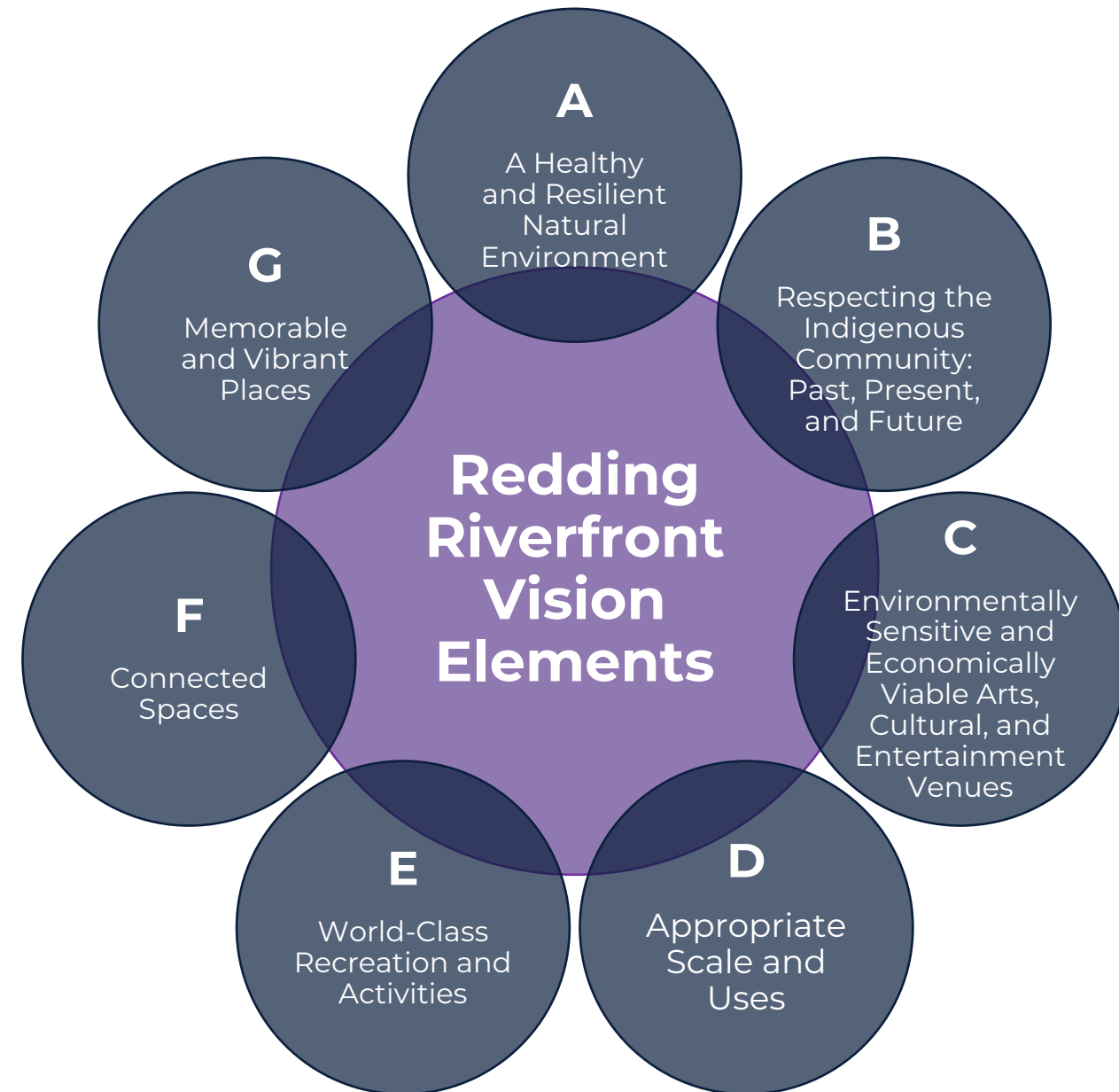
VISION FRAMEWORK

VISION FRAMEWORK 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.

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 seven Vision and Guiding Principles.





VISION ELEMENT A

A HEALTHY AND RESILIENT NATURAL ENVIRONMENT





VISION ELEMENT A

A HEALTHY AND RESILIENT NATURAL ENVIRONMENT

Guiding Principles

- 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

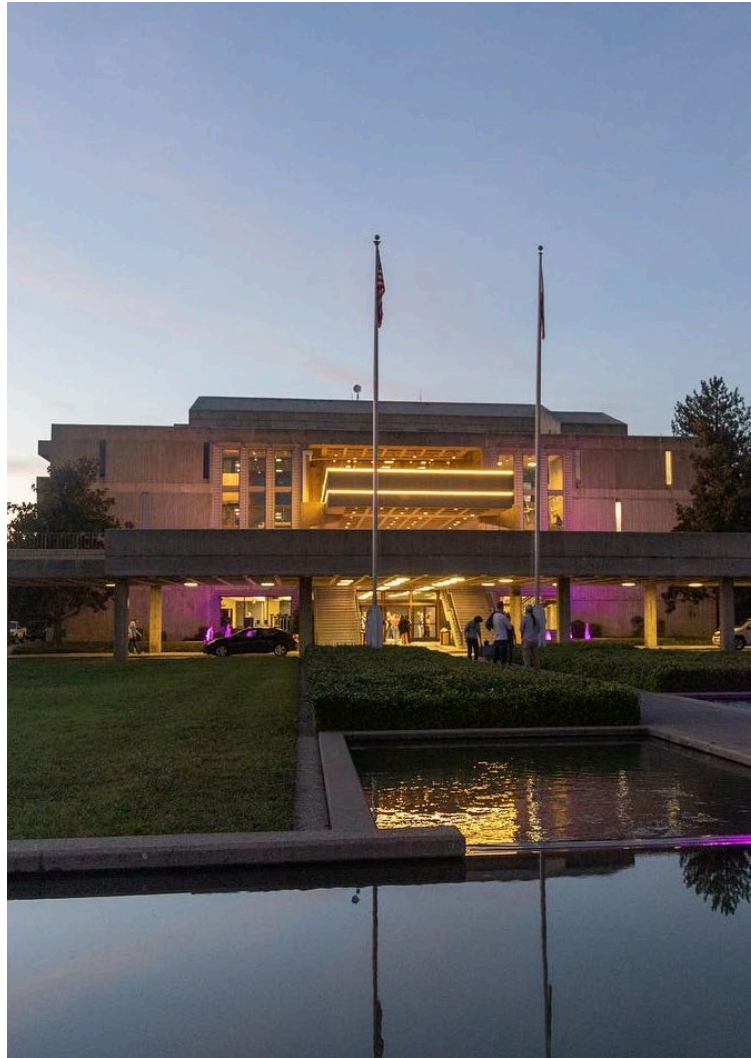
RESPECTING THE INDIGENOUS COMMUNITY: PAST, PRESENT AND FUTURE

- 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





VISION ELEMENT C

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





VISION ELEMENT D

APPROPRIATE SCALE AND USES

Guiding Principles

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



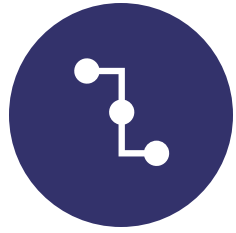


VISION ELEMENT E

WORLD-CLASS RECREATION AND ACTIVITIES

Guiding Principles

- 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





VISION ELEMENT F CONNECTED SPACES

Guiding Principles

- 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





VISION ELEMENT G

MEMORABLE AND VIBRANT PLACES

Guiding Principles

- 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).

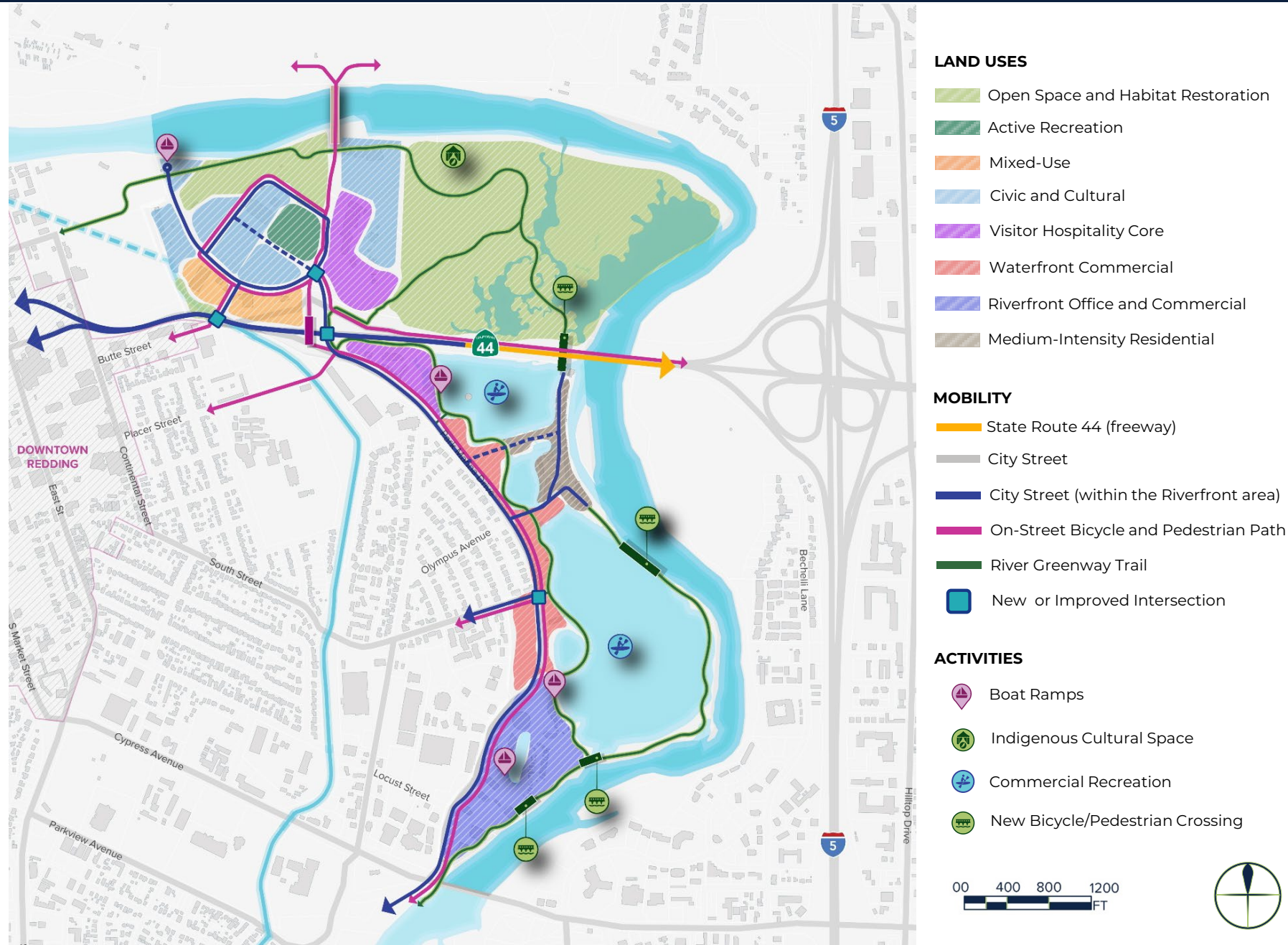
VISION FRAMEWORK DIAGRAM

Land Uses / Mobility / Activities

VISION FRAMEWORK DIAGRAM

The Vision Framework Diagram is a **high-level summary** of emerging preservation, restoration, land use, circulation and activation strategies for the Riverfront area.

It is based on the Vision and Guiding Principles, and **extensive discussions** with the Community Coalition, City leaders, community interest groups, property owners, and Redding residents.



VISION FRAMEWORK DIAGRAM

The diagram includes the following:

Land Uses

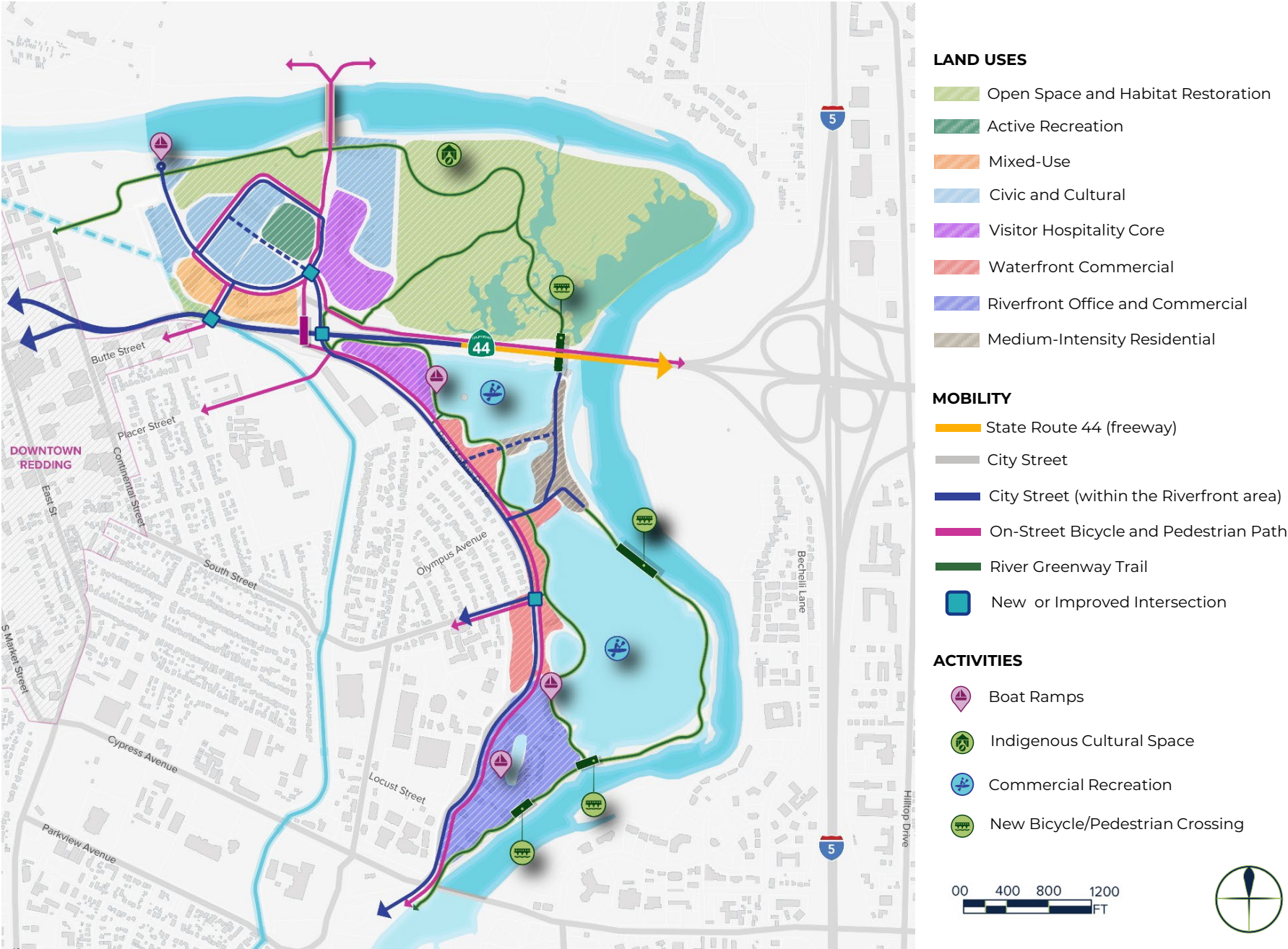
General areas where preservation, restoration, recreation and/or development activities are allowed or not allowed.

Mobility

Changes to the circulation network necessary to improve safety, multi-modal access and circulation.

Activities

Specific areas for key features, amenities and activities.



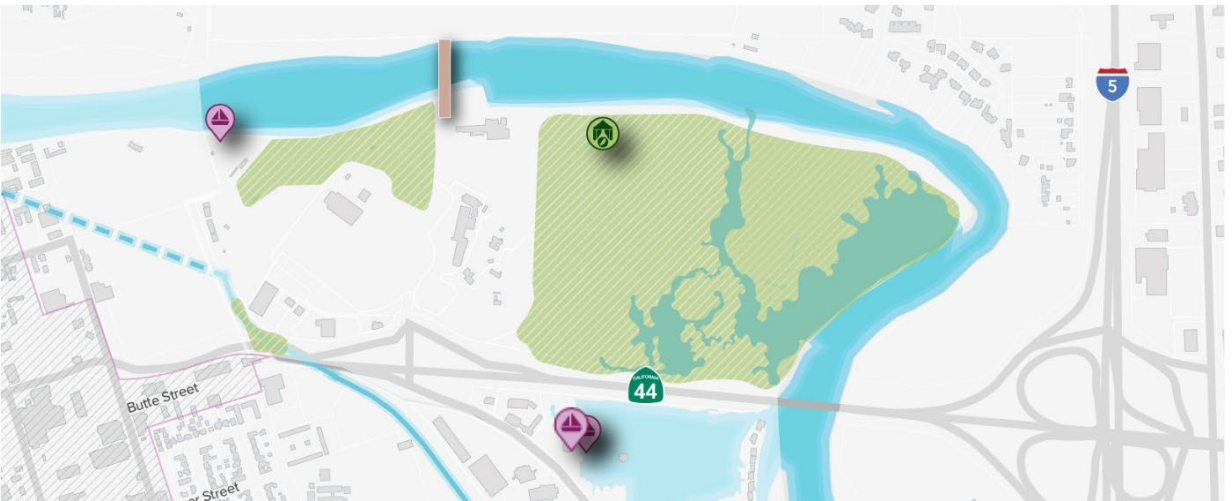
VISION FRAMEWORK DIAGRAM | Open Space and Habitat Restoration

ALLOWED USES

- Intended as a preservation tool – allowed uses are limited to those which are consistent with the undeveloped nature of the lands, such as habitat restoration, passive recreation, and community and sacred gathering spaces.
- Provides corridors for trails, public utilities, streets, and other necessary public improvements.
- Provides areas for floodplain management.

DEVELOPMENT STANDARDS

Density	N/A
Lot Area and Width	N/A
Height	N/A
Setbacks	N/A
Sacramento River Edge	No new buildings or structures within 300 feet of the top of bank of the Sacramento River.



VISION FRAMEWORK DIAGRAM | Active Recreation

ALLOWED USES

- Intended to allow outdoor spaces for large gatherings, active programming and events, and similar uses.
- Allows limited, smaller-scale commercial that is accessory to the recreational use is permitted.

DEVELOPMENT STANDARDS

Density	N/A
Lot Area and Width	N/A
Height	N/A
Setbacks	N/A
Sacramento River Edge	No new buildings or structures within 300 feet of the top of bank of the Sacramento River.



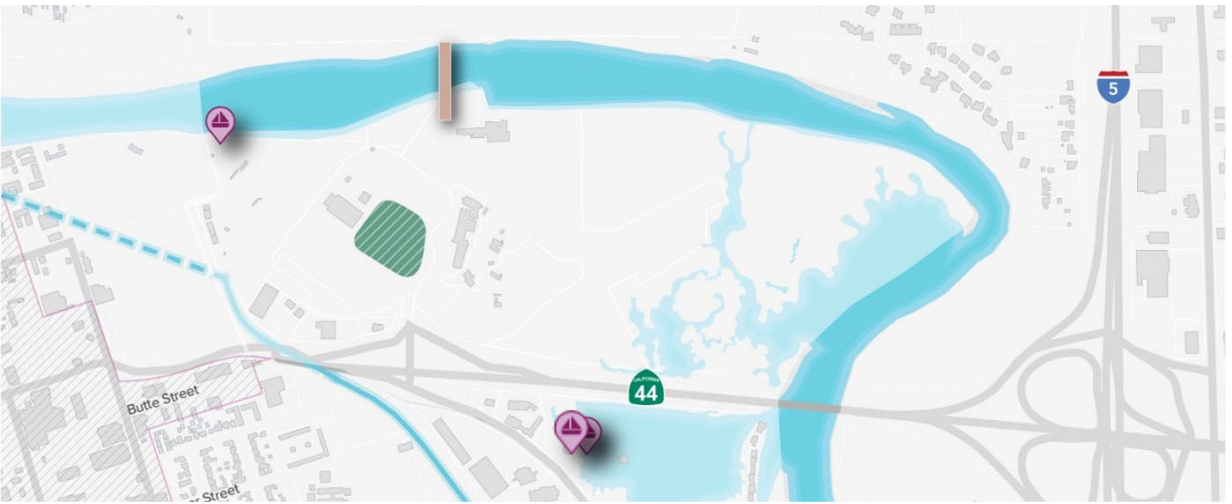
Example



Example



Example



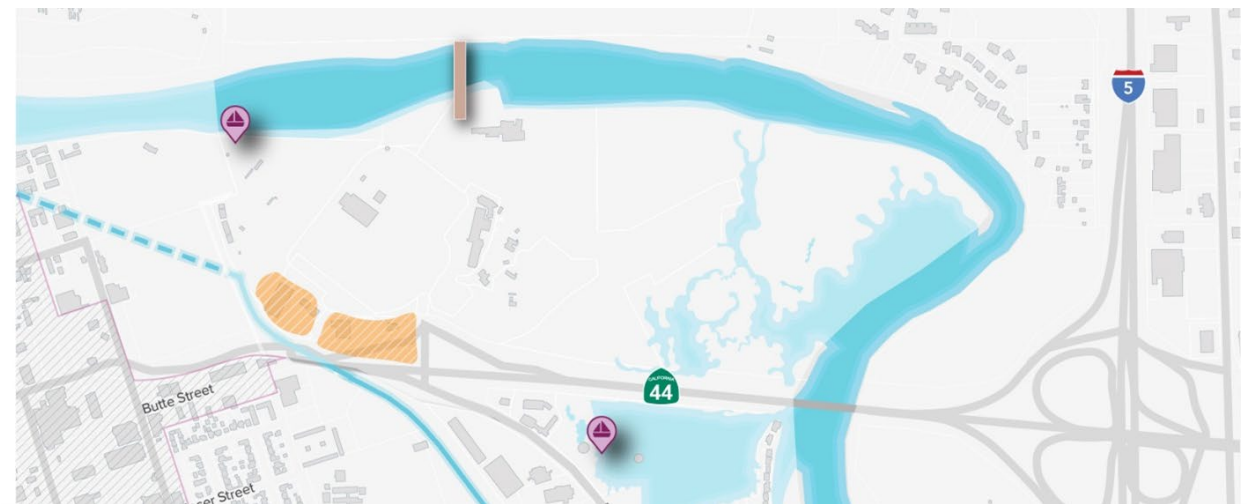
VISION FRAMEWORK DIAGRAM | Mixed-Use

ALLOWED USES

- Provides areas for new neighborhoods with a mix of land uses in a compact pattern to reduce dependency on automobiles, improve air quality, and promote high-quality, interactive communities.
- Ensures an appropriate mix and intensity of uses with a dense concentration of activity in the core and lower densities extending outward.

DEVELOPMENT STANDARDS

Density	10,000 square feet of commercial on the ground floor; 8 dwelling units per acre (residential)
Lot Area and Width	Lot Area: 7,500 square feet (min) Width: 70-80 feet
Height	45 feet
Setbacks	Front: 10 feet; Side and Rear: 10 feet; Corner Side: 10 feet
Sacramento River Edge	No new buildings or structures within 300 feet of the top of bank of the Sacramento River.



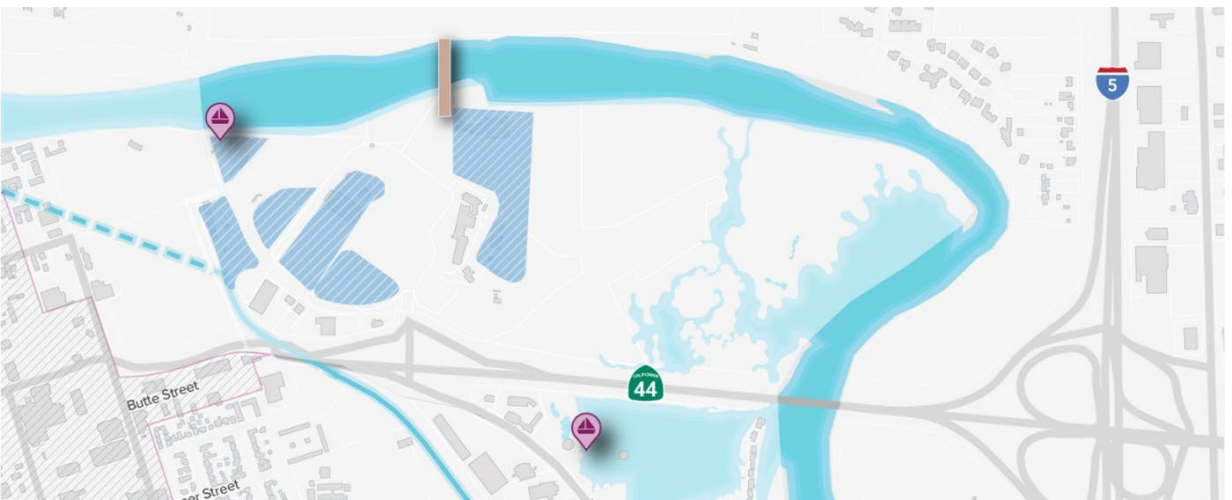
VISION FRAMEWORK DIAGRAM | Civic and Cultural

ALLOWED USES

- Provides a dedicated space for major public civic, arts, cultural, and sports venues that serve the needs of the Redding community and visitors.
- Allows flexibility for activities to be located both within buildings and outdoors, depending on the type and format of the event.

DEVELOPMENT STANDARDS

Density	Sized to host approximately 8,000 person events.
Lot Area and Width	N/A
Height	75 feet for main structure, 90 feet for articulation.
Setbacks	Minimum 20 feet.
Sacramento River Edge	No new buildings or structures within 300 feet of the top of bank of the Sacramento River.



VISION FRAMEWORK DIAGRAM | Visitor Hospitality Core

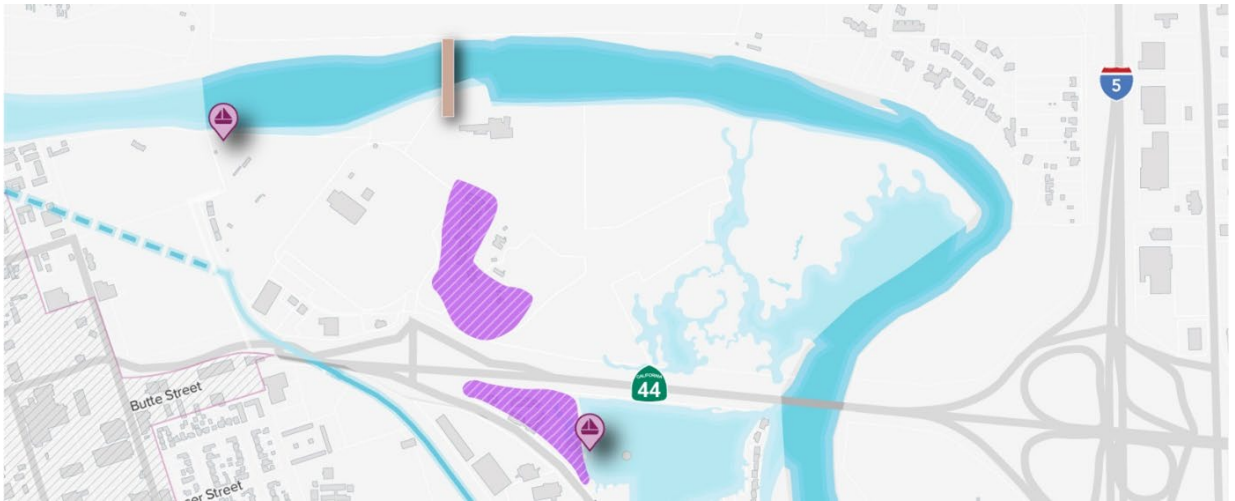
ALLOWED USES

- Provides space for visitor centers, hotels and lodging, restaurants, and smaller conference facilities, supported by accessory retail uses.



DEVELOPMENT STANDARDS

Density	Maximum Building Size: 60,000 square feet
Lot Area and Width	Lot Area: 7,500 square feet (min) Width: 70-80 feet
Height	45 feet (max)
Setbacks	Front: 15 feet; Side and Rear: None (unless buffer yard is required); Corner Side: 10 feet
Sacramento River Edge	No new buildings or structures within 300 feet of the top of bank of the Sacramento River.



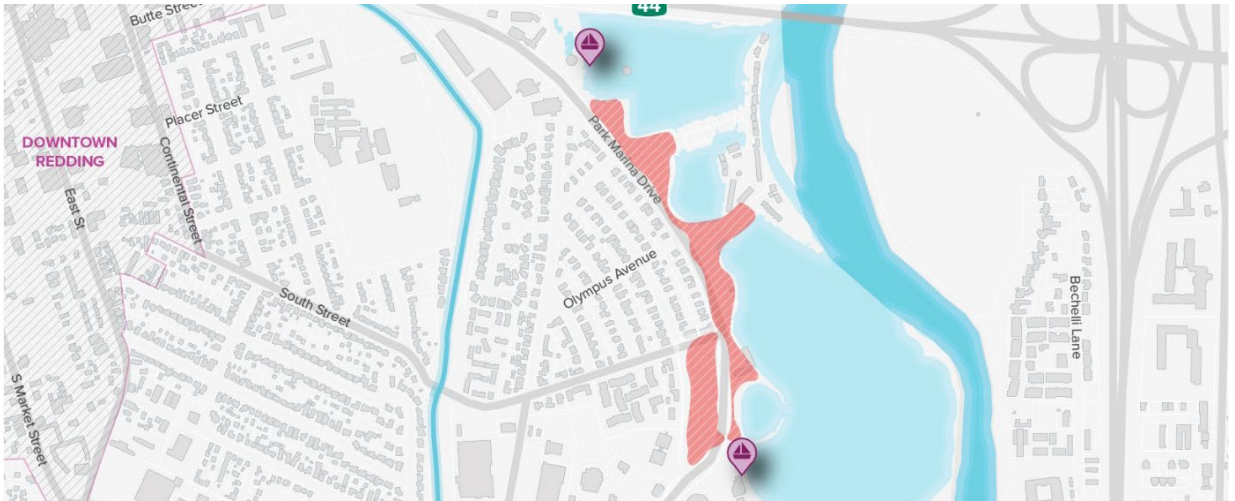
VISION FRAMEWORK DIAGRAM | Waterfront Commercial

ALLOWED USES

- Provides space for professional office, retail, service commercial, and sit-down restaurant uses with appropriate and compatible accessory uses.
- Allows rest homes, nursing homes, daycare facilities, religious, educational, cultural, and public utility uses.
- Requires smaller-scale development given parcel sizes and depths.

DEVELOPMENT STANDARDS

Density	4,000 square feet (min) to over 30,000 square feet (max, with a permit)
Lot Area and Width	Lot Area: 7,500 square feet (min) Width: 70 feet
Height	50 feet (max)
Setbacks	Front: 10 feet; Side and Rear: 10 feet; Corner Side: 10 feet
Sacramento River Edge	No new buildings or structures within 150 feet of the top of bank of the Sacramento River.



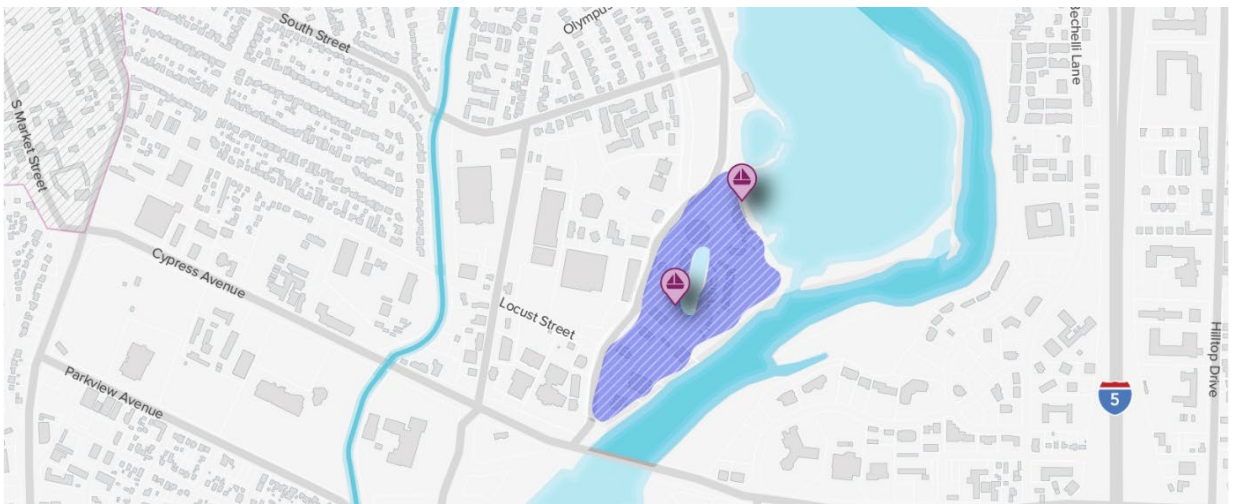
VISION FRAMEWORK DIAGRAM | Riverfront Office and Commercial

ALLOWED USES

- Provides space for retail stores, offices, personal-services, financial, sit-down restaurant, and personal services uses with appropriate and compatible accessory uses.
- Allows private schools, day-care facilities, convalescent hospitals, religious, educational, cultural, and public utility uses.
- Allows larger-scale development given parcel sizes and depths.

DEVELOPMENT STANDARDS

Density	Maximum Building Size: 60,000 square feet
Lot Area and Width	Lot Area: 7,500 square feet Width: 70 feet Corner Width: 80 feet
Height	45 feet (max)
Setbacks	Front: 15 feet; Side and Rear: none; Corner Side: 10 feet
Sacramento River Edge	No new buildings or structures within 150 feet of the top of bank of the Sacramento River.



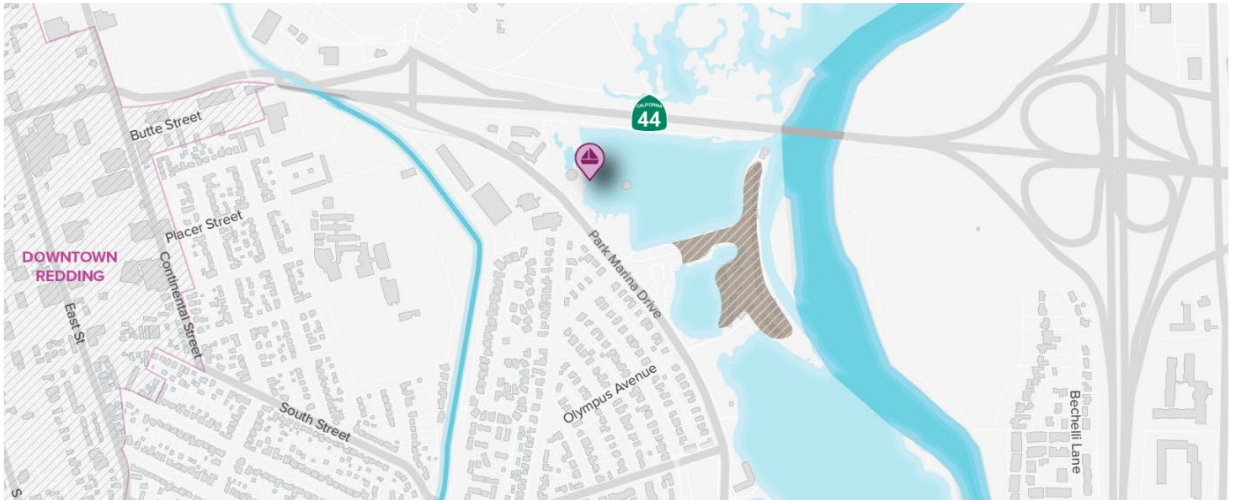
VISION FRAMEWORK DIAGRAM | Medium Intensity Residential

ALLOWED USES

- Provides space for multiple-family housing ranging from townhouses to apartments. *Note that this is an existing use already within the Riverfront area.*

DEVELOPMENT STANDARDS

Density	10 dwelling units per acre (max)
Lot Area and Width	Lot Area: 10,000 square feet Width: 80 feet Lot Coverage: up to 70 percent
Height	45 feet (max)
Setbacks	Front: 15 feet; Side: 5-10 feet; Rear: 10 feet; Corner Side: 15 feet
Sacramento River Edge	No new buildings or structures within 150 feet of the top of bank of the Sacramento River.



NORTHERN RIVERFRONT CONCEPTS

Habitat Restoration / Passive Recreation / Indigenous Cultural Space /
Civic and Cultural Venues Area / Community Sports, Cultural and Arts District / Highway 44 Redesign

STRATEGIES

- Work with local Wintu tribes, environmental scientists, biologist and Federal/State agencies to complete fish and wildlife habitat restoration projects in the Northern Riverfront.
- Ensure these projects focus on the removal of invasive species and bringing back native plant and animal species to the area.

EXAMPLES

Mill Creek Habitat Restoration	Formed a partnership between the Confederated Tribes of the Umatilla Indian Reservation, the City of Walla Walla, and landowners to rewater 31 miles of Mill Creek and support passage for threatened summer steelhead and bull trout to upstream habitat.
Saw Mill River	Created and restored aquatic habitats, including tidal pools, freshwater pools, and riparian plantings.
Red Cliff Wetlands Restoration	Restored and protected wetland areas to maintain critical wildlife habitat, meet watershed goals, and contribute to the region's overall ecological health.

Mill Creek Habitat Restoration – Walla Walla, WA



Example

NORTHERN RIVERFRONT | Habitat Restoration

Saw Mill River Restoration – Westchester County, NY



Red Cliff Wetlands Restoration – WI



Example

Example

STRATEGIES

- Create an interconnected network of low-impact trails, bridges, walkways and viewing platforms along the Sacramento River and through natural areas in the Northern Riverfront.
- Create a series of unique destinations for people to rest, view nature and the river, and increase connections to the natural environment.

EXAMPLES

Chattahoochee
Nature Center

Included 27 acres of woodland and wetland trails, a Nature Center, and a river boardwalk with rehabilitated animals along the route.

* Similar facilities currently exist in the Study Area

Chattahoochee Nature Center – Roswell, GA



Example

NORTHERN RIVERFRONT | Passive Recreation

Chattahoochee Nature Center – Roswell, GA



NORTHERN RIVERFRONT | Indigenous Cultural Space

STRATEGIES

- Create a dedicated space within the Northern Riverfront, adjacent to the Sacramento River, that can be used by the Wintu people for:
 - a. Prayer, reflection, healing and remembrance.
 - b. Land-based language, engagement, and education.
 - c. Access and revitalization of river lifeways.
 - d. Art making, storytelling, and visibility.
 - e. Other activities.

EXAMPLES

The Squamish Lil'wat Cultural Centre

Created a space to share cultural knowledge, inspire understanding, and facilitate respect amongst all people. The building was designed to evoke the longhouses of the Squamish people and the Istken (traditional earthen pit house) of the Lil'wat people with a modern architectural interpretation.

Redding Rodeo Grounds – Redding, CA



Existing Event

NORTHERN RIVERFRONT | Indigenous Cultural Space

The Squamish Lil'wat Cultural Centre – Vancouver, BC



Example



Example

NORTHERN RIVERFRONT | Civic and Cultural Venues Area

This graphic depicts an initial **high-level concept** for the Northern Riverfront.

The updated Specific Plan will provide guidance on land uses, activities, programs, development standards and design guidelines.

Actual future projects proposed on either public or private property will be reviewed by the City for consistency with the updated Specific Plan.



STRATEGIES

- Consolidate civic and cultural venues in the core of the Northern Riverfront to provide a greater buffer from the Sacramento River and to create more efficient operations.
- Focus on maintaining the current (2025) event capacity of approximately 5,000 to 8,000 person events, but in new or remodeled facilities that allow for modernization, better programming, and additional types of events and activities (recreational sports tournaments).

EXAMPLES

Tahoe Blue Event Center

Included an indoor multi-use arena with a capacity of 5,000 that can host a variety of concerts, sporting events (e.g., tournament sports, minor league hockey team) and civic events.

Ford Idaho Center

Hosts the annual Snake River Stampede, considered one of the nation's top rodeos.

* Similar facilities currently exist in the Study Area

Tahoe Blue Event Center – Stateline, NV



Example

NORTHERN RIVERFRONT | Civic and Cultural Venues Area

Ford Idaho Center – Nampo, ID



Heartland Events Center – Grand Island, NE

Margaret Court Areana – New York, NY



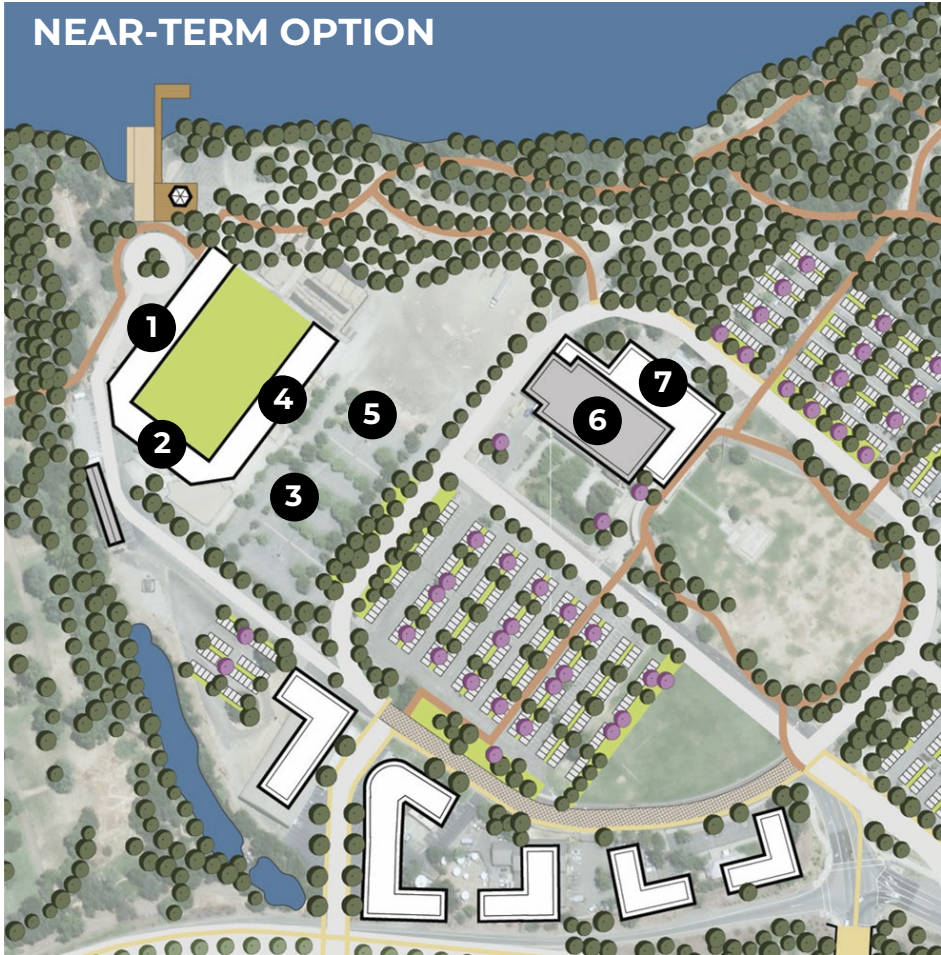
Example

Example

NORTHERN RIVERFRONT | Civic and Cultural Venues Area



EXISTING



NEAR-TERM OPTION

- LEGEND**
- 1. Grandstand improvements with increased seating over chutes and pens.
 - 2. Enhanced vendor and spectator promenade.
 - 3. Temporary Rodeo livestock area.
 - 4. VIP/Heritage Club over rough stock chutes.
 - 5. RV Hookups to support Rodeo and other events.
 - 6. Civic Auditorium interior enhancements.
 - 7. New entrance lobby and concession area.

Key Aspects of This Option . . .

COST AND TIMING

- Lower initial costs for focused improvements to both facilities.
- Would require improvements to outdated infrastructure under the current Rodeo.

PROGRAM FOR VENUES

- Keeps the same programming for the Rodeo.
- Allows the Civic Auditorium to expand meeting space.

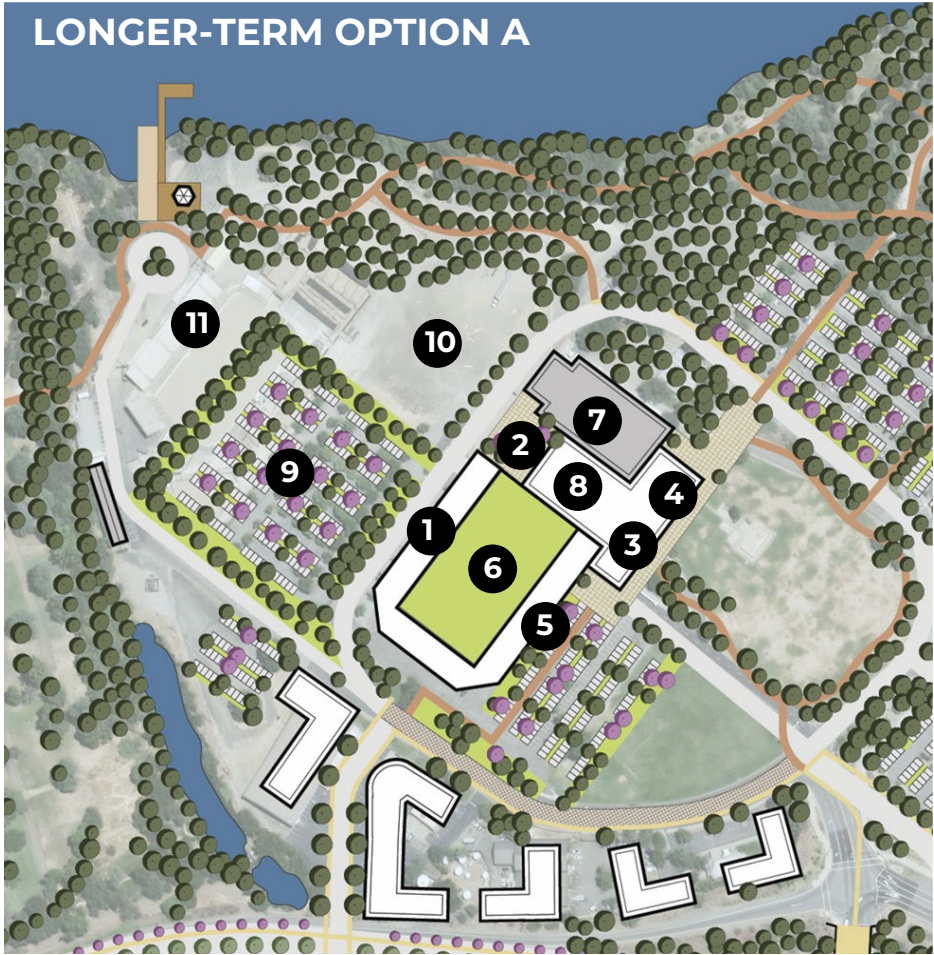
DEVELOPMENT FOOTPRINT

- Maintains the existing development footprint.
- Provides some opportunities for habitat restoration along the river.

NORTHERN RIVERFRONT | Civic and Cultural Venues Area



EXISTING



LONGER-TERM OPTION A

LEGEND

1. Grandstand.
2. Shared Space.
3. Clubhouse
4. Heritage Center
5. Concessions and Restrooms
6. New 150' x 300' Area.
7. Civic Auditorium interior enhancements.
8. New entrance lobby, concession area, and flexible 40,000 square foot event center.
9. Temporary Rodeo livestock area.
10. RV Hookups to support Rodeo and other events.
11. Reserve space (recovered land from current Rodeo operations).

Key Aspects of This Option ...

COST AND TIMING

- Would be a more significant investment in a new outdoor Rodeo/Concert venue.
- Would include significant public infrastructure (roads, utilities, etc.)

PROGRAM FOR VENUES

- Allows for a modern/competitive Rodeo set-up.
- Allows flexible and expanded event programming.

DEVELOPMENT FOOTPRINT

- Reduces the overall development footprint for the area.
- Provides significant opportunities for habitat restoration along the river.

NORTHERN RIVERFRONT | Civic and Cultural Venues Area

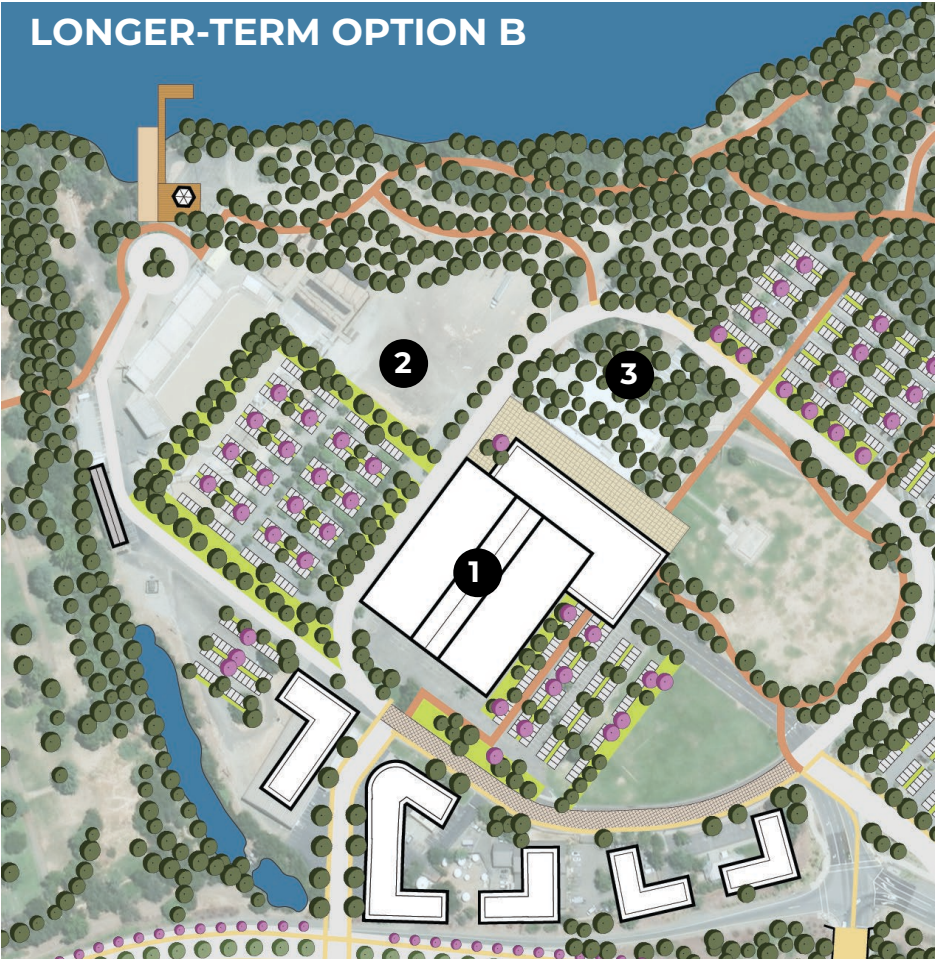


EXISTING

Key Aspects of This Option ...

COST AND TIMING

- Would be a more significant investment in an entirely new event venue.
- Would include significant public infrastructure (roads, utilities, etc.)



LONGER-TERM OPTION B

PROGRAM FOR VENUES

- Allows for a modern, competitive and highly flexible venue.
- Allows expanded indoor programming, including sports events and larger concerts.

DEVELOPMENT FOOTPRINT

- Reduces the overall development footprint for the area.
- Provides significant opportunities for habitat restoration along the river.

LEGEND

1. New multi-use and multi-function event venue. The new facility could include a retractable roof or opening wall to allow both indoor and outdoor events.
2. Reserve space (recovered land from current Rodeo operations).
3. Increased open space due to the consolidation of uses in a new facility.

NORTHERN RIVERFRONT | Civic and Cultural Venues Area

The table below identifies current programming for existing facilities (e.g., Rodeo Stadium, Civic Auditorium, Lawn) and anticipated new capacity for the Near-Term and Long-Term options. As shown in the table, modernized/consolidated facilities allow for better types of events while keeping the overall program numbers largely the same (5,000 to 8,000 person events).

Use/Activity	Existing Facilities	Near-Term Option Focused Upgrades	Long-Term Option A Separate Facilities	Long-Term Option B Single Multi-Use Facility
Rodeo	5,000 people	6,000 – 6,500 people	8,000 people new shared multi-use outdoor stadium	7,000 – 8,000 people new multi-use arena
Outdoor Concerts	8,000 people lawn area	8,000 people lawn area		
Civic Auditorium	2,000 people seated only 2,400 people seated + standing	2,000 people seated only 2,400 people seated + standing	2,000 people seated only 2,400 people seated + standing	
Conference	5,000 square feet located on the ground floor of the current Civic Auditorium	5,000 square feet located on the ground floor of the current Civic Auditorium	45,000 square feet 5,000 in Civic + 40,000 in conference expansion	45,000 square feet as part of the new multi-use arena facility

NORTHERN RIVERFRONT | Community Sports, Cultural and Arts District

STRATEGIES

- Establish a “Riverfront Consortium” to manage all planning and operations within the Northern Riverfront to:
 - a. Ensure the City maintains land ownership and operational control over the Northern Riverfront.
 - b. Include representatives from the City, Rodeo, Civic, Tribal Liaison, Turtle Bay, Sheraton, tenants, public agencies, and other partners.
 - c. Coordinates decisions around events, programming, maintenance, operations, parking management, infrastructure improvements, security, marketing, public relations, and other activities.

EXAMPLES

Garland Cultural Arts District	Manages a range of facilities and provide economic development and enhances the quality of life for Garland residents.
Tacoma Venue and Events	Manages Tacoma's venues and supports a vibrant and thriving cultural sector, community and region.
Denver Arts and Venues	Operates the region’s facilities, including Red Rocks Amphitheatre, Denver Performing Arts Complex, and Theatre at Loretto Heights.

Garland Cultural Arts District – Garland, TX



- 1. Plaza Theatre, 521. W State Street - Public parking is available at the Downtown Square, Oaks and City Hall Parking Garages and after hours at the Central Library and Senior Center.
- 2. Central Library, 625 Austin Street - Parking is available for library patrons during normal business hours. After hours, the parking lot is open to the public.
- 3. Oaks at Fifth Street Parking Garage, 351 N. Fifth Street - Public parking is available on the lower level.
- 4. Granville Arts Center, 300 N. Fifth Street - Parking is available to Granville Arts Center patrons during normal business hours and performances.
- 5. City Hall Parking Garage, 200 N. Fifth Street - Public parking is available at all times.
- 6. City Hall, 200 N. Fifth Street - Public parking is available in the City Hall Parking Garage and adjacent spaces along Fifth and State streets.
- 7. Downtown Square, 520 W. State Street - Public parking is available around the square. Additional parking can be found along Main and State streets.
- 8. Senior Center, 600 W. Avenue A - Parking is available to Senior Center patrons during normal business hours. After hours, the parking lot is open to the public.

NORTHERN RIVERFRONT | Highway 44 Redesign

This graphic depicts an initial **high-level concept** for the Northern Riverfront. The updated Specific Plan will provide guidance on land uses, activities, programs, development standards and design guidelines. Actual future projects proposed on either public or private property will be reviewed by the City for consistency with the updated Specific Plan.



STRATEGIES

- Create a new “boulevard street” with improved vehicle, transit, bicycle, and pedestrian access between the Northern and Southern Riverfront, and to Downtown.
- Include a second entrance/intersection into the Northern Riverfront to improve visitor access and public safety.
- Create opportunities for mixed-use buildings fronting the redesigned street to support economic development in an area that is away from the Sacramento River.

EXAMPLES

Amador Causeway	Includes a three-mile causeway that offers the scenic views of the city with dedicated bicycle paths and a promenade.
Richenbacker Causeway	Includes a landscaped median and separated bicycle and pedestrian facilities to improve mobility and safety.

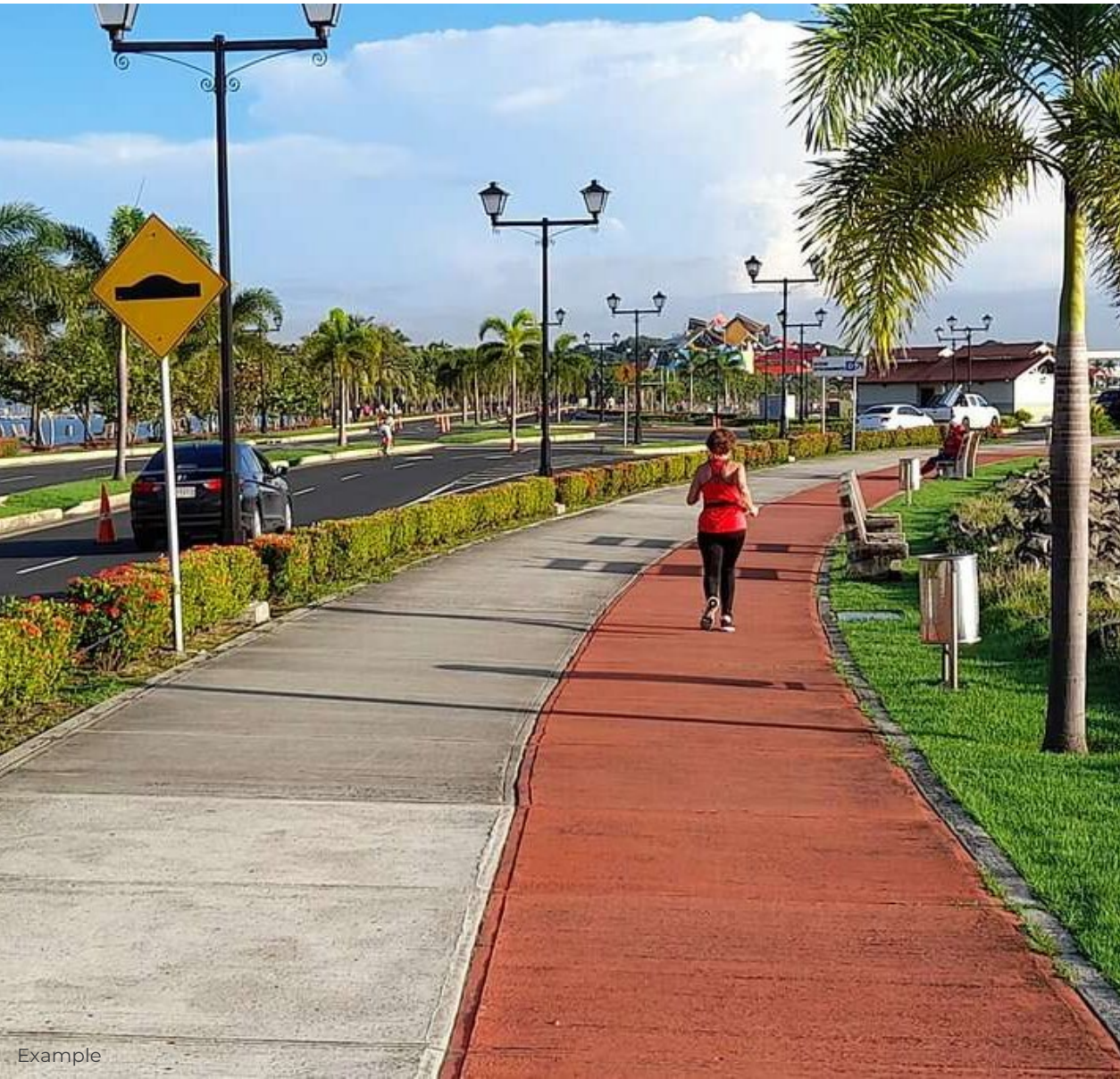
Highway 44 – Existing Design



Existing Condition

NORTHERN RIVERFRONT | Highway 44 Redesign

Amador Causeway – Panama City, Panama



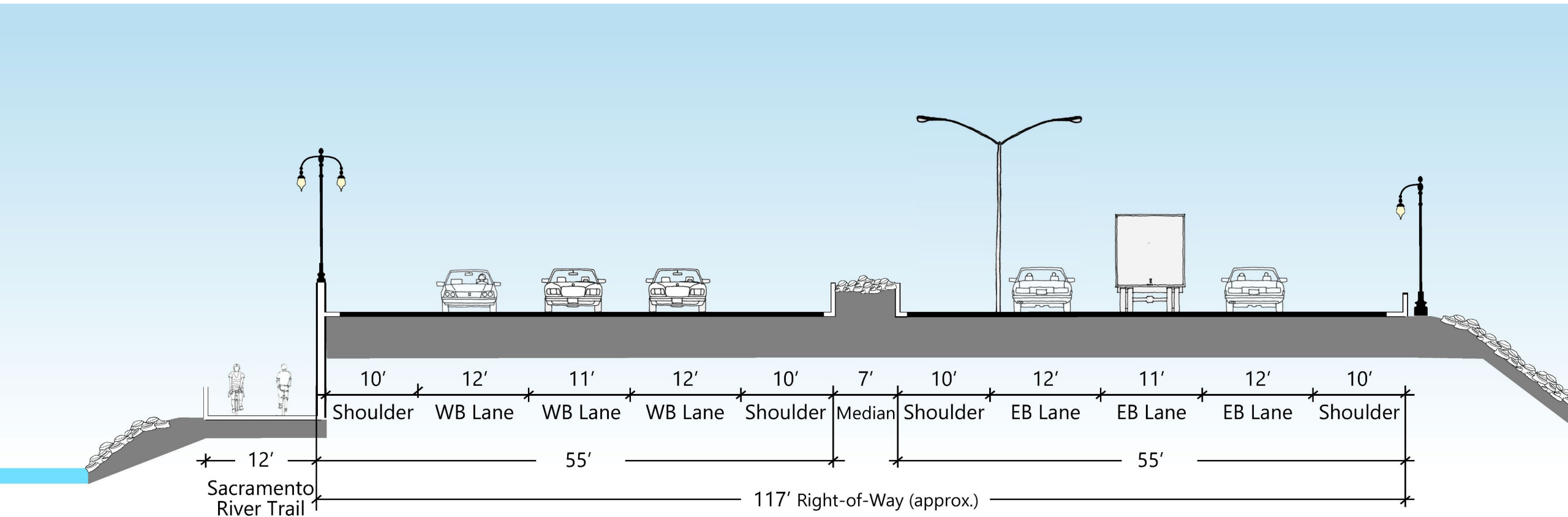
Example

Richenbacker Causeway- Miami, FL

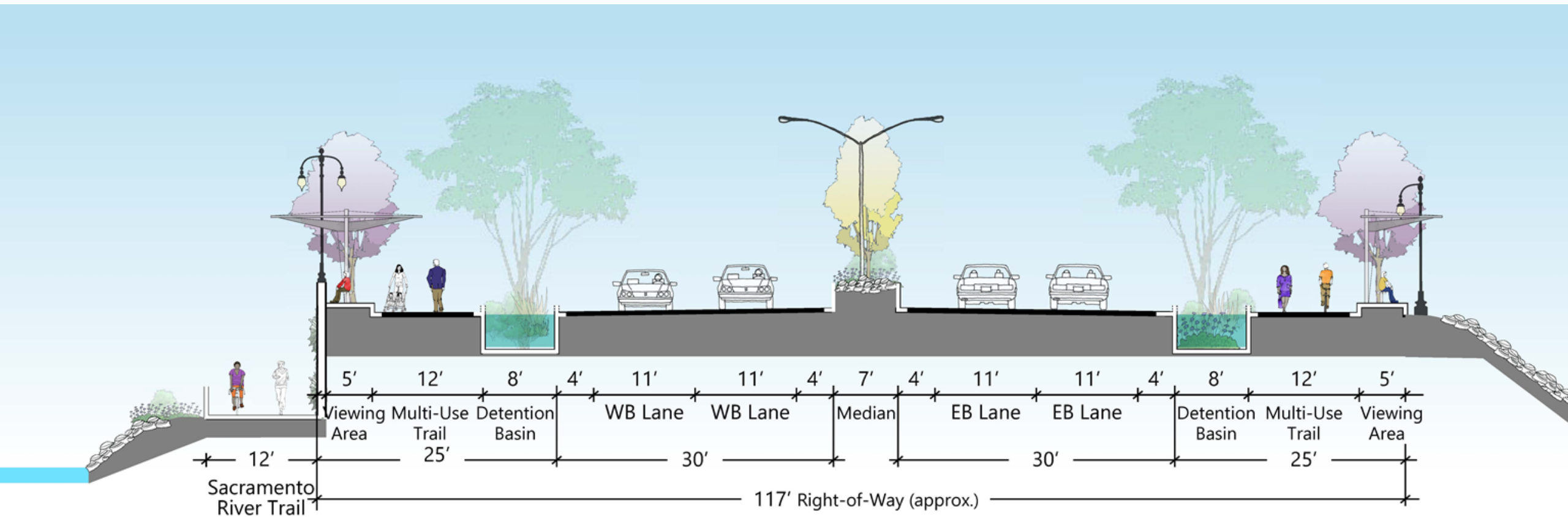


Example

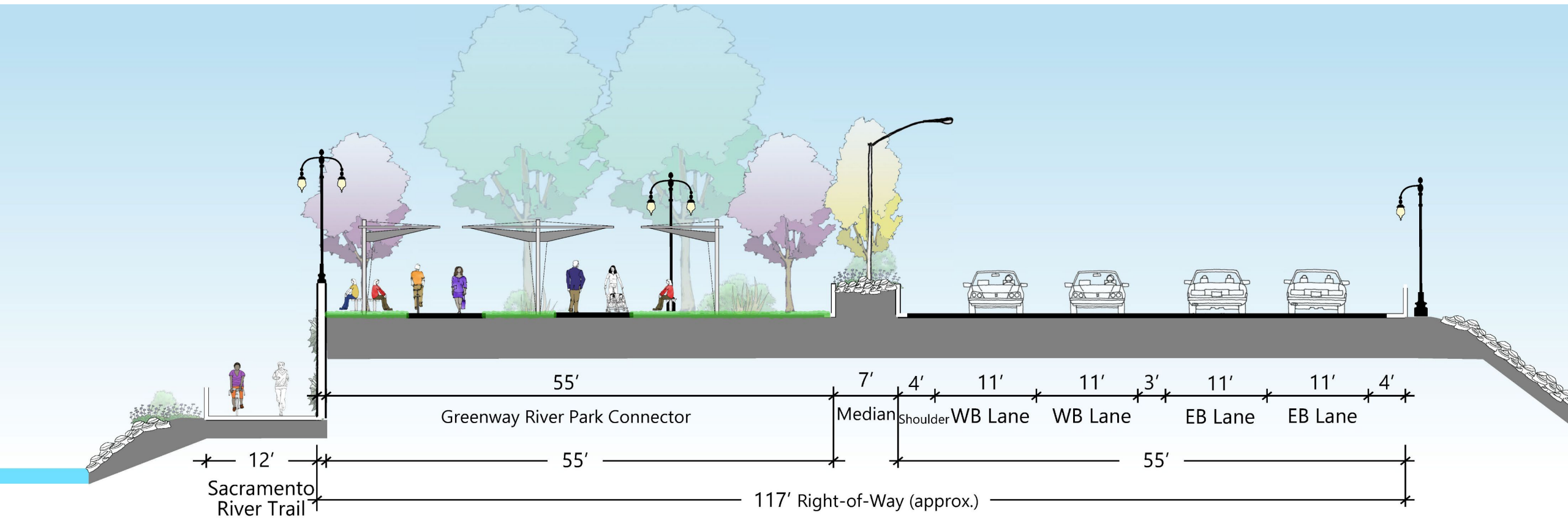
EXISTING STREET DESIGN
Elevated Bridge Portion of Highway 44, Looking East



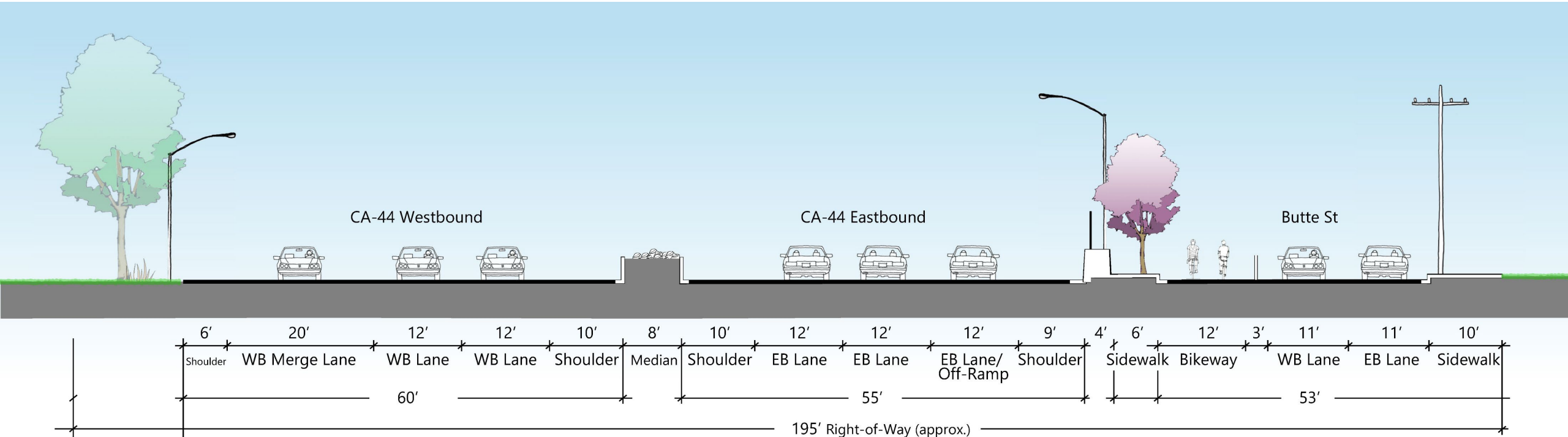
ALTERNATIVE A: MULTI-USE TRAIL
Elevated Bridge Portion of Highway 44, Looking East



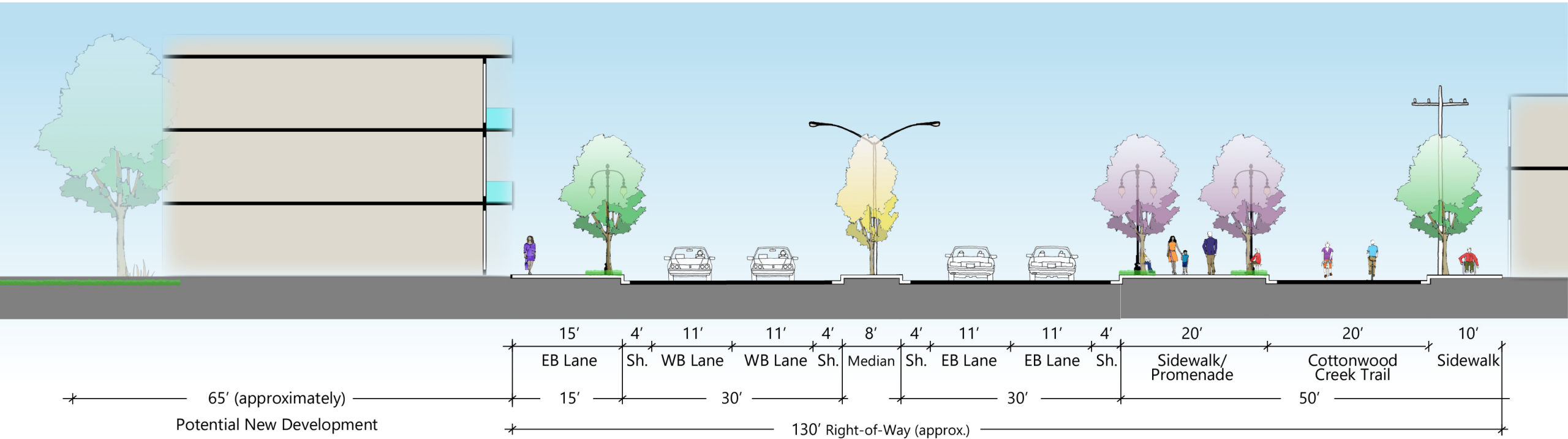
ALTERNATIVE B: GREENWAY RIVER PARK CONNECTOR
Elevated Bridge Portion of Highway 44, Looking East



EXISTING STREET DESIGN
Near the ACID Canal, Looking East



ALTERNATIVE C: BOULEVARD CONCEPT
Near the ACID Canal, Looking East



SOUTHERN RIVERFRONT CONCEPTS

Riverfront Uses / Commercial Recreation / River Greenway Trail / Park Marina Drive Redesign

SOUTHERN RIVERFRONT | Riverfront Uses

This graphic depicts an initial **high-level concept** for the Southern Riverfront.

The updated Specific Plan will provide guidance on land uses, activities, programs, development standards and design guidelines.

Actual future projects proposed on private property will be reviewed by the City for consistency with the updated Specific Plan.



SOUTHERN RIVERFRONT | Riverfront Uses

STRATEGIES

- Encourage “water-oriented” development that helps build a strong relationship with the lakes and river through strategically proposed uses, visual and physical connections.
- Create new clusters of commercial (retail and office) or community-oriented uses fronting the lakes that benefit the local economy and support the integration of the riverfront into the existing public realm of the City.
- Require low-impact buildings and open spaces that sensitively respond to the unique character of the area and include connections to the lakes and Sacramento River.

EXAMPLES

Old Mill District

Created a mixed-use development that features a diverse selection of retail, dining, and entertainment.

Old Mill District – Bend, OR



STRATEGIES

- Provide varied active and passive recreational activities for all users on or along the river.
- Increase opportunities for the community to enjoy the river as a resource.
- Ensure that the proposed activities support and enhance the river's natural habitat.

EXAMPLES

Lake Britton

Includes a variety of on-water activities like swimming, boating, wakeboarding, water skiing, kayaking and fishing.

Lake Britton – Shasta County, CA



Example

SOUTHERN RIVERFRONT | River Greenway Trail

STRATEGIES

- Create a separated bicycle and pedestrian trail that helps connect people with the Sacramento River and natural environments*.
- Encourage the River Greenway Trail to connect to key commercial and dining destinations in the Southern Riverfront.

EXAMPLES

American River Parkway (Jedediah Smith Memorial Trail)	Includes a 32-mile trail from Folsom to Old Sacramento along the American River.
Tahoe Lake Trail	Includes a trail network that connects North Shore communities, businesses and recreational activities along Lake Tahoe.
Deschutes River Trail	Includes a trail loops around the river while connecting to pathways located within the Old Mill District, providing opportunities for walking, cycling and a range of outdoor activities.

* Similar facilities currently exist in the Study Area

American River Parkway – Sacramento County, CA



Example

SOUTHERN RIVERFRONT | River Greenway Trail

Tahoe Lake Trail – North Shore, Tahoe, CA



SOUTHERN RIVERFRONT | River Greenway Trail

Deschutes River Trail – Bend, OR



Example



Example

SOUTHERN RIVERFRONT | Park Marina Drive Redesign

STRATEGIES

- Improve safety and enhance the street environment along Park Marina Drive.
- Expand transit, bicycle and pedestrian infrastructure.
- Strategically design the streetscape respond to the lower-scale residential neighborhoods along the western side and commercial/office uses along the eastern side of Park Marina Drive (sidewalk widths, frontage, landscaping elements, etc.).

EXAMPLES

Diestelhorst to
Downtown

Created a key multi-modal connection between the Riverfront area and Downtown Redding through the creation of protected bicycle lanes.

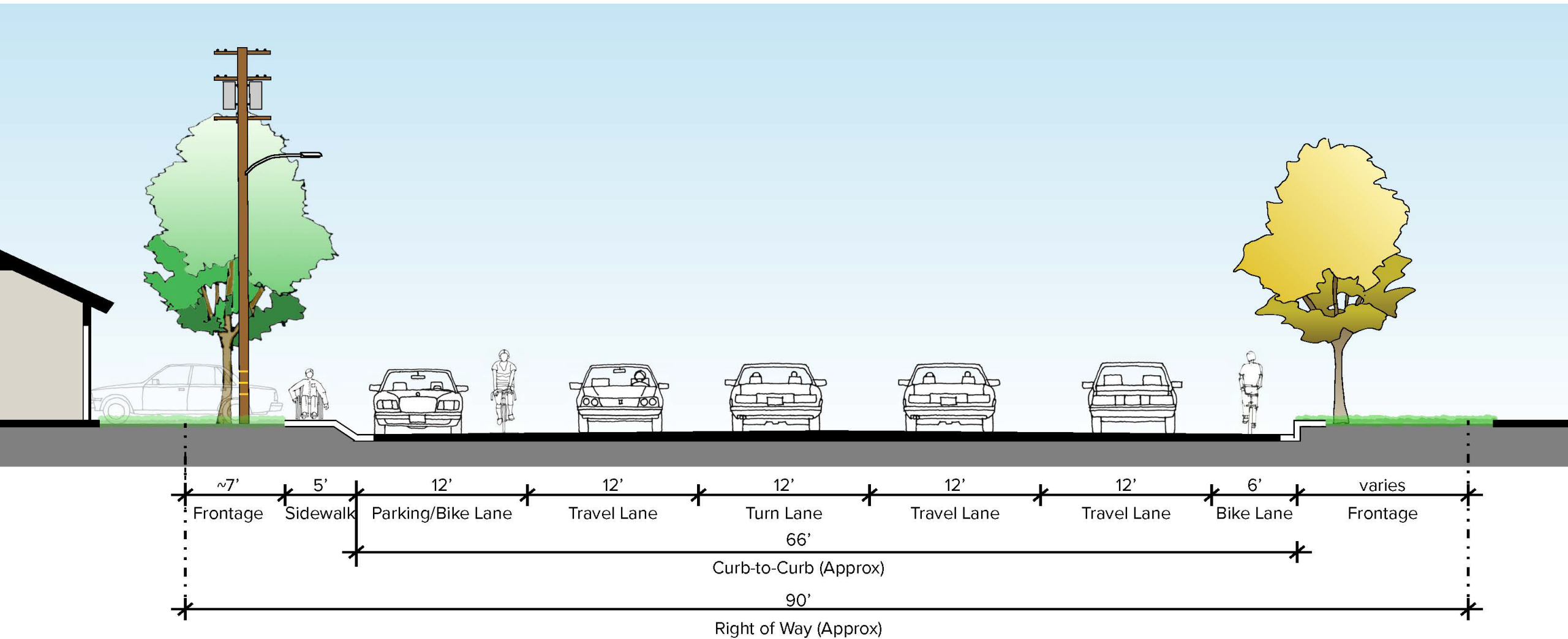
* Similar facilities currently exist in Redding

Diestelhorst to Downtown – Redding, CA

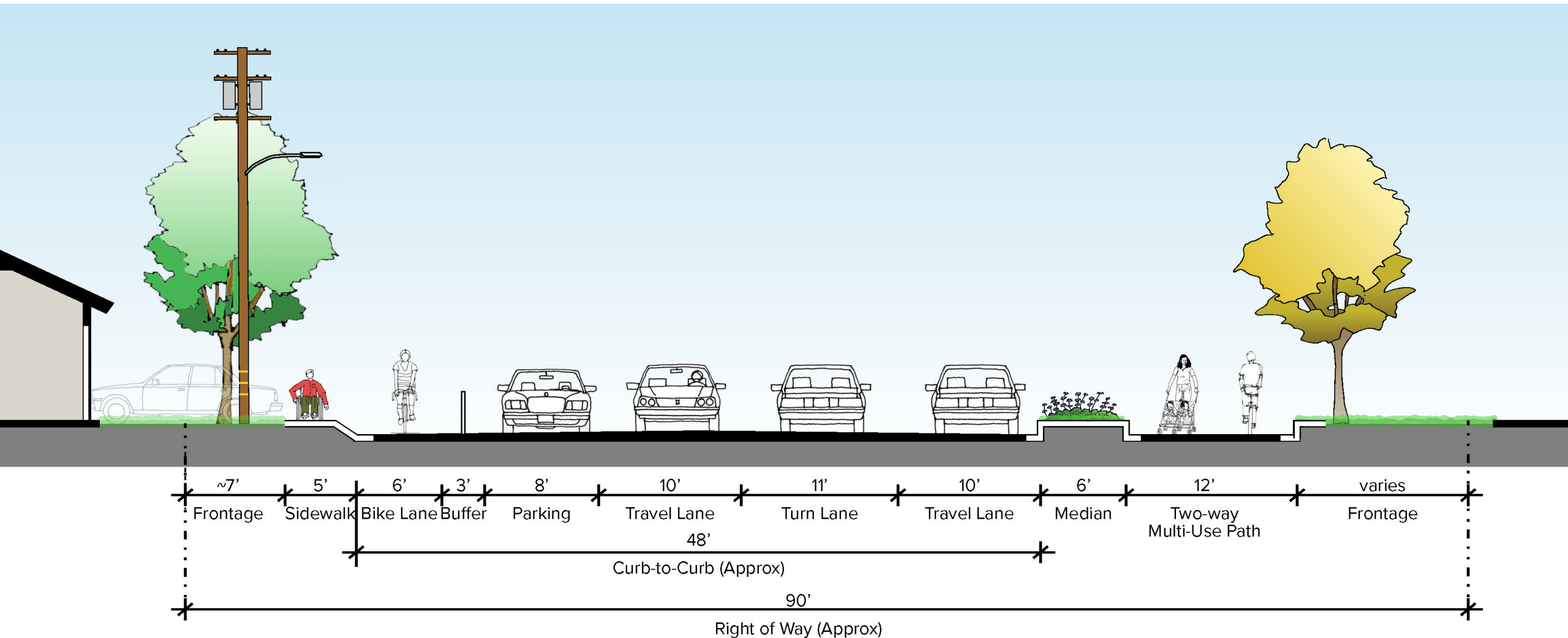


Existing Condition

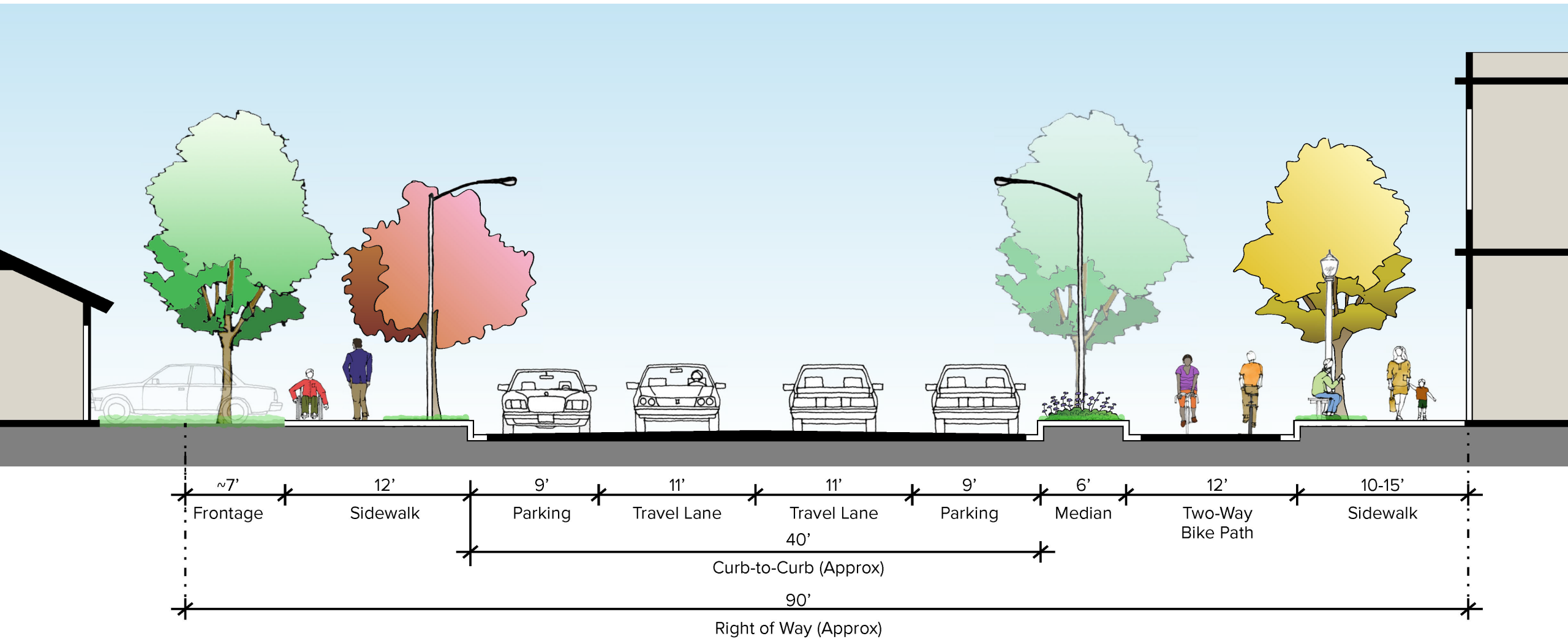
EXISTING STREET DESIGN
Looking North



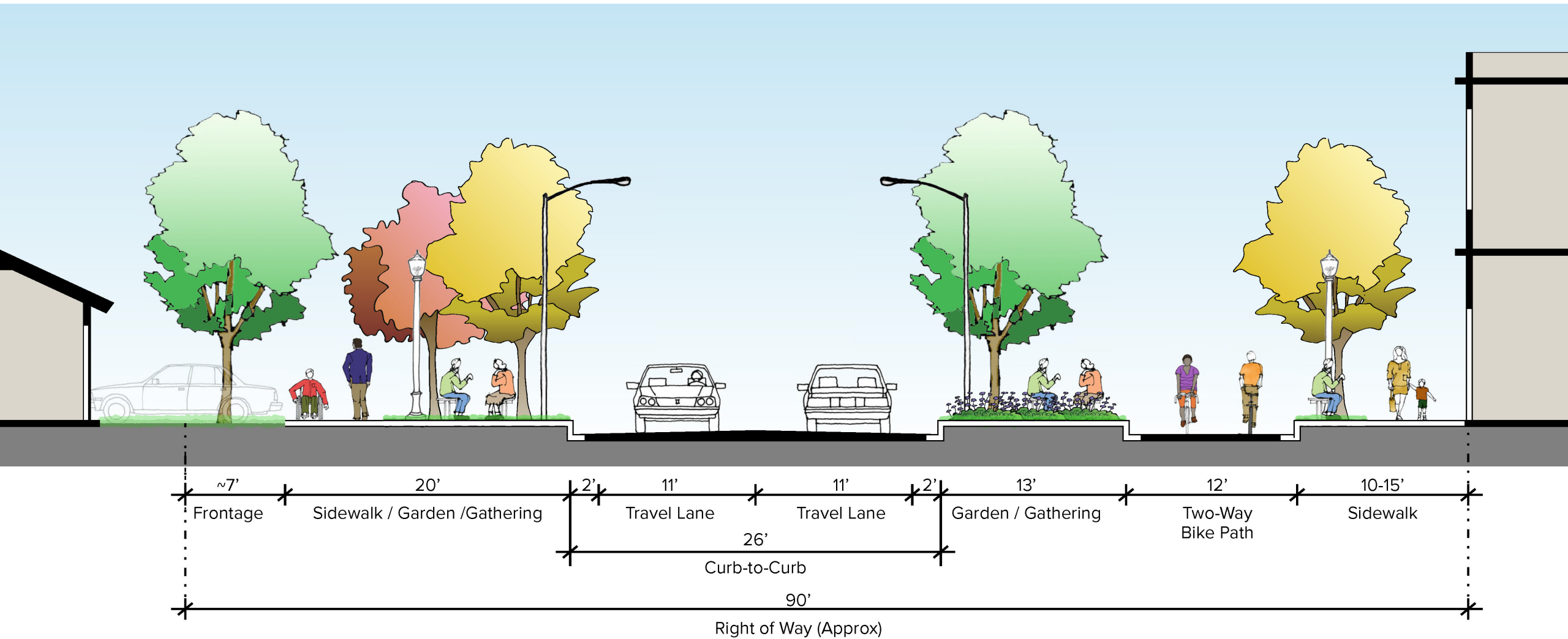
ALTERNATIVE A: PROTECTED BIKEWAY AND MULTI-USE TRAIL
Looking North



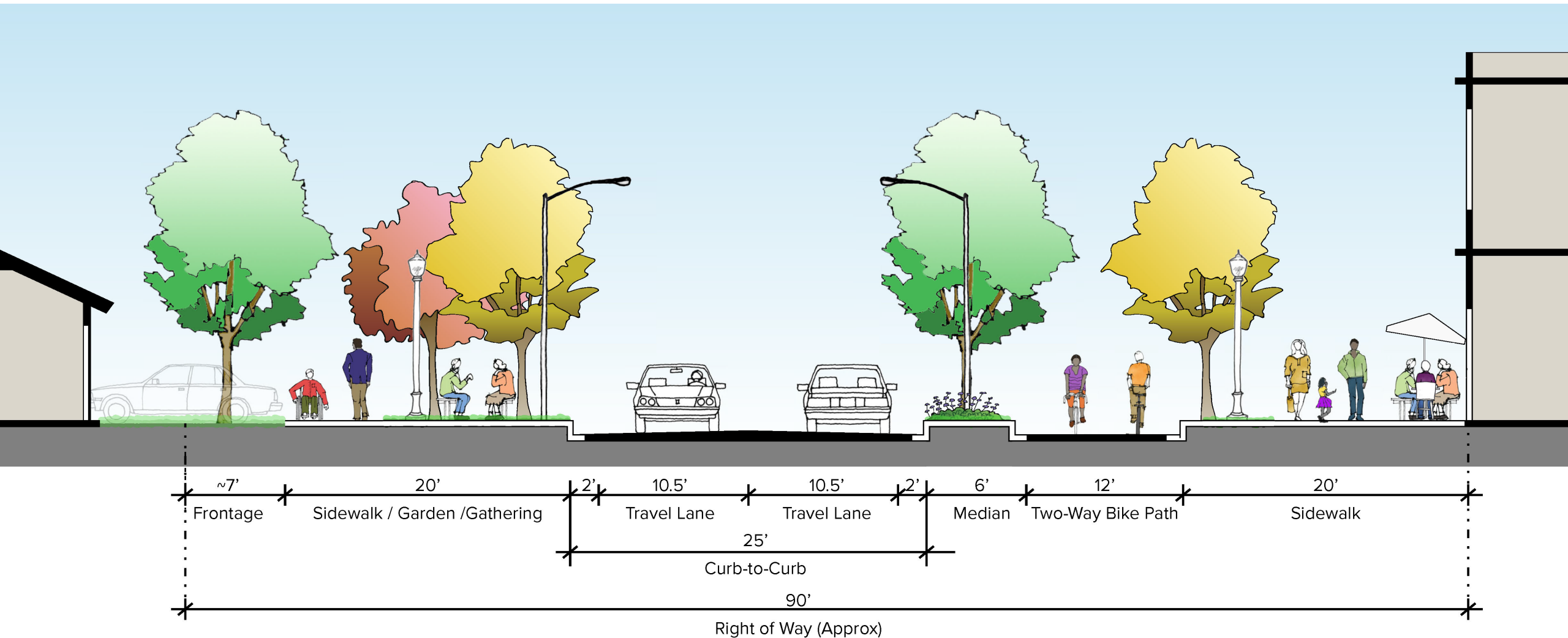
ALTERNATIVE B: WIDER SIDEWALKS ON BOTH SIDES
Looking North



ALTERNATIVE C: GATHERING AREAS
Looking North







ALTERNATIVE D: GRAND PUBLIC SPACE
Looking North



SUMMARY AND NEXT STEPS





VISION FRAMEWORK COMPARISON WITH EMERGING CONCEPTS

The table below identifies how the various concepts relate back to the Community's Vision.

VISION ELEMENTS	USES/SPACES	ACTIVITIES/PROGRAMMING
<div><div> VISION ELEMENT A A HEALTHY AND RESILIENT NATURAL ENVIRONMENT</div><div></div></div>	<ul style="list-style-type: none">▪ Renewed focus on re-wilding the Sacramento River and areas adjacent to the river.▪ A 300-foot setback from the Sacramento River for new buildings in the Northern Riverfront.▪ Potential for additional acres of open space and habitat restoration in the Northern Riverfront resulting from the consolidation of civic uses.	<ul style="list-style-type: none">▪ Potential for significant riparian and fish habitat restoration efforts in partnership with State/Federal agencies and Tribal partners.▪ New low-impact trails and community gathering spaces.▪ New Riverfront Greenway Trail along the Sacramento River.
<div><div> VISION ELEMENT B RESPECTING THE INDIGENOUS COMMUNITY: PAST, PRESENT, AND FUTURE</div><div></div></div>	<ul style="list-style-type: none">▪ Dedicated space within the Northern Riverfront and adjacent to the Sacramento River for the Indigenous community to hold events and activities.	<ul style="list-style-type: none">▪ Potential new Riverfront Consortium that will include Tribal representatives.▪ Coordination with the civic venues to hold larger gatherings and events for the Indigenous community.▪ Opportunities to strengthen connections to the Sacramento River and natural environment.





VISION FRAMEWORK COMPARISON WITH EMERGING CONCEPTS

The table below identifies how the various concepts relate back to the Community's Vision.

VISION ELEMENTS	USES/SPACES	ACTIVITIES/PROGRAMMING
<div></div> <p>VISION ELEMENT C ECONOMICALLY VIABLE AND THRIVING ARTS, CULTURAL, AND ENTERTAINMENT VENUES</p>	<ul style="list-style-type: none">▪ Near- and Long-Term strategies to improve civic venues in the Northern Riverfront so they can hold a greater variety of events, while not increasing the overall capacity of events (more efficiently hosting 8,000 person events).▪ Ability to enhance the Redding Rodeo through improved and more modern facilities.	<ul style="list-style-type: none">▪ New investments in civic and cultural venues that are economically feasible and allow Redding to create a unique destination that will attract top events.▪ New Riverfront Consortium that will organize programs, events, parking, improvements, and other operations.
<div></div> <p>VISION ELEMENT D APPROPRIATE SCALE AND USES</p>	<ul style="list-style-type: none">▪ Require new spaces and buildings in the Northern and Southern Riverfront to be designed and scaled in character with the natural environment.▪ Focus larger projects on lots that can provide larger setbacks and greater buffers from natural areas and the Sacramento River.	<ul style="list-style-type: none">▪ Create a destination along the Sacramento River that is unique and does not compete with other areas in the city (such as Downtown).

VISION FRAMEWORK COMPARISON WITH EMERGING CONCEPTS

The table below identifies how the various concepts relate back to the Community's Vision.

VISION ELEMENTS	USES/SPACES	ACTIVITIES/PROGRAMMING
<div>VISION ELEMENT E WORLD-CLASS RECREATION AND ACTIVITIES</div> <div></div>	<ul style="list-style-type: none">▪ More opportunities for lake and Sacramento River access for people (low-impact trails).▪ More programming and events in Active Recreation areas.▪ New boat launches.	<ul style="list-style-type: none">▪ Greater variety of active recreational uses in the private lakes in the Southern Riverfront, consistent with Federal and State requirements.
<div>VISION ELEMENT F CONNECTED SPACES</div> <div></div>	<ul style="list-style-type: none">▪ Redesign Highway 44 to create a second entry to the Northern Riverfront, improving both access and safety.▪ Create new bicycle and pedestrian circulation networks that will allow access throughout the Riverfront area and connections to surrounding neighborhoods and Downtown.	<ul style="list-style-type: none">▪ New key community gathering spaces and destinations to promote activities and connections to the Riverfront area.

VISION FRAMEWORK COMPARISON WITH EMERGING CONCEPTS

The table below identifies how the various concepts relate back to the Community's Vision.

VISION ELEMENTS	USES/SPACES	ACTIVITIES/PROGRAMMING
<div><div></div><div>VISION ELEMENT G MEMORABLE AND VIBRANT PLACES</div></div> 	<ul style="list-style-type: none">▪ Ability to create new public and private uses that reflect the community's vision for the area—strengthening the local and visitor experience and making the area a more prominent part of Redding.	<ul style="list-style-type: none">▪ Ability to attract new events and activities to the Riverfront (while not increasing overall capacity).

DRAFT RIVERFRONT SPECIFIC PLAN

Following City Council direction on May 20, 2025, the project team will begin preparing the **draft Redding Riverfront Specific Plan**. The new plan will build on the discussions and materials prepared to-date on the project.

The plan will include more detail (in the form of specific policies and standards) about how the Community Vision will be **implemented** as new projects, including environmental restoration projects, are proposed, reviewed and approved in the future.

WHAT A SPECIFIC PLAN INCLUDES . . .

- A **Community Vision** for the future of the Riverfront Area, supported by guiding principles, goals, policies, and development standards.
- **Design Guidelines** that regulate the style and character of new or substantially remodeled buildings.
- **Economic Analysis**, including potential incentives.
- Vehicle, transit, bicycle and pedestrian **circulation plans**, including parking.
- **Infrastructure** capacity analysis.
- Comprehensive **environmental analysis**.

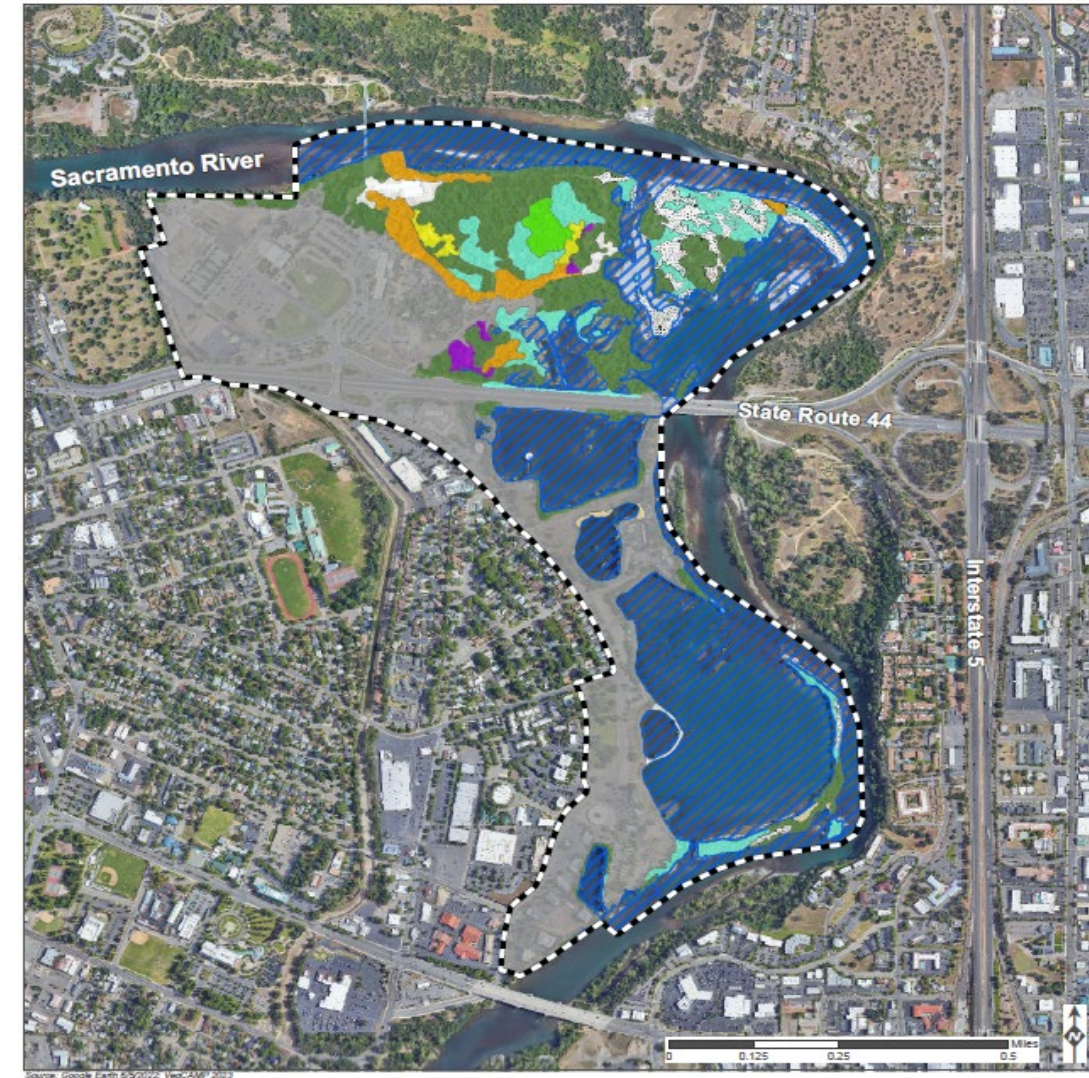
WHAT A SPECIFIC PLAN DOES NOT INCLUDE . . .

- Individual public or private **development projects**. All future projects must be consistent with the requirements outlined in the Redding Riverfront Specific Plan.

ENVIRONMENTAL ANALYSIS

The project team will also prepare an environmental analysis of potential impacts and mitigation measures related to implementation of the new Redding Riverfront Specific Plan.

This includes preparing a programmatic **Draft Environmental Impact Report** (DEIR) consistent with the requirements of the California Environmental Quality Act (CEQA)





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Redding Riverfront Specific Plan

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Latest News SEE ALL

REDDING RIVERFRONT PROJECT UPDATE PRESENTATION TO CITY COUNCIL

The project team will be providing the City Council with an update on the Redding Riverfront Specific Plan on December 3, 2024.

SHARE YOUR IDEAS - TAKE THE RIVERFRONT OPTIONS AND ALTERNATIVES SURVEY

Every voice matters, and we appreciate and welcome your participation in this important process. The City has launched an interactive online survey to hear your feedback on options and alternatives for the Riverfront Area. The survey will be live from August 8, 2024, to September 3, 2024.

JOIN THE COMMUNITY DISCUSSIONS ON OPPORTUNITIES AND ALTERNATIVES FOR REDDING RIVERFRONT!

Every voice matters! Please join us during community discussions on the future of the Redding Riverfront area!

Get Involved

LEARN MORE

Documents

LEARN MORE

Share Your Ideas

LEARN MORE

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!

CITY OF REDDING CALIFORNIA

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