



Redding Riverfront Specific Plan

COMMUNITY OPEN HOUSE: EMERGING RIVERFRONT CONCEPTS ENGAGEMENT SUMMARY

May 09, 2025

Project Overview

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.

Community Open House Overview

The purpose of the Community Open House was to solicit the community’s feedback on emerging Riverfront concepts. This interactive Open House provided them with an opportunity to:

- Review and provide feedback on the emerging concepts.
- Share additional ideas, insights and perspectives.
- Learn about the City’s planning process and ways they can stay involved.

Community Open House Details		
Date and Time	Location	Attendees
May 05, 2025 1:00 PM to 6:00 PM	Community Room, Redding City Hall 777 Cypress Avenue, Redding, CA 96001	~140
May 06, 2025 5:00 PM to 9:00 PM		

A series of stations were located around the room. Each station provided information on the project and the emerging concepts. Community members were encouraged to walk around the room to view project updates, the Vision and Guiding Principles Framework, Vision Framework Diagram, emerging concepts for both the Northern and Southern Riverfronts, and project next steps. The City’s project team was available to answer questions and discuss the various concepts.



Collage of event photos from the Community Open House

Major Themes and Feedback

The following is a summary of the major themes and feedback provided by the community during the Community Open House.

I. VISION AND GUIDING PRINCIPLES FRAMEWORK AND VISION FRAMEWORK DIAGRAM

- Many community members favored the River Greenway Trail concept. They liked that the trail system improved connectivity and access to the river.
- Many community members felt the need for permanent “conservation easements” in the areas identified as open space and habitat restoration.
- Many community members felt it was important to consider the 100-year floodplain and related strategies while planning new developments along the riverfront.
- Many community members felt it was important to enhance Redding’s beauty by preserving and increasing natural areas, having consistent setbacks from the river,

having unique identity and architectural character that sensitively responds to natural setting of the riverfront.

- Several community members felt that any new development along Park Marina Drive should strategically maintain and/or create visual connections with the ponds.
- Several community members expressed concerns about parts of the trail passing through private residential properties.
- Several community members felt that the Southern Riverfront should be activated with retail (restaurants, cafes, bookstores) and/or mixed uses that would invite more people and increase safety in the area.
- Several community members suggested a whitewater park as an attraction in the Southern Riverfront.

II. NORTHERN RIVERFRONT CONCEPTS

- While many community members favored the long-term option of having a single multi-purpose event venue, some favored keeping the existing Rodeo grounds and Civic Auditorium and making focused upgrades to them. There were suggestions for the multi-purpose event venue to have a retractable roof that can be opened or shut based on the type of event.
- Many community members favored the transition of Highway 44 to a city street. They favored both the river greenway park and the multi-use trails on both sides. Several community members had reservations to this concept given its likely high cost and regulatory hurdles. In addition, many community members favored the idea of having a second entry-exit connection to the Northern Riverfront.
- Many community members suggested having conservation easements in the area identified for open space and natural habitat restoration.
- Several community members felt there is a need for more parking to accommodate the increased activities in the Northern Riverfront. There were suggestions for structured parking instead of large surface parking lots.
- Several community members felt that area reserved for the Indigenous Cultural Center should be larger. There were suggestions for integrating Indigenous history into the overall trail system.
- Several community members expressed concerns regarding retaining existing businesses and residences.
- Several community members suggested a larger outdoor music platform and space by the Sacramento River with sunshades or increasing the usage of the current riverfront amphitheater through events, performances, etc.

- A few community members expressed concerns regarding the formation of a Riverfront Consortium, as they felt it could be a cumbersome process.

III. SOUTHERN RIVERFRONT CONCEPTS

- Many community members liked the River Greenway Trail concept and felt that it would increase connectivity and access throughout the riverfront.
- Many community members expressed concerns regarding the impacts of flooding, particularly in the Southern Riverfront.
- Many community members favored making Park Marina Drive more pedestrian and bicycle friendly. There were additional suggestions for adding charging stations for scooters and increasing shaded outdoor spaces for the public.
- Many community members favored Alternative C and D for Park Marina Drive redesign, since they maximize pedestrian circulation and amenities by reducing increasing sidewalk widths on both sides of the street.
- Some community members liked Alternative B for the Park Marina Drive redesign because it retained parking on both sides of the street.
- Some community members felt that Park Marina Drive should remain as it is.

Appendix A: All Comments

The following is a transcription of all poster and Post-It Note comments received during the Community Open House.

VISION AND GUIDING PRINCIPLES FRAMEWORK / VISION FRAMEWORK DIAGRAM

- Conservation easements on open space in Northern Riverfront.
- Factor in 100-year flood plain.
- Private street-residential area.
- Boardwalk into Kutras pond sidewalk.
- Redding cultural district-only a few mentions.
- Retain residential properties.
- Activate S.R. with retail/food.
- Maintain views of ponds/visual connections.
- I love all the interconnected trails - keep+add to them.
- Maintain views along Park Marina and less building.
- Make sure the architecture flows with the land like Frank Lloyd Wright.
- I see dream agendas and other cities, where is Redding? Give it identity. Don't copy others.
- D1-doesn't allow for attractions such as Sundial Bridge.
- Mix of housing with commercial on PMD for eyes on area/safety @ all times.
- Don't realign PMD to be on Washington.
- (Free) electric street cars in a riverfront circuit (like Portland near Powell's).
- Make it pedestrian-friendly.
- Whitewater park-artificial river wave for kayaking/surfing.
- Emphasize Redding's Beauty!
- Protect the Residential area from additional traffic flow.

- Where is the Riverfront Amphitheatre?
- Conservation easement.
- Not really up more development.
- How is this different to the civic lawn? Amphitheatre sports rentals? What is intended here?
- 8000! Way too large!!
- I don't want more businesses along the river. Blocks view and destroys ecosystems.
- Have consistent setback of 300 ft from top of the bank of Sacramento River.
- 150' is too close to the river. And better to have natural!
- NO!! Multi-family housing etc., Keep it natural.
- No new buildings ever?
- I don't want more buildings here.
- Add access via Eureka way instead!
- No turning Highway 44 into a surface street.
- Fire and emergency access/evacuation is currently great with 44. Fear realignment and stop lights dangerous.
- Permanent Easements on open space.
- Love elevated trail loop concept!
- Park Marina Drive landscaped center divided and walking trail.
- I support the bike trails.
- Floodplain.

NORTHERN RIVERFRONT CONCEPTS

- Add a parking garage.
- For outdoor events (like on lawn @ civic) public restrooms to handle crowds.
- Trailer parking for boat launch, staging and preparation.

- Indigenous cultural area should be more expansive.
- Integrate indigenous history into the trail system.
- Keep Viking Skating Rink (upgrade).
- I do not want an indoor Rodeo-just fix the current.
- Love the bike/ped trails, especially the connection to Trinity.
- Conservation easement potential?
- I really like the long-term option B w/ the multi-use event center.
- Larger outdoor music platform and space by the river with sun shades.
- Multi-use venue should have a roof that can open/close depending on event and weather.
- Rodeo shouldn't take priority over t.bay or civic.
- What does active recreation mean? Open grass field for soccer /frisbee other or paved courts for pickle ball.
- What happens to existing businesses.
- Make signage easier and synced.
- Keep Highway 44.
- Interim plan adapt civic lawn for year-round use.
- Reorganize access to convention center so outdoor concerts are not bisected by a road.
- Keep/adapt Civic Auditorium.
- Please keep Rodeo and be open to bringing Redding into the 21st century.
- RV hookups that are accessible and useful.
- Like our old-school western Rodeo arena. Indoor feels like Vegas.
- I like the long-term multi-use facility.
- Nice concept (long-term facility).
- Access through the cemetery and keep 44. Dread more roundabouts and traffic lights on 44.

- Turtle Bay parking is inadequate now.
- Can existing riverfront stage be used more?
- Parking lots need more trees.
- Yay! A 2nd entry from 44 to riverfront.
- Community Sports, Cultural and Arts District seems cumbersome.
- Consortium must not include McConnell.
- Include raft or kayak or canoe rentals.
- What do the facilities do to achieve positive annual cash flow? (revenue greater than cost) Lessons for Redding? (Other than creative accounting).
- Clarify what is streets vs bike/ped trail on the diagram.
- Biking connections or ped.
- Do not take highway 44 out. I'm in favor of another interchange onto 44 from rodeo area x1.
- Don't move cemetery graves.
- Reducing # of lanes on 44 as Redding is getting busier? That might not be a good idea-more accidents.
- I agree with them that taking 44 out would be terrible.
- Let's create an alternative cut and cover Highway 44 to underground the traffic.
- Should mixed use buildings have a limited number of stories?
- Great idea to make 44 into a boulevard! Integrates the concept, slows traffic, makes it safer for all traffic participants.
- We prefer Alt B Highway 44 to redesign multi-use trails on both sides.
- Alt B Greenway River Park Connector: This one, yes.
- Please consider a conservation easement.
- Agree conservation easements development.
- Yes to conservation easement.
- Information on indigenous culture would be more accessible and fascinating.

- No gambling industry in plan-please.

SOUTHERN RIVERFRONT CONCEPTS

- River trail- yes! Flooding?
- Love the southern riverfront plan with trails. Hate the freeway removal on the northern plan.
- Bike trail Alt A.
- Recharging points for mobility-scooters.
- Maximum vehicle/mobility +Speed on a pedestrian road.
- On pedestrian roadways.
- Maximum quantity fish catch and release.
- Old mill district plan in Bend is great.
- American River Parkway trail in Sacramento is not safe.
- Please create shade+shaded outdoor areas into all designs.
- Pedestrian friendly road. Connect to service, not just to trail system. To library, grocery stores etc.
- Riverfront is valuable and should only have properties that take full advantage like retail/apartment or homes.
- Truck and boat trailer parking.
- Love this southern section concept.
- Love the bike trail at Kutas.
- Love River trail greenway! Connect to destinations to the south.
- Flood impacts!
- Parking on both sides. Alt B I agree with this one.
- B looks nice.
- Dog Poop regulations especially on pedestrian roadways.
- We need a turn lane. Otherwise will create traffic build up.

- Actual photos would be easier to understand.
- I like 2 lanes of cars along park marina so I like A or B.
- Park Marina center divider with landscaping divided traffic.
- Like Alt D for the Park Marina Redesign.
- Maximize pedestrian use.
- Alt D loved it!
- Alt D: This is the most citizen/business friendly option D.
- Like option C&D with less lanes of traffic.
- I like 2 lanes each way and 2 bike lanes. Keep existing or A.

SUMMARY AND NEXT STEPS

- Fines for loitering (missing trash cans). Improper waste disposal.
- Public post of criteria for use of entertainment venues+spaces.
- Element C-Lawn with 8000 people-okay. No buildings that size belong here.
- Element B- Good start need to develop this idea much more. Also include land and water access, management. Access to plants for cultural purposes. Also need to follow wintu guidance to protect graves and cultural resources throughout the entire riverfront area.
- Tribal voices @ the table-yes!
- Leave river bed alone.
- White water park.
- White water and kayak areas.
- Leave river bed along, no development in river.
- Why increased use and impact? It is nice to have space. If I wanted crowded I would go to the city.
- NEPA for federal permits for new bridges for bike/ped? Any federal funds involved for anything? Or NEPA later?

For additional comments, please refer to the Comment Cards (attached) and visit the public comments section on the project website: <https://www.reddingriverfront.org/comments>.