



# EMERGING REDDING RIVERFRONT CONCEPTS

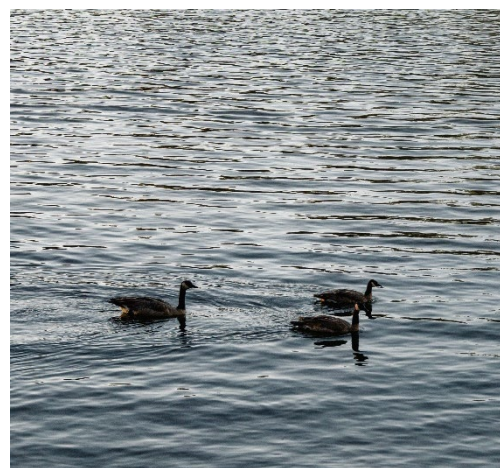
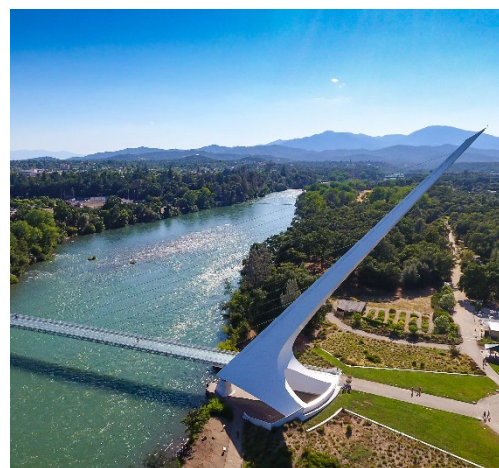
Redding Riverfront Specific Plan | City Council Presentation | May 20, 2025





# PROJECT UPDATES

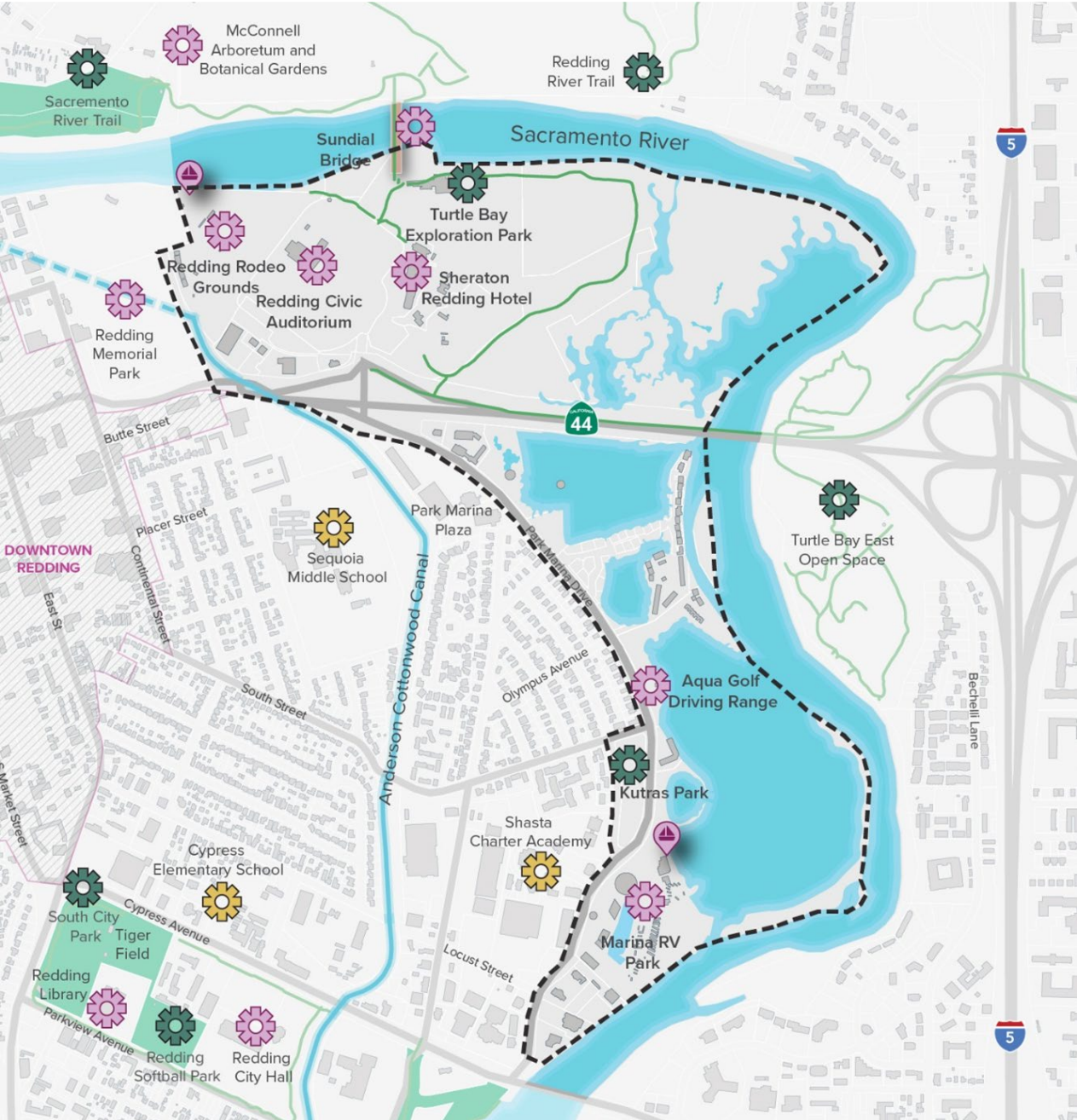




# The Redding Riverfront





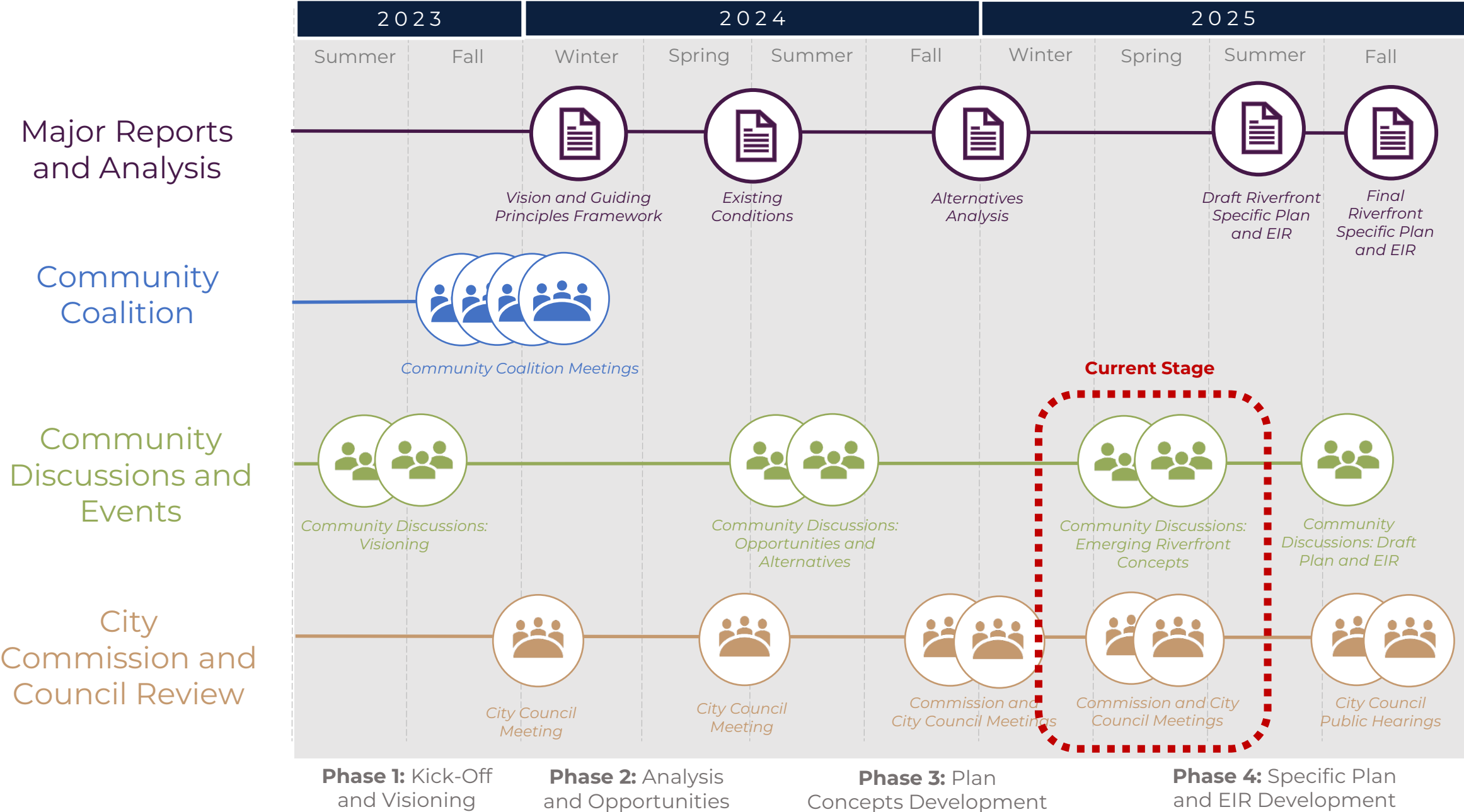


STUDY AREA

- Study Area Boundary
- Parcel
- Major Road
- Canal
- River Channel and Water Bodies
- Boat Ramps
- Sundial Bridge
- Trails
- Parks
- Destinations
- Schools











Over **200 people** attended two Open Houses held on August 14, 2023







The Community Coalition held **four meetings** in Fall 2023 to:

- Discuss a future vision for the area
- Review information and discuss concepts
- Assess the feasibility of a range of uses and activities
- Develop a Riverfront Vision and Guiding Principles document





## 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.



Included **50** participants, including people from all present day Wintu groups:

- |                  |              |
|------------------|--------------|
| ▪ Wintu          | ▪ Ohlone     |
| ▪ Pit River      | ▪ Shasta     |
| ▪ Winnemem Wintu | ▪ Hawaiian   |
| ▪ Chickasaw      | ▪ Purepecha  |
| ▪ Colusa         | ▪ Hupa       |
| ▪ Paiute         | ▪ Non-native |



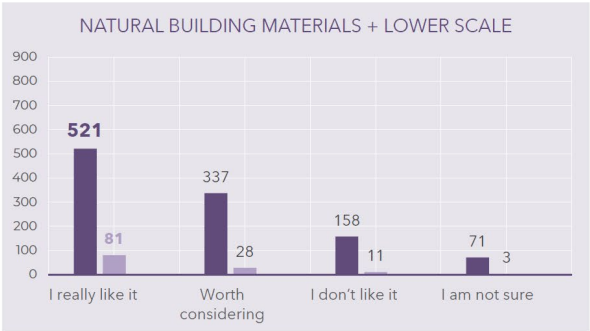


COMBINED POLLING RESULTS

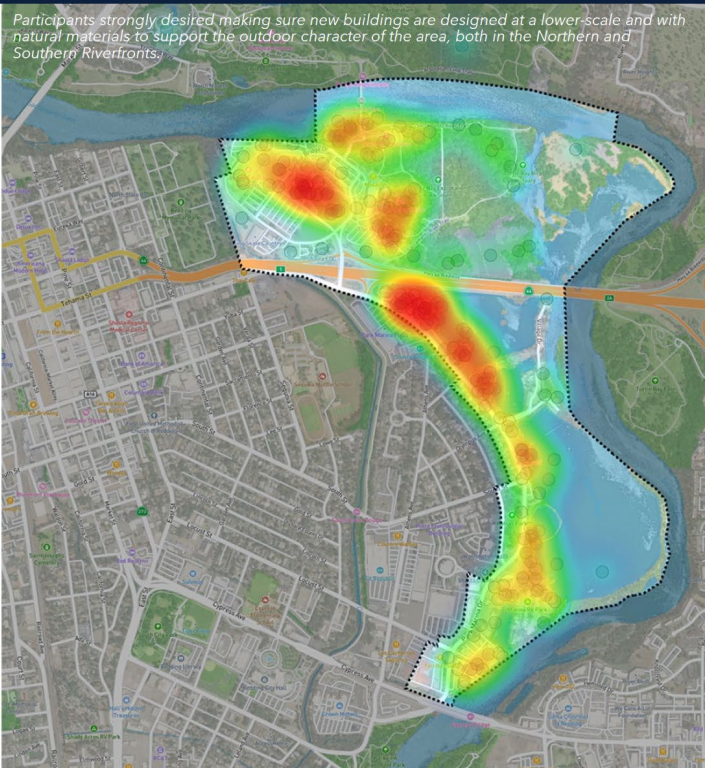
BUILDINGS AND USES



NATURAL BUILDING MATERIALS + LOWER SCALE



Online survey results are in dark purple and workshop results are in light purple on the chart. The map depicts the concentration of participants choices for the most appropriate locations for each use. Participants were allowed to provide multiple locations.



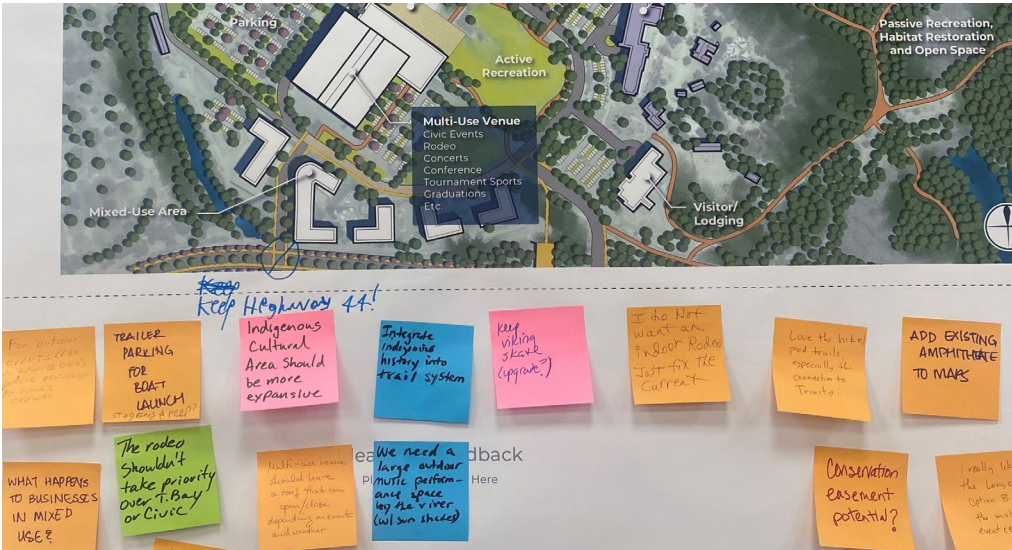
Approximately **130 people** attended two workshops (June 13 and 15, 2024)

Approximately **900 people** took the online survey





Approximately **140 people** attended the Open House on May 5, 2025





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 Tribes





Over **110 emails and comments letters** have been submitted through the project website

**www.ReddingRiverfront.org**

Redding Riverfront  
Specific Plan



Search for...

- OVERVIEW
- COMMUNITY COALITION
- PROJECT DOCUMENTS
- MEETINGS AND FEEDBACK
- PUBLIC COMMENTS

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: Thoughts on Riverfront plan

May 19th, 2025

Thank you for all the public outreach you've done with this project. I am a big fan of preserving the space on the northern end and not doing a great amount of development. The Civic Center we have now is showing its age and I do like the designs shown in Tahoe and in Vancouver for programming space - I like Riverfront "B" option. While the rodeo is part of our history, i believe it is better suited elsewhere -where there is more space and a place that's easier and more accessible for horse trailers (near where people live like Clear Creek, or out in the outlying areas where people have horses).

I am intrigued by the 44 re-design and I think it's a great idea to slow traffic coming into town - especially where we've identified a real sense of place in our community - the Sundial Bridge.

As for the south part, I can identify with the water oriented development. I especially love the trail expansion and connectivity along the water and connecting destinations (north and south and downtown). I would like to see some housing mixed in with commercial (2 -3 story) so the space would be active at all hours.

I like concepts b,c, and d for Park Marina. 4 lanes of vehicles as we have now, is overbuilt, not attractive, and needs to be slowed. With future development, less pavement and more landscaping and space where people can be and connect near the river would be amazing. Adding an interactive water feature at the north or south end (or both) would be awesome. Please do not add huge parking lots/parking garages on the south end. There should be plenty of space for people to park in the neighborhood and some small lots at various businesses (lots of parking exists there already).

Thank you!

Subject: Riverfront

May 18th, 2025

It will be a sad day when what is left of the riverfront will be more disturbed, more inundated with trash and pollution and destruction of the riparian zone and wetlands! Of all the places Redding can expand and build more businesses the riverfront is not the place! We are spending millions a to save endangered salmon and the city turns around and wants to put concrete and none Native plants over crucial river feeding riparian zones? Outrageous. Money is not everything. Restore the river front so that turtles, otter and salmon can come back to spawn! Hands off the riverfront !

Subject: Monolith Public Art that honored the Shasta Dam Wokers needs a "Solar Shasta model Dam on tom the Monolith

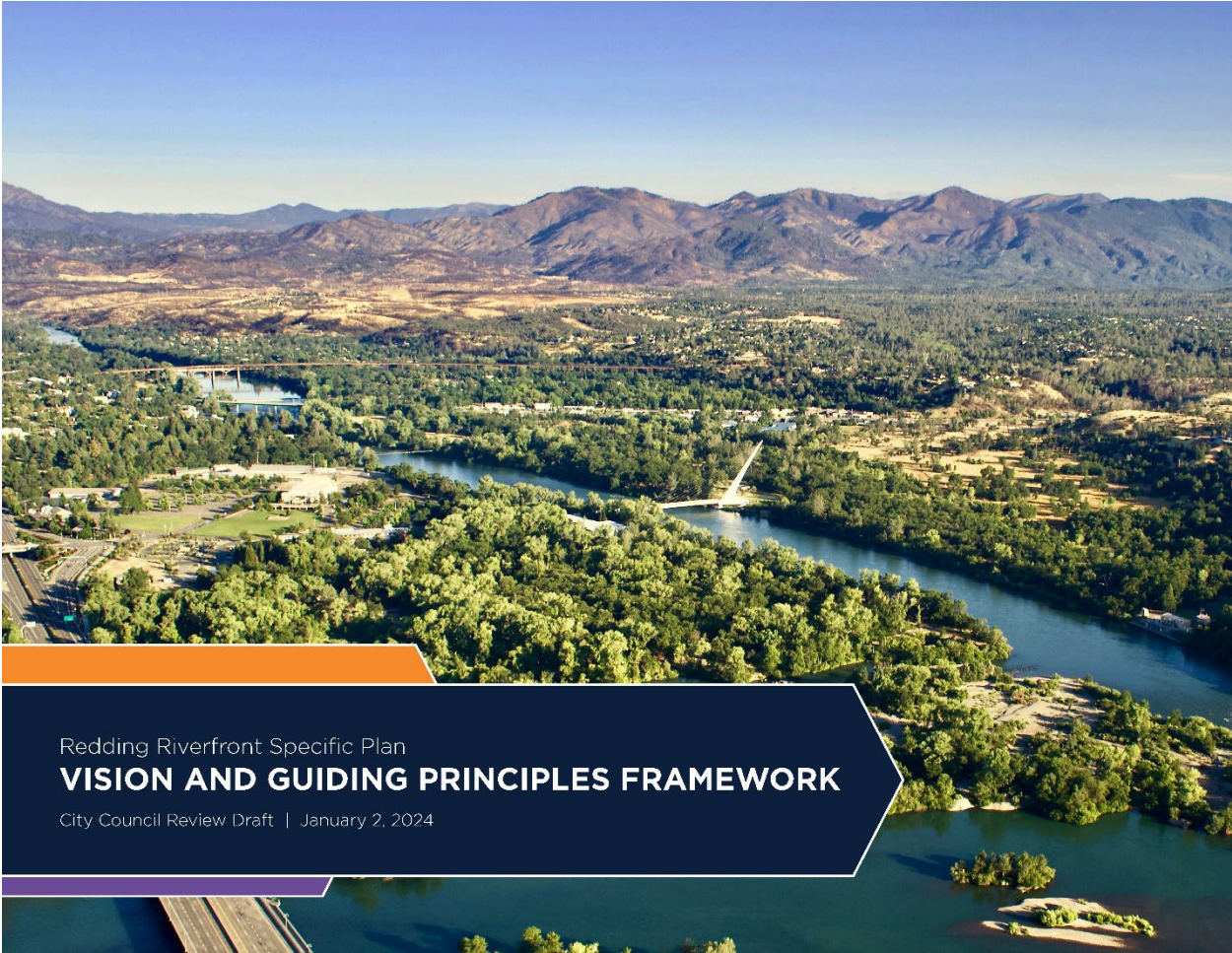
May 14th, 2025

Recommendation : I would like to see an appropriately sized solar array in the shape of Shasta Dam placed on top of the Monolith. The monolith was the structure at Turtle Bay that provided all the aggregate that made Shasta Dam. This visual and functional sculptural scale model of Shasta Dam was part of the original proposal by the artist Buster Simpson. Simpson



# VISION FRAMEWORK





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

City Council Review Draft | January 2, 2024

# CONTENTS

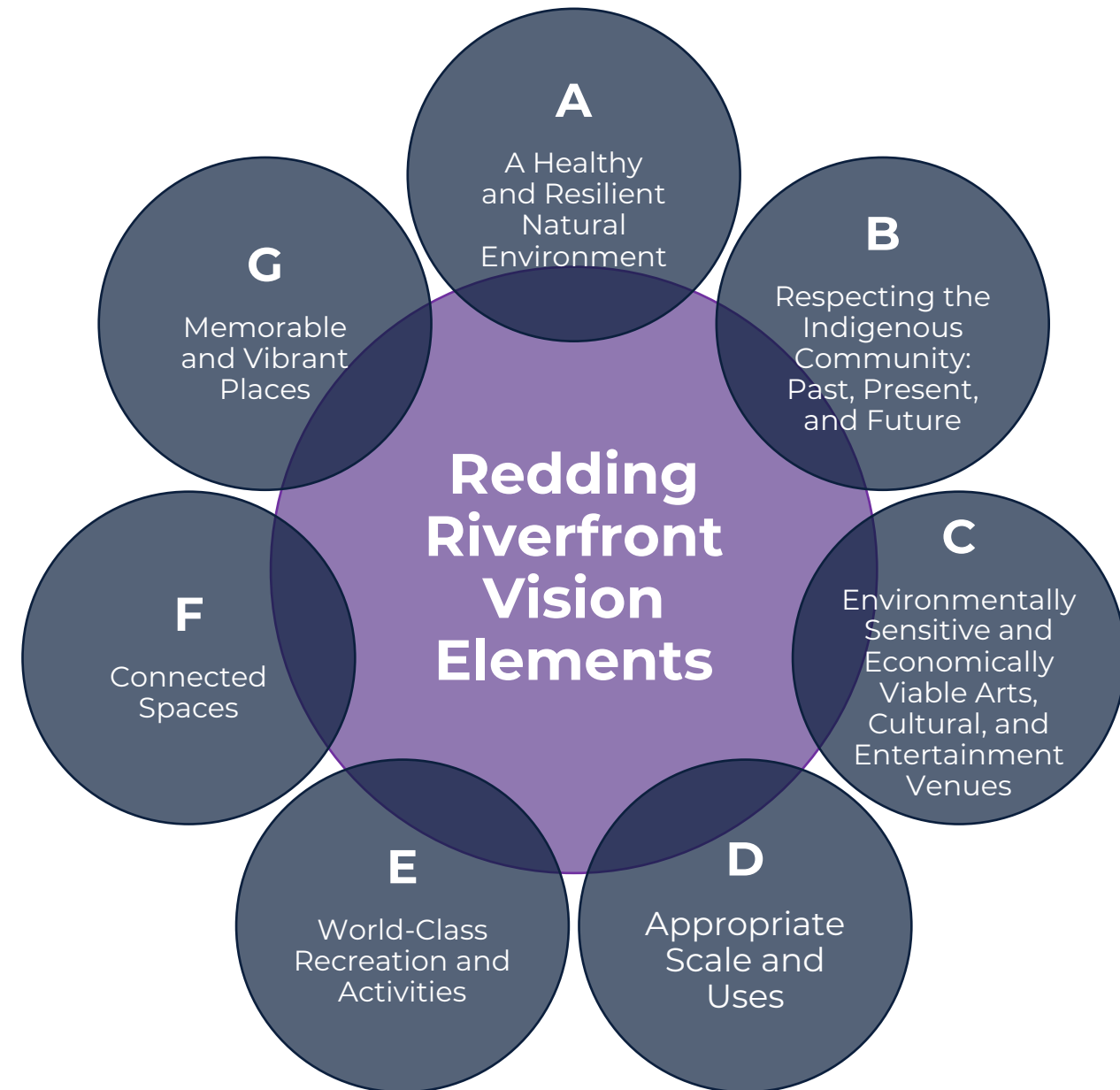
<b>PART I</b>	<b>INTRODUCTION</b> Project Area What Is a Specific Plan? How Will the Community Be Involved? Developing a Vision
<b>PART II</b>	<b>OPEN HOUSES AND DISCUSSIONS</b> Community Open Houses Community Discussions Key Themes: Assets Key Themes: Challenges and Opportunities Key Themes: Vision 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



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.

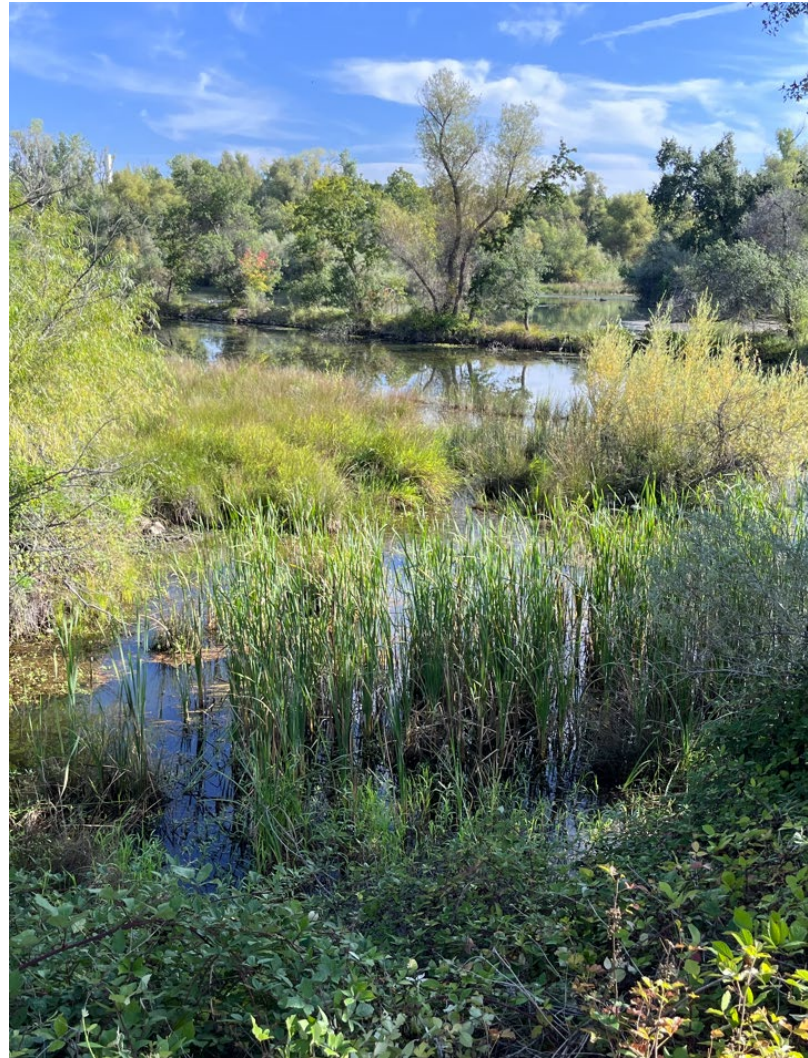






## VISION ELEMENT A

# A HEALTHY AND RESILIENT NATURAL ENVIRONMENT





- 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

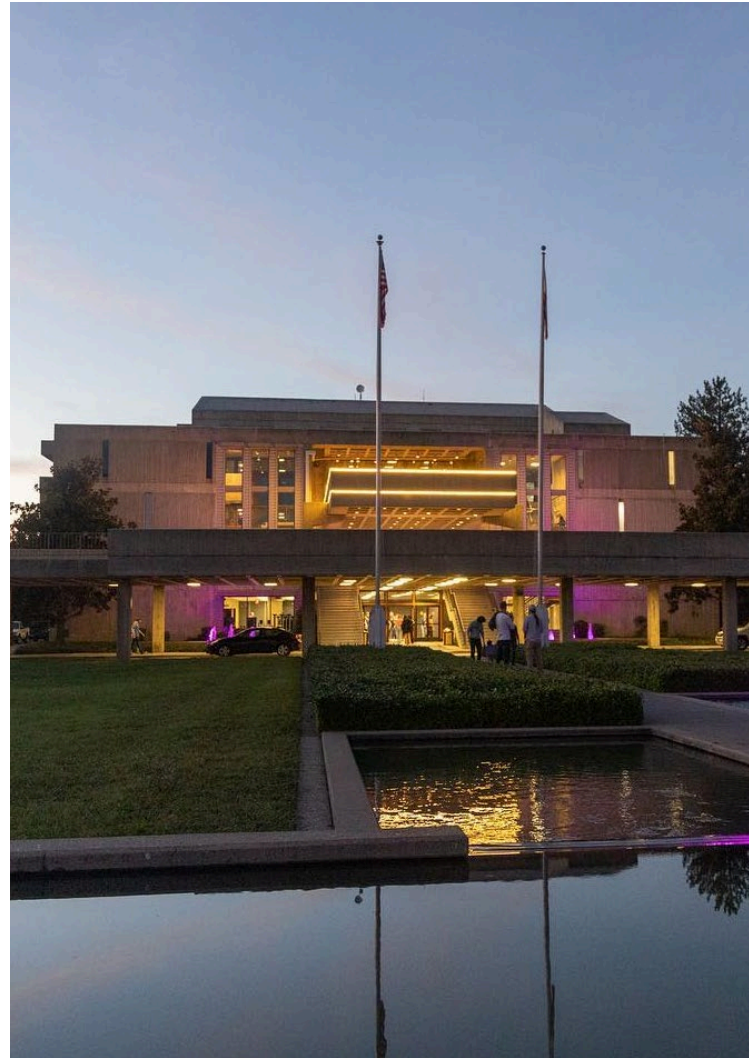
- B.1** Honor the deep Indigenous cultural connections to the Redding Riverfront area.
- B.2** Engage the Indigenous community and include them in land use, habitat protection, recreation, and cultural landscapes discussions and decisions.
- B.3** Protect Indigenous sacred sites and cultural resources.
- 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. 21





## VISION ELEMENT D

### APPROPRIATE SCALE AND USES







## 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







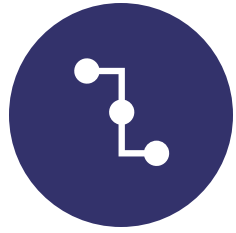
## VISION ELEMENT E

### 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 enthusiasts 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



Land Uses

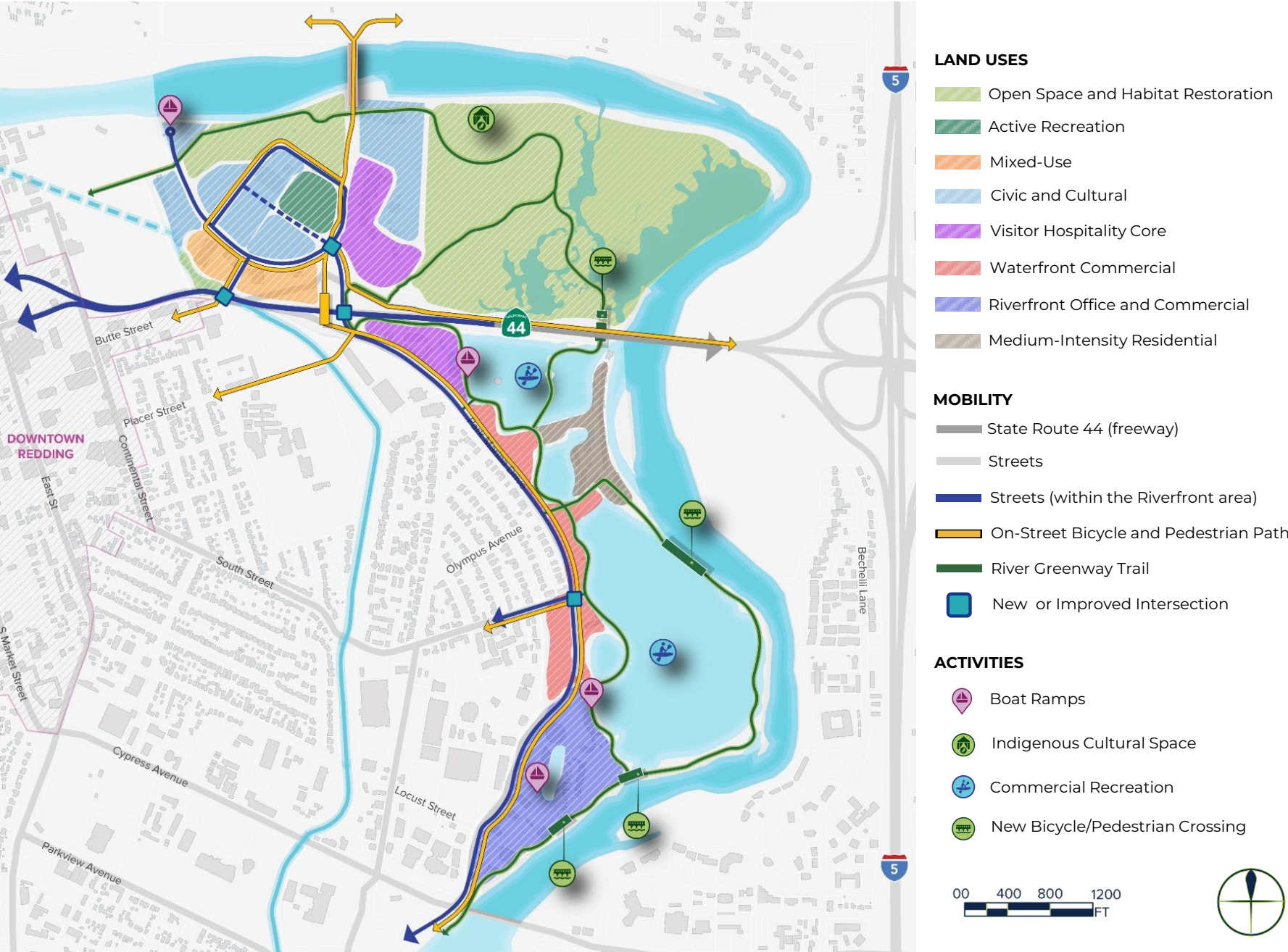
General areas where preservation, restoration, recreation and/or development activities are allowed or not allowed.

Mobility

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

Activities

Specific areas for key features, amenities and activities.



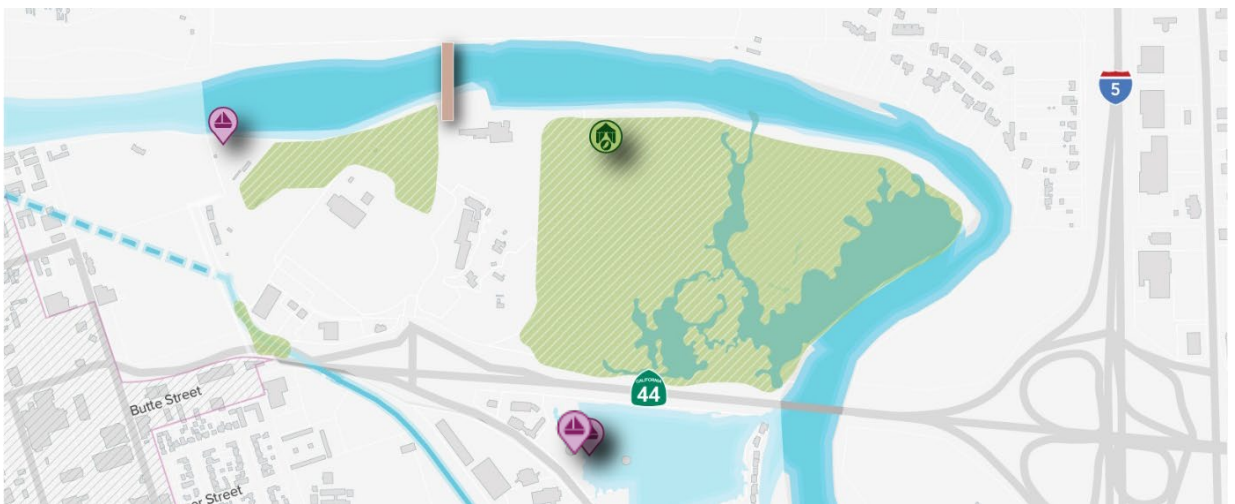
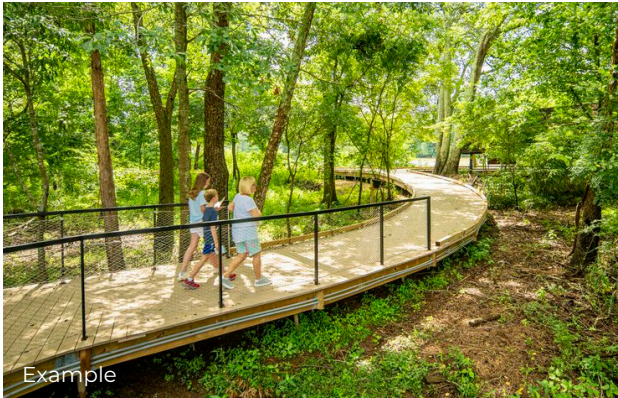


ALLOWED USES

- 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.



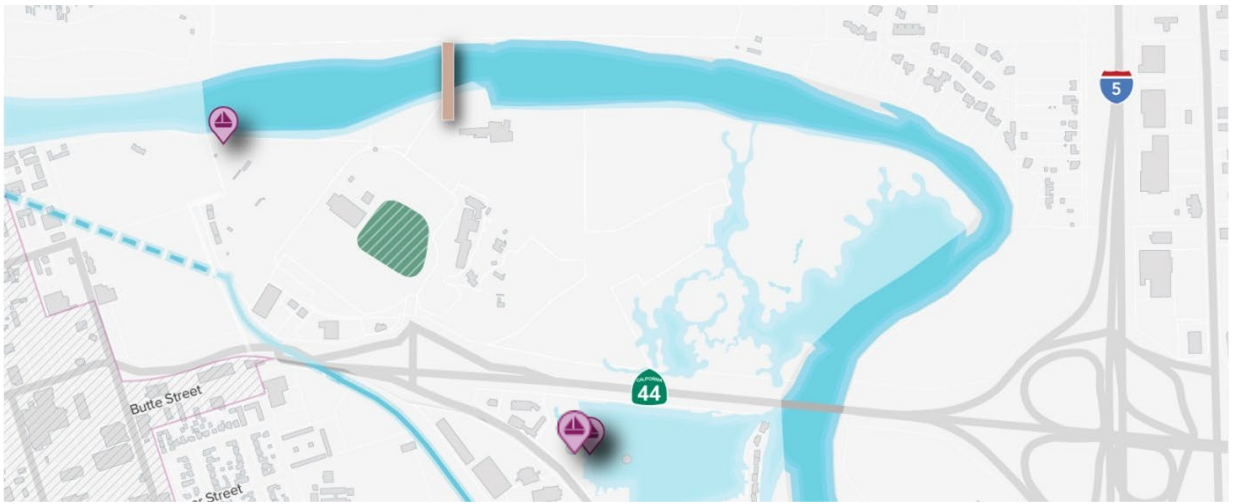


ALLOWED USES

- 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.





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.



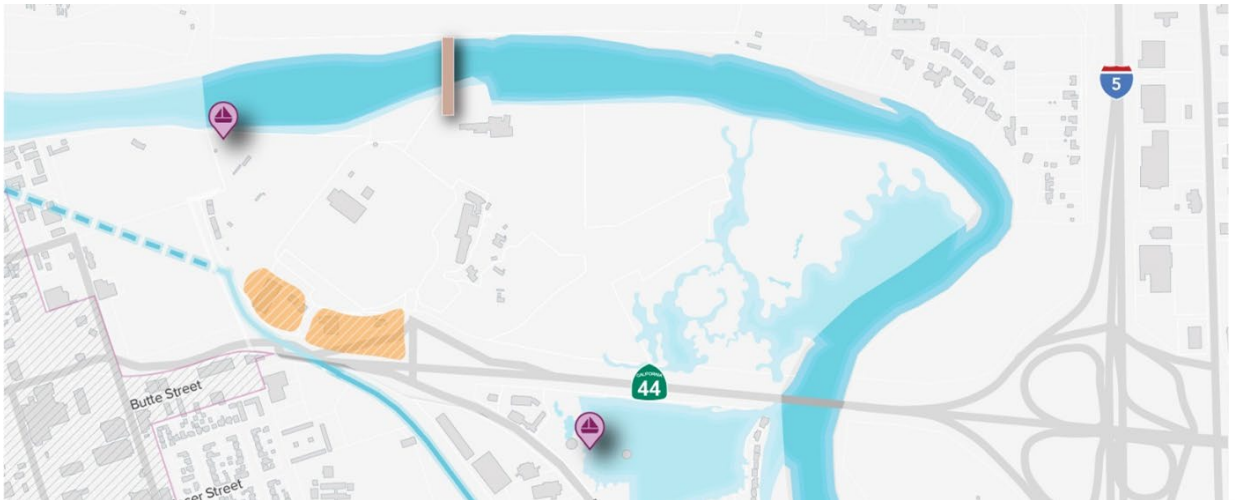
Example



Example



Example



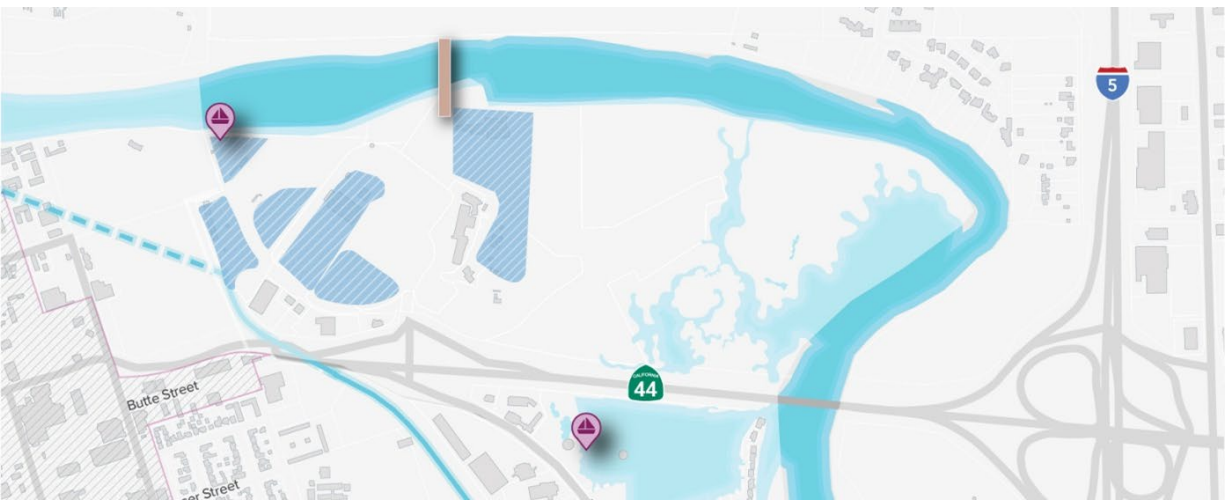


ALLOWED USES

- 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.





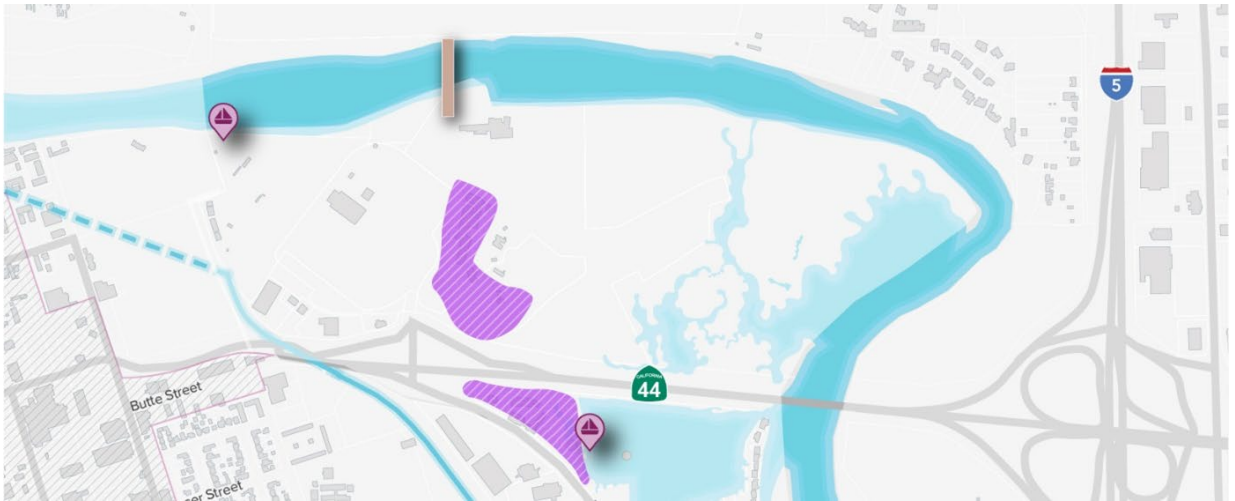
ALLOWED USES

- 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.



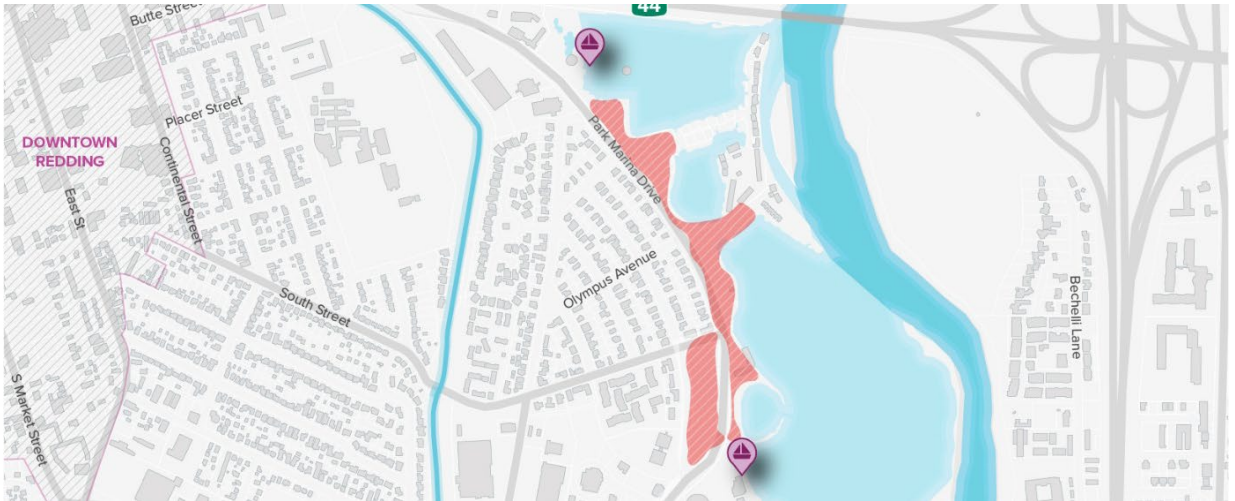


ALLOWED USES

- 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.



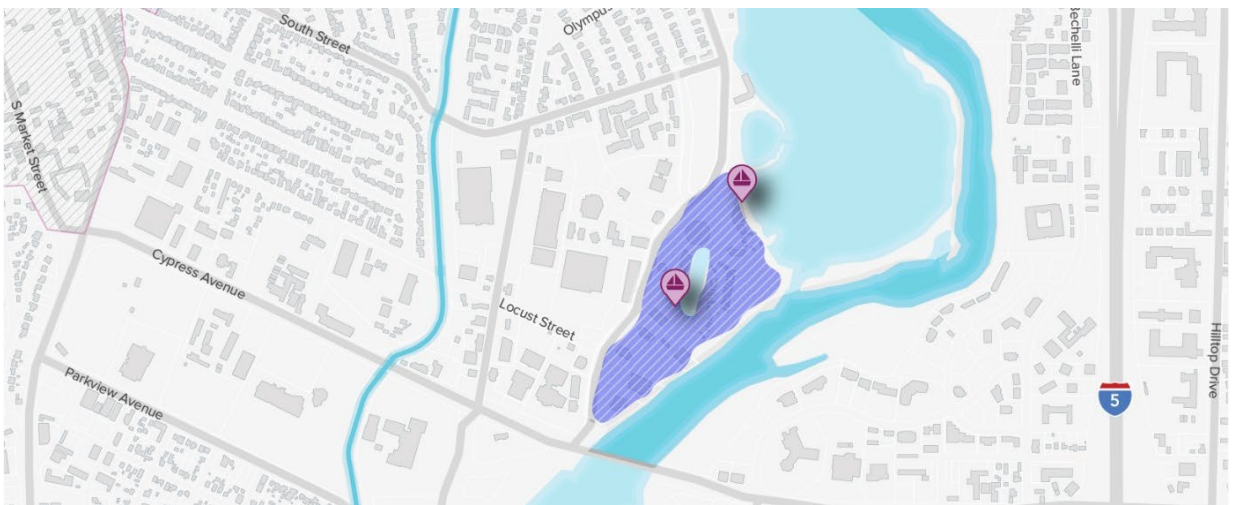


ALLOWED USES

- 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.



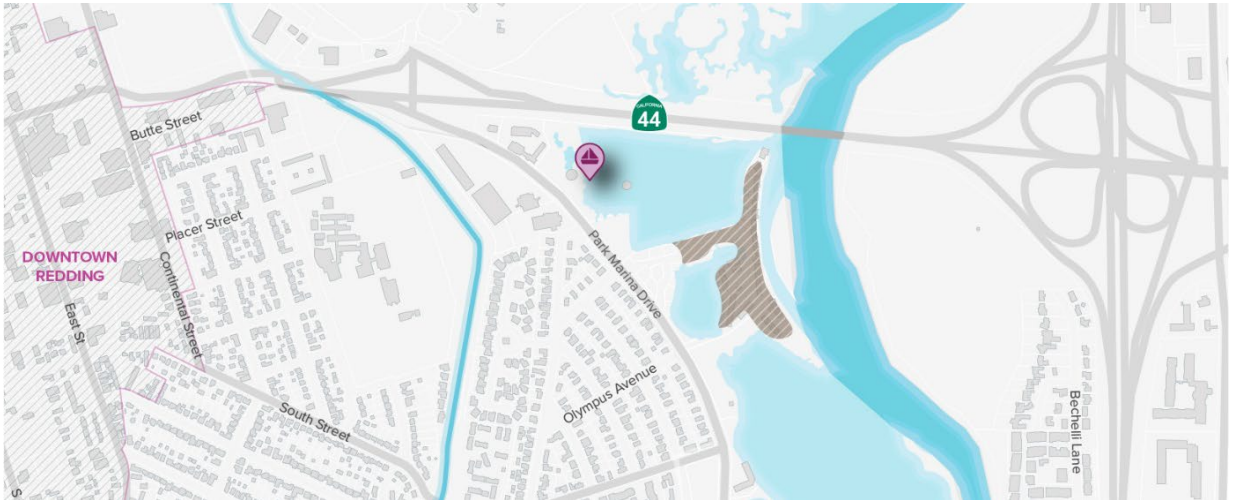


ALLOWED USES

- 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.





*Many community members:*

- Favored the **River Greenway Trail** concept and liked that the trail system improved connectivity and access to the river.
- Felt the need for **permanent conservation easements** in the areas identified as open space and habitat restoration.
- Felt it was important to consider the **100-year floodplain and related strategies** while planning new developments.
- 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.



*Several community members:*

- Felt that any **new development along Park Marina Drive** should maintain and/or create visual connections with the ponds.
- Expressed concerns about parts of the **trail passing through private residential properties**.
- Felt that the **Southern Riverfront should be activated** with retail and/or mixed-uses that would invite more people and increase safety in the area.
- Suggested a **whitewater park** as an attraction in the Southern Riverfront.



# 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



## 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



## 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.

## The Squamish Lil'wat Cultural Centre – Vancouver, BC



Example



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



## Ford Idaho Center – Nampo, ID



## Heartland Events Center – Grand Island, NE

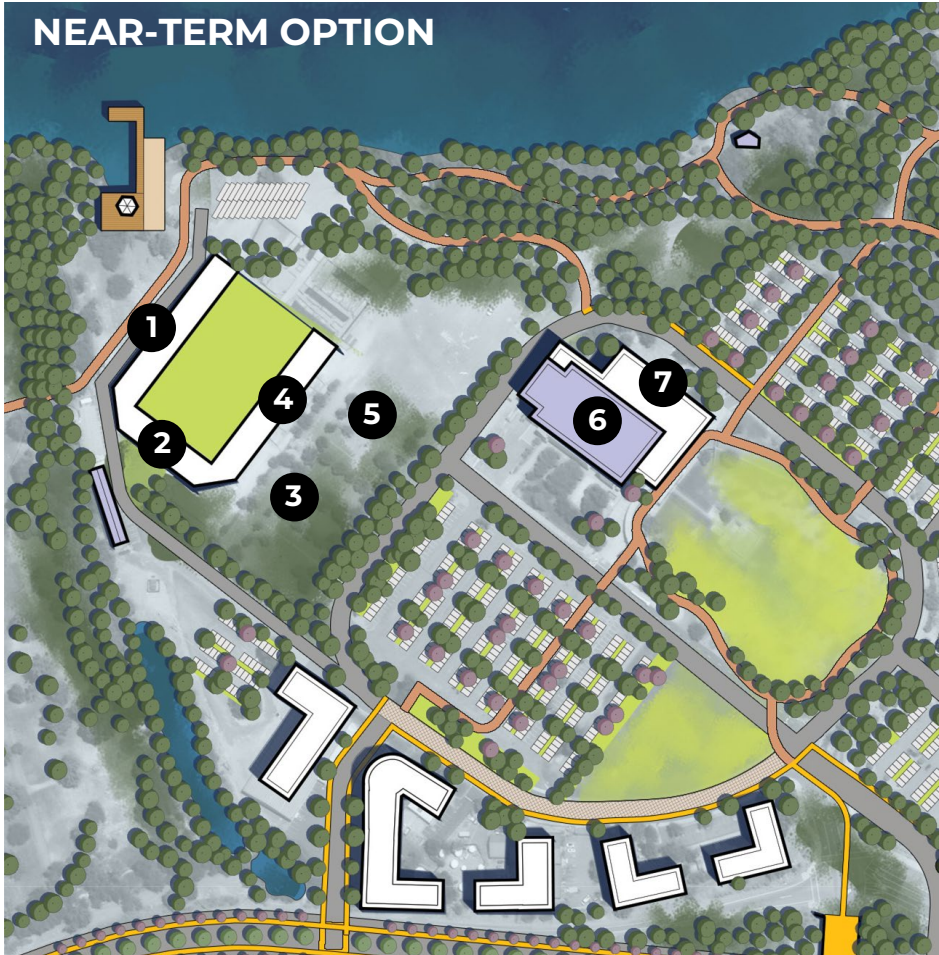
## Margaret Court Areana – New York, NY







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.

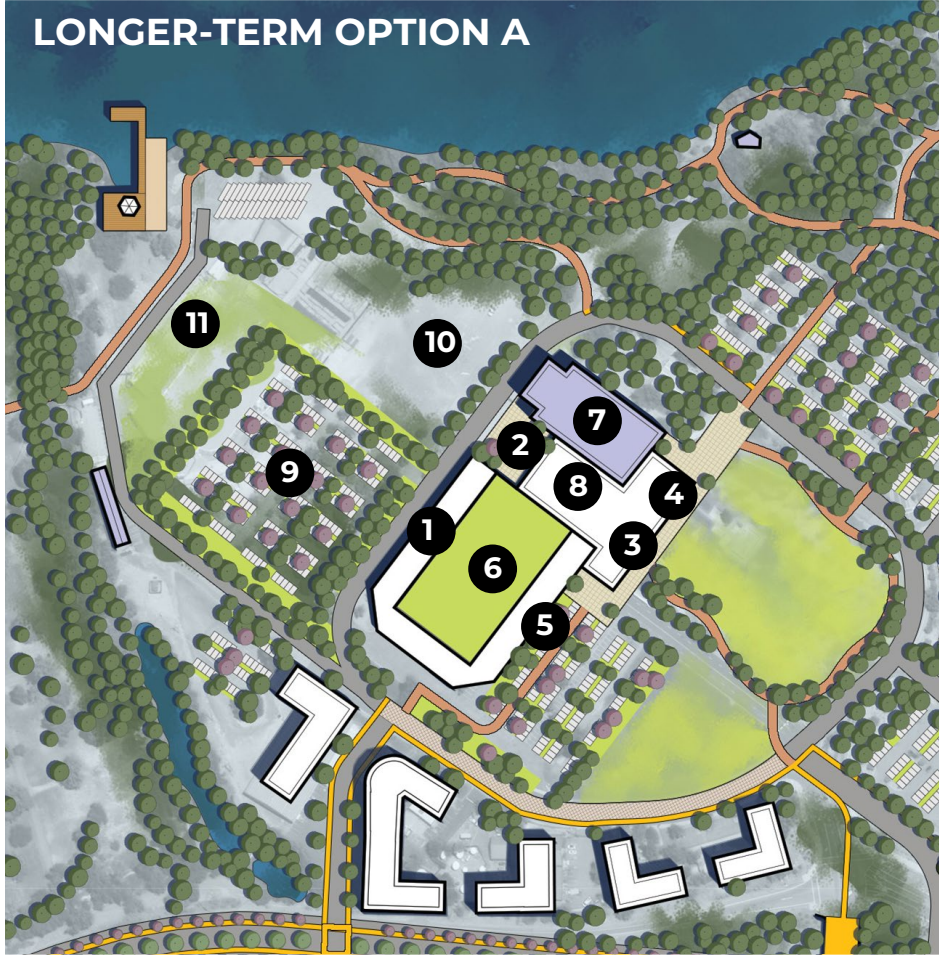
- PROGRAM FOR VENUES**
- Keeps the same programming for the Rodeo.
  - Allows the Civic Auditorium to expand meeting space.

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





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.

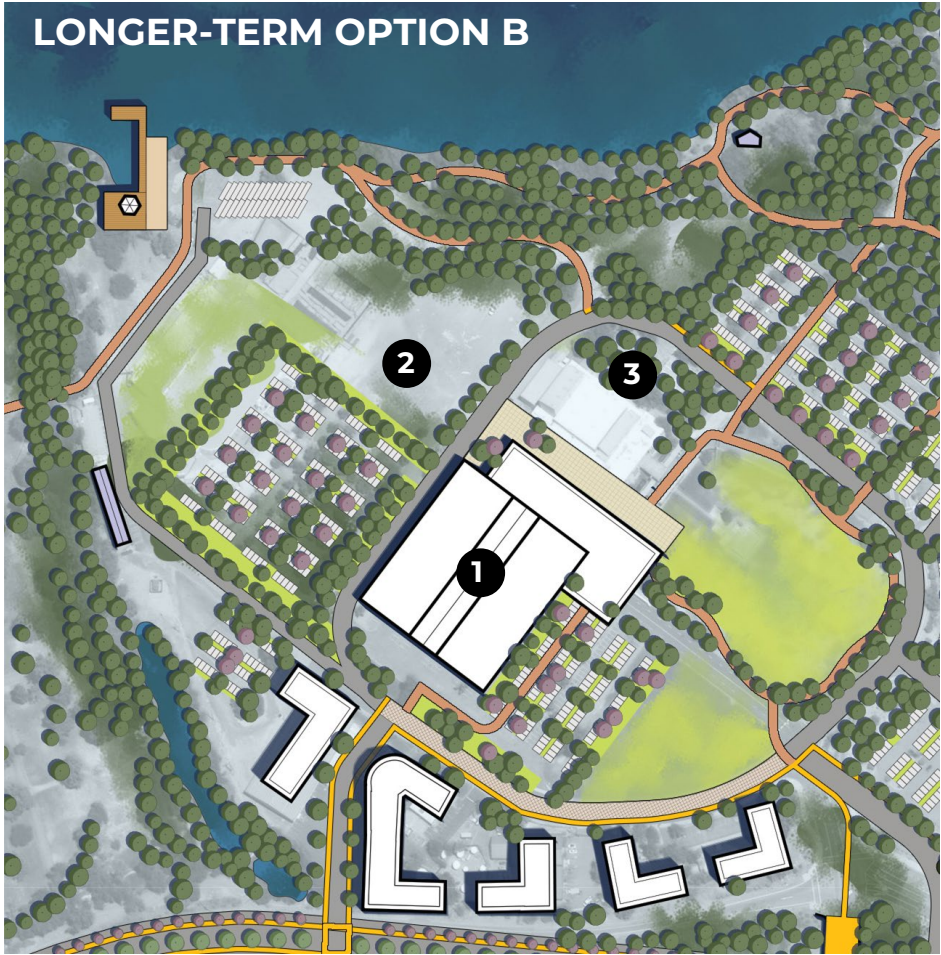
**DEVELOPMENT FOOTPRINT**

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





EXISTING



LONGER-TERM OPTION B

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.

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.)

**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.



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.





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



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



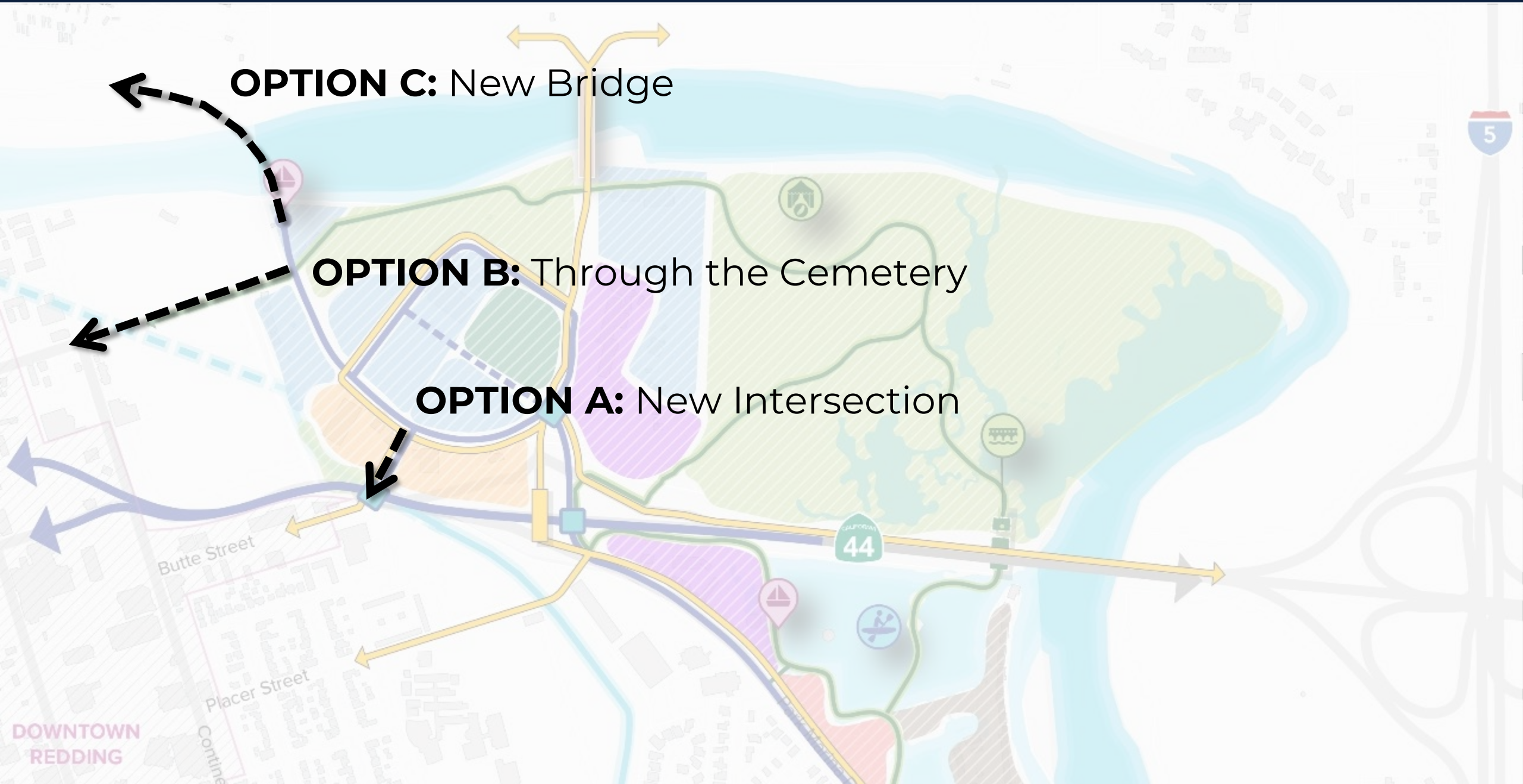
1. Plaza Theatre, 521. W State Street - Public parking is available at the Downtown Square, Oaks and City Hall Parking Garages and after hours at the Central Library and Senior Center.  
2. Central Library, 625 Austin Street - Parking is available for library patrons during normal business hours. After 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.



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.

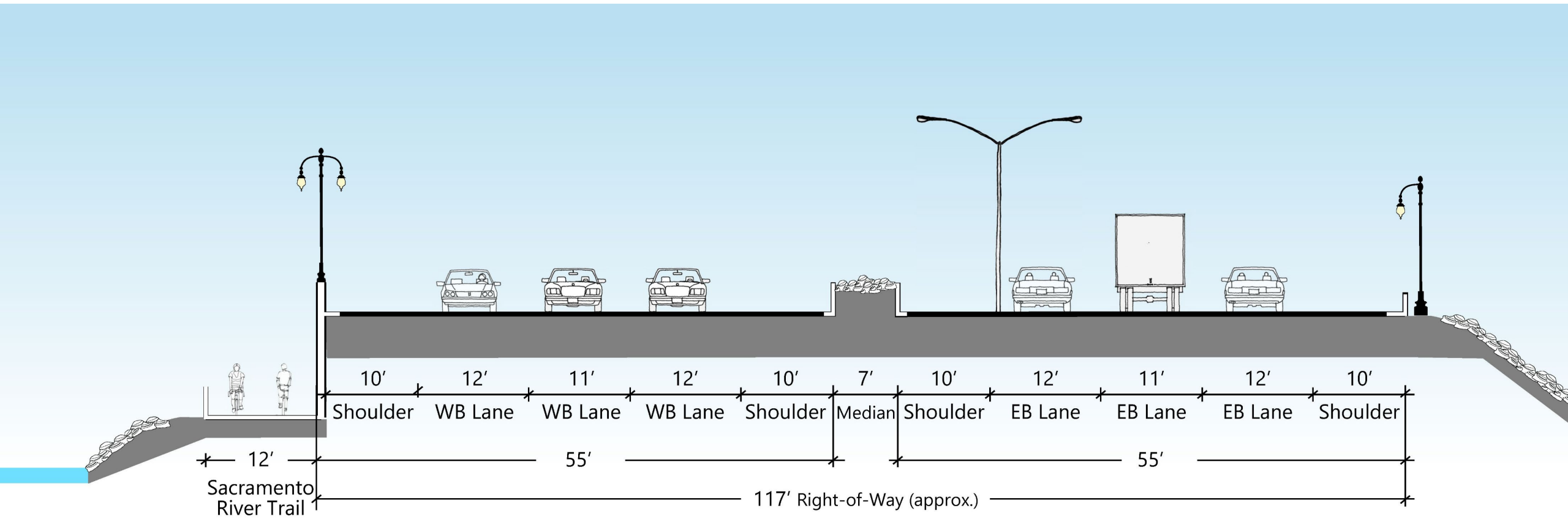
Highway 44 – Existing Design



Existing Condition

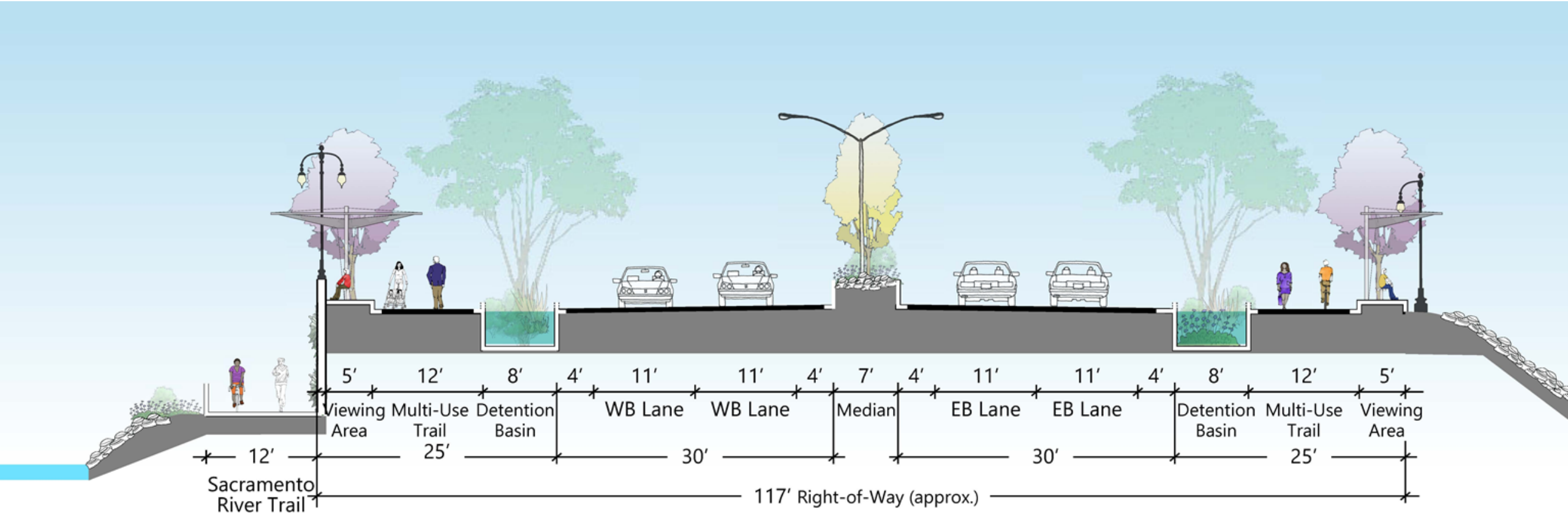


**EXISTING STREET DESIGN**  
Elevated Bridge Portion of Highway 44, Looking East



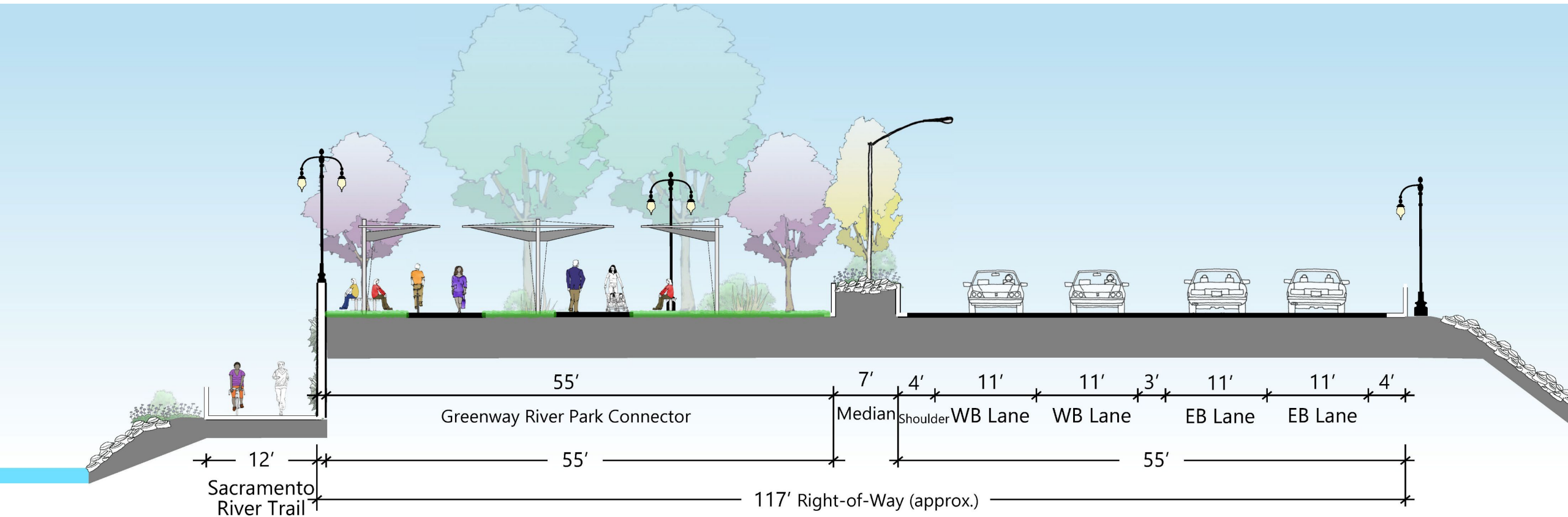


**ALTERNATIVE A: MULTI-USE TRAIL**  
Elevated Bridge Portion of Highway 44, Looking East



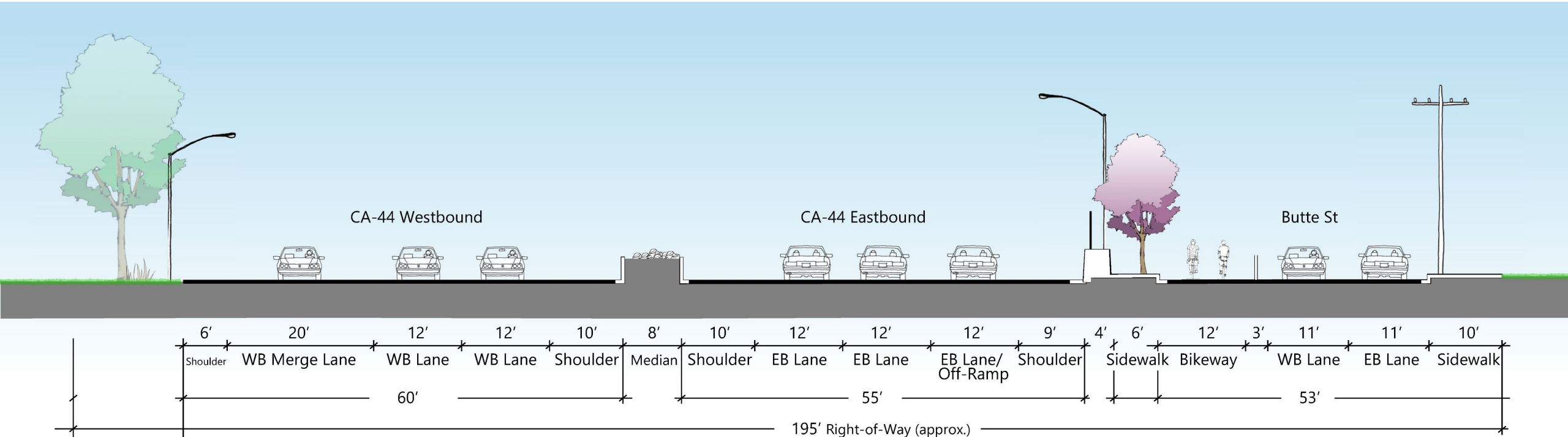


ALTERNATIVE B: GREENWAY RIVER PARK CONNECTOR  
Elevated Bridge Portion of Highway 44, Looking East



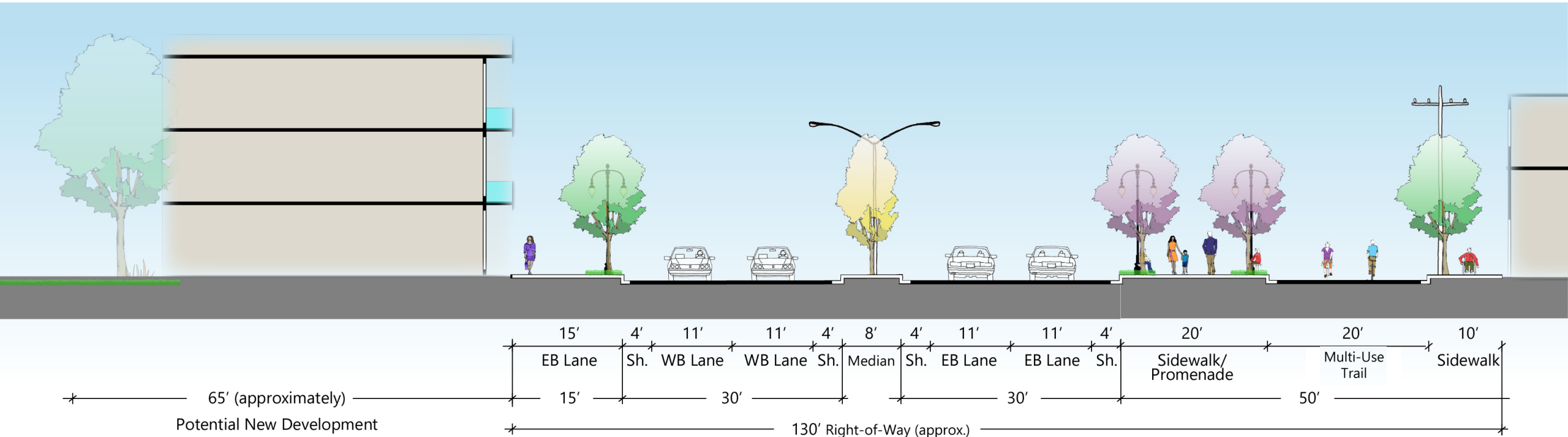


EXISTING STREET DESIGN  
Near the ACID Canal, Looking East





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





*Many community members:*

- Favored the **option of having a single multi-use venue**, possibly with a retractable roof that can open based on the type of event.
- Felt the need for **more parking** to accommodate the activities in the Northern Riverfront (including structured parking).
- Favored the **Highway 44 Boulevard Street** concept with a second entry point to the Northern Riverfront.
- Favored the River Greenway Trail and having **conservation easements** identified for open space and habitat restoration.
- Felt that area reserved for the **Indigenous Cultural Center** should be larger and that Indigenous history should be integrated into the overall trail system.



*Several community members:*

- Had reservations about the **Highway 44 Boulevard Street** concept given its high cost and regulatory hurdles.
- Favored keeping the **existing Rodeo grounds** and **Civic Auditorium** and making focused upgrades to them.
- Expressed concerns regarding the formation of a **Riverfront Consortium**, as they felt it could be a cumbersome process.



# SOUTHERN RIVERFRONT CONCEPTS

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



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.





## 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



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

Tahoe Lake Trail – North Shore, Tahoe, CA



Example



## 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

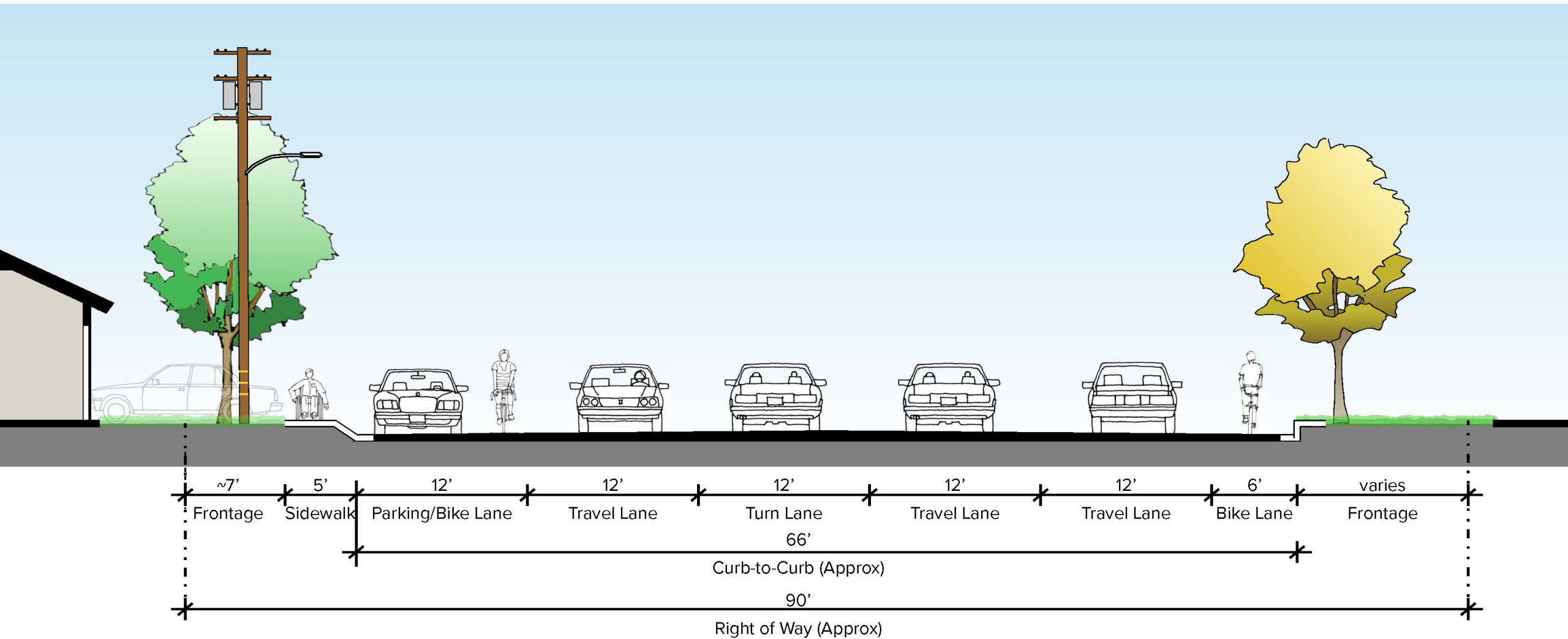
## Diestelhorst to Downtown – Redding, CA



Existing Condition

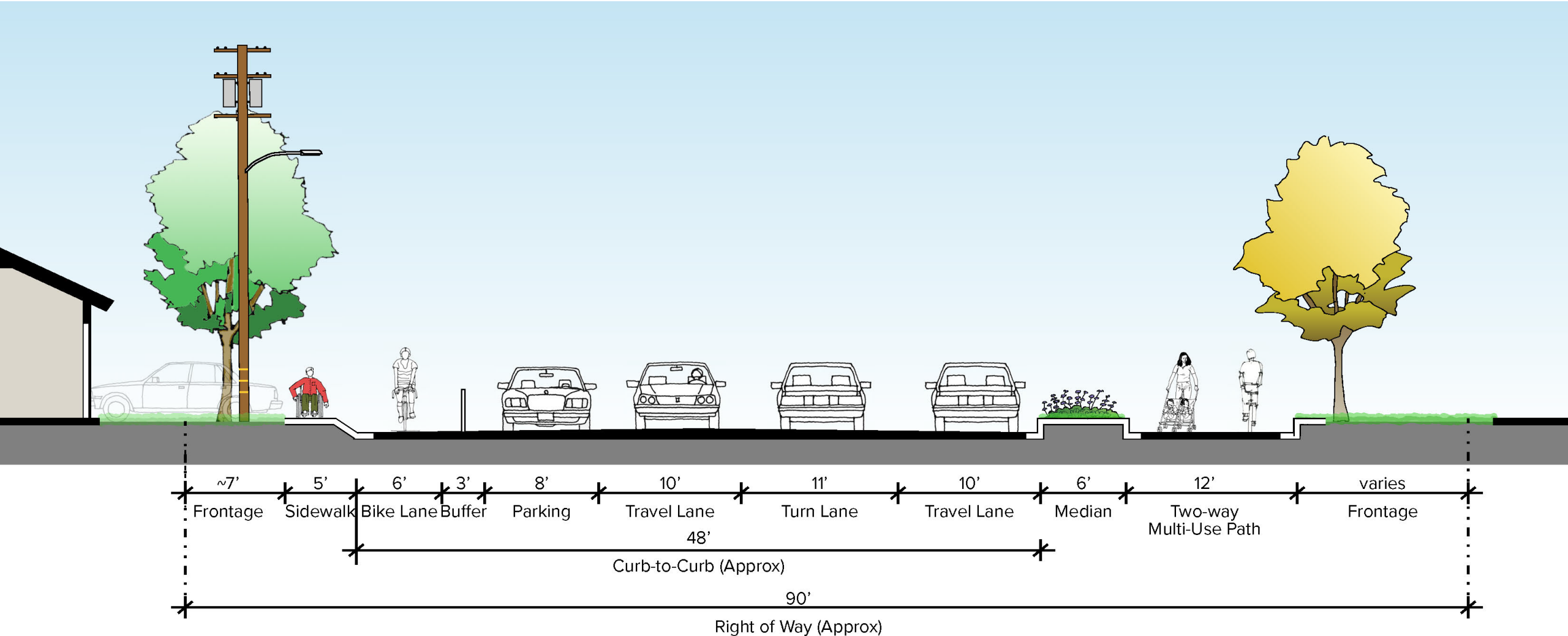


EXISTING STREET DESIGN  
Looking North



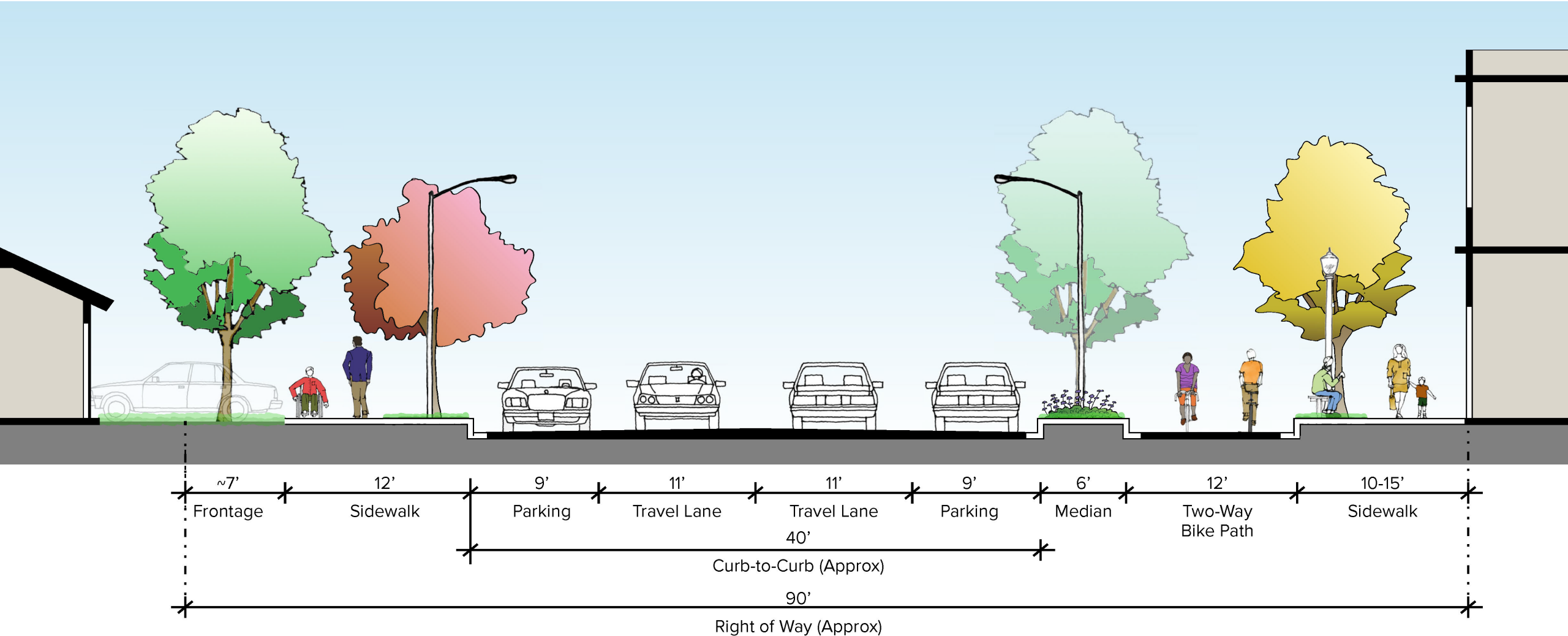


ALTERNATIVE A: PROTECTED BIKEWAY AND MULTI-USE TRAIL  
Looking North



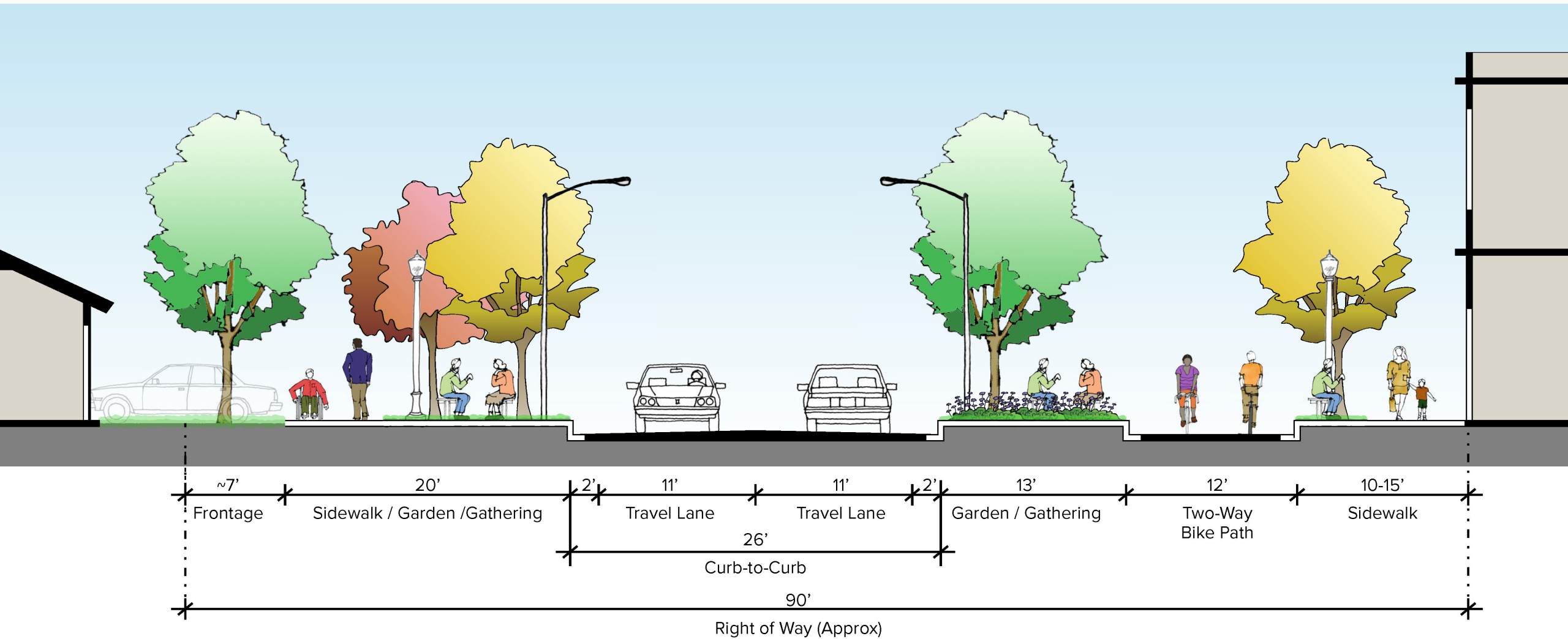


ALTERNATIVE B: WIDER SIDEWALKS ON BOTH SIDES  
Looking North



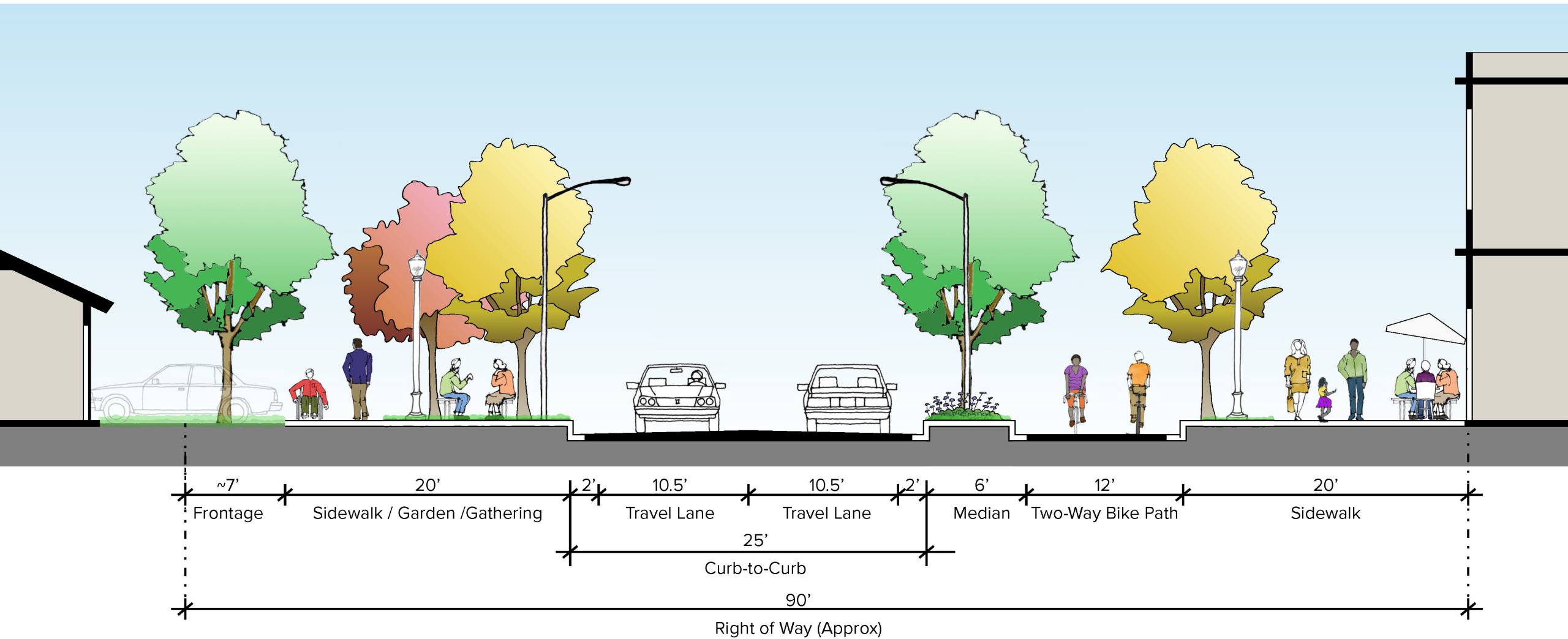


ALTERNATIVE C: GATHERING AREAS  
Looking North





## Looking North



*Many community members:*

- Liked the **River Greenway Trail** concept and felt that it would increase connectivity and access throughout the riverfront.
- Expressed concerns regarding the **impacts of flooding**, particularly in the Southern Riverfront.
- Favored making **Park Marina Drive more pedestrian and bicycle friendly**. They also suggested adding charging stations for scooters and increasing shaded outdoor spaces for the public.
- 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.
- Felt that **Park Marina Drive** should remain as it is.

# SUMMARY AND NEXT STEPS





VISION ELEMENT	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"><li>▪ “Re-wilding” of the Sacramento River</li><li>▪ 300-foot setback from the Sacramento River for new buildings in the Northern Riverfront</li><li>▪ Additional acres of open space and habitat restoration in the Northern Riverfront</li></ul>	<ul style="list-style-type: none"><li>▪ Riparian and fish habitat restoration in partnership with State and Federal agencies and Tribes</li><li>▪ Low-impact trails and gathering spaces</li><li>▪ New Riverfront Greenway Trail</li></ul>



VISION ELEMENT	USES/SPACES	ACTIVITIES/PROGRAMMING
<div><div></div><div><p><b>VISION ELEMENT B</b> RESPECTING THE INDIGENOUS COMMUNITY: PAST, PRESENT, AND FUTURE</p></div></div> <div></div>	<ul style="list-style-type: none"><li>▪ Dedicated Indigenous cultural space adjacent to the Sacramento River</li><li>▪ Coordination with the civic venues to hold larger gatherings and events for the Indigenous community</li></ul>	<ul style="list-style-type: none"><li>▪ Riverfront Consortium that includes Tribal representatives</li><li>▪ Opportunities to strengthen connections to the Sacramento River and natural environment</li></ul>



VISION ELEMENT	USES/SPACES	ACTIVITIES/PROGRAMMING
<div data-bbox="112 319 188 396"></div> <div data-bbox="196 319 777 399"><p><b>VISION ELEMENT C</b> ECONOMICALLY VIABLE AND THRIVING ARTS, CULTURAL, AND ENTERTAINMENT VENUES</p></div> <div data-bbox="86 422 927 769"></div>	<ul style="list-style-type: none"><li>▪ Improve civic venues so they can hold a greater variety of events, while not increasing the overall current capacity of events</li><li>▪ Enhance the Redding Rodeo through improved and more modern facilities</li></ul>	<ul style="list-style-type: none"><li>▪ New investments in civic/cultural venues that are economically feasible and create a unique destination</li><li>▪ Riverfront Consortium that will organize programs, events, parking, and other operations</li></ul>



VISION ELEMENT	USES/SPACES	ACTIVITIES/PROGRAMMING
<div data-bbox="112 319 606 386"> VISION ELEMENT D APPROPRIATE SCALE AND USES</div> 	<ul style="list-style-type: none"><li>▪ Require new spaces and buildings to be designed and scaled in character with the natural environment</li><li>▪ Focus larger projects on lots that can provide larger setbacks and greater buffers from the Sacramento River</li></ul>	<ul style="list-style-type: none"><li>▪ Unique destination along the Sacramento River that does not compete with other areas, including Downtown</li></ul>



VISION ELEMENT	USES/SPACES	ACTIVITIES/PROGRAMMING
<div><div></div><div><p>VISION ELEMENT E</p><p>WORLD-CLASS RECREATION AND ACTIVITIES</p></div></div> <div></div>	<ul style="list-style-type: none"><li>▪ Increase opportunities for lake and river access along low-impact trails</li><li>▪ More programming and events in Active Recreation areas</li><li>▪ New boat launches</li></ul>	<ul style="list-style-type: none"><li>▪ Greater variety of active recreational uses in the private lakes in the Southern Riverfront</li></ul>

VISION ELEMENT	USES/SPACES	ACTIVITIES/PROGRAMMING
<div><div> VISION ELEMENT F CONNECTED SPACES</div><div></div></div>	<ul style="list-style-type: none"><li>▪ New secondary entry into the Northern Riverfront to improve access and safety</li><li>▪ New bicycle and pedestrian trails throughout the Riverfront area, with connections to surrounding neighborhoods and Downtown</li></ul>	<ul style="list-style-type: none"><li>▪ New community gathering spaces and destinations to promote activities and connections to the Riverfront area</li></ul>



VISION ELEMENT	USES/SPACES	ACTIVITIES/PROGRAMMING
<div> <b>VISION ELEMENT G</b> MEMORABLE AND VIBRANT PLACES</div> 	<ul style="list-style-type: none"><li>▪ 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</li></ul>	<ul style="list-style-type: none"><li>▪ Ability to attract new events and activities to the Riverfront (while not increasing overall capacity)</li></ul>

Following Council feedback and direction tonight, the project team will:

- Prepare the **draft Redding Riverfront Specific Plan** document.
- Prepare a programmatic **Draft Environmental Impact Report** consistent with the requirements of the California Environmental Quality Act (CEQA).
- Hold **meetings** and **public hearings** to receive feedback on the draft plan and environmental documents.

#### 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.





Facility	Capacity (people)	Construction Costs	Annual Operating Costs	Annual Revenue
<b>Tahoe Blue Event Center</b> Stateline, NV	5,000	\$100 million (2023)	\$2.26 million	\$1.15 million
<b>Rio Rancho Events Center</b> Rio Rancho, NM	7,000	\$47 million (2006)	\$1.16 million	\$3.4 million
<b>Heartland Events Center</b> Grand Island, NE	7,500	\$35 million (2006)	\$2.4 million	\$2.6 million
<b>Ford Idaho Center</b> Nampa, ID	12,300	\$50 million (1996)	\$2.3 million	\$2.8 million