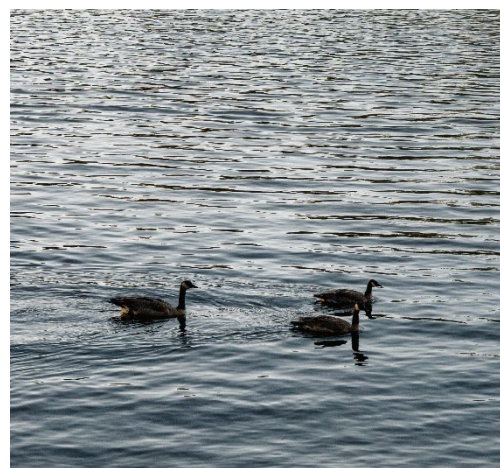
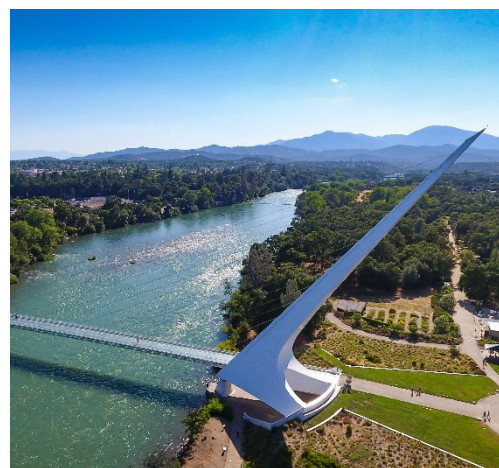




EMERGING REDDING RIVERFRONT CONCEPTS

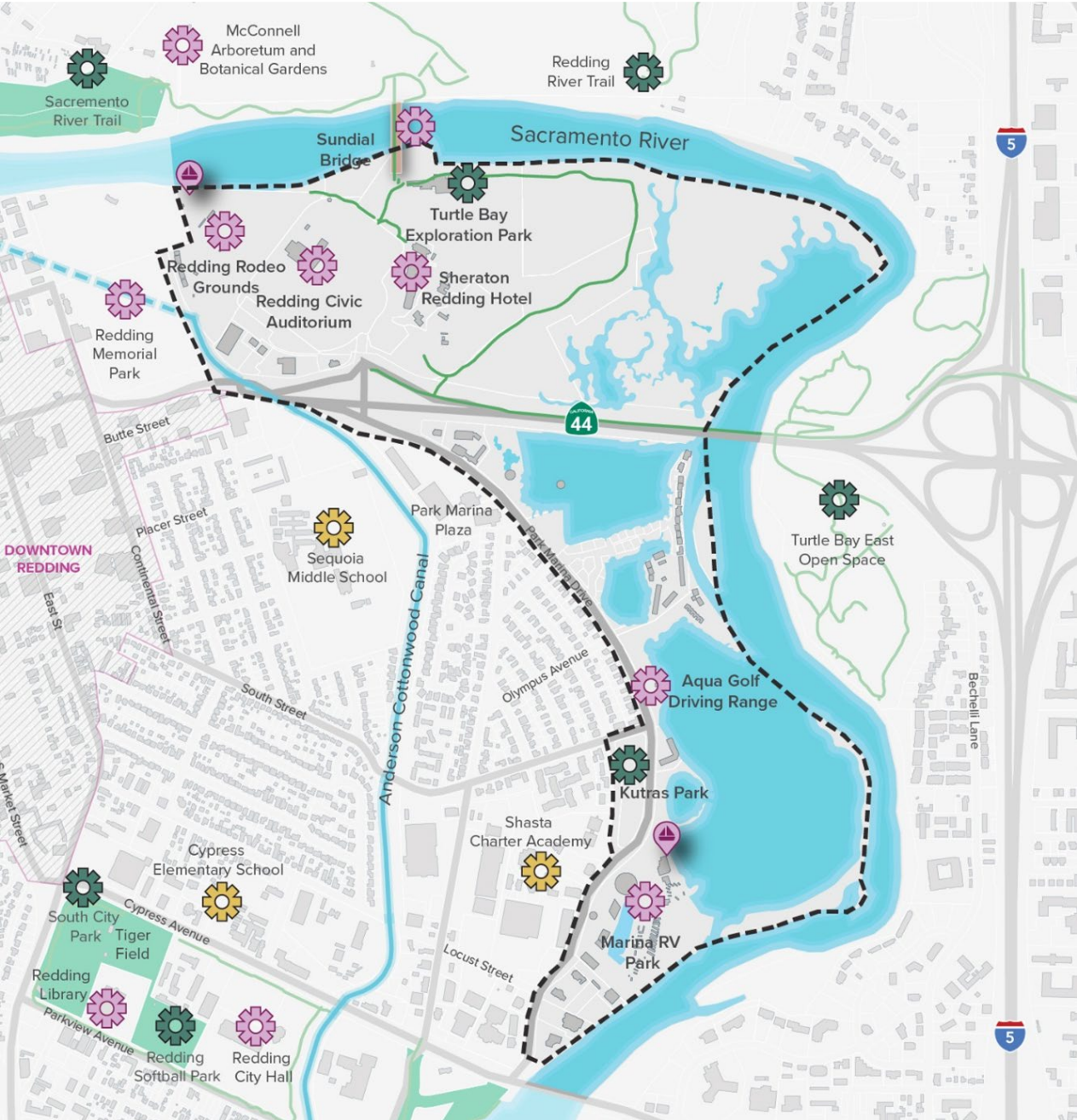
Redding Riverfront Specific Plan | City Council Presentation | November 18, 2025





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



REDDING RIVERFRONT VISION



**Visioning
Open Houses**
August 2023

**Opportunities
and Alternatives
Workshops**
June 2024

**Emerging Concepts
Open House**
May 2025

Total Participants
480+





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.



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

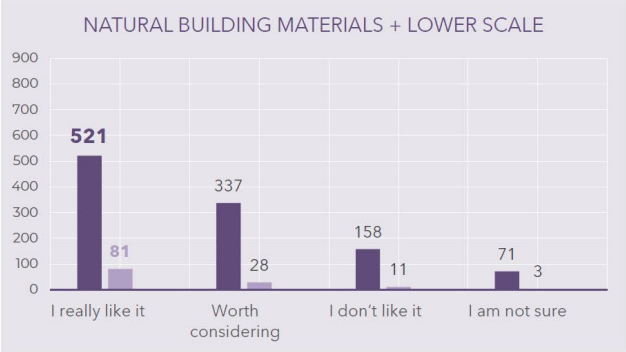
- | | |
|------------------|--------------|
| ▪ Wintu | ▪ Ohlone |
| ▪ Pit River | ▪ Shasta |
| ▪ Winnemem Wintu | ▪ Hawaiian |
| ▪ Chickasaw | ▪ Purepecha |
| ▪ Colusa | ▪ Hupa |
| ▪ Paiute | ▪ Non-native |

COMBINED POLLING RESULTS

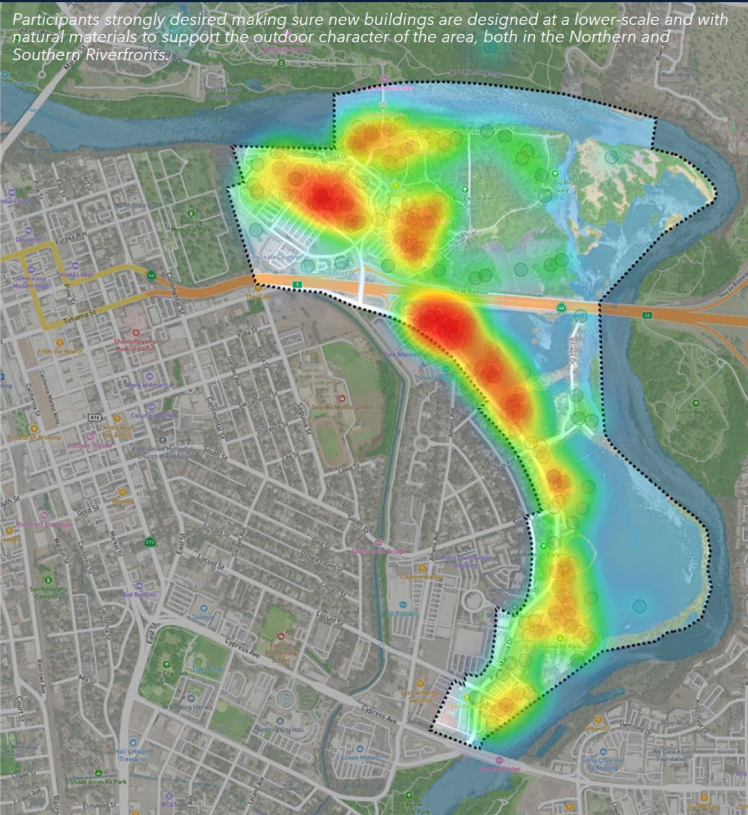
BUILDINGS AND USES



NATURAL BUILDING MATERIALS + LOWER SCALE

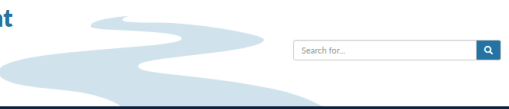


Online survey results are in dark purple and workshop results are in light purple on the chart. The map depicts the concentration of participants choices for the most appropriate locations for each use. Participants were allowed to provide multiple locations.



Redding Riverfront
Specific Plan

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 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 Workers 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 treated the monolith as a historical model and a memorial to those who worked on the dam.

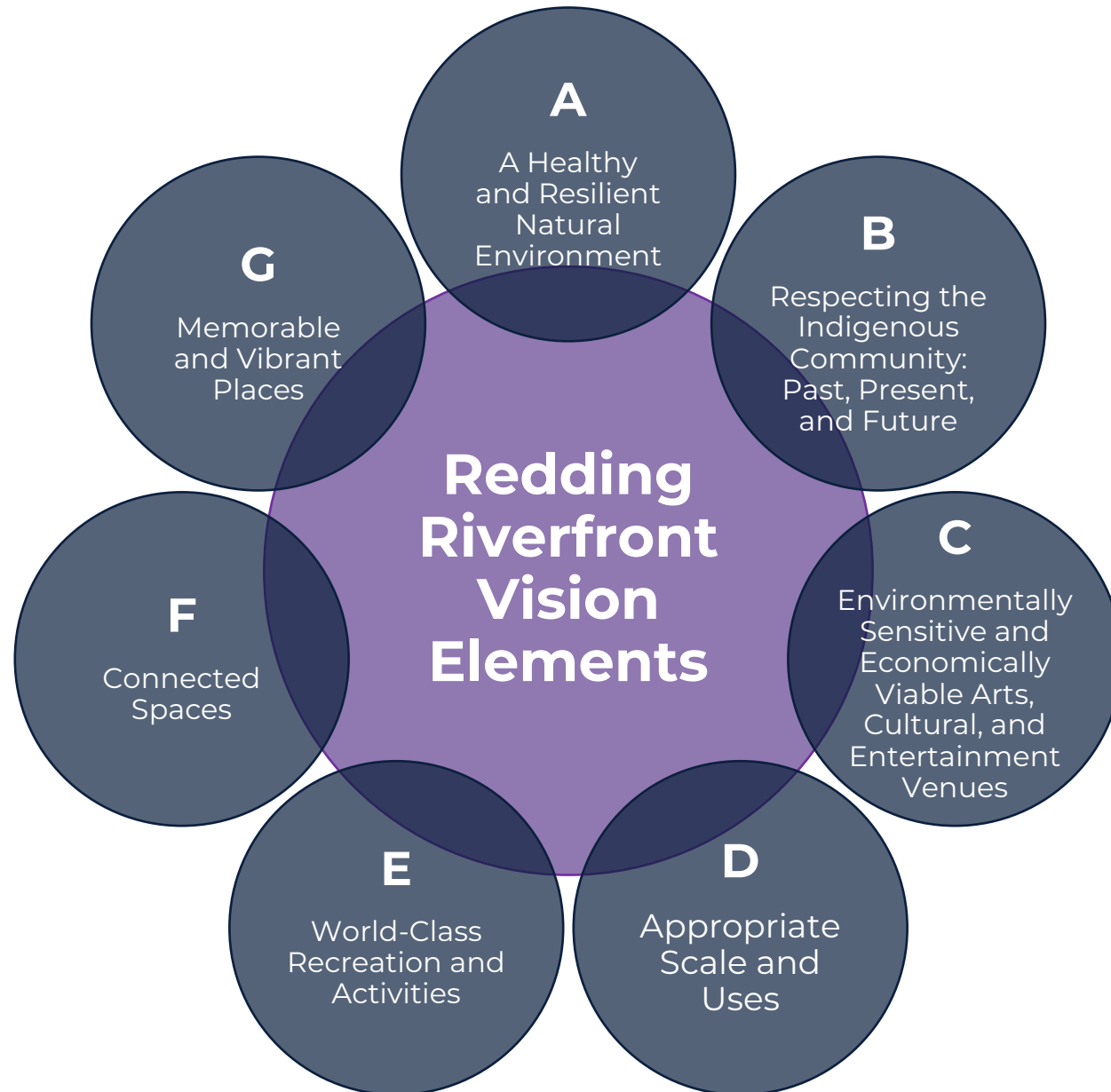
Approximately **900 people** took the online survey

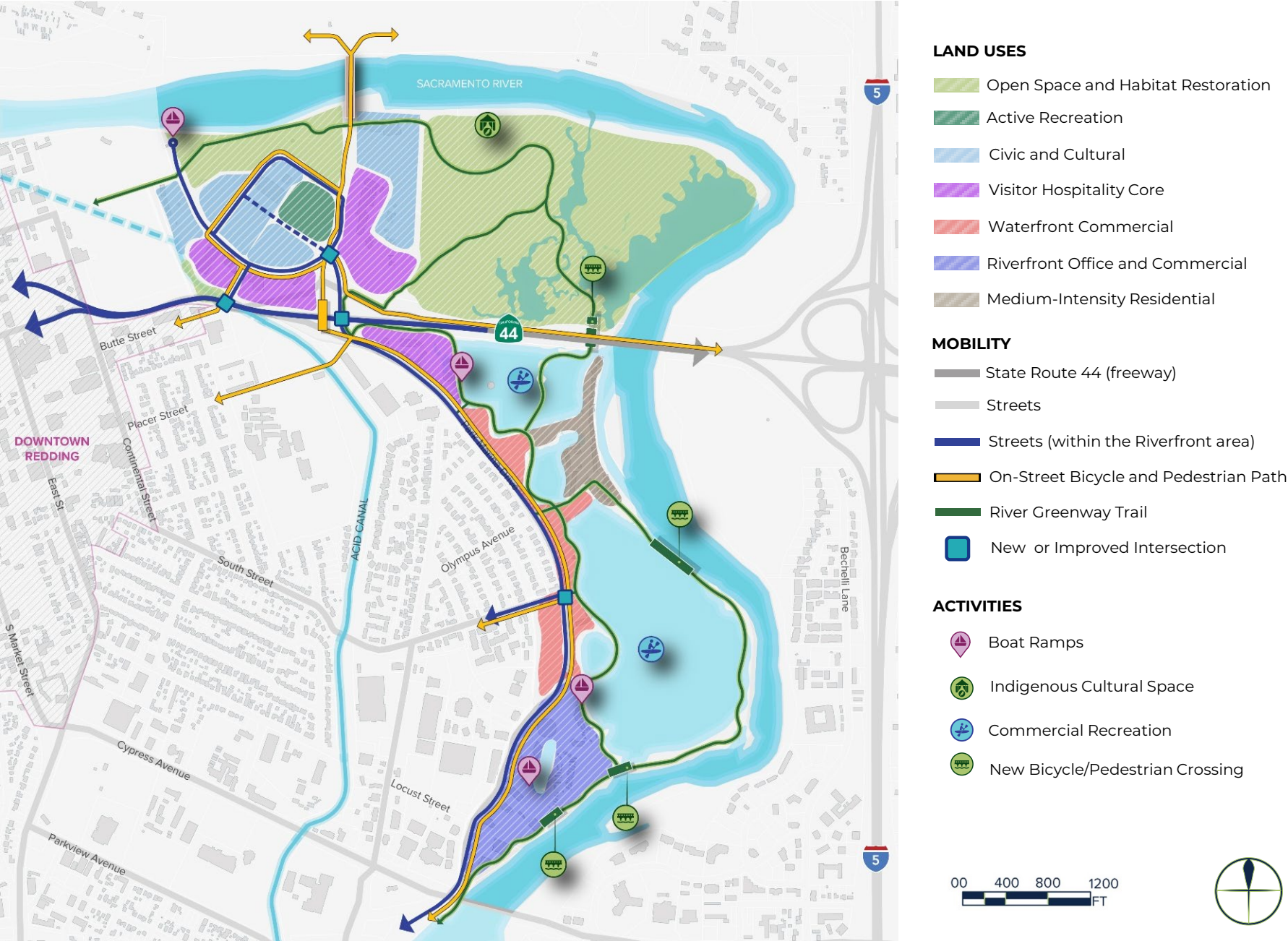
Over **150+** people have submitted comments online

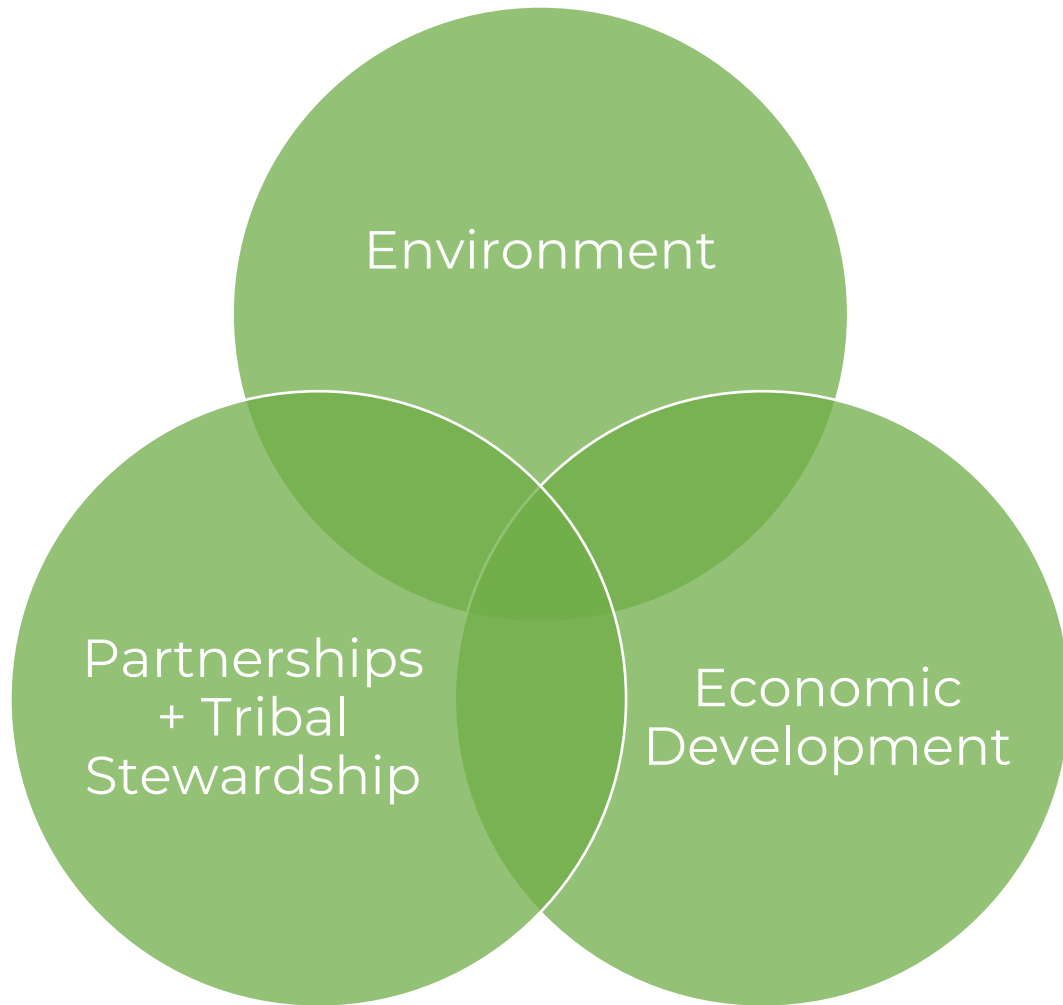
Advance Redding
Anderson-Cottonwood Irrigation District
Asphalt Cowboys
Audubon Community
Chamber of Commerce
Fishing Community
Flyshop
McConnell Foundation
Northern Riverfront Property Owners
Northern Riverfront Tenants

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 Tribes and Members









What incentives can the City of Redding provide ... ?

Regulatory

- Vision Framework
- Policies and Standards
- Design Guidelines
- Development Streamlining
- CEQA Documentation
- Coordination Support (public/private partnerships)

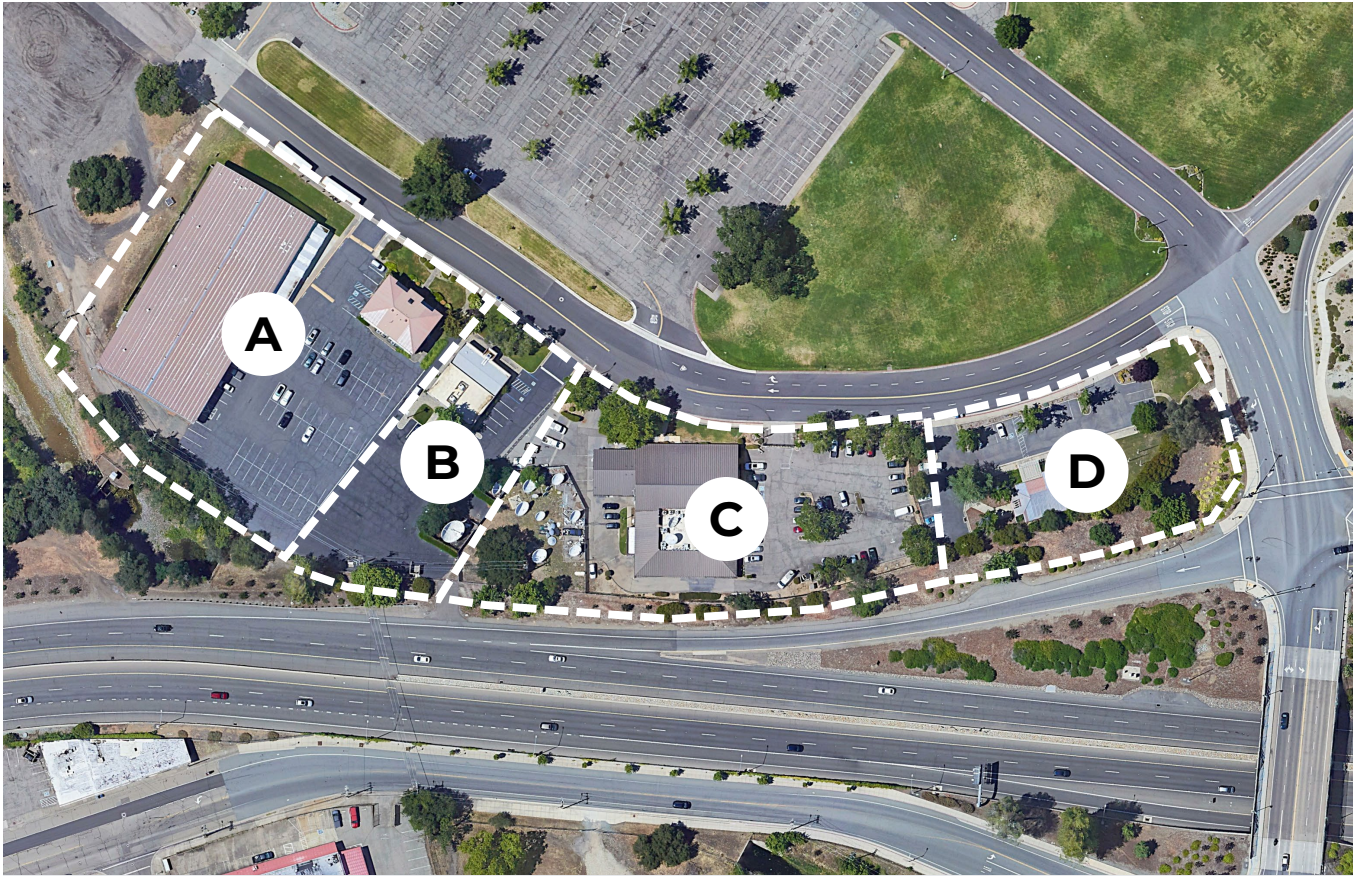
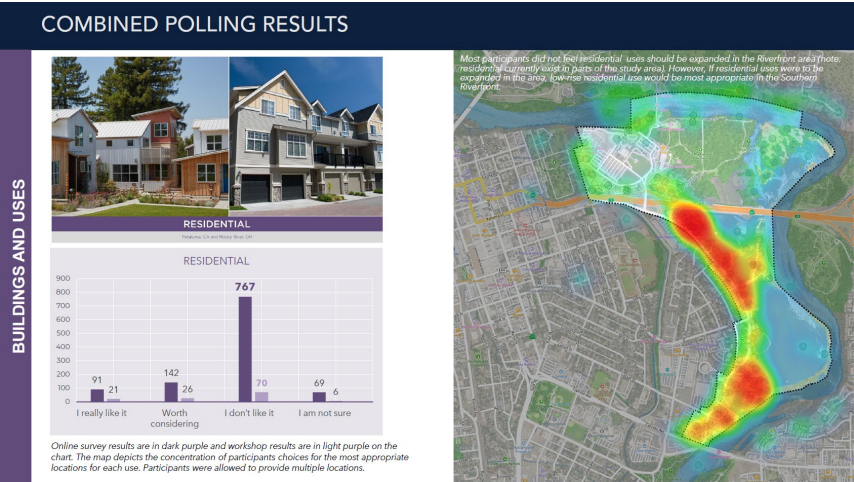
Financial

- Land Leases
- Grants (Federal/State/other)
- TOT Revenues
- Bonding

NORTHERN RIVERFRONT REFINEMENTS

The Project Team met with each private property owner and in general, they are:

- Interested in seeing a secondary access point to the Northern Riverfront.
- Concerned about onsite parking.
- Did not express strong desires for residential uses.
- Appreciated the opportunity to move their properties into conforming uses.



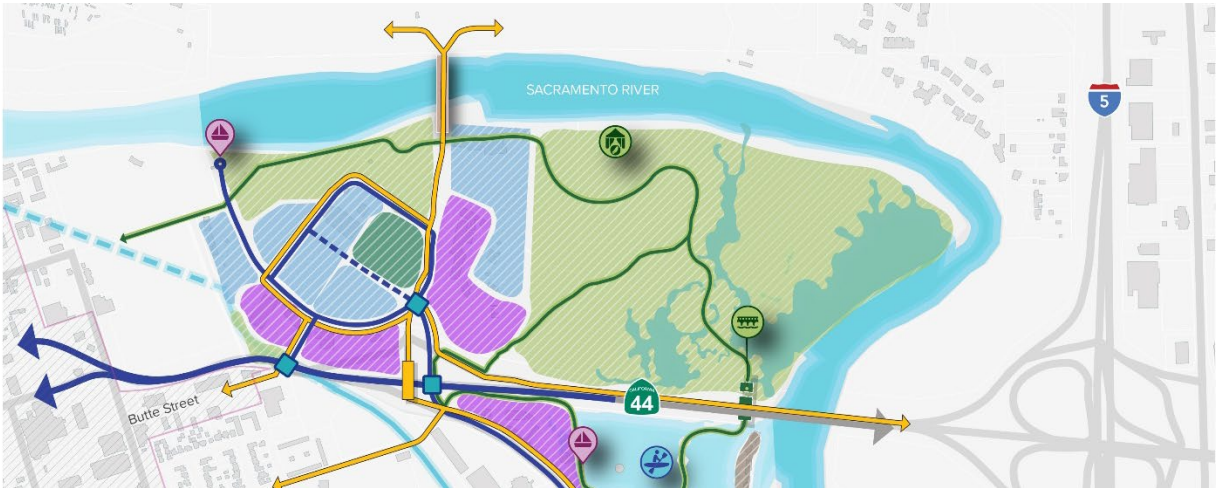
- A Johannessen
- B Hixenbaugh
- C KRCR
- D City of Redding

The team suggests redesignating these areas as **“VISITOR HOSPITALITY”**

- Allows visitor centers, retail, hotels and lodging, restaurants, and smaller conference facilities.
- Prohibits new buildings within 150 of the Sacramento River.

DRAFT DEVELOPMENT STANDARDS

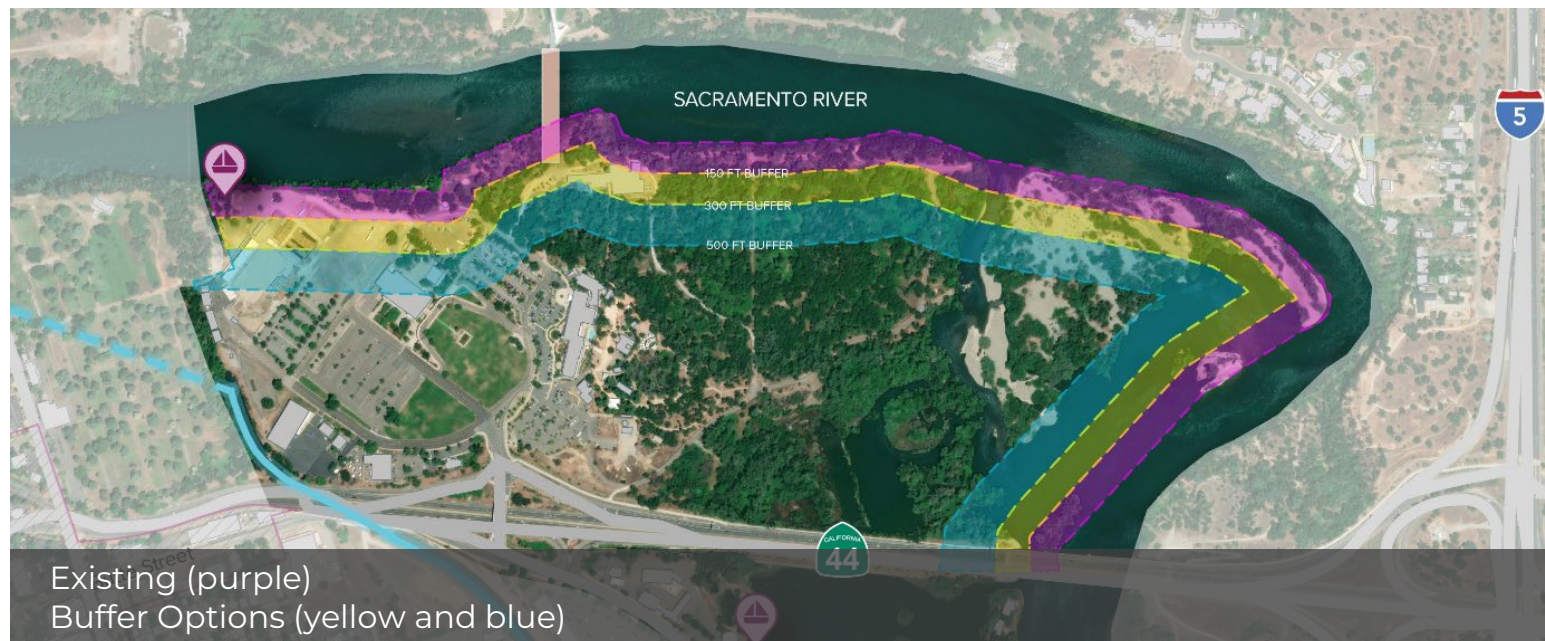
Density	Maximum Building Size: 60,000 square feet
Lot Area and Width	Lot Area: 7,500 square feet (min) Width: 70-80 feet
Height	45 feet (max)
Setbacks	Front: 15 feet; Side and Rear: None (unless buffer yard is required); Corner Side: 10 feet
Sacramento River Setback	No new buildings or structures within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



Existing

The Northern Riverfront area has a required 150-foot setback for new buildings from the Sacramento River (**purple** area).

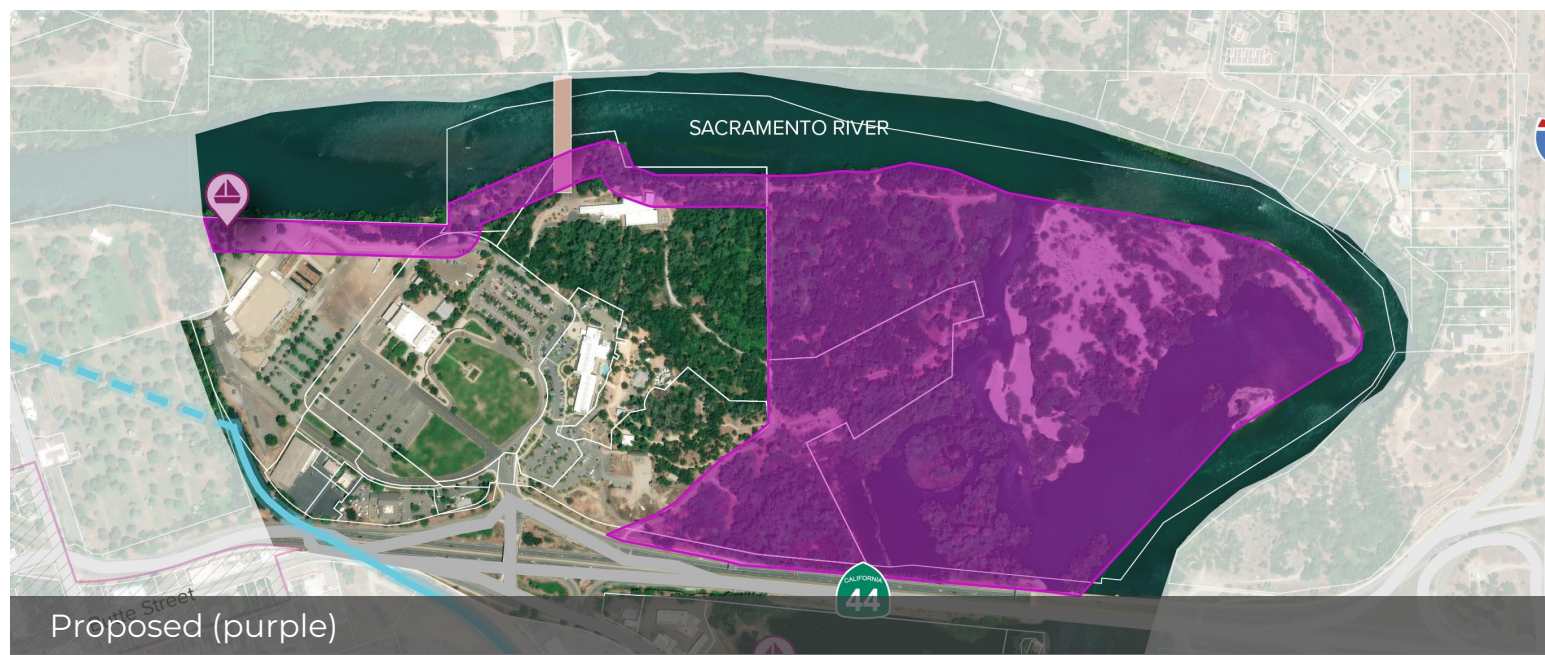
Yellow and blue areas show additional buffers for reference

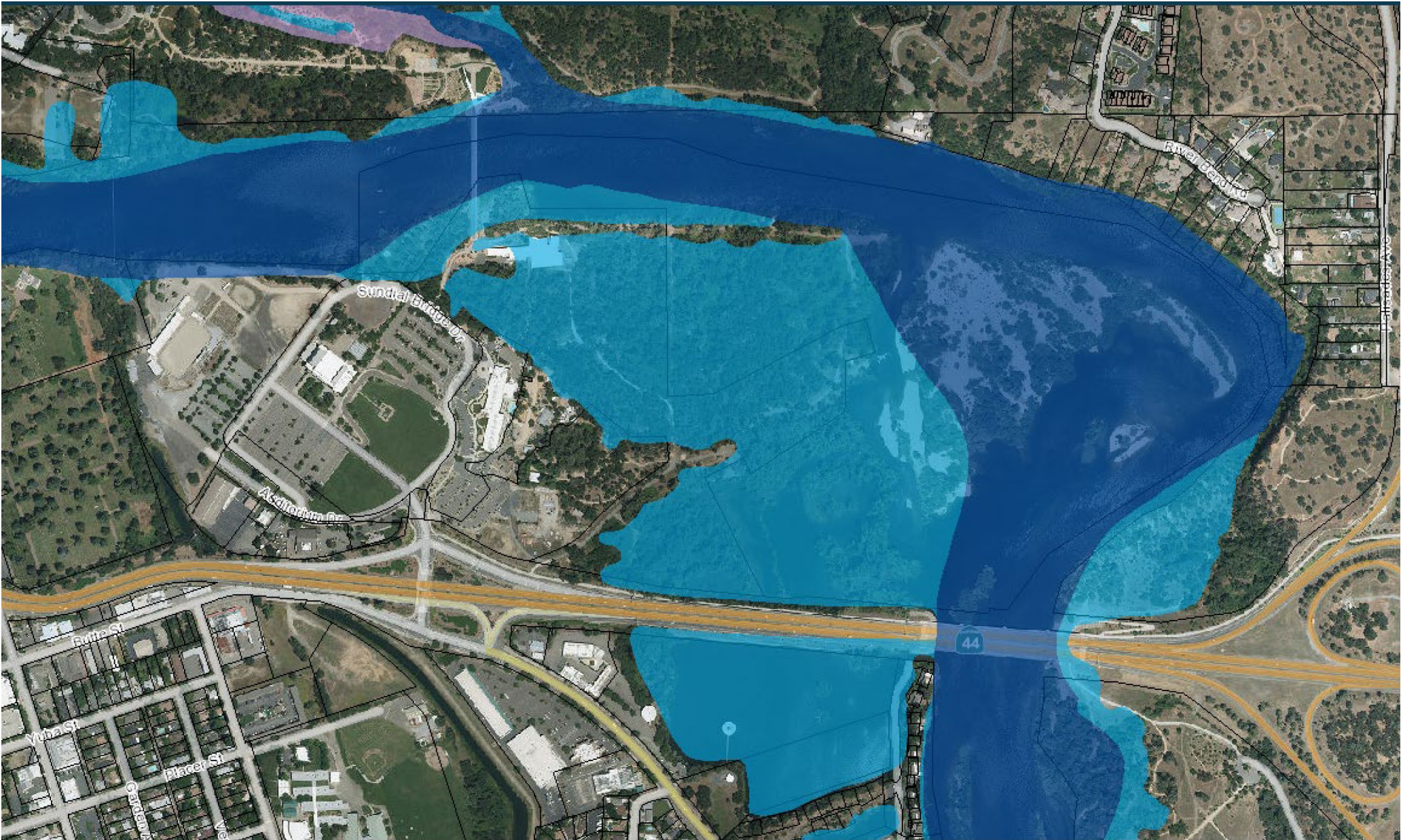


Proposed

Maintain the required 150-foot setback for new buildings from the Sacramento River on the west portion.

Expand the open space restoration area to include the eastern portion.





Habitat Restoration
Co-Stewardship of Land
with Tribes



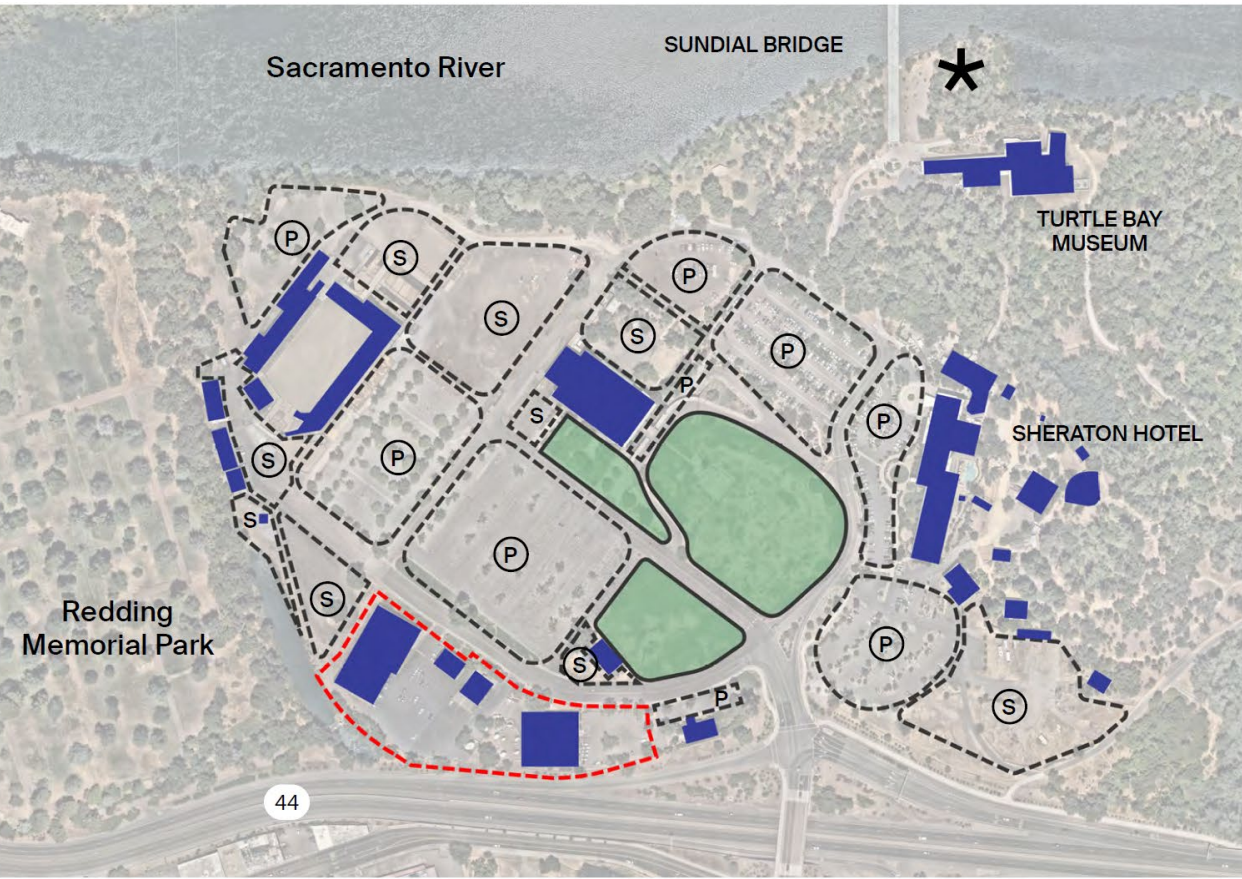
Indigenous History and
Interpretive Area
Tribal Cultural Area



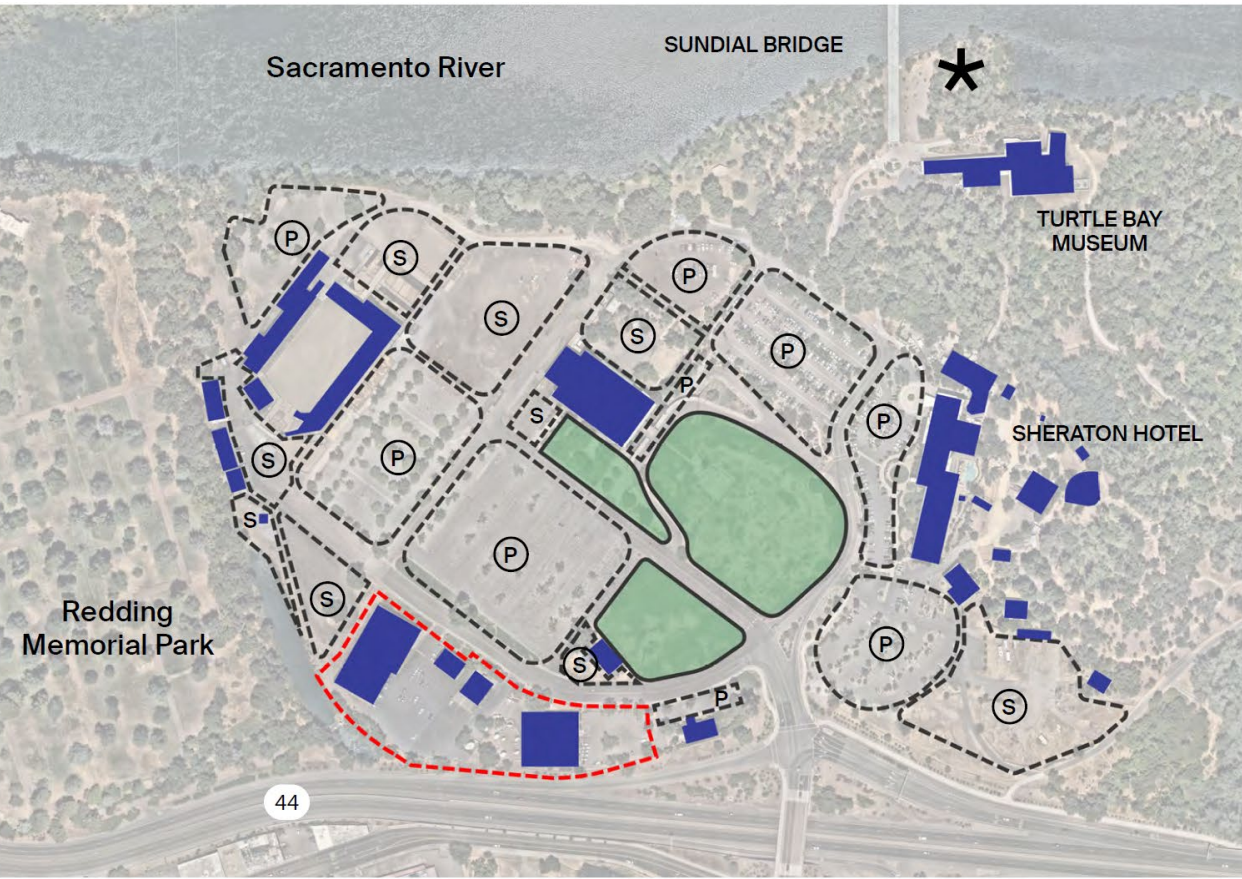
Trails and Sacramento River
Connections
Passive Recreation



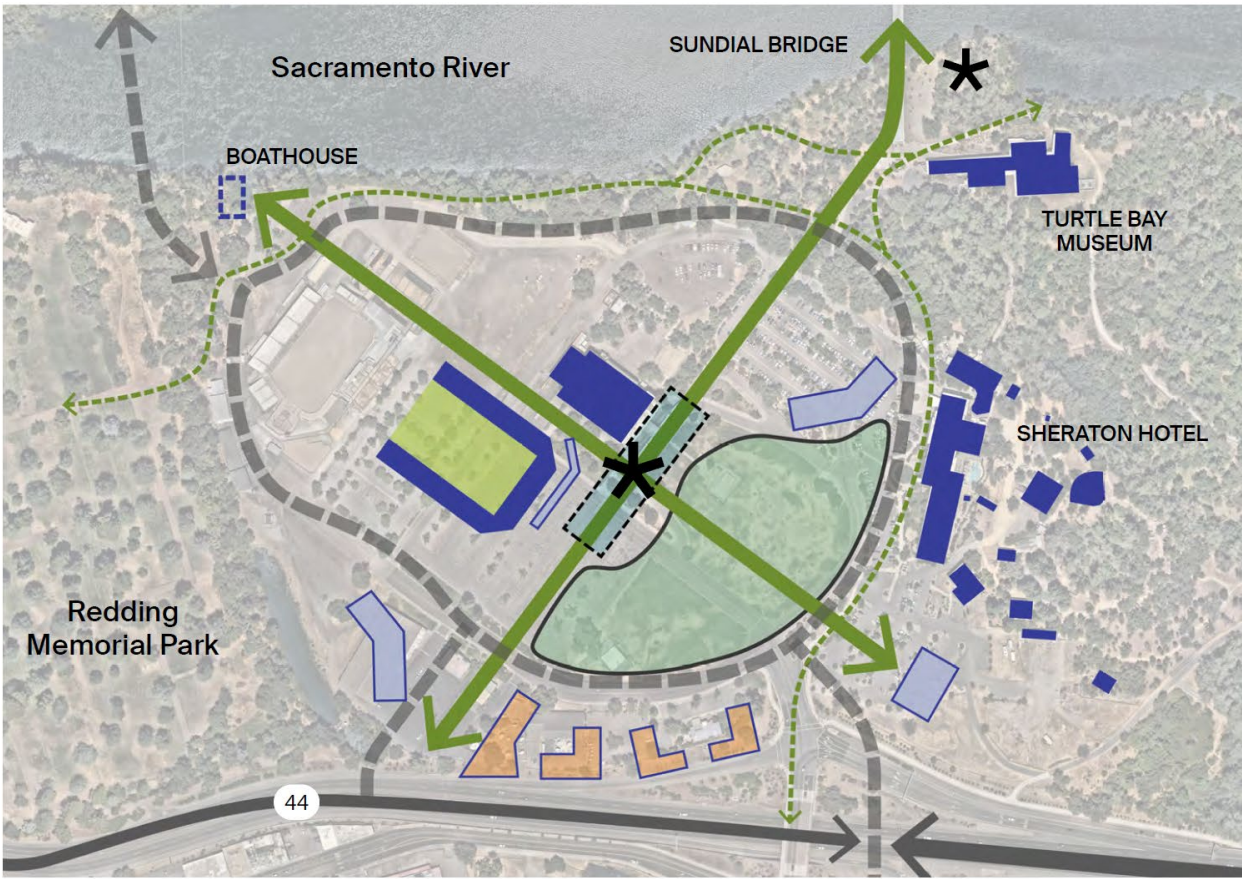
Existing

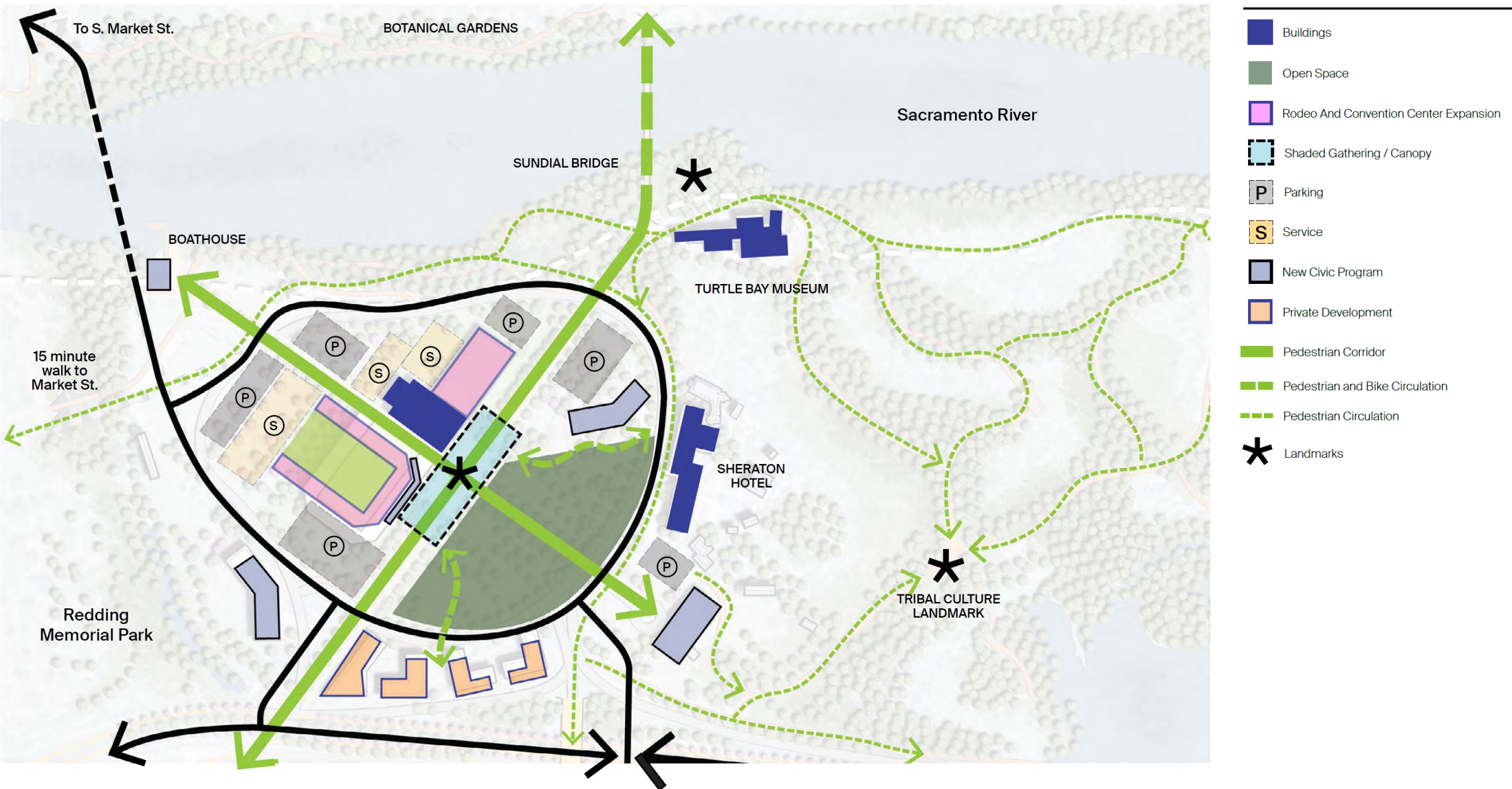


Existing



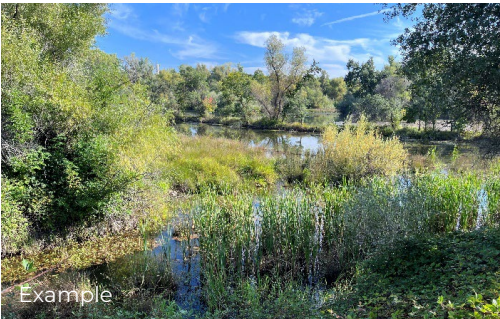
Organizational Concept







Habitat Restoration



Riverfront
Park



Indigenous
Heritage Center



Indigenous
Cultural Area



Active Recreation

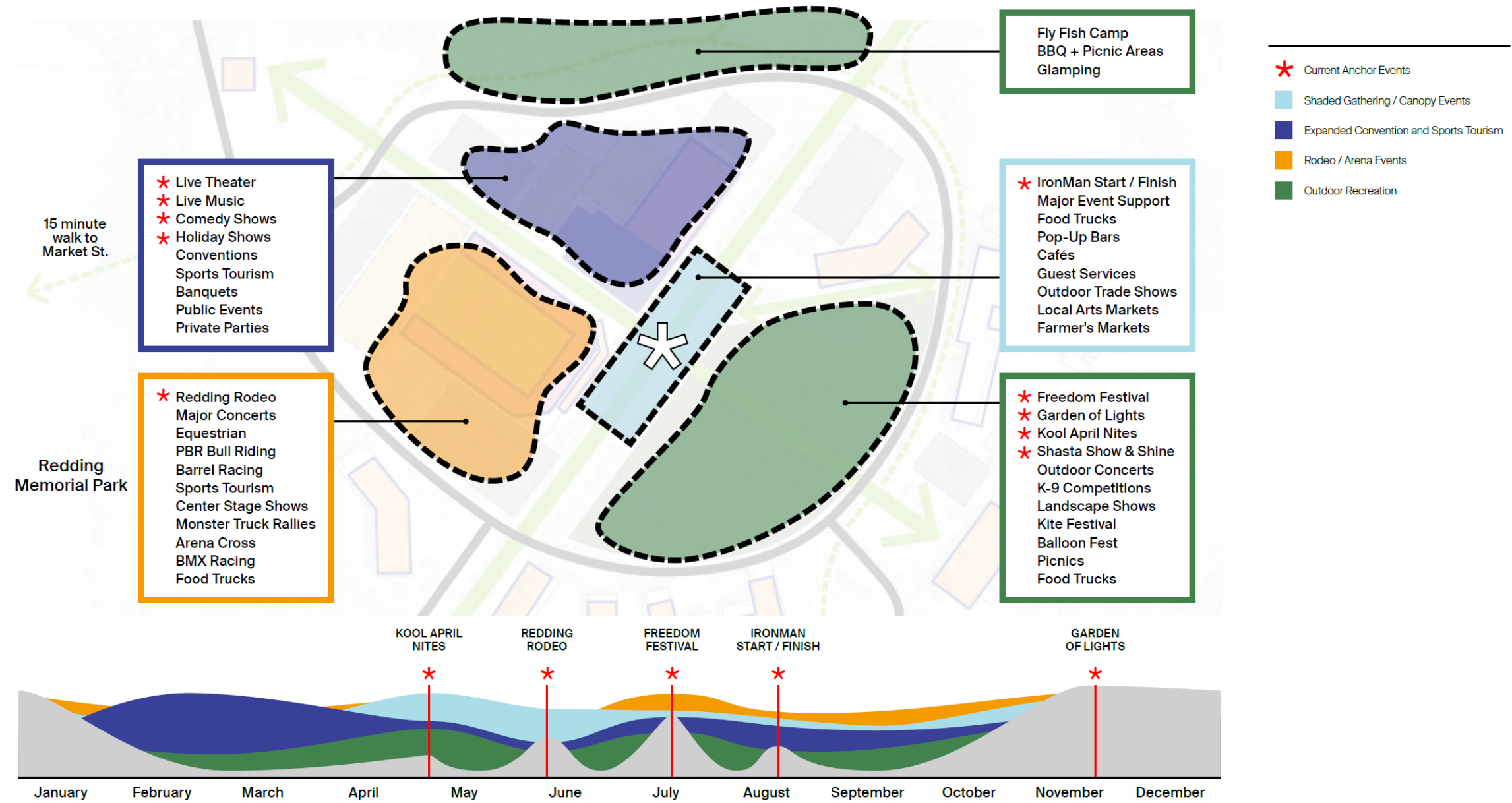


Visitor
Hospitality



Plaza + Shaded
Gathering Areas





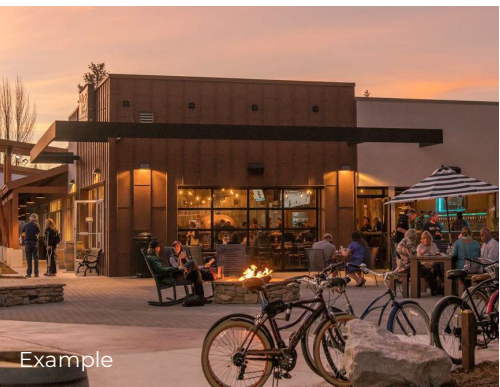
SOUTHERN RIVERFRONT REFINEMENTS



Park Marina Drive Redesign



Visitor
Hospitality



Active
Recreation





Riverfront
Greenway Trail



Lakefront Promenade



EMERGING IMPLEMENTATION STRATEGY

Timeframe		Actions	Potential Investment Sources
1-4 Years	Near-Term Strategies	- Establish a new regulatory framework for the Riverfront Area (adopt Specific Plan, certify EIR, update zoning) - Formalize incentives for Southern Riverfront redevelopment - Identify Grant Funding Opportunities for Park Marina Drive streetscape improvements	☐ City of Redding (through the current Specific Plan process)
5-14 Years	Mid-Term Strategies	- Work with property owners to begin the redevelopment of the Southern Riverfront - Develop partnerships and detailed designs for the re-creation of the Northern Riverfront, maintaining City ownership and land control - Develop partnerships with Tribes/Indigenous community to co-steward public open space areas	☐ Southern Riverfront Private Property Owners ☐ State Grants (streetscape improvements) ☐ Tribes/Indigenous Community ☐ Public/Private Partnerships
15+ Years	Longer-Term or Ongoing Strategies	- Create the Tribal Heritage Center and Tribal Cultural Space - Implement the full redesign of Park Marina Drive - Finish the redevelopment of the Southern Riverfront - Initiate and complete the redevelopment of the Northern Riverfront Civic Areas - Create a Northern Riverfront Partnership - Complete Northern Riverfront circulation and secondary access projects	☐ Tribal/Indigenous Partners ☐ Public/Private/Philanthropic Partnerships ☐ Northern Riverfront Private Property Owners ☐ State Grants and Non-Profits (open space restoration) ☐ Public/Private/Philanthropic Partnerships ☐ All property owners

NEXT STEPS

