

# Redding Riverfront Specific Plan

Community Coalition Meeting #1 / October 9, 2023

# Tonight's Agenda

- I. **Welcome**
- II. **Agenda Review**
- III. **Group Introductions**
- IV. **Community Coalition Purpose, Framework, and Meeting Format**
- V. **Presentations:**
  - Area History and Current Context
  - Redding Riverfront Specific Plan Process
- VI. **Community Coalition Discussion:** Riverfront Assets, Challenges and Opportunities
- VII. **Public Comments:** *Each speaker will have three minutes*
- VIII. **Next Steps**
- IX. **Adjourn**



# III. Group Introductions

# Community Coalition Members

**Lindsay Myers**

Turtle Bay and Sheraton

**Julie Dyar**

Advance Redding

**Chris Kutras**

Kutras Properties

**Melissa Buciak**

Garden Tract Resident

**Lesley Jessee**

The McConnell Foundation

**Jocelyn Olson**

Kutras Tract Resident

**Danica Helgren**

Southern Waterfront Business  
Owner (Urban Retreat Spa)

**Ben Claassen**

Southern Waterfront Business  
Owner (Shasta Charter  
Academy)

**Michele Goedert**

Planning Commissioner

**Josh Divine**

CSAC Commissioner

**Garrett Miller**

Redding Resident

**Baron Browning**

Redding Rodeo Association

**Cameron Middleton**

Asphalt Cowboys

**Gary Rickard**

Wintu Tribe of Northern  
California

**Jack Potter, Jr.**

Redding Rancheria

**Ryan Haedrich**

Redding Chamber  
of Commerce

**Todd Jones**

Shasta EDC

**Rebeca Ladrón de Guevara**

Wintu Audubon Society

**Christina Prospero**

Caltrans/District 2 Complete  
Streets GIS Manager

**Terry Jepsen**

Redding Fly Shop

# Project Team Members

City of Redding

**Jeremy Pagan**

Director of Development Services

**Kim Niemer**

Director of Community Services

**Lily Toy**

Planning Manager, Development Services

**Jennifer Gannon**

Executive Assistant II

**Travis Menne**

Community Projects Manager

**Kent Manuel**

Planning Manager

MIG (project consultants)

**Daniel Iacofano**

President/CEO

**Dan Amsden**

Principal

**Christine Scott Thomson**

Project Manager

**Bridget Brown**

Deputy Project Manager

**Edward Samson**

Project Manager, Native Nation Building Studio

Tawaw (project consultants)

**Wanda Dalla Costa**

Principal

**Aleks Webster**

Director of Operations

## **IV. Community Coalition Purpose, Framework, and Meeting Format**

## Community Coalition Mission and Charge

- Develop a vision statement and guiding principles for land within the study area that will be **presented to the broader community for review and feedback.**
- Review, evaluate, and discuss information and concepts for the study area, including **future uses and areas of preservation and/or rehabilitation.**
- Assess the feasibility of a **range of uses and activities** in the study area, with the support of technical data and analysis provided by the Project Team.
- Develop a recommended **Riverfront Vision and Guiding Principles** document for consideration by the Redding City Council.

# Community Coalition Operating Principles

## Transparency

Coalition members, Project Team members and City staff will share relevant information and facts to facilitate productive discussion and progress toward mutual goals.

## Equal Participation

All participants agree to provide one another the opportunity to engage in open dialogue and allow time for all members of the Coalition to express their ideas and opinions.

## Inclusivity

Community Coalition meetings will be conducted to ensure that the ideas and views of all members are considered.

## Respectful Engagement

Coalition members, Project Team members and City staff will show courtesy, honesty and respect for each other during all communications, especially when giving and receiving contrary opinions as well as positive or negative feedback on ideas and proposals.

## Facilitated Meetings

The meeting facilitator will assist Coalition members in engaging in productive conversations while adhering to the Principals of Civil Discourse and ensuring that all Coalition member ideas and feedback are respected and considered.

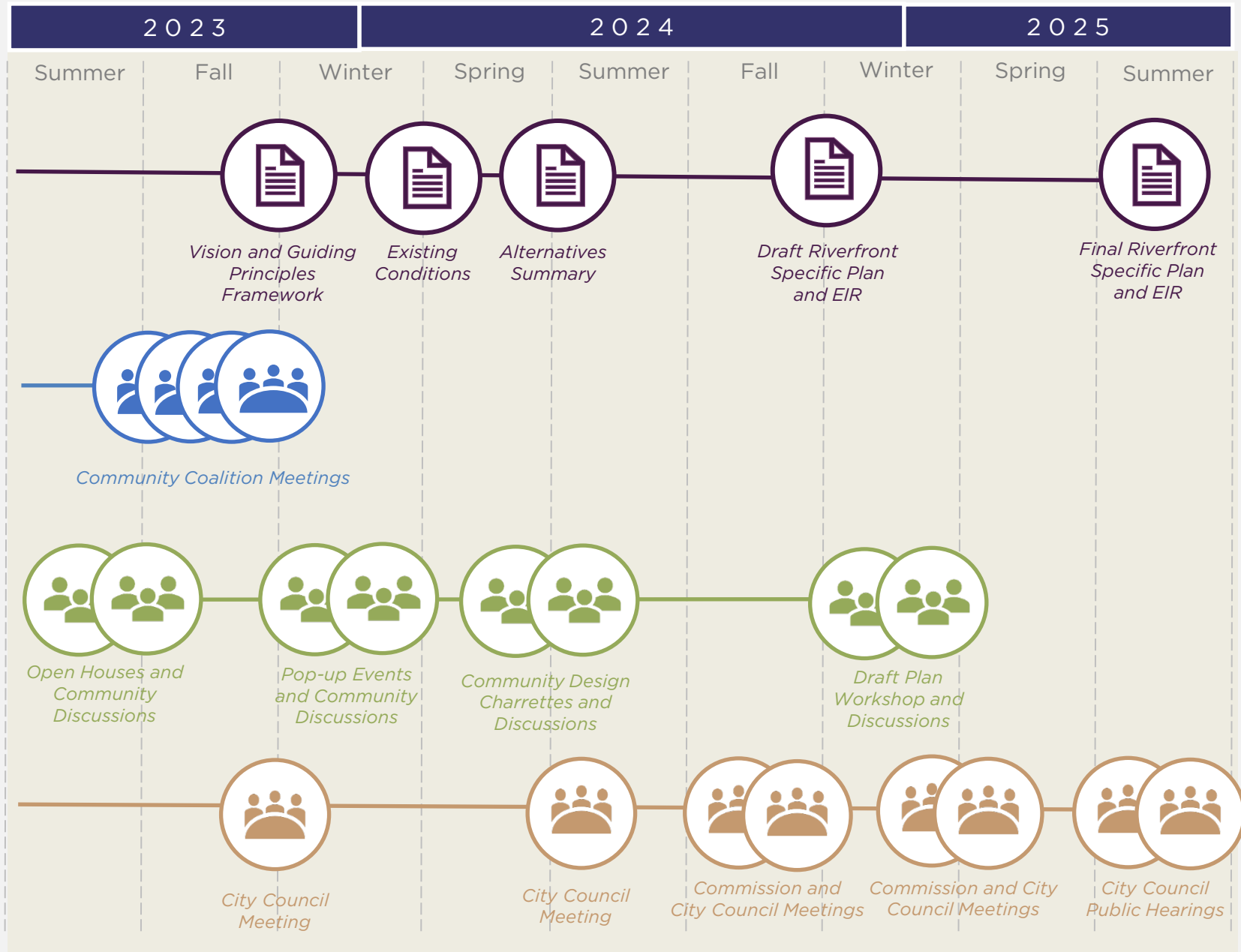


## Major Reports and Analysis

## Community Coalition

## Community Discussions and Events

## City Commission and Council Review



**Phase 1:** Kick-Off and Visioning

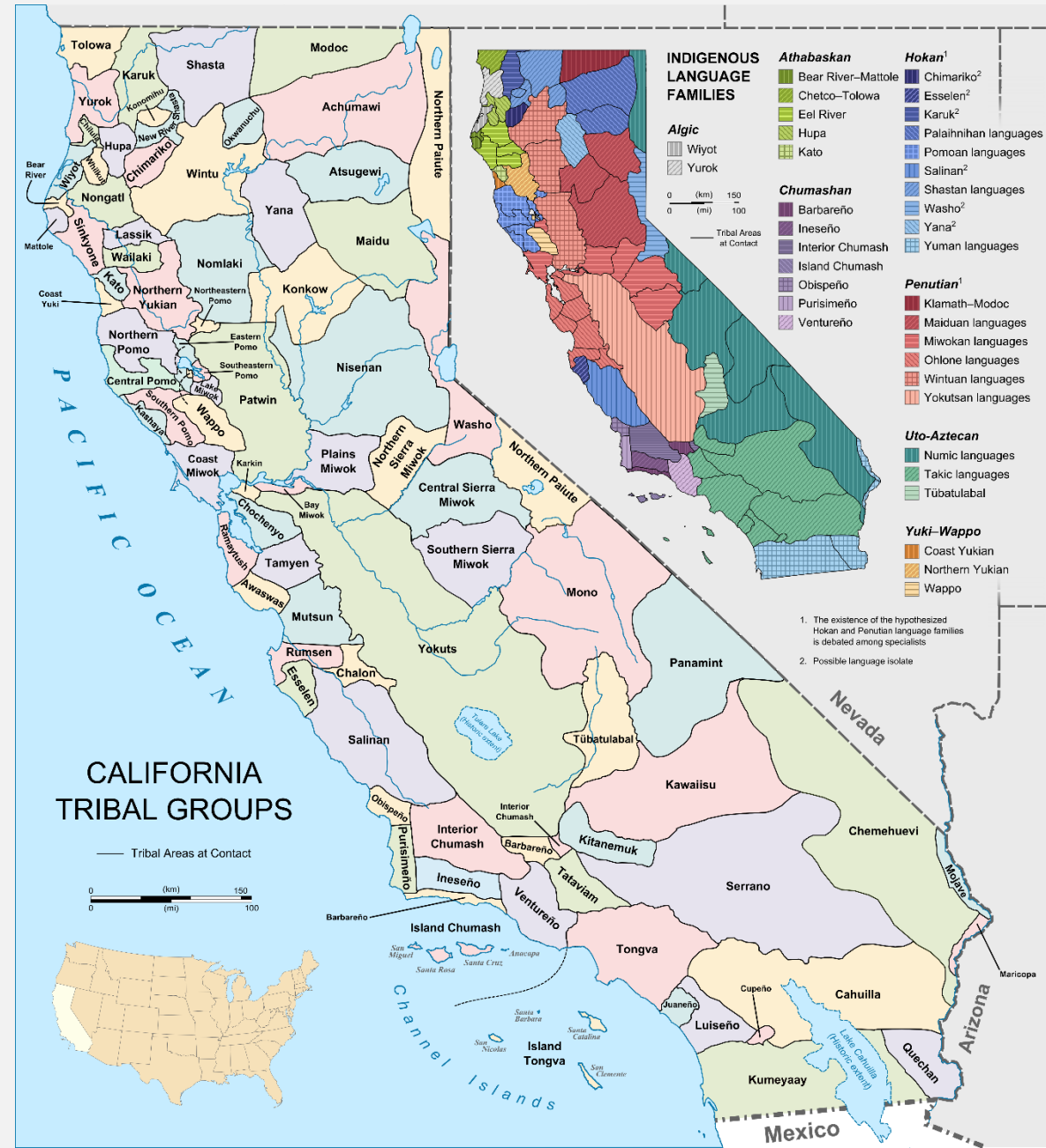
**Phase 2:** Analysis and Opportunities

**Phase 3:** Plan Concepts Development

**Phase 4:** Specific Plan and EIR Development

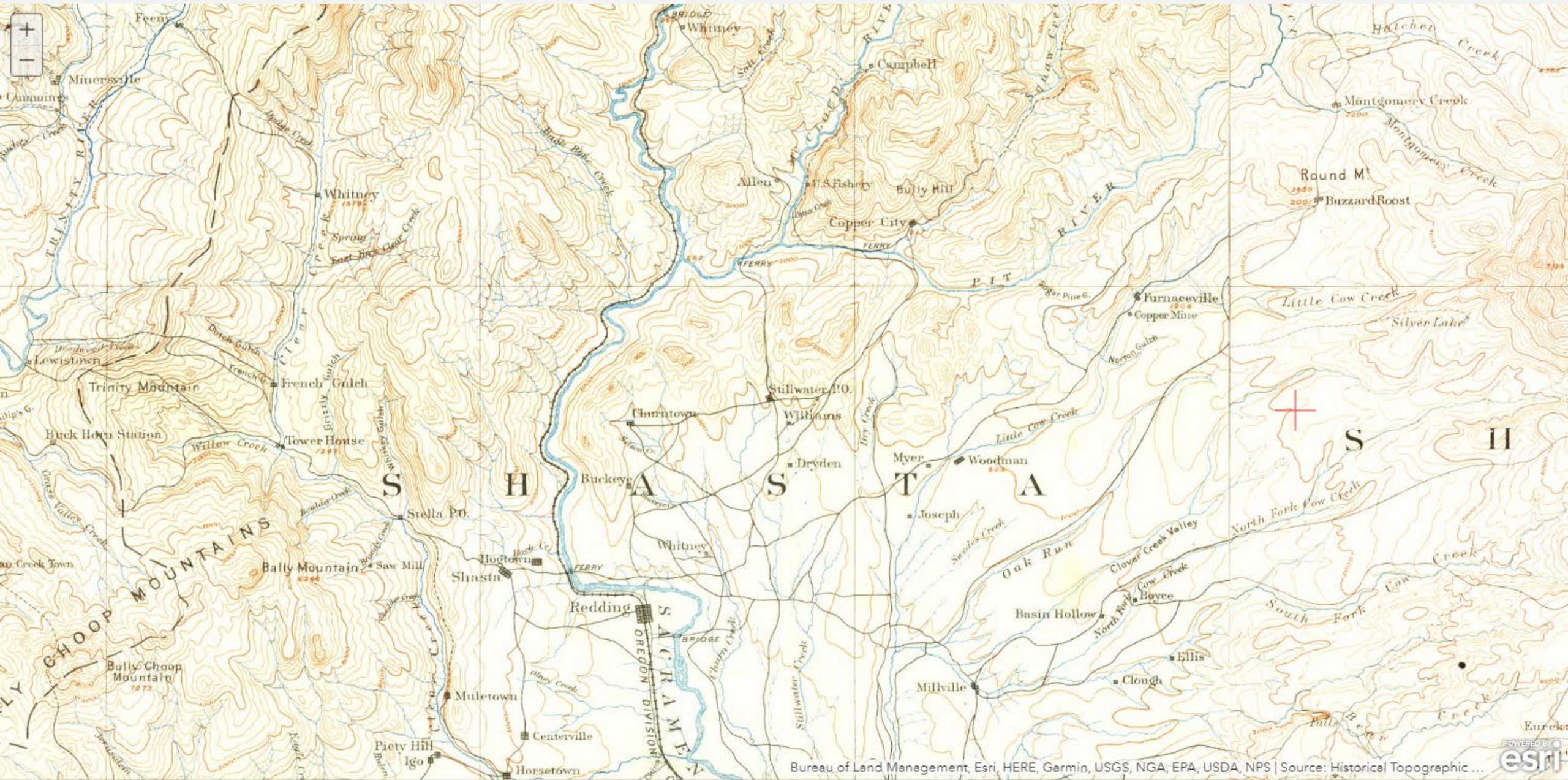
**V. Presentation**  
*Riverfront Area History  
and Current Context*

# Indigenous History

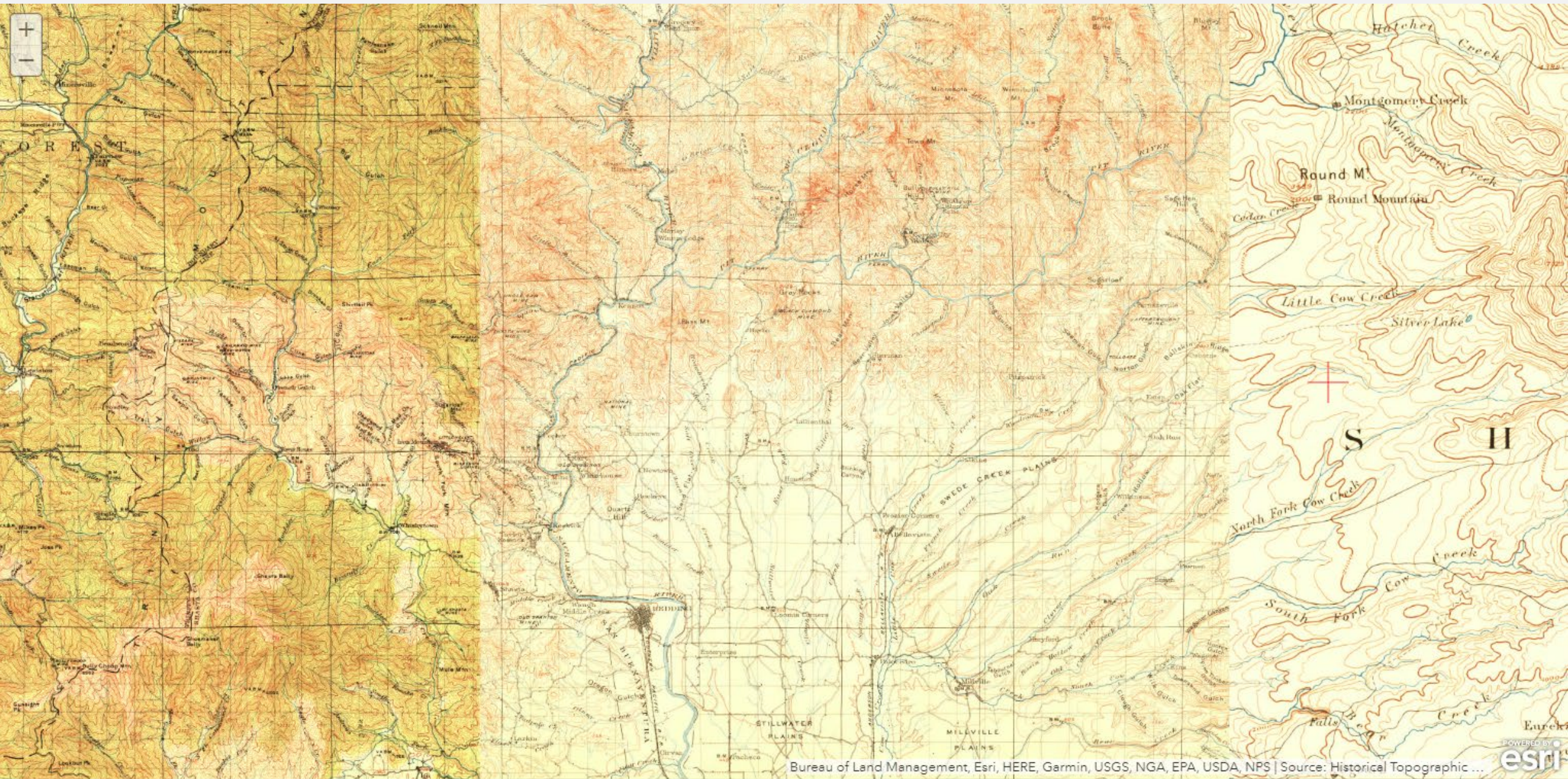


# Early California History





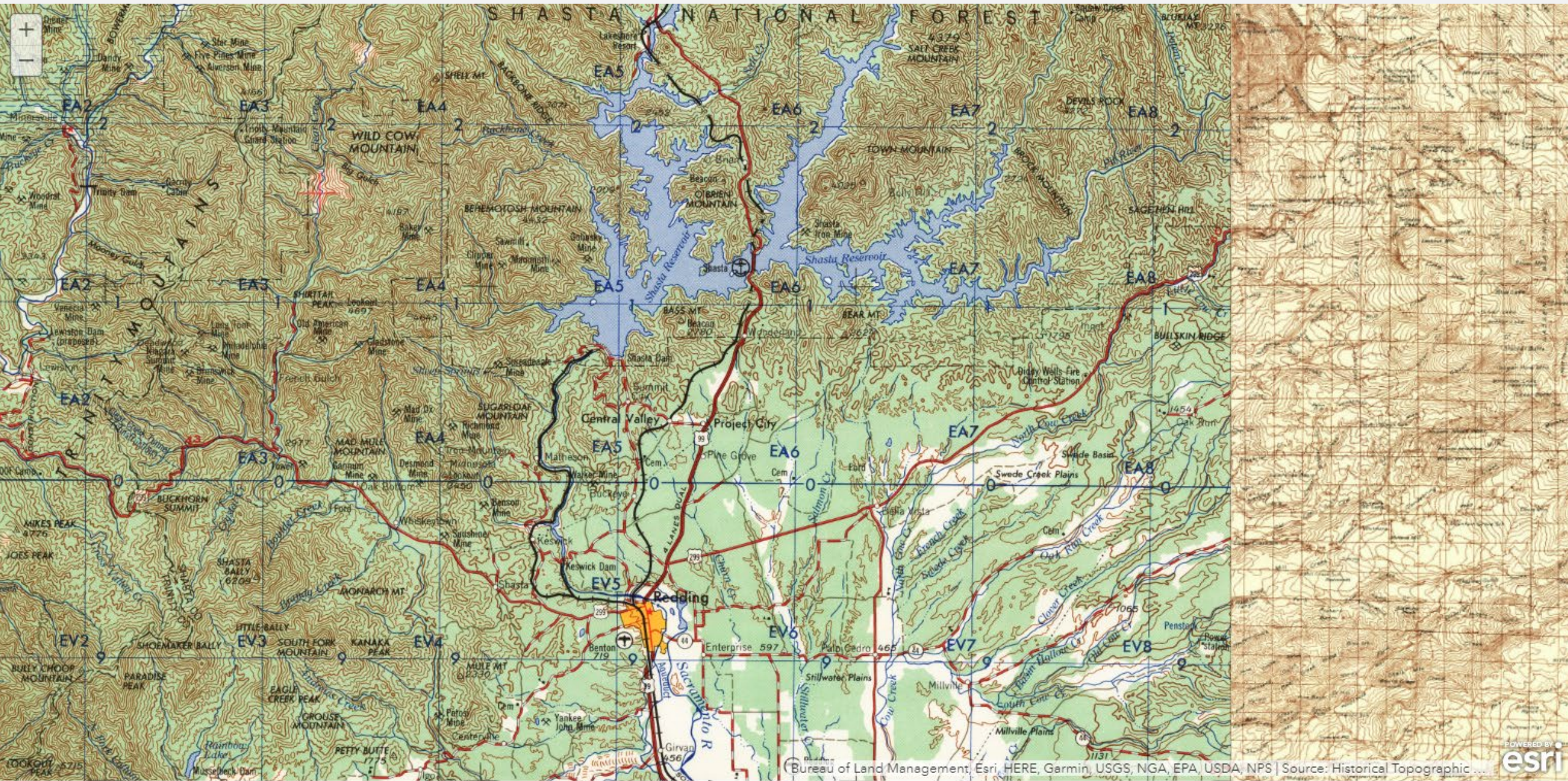
1885



Bureau of Land Management, Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS | Source: Historical Topographic ...



1941



1958



1938 - 1945





1938 - 1945



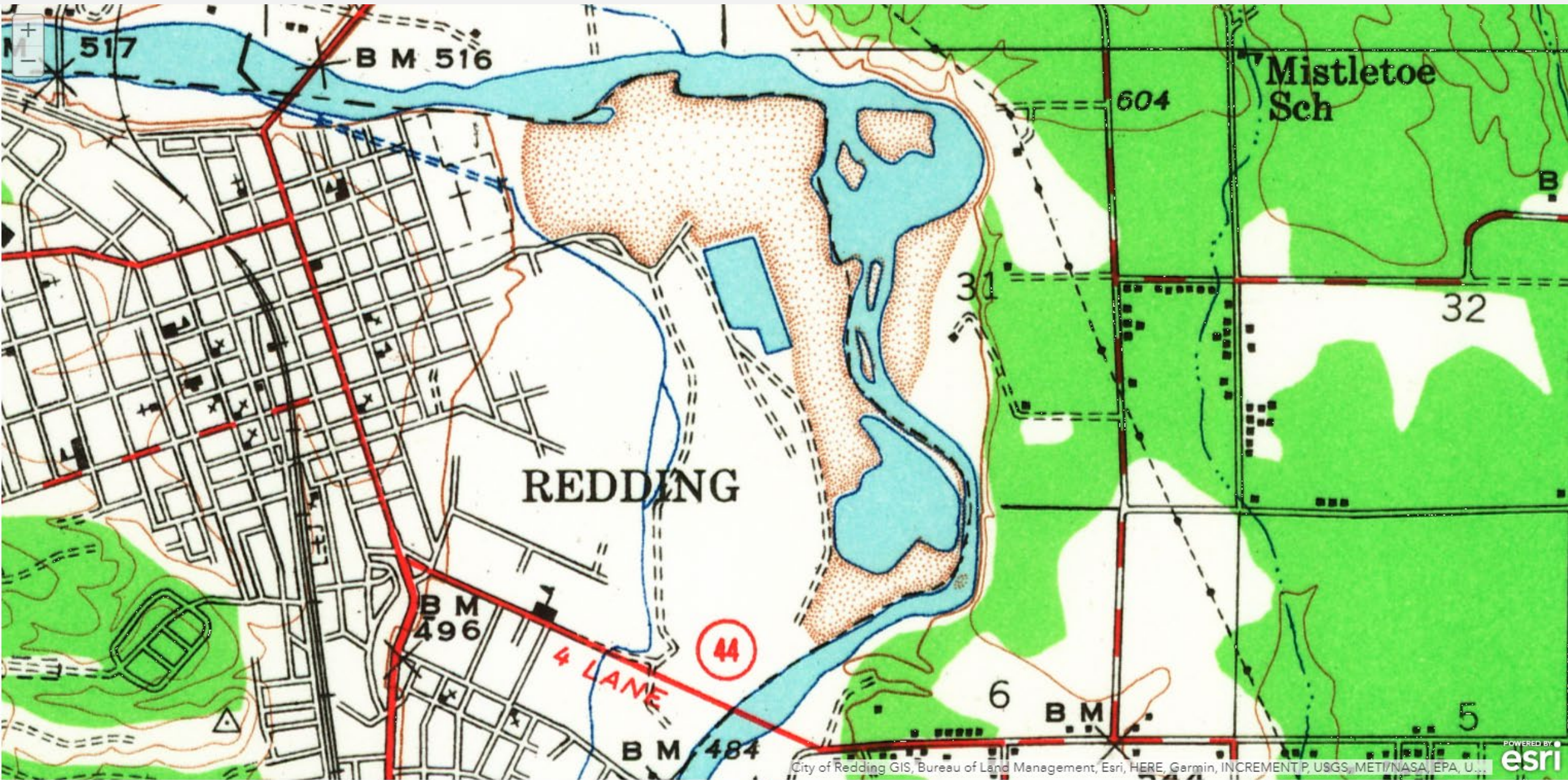
"SHASTA DAM GRAVEL PLANT"  
AT REDDING, CALIF.

J.H. EASTMAN B-1161

1938 - 1945

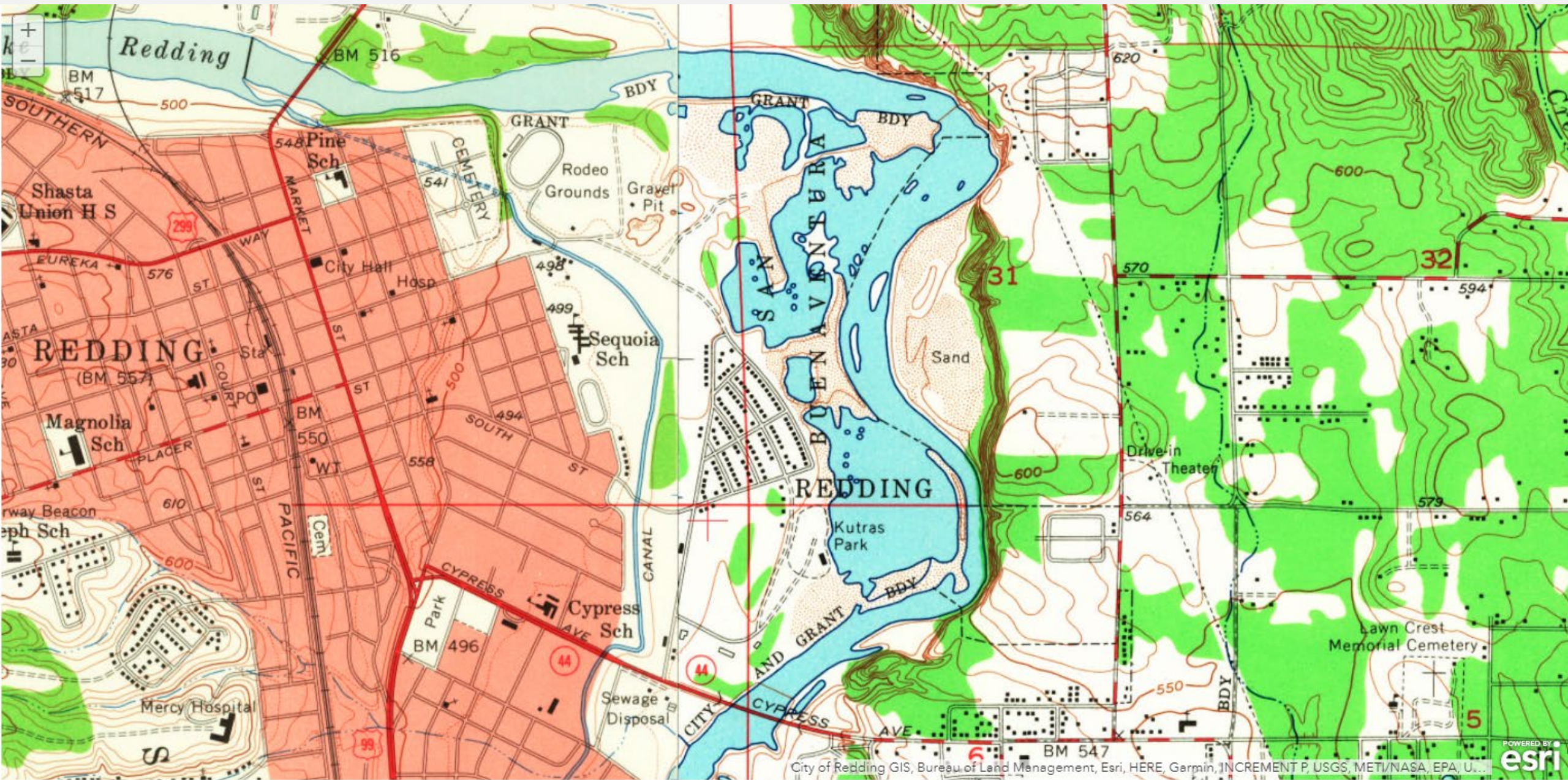


1901

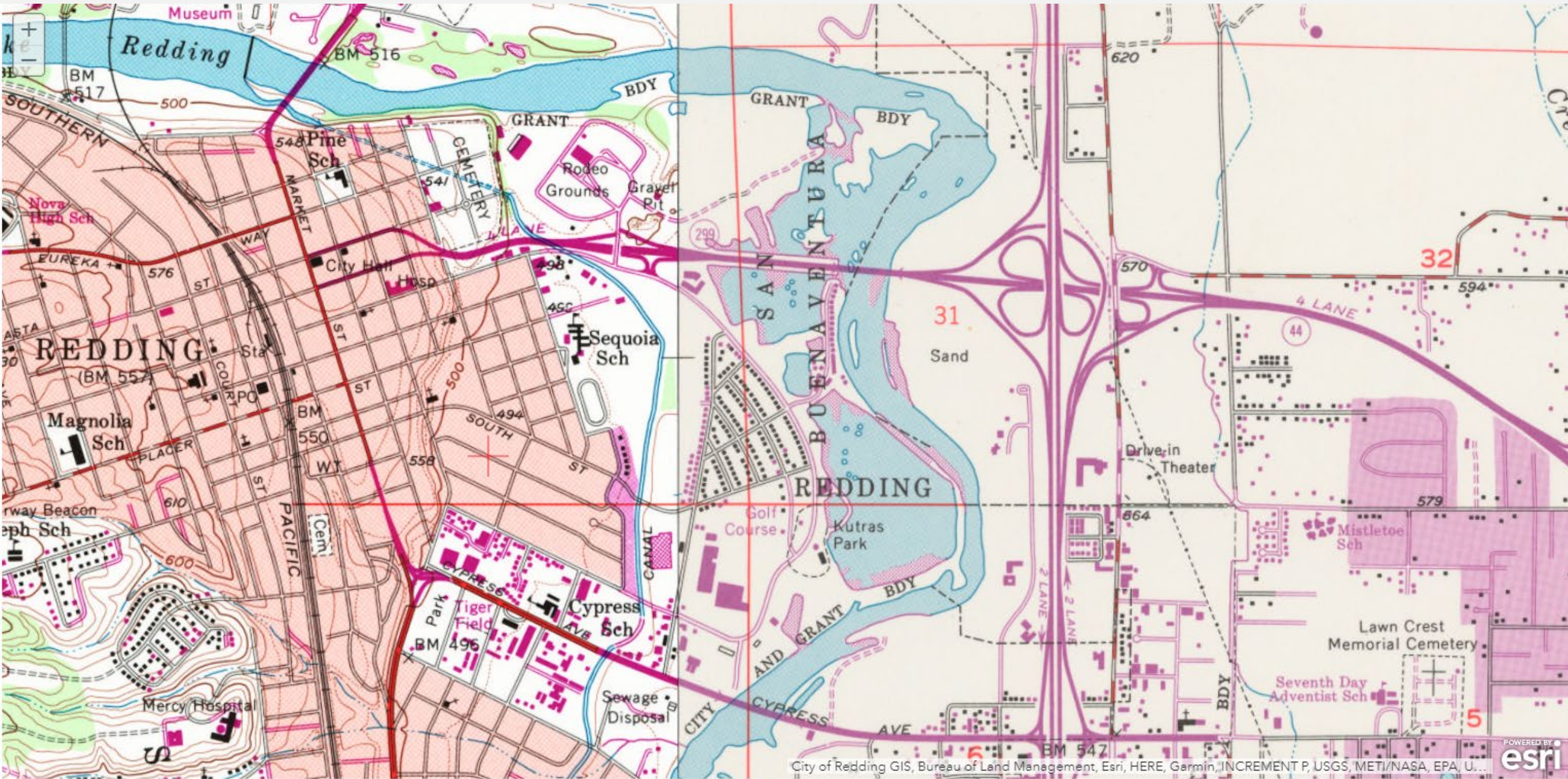


City of Redding GIS, Bureau of Land Management, Esri, HERE, Garmin, INCREMENT P, USGS, METI/NASA, EPA, U.S. ... **POWERED BY esri**

1944



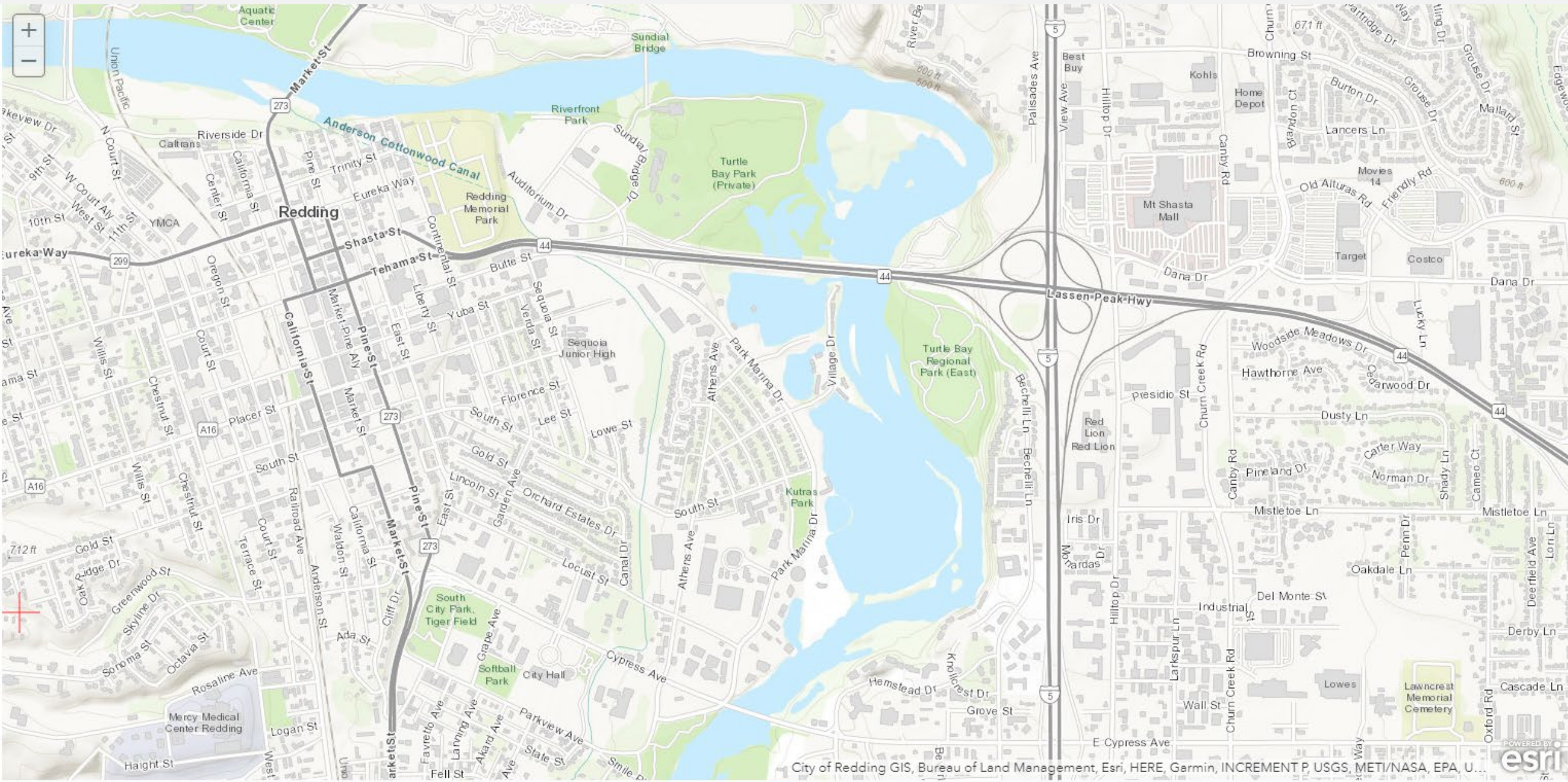
1955



City of Redding GIS, Bureau of Land Management, Esri, HERE, Garmin, INCREMENT P, USGS, METI/NASA, EPA, U...



1970



City of Redding GIS, Bureau of Land Management, Esri, HERE, Garmin, INCREMENT P, USGS, METI/NASA, EPA, U...



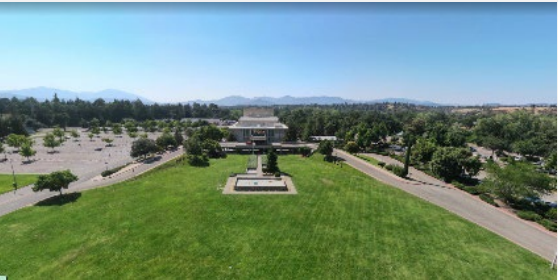
2020












# Project Area

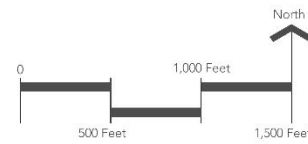


## Redding Riverfront Specific Plan

### Legend

-  Study Area Boundary
-  Parcels
-  Parks
-  Education Institutions
-  Major Destinations

CITY OF  
**REDDING**  
CALIFORNIA



# Turtle Bay Exploration Park



# Turtle Bay Exploration Park



# Sheraton Redding Hotel



# Mill Building



# Residential Areas



# Commercial Uses

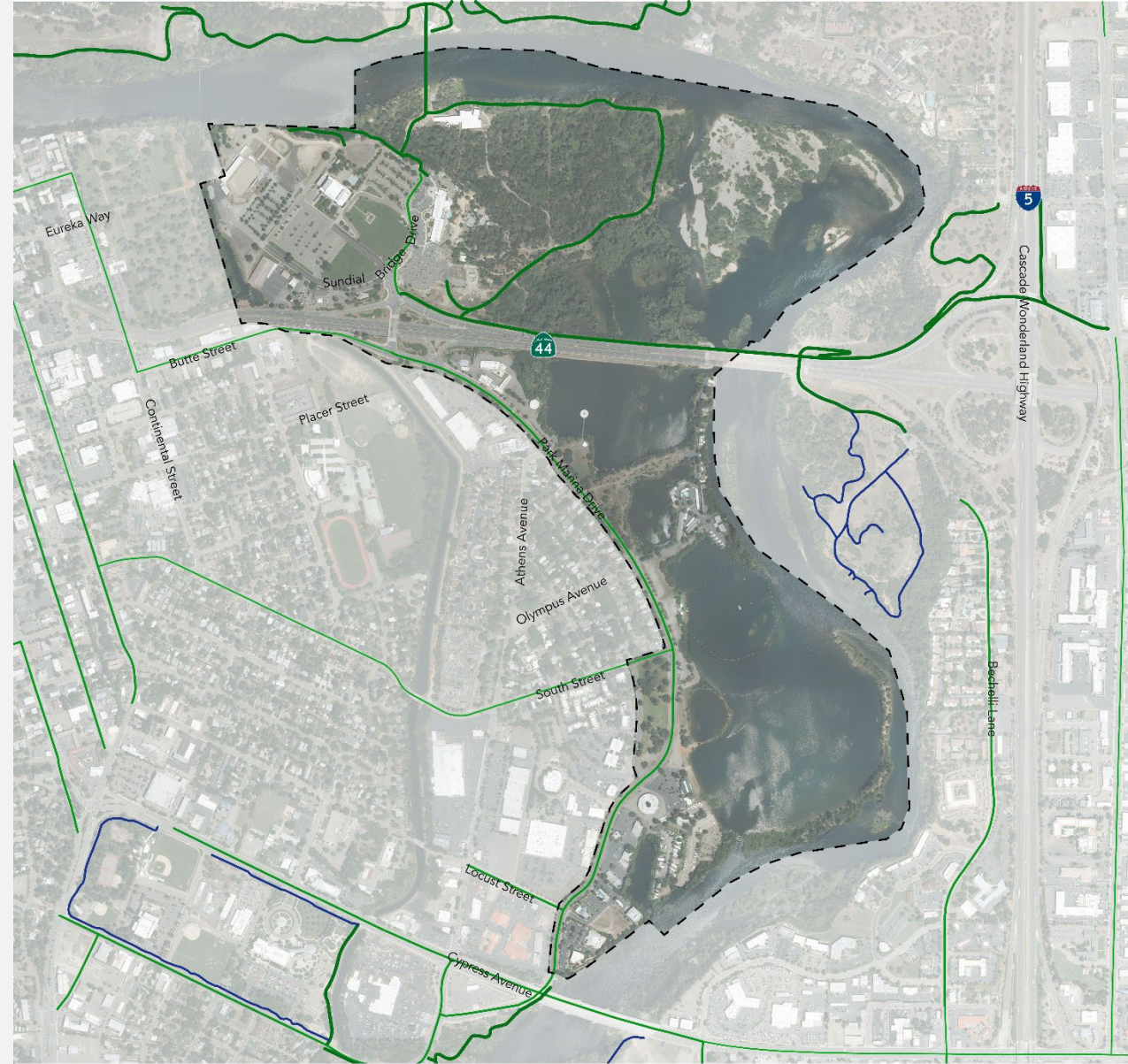
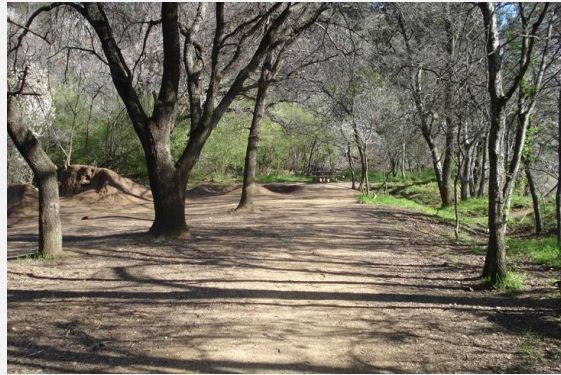




# Office Uses



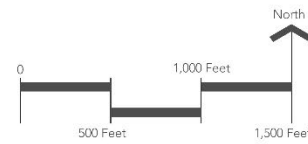
# Existing Bike and Trail Network



## Redding Riverfront Specific Plan

Legend: Existing Bike and Trail Facilities

- Study Area Boundary
- Trail
- Class I: Shared Use Path
- Class II: Buffered / Standard Bike Lane
- Class III: Bike Route



# Redding Sundial Bridge



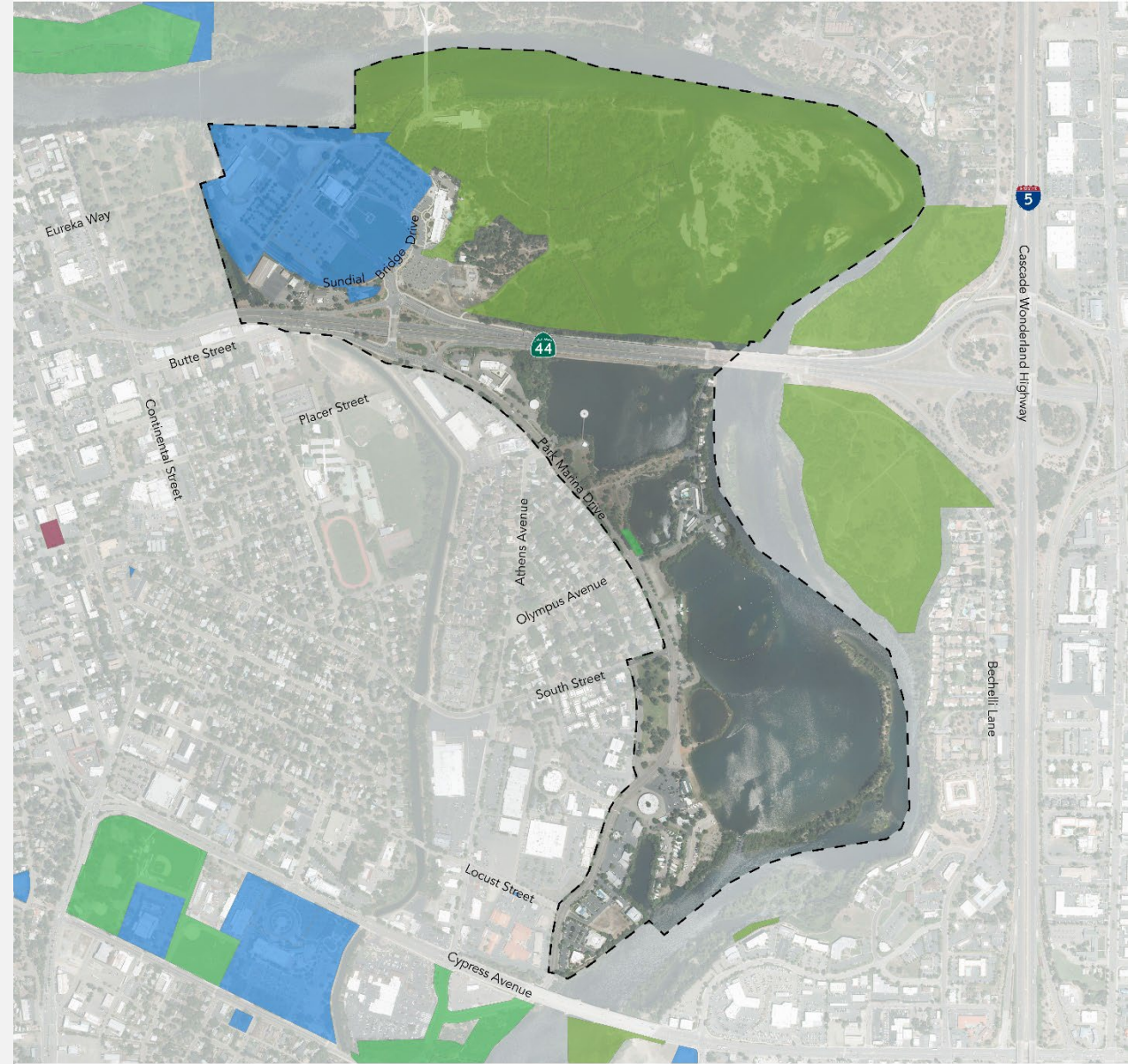
# River Trail



# Connections to Citywide Bicycle Network



# Public Areas/City Owned Property

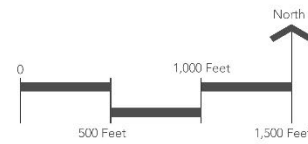


## Redding Riverfront Specific Plan

Legend: City Owned Property

- Study Area Boundary
- Open Space
- Public
- Parking
- Parks

CITY OF  
**REDDING**  
CALIFORNIA



# Waterfront Area



# Roadways and Public Realm





# Roadways and Public Realm



# Redding Civic Auditorium



# Redding Rodeo



## **V. Presentation**

*Redding Riverfront Specific Plan Process*

# Redding Riverfront Specific Plan and EIR

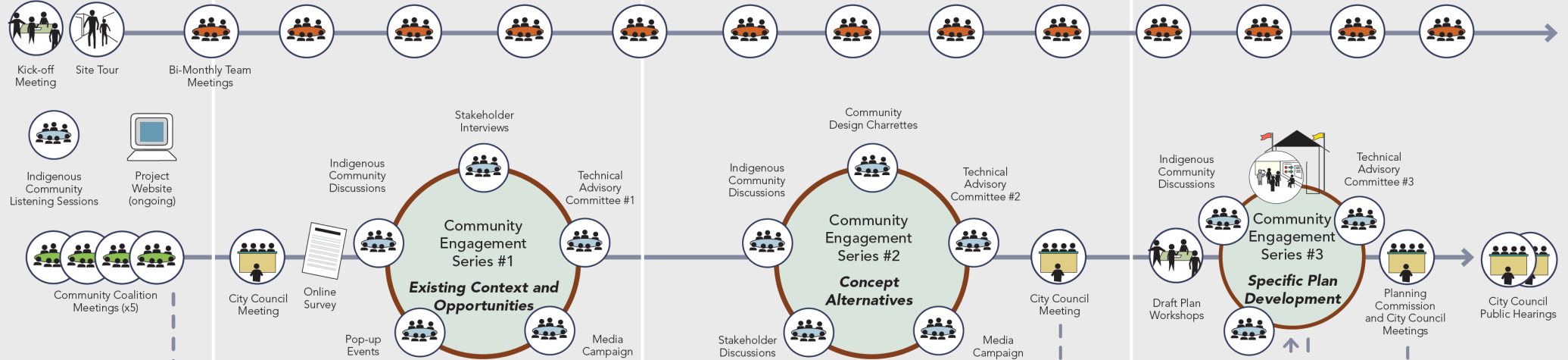
**TASK 1**  
KICK-OFF AND VISIONING

**TASK 3**  
ANALYSIS AND OPPORTUNITIES

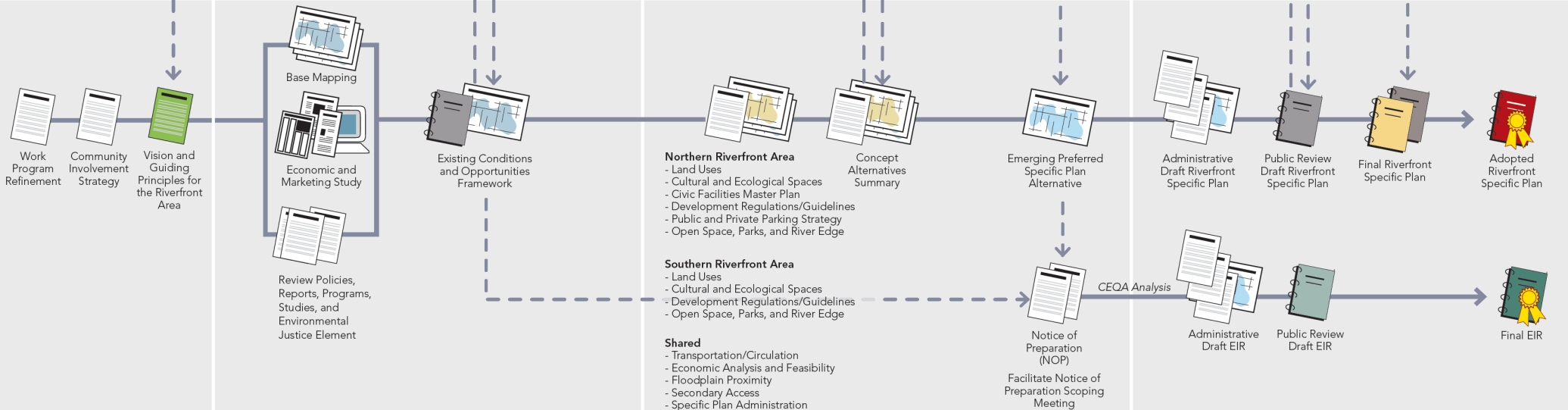
**TASK 4**  
PLAN CONCEPTS DEVELOPMENT

**TASK 5 & 6**  
SPECIFIC PLAN DEVELOPMENT AND CEQA

TASK 2: PUBLIC PARTICIPATION, STAKEHOLDER AND STAFF COORDINATION



PLANNING, DESIGN, ANALYSIS AND DELIVERABLES



JUN 2023 - SEP 2023      OCT 2023 - JAN 2024      FEB 2024 - MAY 2024      JUN 2024 - JUN 2025

# Redding Riverfront Specific Plan and EIR

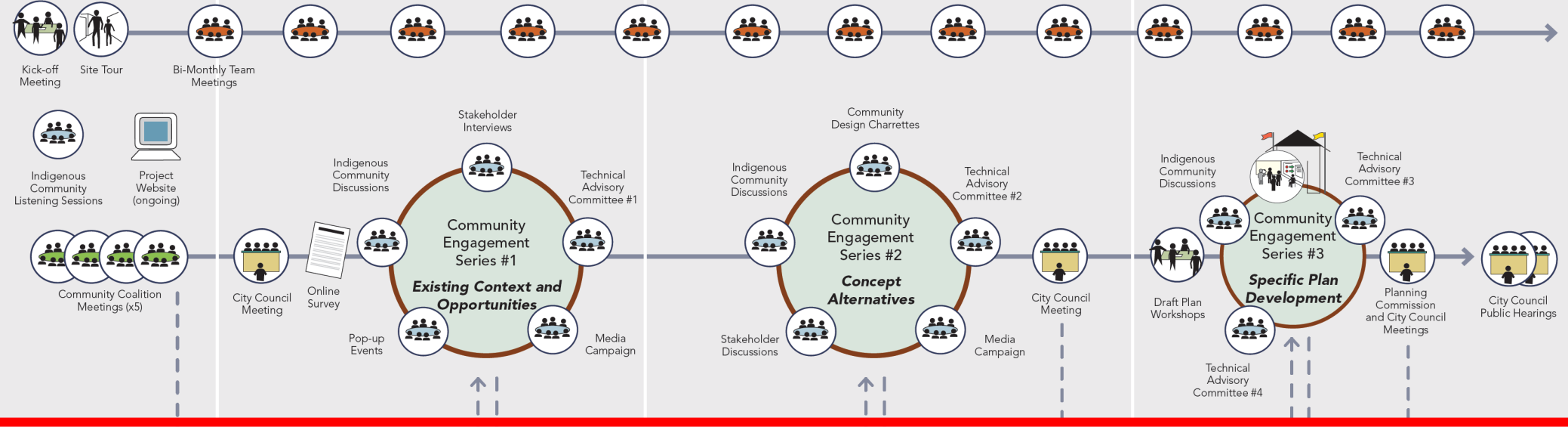
**TASK 1**  
KICK-OFF AND VISIONING

**TASK 3**  
ANALYSIS AND OPPORTUNITIES

**TASK 4**  
PLAN CONCEPTS DEVELOPMENT

**TASK 5 & 6**  
SPECIFIC PLAN DEVELOPMENT AND CEQA

TASK 2: PUBLIC PARTICIPATION, STAKEHOLDER AND LEVEL COORDINATION



PLANNING, DESIGN, ANALYSIS AND DELIVERABLES



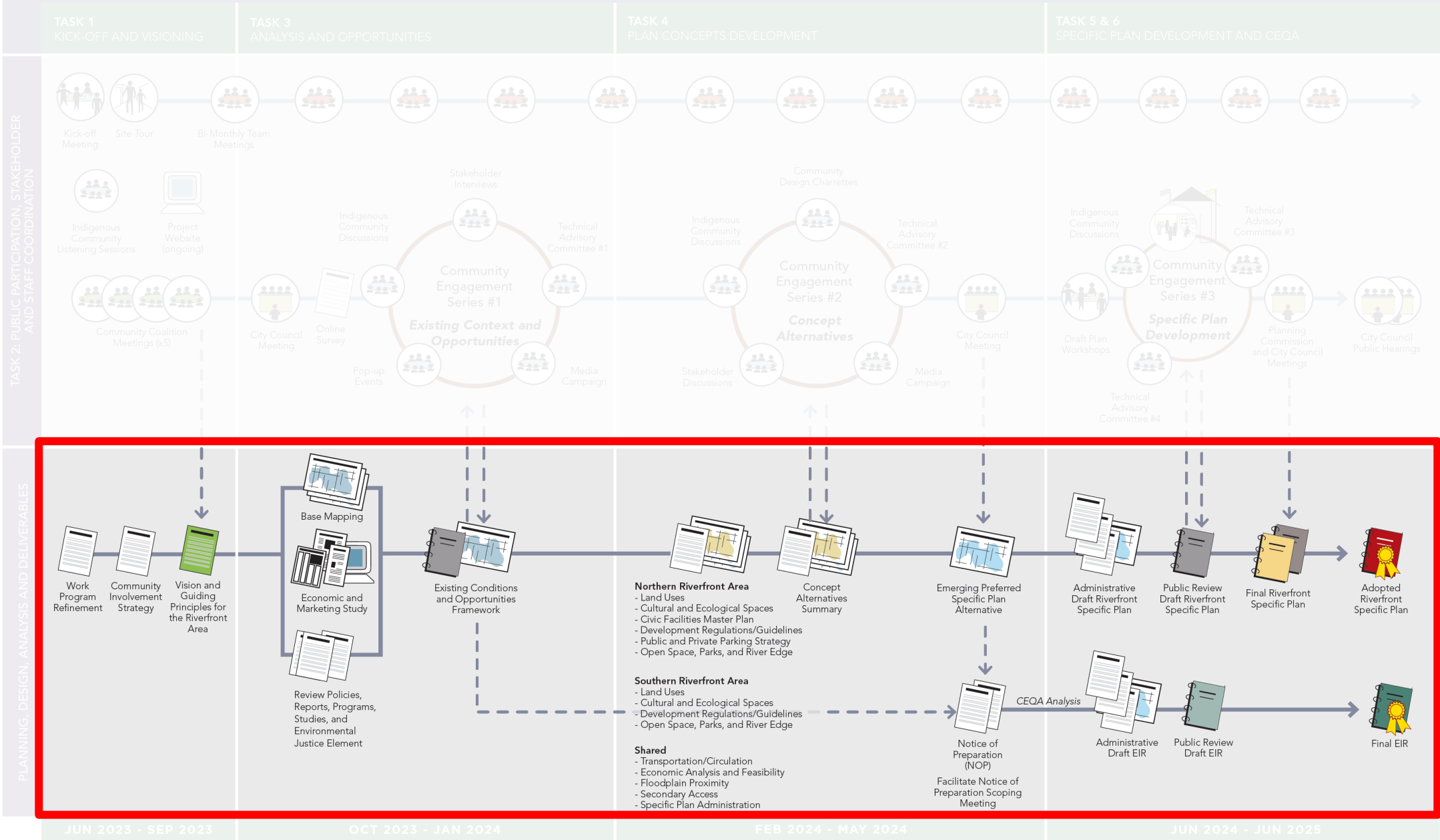
JUN 2023 - SEP 2023

OCT 2023 - JAN 2024

FEB 2024 - MAY 2024

JUN 2024 - JUN 2025

# Redding Riverfront Specific Plan and EIR



# Redding Riverfront Specific Plan and EIR

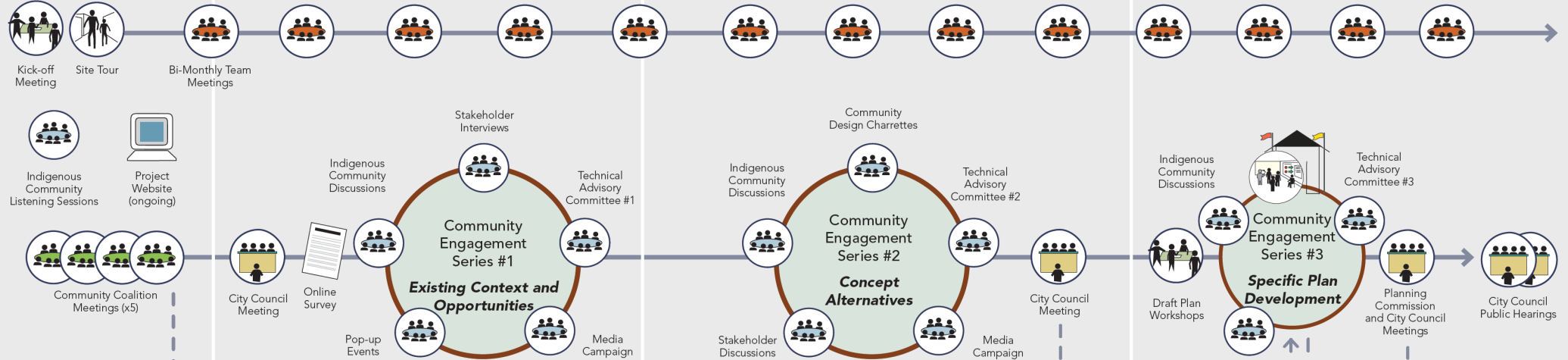
**TASK 1**  
KICK-OFF AND VISIONING

**TASK 3**  
ANALYSIS AND OPPORTUNITIES

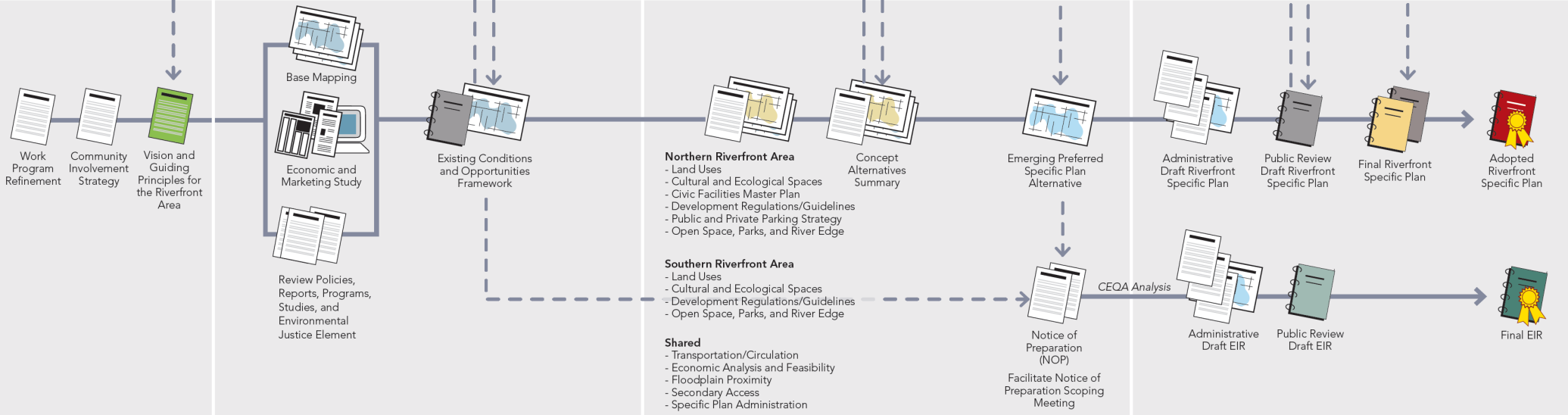
**TASK 4**  
PLAN CONCEPTS DEVELOPMENT

**TASK 5 & 6**  
SPECIFIC PLAN DEVELOPMENT AND CEQA

TASK 2: PUBLIC PARTICIPATION, STAKEHOLDER AND STAFF COORDINATION



PLANNING, DESIGN, ANALYSIS AND DELIVERABLES



JUN 2023 - SEP 2023      OCT 2023 - JAN 2024      FEB 2024 - MAY 2024      JUN 2024 - JUN 2025



# Downtown Redding Specific Plan



## Chapter 2 PRIORITIZE A PEDESTRIAN-FIRST ENVIRONMENT

The General Plan describes Downtown as a pedestrian-first environment and the Pedestrian Action Plan in the Downtown Redding Transportation Plan (DTRP) outlines improvements to the pedestrian environment throughout Downtown Redding to make it a pedestrian-first environment with complete streets and streetscape improvements. Taking the Action Plan a step further, the Downtown vision concept targets the City's resources and prioritizes pedestrian improvements along specific routes that will link the most people to the most destinations.

The vision also prioritizes bicycles as a healthy and environmentally friendly alternative to automobile travel. All new development must incorporate bicycle parking and storage facilities where required pursuant to the California Green Building Standards Code. Information about proposed bicycle improvements can be found in Chapter 4: Circulation, Parking, and Wayfinding.

*Alleys can become the second entrance to ground floor uses.*



*Bulb-outs at street corners can provide pedestrian amenities, such as seating, lighting, and planters on otherwise narrow sidewalks.*

The Downtown vision concept assumes the reopening of Market, Butte, and Yuba streets, redevelopment of the Dicker's Building, and pedestrian improvements on Market Street and the two alleyways on either side of Market Street, California-Market Alley and Market-Pine Alley. Building on these improvements, the Downtown vision concept identifies other pedestrian connections that should be prioritized to link the Promenade to the rest of Downtown. It also identifies Priority Pedestrian Routes where streetscape improvements should be implemented first, as well as Secondary Priority Pedestrian Routes that should come second as shown in Figure 2.1: Vision Diagram. Conceptual streetscape improvements are described in Chapter 4: Circulation, Parking, and Wayfinding.

The vision also prioritizes bicycles as a healthy and environmentally friendly alternative to automobile travel. All new development must incorporate bicycle parking and storage facilities where required pursuant to the California Green Building Standards Code. Information about proposed bicycle improvements can be found in Chapter 4: Circulation, Parking, and Wayfinding.

### North-South Streets

The funded and proposed Market Street, California-Market Alley, and Market-Pine Alley improvements make improving the pedestrian environment along the rest of Market Street within the Specific Plan area a primary priority. Improving its entire length, beyond the Specific Plan area, and up to Riverside Drive and down to Hill Street is a secondary priority.

Given the recent bicycle facility improvements on California and Pine streets, the planned cycle track improvements on California Street, the generous sidewalk widths along these streets, and their location within the Specific Plan area, these streets are also Priority Pedestrian Routes for streetscape improvements linking new parks, public spaces, and Downtown offices and services in the north-south direction. In addition, the block of Oregon Street between Shasta and Tehama streets should be prioritized as Priority Pedestrian Route given the recent development and increased foot traffic on this block.

### East-West Streets

In the east-west direction, the streetscape environment of Tehama, Yuba, and Placer streets should be improved as Priority Pedestrian Routes to provide more pleasant pedestrian connections given the active uses along them, as well as the potential to connect redeveloped sites with active first floors. Shasta Street between Oregon and California streets and Butte and Sacramento streets between California and Pine streets should also be prioritized as Priority Pedestrian Routes. The improvements on Shasta Street will dovetail with the planned road diet on this street identified in the DTRP. These pedestrian improvements will also take advantage of existing streetscape improvements that have been constructed on Yuba Street and should extend beyond Oregon and Continental Streets along Butte Street.



*Yuba and California streets will be prioritized for streetscape improvements.*



*A pedestrian-first street provides shade, landscaping, places to sit, and ample space for walking along with other amenities.*

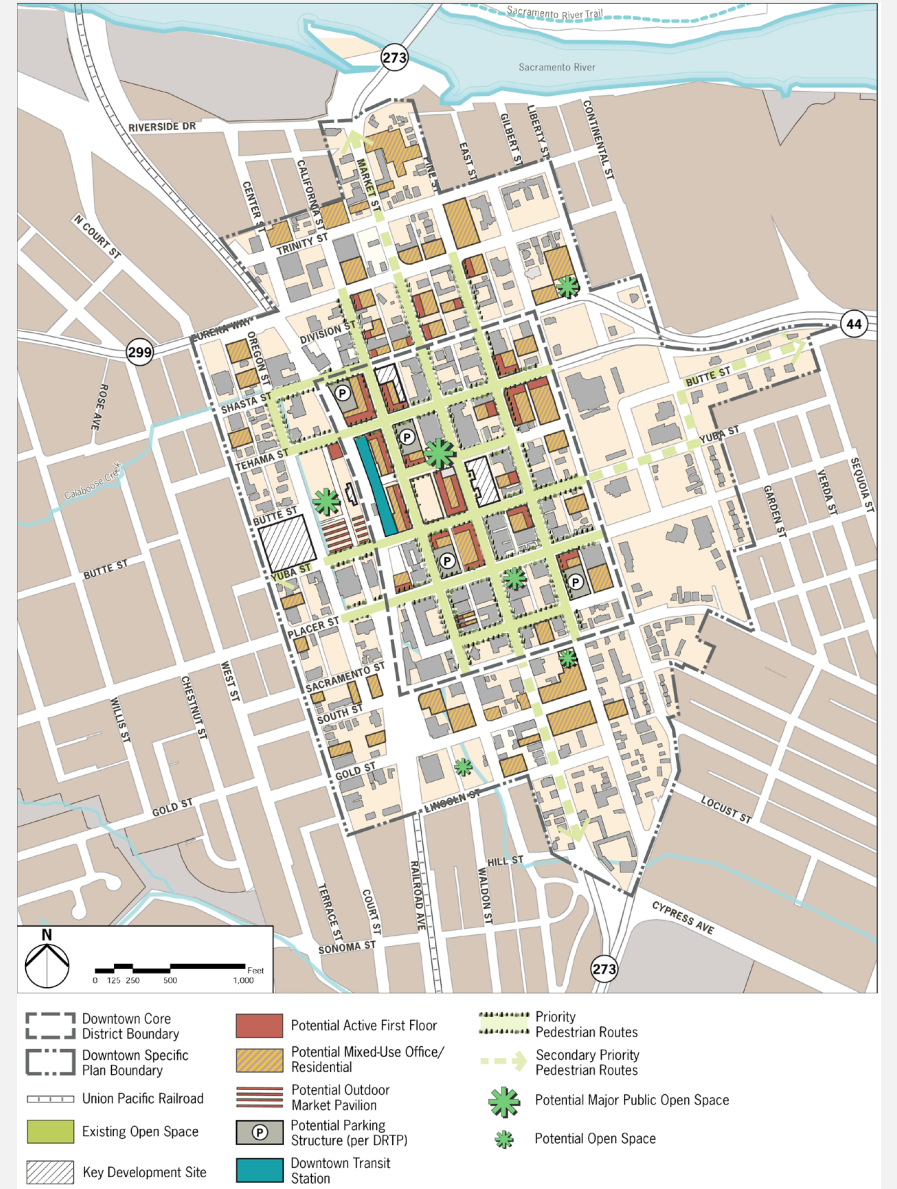


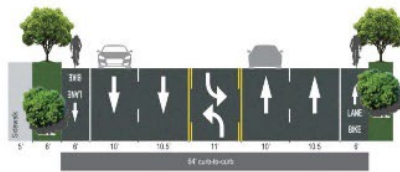
FIGURE 2.1: VISION DIAGRAM

# Park Marina Corridor Plan

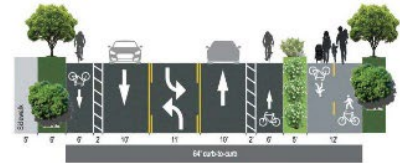
Southern Gateway

## Cross Sections Looking North

Existing

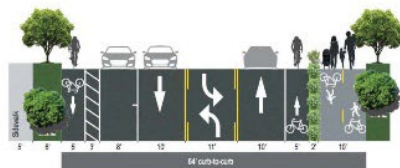


Option 1



Option 1: Road Diet, Two-Way-Left-Turn Lane, Buffered Bicycle Lanes, and Multi-Use Trail

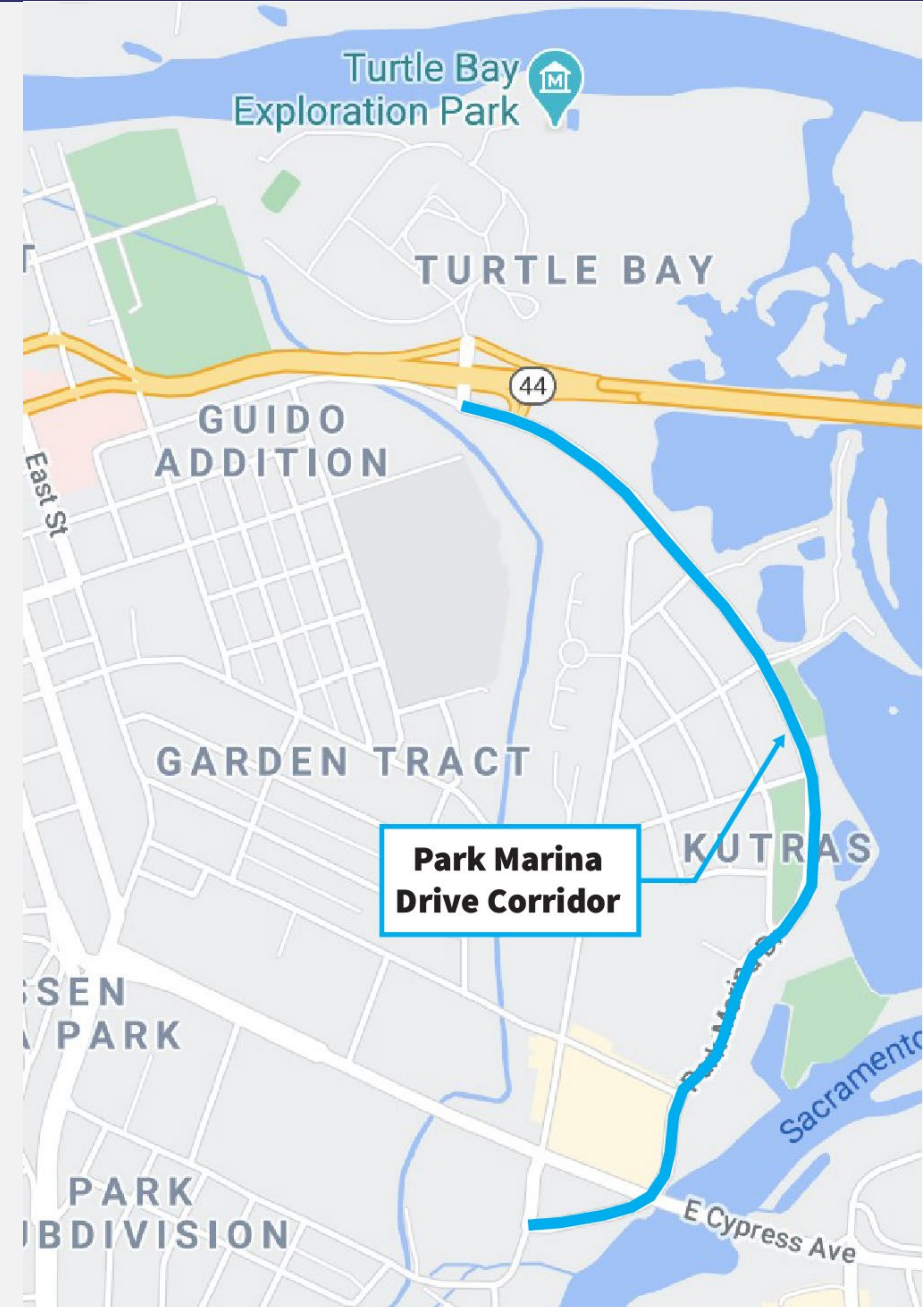
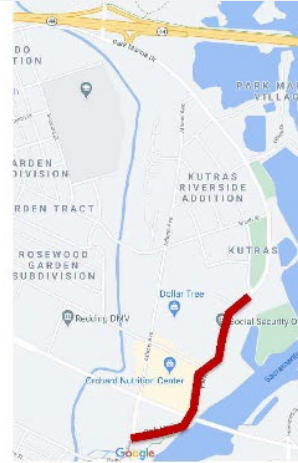
Option 2



Option 2: Road Diet, Two-Way-Left-Turn Lane, SB Parking Protected Bicycle Lane, and Multi-Use Trail

» Road Diet, Two-Way Left-Turn Lane, Buffered Bicycle Lanes and Multi-Use Trail

» Road Diet, Two-Way Left-Turn Lane, SB Parking, Bicycle Lanes and Multi-Use Trail



# General Plan Update



## CITY OF REDDING GENERAL PLAN



Draft

### Public Review Draft Parks, Trails, and Recreation Element

**Goal R13: Maintain safety and sustainability in new and existing open space areas.**

**R13A - Plan for safe and secure park and recreation areas.**

**R13B -** As funding allows, incorporate security lighting and other trails, and recreation facilities to reduce vandalism and improve surrounding residential uses from excessive light and glare.

**R13C -** Consider providing park hosts for all larger parks.

**R13D -** Utilize Crime Prevention Through Environmental Design (CPTED) appropriate in new parks, trails, and open space facilities. Maintain and expand neighborhood/park watch programs.

**R13E -** Periodically evaluate existing parks, trails, and open space design issues.

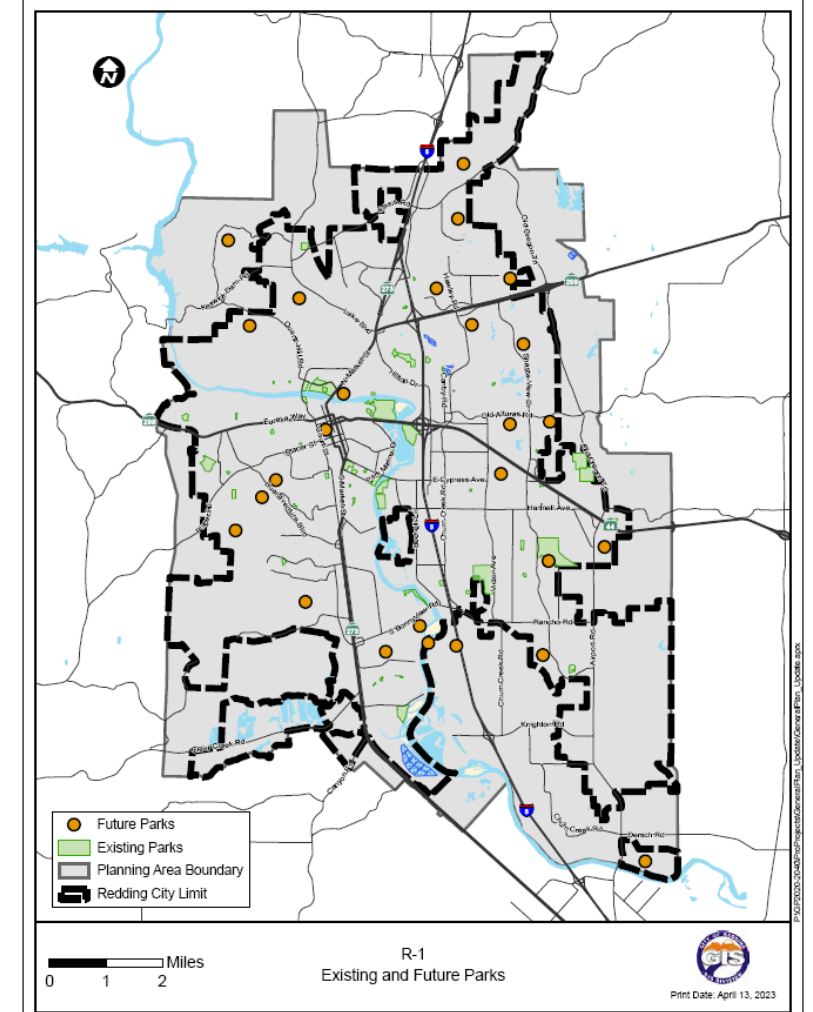
**R13F -** Consider developing a sustainability plan for use in existing parks, trails, and open space facilities. Encourage the use of green infrastructure, environmentally-friendly design, use of green equipment, public education and engagement, and with climate change mitigation.

**R13G -** Provide buffer zones to act as staging and access point where appropriate.

**R13H -** Consider establishing a comprehensive landscape and incorporating the City's urban landscape and open space lands to:

- Enhance the landscape aesthetics of the City.
- Educate the public and promote the importance of parks and recreation.
- Minimize heat island effects.
- Provide shade by creating a canopy.
- Pursue and establish adequate funding mechanisms for planting, maintenance costs, training, removal, and replacement of trees.

**R13I -** Update the City's Tree Management Ordinance as needed and programs to protect, preserve, restore and replant native trees.



# Community Engagement Principles



## Authentic and Equitable

Have authentic dialogue, rooted in planning research, data, history, culture and community needs to establish a framework for future changes.



## Clear, Focused and Understandable

Ensure activities have a clear purpose, comments and ideas are captured and used to guide decisions, and materials are described in language that is easy to understand.



## Inclusive and Flexible

Use a mix of creative and traditional approaches to proactively reach out and engage a full range of community members across Redding.



## Integrated Framework for Changes

Focus on synthesizing the best of what is working in terms of policies, and creating new, community-centered strategies for addressing the Riverfront's opportunities and priorities.



## High-Touch and High-Tech

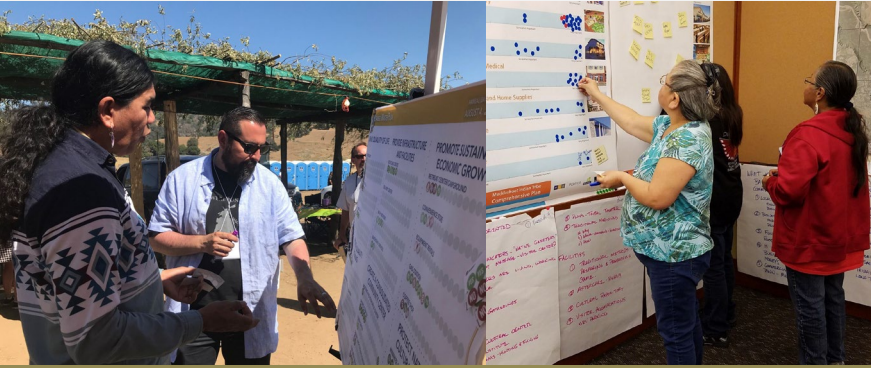
Use a combination of face-to-face meetings (open houses, workshops, charrettes, interviews) and digital tools (website, social media, surveys) to interact with community members.



## Respect

Ensure all participants demonstrate respect in words and actions, and approach decisions with open-mindedness so that everyone feels comfortable expressing their opinions.

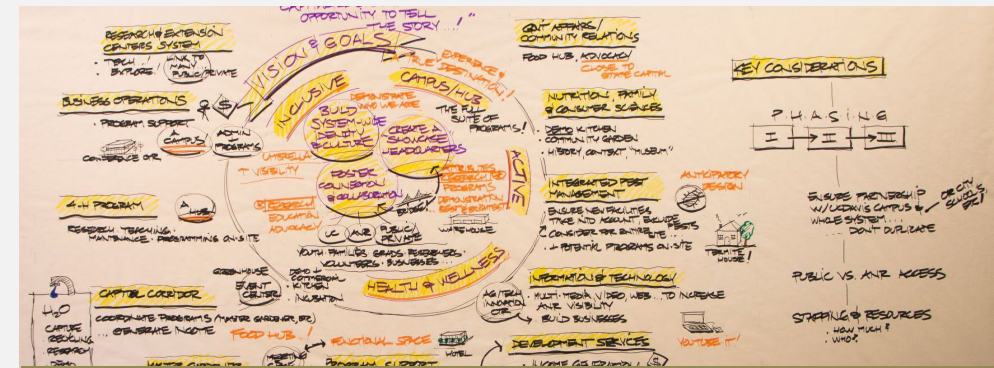
# Engagement Activities and Events (examples)



INDIGENOUS COMMUNITY ENGAGEMENT



COMMUNITY INTERVIEWS



GRAPHIC NOTES AND CONSENSUS BUILDING



POP-UP EVENTS



COMMUNITY MEETINGS AND WORKSHOPS



WALKING TOURS



Do you like this idea for Downtown?

46% 1. I really like it

31% 2. Worth considering

19% 3. I don't like it

4% 4. I'm not sure



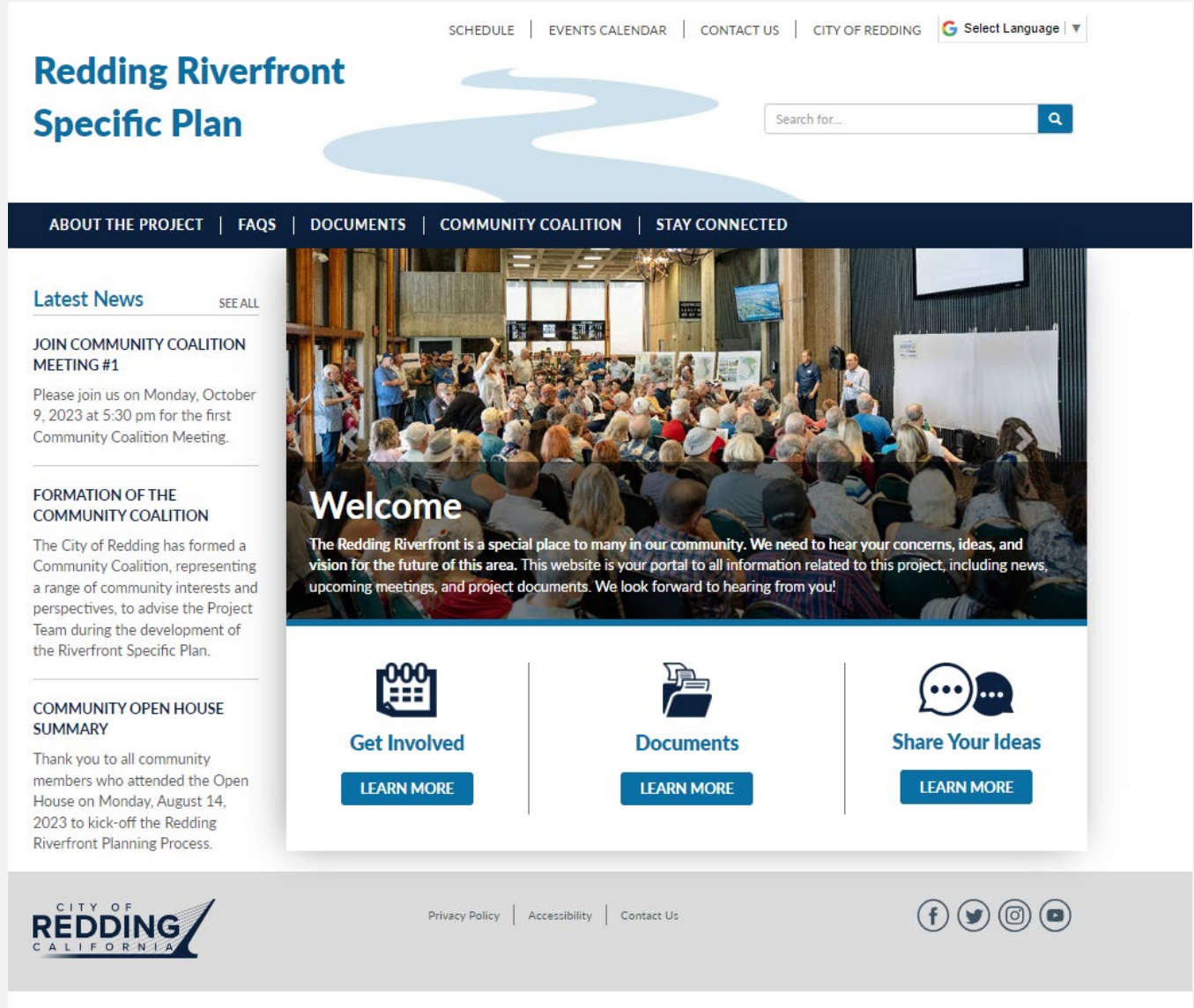
REAL-TIME POLLING AND SURVEYS

# Stay Involved – Visit the New Project Website

SCAN ME



[www.ReddingRiverfront.org](http://www.ReddingRiverfront.org)



The screenshot shows the homepage of the Redding Riverfront Specific Plan website. At the top, there is a navigation bar with links for SCHEDULE, EVENTS CALENDAR, CONTACT US, CITY OF REDDING, and a language selection dropdown. The main header features the title "Redding Riverfront Specific Plan" and a search bar. Below the header is a dark blue navigation bar with links for ABOUT THE PROJECT, FAQs, DOCUMENTS, COMMUNITY COALITION, and STAY CONNECTED. The main content area is divided into two columns. The left column contains a "Latest News" section with a "SEE ALL" link, followed by two news items: "JOIN COMMUNITY COALITION MEETING #1" and "FORMATION OF THE COMMUNITY COALITION". The right column features a large image of a community meeting with the word "Welcome" overlaid, and a paragraph of introductory text. Below the image are three call-to-action buttons: "Get Involved", "Documents", and "Share Your Ideas", each with a "LEARN MORE" button. The footer includes the City of Redding logo, a privacy policy link, accessibility link, contact us link, and social media icons for Facebook, Twitter, Instagram, and YouTube.

SCHEDULE | EVENTS CALENDAR | CONTACT US | CITY OF REDDING | [Select Language](#)

## Redding Riverfront Specific Plan

Search for...

ABOUT THE PROJECT | FAQs | DOCUMENTS | COMMUNITY COALITION | STAY CONNECTED

### Latest News [SEE ALL](#)

#### JOIN COMMUNITY COALITION MEETING #1

Please join us on Monday, October 9, 2023 at 5:30 pm for the first Community Coalition Meeting.

#### FORMATION OF THE COMMUNITY COALITION

The City of Redding has formed a Community Coalition, representing a range of community interests and perspectives, to advise the Project Team during the development of the Riverfront Specific Plan.

#### COMMUNITY OPEN HOUSE SUMMARY

Thank you to all community members who attended the Open House on Monday, August 14, 2023 to kick-off the Redding Riverfront Planning Process.

## Welcome

The Redding Riverfront is a special place to many in our community. We need to hear your concerns, ideas, and vision for the future of this area. This website is your portal to all information related to this project, including news, upcoming meetings, and project documents. We look forward to hearing from you!

[Get Involved](#) [LEARN MORE](#)

[Documents](#) [LEARN MORE](#)

[Share Your Ideas](#) [LEARN MORE](#)

CITY OF REDDING CALIFORNIA

Privacy Policy | Accessibility | Contact Us

[f](#) [t](#) [i](#) [v](#)

# Stay Involved – Visit the New Project Website

SCAN ME



[www.ReddingRiverfront.org](http://www.ReddingRiverfront.org)

## Redding Riverfront Specific Plan

SCHEDULE | EVENTS CALENDAR | CONTACT US | CITY OF REDDING | [Select Language](#)

Search for...

ABOUT THE PROJECT | FAQs | DOCUMENTS | COMMUNITY COALITION | STAY CONNECTED

### Latest News [SEE ALL](#)

#### JOIN COMMUNITY COALITION MEETING #1

Please join us on Monday, October 9, 2023 at 5:30 pm for the first Community Coalition Meeting.

#### FORMATION OF THE COMMUNITY COALITION

The City of Redding has formed a Community Coalition, representing a range of community interests and perspectives, to advise the Project Team during the development of the Riverfront Specific Plan.

#### COMMUNITY OPEN HOUSE SUMMARY

Thank you to all community members who attended the Open House on Monday, August 14, 2023 to kick-off the Redding Riverfront Planning Process.



## Welcome

The Redding Riverfront is a special place to many in our community. We need to hear your concerns, ideas, and vision for the future of this area. This website is your portal to all information related to this project, including news, upcoming meetings, and project documents. We look forward to hearing from you!



Get Involved

[LEARN MORE](#)



Documents

[LEARN MORE](#)



Share Your Ideas

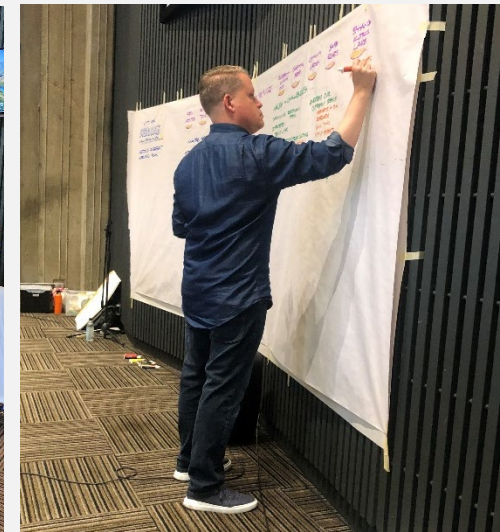
[LEARN MORE](#)



[Privacy Policy](#) | [Accessibility](#) | [Contact Us](#)



# Community Open House | August 14, 2023





## Key Themes: Assets

- Riverfront parkland and open space areas
- Natural environmental and riparian habitat
- Trails and walking paths
- Local culture and history
- Redding Rodeo grounds and events
- Unique attractions



## Key Themes: Challenges

- Protecting the natural environment and open space areas, especially near the river
- Ensuring an appropriate and transparent planning and design process
- Addressing area traffic and access issues
- Increasing the amount of tree shade (there is excess of exposed blacktop)
- Creating clarity around land ownership and control (near and long term)
- Protecting Indigenous cultural resources
- Supporting and maintaining the Redding Rodeo
- Addressing housing needs



## Key Themes: Vision and Opportunities

- Restoring the natural environment
- Enhancing public access and use of natural areas
- Establishing clear standards and uses so there is a cohesive design throughout the project area
- Expanding outdoor attractions and facilities for locals and visitors
- Engaging with Native American Tribes
- Supporting the Redding Rodeo
- Ensuring transparent and balanced community engagement



# Community Interviews | August 15, 2023

Anderson-Cottonwood Irrigation District

Asphalt Cowboys

Redding Rodeo

Audubon Community

Chamber of Commerce

Civic/Advance Redding

Flyshop/Fishing Community

McConnell Foundation

NVCSSS

Redding Rancheria Community Members

Riverside Eyecare

Shasta Environmental Alliance

Turtle Bay

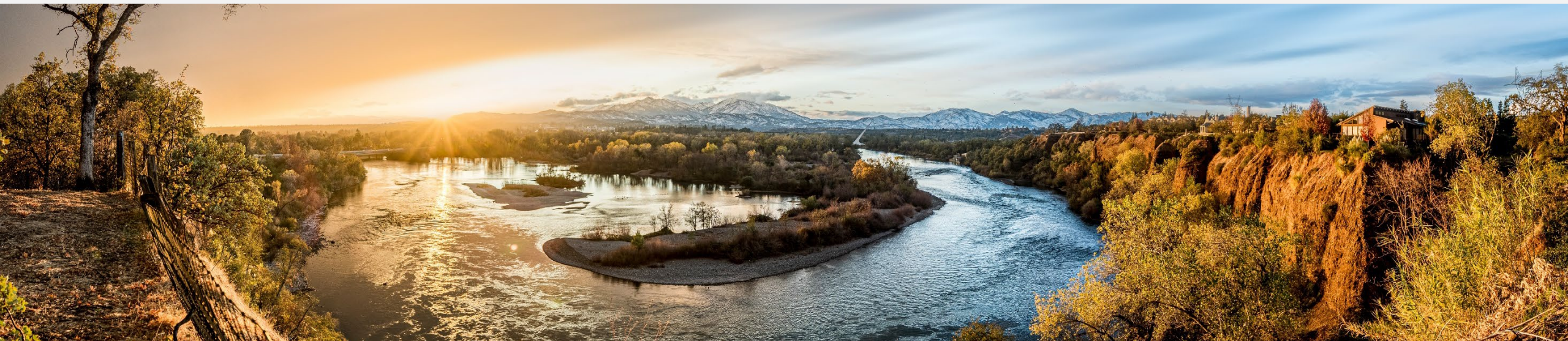
VIVA Downtown

Wintu Tribe Community Members

Project Area Property Owners

Project Area Offices

Project Area Residents



## Key Themes: Assets

- The Riverfront's immense natural beauty and diverse ecosystem
- Existing attractions, infrastructure, and events
- Local history and culture
- Funding opportunities for a range of projects and activities (new projects, recreation, habitat restoration)



## Key Themes: Challenges

- Limited public access to the river and natural areas
- Transportation and circulation bottlenecks and issues
- Limited pedestrian and bicycle infrastructure and amenities
- Parking (amount, location, and management)
- Age and size of current venues limits the types of uses and activities
- General safety concerns
- Lack of a cohesive vision for the area



## Key Themes: Vision and Opportunities

- Expand open space and parkland
- Restore natural environments and protect wildlife
- Increased connectivity within the Riverfront and to other parts of the city
- Consider limited mixed-use development that complements the area (housing, restaurants, office, stores)
- Support and enhanced the area's assets (history, culture, environment, Native American sites)
- Encourage family-friendly uses and activities



**VI. Community Coalition Discussion**  
*Riverfront Assets, Challenges  
and Opportunities*



## **VII. Public Comments**

*Each speaker will have three minutes*

# VIII. Next Steps

# Next Steps

## **Community Coalition Meeting #2**

*October 23, 2023*

- Review existing conditions information (cultural resources, biological resources, mobility, parking, circulation, and economic trends)
- Discuss emerging common vision elements and key long-term desires for the Riverfront

## **Community Coalition Meeting #3**

*November 6, 2023*

- Review a draft Riverfront Vision and Guiding Principles Framework (diagram and document)
- Discuss refinements to the draft Vision and Guiding Principles Framework



# Next Steps

## **Community Coalition Meeting #4**

*November 20, 2023*

- Review the updated draft Riverfront Vision and Guiding Principles Framework
- Provide feedback to further refine the draft Vision and Guiding Principles Framework so it is ready for City Council review

## **City Council Meeting**

*TBD/December 2023*

- Review and provide direction on the Vision and Guiding Principles Framework

