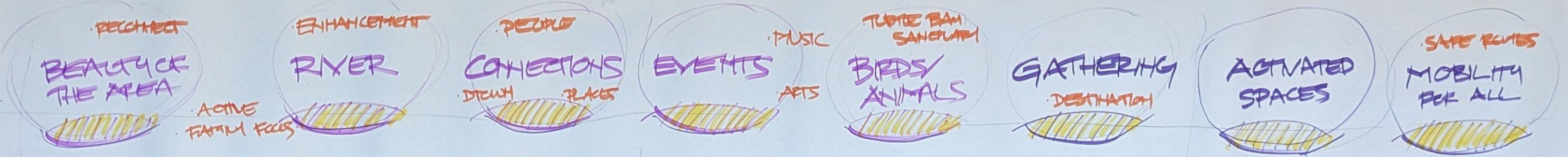


REDDING RIVERFRONT S.P.
 COMMUNITY COALITION #1
 10.09.23



INSPIRATION/ OTHER AREAS ...

- RENO, NV BEND, OR
- USE BEST PRACTICES
- RESEARCH AREAS THAT WORK WELL

BIKING/WALKING
 • HALL OF FAME TRAIL

SURPLUS LAND ACT

RODEO • MODERNIZE FACILITY ...
 • 2-3 EVENTS A WEEK

• AESTHETICS, EVENTS LOGISTICS, PARKING

FISHING
 • TROUT

FAMILY-FRIENDLY EVENTS

SAFETY
 • HOMELESS
 • CRIME
 • HIGH TRAFFIC SPEEDS

• DUCKS!
 • PARKS
 • ACTIVITIES

HISTORY
 • RODEO
 • CULTURE
 • COMMUNITY

LACK OF LIGHTING
 • SAFE/WELCOMING

MULTI-PURPOSE AREAS
 • BUILDINGS/USES
 • FLEXIBILITY

VIEWS
 • RIVER/NATURE

EVENTS
 • LARGER
 • ACCESS/PARKING
 • SAFETY

PUBLIC VS. PRIVATE PROPERTY
 • PARTNERSHIPS
 • DIFF. NEEDS/CONCERNS

ACCESS
 • CARS
 • LARGER VEHICLES
 • WATERFRONT AREA

PARKING
 • AMOUNT
 • LOCATION
 • WORK WITH COUNTY TO BETTER MANAGE SOUTHERN PARKING

ECONOMIC FEASIBILITY
 • LEVERAGING PUBLIC & PRIVATE PARCELS
 • INCENTIVES
 • CLARITY
 • REVENUE GENERATING USES

CHALLENGES/OPPORTUNITIES ...

ENVIRONMENTAL REVIEWS/BUFFERS
 • FISH & GATIE

RIVER ACTIVITIES
 • FISHING
 • KAYAKING

NEW USES ...
 • RETAIL
 • UNIQUE STORES
 • HIGH(ER) END RETAIL

EVACUATION ROUTES
 • SIGNAGE
 • SAFE ROUTES

ART
 • ACTIVITIES
 • PUBLIC ART
 • HISTORY/CULTURE

• INCREASE TAX BASE
 • HOTELS ... NEW/MODERN
 • DEVELOP KEY OPP SITES IN SOUTH
 • RESTAURANTS
 • NARROW PARCELS IN THE SOUTH
 • PARKING GARAGE/ SOLUTIONS