

Redding Riverfront Specific Plan

Community Coalition Meeting #2 / October 23, 2023

Tonight's Agenda

I. Welcome and Agenda Review

II. Project Updates

III. Presentation

Existing Riverfront Conditions Analysis

- *Environmental and Biological Resources*
- *Indigenous Cultural*
- *Land Use*
- *Mobility and Parking*
- *Economic Data and Trends*

IV. Community Coalition Discussion

Review and provide feedback on the Emerging Redding Riverfront Vision Elements

V. Public Comments

Each speaker will have three minutes

VI. Next Steps

VII. Adjourn



II. Project Updates

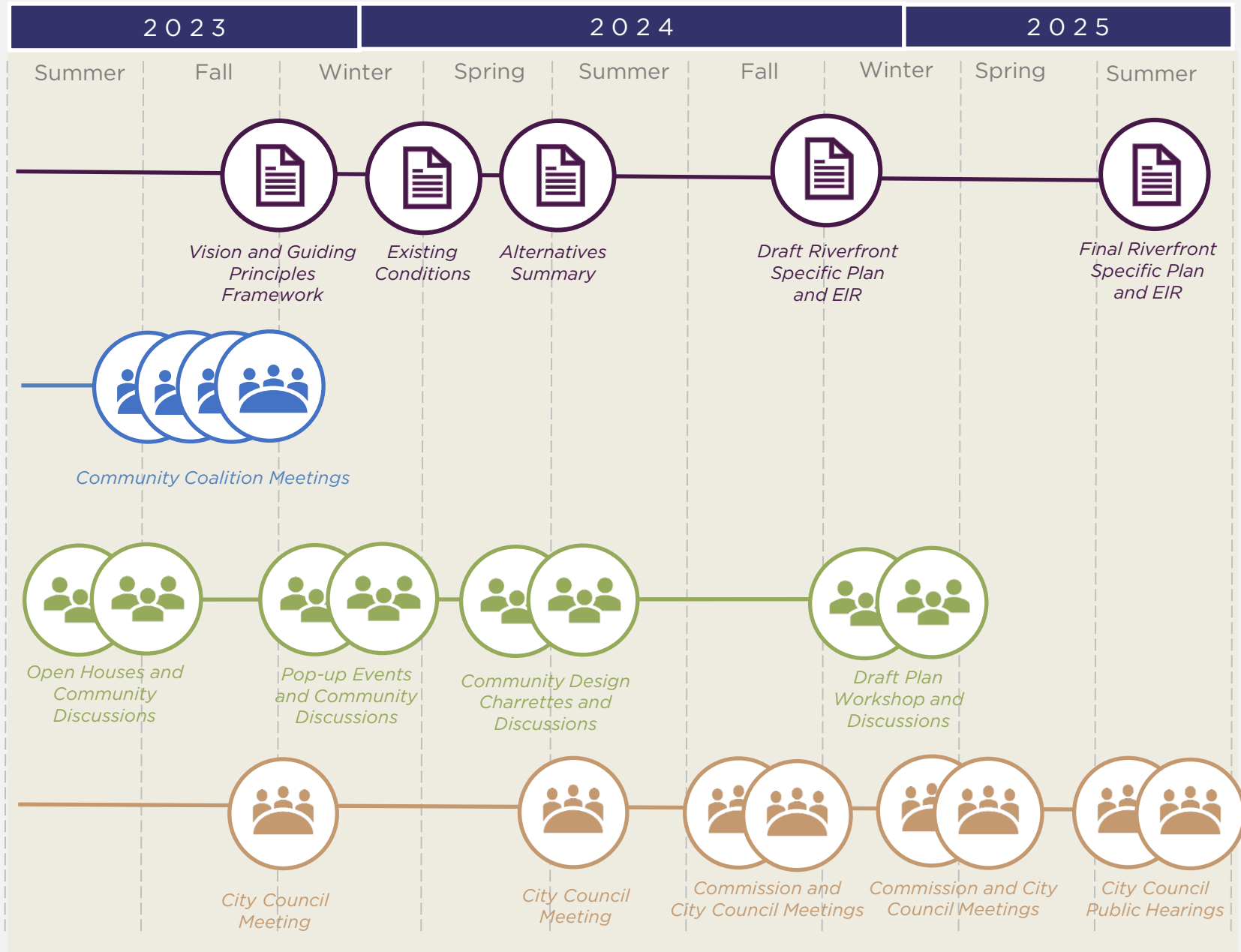
Schedule and Mapping

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

Community Coalition Meeting #1 | October 9, 2023



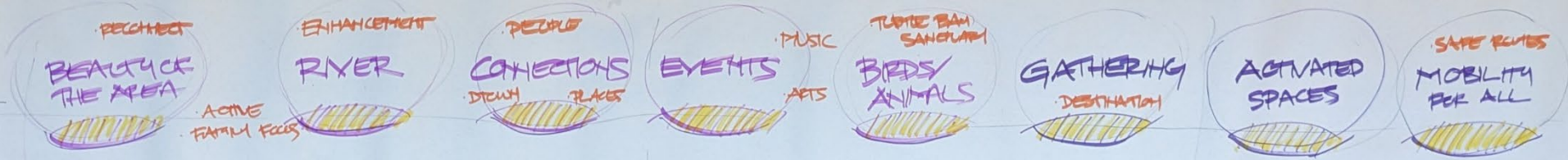
Jocelyn Olson
Kaneohe Town Resident

Garrett
Resident

Danica Helgre
Business Owner, Urban Retr

Community Coalition Meeting #1 | October 9, 2023

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

CHALLENGES/OPPORTUNITIES...

- BIKING/WALKING**
 - HALL OF FAME TRAIL
- RODED**
 - MODERNIZE FACILITY
 - 2-3 EVENTS A WEEK
- FISHING**
 - TROUT
- SAFETY**
 - HOMELSS
 - CRIME
 - HIGH TRAFFIC SPEEDS
- 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
- SURPLUS LAND ACT**
- HISTORY**
 - RODED CULTURE COMMUNITY
 - LACK OF LIGHTING
 - SAFE/WELCOMING
- MULTI-PURPOSE**
 - AREAS
 - BUILDINGS/USES
 - FLEXIBILITY
- INCREASE FOOT TRAFFIC**
 - WITHIN SPECIFIC PLAZA AREA
 - ACROSS THE RIVER TO MCCOMB
- VIEWS**
 - RIVER/NATURE
- EVENTS**
 - LARGER
 - ACCESS/PARKING
 - SAFETY
- PUBLIC VS. PRIVATE PROPERTY**
 - PARTNERSHIPS
 - DIFF. NEEDS/CONCERNS
- ENVIRONMENTAL REVIEWS/BUFFERS**
 - FISH & GATIE
- RIVER ACTIVITIES**
 - FISHING
 - KAYAKING
- NEW USES...**
 - RETAIL
 - UNIQUE SIDES
 - HIGH(ER) END RETAIL
- EVACUATION ROUTES**
 - SIGNAGE
 - SAFE ROUTES
- ART**
 - ACTIVITIES
 - PUBLIC ART
 - HISTORY/CULTURE
- ENVIRONMENTAL REVIEWS/BUFFERS**
 - INCREASE TAX BASE
 - HOTELS... New/MODERN
 - DEVELOP KEY OPP SITES IN SOUTH
 - RESTAURANTS
 - NARROW PARCELS IN THE SOUTH
 - PARKING GARAGE/SOLUTIONS

Community Coalition Meeting #1 | October 9, 2023

Key Themes: Assets

- The Riverfront's immense natural beauty and diverse ecosystem
- Existing attractions and events
- The Redding Rodeo
- Fish and wildlife
- Recreation
- Bicycling and walking trails
- Local history and culture



Key Themes: Challenges

- Need to protect natural resources and ensure there are adequate environmental reviews and buffers.
- The age and limited functionality of the Redding Rodeo facility.
- Limited vehicle access and emergency evacuation routes.
- Amount, location and management of current parking lots.
- Lack of safety, lighting, and not welcoming character of some areas.
- Economic feasibility of new improvements, whether they are public or private.



Key Themes: Opportunities

- Increase connections to water and nature, fishing, and activities in the Sacramento River.
- Expand bicycle and pedestrian trails.
- Create stronger connections to the area's rich history and culture.
- Create family-friendly events and activities.
- Develop incentives for new revenue-generating uses that support the vision for the area.
- Become a truly welcoming and unique destination that draws locals and visitors alike.
- Create a range of new uses that compliment Redding and the Riverfront area, including venues, restaurants and retail, and mixed-use.
- Support existing residential neighborhoods.



Community Comments

- Solve key community issues first – homeless, taxes. More residents should be involved. Concerned Community Coalition member have vested interests.
- Everything should revolve around river and should include a variety of low cost and high-end activities, access to the trail system, and land in public hands.
- Park Marina is an important connector and will still need to carry a significant number of cars.
- The Community Coalition Indigenous Members are absent, and the tribal voice needs to be heard.
- This is not an urban riverfront (lots of case studies nationally and internationally). We need a unique wildlife, community gathering riverfront.
- Concern about increase in traffic and other impacts to the Garden Tract.

III. Presentation

Existing Conditions Analysis

Specific Plan Process

What is a Specific Plan?

In California, a specific plan is one of the many tools for **implementing** the goals and policies of the General Plan.

What a Specific Plan includes . . .

- Vision, Goals, Policies and Development Regulations unique to the Redding Riverfront Area
- Design Guidelines for new projects
- Economic Analysis and Incentives
- Circulation Plan
(vehicle, bicycles, pedestrians, parking)
- Infrastructure Analysis
(capacity and funding)
- Environmental Analysis

*What a Specific Plan **does not** include . . .*

- Individual public or private development projects
(those are proposed after the Specific Plan is adopted, and they must be consistent with the Plan)

Environmental and Biological Resources

Environmental and Biological Resources: Existing Resources

- There are **four sensitive natural communities** in the study area, covering approximately 82 acres (Cottonwood Riparian Forest, Mixed Riparian, Valley Oak Riparian Forest, Willow Scrub).
- Over 60 percent of the study area is considered **wetland** (freshwater, forested/shrub, pond, lake, riverine).
- There are several **Special Status Species** in the habitat, including 10 birds, 7 bats, and 14 fish species.
- **Invasive species** such as Himalayan blackberry and yellow star thistle are prevalent.
- There is evidence of **camping and litter** within sensitive communities and habitats.

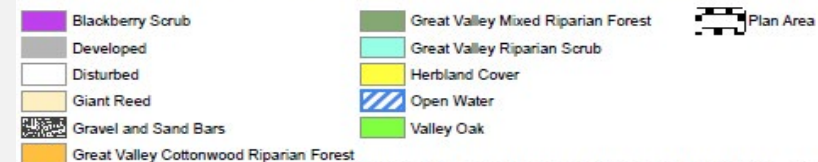
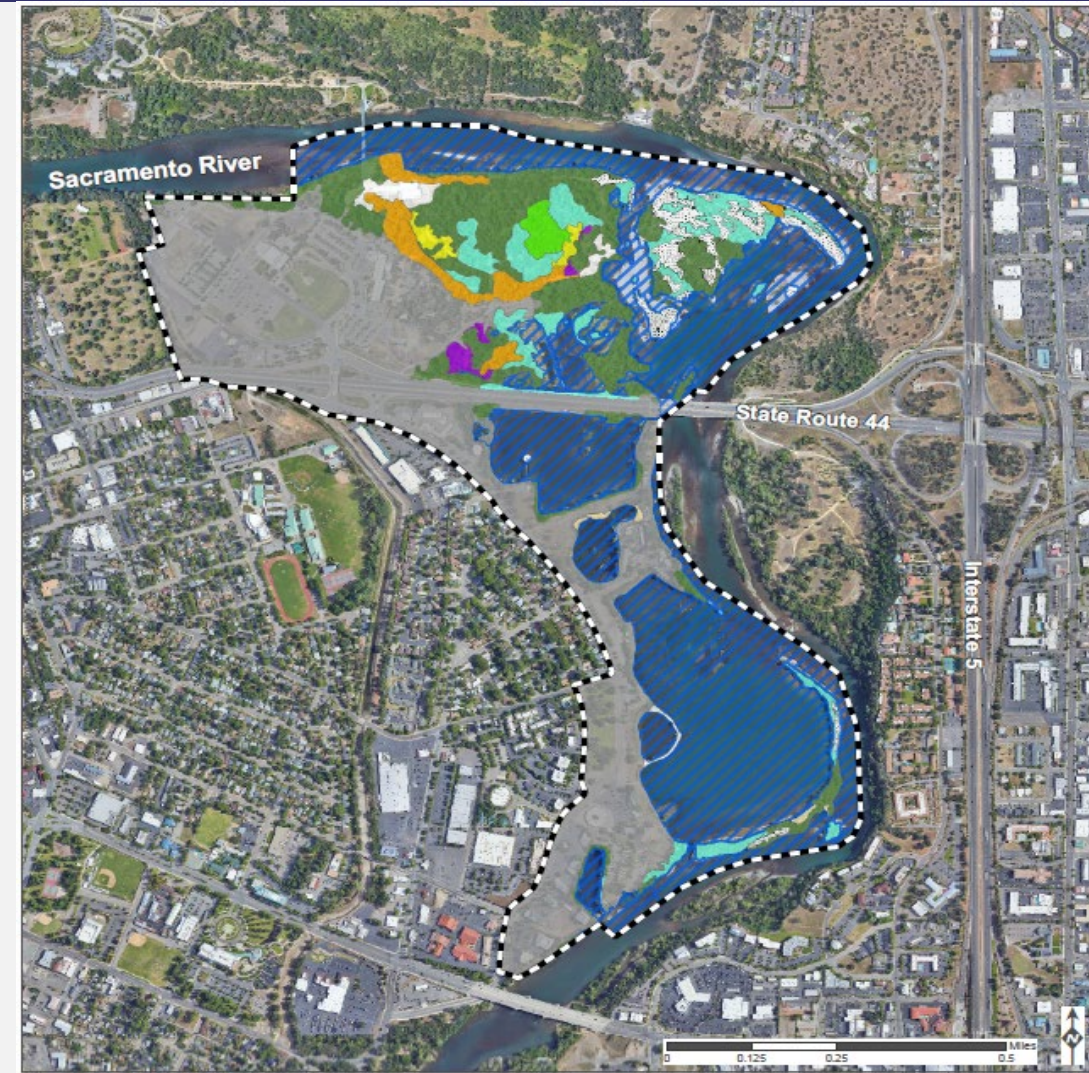
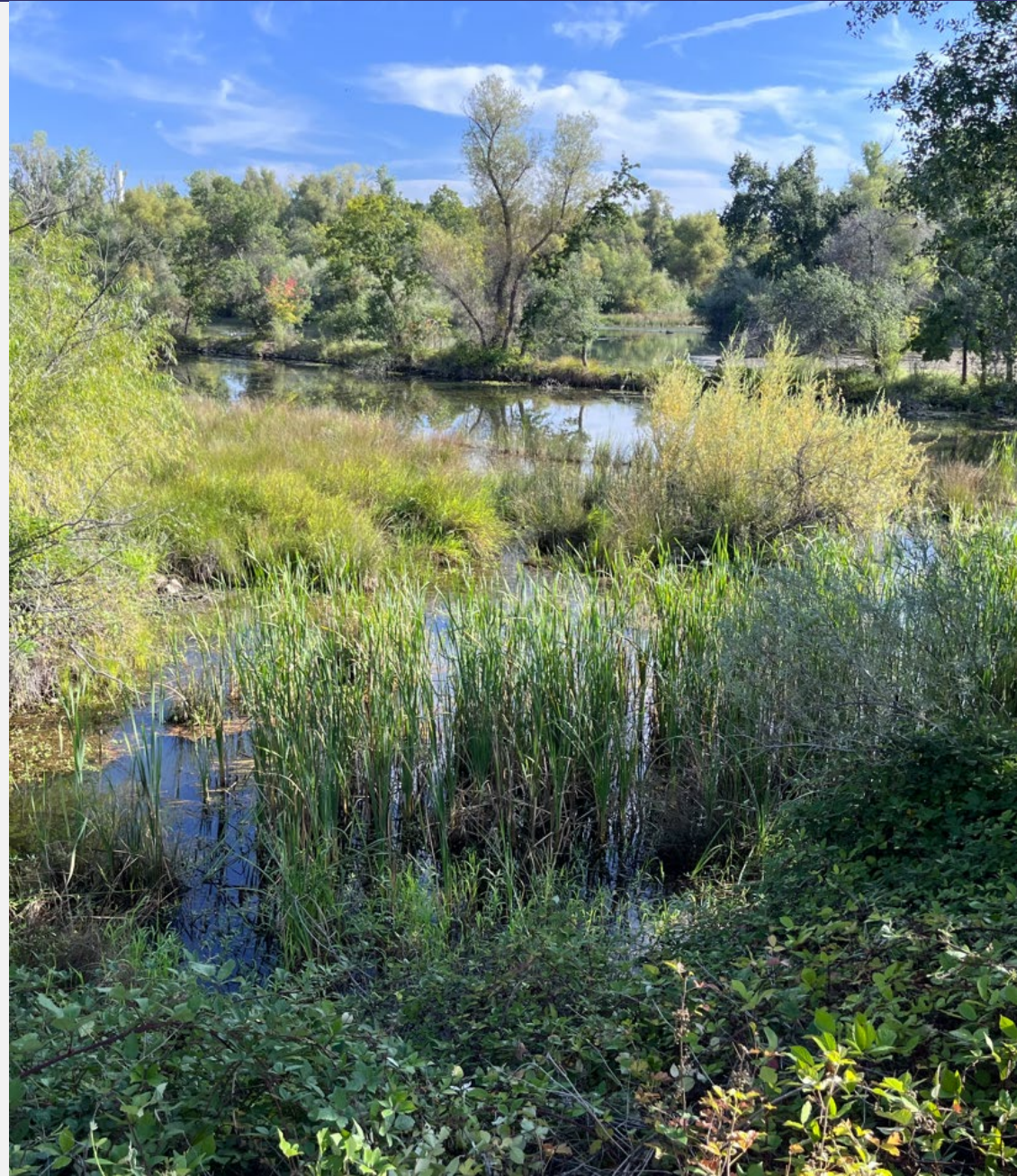


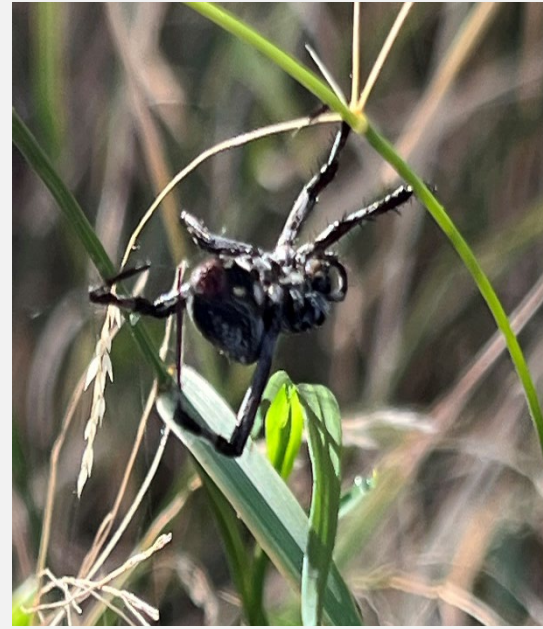
Figure 3 Landcover Types, Habitats, and Natural Communities

Environmental and Biological Resources: Wetlands, Soils and Floodplain

- All wetlands and riparian vegetation are considered **RWQCB and CDFW jurisdictional and Waters of the State**. The RWQCB takes jurisdiction up to the 100-year flood plain.
- The Sacramento River, all lakes, and possibly all ponds and wetlands are considered USACE jurisdictional and Waters of the U.S.
- **Impacts** to wetland habitats will trigger permits and mitigation.
- **Mitigation** may be achieved through creation, restoration, and/or enhancement of either on-site or in a suitable off-site location (i.e., mitigation bank or in-lieu fee).



Environmental and Biological Information



Indigenous Culture

Indigenous Culture: History/Land Acknowledgement

- The study area has been home to a variety of indigenous communities for thousands of years.
- In 1922, the Bureau of Indian Affairs (BIA) bought **15 acres of land** for homeless/misplaced indigenous members for individuals of Pit-River, Wintu, and Yana descent.
- Congress terminated Redding Rancheria in July 1959. Redding Rancheria was reinstated by the Tillie Hardwick decision in 1979, **restoring Federal recognition.**



Indigenous Culture: Regional Tribal Groups

- Wintu, Nomlaki, Patwin, Pit River, and Yana/Yahi (additional sub-groups and bands may self-identify as variations of the generalizations presented here).
- **Federally Recognized Tribes:** Redding Rancheria, Pit River Tribe.
- **State Recognized Tribes (CNAHC):** Winnemem Wintu Tribe, Wintu Tribe of Northern California.
- **Up-river:** Nor Rel Muk Wintu Nation.
- **Surrounding Tribes:** Northern Paiute (share a border at Warner Range).
- Descendants of the Yahi (Southern) tribe originated in the area; the last documented member of this group was “Ishi” (Yahi).



Mobility, Parking and Circulation

Mobility, Parking and Circulation: Constraints to Access and Circulation

- **Highway 44** creates a barrier to connectivity between the Northern and Southern Riverfront areas, particularly for cyclists and pedestrians.
- Lengthy **vehicle queues** often develop on northbound Park Marina Drive during evening peak periods as vehicles work through the signal to enter Highway 44 eastbound.
- At times, the eastbound off-ramp to Park Marina **backs up onto the highway**, and during major events, the westbound off-ramp backs up onto the highway as well.



Mobility, Parking and Circulation: Constraints to Access and Circulation

- **A potential secondary access** for emergency vehicles and bicyclists/pedestrians through the private cemetery to the west has been proposed, which if feasible, would allow access to downtown parking during special events.
- An existing breakaway fence along Highway 44 between Sundial Drive and Continental Street is intended to allow for **emergency evacuation**,
- The updated Redding General Plan envisions a potential future **multi-modal bridge connection across the river** to the north (west of the Sundial Bridge) that, if pursued and funded, could connect to North Market Street.



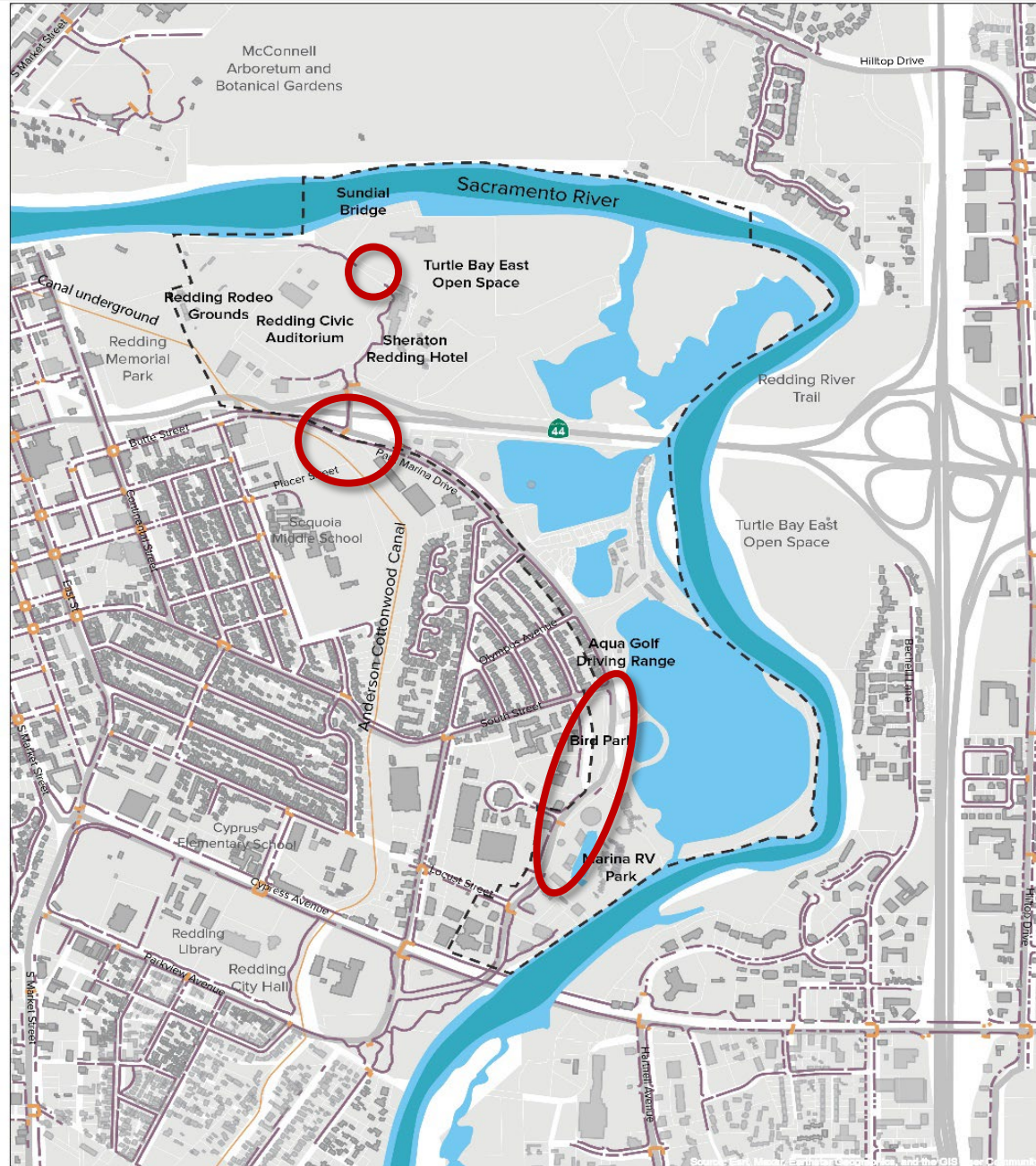
Mobility, Parking and Circulation: Constraints to Access and Circulation

- Park Marina Drive's current four-lane configuration provides **excess traffic capacity** on most segments, contributing to higher than desired traffic speeds.
- An option of **one travel lane** per direction can adequately serve existing and future traffic volumes, except for the signalized intersections near the Highway 44 on/off ramps.
- There is a lack of adequate **bicycle and pedestrian** facilities, and lighting is poor. The City's Active Transportation Plan recommends a multi-use path on the river side, and on-street bicycle lanes.
- **Access to the Sacramento River** from Park Marina Drive is extremely limited.



Mobility, Parking and Circulation: Street and Sidewalk Patterns

Missing Sidewalks



Street and Sidewalk Patterns and Conditions Legend

- Study Area Boundary
- Parcel
- Buildings
- River Channel
- Water Bodies
- Canal
- Major Roads
- Land
- Sidewalk
- Crosswalk



1 inch = 800 feet

Mobility, Parking and Circulation: Bicycle/Pedestrian Routes

Lack of Connections in the Southern Riverfront



Bicycle and Pedestrian Routes and Trails Legend

- Study Area Boundary
- Parcel
- Buildings
- River Channel
- Water Bodies
- Canal
- Major Roads
- Land
- Bicycle Routes (road + lane)
- Bicycle Trails
- Trails



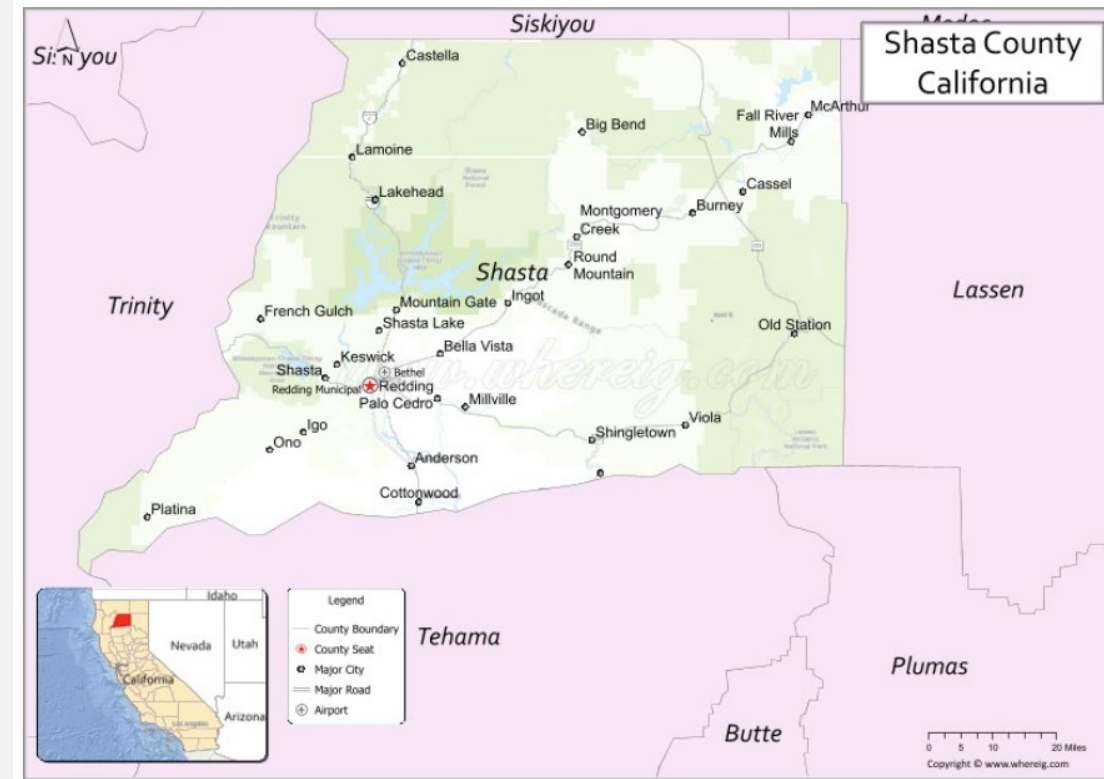
1 inch = 800 feet

Economic Data and Trends

Economic Data and Trends: Local and Regional Employment

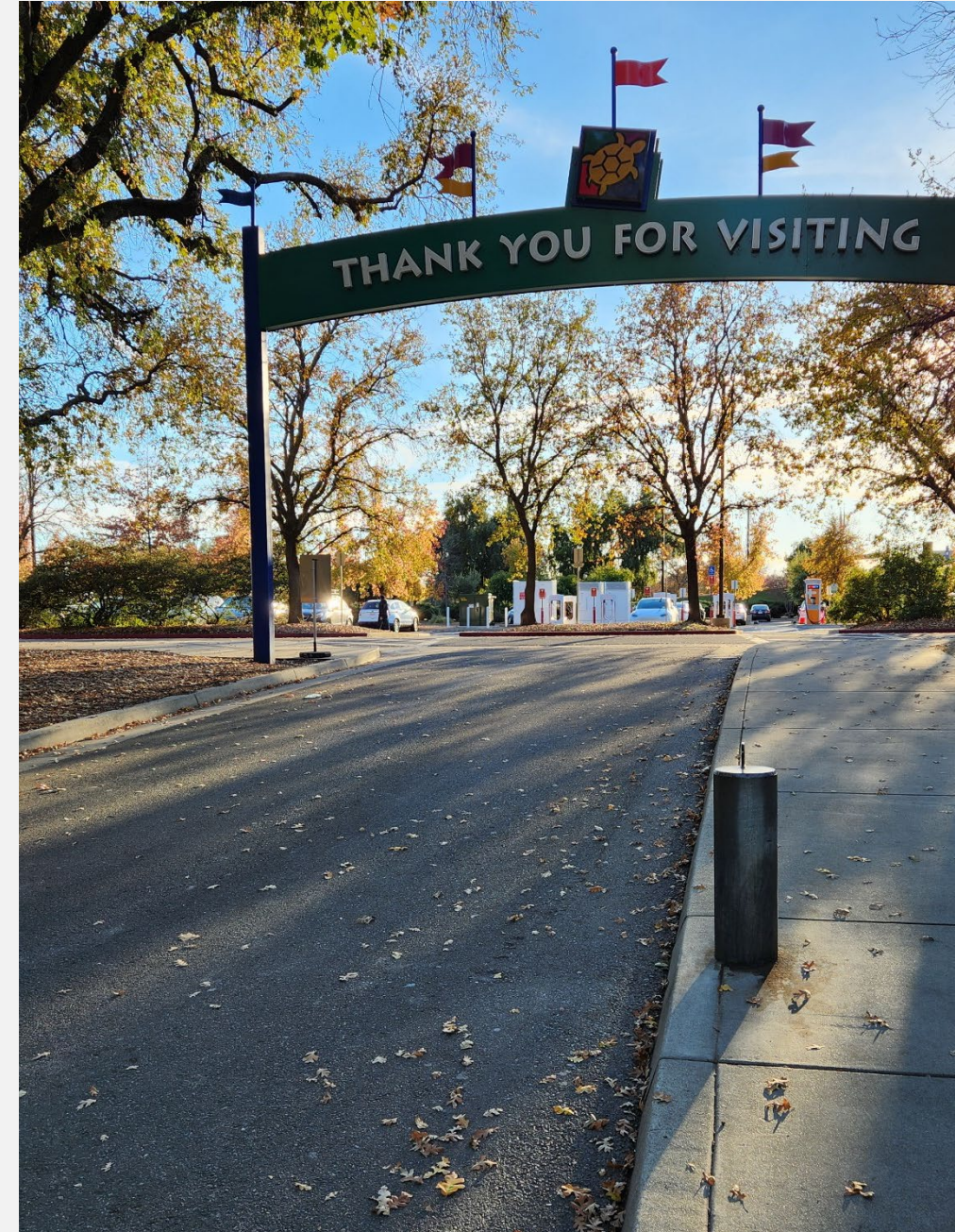
- Redding contains about **48,000 jobs**, or 71 percent of the jobs in Shasta County (67,600 jobs total). And over 87,200 jobs are located within 20 miles of downtown Redding.
- Redding **added 5,500 jobs** over that last 10 years (1.2% annual growth rate, slightly less than the national average but higher than the State average).
- Healthcare/Social Assistance, Public Administration, Hospitality, and Retail Trade are the largest sectors in Redding.
- A **quarter** of Redding jobs are in Healthcare/Social Assistance (12,500 jobs).

Shasta County Map, California



Economic Data and Trends: Demographics

- Caltrans estimates that **net population migration will continue to be positive** in Shasta County.
- Fire rebuilding will continue to prop up the **construction sector** through 2025.
- Retail, hospitality, and arts/recreation have **largely recovered** to pre-pandemic levels.
- **State tourism spending projections** indicate that the Shasta Cascade region will recover back to pre-pandemic levels in 2023.
- **Tourism spending** is projected to grow at an annual rate of 5.6 percent through 2027, below the statewide growth projection of 7.0 percent.



Economic Data and Trends: Demographics

- The growth in population (2.4%) versus households (2.9%) in Redding over the last 10 years indicates a relatively minor reduction in household size, while Shasta County saw a more noticeable increase in households (3.6%) than population (1.3%), indicating a more rapid shift to smaller household size in the County.
- Nearly 43 percent of Redding households are in **renter-occupied housing**, while in the County only 32 percent are in renter-occupied housing.
- The **share of households in renter-occupied** housing has been declining in both the City of Redding and the County.



Economic Data and Trends: Demographics

- Nearly **two-thirds of the housing units** in Redding and the county were constructed between 1940 and 1999.
- The county has added about **four times as many new housing units** over the last 10 years compared to Redding (962 in the city vs. 3,968 in the county)
- The **income distribution** in Redding is similar to the county overall, with about 20 percent of households earning less than \$25,000, half earning between \$25,000 and \$100,000, and 30 percent over \$100,000.

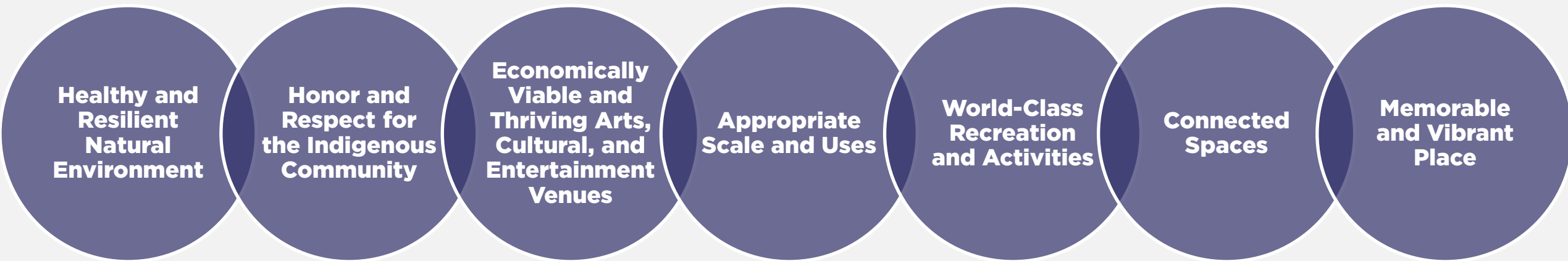


V. Community Coalition Discussion
Emerging Redding Riverfront
Vision Elements

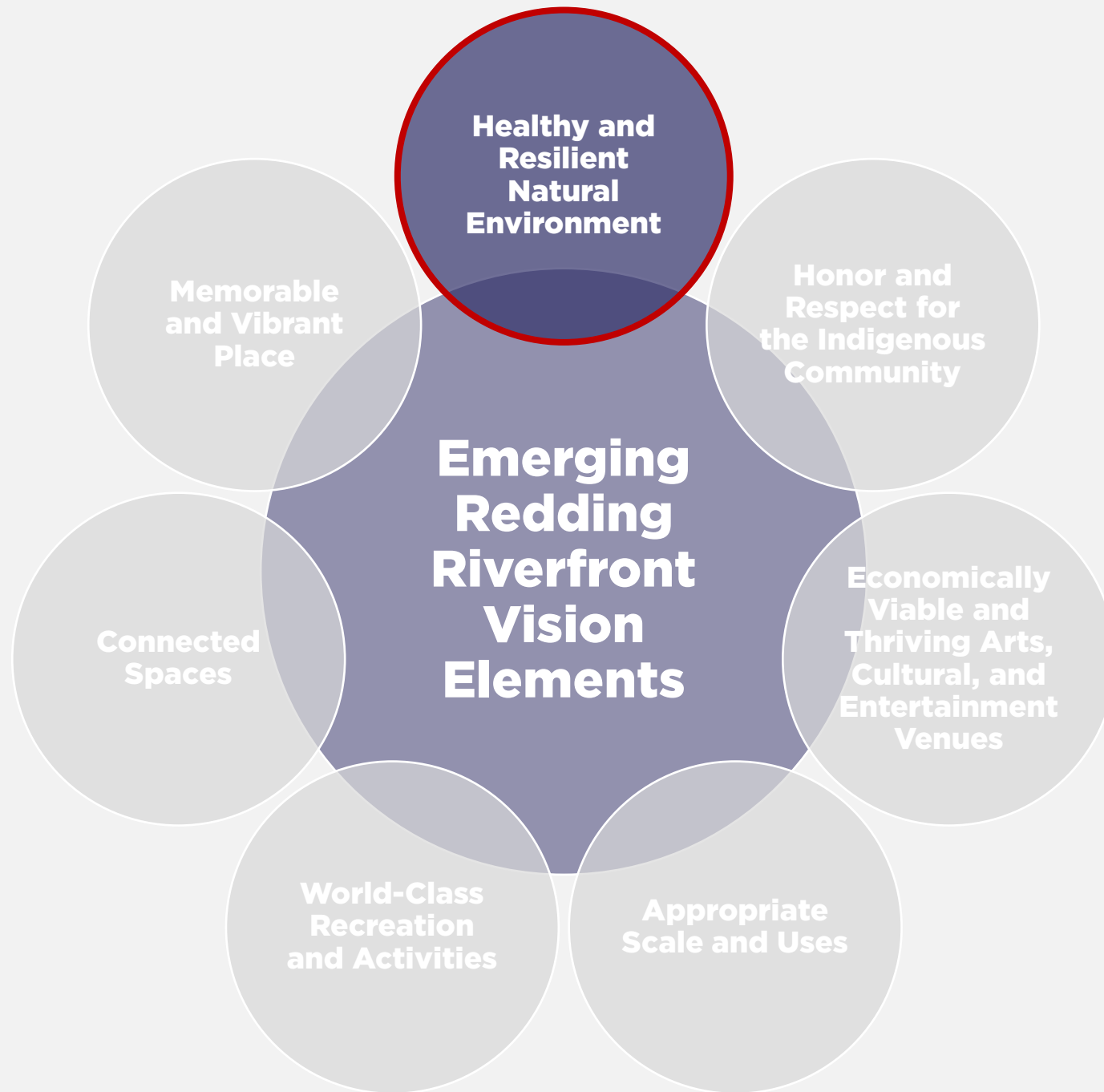
Emerging Redding Riverfront Vision Elements

The following draft Vision Elements build upon a foundation of community comments (open houses, online comments, interviews, focus groups), site touring, existing conditions analysis to date, and the ideas and feedback received from the first Community Coalition meeting held on October 9, 2023.

These seven **Emerging Redding Riverfront Vision Elements** begin to frame common themes and desires for what is needed to create a successful Redding Riverfront in the years and decades to come . . .



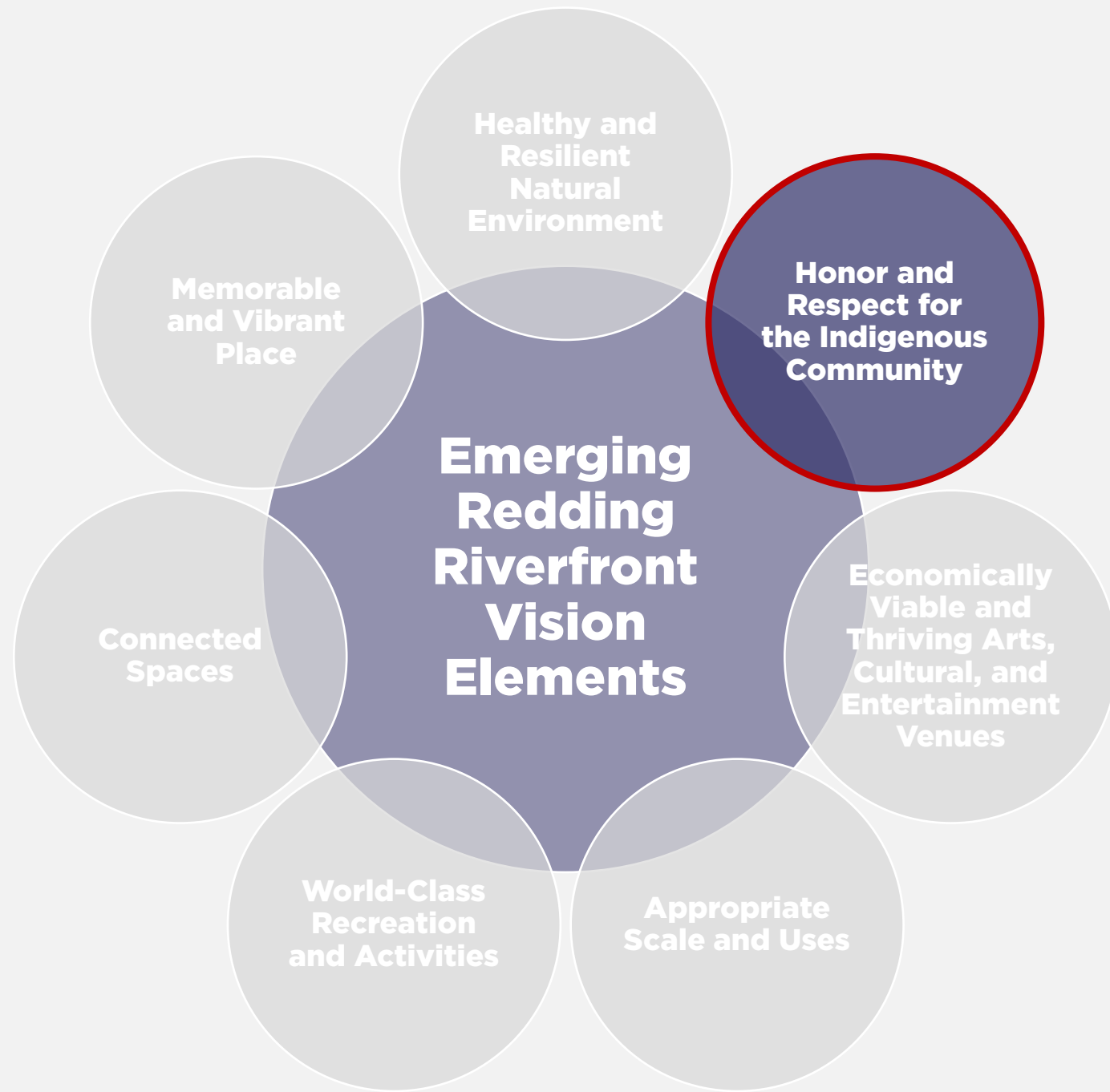




Healthy and Resilient Natural Environment

- Celebrate the immense natural beauty of the Sacramento River and Redding Riverfront area.
- Protect critical habitats that support biodiversity to ensure the long-term health of the Sacramento River ecosystem.
- Create opportunities for native fish, animals, and birds to thrive throughout their entire life cycles.
- Require development and activities near the Sacramento River and/or critical habitat areas to be compatible, complimentary, and low (or no) impact.

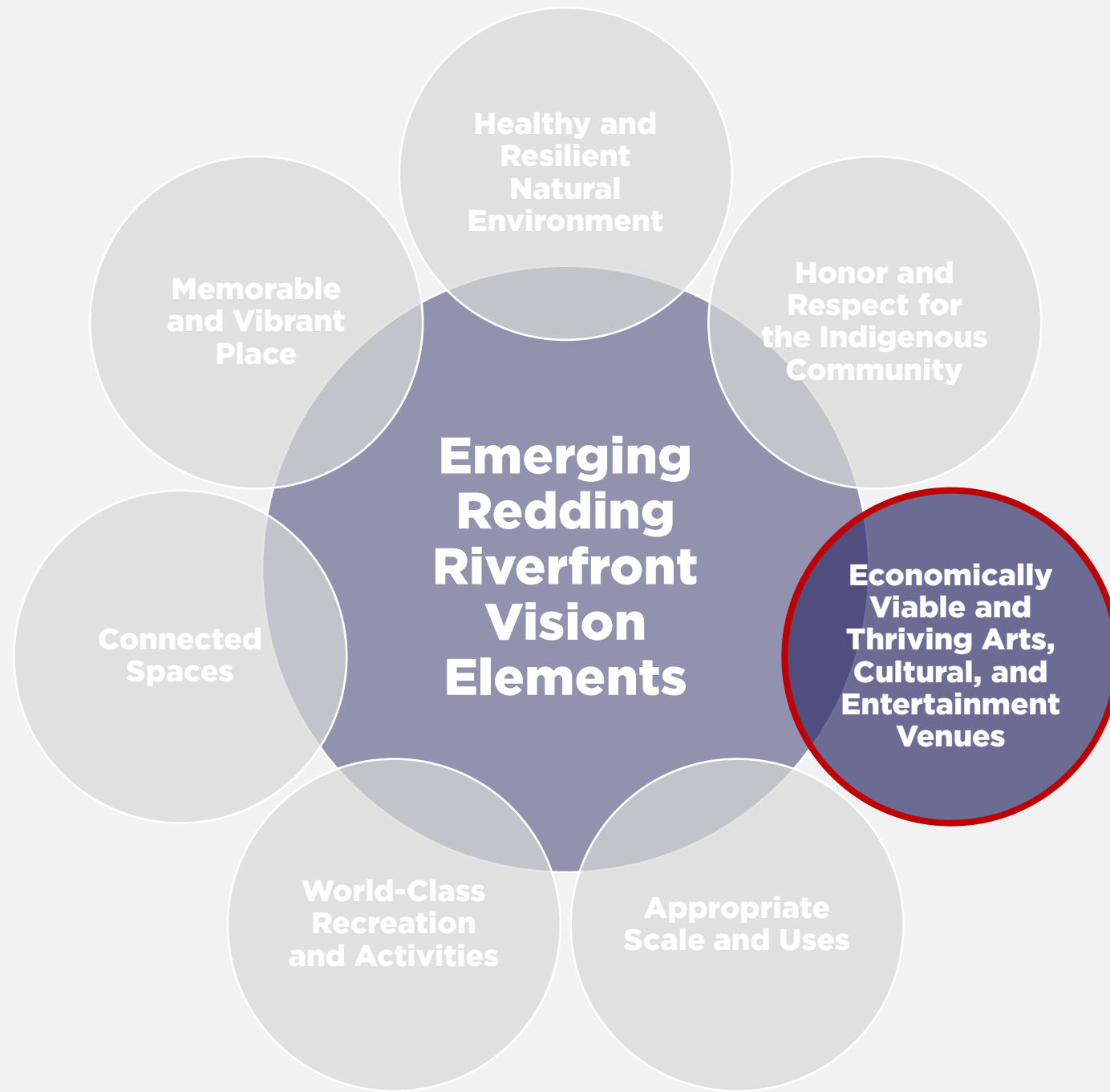




Honor and Respect for the Indigenous Community

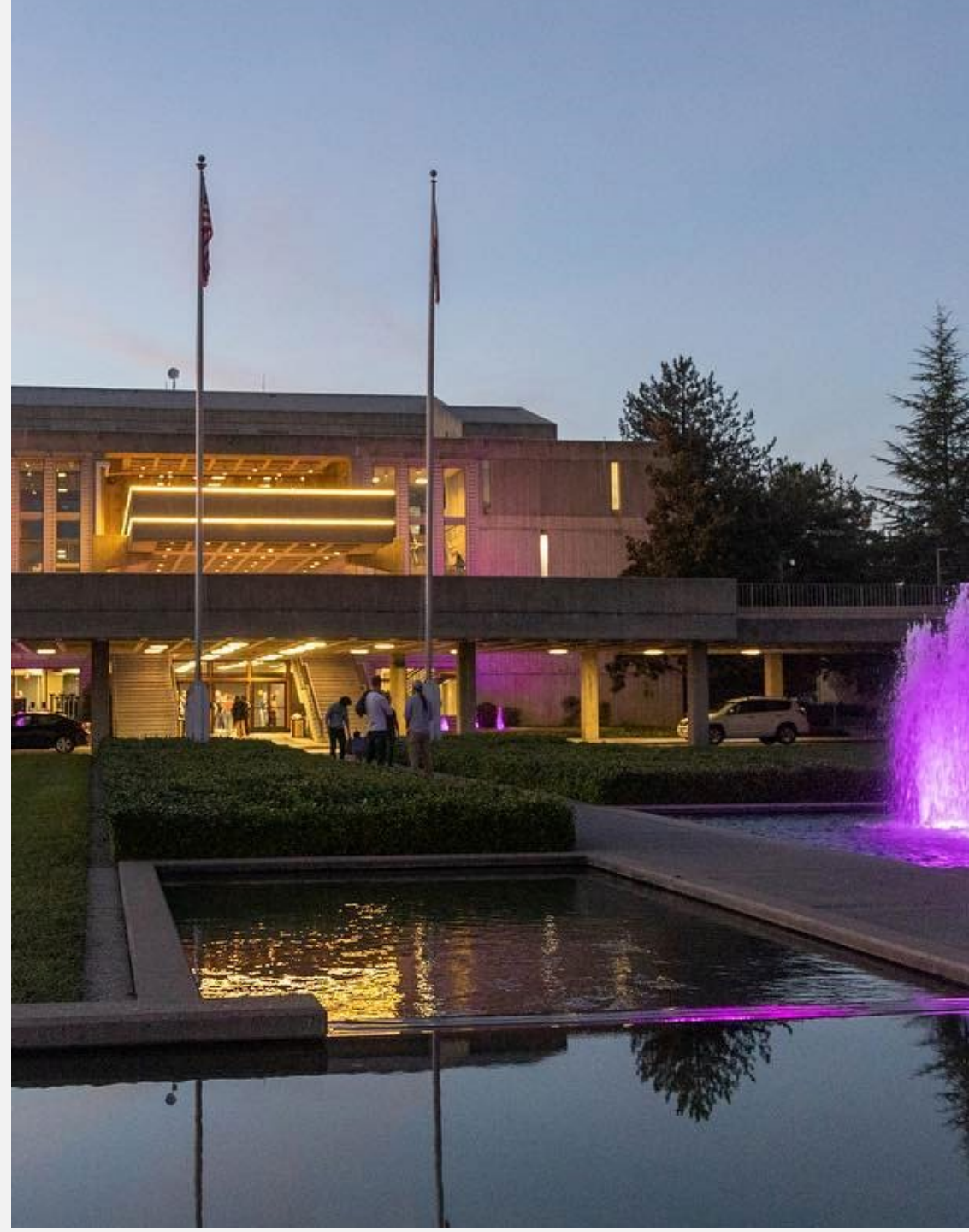
- Respect the deep Indigenous cultural connections to the Redding Riverfront area.
- Engage the Indigenous community and include them in land use, habitat protection, recreation, and cultural landscapes discussions and decisions.
- Protect Indigenous sacred sites and cultural resources.
- Maintain Indigenous connections and access to land, river, and animals.
- Create opportunities for Indigenous-run cultural centers and spaces.

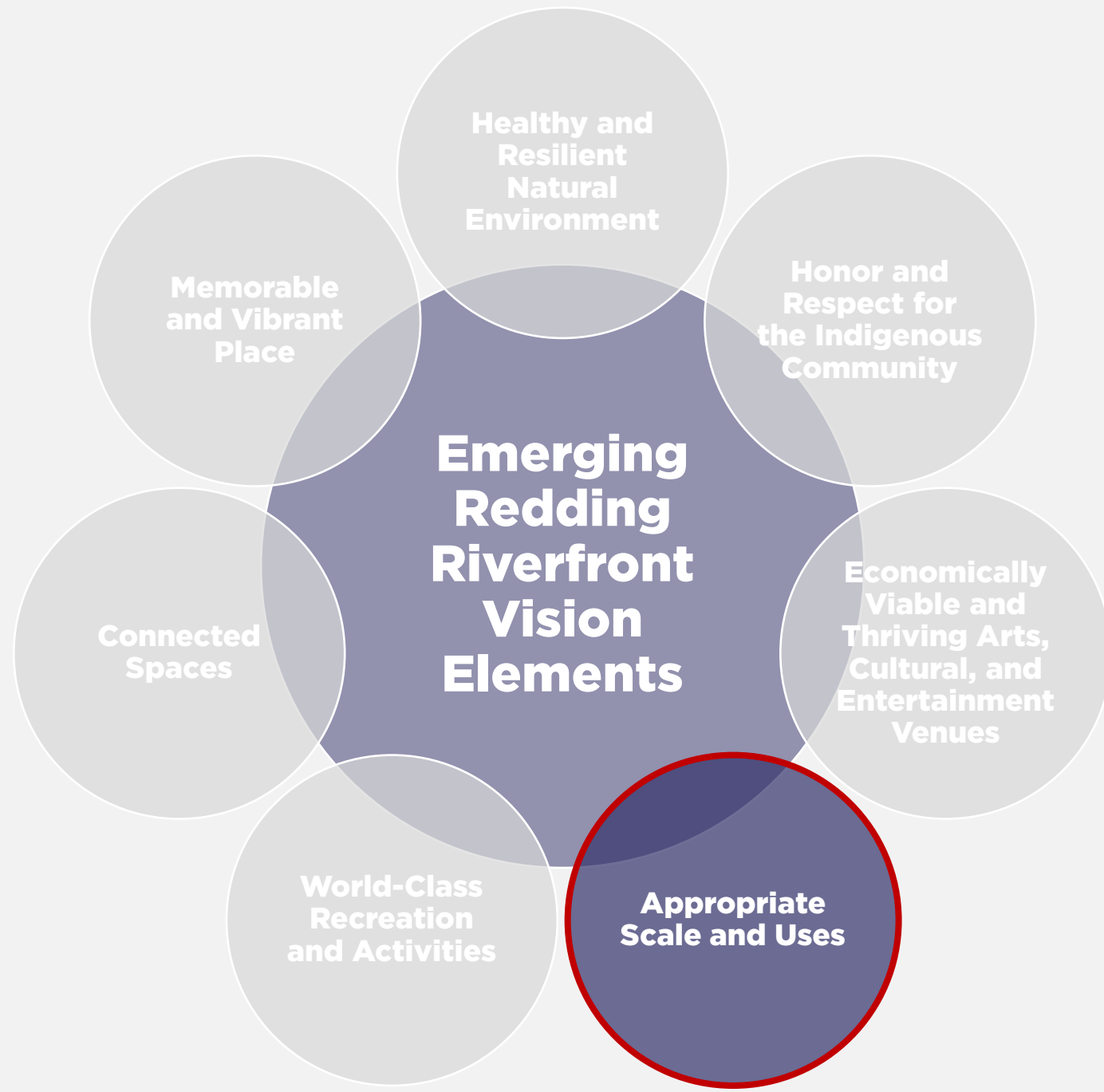




Economically Viable and Thriving Arts, Cultural, and Entertainment Venues

- Allow for a range of activities, events, and programs through multi-faceted, flexible venues.
- Ensure that new venues and destinations are scaled and programmed to address local and visitor desires while also being economically viable, ensuring their long-term success.
- Support the viability and success of the Redding Rodeo as a key part of the unique history and identity of Redding.

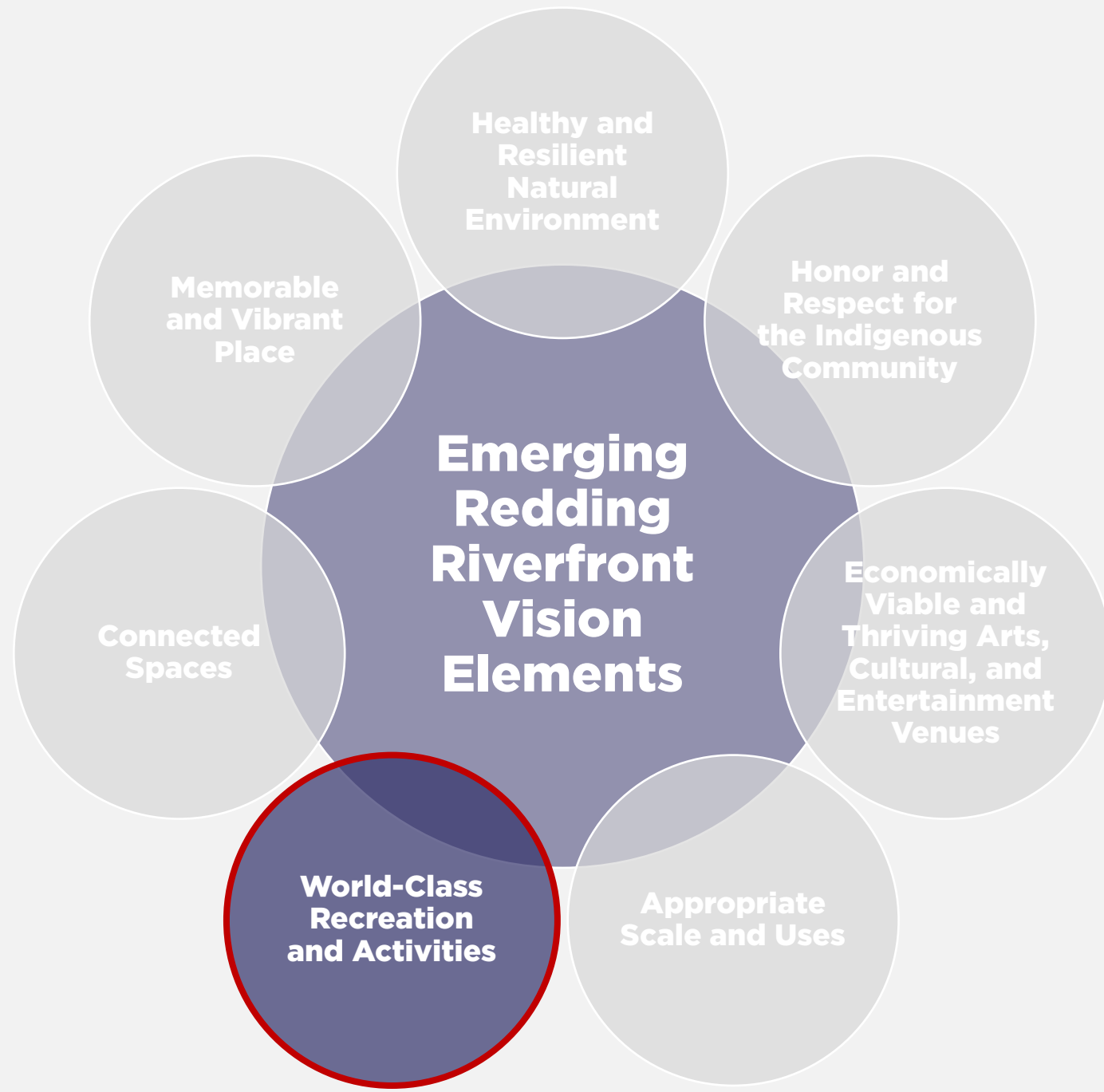




Appropriate Scale and Uses

- Ensure new buildings and uses reflect the scale and character of Redding.
- Ensure community destinations are safe, well-lit, easy to access, and ADA accessible.
- Northern Riverfront:
 - Create vibrant and active public uses that support locals and visitors.
 - Identify ways to maintain or reduce developed site coverage.
- Southern Riverfront:
 - Concentrate commercial, restaurants, and mixed-use projects along Park Marina Drive.
 - Consider how development on Park Marina Drive will impact existing traffic concerns.
 - Create opportunities for private recreation and amenities on/next to the quarry ponds.

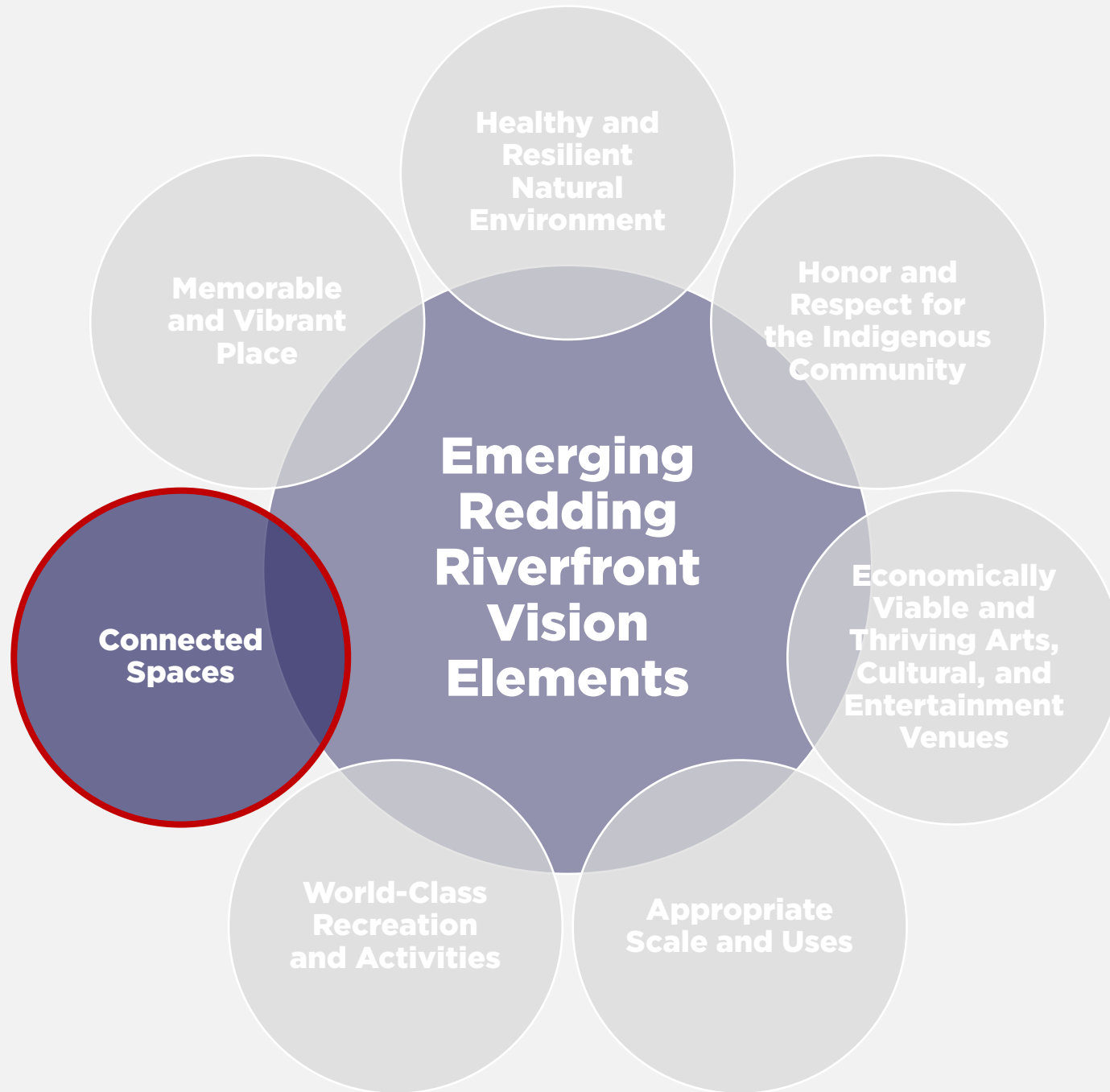




World-Class Recreation and Activities

- Provide opportunities for boating, fishing, kayaking, swimming, and other aquatic activities.
- Promote outdoor activities and connections to nature that support health and wellbeing.
- Leverage the Redding Riverfront as a “base camp” for outdoor enthusiasts visiting the region's outdoor destinations.
- 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.

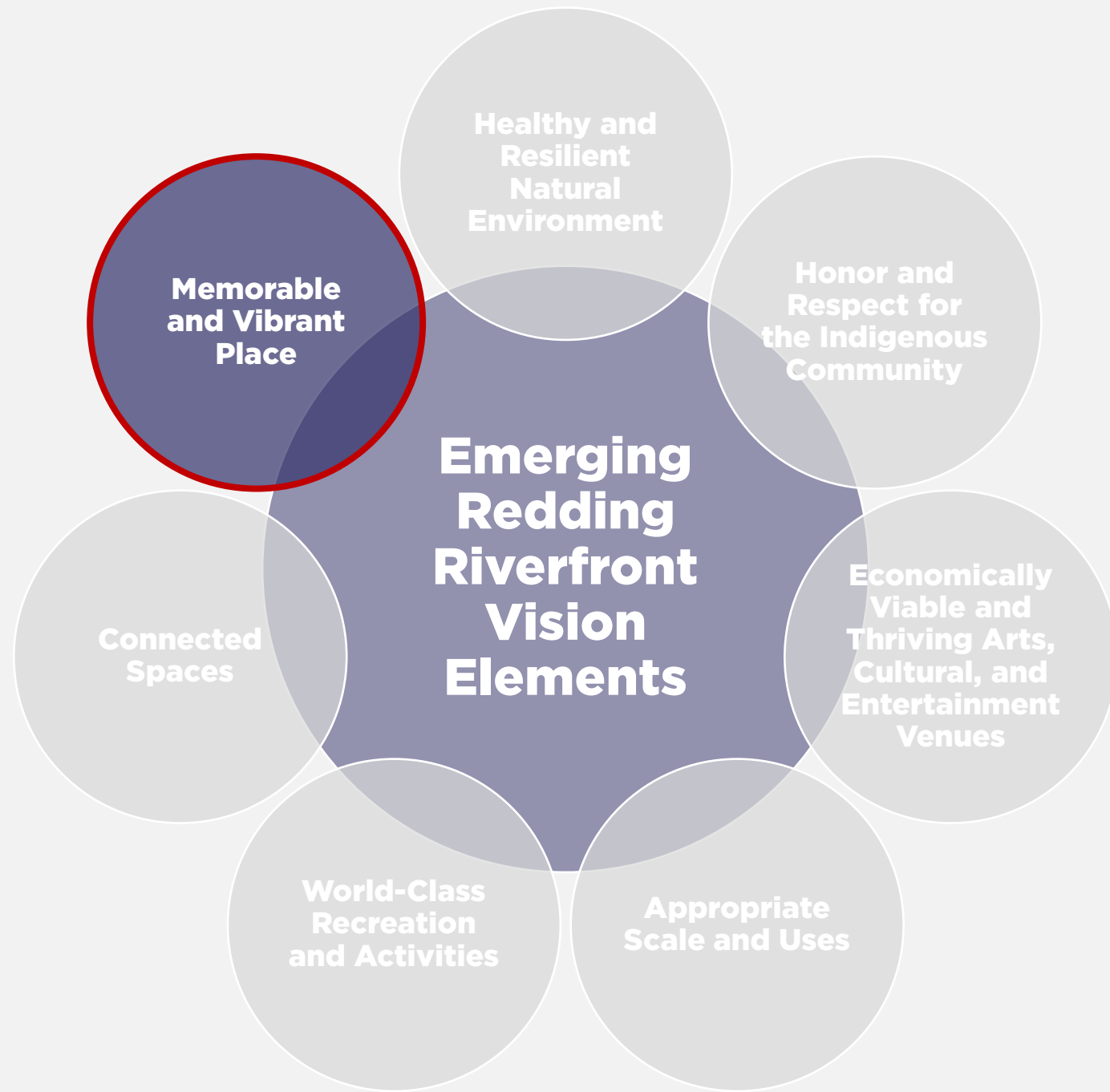




Connected Spaces

- Expand opportunities for people to connect with natural areas and the Sacramento River.
- Enhance vehicle, transit, bicycle, and pedestrian connections from existing neighborhoods to the area, and between major destinations within the area.
- Identify ways to reconnect the Northern and Southern Riverfronts, currently bisected by Highway 44.
- Identify parking locations, types, and management strategies to ensure current and future uses/activities have adequate (but not excessive) parking.





Memorable and Vibrant Place

- Make the Redding Riverfront safe, visible, welcoming, and walkable.
- Consider public spaces for the community to share, including community gardens, dog parks/pocket parks, and public art.
- Create development regulations, design guidelines, and implementation strategies that are tailored to the Redding Riverfront.
- 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*).





V. Public Comments

Each speaker will have three minutes

VI. Next Steps

Next Steps

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

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

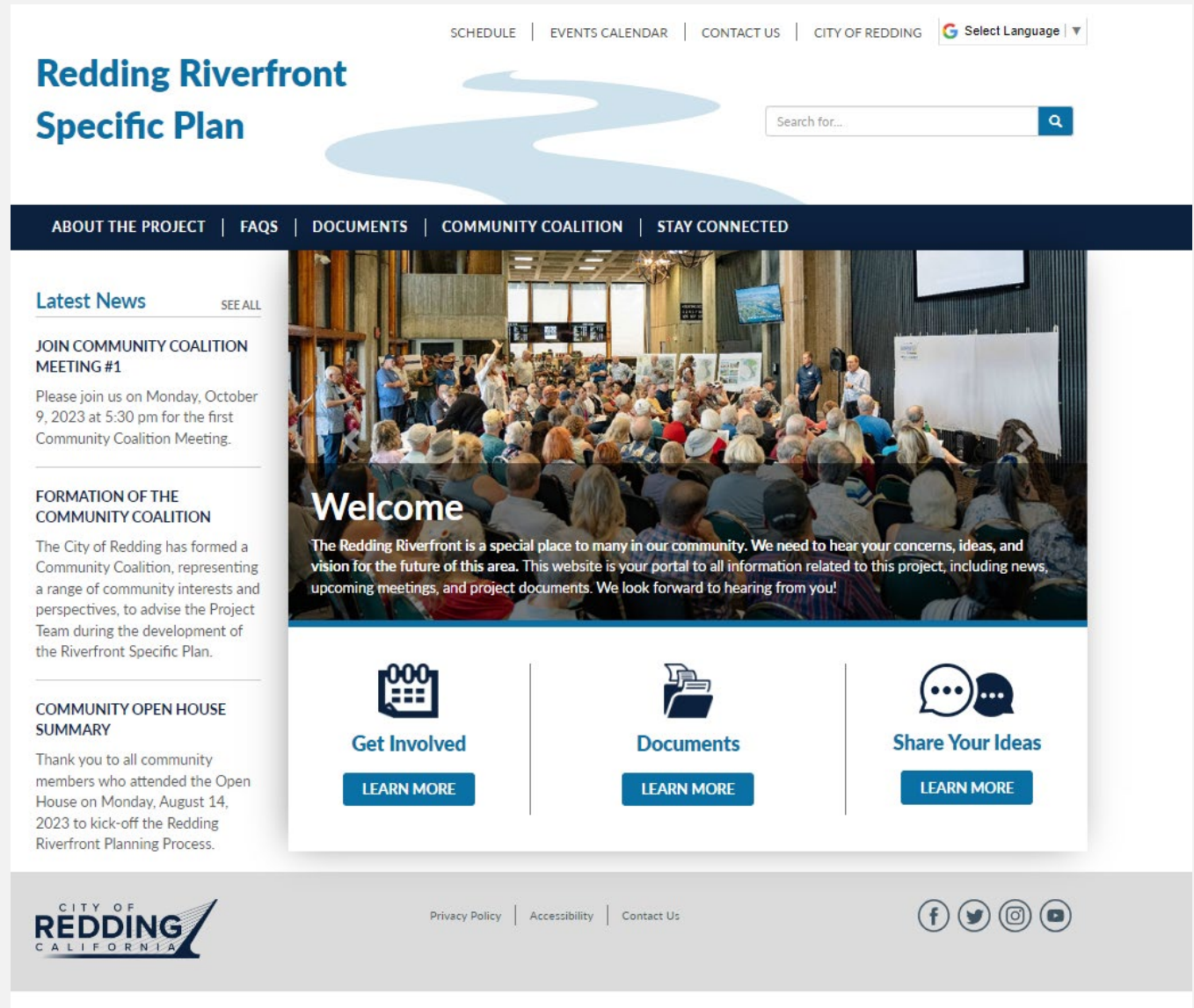


Stay Involved: Visit the Project Website

SCAN ME



www.ReddingRiverfront.org



The screenshot shows the website for the Redding Riverfront Specific Plan. At the top, there is a navigation bar with links for SCHEDULE, EVENTS CALENDAR, CONTACT US, and CITY OF REDDING, along with 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, and contact us link, along with 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...

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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!

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