

B.5

CREATE PARTNERSHIP OPPORTUNITIES...

C


HIGHLIGHT HOW REDDING IS THE CULTURAL "HUB" FOR N. CALIFORNIA AND S. OREGON

▷ CIVIC AUD. IS EXPENSIVE TO MAINTAIN ... BUT IS CURRENTLY FUNCTIONING WELL AND VIABLE

C.3

ENSURE WE ALSO STATE SUPPORT FOR OTHER PROGRAMMING
- CIVIC - ARTS - MUSIC

CIVIC + RODEO COORDINATION

▷ CURRENT CIVIC ROOM 
FORMAT / # OF BREAKOUT RMs

- CONFERENCE/CONVENTION VENUE
- PARKING
- VISITOR NEEDS

① MENTION "REDDING
CULTURAL DISTRICT"

LOOK @
LANGUAGE
IN DOWNTOWN
SPECIFIC PLAN

① STRONG PUBLIC ARTS
PROGRAM

• HIGHLIGHT LOCAL
ARTISTS!

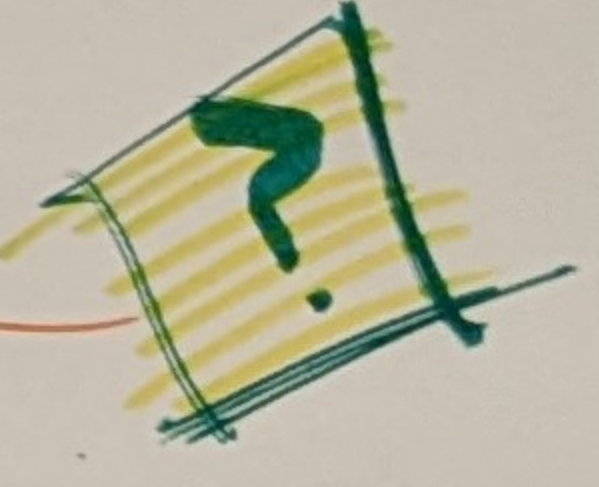
- MURALS
- INSTALLATIONS
- REDDING CULTURE
- TRIBES/INDIGENOUS
ART AND CULTURE

↑ WORK WITH
SHASTA CO.

D MAINTAIN PERSONALITY AND CHARACTER OF EXISTING NEIGHBORHOODS

- FUN
- BITCHABLE

D.4.1 DO NOT SPECIFICALLY NEED TO CALL OUT "WORKFORCE"



D INCLUDE NEIGHBORHOOD-FOCUSED AMENITIES

D.4 RESIDENTS ARE CONCERNED ABOUT NEW USES / BIG CHANGES

D.4.4 CONSIDER "REVITALIZING" COMMERCIAL... - "NEIGHBORHOOD SCALE" - LIMIT CONGESTION

D INCORPORATE FLEXIBILITY GIVEN LONG-TERM SPECIFIC PLAN HORIZON TIME - COMPATIBLE W/ DOWNTOWN VISION / NO OVER SATURATION OF COMM.

F

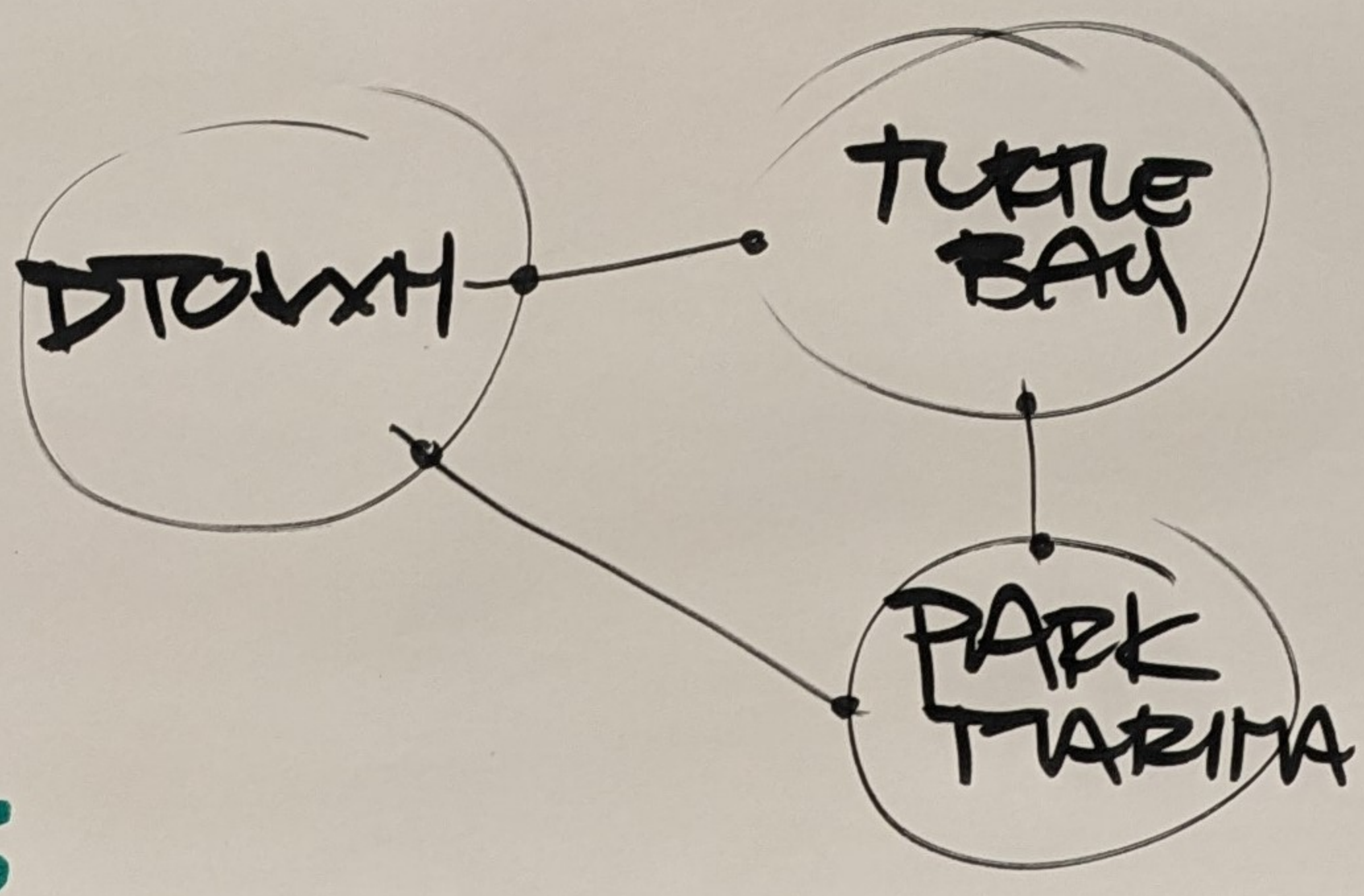
CONNECT TO DOWNTOWN

AS A CORE G.P.

- PHYSICAL CONNECTIONS - ACTIVITIES
- USES - REDUCE BARRIERS
- MORE MULTI-MODAL / DISPERSED CONNECTIONS

F

LOWER SPEED / SAFER STREETS



F.2

FILL IN BIKE AND PEDESTRIAN GAPS / COMPLETE TRAILS

F

EVACUATION ROUTES / REDDING MEMORIAL PARK