



DOWNTOWN REDDING SPECIFIC PLAN UPDATE

APRIL 2018





DOWNTOWN REDDING

SPECIFIC PLAN UPDATE



Document Preparation





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How to Use this Plan

This Downtown Redding Specific Plan Update will lay the foundation for the transformation of Downtown. It will guide new development as well as improvements to public streets and open spaces in Downtown. It is intended to be easy to use and understand.

Downtown Redding has historically been the economic center of the region. After a period of limited investment common to many downtowns, Downtown Redding is now positioned to capitalize on current trends that are transforming many city centers into vibrant and popular areas. This Specific Plan Update is the result of a concerted effort to engage community members, developers, business owners and others to create a vision for Downtown, and use the vision to revise the existing guiding document that controls Downtown development, the Downtown Redding Specific Plan originally adopted in 2001. It is an action plan that builds on the good ideas in the previous Specific Plan and adds new ideas that respond to the way people live, work, and play today.

SPECIFIC PLAN ORGANIZATION

The Specific Plan Update is organized into the following chapters. Property owners will probably be most interested in Chapter 6, Regulations, Standards, and Guidelines. This chapter essentially serves as the zoning code to guide new development in the Specific Plan area. However, in order to understand the reasoning behind the regulations, it is still recommended to read all the chapters leading up to Chapter 6.

- **Chapter 1: Introduction.** This chapter provides an overview of why the Specific Plan is being updated, the background of Downtown Redding and its planning history. It explains how the Specific Plan works in tandem with the City's General Plan and the process by which this Specific Plan Update was developed.
- **Chapter 2: Downtown Redding Vision.** This chapter describes the vision for Downtown Redding and articulates the principles that guide all of the Plan's goals and implementation strategies.
- **Chapter 3: Land Use and Urban Design.** This chapter describes the land use and urban design concepts for Downtown Redding, identifies public space improvements, and lists the land use and urban design goals and implementation strategies.
- **Chapter 4: Circulation, Parking, and Wayfinding.** This chapter builds on the Downtown Redding Transportation Plan and prioritizes actions from that plan to improve circulation, parking, and wayfinding in Downtown for all modes of travel. It lists the circulation goals and implementation strategies.
- **Chapter 5: Economic Development.** This chapter describes the market conditions in Downtown Redding and lists the goals and implementation strategies for economic development.

- **Chapter 6: Regulations, Standards, and Guidelines.** This chapter describes the Zoning Districts in the Specific Plan area, identifies the types of land uses allowed in each district, and describes the land use regulations, development standards, and design regulations and guidelines for new development/renovations.
- **Chapter 7: Administration and Implementation.** This chapter outlines the approach for administering the Specific Plan Update during project review and addresses the Plan's relationship to Redding's Municipal Code. It includes funding sources, financial tools, and how-to direction to implement the Plan's strategies.

SPECIFIC PLAN AREA

Figure A.1 shows the area covered by the Specific Plan. Projects and proposals within the Specific Plan boundary need to follow regulations contained in this Plan. Projects and proposals outside the Specific Plan area boundary should refer to the City of Redding Zoning Ordinance.



- New Downtown Core District Boundary
- New Downtown Specific Plan Boundary
- Union Pacific Railroad
- Existing Open Space

FIGURE A.1: SPECIFIC PLAN AREA



FOREN



1. Introduction

Downtown Redding is the soul of the city. For generations Downtown Redding has served Shasta County residents and visitors with shopping, dining, cultural attractions, and entertainment.

Since the late 1960s, Downtown Redding's vibrancy has suffered. However, Downtown is ready to capitalize on current trends that are transforming many city centers into live/work/entertainment areas. This Downtown Redding Specific Plan (Specific Plan) Update is a comprehensive revision to the Specific Plan originally adopted in 2001 and updated in 2010.

The Goals of the Specific Plan Update

- » **Provide clear direction for development and create an economically viable strategy to develop Downtown to its fullest potential.**
- » **Focus the City's resources on improvements that will catalyze change.**
- » **Build on improvements underway in and around the Market Street Promenade as well as other past and potential improvements.**
- » **Prioritize pedestrian and bicycle connections in Downtown to surrounding destinations.**
- » **Enhance existing land uses and activity nodes.**
- » **Simplify the development entitlement process.**

The City of Redding is situated at the far north end of the Sacramento Valley at the point where the valley meets the foothills of the Cascade mountain range. Redding is surrounded by mountains to the west, north, and east. The most distinctive geographical feature in the area is the Sacramento River, which flows through the City in a north-south direction.

With a population of approximately 90,000, Redding is the largest city in California north of Sacramento and is the county seat of Shasta County. It is approximately 100 miles south of the Oregon border and 160 miles north of Sacramento.

Redding is bisected by Interstate 5, a major north-south freeway that runs from Canada to Mexico (see Figure 1.2). Interstate 5 connects Redding to major metropolitan areas, such as Seattle, Portland, Sacramento, and Los Angeles. The main north-south line of the Union Pacific Railroad runs through Downtown Redding. Redding is near many outdoor attractions and recreational areas, such as Shasta Lake, Lassen Volcanic National Park, and the Shasta/Trinity/Whiskeytown National Recreation Area.

HISTORY

Nine bands of northern Wintu people have resided within the area of the Northern River Valley and surrounding mountains from time immemorial, living with the abundant landscape (see Figure 1.1). The area was a hub and intersection of trade and commerce. The awarding of the Rancho Bueno Verna Mexican Land Grant in 1844 to European-American (Mexican) settler Pierson B. Reading initiated the first European-American settlement of the area. With the encroachment of Mexican and Anglo-Americans, the Indigenous Peoples of the region suffered greatly from violent displacement, epidemics of foreign diseases as well as State and Federal policies of extermination and removal. Many of the Wintu resided in the El-Pom (linguistically referred to as ?elpom) area where Redding would later be founded. They were among several tribes that were promised sanctuary and reservation land on the east side of the river with the Treaty of Cottonwood Creek of 1851, which was never honored nor ratified by the State or Federal government. Wintu descendents still reside in the area today.

Redding was founded in 1872 and incorporated in 1887 at the northern terminus of California and the Oregon Railroad.

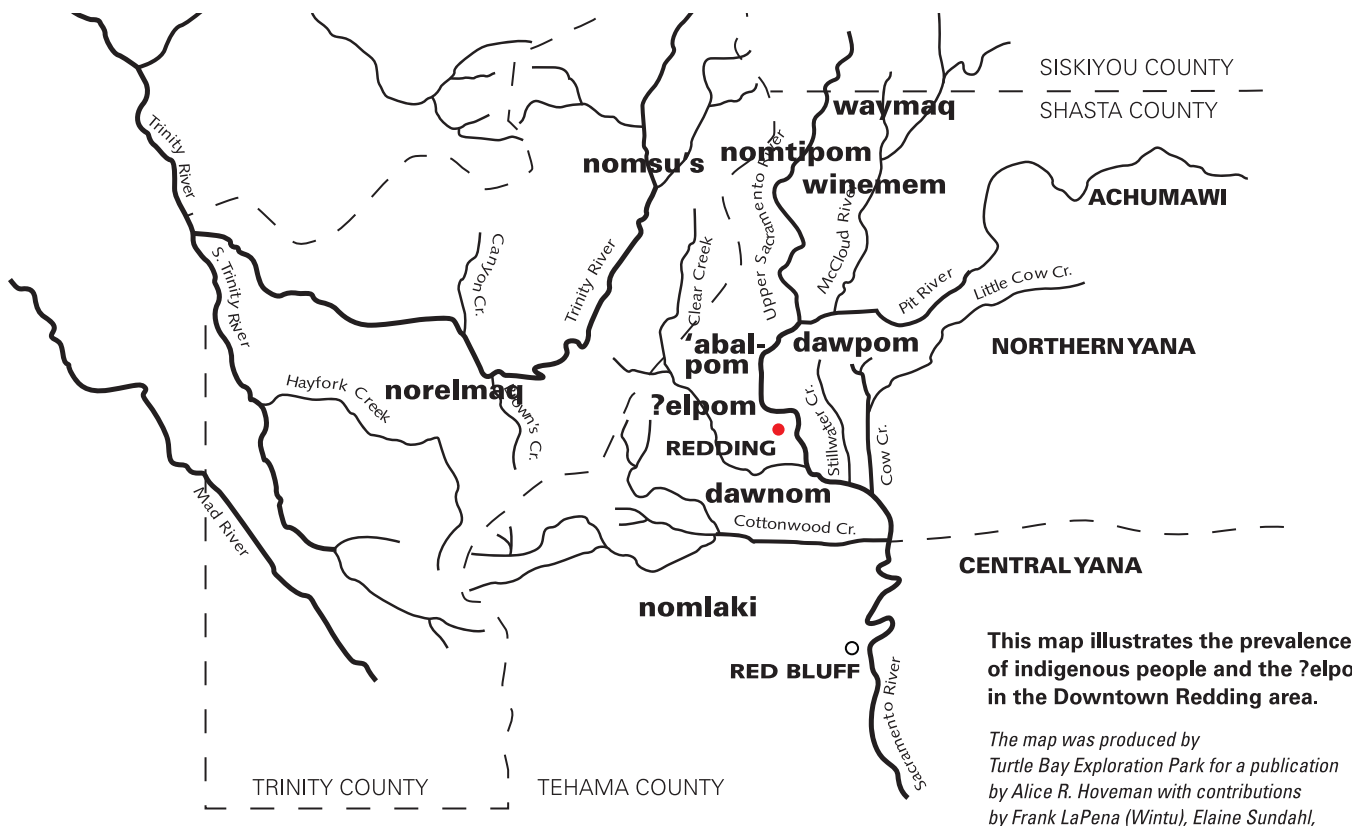


FIGURE 1.1: INDIGENOUS PEOPLE IN THE NORTHERN RIVER VALLEY



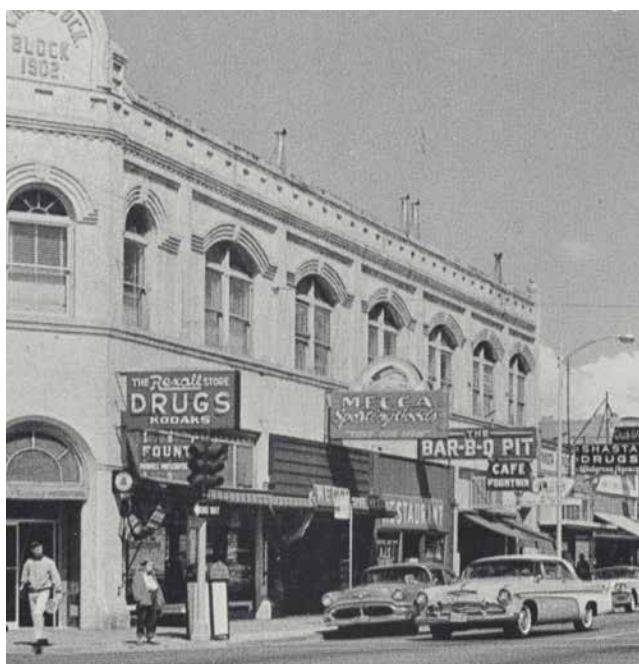
FIGURE 1.2: LOCAL AND REGIONAL CONTEXT

The city's early growth was stimulated by the railroad and by the move of the county seat to Redding from Shasta in 1884. Mining played a major role in the economic life of Redding around the turn of the century, but it declined as the twentieth century progressed. In 1938, the beginning of construction of Shasta Dam provided another stimulus to growth in Redding. The construction boom after World War II boosted the lumber industry, which became the mainstay of Redding's economy. In the late 1990s, retail trade, construction, and tourism became more significant activities as the lumber industry declined. Redding is a major center in Shasta County for shopping, health care, education, and government.

Downtown Redding has been the heart of the city historically and remains important to the growth of the city, although it was bypassed by the construction of Interstate 5, which encouraged most new retail development to occur east of the river. This fact, coupled with a national trend toward outlying shopping centers, threatened Downtown. In the late 1960s, local leaders followed the trend and closed Downtown streets to cars to create an enclosed, climate-controlled mall in Downtown Redding. While the "mall" of downtowns was a movement hundreds of communities embraced at the time, very few survived or became vital hubs of activity and commerce. Instead, traditional downtowns and main streets are now increasingly recognized as some of the most desirable places for people to work, shop, recreate, and live. Urban design is an important component in this return to downtowns.

As a response to growing interest in revitalizing downtowns, Redding pursued redevelopment projects to improve the appearance and pedestrian quality of Downtown streets. In the late 1990s, the Redding Redevelopment Agency focused on several key intersections to improve and serve as gateways to the Downtown; tree planting and physical improvement strategies along specific pathways throughout Downtown and the identification of several funding mechanisms helped revive Downtown.

In June of 1999, the City began to draft the original Downtown Specific Plan with the help of a Downtown task force, a team of planning consultants, and extensive public participation. The original Downtown Specific Plan was adopted in 2001. The document was a "regulatory specific plan" that provided a comprehensive guide and associated



Historic Downtown Redding was a hub for commerce.

development regulations and guidelines, directing the physical and economic revitalization of Downtown Redding.

In 2010, the Council approved a "housekeeping" update to the Specific Plan to provide consistency with recent General Plan and Redding Municipal Code amendments and to reflect the Specific Plan's accomplishments since its adoption. Components of the adopted Specific Plan, such as the Development Standards, Design Guidelines, Sign Regulations, and Implementation of the adopted Specific Plan were revised as a part of the amendment in 2010. The General Plan was amended to relax restrictions on allowable residential density and commercial intensity, and to recognize that both high- and mid-rise buildings should be allowed in the Downtown area. While these minor amendments reflect individual policy changes and certain physical improvements affecting Downtown since the plan's adoption, a comprehensive review of the Specific Plan in its entirety did not occur. Additionally, in view of the loss of Redevelopment Agency funding, some of the revitalization concepts or implementation strategies identified in the adopted Specific Plan are no longer feasible from a financial or practical standpoint. Thus, this comprehensive update of the Specific Plan is a priority.

RECENT IMPROVEMENTS IN DOWNTOWN

Since 2000, a large number of changes have occurred that have improved the appearance and functions of Downtown Redding (see Figure 1.3). While many of these improvements have been City-sponsored, some have been made by private and institutional developers. These changes are described as follows:

1. **Parking Structure Improvements (2000):** The parking structure on the west side of the Market Street Promenade received improvements at its southwest corner on Placer and California Streets, which include new concrete steps, handrails, a concrete path, decorative lights, and a signature parking identifier sign that was based on the design of the Cascade Theatre marquee sign, adding identity to the parking structure. These improvements were funded through a combination of Community Development Block Grant monies and private donations.

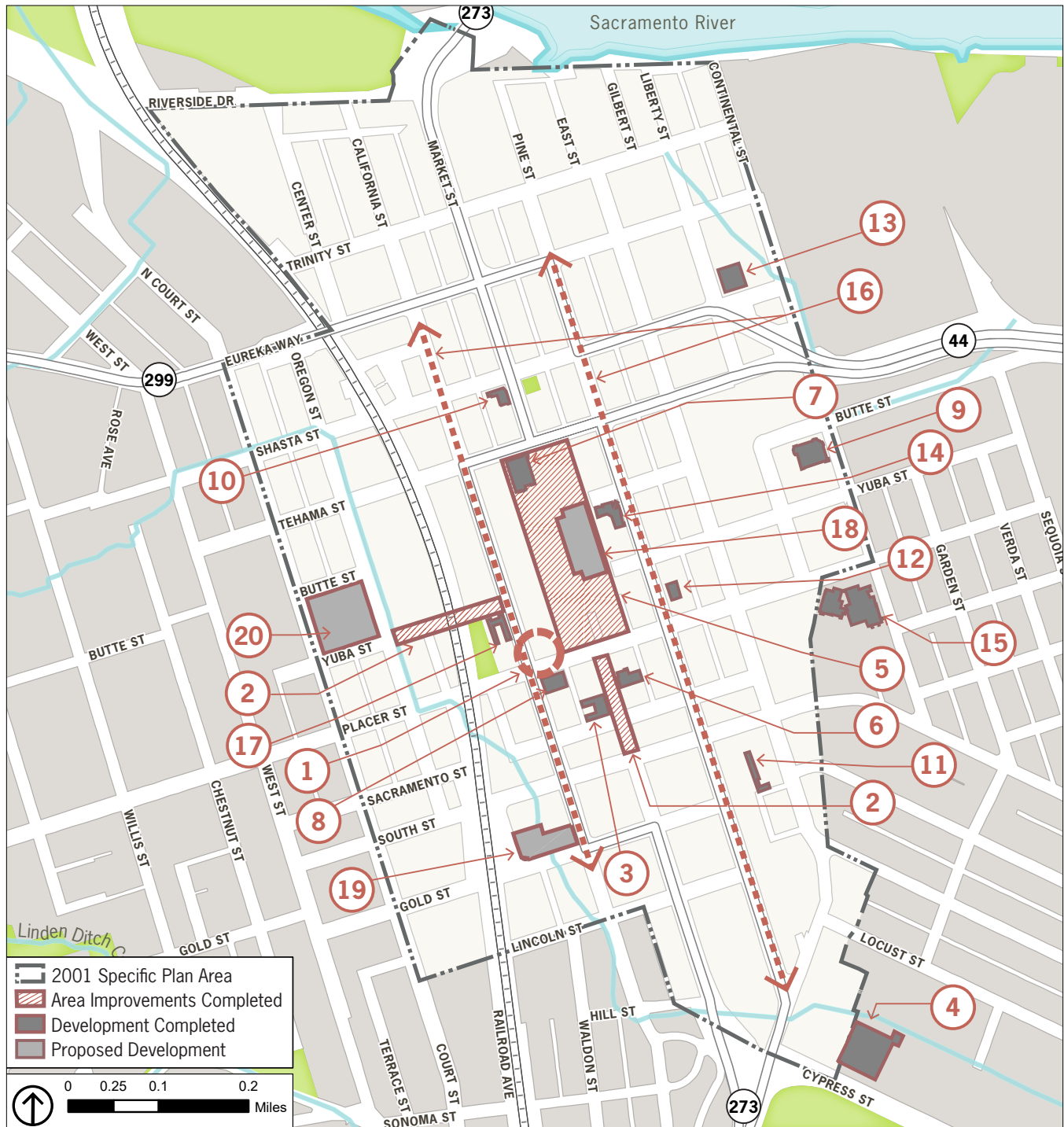


FIGURE 1.3: DEVELOPMENT SINCE 2001



Source: Shasta Community Health Center

Shasta Community Health Center at 1035 Placer Street.



Source: K2 Land and Investments

Dicker's Building Redevelopment at Market and Yuba streets.



Source: NBBJ Architects

An artist rendering of the future Courthouse.

2. **Yuba Street Demonstration Block (2001) and South Market Demonstration Block (1997):** These Downtown streets were renovated featuring wider sidewalks, benches, shade trees, decorative lighting, and public art. The Fields Jewelry building on Yuba Street has been remodeled into a coffee shop. Funding has been secured to construct a portion of Market Street and connect it to Yuba and Butte streets.
3. **Redding Hotel Redevelopment (2002):** Redding Hotel was converted into 49 units of Senior Housing in 2002 with Redevelopment Agency funds.
4. **Safeway Redevelopment (2002):** Complete redevelopment of the Safeway store located at 2275 Pine Street. The old structure was torn down and a new store and gas station were constructed.
5. **Downtown Mall Roof Removal/ Renaming and Market Street Promenade Façades (2003- 2008):** The roof over the formerly enclosed Midtown Mall was removed in two phases between 2003 and 2008. The concrete columns were retained to accommodate public art via the Downtown Plaza Art Program. Accompanying the roof removal were installation of new trees, tree grates, drainage, and lights. The Mall was subsequently renamed the Market Street Promenade. Buildings and storefront façades along the Promenade were improved and renovated also as part of the Downtown Mall Roof Removal project. These improvements included new doors, windows, painting, awnings, lighting, and exterior repairs.
6. **Cascade Theatre Reopens (August 2004):** Cascade Theatre underwent a 5-year restoration effort and reopened in 2004.
7. **Shasta College Health Sciences Center Opens (2007):** As part of the Downtown Mall Roof Removal, the City entered into agreement with Shasta College to facilitate the construction of Shasta College's Health Services at the northern end of the Market Street Promenade. Shasta College Health and Sciences was demolished in 2003 and reconstructed as a new college building and dedicated Market Street right-of-way back to the City.
8. **Cascade Square (2007):** Redevelopment of a mix of old repair shops and warehouse buildings into modern retail and street front shops located at 1701 California Street.

9. **New Office Complex (2009):** A large 3-story office complex was constructed at 1031 Butte Street east of Shasta Regional Medical Center, which currently houses Caltrans District 2 Headquarters.
10. **New Mixed-use Development (2010):** A 2-story development at 1300 Market Street (the corner of Shasta and Market) constructed in 2010 includes affordable housing and Kobe Restaurant.
11. **New Low-income Senior Housing (2011):** A 21-unit low-income senior apartment complex located at 1225 South Street was constructed in 2011.
12. **New Mixed-use Development (2012):** A 3-story mixed-use development (including affordable housing) on a former City of Redding parking lot at 1625 Pine Street was constructed in 2012.
13. **Shasta Orthopedics (2012):** A new medical center located at 1255 Liberty Street was developed in 2012.
14. **Mixed-Use Redevelopment at Old Greyhound Bus Depot (2013):** In 2013, the Greyhound Bus Depot at the southwest corner of Pine and Butte streets was demolished and replaced by a two-story mixed-use building.
15. **Shasta Community Health Center (2015):** The health center completed a multi-phase expansion project to more than double the size of the complex located at 1035 Placer Street.
16. **New Bikeways and California Street Road Diet (2014):** California Street underwent a road diet and a new bike lane was added to the west side of the street. In addition, some street improvements were installed near the corner of Placer and California streets. A bicycle lane was also added to Pine Street.
17. **Lorenz Hotel Renovation (2015):** The Lorenz Hotel was remodeled in order to accommodate senior housing.
18. **Dicker's Building Redevelopment (Underway):** The City of Redding was awarded a \$20 million grant to redevelop the Dicker's building, which closed in 1992 and is located on the Market Street Promenade. The Dicker's building will dedicate its entire frontage on three sides back to City as part of grant project. Partial re-opening of Market Street, Butte Street, and Yuba Street through the Market Street Promenade will also be funded by this grant.

19. **Riverfront Playhouse Renovation (Underway):** The Playhouse is relocating to 1950 California Street and expects renovations to be complete by 2018.

20. **New State Courthouse (Underway):** The new State Courthouse sited on Oregon Street between Butte and Yuba streets has faced delays due to funding. Construction is expected to be complete in 2020.

PURPOSE OF THE SPECIFIC PLAN UPDATE

The intent of the Specific Plan Update is to 1) lay the foundation for the transformation of Downtown through a number of strategies, development standards and guidelines, and actions meant to improve the housing/jobs balance; 2) maintain and enhance Downtown as a center for office, entertainment, government, and culture of the city; 3) make Downtown more pedestrian friendly; 4) improve the physical appearance; and 5) stimulate investment in Downtown.

The City of Redding initiated the Specific Plan Update to comprehensively reexamine and update the Specific Plan's regulations, goals, and strategies to provide a current vision for Downtown.

The Specific Plan Update addresses a range of topics that were in need of revisions, including:

- Analysis of Market Conditions
- Analysis of Opportunities in Downtown
- Sustainability
- Specific Plan Area and Zoning District Boundaries
- Development Regulations and Guidelines
- Prioritized Circulation Improvements from Downtown Redding Transportation Plan
- Parking in Downtown
- Public Infrastructure
- Implementation and Financing Strategy
- Specific Plan Administration

The Specific Plan Update considers the following key Downtown developments and plans, including:

- The State's plans to construct a new courthouse on approximately six acres within the current Plan area

boundary on Yuba Street between Court Street and Oregon Street.

- Relocation of the Redding Police Department. In June 2015, the police department vacated the City-owned property at the corner of California Street and Shasta Street.
- The Riverfront Playhouse’s new theater at the southeast corner of Pine and Placer streets.
- The “Dickers” building located in the Market Street Promenade at 2222 Market Street planned for redevelopment by K2 Development and made possible by a State of California Affordable Housing and Sustainable Communities Program Grant. Grant funds will assist in the reestablishment of the historic street system through the Promenade. The City of Redding owns a below-grade parking lot under the structure that will be key to the design and functionality of the redevelopment of the site.
- The Redding Area Bus Authority (RABA) and the City own the entire block of land bounded by Tehama on the south, California on the East, Shasta on the north, and the railroad tracks on the west. The vision is for this property to be redeveloped with a transit-oriented development.
- The Downtown Redding Transportation Plan (DRTP) was completed in December 2016. The DRTP establishes the circulation and infrastructure plan for the Downtown area and recommends improvements to all modes of transportation in Downtown Redding. The recommendations of the DRTP have been incorporated into the Specific Plan Update and prioritized.

Statutory Authority of the Specific Plan Update

The Specific Plan is established through the authority granted to the City of Redding by the California Government Code, Title 7, Division 1, Chapter 3, Article 8, Sections 65450 through 65457 (Specific Plans).

Specific plans may be adopted by resolution or by ordinance. This allows cities to choose whether their specific plans, or portions thereof, will be policy-oriented or regulatory in nature. The 2001 Specific Plan was a hybrid that included three distinct zoning districts (Central Business District, Uptown Business District, and Southern Gateway

District) within a portion of the Plan area and provided the same regulatory structure, such as permitted uses and development standards, as other zoning districts in the City. The regulations of each of these districts were crafted specifically to address development issues within the Plan area.

Based on the findings through the update process, the Specific Plan Update has simplified the zoning districts into two districts that better match the existing and desired development in Downtown and cover the entire Plan area as described in the following section on Specific Plan Update process. The goals, strategies, development standards, design guidelines and procedures in this Plan provide direction as new development, redevelopment, future planning, and public improvement efforts occur within the Specific Plan area.

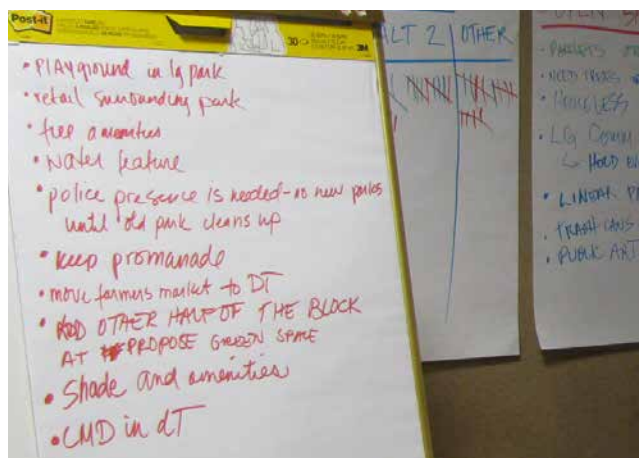
General Plan Consistency

California law requires a Specific Plan to be consistent with the General Plan of the adopting locality. This Plan has been coordinated with the General Plan to ensure consistency between the two documents. To ensure consistency with the General Plan, a review was done of the existing General Plan for relevant goals and strategies. This review revealed the Specific Plan and the General Plan to be complementary and consistent. Appendix A includes all of the General Plan’s Goals and Policies that address Downtown.

The Specific Plan Update is found to be consistent with the City’s 2000-2020 General Plan, originally adopted in October 2000, as amended.

The introduction of the General Plan envisions Redding with “a downtown that has regained its role as the heart of the City” and as “a community that values its unique setting along the Sacramento River.” The Specific Plan works to advance both of these visions, as well as encouraging “growth that is inward, instead of expanding outward.”

The establishment of land use regulations, development standards, and design guidelines in the Specific Plan Update all combine to effectively implement a variety of goals and policies of the General Plan. Should future amendments to the General Plan result in conflicts with this Specific Plan Update, the Specific Plan will be amended as necessary to achieve ongoing consistency between the two documents.



Community members listened to the presentation, reviewed the draft concepts, and provided feedback at the workshop.

SPECIFIC PLAN UPDATE PROCESS

The process of updating the Specific Plan involved engagement with the community and various stakeholder groups to reevaluate the vision for Downtown and the means to achieve that vision.

Initiation

In 2016, the City of Redding initiated the Specific Plan Update to provide clear direction for development, create an economically viable strategy to develop Downtown to its fullest potential, and establish it as a destination in the “heart” of the city.

The Plan’s planning process kicked off in September 2016 with a review of the existing physical and market conditions in Downtown.

Community Engagement

Stakeholder Input

In December 2016, the City hosted four meetings with Downtown stakeholder groups to get insight on the conditions that need the most attention and ideas for improvements. This input helped shape three alternative scenarios for development and circulation in Downtown.

Downtown Survey

In February and March 2017, the City initiated an online survey to gather the community's input on Downtown Redding and gauge the community's opinion of living and working in Downtown. The survey received more than 1,600 responses, an exceptional response. All but 3 percent of respondents lived within the 96001, 96002, or 96003 zip codes; 31 percent had children under the age of 15; and the average age of respondents was 47 years with a median household income of \$75,000. Most visited Downtown to dine or bank, except for those under 35 who most often visited Downtown bars/breweries or to shop. Almost one-third of respondents described the walking environment in Downtown as poor and just over one-third did not feel safe when walking to and from parking and/or dining locations, whereas only six to eight percent felt "very good" about walking in Downtown. On the positive side, 19 percent of respondents think the convenience and variety of dining locations is "very good" and 20 to 24 percent think traffic getting to and leaving Downtown is "very good." Of the respondents who do not currently live Downtown, one-quarter would consider living there. When asked to note what types of housing respondents found most appealing for Downtown living, 51 percent, 48 percent, and 44 percent chose Live/Work Lofts, Townhouses, and Mixed-Use Developments, respectively.

City Council Hearings

In March 2017, the findings from the Downtown survey and three draft alternative scenarios were presented to the community and City Council for review and feedback. The draft scenarios were finalized based upon community and Council input.

Community Workshop

Later in March 2017, the alternative scenarios were presented at a community workshop in an open house format. Approximately 150 community members attended the workshop. Four stations were set up around the room to show open space, pedestrian connectivity, bicycle connectivity, and land use alternative scenarios. Participants were encouraged to visit the stations to ask questions and provide their feedback on the alternatives, as well as fill out a comment card with their ideas.

Preferred Alternative

The feedback from the Downtown survey, along with input received from community members and the City Council, was used to develop a draft preferred alternative that combined the open space, pedestrian and bicycle connectivity, and land use improvements into one scenario.

The draft preferred alternative was then presented to both the Planning Commission and the City Council on July 18, 2017. The preferred alternative was finalized and became the basis for the recommendations in this planning process.

Specific Plan Area Boundary Revisions

During the Specific Plan Update process, the boundaries of the Downtown area were revised to better define the area considered to be Downtown Redding. This revision removed blocks in the north and east that are residential and institutional, respectively, and have different character from the rest of Downtown. The new Specific Plan boundary is generally defined as the area from Riverside Drive and Trinity Street to the north, Court Street to the west, Liberty Street and East Street to the east, and Lincoln Street and Cypress Street to the south (see Figure 1.4). The land use pattern south of Shasta Street and north of South Street, between Union Pacific Railroad tracks and East Street make up the Downtown Core District. The Downtown Core District boundary was also revised during this process to better reflect the densest part of Downtown and to align with the existing Building Heights Overlay District that allows high-rise development (described in Chapter 6, Regulations, Standards, and Guidelines). Areas to the north, west, and south of the Downtown Core District within the Specific Plan area include less intensive land uses and buildings and are within the Downtown Mixed Use District.



- | | | | | | |
|---|---|---|-------------------------------------|---|------------------------|
|  | 2001 Downtown Core Boundary |  | New Downtown Core District Boundary |  | Union Pacific Railroad |
|  | 2001 Downtown Specific Plan Boundary |  | New Downtown Specific Plan Boundary |  | Existing Open Space |
|  | Parcels Outside the New Downtown Specific Plan Boundary | | | | |

FIGURE 1.4: SPECIFIC PLAN UPDATE REVISED BOUNDARIES





2. Downtown Redding Vision

The vision of this plan is to create a revitalized Downtown Redding that is attractive, safe, economically vibrant, and respectful of historical and natural resources. It should have a lively mix of pedestrian- and bicycle-oriented shops, housing, workplaces, parks, and civic facilities, inviting to residents and visitors alike.

Guiding Principles

A number of guiding principles have long been identified as important in realizing the Specific Plan vision and remain critical to its success as the heart of Redding:

- » **Identity** – Provide Downtown with a distinct identity, personality, and coherent image.
- » **Aesthetics** – Create a Downtown with an attractive urban design that appeals to the community and its visitors.
- » **Land Use** – Develop a mix of Downtown land uses that attracts and meets the needs of the community and visitors.
- » **Community** – Develop Downtown as the heart of and gathering place for the community.
- » **Active Transportation** – Encourage pedestrian and bicycle travel throughout Downtown and strike a balance with the auto-oriented environment.
- » **Historic Preservation** – Protect and enhance the historic character of the Downtown.
- » **Relationships** – Create connections between existing positive features in and around Downtown.
- » **Natural Environment** – Protect and increase the trees lining the streets, Downtown’s sustainability, and connections to natural resources.
- » **Management** – Establish a well-managed, committed Downtown community that attracts, retains, and expands businesses.

In order to realize the vision and guiding principles, the Specific Plan Update looks closely at four core areas to improve upon:

1. Create vibrant public space
2. Prioritize a pedestrian-first environment
3. Encourage the right mix of land uses and urban design improvements
4. Enhance the Cultural District

CREATE VIBRANT PUBLIC SPACE

The vision for creating vibrant public space is two-fold: 1) Identify and develop a significant new public “town plaza,” and 2) Develop several new smaller publicly accessible open spaces in the form of pocket parks, plazas, and parklets along the streets that are also prioritized for pedestrians and streetscape improvements; these sites should be adjacent to sites that are primed for redevelopment/improvement (see Figure 2.1: Vision Diagram).



- | | | |
|---------------------------------|--|--------------------------------------|
| Downtown Core District Boundary | Potential Active Ground Floor | Priority Pedestrian Routes |
| Downtown Specific Plan Boundary | Potential Mixed-Use Office/Residential | Secondary Priority Pedestrian Routes |
| Union Pacific Railroad | Potential Outdoor Market Pavilion | Potential Major Public Open Space |
| Existing Open Space | Potential Parking Structure (per DRTP) | Potential Open Space |
| Key Development Site | Downtown Transit Center | |

FIGURE 2.1: VISION DIAGRAM



A central public plaza can serve many functions and represent the community's outdoor living room in the heart of Downtown.

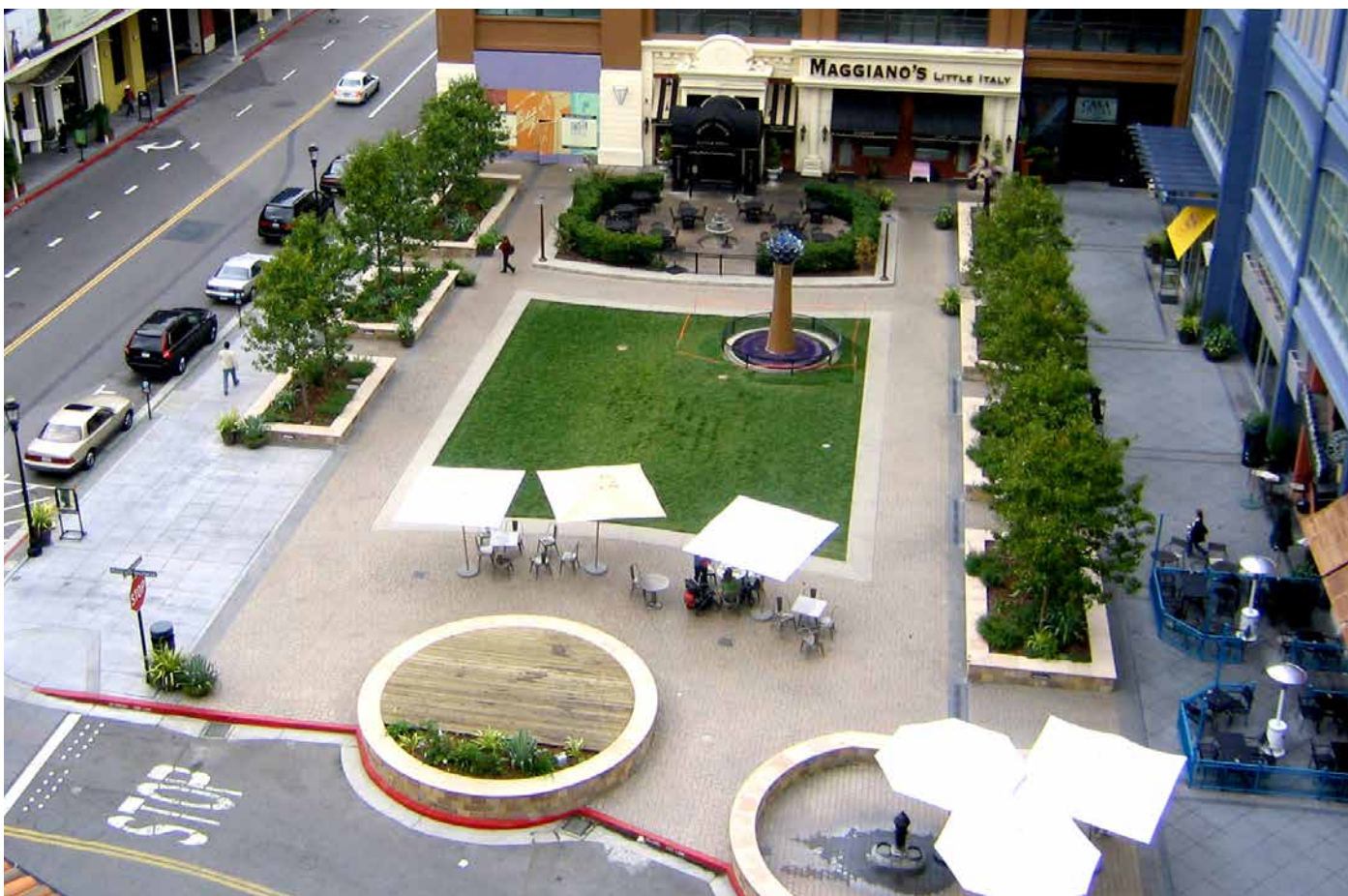


Smaller pocket parks or corner plazas next to active uses with areas for seating, bus stops, landscaping, and overflow space for adjacent restaurants can activate Downtown.

A New Town Square

A new town square in the heart of the Downtown Core District will serve as Downtown Redding's outdoor living room. Wrapped by active ground-floor uses looking onto the park, this space will be home to community events and public art. The general location depicted as "Major Public Open Space" on Figure 2.1 was preferred by the majority of participants at the community workshop in March 2017 for a new town square, but the precise location has not yet been determined. It has the advantage of being central to Downtown and is proximate to the location of past and current community events, such as the Winterfest Tree Lighting and Christmas Parade. This location will be ideal for other events that would benefit from being held in a family-friendly, beautiful space.

This new park is in close proximity to the city's existing Carnegie Park, which is blocked off from street life and struggles to be an attractive destination. The new town square could eliminate the need for Carnegie Park to function as a traditional park, which could allow it to be reprogrammed for other desirable purposes.



Corner plazas framed by active ground floors can become smaller gathering spaces to serve employees, residents, and visitors to Downtown Redding.

A Network of Small Plazas and Parks

A handful of additional smaller plazas and parks have been identified on sites that are underutilized and have a greater chance of redeveloping in the future. Locations shown on the Figure 2.1 as “Potential Open Space” are speculative as the exact number and location of small plazas and parks have not yet been determined. It is anticipated that these plazas and parks may be part of private development proposals. This approach is in accordance with the long-term vision to encourage pedestrian plazas, paseos, and corner “cut-offs” at prominent intersections. By locating new plazas or parks along improved bicycle/pedestrian routes, they can be used as resting stops and gathering spaces. For example, one potential new public open space is located on the southeast corner of Market and Placer streets next to the Cascade Theatre and a bank; this centrally-located public space would be possible if bank parking needs could be met elsewhere. Another example could be part of the railroad parcel near the Train Depot. This could be a place for farmers’ markets or even a permanent outdoor market pavilion.

An outdoor pavilion like this one in Davis, California, can activate a small plaza and become a central destination in Downtown Redding.



The key to making public spaces vibrant and comfortable for all users is their design, visibility, and location. They must be sited where many eyes are on them at all times—that is, where adjacent active uses such as cafés, shops, and restaurants face the open space. Neighboring residential buildings and office uses should orient toward these spaces. All new open spaces will include lighting, seating, and other amenities that make them comfortable, usable gathering spaces in keeping with Crime Prevention Through Environmental Design principles (these principles are described in Chapter 6, Regulations, Standards, and Guidelines).

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 (D RTP) 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.



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

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.



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

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.

Yuba and California streets will be prioritized for streetscape improvements.

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 ground 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 DRTP. These pedestrian improvements will also take advantage of existing streetscape improvements that have been constructed on Yuba Street, and should extend beyond Oregon and East streets as Secondary Priority Pedestrian Routes.



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

ENCOURAGE THE RIGHT MIX OF LAND USES AND URBAN DESIGN IMPROVEMENTS

The Downtown vision can be implemented by focusing on opportunity sites where buildings and parcels have already been redeveloped, have been identified as underutilized or vacant, or have been earmarked for improvements (i.e., key development sites) to create a critical mass that reenergizes Downtown. There are ample opportunities for new development or redevelopment in Downtown on vacant lots, surface parking lots, or underutilized lots where buildings occupy less than 50 percent of a parcel (see Figure 2.1: Vision Diagram). Many opportunity sites are located on parcels that can accommodate new adjacent public open space as well. The entire Plan area is envisioned as a mixed-use area where residential, office, and retail is encouraged and permitted.

The railroad parcel near the Train Depot is a key opportunity site. It is envisioned with a mix of commercial uses

surrounding the existing historic train depot. An outdoor market pavilion and public open space would draw visitors and enliven this area.

New development will follow development standards to ensure that the existing character of Downtown will be enhanced. Building height limits within the Specific Plan area will not change. Active ground-floor uses are required in new development or redevelopment within the Downtown Core District and to a lesser extent within the Downtown Mixed Use District. Active ground floors will activate Downtown, increase foot traffic, and provide more eyes on the street and public realm.



A pavilion can serve as an outdoor hub for concerts, markets, and other gatherings.



New Downtown development can benefit from making use of existing alleys and create public open space features such as this grand staircase in San Luis Obispo.



Mixed-use development can enliven the streetscape with active ground-floor uses and provide housing or office above.



Compatible infill development fills the gaps between buildings Downtown.



Townhomes could fit well on infill sites.



Live/Work is another type of use that benefits downtowns.



Buildings with retail and outdoor seating at the ground level can transform Downtown's pedestrian environment.

ENHANCE THE CULTURAL DISTRICT

In 2017, Downtown Redding was selected by the California Arts Council as one of 14 districts statewide for a five-year California Cultural Districts pilot program (see Figure 2.2). This designation will help promote Downtown Redding as a designated Cultural District. The Specific Plan aims to enhance Downtown's cultural resources by making them known to the community and visitors alike and linking them with an improved pedestrian environment along Shasta, California, Sacramento, and Market streets (see pages 4-10 – 4-11).

Lorenz Hotel, Gerlinger Steel and Supply Company, Cascade Theatre, IOOF Hall, Sherven Square, and the Old City Hall are among the key cultural sites along these Downtown streets. The Specific Plan recommends wayfinding enhancements to guide and direct people on a walking tour of Downtown Redding so the cultural significance of this district is easily recognized (see page 4-15). New development is encouraged to respond to these sites with complementary site design, building design, and materials (see the Building Design section on page 6-18 and the Landscaping/Hardscape Design section on page 6-19). Infill sites between these cultural sites should be prioritized for improvements and redevelopment so that the District's synergy is enhanced.



Source: Shasta Historical Society

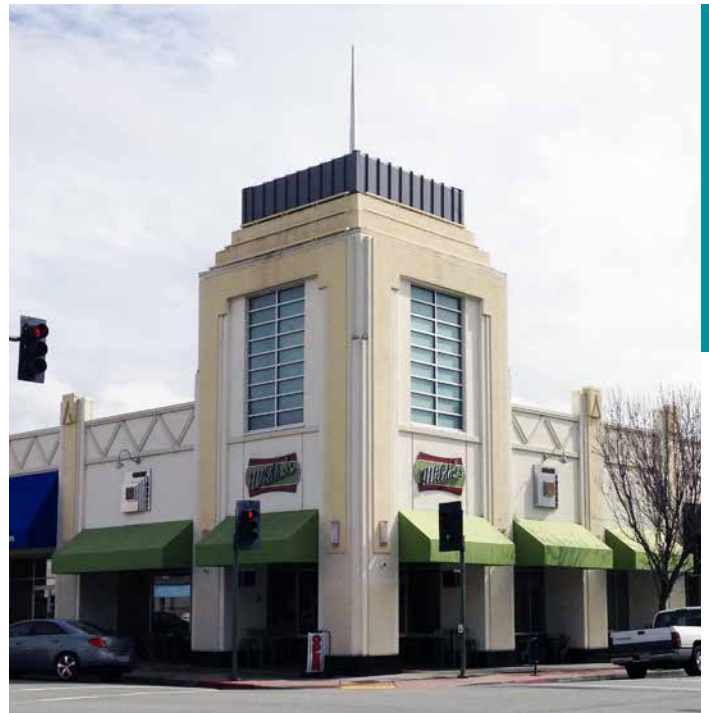
Remembering the past, Market Street closed to cars and the Cascade Theater (top) as compared to historic Market Street.



Gerlinger Steel and Supply Company anchors the southern boundary of the Downtown Core.



Market Street is the Historic Route 99 (now State Route 273) in Downtown Redding.



Along with the historic red brick buildings, art deco buildings characterize Downtown today.



FIGURE 2.2: REDDING CULTURAL DISTRICT





3. Land Use and Urban Design

INTRODUCTION

The vision of Downtown Redding as the heart of the City is founded on its historic role and is evident by its historic buildings and dining, lodging, and entertainment options. Many of the city's primary civic institutions were originally located here, including City Hall, the Police Station, the County Courthouse, Carnegie Library, and the Train Station. Some of these have relocated out of Downtown, while other new institutional uses have arrived, such as Shasta College.

Downtown Redding is characterized by historic and architecturally interesting buildings. Historically, Downtown Redding was known for its covered walkways and arcades, which provided shade and a pedestrian-scaled environment, as well as marquee signs and display windows oriented towards pedestrians.

This chapter describes the land use and urban design conditions in the Specific Plan area, the character of public space improvements that support future development as well as the livability of and activity in Downtown, and the land use and urban design goals and implementation strategies for Downtown.

LAND USE CONDITIONS

Currently there is a lack of vitality in Downtown since many parcels are underutilized and the number of visitors, residents, and employees using it every day could be much higher. Attracting the right mix of land uses needed to create a critical mass is key to reviving the heart of the City.

In addition to reviving the uses within buildings, the public realm must be revived as well. Many community members think there is a lack of open space in Downtown Redding; the only public parks are Carnegie Park (formerly known as Library Park) and Old City Hall Park. Currently, the Market Street Promenade is an open space amenity, but as vehicular traffic is reintroduced through this area it will transform from a pedestrian-only space to an active circulation corridor once more. Visitors to Downtown don't fully utilize Downtown's limited open spaces nor have desirable ways to get to them on foot or bike. Many community members do not currently feel safe within Downtown public spaces; therefore, appropriate steps must be taken to ensure that current and future public spaces will be both inviting and safe.

URBAN DESIGN CONDITIONS

Today there are too many buildings with blank façades or limited architectural details, as well as many surface parking lots and vacant sites, within Downtown. However, there is growing interest in building new development in Downtown and there are many opportunity sites for new development. Appropriate development standards will ensure that new development enhances the existing character of Downtown and adds new liveliness. While some blocks of Downtown Redding have an active, pedestrian-friendly street environment, many blocks have less ideal interfaces at the ground level, including blank walls, covered or opaque windows, large setbacks, parking lots abutting the sidewalk, and vacant properties that prevent Downtown from truly having a pedestrian-first environment that welcomes people. In addition, the unshaded asphalt surfaces of the many vacant lots and parking lots, in addition to numerous inadequately shaded sidewalks, in Downtown do not create an attractive pedestrian environment and contribute to a heat island effect.



Street trees, decorative street lights, and Downtown banners line some streets, but blank façades limit their liveliness (above). Redding's streets were once lined with two- to three-story buildings, ground-floor retail, and arcades shading the sidewalks that encouraged commerce (below).



GOALS AND IMPLEMENTATION STRATEGIES

Land Use Goals

- 1. Establish Downtown Redding as the city's cultural, business, and civic center.**
- 2. Develop a land use pattern that provides a variety of uses within a pedestrian-friendly environment.**



Corner plazas along retail corridors are common downtown attractions where people can gather.



A mix of residential, office, and retail enliven downtowns.

Land Use Implementation Strategies

A. Appropriate Mix of Uses

1. Allow a mix of uses including retail, office, and residential throughout the Downtown Specific Plan area.
2. Update the zoning within the Specific Plan area to establish a Downtown Core District and a Downtown Mixed Use District with tailored development standards and guidelines that relate to the Building Height Overlay Districts, parking requirements, and active ground-floor requirements for each.
 - The Downtown Core District is allowed unlimited heights and density, requires pedestrian-oriented, active ground-floor uses, and requires priority pedestrian route improvements.
 - The Downtown Mixed Use District allows heights up to 75 feet, requires Priority and Secondary Priority Pedestrian Routes on select streets, but does not require ground-floor uses to be as active as those in the Downtown Core District.
 - Both the Downtown Core and Downtown Mixed Use districts encourage outdoor dining and activated sidewalks.
 - Allow a variety of housing opportunities, including mixed residential/office/commercial uses and loft apartments in the Downtown Core and Downtown Mixed Use districts. Allow zero lot-line cottages and townhomes in the Downtown Mixed Use District.
3. Encourage land uses that attract residents to Downtown, such as family entertainment, outdoor recreation and sports, cultural attractions and museums, arts and crafts shops, coffee shops, markets, music stores, and restaurants.
4. Offer more opportunities for office relocation to Downtown especially in the technology sector.
5. Encourage uses that attract people over a range of hours during the day and evening, including residential, retail, cultural, and dining.



B. Open Space

1. Identify and establish a major public open space, with amenities, in the Downtown Core District (see Figure 3.1).
2. Devote City resources to developing a significant new public space in Downtown; develop smaller publicly accessible open spaces as part of private development projects.
3. Establish criteria for possible locations ideal for new open spaces that are:
 - Centrally located.
 - In areas accessible to and activated by employees, visitors, and residents of Downtown.
 - In close proximity to pedestrian/bicycle corridors.
 - Along connections to the Sacramento River.
 - Adjacent to active ground-floor uses.
4. Consider uncovering the creeks in Downtown where possible to enhance their natural resource and provide more open space opportunities.



Plazas can become Downtown's outdoor gathering spaces, providing landscaping, seating, and public art in a sustainable manner.

They should be placed in proximity to active retail, office, or residential areas so that buildings front them, such as corner plazas.

Activation is achieved when adjacent and nearby uses are oriented toward the open space, and can flow into the open space, such as with outdoor dining or seating for residents, shoppers, workers, or visitors.

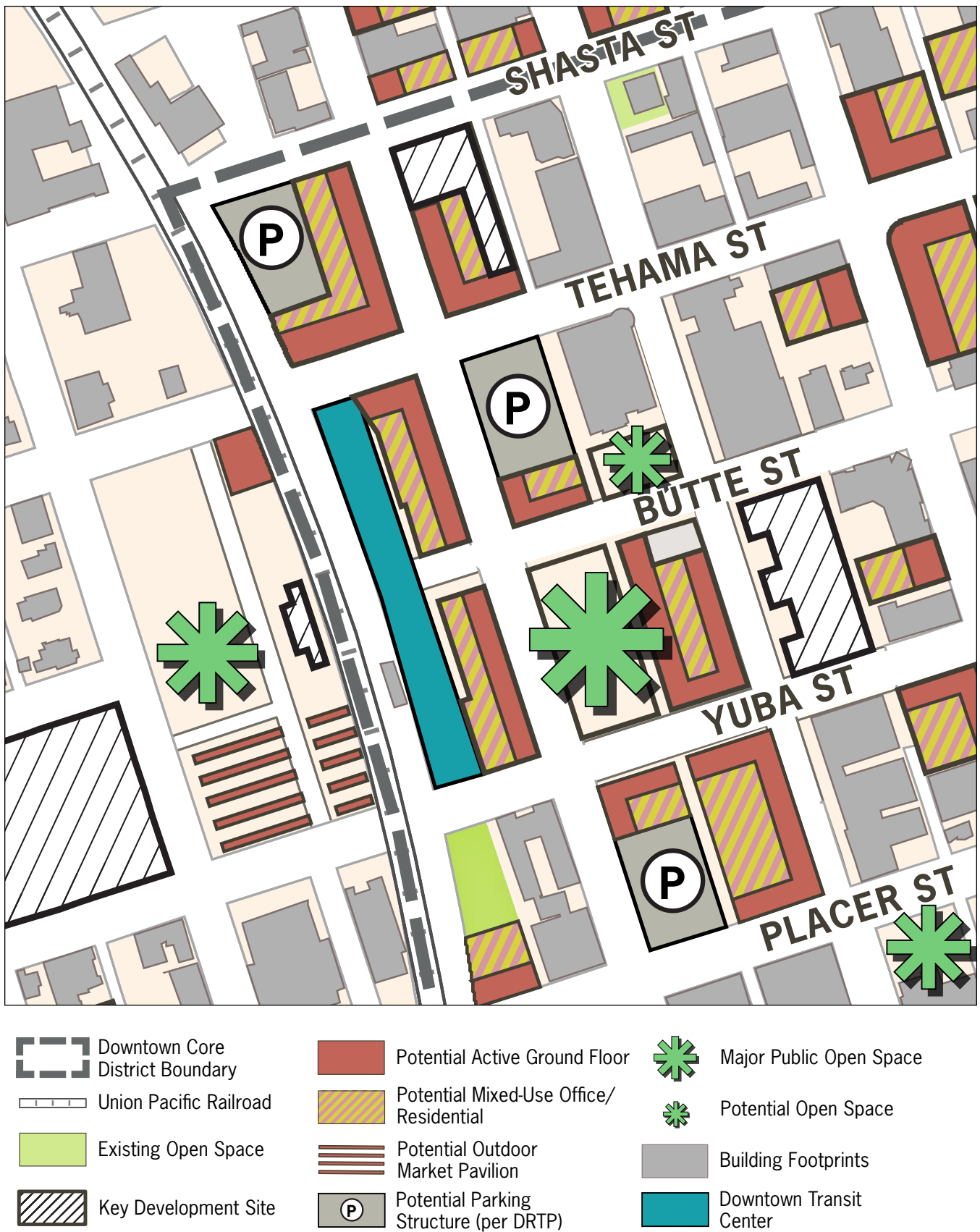


FIGURE 3.1: LAND USE DIAGRAM

C. Incentives For Activation

1. Provide infill incentives to encourage appropriate use of vacant lots and buildings on a permanent and temporary basis.
2. Create incentives for providing additional open spaces, plazas, and parks.
3. Design and occupy public realm spaces with uses that attract people of all ages to encourage lengthier visits to Downtown and make Downtown a multi-generational destination.
4. Initiate programmed use of parks that ensure activation with legitimate uses, such as scheduled outdoor exercise classes, music, and recreation.
5. Promote the use of Downtown for more community events, special events for youth and seniors, entertainment, and provision of the arts.

Movie nights, yoga or exercise classes, and childrens' activities are ways for the community to come together in Downtown's open spaces. When buildings face on to parks and plazas and they are built with shade structures and amenities to facilitate activities, they foster activity.



Urban Design Goals

1. Develop an easily recognizable identity for and positive image of Downtown Redding.
2. Maintain and enhance the historic and natural characteristics of Downtown Redding.

Urban Design Implementation Strategies

A. Site and Building Design

1. Create appropriate development standards and building design guidelines that promote a high-quality image for Downtown, including high-quality building materials, varied roof lines, and modulation formed by storefront design, bay windows, defined entries, and recesses.
2. Orient buildings towards the street to activate the public realm with more eyes on it and ensure Crime Prevention Through Environmental Design principles are used in all renovations and new development. These principles promote improved safety in the built environment and are described in Chapter 6, Regulations, Standards, and Guidelines.

B. Ground Floors

1. To meet the City's goals to make Downtown a pedestrian-first environment, provide incentives for mixed-use and residential development standards that create active ground-floor spaces, prohibit expansive blank walls, and minimize parking along the street edge and the number of driveway curb cuts per block, particularly along the Priority Pedestrian Routes.
2. Remove setback requirements for developments within all of Downtown to maintain a consistent street wall to further enhance the pedestrian environment; provide flexibility for development to set back at key locations to provide public open space that benefit the community and Downtown workers, visitors, and residents.
3. Include shade sources such as overhangs, galleries, awnings, or arcades to create shaded, inviting environments which encourage people to linger Downtown.



Buildings designed to set back from the sidewalk can spill out into the public realm and create outdoor gathering space.



Ground-floor retail uses are successful when designed with distinctive building materials, generous floor-to-ceiling heights, permeable storefront windows and doors, and shade features (middle). A gallery, or arcade, can provide shade while defining the pedestrian environment like this one in Truckee, California (above).

4. Require active ground-floor uses in new development or renovations within the Downtown Core District and to a lesser extent within the Downtown Mixed Use District.
5. Active ground floors can activate Downtown, increase foot traffic, and provide more eyes on the street and public realm. Active ground-floor space is:
 - Ground-floor retail, restaurants, or entertainment with transparent storefronts fronting the street and/or publicly accessible open spaces.
 - Cultural institutions that have regular foot traffic and transparent street frontages.
 - Hotel lobbies or residential amenity areas with transparent street frontages.
 - Publicly accessible open spaces, landscaping and plazas.
 - Stoops or pedestrian entries where residential is on the ground floor.
 - Outdoor dining areas.
 - Not surface parking along sidewalks.
6. Provide incentives and guidance for façade rehabilitation and restoration.
7. Support nighttime activities in Downtown by increasing active ground-floor uses that face the street and are open later so more eyes are on the street making it feel safer.

C. Public Realm

1. Improve outdoor lighting along Pedestrian Priority Routes in Downtown.
2. Activate parks and open space with public art, which can help create interest and establish a sense of place. A public art program can draw upon the history and culture of Redding, bringing out the specialness of Redding and celebrating its qualities. A contest or public campaign to initiate ideas for public art could excite people about public art, allow the public to vote for their favorite pieces, and in turn create more pride in and ownership of Downtown.
3. Enhance alleys as shared public spaces to promote pedestrian comfort and serve as the front door to businesses along them.



Alleys designed as shared streets and fronted by residential, office, and retail with outdoor seating become usable public space (above). Public art and special lighting along the street or in open spaces can enhance the character of Downtown (below). These in Portland, Oregon integrate solar panels.



4. Build on the planned Market Street Promenade improvements and enhance adjacent areas with pedestrian-friendly amenities.

D. Parking Treatment

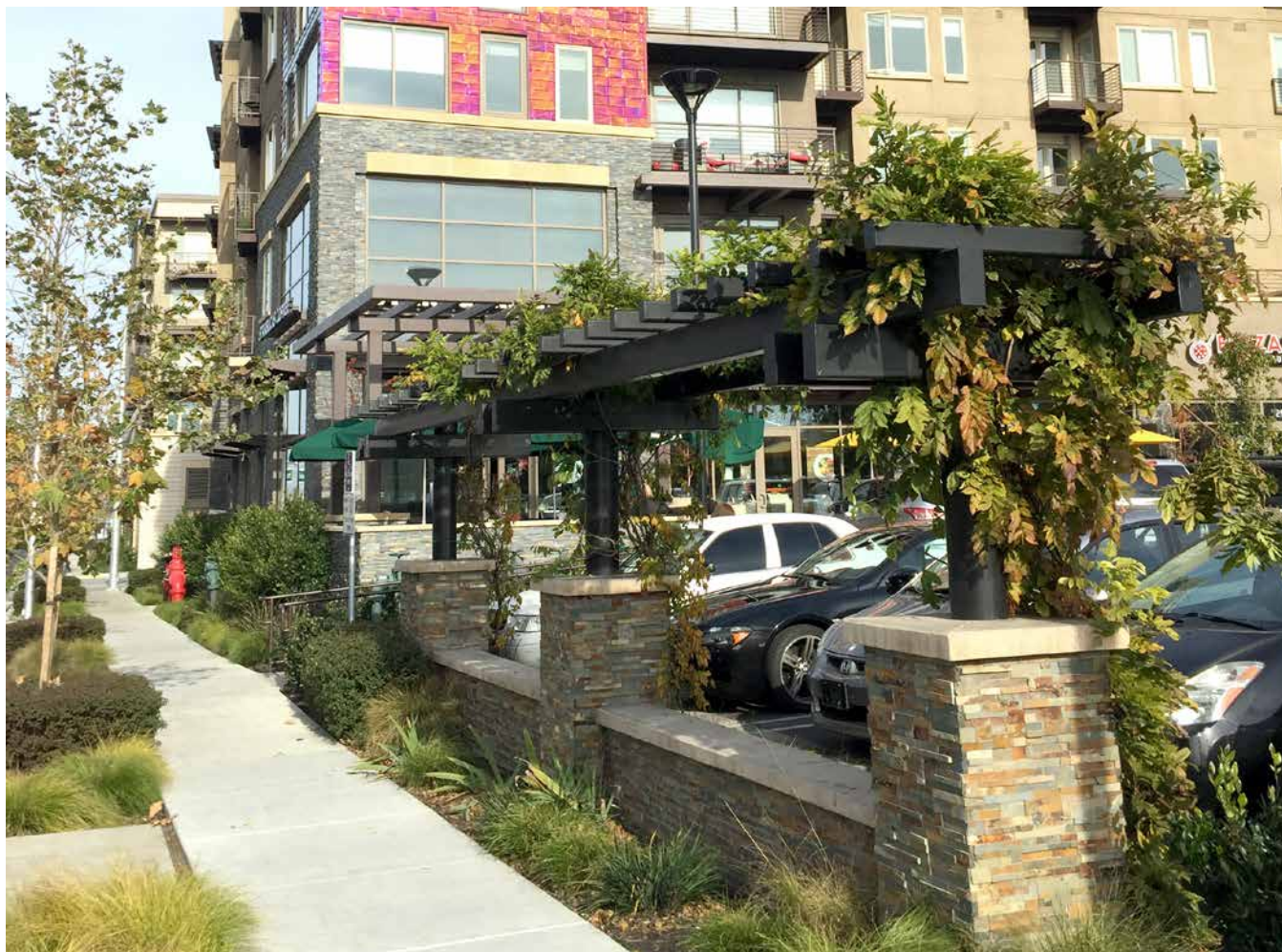
1. Establish appropriate parking standards outside of the Downtown Core District which support the vision for this area to become a pedestrian-first environment with bicycle facilities, pedestrian amenities, and mixed-use development.
2. Locate on-site parking to the rear or side of buildings away from and/or buffered from the street edge.

E. Sustainable Design

1. Limit the amount of impermeable surfaces allowed in new development and parking lots to reduce stormwater runoff and the amount of asphalt, thereby reducing

the heat island effect that is created by impermeable surfaces:

- Install rain gardens that catch and filter stormwater runoff and create attractive landscaped areas.
 - Initiate shade requirements for parking lot standards to reduce the heat island effect.
 - Promote rainwater harvesting from rooftops of structures to reduce runoff and the City's reliance on potable water for landscaping needs.
2. Consider a program to support installation of solar panel carports in parking lots to provide shade and generate clean energy for parking lot lighting and electric vehicle charging stations.
 3. Require drought-tolerant landscaping and trees in and around parking lots to enhance the pedestrian experience with shade and to reduce the heat island effect.



Rain gardens, street trees, and shade-providing trellises not only beautify and buffer surface parking lots, but improve the stormwater filtration on sites and reduce the heat island effect. These should be integrated in all new development and redevelopment.

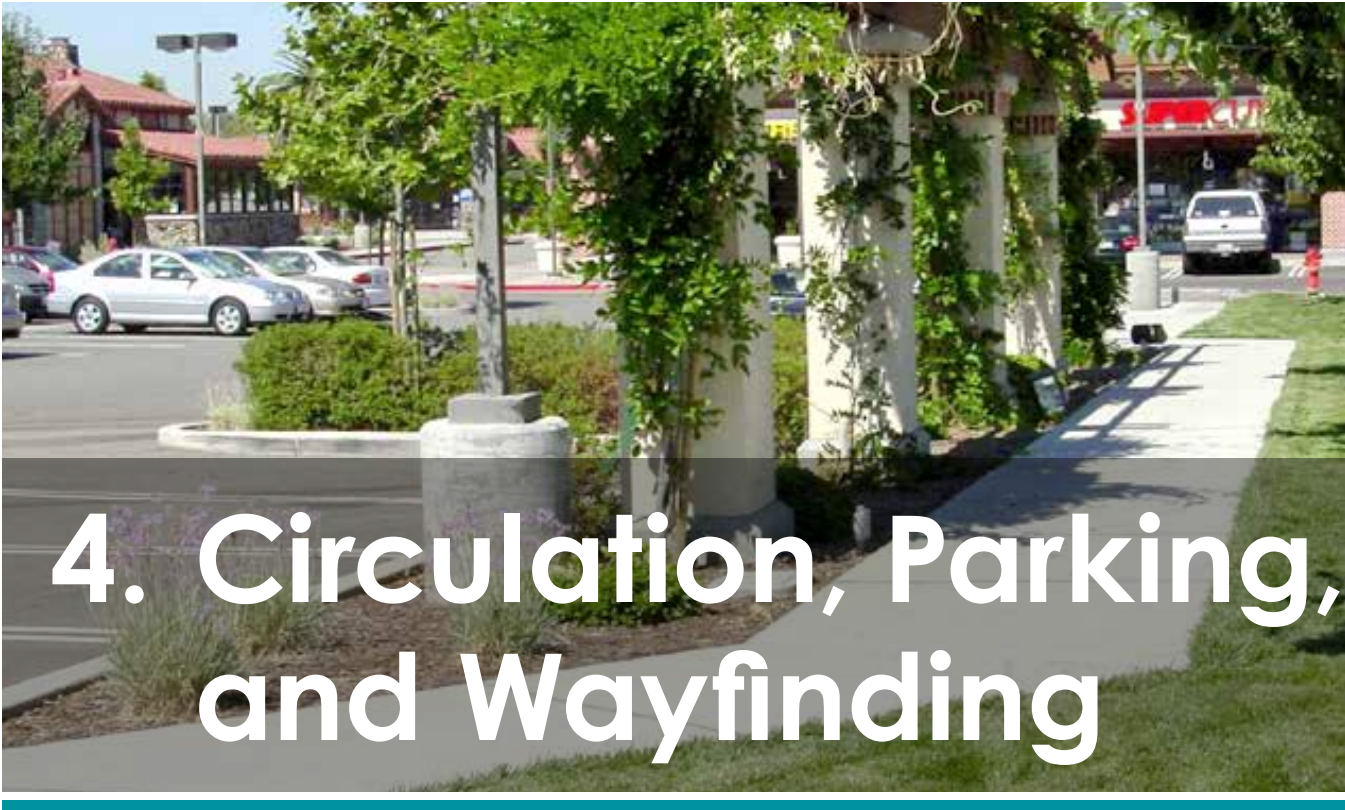


GATE 11

SPEED
LIMIT
5

DO NOT
ENTER

APPROVED VEHICLES ONLY



4. Circulation, Parking, and Wayfinding

INTRODUCTION

This chapter is based on findings from the recent Downtown Redding Transportation Plan (DRTP) and Downtown's existing conditions. The DRTP lists a series of goals and guiding principles that address Downtown Redding's circulation. Several action plans are included in the DRTP that identify the steps necessary to bring the DRTP goals and guiding principles to fruition. Summaries of the action plans are integrated in the following topic sections of this chapter. Following these summaries, this chapter identifies goals and implementation strategies that implement the DRTP and the vision for Downtown Redding, as follows:

- Vehicular Circulation
- Pedestrian Circulation
- Bicycle Circulation
- Transit
- Parking
- Wayfinding
- Goals and Implementation Strategies

VEHICULAR CIRCULATION

Traffic, especially vehicular traffic, can have a significant impact on the well-being of a downtown. Traffic can be both good and bad for a downtown. Too little traffic and downtown businesses suffer. Too much traffic and the same result occurs. What is important is how fast vehicular traffic moves through downtown. If traffic is allowed to race through downtown at high speed, the ability to create a pedestrian-friendly atmosphere and a vibrant retail sector is severely curtailed. If traffic is snarled and hardly moving, pass-through traffic will quickly learn to avoid the area. It is, therefore, the goal of the Specific Plan Update to promote a pedestrian-first environment with an optimum traffic flow through Downtown Redding.

The Specific Plan area has a grid-like network of City streets and State highways that provides circulation within Downtown, to/from State highways and connections to other local streets (see Figure 4.1).

The state highway system includes State Route (SR) 44, SR 273, and SR 299. These state routes provide regional access and enter the Downtown area as surface streets with at-grade intersections with several local streets. Upon entering Downtown, SR 44 and SR 273 become one-way streets. The state highway system in Downtown is configured as follows:

- SR 44 is an east-west arterial commencing in Downtown. It is a one-way couplet along Tehama and Shasta streets. East of Downtown it is a four-lane freeway which transitions to a two-lane highway at the eastern City limit.
- SR 273 is a north-south arterial in Downtown. From the south it is a four-lane divided expressway that splits into a one-way couplet along Pine and California Streets when it reaches Downtown. It merges back together at Eureka Avenue and continues north along Market Street out of Downtown. Historically SR 273 was Route 99, the main north-south US route that stretched from the US/Mexico border to the US/Canada border.



Market Street's freeway signs direct regional vehicular traffic through and out of Downtown.

- SR 299 is a major east-west arterial within Downtown. From the west, SR 299 is a four-lane arterial to Market Street, where it turns north, joining with SR 273, and continues out of Downtown. Northeast of Downtown, SR 299 turns east and becomes a freeway where it intersects with Interstate 5.

The Transportation Element of the General Plan establishes Level of Service (LOS) D as the standard for traffic planning and development review for streets and intersections in Downtown. Intersection LOS was calculated for several intersections in the DRTP, providing a preliminary operational level evaluation of traffic operating conditions. Most Downtown intersections studied show intersection Levels of Service A or B. One intersection (California Street and Tehama Street) showed a LOS of C. All intersections were within the standard of D set by the Transportation Element.

Vehicular Action Plan

The DRTP's Vehicular Action Plan advances recommendations for balancing the needs of vehicles, bicycles, and pedestrians in creating safe and comfortable streets. Key street recommendations include road diets for South and Shasta streets; slowed vehicular speeds along major thoroughfares using signal timing; and implementation of traffic calming to increase pedestrian and bicycle safety. The action plan calls for streets through the Market Street Promenade, including segments of Market, Butte, and Yuba streets to be reopened to vehicular traffic to improve and increase local street connectivity and circulation (described in more detail in the Market Street Promenade Action Plan). Two sections of two streets are identified as "road diet candidate" streets to go from four lanes to two lanes or three lanes: Shasta Street from Court Street to Pine Street and South Street from Court Street to East Street. The reduction of the number of vehicular lanes will slow traffic and allow for implementation of improved bike and pedestrian spaces.

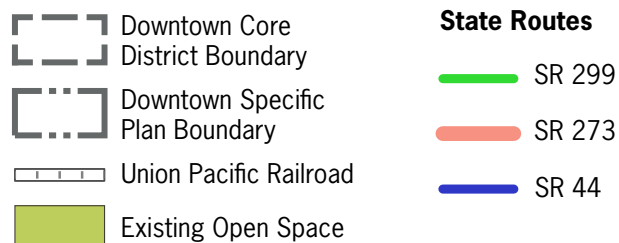
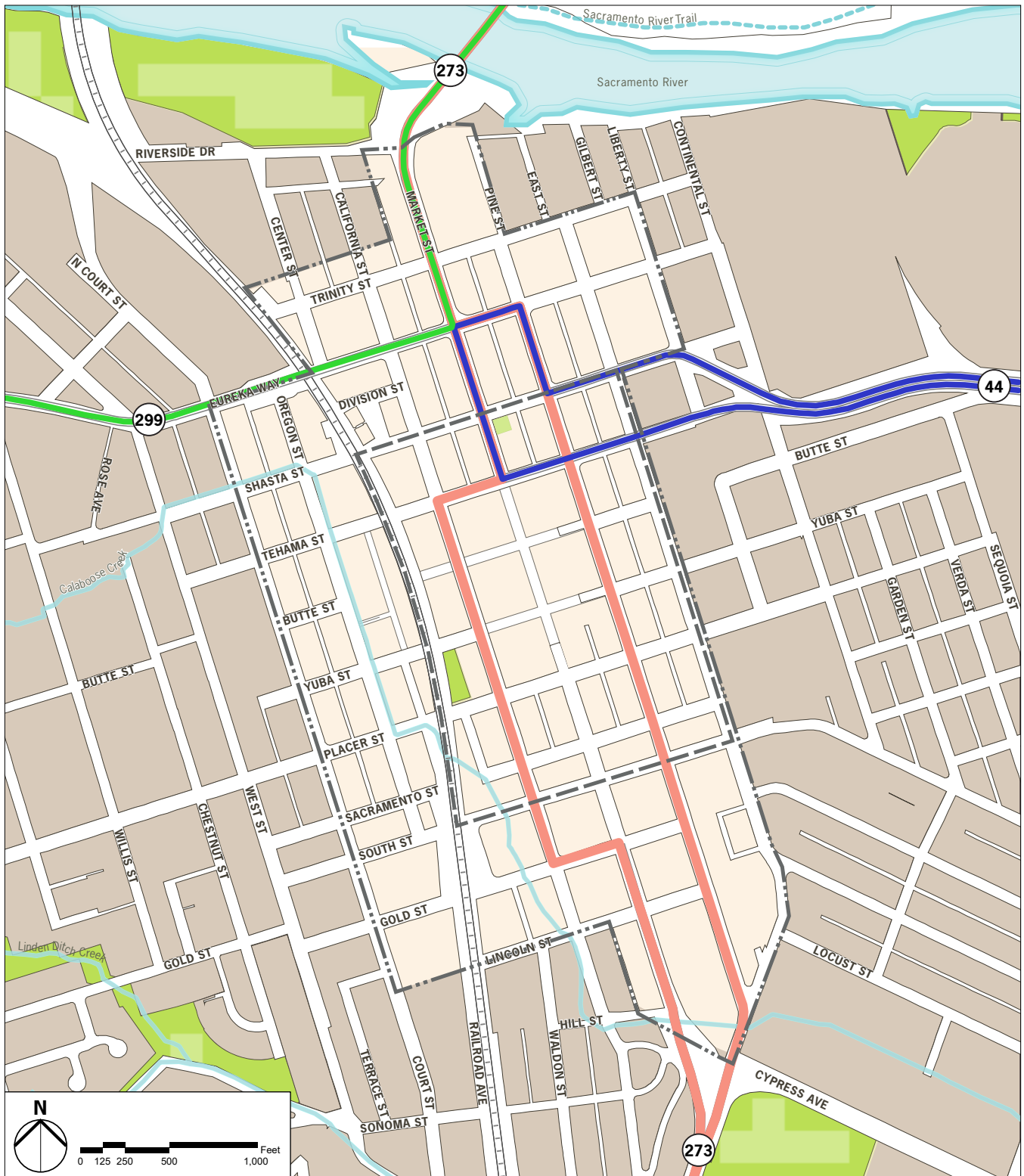


FIGURE 4.1: STATE HIGHWAY SYSTEM IN DOWNTOWN

The Market Street Promenade Action Plan

In addition to the DRTP's Vehicular Action Plan, its Market Street Promenade Action Plan closely examines streetscape design elements to reintroduce streets to vehicle use and enhance the attractiveness and activity of Downtown. The action plan calls for Market Street to be one-way with on-street parking from Tehama Street to Butte Street and two-way with on-street parking from Butte Street to Placer Street. Both Butte and Yuba streets will be two-way streets with parking. Raised pedestrian table intersections will prioritize pedestrian traffic and slow through-traffic along Market Street. Additional streetscape elements proposed include alley enhancements to increase activity, connectivity, and visibility between buildings; parklets to provide additional open urban spaces for casual gathering; and street parks, public art, overhead lighting, shade trees, and flexible use spaces. All of these streetscape design elements are intended to help create a safe, comfortable, and attractive pedestrian environment that the community will come to and enjoy. The following sections on Bicycle and Pedestrian Circulation build upon the proposed Market Street Promenade improvements.

PEDESTRIAN CIRCULATION

Pedestrian Environment

Downtown's sidewalks and pedestrian street crossings are of mixed condition. Recent transportation projects, such as the widening of Eureka Way, included high-visibility crosswalks at the intersection of Market and Tehama streets. The new bike lanes and pedestrian improvements on East Street also included high-visibility crosswalks at the intersections of Yuba Street and Butte Street. Streets such as California and Pine streets have wide commercial-width sidewalks along commercial frontages with parallel street parking and street trees to buffer pedestrians from vehicular traffic. Streets such as Butte and Yuba streets have a narrower sidewalk width and mix of parallel and angled parking. The scale of the Downtown is comfortable to walk; however, Downtown commercial areas lack sufficient trees and lighting for

most non-motorized traffic to feel comfortable and safe. Pedestrian travel in the area is generally accommodated rather than prioritized.

The Parks, Trails, and Open Space Master Plan identifies the Downtown as a major destination with linkages to the Sacramento River Trail, the Dana to Downtown Trail, and the Palisades Trail. The hub of the city's trail system is the Sacramento River Trail. The Sacramento River Trail is a 16-mile network of paved and dirt paths along the banks of the Sacramento River designed for pedestrian and bicycle traffic only and passes just north of Downtown. The Dana to Downtown Trail provides a one-mile long dedicated bicycle and pedestrian path across the Sacramento River that is completely separated from SR 44 vehicular traffic. It was a part of a larger widening and reconstruction project of SR 44 between Downtown and I-5 completed in 2010.

Pedestrian Action Plan

The DRTP's Pedestrian Action Plan provides recommendations for creating a comfortable, walkable Downtown that will help promote business growth and outdoor activities. Strategies to prioritize walking include safe and visible crosswalks at pedestrian-scaled intersections. All streets should become Complete Streets which provide all modes of circulation with adequate facilities; they include controlled travel speeds, bicycle routes and parking, pedestrian buffers, comfortable walking spaces, shade, and good lighting.



Pedestrians often have to cross three or more travel lanes on one-way streets carrying regional traffic.

Green Streets Action Plan

In addition to the Pedestrian Action Plan, the DRTP addresses the streetscape environment in its Green Streets Action Plan. The plan identifies general guidelines for streetscape infrastructure, landscaping, and streetscape amenities that are safe, aesthetically pleasing, and inviting, as well as promoting environmental sustainability. Green infrastructure design elements are identified that reduce and treat stormwater at its source while delivering environmental, social, and economic benefits. Streetscapes with appropriate landscaping design provide aesthetic softening of the built environment and environmental benefits that reduce carbon emissions and heat islands while increasing human comfort through shading and cooling. The combination of green infrastructure, landscaping, and streetscape amenities can enhance an area's overall pedestrian environment and viability. The streetscape elements can identify an area as a special and distinct place for employees, shoppers, visitors, and residents. All development activities must comply with the applicable stormwater treatment requirements of the State of California Construction General Permit, Industrial General Permit, and Municipal Separate Storm Sewer System (MS4) Phase II General Permit.

BICYCLE CIRCULATION

Bicycle Network

The City's developing bikeway system consists of multi-use Class I paths and trails, Class II bike lanes on arterial and collector streets, and bicycle boulevards (signed Class III bike routes) on connecting and neighborhood streets. Caltrans and the City have begun implementing buffered Class II bike lanes. Buffered lanes incorporate additional pavement delineation to provide additional separation between the vehicular travel lane and the bike lane. The City is designing a network of bicycle lanes physically separated from traffic that will extend the river trail into and around Downtown Redding (Class IV). A mixed-use path will extend from the Diestelhorst Bridge Trailhead along the Sacramento River and Riverside Drive. A protected two-way bicycle path will run along portions of Riverside Drive, Center Street, and Division Street to complete the connection between Downtown and the Diestelhorst Bridge Trailhead. The next phase of the project will extend the two-way bicycle path from Division Street south along California Street to Yuba Street.

Currently the Specific Plan area has very few bicycle facilities, most notably Class II bicycle lanes along California and Pine streets (between Eureka Way and Cypress Avenue). Short segments of Class II bicycle lanes on Court Street (between South Street and Lincoln Street) and East Street (between Sacramento Street and Locust Street) also exist. Bicycle connections to Turtle Bay and the Sacramento River Trail are key challenges. An increasing number of bicycle racks are being installed in Downtown through a cooperative agreement between Healthy Shasta, Viva Downtown, and the City. The racks, designed by Viva Downtown's Design Committee, are fabricated locally by Gerlinger Steel Company and installed by the City. The cost is shared by Healthy Shasta and Viva Downtown. To date, over 25 bike racks have been installed.

Bicycle Action Plan

The DRTP's Bicycle Action Plan recognizes bicycles as a growing form of transportation in not only Redding, but on a regional and national scale. Key to the success of bicycle infrastructure is clearly identifying the bicycle zone to minimize conflicts within shared roadway space. The City has implemented innovative bicycle infrastructure improvements over the last several years and will continue it on a citywide scale.



Existing bicycle parking in Downtown.

One example of innovation in bicycle gear is electric bicycles, or E-Bikes. Range, performance, drive technology and the design of electric bikes have seen significant change in recent years. They are an expanding market and allow new types of users to consider bikes for recreation, commuting, and shopping. Their growing popularity may contribute to the need for bicycle infrastructure improvements in Downtown.

The City of Redding and the Shasta Regional Transportation Agency are currently preparing a new citywide Active Transportation Plan (ATP); this plan addresses bicycle and pedestrian transportation for the Downtown area but is focused citywide. The new ATP is being developed to be consistent with this plan and both are a direct result of the DRTP.

TRANSIT

The Redding Area Bus Authority (RABA) provides public transportation services within the greater Redding area. The Downtown Transit Center is a well-designed facility providing service to RABA, Greyhound, Amtrak, Trinity Transit, Sage Stage, and other bus operators. The Downtown Transit Center functions as a multimodal transfer station with 12 gates that provide access to all transit vehicles. The

Downtown Transit Center provides riders with conveniences such as public restrooms, vending machines, bike racks, and canopied waiting areas with benches. Seven local bus routes depart from the Downtown Transit Center. In most cases, these routes complete a loop in the span of one hour. The local routes operate 12 or 13 service hours per day, Monday through Friday, starting at 6:20, 6:50, or 7:20 a.m. Saturday service commences three hours later than the weekday start time, but ends at the same time as weekday services. There is no Sunday service. Amtrak has two daily train departures on its Coast Starlight line, one towards Los Angeles and one towards Seattle.

Transit Action Plan

The Transit Action Plan identifies key components to increase efficiency and ease of access to transit information and availability. Coordination to increase connectivity between public transit, vehicular travel, bicycling, and walking, in various combinations will increase mobility options for access and connectivity between Downtown and the surrounding community. Safe and accessible links to transit stops and to the Downtown Transit Center should continue to be enhanced.



The Downtown Transit Center located in the middle of Downtown provides shelter and seating for passengers.

PARKING

Growth has been slow and steady in Downtown Redding. There is a desire for changes that result in a vibrant Downtown and it is likely that growth will continue on a steady basis with periodic expansion during significant projects. The existing on- and off-street public parking supply is underutilized, especially at certain locations, and many of the on-street metered parking spaces have meters that are broken or missing. With the arrival of more Downtown development, parking supply should be tailored to supply enough, but not too much parking. Enforcement should be streamlined and transparent to the public. The goal is to make the most efficient use of all public and private parking spaces before investing in additional parking. A separate planning effort is underway to review and make recommendations for improvements. In any case, accessible parking for drivers with limited mobility should be provided at convenient locations throughout Downtown. This section summarizes some of the findings from that work.

Existing Parking Conditions

In Downtown, on-street parking consists of parallel and diagonal curbside parking. Currently, there are 3,395 off-street spaces and 1,205 on-street spaces in Downtown. 407 of the on-street spaces have meters. Of those 407 metered spaces, only 165 meters are functional. There is a perception of shortage of parking in Downtown despite there being underutilized parking throughout. The Downtown Core has higher parking occupancy rates than the surrounding area, and off-street parking one to two blocks away is underutilized.

There are approximately 938 off-street parking spaces available to the public in City- and County-owned parking lots in Downtown. Parking lots include the California Street parking structure, the parking garage beneath the former Dicker's building (145 spaces) and another 98 spaces in two surface lots along Pine Street. The City-owned two-story California Street parking structure is located immediately west of the Market Street Promenade fronting California Street, between Placer and Tehama streets. The north structure was constructed in 1972 and the south structure in 1977. There are a total of 650 spaces in both structures.

In addition, there are 45 metered spaces in the County-owned parking structure at the County Administration Center at the corner of West Street and Butte Street.

There are several private parking lots serving the public and the adjoining businesses distributed throughout Downtown. According to the DRTP, there are approximately 1,598 off-street spaces in private parking lots.

Downtown Parking Strategy

As mentioned, a separate planning effort is developing a Downtown Parking Strategy, which will present alternatives to promote a Downtown-wide parking strategy, as well as recommendations for parking systems and management programs that can begin to create a revenue structure for funding future parking improvements.

WAYFINDING

Signage systems are very important to the success of revitalization in Downtown Redding. Once viewed as a navigational aid, "wayfinding" systems are also used as a way to market an area's resources, alter negative perceptions, evoke a sense of history and character, and improve the streetscape. Although the 2001 Specific Plan made recommendations to improve wayfinding in and around Downtown, the system should continue to be improved. For example, the Caltrans highway signs spanning over the local streets make Downtown feel like an urban highway. These create a clear path for automobiles to navigate their way through Downtown, but do little to create a comfortable pedestrian environment or attract motorists to stop in Downtown.

A Public Signage Program for Downtown was created by the Wayfinding Committee established in 2005, and was later added to the 2001 Specific Plan. The signage program sought to bring the scale of Downtown Redding to a manageable size by pointing out attractions, adding historical explanations, directing vehicles to public parking, and locating amenities. The program set forth the following objectives and improvements, some of which have been implemented in Downtown and some of which are still needed:

- **Wayfinding Objectives.** The following objectives for Downtown Redding's wayfinding system were established:
 - » Eliminate visual clutter. (Remove unnecessary public signs)
 - » Provide only useful information.



Wayfinding signs differ according to audience. The top sign helps bicyclists and cars find nearby destinations. The map in the middle helps pedestrians learn more about nearby attractions and how to find them. The banner on the bottom tells passersby that they are in Downtown Redding.

- » Create a sense of place.
- » Use quality materials (i.e., to resist fading and graffiti).
- » Be easily reproduced.
- » Be easy to maintain.
- » Be comprehensive.
- » Further the goals of the Downtown Specific Plan.
- » Do not allow exceptions without the review of the City.

- **Public Signage Program.** A “Downtown” logo was designed for all new public directional signs in Downtown. The program includes two vehicular directional signs: 1) Downtown Central Business District and 2) Downtown Entry Sign, for corridors leading to and out of Downtown. Key locations include:

- » City Hall
- » Market Street
- » Park Marina Drive
- » Convention Center
- » Library Park
- » Downtown Transit Center
- » Redding Arboretum
- » Shasta County Courthouse
- » Lake Redding Park
- » Caldwell Park
- » Lake Redding Golf Course
- » Amtrak Station
- » Turtle Bay Museum

About 60 signs were installed by the City with approval from Caltrans within their rights-of-way. As new destinations pop up in Downtown, new directional signs should be added to guide people to them.

- **Kiosk Program.** The Wayfinding Committee worked on the design for a graphic pedestrian map and directory sign, which includes photographs of key destinations. These maps and directory signs were placed at kiosks in six locations, including on Market Street in front of the Cascade Theatre, in front of the Post Office on Yuba Street, and at the intersections of Market Street and Butte Street, California Street and Yuba Street, Pine Street and Butte Street, and Yuba Street and Pine Street.
- **Signs Outside Downtown.** Signs outside Downtown should point visitors to “Downtown Redding” rather than “Central Redding.”

GOALS AND IMPLEMENTATION STRATEGIES

Goals

1. Provide a circulation system that furthers economic development, convenience, safety, and choice.
2. Provide adequate and accessible parking throughout Downtown Redding.
3. Create a pedestrian-first environment.



Street trees and rain gardens define the street edge for pedestrians while helping reduce the heat island effect, providing shade, and filtering stormwater runoff.

Implementation Strategies

The Specific Plan focuses on strategies to implement the recommendations of the DRTP's action plans. Following are a series of recommended implementation strategies.

A. Streetscape

1. Improve streetscapes throughout Downtown to enhance all modes of travel based on the DRTP's recommendations.
2. These improvements should meet multiple goals identified in the General Plan regarding transportation, sustainability/stormwater facilities, and community services at once. Improvements should use an integrative approach that improves stormwater infrastructure and links parks and trails with complete/green streets to encourage more people to walk and bike. A greener environment aids public health with walkable public areas and documented psychological benefits.
3. Modify current zoning to introduce more pedestrian-friendly regulations. These include allowing arcades over sidewalks for shade, streamlining approval for Pop-up Uses to encourage business activity, and adjustments to approvals to allow sidewalk cafes and dining.
4. Prioritize pedestrian improvements on Priority Pedestrian Routes and Secondary Priority Pedestrian Routes, as shown in Figure 4.2.



Shared alleys can serve as pedestrian connections, open space, and retail's front door.

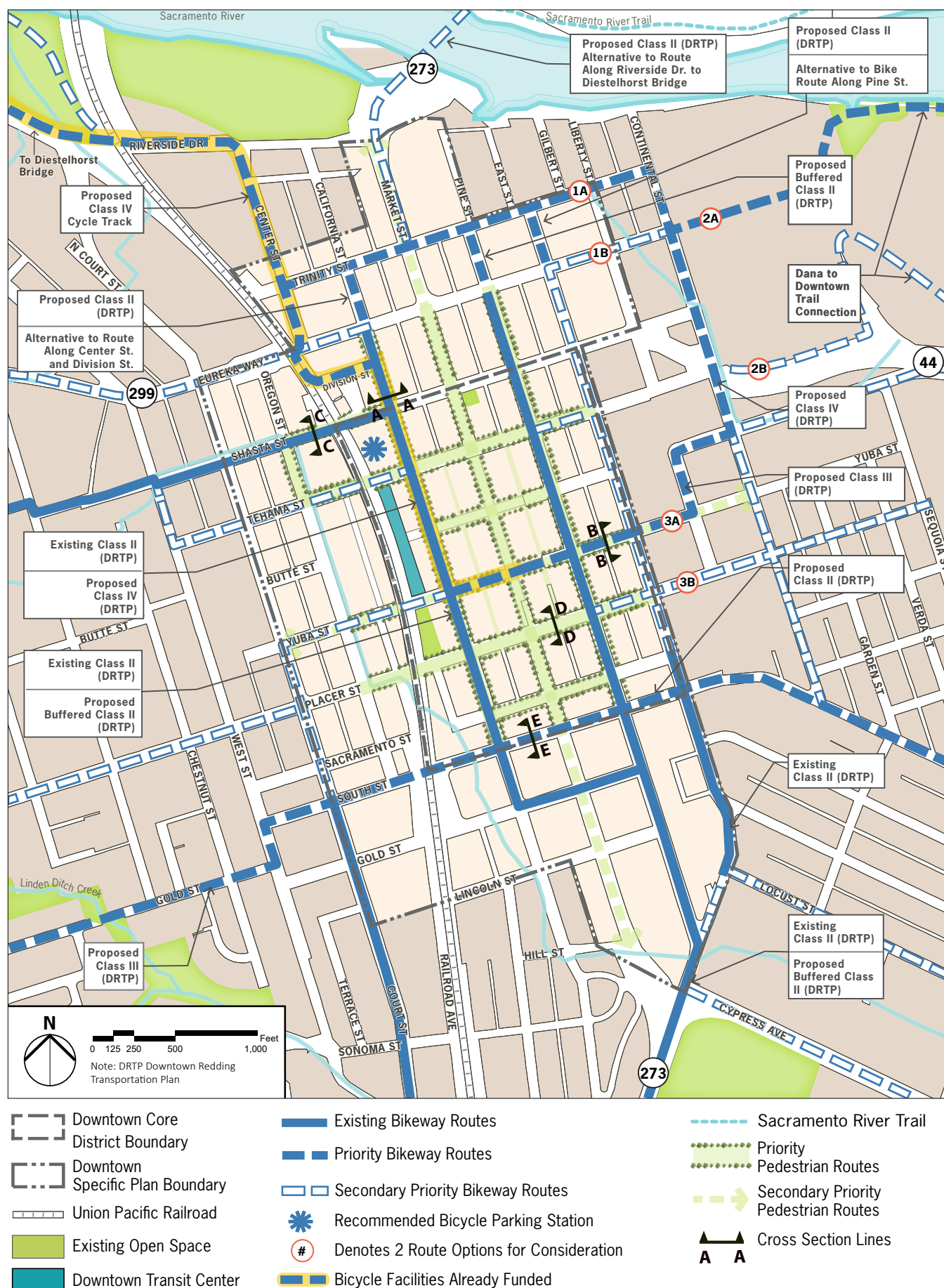


FIGURE 4.2: PEDESTRIAN AND BICYCLE PRIORITIES

5. Streetscape improvements should include the following where space permits:
 - Wide sidewalks with zones for furnishings, landscaping, pedestrian throughway, and building entries.
 - Street lighting.
 - Permeable paving.
 - Rain gardens.
 - Drought-tolerant landscaping and shade-producing street trees.
 - Other shade sources, including overhangs, galleries, awnings, or arcades to create shaded, inviting environments which encourage people to linger Downtown.
 - Public art.
 - Pedestrian-scaled wayfinding network, including signage, and kiosks to help people find Downtown's amenities and discourage speeding.

Examples of these improvements are shown in Figure 4.3.

6. In keeping with the DRTP, enhance alleys as shared spaces to promote pedestrian comfort and serve as the front door to businesses along them. The alley improvements can work in tandem with the long-term vision to create mid-block paseos in Downtown.
7. Support nighttime activities in Downtown by improving street lighting.
8. Consider developing pedestrian pathways along uncovered creeks in Downtown where possible.

B. Bicycle

1. Build on the DRTP's Bicycle Action Plan and prioritize the City's resources on bikeways that extend existing bicycle facilities and link them to Downtown destinations and surrounding neighborhoods (as shown in Figure 4.2) so biking in Downtown is more convenient and easily navigable.
2. Prioritize bicycle facilities that create east-west connections from adjacent neighborhoods to Downtown. From the west, improve bicycle facilities on Shasta and South streets, and from the east, improve bicycle facilities on South and Butte streets (as shown on Figure 4.2). These routes also connect to a new Bicycle/Pedestrian Trailhead near the Downtown Transit Center.
3. Prioritize a "Downtown Bicycle Loop" utilizing the existing bicycle facilities and routes where bicycle facilities that have already been funded on Center, California, Gold, Pine, and East streets (see figures 4.2 and 4.4). The Downtown Bicycle Loop can be complete with new bicycle facilities on Trinity Street. To do this, extend facilities on Pine Street to Trinity Street and from Trinity Street down California Street. This loop connects to a new Bicycle/Pedestrian Trailhead near the Downtown Transit Center. East-west connections on Yuba and South streets can provide smaller loops within the greater loop.
4. Prioritize a "Riverside Bicycle Loop" that connects Downtown to popular open space and trail destinations (as shown in Figure 4.4), including:
 - From the west, Diestelhorst Bridge Trailhead via Riverside Drive to Trinity Street.
 - To the east, Turtle Bay Exploration Area via Yuba Street to Liberty Street to Butte Street ("the wiggle") to Continental Street to a Class I bicycle facility along the southern boundary of Memorial Park Cemetery and up to Sundial Bridge Drive.
 - The middle of the loop connecting Diestelhorst Bridge in the west to Turtle Bay in the east would be either on Trinity Street from Center to Continental, or through the heart of Downtown on Yuba Street, or both.

Striped Crosswalks



Pedestrian Refuge Islands



Wide & Continuous Sidewalks



Storefront Improvements



Traffic-Calming Features



Landscaping



Parking Lot Improvements



Furnishings



Additional Street Trees



Improved Bike Lanes



Themed Banners/Signage and Consistent Lighting



Flashing Crosswalk Lights



FIGURE 4.3: STREETSCAPE IMPROVEMENTS

C. Transit

1. Improve bicycle facilities at the Downtown Transit Center.
2. Improve pedestrian connections to the Downtown Transit Center.
3. Encourage residents and workers to utilize bus service to and from Downtown by making the routes efficient, the stops convenient, and providing clear service.

D. Parking

Implementation measures to improve Downtown parking conditions are emerging in the separate Downtown Parking Strategy being developed. More work is needed to refine these through public discussion, but they are listed as potential measures below.

1. Replace all defunct on-street meters with single-space smart meters that have occupancy sensors.
2. Implement centralized, multi-space pay stations for off-street parking.
3. Remove the many different time zone areas to make parking rules easier to follow.
4. Utilize paid parking in all close, high demand zones and time limits in surrounding areas that match the needs (between 2 hours and 8 hours) for employee parking zones.
5. Evaluate a parking permit system for employees to encourage them to park in the correct areas.
6. Leverage license plate recognition enforcement to minimize the labor associated with the enforcement process.
7. Install adequate wayfinding signage to accompany new equipment.
8. Identify remote parking supply in private lots and solicit shared parking agreements.
9. Developing a parking pricing strategy that encourages people to park in the right place based on length of stay and pays for the cost of enforcement.
10. Develop a financing strategy to pay for the new infrastructure.
11. Explore the feasibility of establishing a parking assessment district within the Specific Plan area to finance the development, improvement and operation of Downtown parking facilities and infrastructure.

The DRTTP included long-term recommendations for parking solutions. They included these:

12. Replace aging parking structures with mixed-use development. In the interim, initiate improvements to the existing parking garage, such as repainting, installing new lights, introducing micro-retail, and enhancing adjacent landscaping.
13. Target potential sites in the Downtown for future parking structure locations. The City should consider using publicly owned sites in the Downtown as potential locations for both short- and long-term parking solutions.

E. Wayfinding

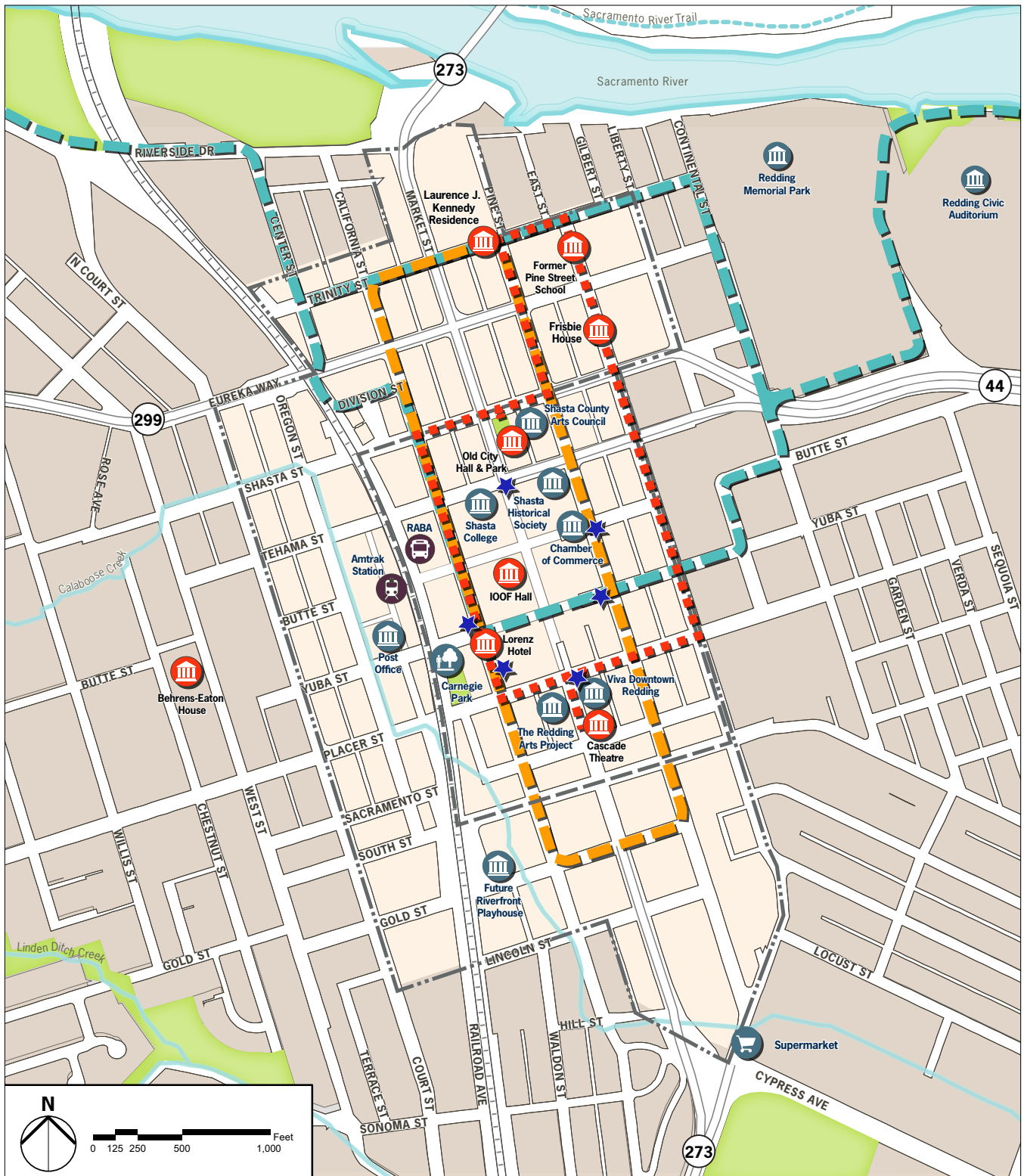
1. Build on the 2001 Public Signage Program to create a comprehensive wayfinding system in Downtown. Establish a comprehensive system of informational and directional signs from all major highways and arterials to direct vehicular and other travelers to Downtown. Utilize a consistent theme on kiosks and all wayfinding signage in Downtown.
2. Locate new directional signs, and kiosks with maps denoting key destinations (see Figure 4.4).
3. Designate a Cultural/Historic Walking Loop in Downtown that identifies and calls attention to cultural assets, historic landmarks, and important destinations. The loop should be made known to visitors and residents and call attention to Downtown's assets.
4. Advertise the Downtown Bicycle Loop and Riverside Bicycle Loop that provide access through Downtown and links via trails and the wayfinding system to the local natural environment.
5. Employ a wayfinding system to assist in promoting lesser known public parking areas.
6. Consider smaller vehicular wayfinding signs typical in a Downtown environment instead of freeway-sized vehicular signs in Downtown.
7. Make biking to Downtown destinations easier by providing clear wayfinding signage and bicycle parking.



Wayfinding signage for bicycles can help cyclists navigate Downtown's streets more safely.



Appropriately scaled vehicular directional signage for a downtown.

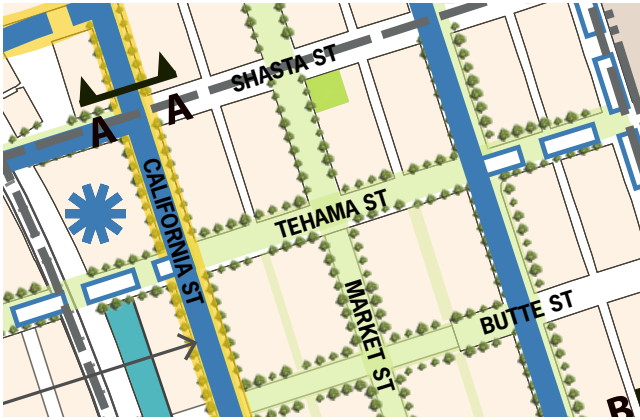


- | | | |
|---------------------------------|---|--------------------------------|
| Downtown Core District Boundary | Qualified/Candidate Historic Properties (National & Local Registries) | Downtown Bicycle Loop |
| Downtown Specific Plan Boundary | Key Destinations | Riverside Bicycle Loop |
| Union Pacific Railroad | Transit Hub | Cultural/Historic Walking Loop |
| Existing Open Space | Kiosks | |

FIGURE 4.4: WAYFINDING PLAN

CONCEPTUAL STREETSCAPE IMPROVEMENTS

Five conceptual cross sections of key Downtown streets show the existing conditions and how potential improvements can fit within the right-of-way (see Figures 4.5–4.9).



Cross Section A Key Map



An example of a two-way bicycle track with a buffer and parking lane separating it from travel lanes in Brooklyn, New York.

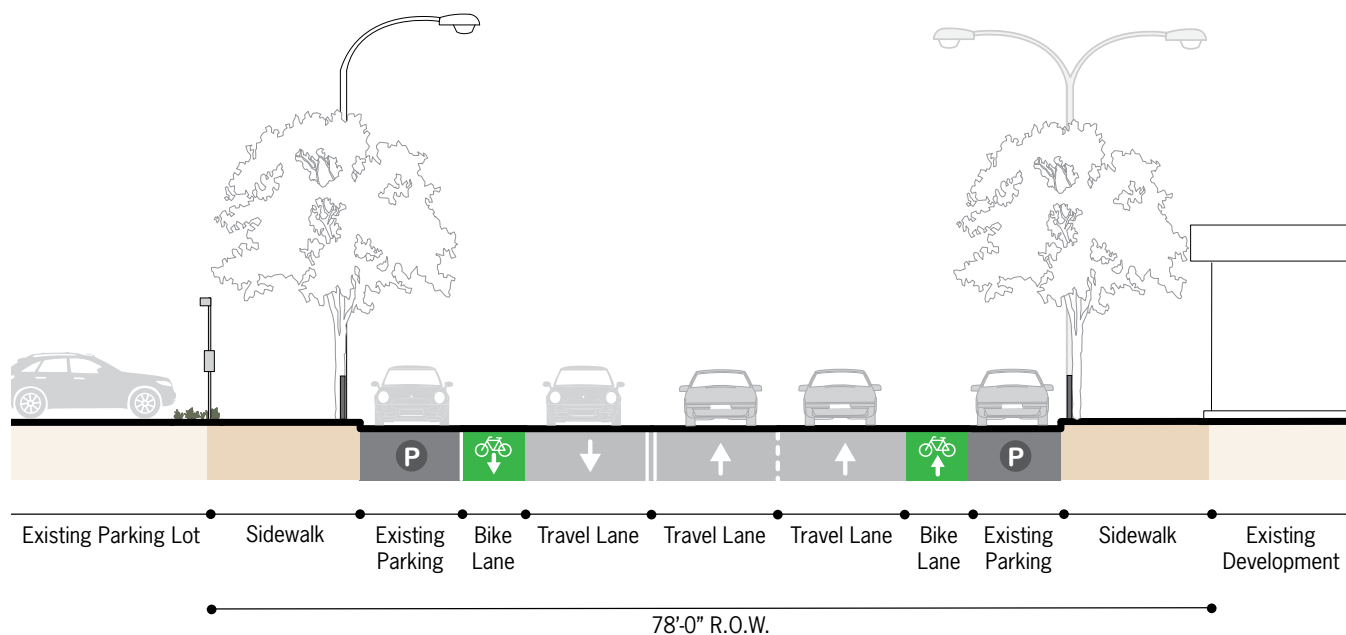
California Street “Downtown Bicycle Loop”

This section of California Street is a two-way, three-lane arterial comprised of existing Class II bikeways and parallel parking along both sides of the street, as seen in Figure 4.5. Existing bike lanes follow a conventional design, consisting of pavement markings and solid white line lane markings delineating bike lanes from travel lanes. The street has 11 to 12 feet wide commercial-width sidewalks located adjacent to large parking lots and commercial properties. Currently, sidewalks do not have a defined pedestrian throughway zone and lack sufficient trees, street furniture, and pedestrian-scaled lighting.

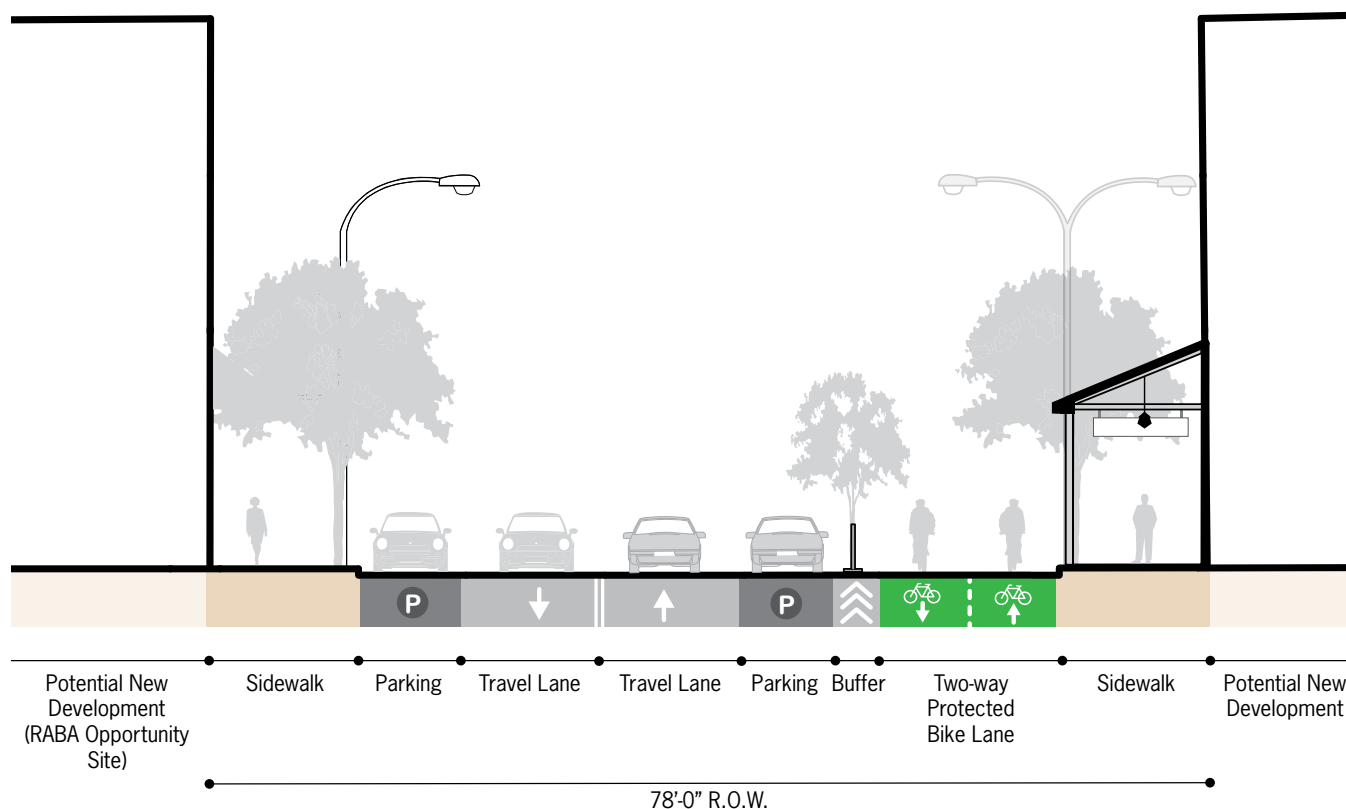
This section of California Street is part of a proposed Downtown Bicycle Loop. It will link to Dieselhorst Bridge via planned improvements on Division and Center streets.

Potential improvements to California Street’s configuration could include:

- Two-way Protected Bike Lanes.** By removing the southbound bike lane and reconfiguring the right-of-way, California Street can accommodate a Class IV two-way protected bike lane adjacent to the on-street parallel parking, which provides bicyclists with physical separation from vehicular travel lanes. The total width of the two-way protected bike way should be 12 feet. For additional safety, a 3-foot buffer between the parking lane and bike lanes with diagonal hatching can be accommodated. Planters or flexible posts should be placed within the buffer to provide a vertical separation from adjacent parking lane. An additional option may be to create an at-grade sidewalk promenade that incorporates clear delineation for bicycles and pedestrians with the use of landscaping and/or pavement color or type.
- Parallel Parking.** By reconfiguring the existing right-of-way, California Street can maintain parallel parking on both sides of the street, but would require the removal of one travel lane.
- Shaded Sidewalks.** California Street is a proposed Priority Pedestrian Route and as such should include more street amenities, such as benches, planters, outdoor seating, lighting, bike racks, street trees, and elements to provide shade. Redevelopment on either side of the street should be designed to incorporate optional shading devices, such as arcades or awnings.

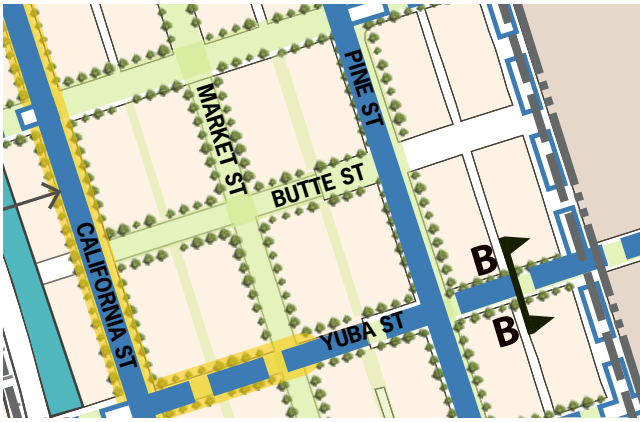


Existing Conditions: California Street Section Looking North



Potential Conditions: California Street Section Looking North

**FIGURE 4.5: CROSS SECTION A
CALIFORNIA STREET “DOWNTOWN BICYCLE LOOP”**



Cross Section B Key Map



An example of a protected two-way bicycle track in Washington DC.

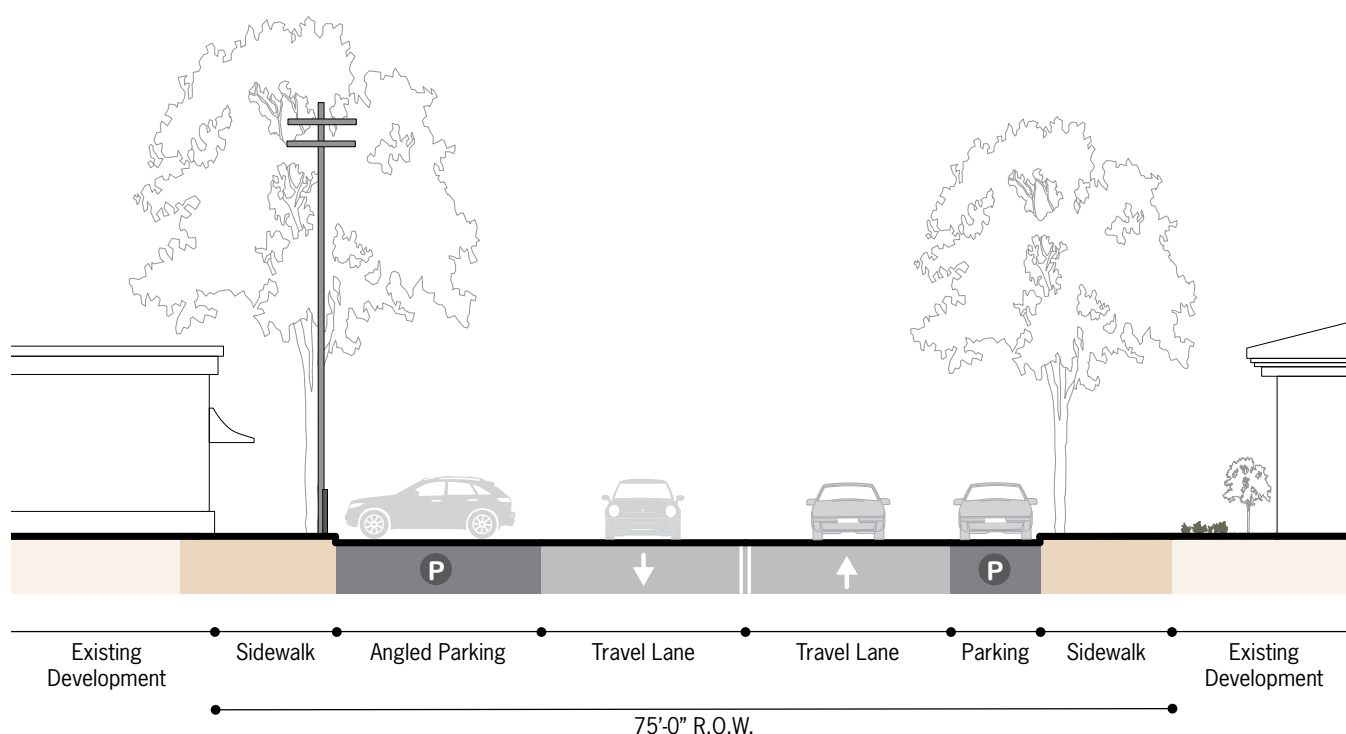
Yuba Street “Riverside Bicycle Loop”

Yuba Street between California and Continental streets is slated to return to a two-way street as seen in Figure 4.6. The right-of-way is comprised of sidewalks on either side of the street, angled parking on the north side, two travel lanes, and parallel parking on the south side. The buildings are located close to the street. The existing sidewalks do not have a defined pedestrian thoroughway zone and lack street furniture and pedestrian-scaled lighting.

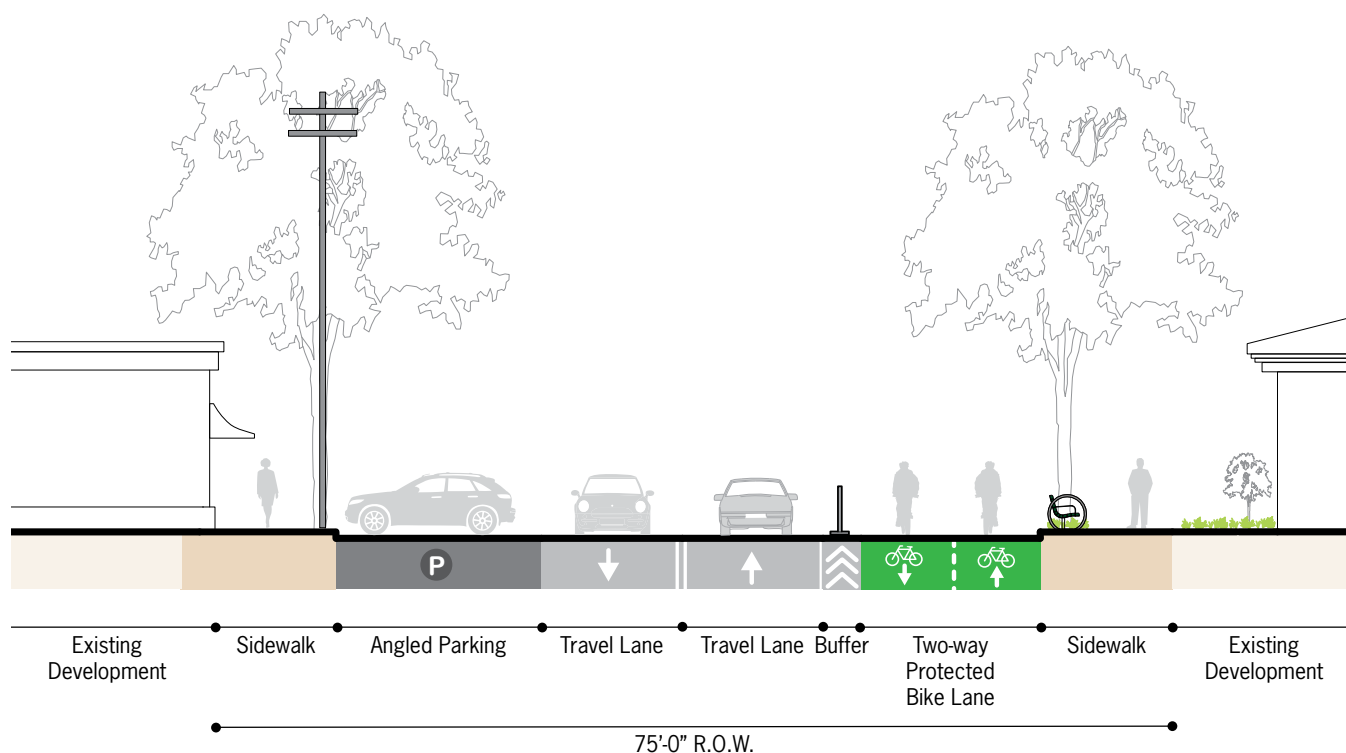
This section of Yuba Street is an important part of a future Riverside Bicycle Loop through Downtown.

Potential improvements to Yuba Street’s configuration in this area could include:

- **Two-way Protected Bike Lanes.** Similar to California Street, Yuba Street could accommodate new two-way protected bike lanes. These new bike lanes could result in the removal of parallel parking.
- **Angled Parking.** The existing angled parking is retained.
- **Travel Lanes.** The width of the existing travel lanes can be reduced to 10 feet in order to accommodate the two-way protected bikeway and buffer.
- **Shaded Sidewalks.** Yuba Street is a proposed Priority Pedestrian Route and as such should include increased shading and a variety of street amenities such as benches, planters, outdoor seating, lighting, and bike racks.

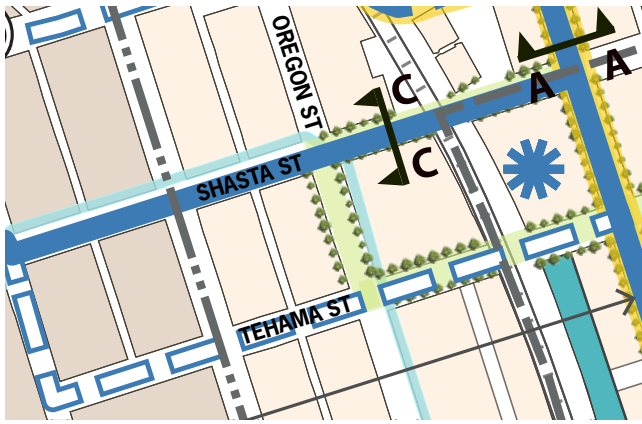


Existing Conditions: Yuba Street Section Looking East



Potential Conditions: Yuba Street Section Looking East

**FIGURE 4.6: CROSS SECTION B
YUBA STREET “RIVERSIDE BICYCLE LOOP”**



Cross Section C Key Map



An example of a painted bicycle lane next to a parking lane.

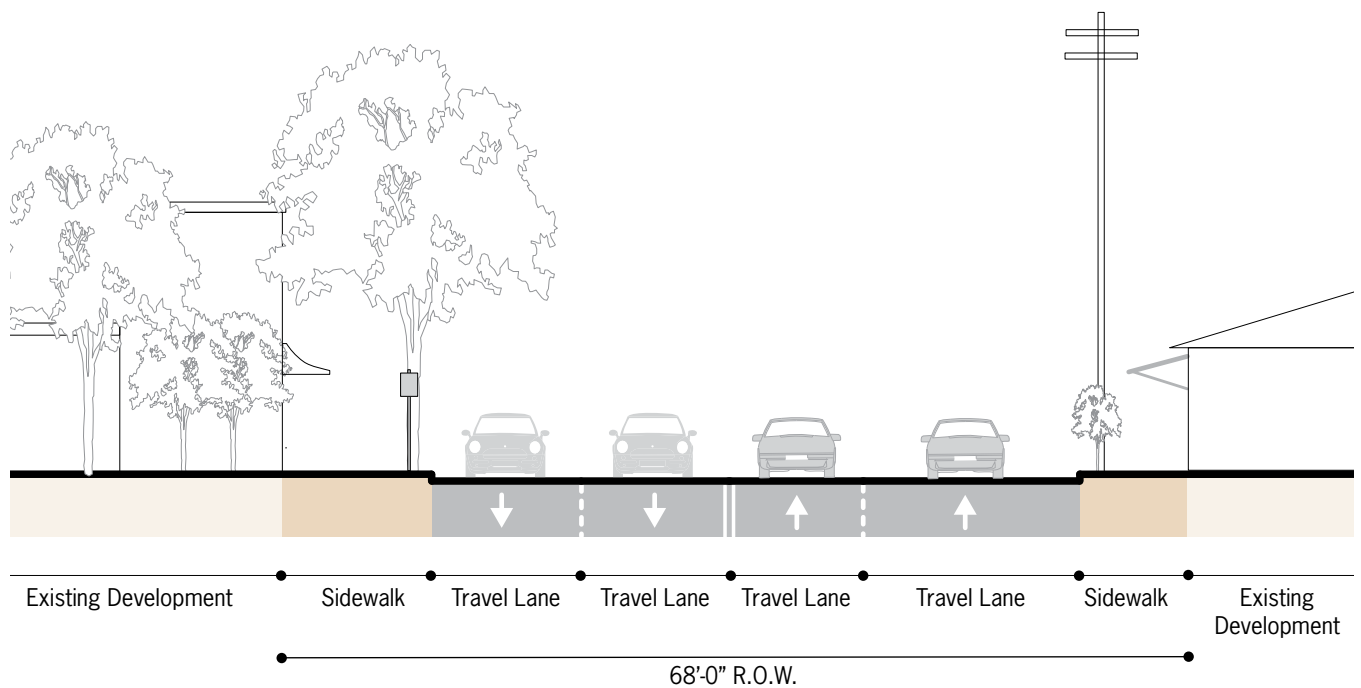
Shasta Street

Shasta Street between California and Oregon streets is a four-lane, two-way local street with narrower sidewalks compared to Yuba and California streets as shown in Figure 4.7. The existing right-of-way has no on-street parking and a very wide outer northbound travel lane.

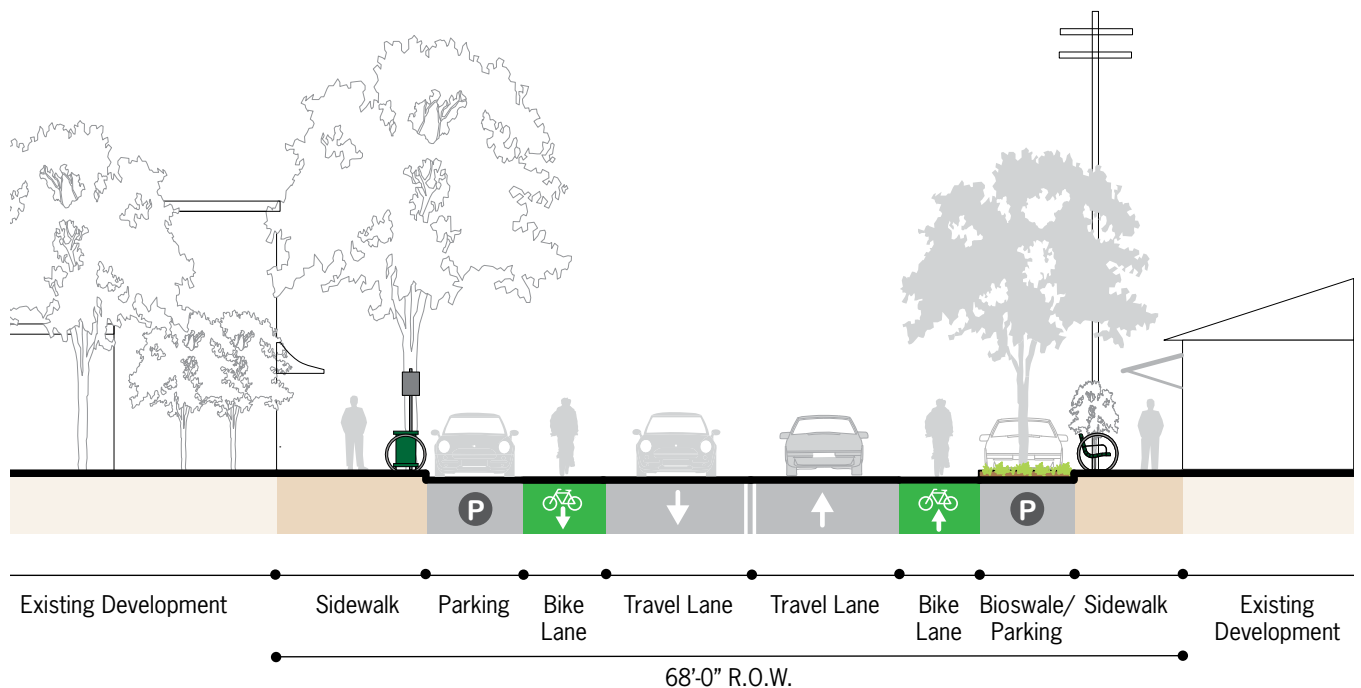
The DRTP recommended a road diet for Shasta Street to convert the existing four lanes to two lanes with pedestrian and bicycle improvements. It is an important bicycle connection to residential areas to the west.

Potential improvements to Shasta Street's configuration could include:

- **Bike Lanes.** Shasta Street can accommodate two bike lanes. The addition of bike lanes reduces the width of travel lanes in either direction to 11 feet.
- **Parallel Parking.** Replace one eastbound travel lane and a westbound travel lane to provide parallel parking along the street.
- **Angled Parking.** It may be an option to add angled parking but it would eliminate or restrict space for bike lanes.
- **Travel Lanes.** Reduce the width of the existing travel lanes to accommodate bike lanes and parallel parking.
- **Shaded Sidewalks.** Shasta Street is a road diet candidate and should include a variety of street amenities, such as street trees, benches, bike racks, and stormwater management. In addition, the street can utilize the existing bulbouts (curb extensions) and add more bulbouts along the street to serve as a traffic-calming measure, make space for tree plantings, rain gardens/bioswales, and reduce the pedestrian crossing distance.

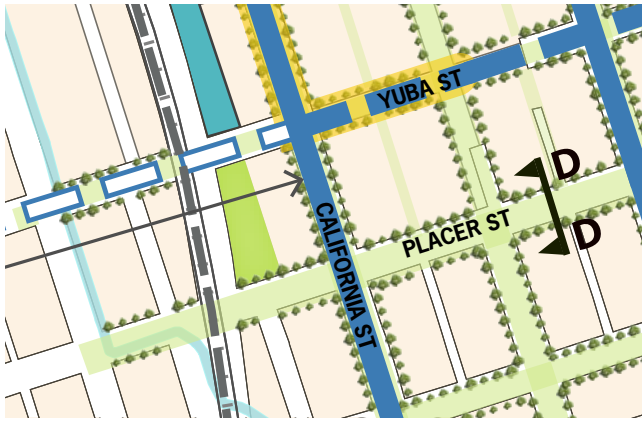


Existing Conditions: Shasta Street Section Looking West



Potential Conditions: Shasta Street Section Looking West

**FIGURE 4.7: CROSS SECTION C
SHASTA STREET**



Cross Section D Key Map

Placer Street

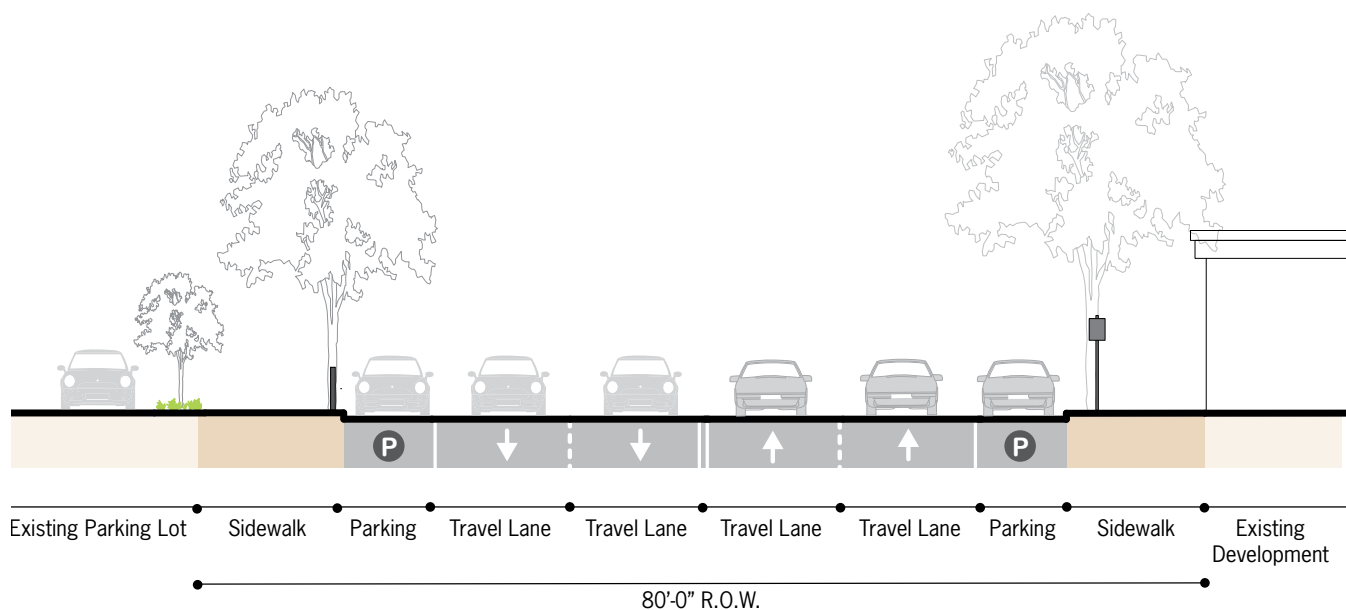
Placer Street through Downtown is a four-lane, two-way arterial with existing parallel parking as shown in Figure 4.8. It is an important vehicular route that has to accommodate high volumes of traffic. For this reason it is not suitable for bicycle facilities. However, it can be made safer and more comfortable for pedestrian circulation.

Potential improvements to Placer Street's configuration could include:

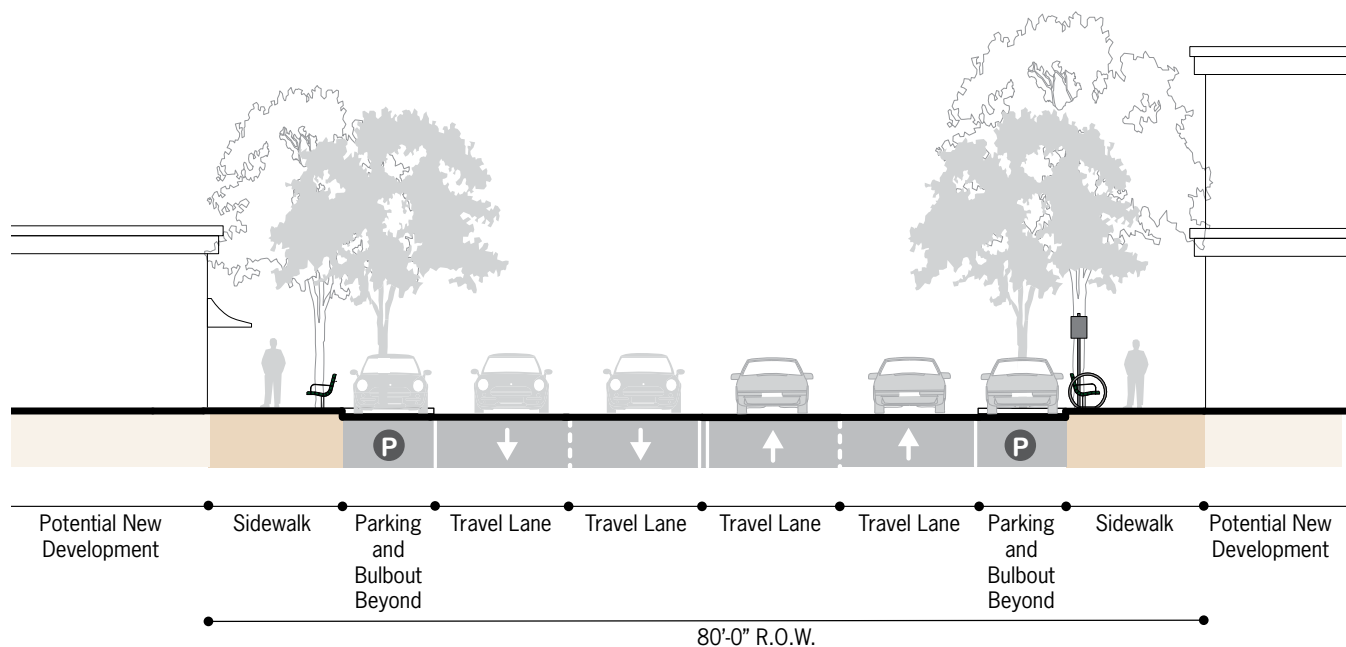
- **Parallel Parking.** Retain existing parallel parking on both sides on the street.
- **Travel Lanes.** Retain the existing four-lane, two-way travel lanes.
- **Shaded Sidewalks.** Placer Street is a proposed Priority Pedestrian Route and should include more street trees on the sidewalks to provide shade, benches, bike racks, and stormwater management. In addition, the street can add bulbouts at intersections or mid-block crossings to serve as a traffic-calming measure, make space for tree plantings, rain gardens/bioswales, and reduce the pedestrian crossing distance.



An example of a bulbout with tree planting and amenities in Burlingame, California.

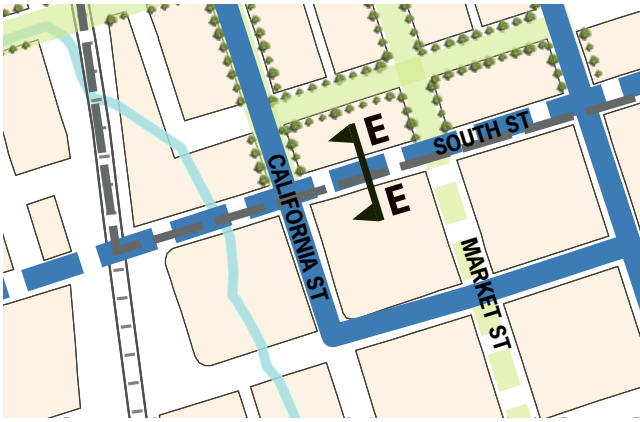


Existing Conditions: Placer Street Section Looking West



Potential Conditions: Placer Street Section Looking West

**FIGURE 4.8: CROSS SECTION D
PLACER STREET**



Cross Section E Key Map

South Street

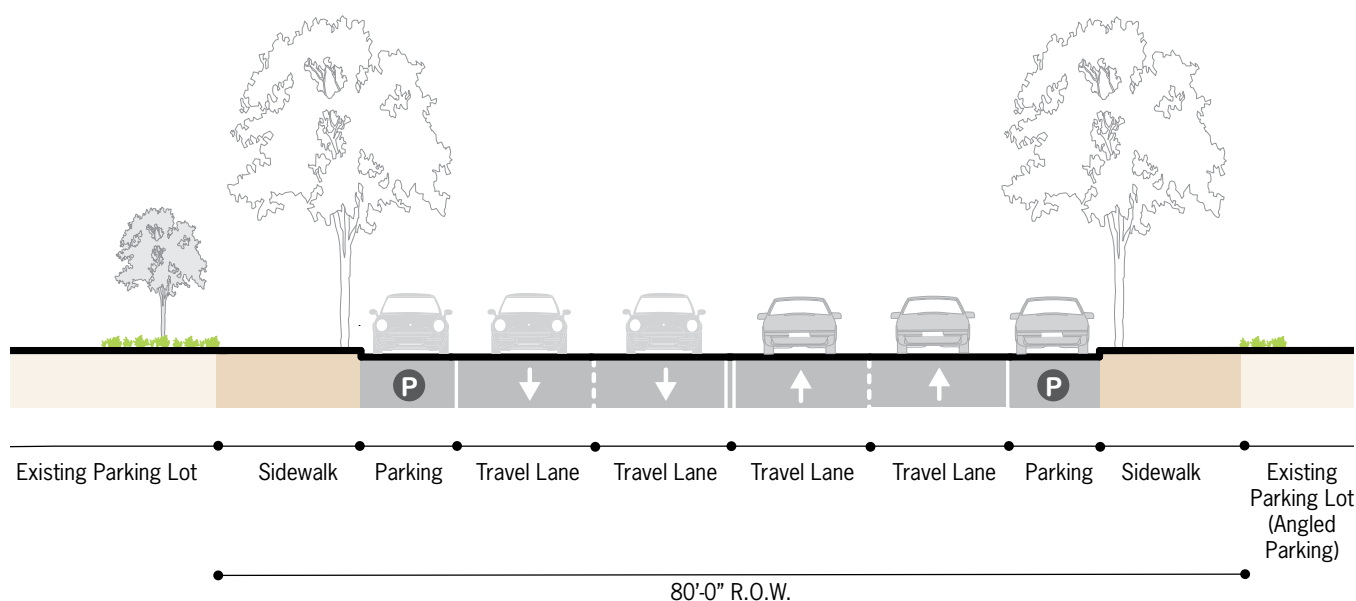
South Street between California and Market streets is a four-lane, two-way arterial with existing on-street parallel parking as shown in Figure 4.9. South Street is a very important bicycle/pedestrian connector to residential areas east and west of Downtown. It is a street that the DRTP recommended for a road diet to convert four travel lanes to two with improved pedestrian and bicycle facilities.

Potential improvements to South Street's configuration could include:

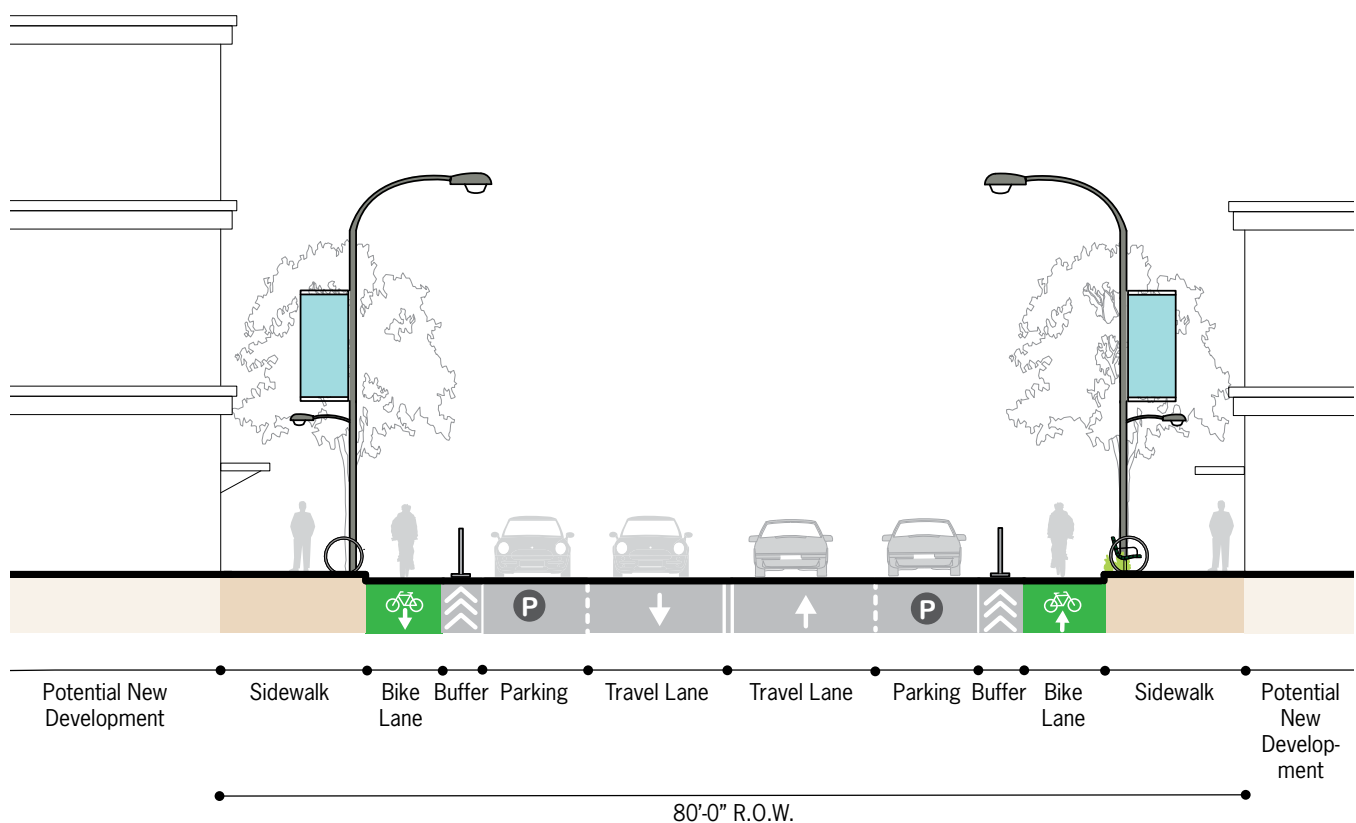
- **Protected Bike Lanes.** Add protected bike lanes with 3-foot buffers by replacing two travel lanes.
- **Parallel Parking.** Reconfigure the parallel parking to accommodate bike lanes and buffers on both sides of the street, such that the bike lane and buffer are placed between the sidewalk and parking lane.
- **Travel Lanes.** Retain two travel lanes in either direction to accommodate bike lanes along the street.
- **Shaded Sidewalks.** South Street is a proposed Priority Pedestrian Route and should include more street trees on the sidewalk, stormwater treatment, seating, bike racks, and adequate lighting to ensure safety of pedestrians. Potential development on the either sides of the street should be designed to incorporate optional shading devices, such as arcades or awnings.



An example of a parking lane and buffer between bicycle lane and travel lane in St. Louis, Missouri.



Existing Conditions: South Street Section Looking West



Potential Conditions: South Street Section Looking West

**FIGURE 4.9: CROSS SECTION E
SOUTH STREET CROSS SECTIONS**





5. Economic Development

INTRODUCTION

This chapter summarizes the results and findings from the market analysis conducted to support the Specific Plan. It also establishes the goals and identifies implementation strategies for the economic development of Downtown Redding.

MARKET CONDITIONS

Demographic Projections

Redding had a higher rate of household growth than Shasta County and California throughout the 1990s. In the early 2000s, until about 2008, the city and county growth rates were about the same and slightly higher than the statewide rate. Both the city and the county had lower rates of household growth than the state since 2011, including declining numbers of households from 2011 to 2013.

The market analysis projects that, based on past trends, the total number of households in Redding could increase by 8,180 households, to a total of 44,200 in 2040. This growth represents an annual growth rate of 0.86 percent. This projected household growth is the primary driver of demand for new housing.



Source: Granville Property Management

The Iron Bird Lofts provides housing, a public plaza, and public art in Downtown Fresno.



Source: pedbikeimages.org

This urban, pedestrian-oriented Safeway in Seattle is an example of a convenience goods store.



Downtown dining establishments, like these in El Cajon's downtown represent a combination of convenience and comparison goods.

Multifamily Housing Market Potential

Multifamily housing will likely account for most new housing developed in the Plan area because the higher density possible with multifamily housing is usually necessary to make infill development and redevelopment financially feasible. However, the lack of recent market-rate multifamily housing construction in the Downtown Redding area makes it challenging to project future market potential.

Downtown Fresno provides a useful analog for Downtown Redding. Through decades of outward growth, Fresno's downtown deteriorated and experienced disinvestment. A downtown renaissance started in 2008 with the first major new housing project downtown, Iron Bird Lofts. The developer of that project, Granville Urban Development, has since developed 500 multifamily housing units in a variety of downtown projects. Since 2008, over 16 percent of Fresno's multifamily housing constructed has been in the Downtown Fresno area. If Downtown Redding captures 16 percent of citywide multifamily housing development, the market could support up to 100 multifamily housing units over the next five years and up to 370 units over 15 years.

Retail Market Demand

Types of Retail

Retail markets can be categorized into two broad groups based on the types of goods: convenience goods and services, and comparison goods. Convenience goods and services are those that people need on a regular basis. For these regular purchases, most consumers know where to get what they want whether their discriminator is price, convenience, or quality. Groceries, medicines, and hair care are typical convenience goods and services. Comparison goods are retail items that consumers purchase less frequently or rarely. For these purchases, consumers tend to compare goods across brands and across retailers. This habit of comparing induces similar retailers to locate near each other. It also promotes larger-scale retailers who can stock many different brands of similar products. Clothing, electronics, and furniture are quintessential comparison goods.

Eating and drinking places are a cross between the convenience and comparison types. Sometimes consumers are looking for convenience when buying food away from home. Fast food and limited-service restaurants typically

satisfy this convenience demand. Other times, consumers are looking for higher quality and are willing to travel longer distances and pay more for the cuisine they desire.

A third, hybrid type of retail is experience-oriented shopping. In this type of shopping, the experience of the trip is of equal, if not greater importance, than the material need for a good or service. The experience's value may accrue from socialization with friends, entertainment, or the quality of the place. Downtowns, new town centers, lifestyle centers, and even shopping malls all attempt to enhance the shopping experience and provide a mix of businesses and amenities to create an enjoyable shopping experience. Because most consumers infrequently invest their time in experiential shopping, most are willing to travel further and forego quick and easy access for the value of the experience. Experience-oriented shopping is a destination trip and can draw from a community, regional, or even superregional trade area.

The Downtown Core District is envisioned as an experience-oriented shopping, dining, and entertainment destination. The nearest competitive downtown is Chico, some 66 miles away. Thus, Downtown Redding can be expected to draw customers from a large area. In addition, with the tourism draw of Redding and Shasta County, the Downtown can also be expected to serve visitors from a large swath of California, including the Bay Area.

The remainder of the Specific Plan area outside of the Downtown Core District should focus on serving the convenience goods and services needs of current and future residents in the Downtown area and adjacent neighborhoods. The area outside of the Downtown Core District should not try and compete with the experience-oriented destination role of the Downtown Core District.

Retail Market Demand Analysis

For store types with retail leakage, there is market demand for more businesses and, consequently, more retail building space. For store types with retail capture, it is usually considered that there is no market demand, because new businesses in these categories would have to either attract customers from beyond the trade area (in which case they would more likely locate closer to underserved populations) or attract customers from existing businesses. However, economic development efforts that expand tourism and attract more visitors can provide additional spending support for store types with retail capture.



Downtowns are most often home to experience-oriented shopping, like this strip in Oceanside, California.



Downtown Redding's mix of restaurants, specialty shops, and cultural destinations can be enhanced to build its role as a regional destination.

The market demand analysis indicates that there is market demand across a wide variety of store types. However, this is trade-area-wide demand, and not all of the supportable store types may be appropriate for the walkable, mixed-use environment of Downtown Redding. It is also worth noting that even though the market analysis projects demand over the next fifteen years, the actual demand may change, reflecting changes in household income, spending patterns (especially the continuing shift to online commerce), and competition from new businesses in the trade area. The City may want to update the market demand analysis from time to time.

Office Market Demand

For the last 25 years, Shasta County has experienced employment growth, with the exception of the 2008-2009 recession and its aftermath. Employment in the county peaked prior to the recession, in 2006, at 63,700 jobs. Employment bottomed out in 2010 at 55,100 jobs, and has since increased to 57,800 jobs in 2015.

Only a portion of all jobs are office-based, with other jobs occurring in factories, stores, schools, hospitals, and so forth. The analysis assumes that employment growth in the business and professional services group of economic sectors will drive the demand for office space. The analysis uses the State of California Employment Development Department's projected countywide employment growth by sector to estimate projected office-based employment for the county and the city.

For this analysis, office-based employment consists of jobs in the following economic sectors: Information; Finance and insurance; Professional, scientific, and technical services; and Management of companies. The analysis assumes 250 square feet of gross floor area is needed for each new office employee.



Downtown Redding has a range of office uses in a range of building types.

The new supportable office space is the amount of office space (gross floor area in square feet) needed to accommodate new office-based employment over the next 10 years. The analysis finds that, if present trends continue, Redding could support approximately 287,000 square feet of office space (including the occupancy of currently vacant office space). If the Specific Plan area were to maintain its current share of office-based employment, market demand would absorb approximately 32,000 square feet of office space between 2016 and 2026.

Whether this office demand materializes in the Specific Plan area or elsewhere in the city will depend on where and what type of office space is or becomes available. Office-based businesses generally do not rely on foot-traffic, as do retail businesses, to be successful. And even though quality of place and neighborhood appeal are becoming more important to office-based businesses trying to attract and retain skilled and educated workers, the area around an office building is still much less important than it is for residential dwellings. For office-based businesses, cost is still a primary consideration when choosing an office location. Thus, the cost of a Downtown office location versus the cost of office locations elsewhere in the city will continue to influence the development and absorption of Downtown office space.

GOALS AND IMPLEMENTATION STRATEGIES

The following section identifies the economic goals and implementation strategies needed to boost Downtown Redding's vitality.

Economic Development Goals

- 1. Invest in the public realm to enhance the attractiveness of Downtown as a place to live and a destination to visit.**
- 2. Invest in business development for Downtown Redding—business assistance for existing Downtown businesses, business start-up training for entrepreneurs interested in starting a new business in Downtown, and business recruitment to attract new businesses.**
- 3. Support the establishment and operation of a Downtown area business association that can fund unified marketing and promotion for Downtown Redding and that can advocate for Downtown businesses.**
- 4. Facilitate development and redevelopment in the Plan area.**

Economic Development Implementation Strategies

1. Increase public perception of personal safety so people will feel safer walking in Downtown and developers will invest in new development projects.
 - Increase evening and nighttime events.
 - Improve lighting.
 - Work with the public health department and police department to address homelessness, and other factors affecting area residents' perception of personal safety in Downtown Redding.
 - Integrate elements of Crime Prevention Through Environmental Design (CPTED) in all new development and renovation projects.
2. Invest in improvements to and maintenance of Downtown infrastructure (i.e., roads, parking, sidewalks, crosswalks, streetscape improvements, wayfinding, and parks and plazas) connecting residences and adjacent neighborhoods, retail businesses (shopping, dining, and entertainment), workplaces, and public facilities and services, as described in the Circulation, Parking, and Wayfinding chapter.
3. Establish a coordinated maintenance program for Downtown property, streets, and landscape; explore the potential to establish a Downtown landscaping and lighting maintenance district, business improvement district, or similar mechanism, to fund ongoing operation and maintenance of the public realm.
4. Support the retention and expansion of existing Downtown businesses by publicizing and promoting business assistance and training available through various public agencies and non-profit organizations, such as:
 - Northeastern California Small Business Development Center—Shasta Cascade
 - The US Small Business Administration
 - Shasta Economic Development Corporation
 - Superior California Economic Development



A Downtown maintenance district can help keep the area clean while providing “Ambassadors” to assist in other ways.

5. Periodically conduct public workshops to introduce individuals interested in opening a new business in Downtown Redding to the business start-up services and assistance available through various public agencies and non-profit organizations, as well as steps involved in permitting a new “Pop-up” business (described in Chapter 6, Regulations, Standards, and Guidelines).
6. Periodically conduct market analyses to determine the market demand for retail, dining, and entertainment businesses in the Plan area; use these market analyses to inform public investment in business attraction efforts, including marketing and promotion, outreach to developers, businesses, and brokers, and attendance at trade shows.
7. Engage with existing businesses to extend and organize consistent business hours in Downtown.
8. Collaborate with other economic development agencies and non-profits to establish and operate a gap-financing and micro-loan program for Downtown businesses.
9. Work with existing Downtown businesses, the Redding Chamber of Commerce, Viva Downtown, and other stakeholders to determine the best way to establish and staff a Downtown business association and support the establishment and operation of this business association.
10. Work with the Downtown business association to establish and implement a marketing and public relations strategy for Downtown Redding.

11. Research, develop, and potentially implement a new fiber internet utility service to provide affordable high-speed broadband internet service within Downtown Redding in order to spur economic development, revitalize Downtown, and make Redding more competitive and marketable.
12. Develop a retail improvement and development guide for both existing and potential Downtown business owners.
13. Work with the Downtown business association and other stakeholders to promote and host special events and a signature event in Downtown, including marketing and public relations to promote Downtown as a regional destination.
14. Establish a regular process to meet with real estate brokers and developers to understand changing market dynamics and regulatory challenges and to promote development and redevelopment in the Plan area.
15. Continue to provide development impact fee credits when applicable for redevelopment in the Plan area.
16. Attract new investment in housing in the form of multi-family development, townhomes, and small, urban lot development for Millennials and Baby Boomers.
17. Work with real estate brokers to develop, maintain, and publicize an inventory of available sites and buildings in the Plan area.
18. Every three to five years, evaluate and update, if necessary, the Specific Plan development standards and use regulations to continue attracting private sector investment in the Plan area.





6. Regulations, Standards, and Guidelines

INTRODUCTION

This chapter establishes the land use regulations, development standards, and design standards and guidelines for the Specific Plan area. The intent of these regulations, standards, and guidelines is to implement the applicable goals and policies of the Redding General Plan and the Specific Plan. Where the regulations and standards of the Specific Plan differ from the Redding Zoning Ordinance, the Specific Plan shall take precedence unless otherwise specified herein. Where the Specific Plan is silent, the Zoning Ordinance shall take precedence. Words, phrases, and terms not specifically defined herein shall have the same definition as provided for in the Zoning Ordinance.

The Specific Plan Overlay District will be applied to the entire Specific Plan area on the City of Redding's official zoning map. That way, persons interested in knowing the zoning of property within the Specific Plan area will know to refer to the Specific Plan rather than to the Zoning Ordinance.

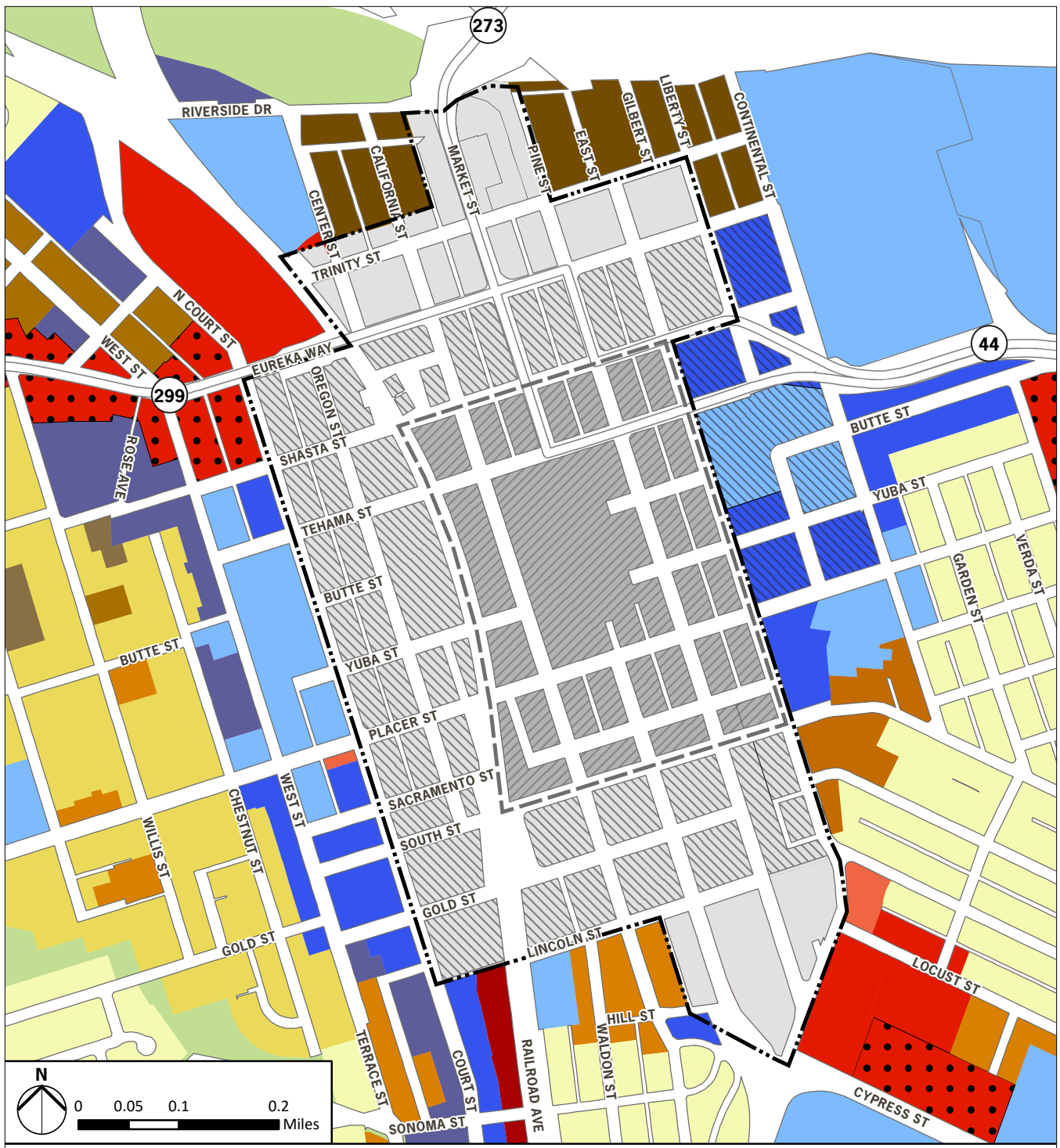
In approving individual development projects requiring discretionary approval, the approving body (Development Services Director (Director), Board of Administrative Review, Planning Commission, or City Council) may impose additional requirements where warranted to accomplish the goals, policies, and implementation strategies of the Redding General Plan and the Specific Plan.

ZONING DISTRICTS

The Specific Plan area is comprised of two zoning districts, the Downtown Core District and the Downtown Mixed Use District (see Figure 6.1). The specific land uses allowed within each district and the specific development and design standards that pertain to each district are described in detail in the Land Use Regulations, Development Standards, and Design Standards and Guidelines subsections, respectively.

Building Height Overlay Districts

There are two building height overlay districts that affect the Specific Plan area, the Highrise and Midrise Building Height Overlay Districts; the boundaries of the Highrise District coincide with the Downtown Core District and the Midrise District comprises a portion of the Downtown Mixed Use District (as shown on Figure 6.1). The Highrise District allows unlimited height; the Midrise District allows heights up to 75 feet.



Downtown Core District Boundary

Downtown Specific Plan Area

Downtown Mixed Use District, DMUD

Downtown Core District, DCD

Single Family, RS-3.5

Single Family, RS-4

Multiple Family, RM-6

Multiple Family, RM-9

Multiple Family, RM-10

Multiple Family, RM-12

Multiple Family, RM-18

Multiple Family, RM-20

General Office, GO

Limited Office, LO

Open Space, OS

Public Facilities, PF

Heavy Commercial, HC

General Commercial, GC

Neighborhood Commercial, NC

General Commercial-Visitor and Retail, GC-VR

Midrise Buildings Allowed

Highrise Buildings Allowed

FIGURE 6.1: ZONING

LAND USE REGULATIONS

Each zoning district has a unique set of regulations pertaining to land uses which are permitted, permitted with the approval of a use permit, or prohibited:

Permitted (P): Permitted uses are required to obtain a zoning clearance prior to issuance of any permits or authorization for the proposed use or construction.

Permitted with the Approval of a Use Permit (U): These uses typically have unusual site development features or operating characteristics requiring special consideration. They may be permitted subject to specific conditions that ensure that the use will be designed, located, and operated in a manner compatible with adjacent properties and the surrounding area and in compliance with the goals and

policies of the Specific Plan and General Plan. These uses are permitted with the approval of a use permit.

Prohibited (—): Uses which are not permitted.

The land use regulations contained in this chapter shall apply to all new development, including additions and changes in use, as described in Chapter 7, Administration and Implementation.

Table 6-1 presents the land use regulations for the Specific Plan area's Downtown Core District and Downtown Mixed Use District.

TABLE 6-1: DOWNTOWN REDDING SPECIFIC PLAN LAND USE REGULATIONS

	DOWNTOWN CORE	DOWNTOWN MIXED USE
Residential Uses		
Mixed-Use Development	P	P
Multiple Family Residential	U	P
Two-Family Dwelling	—	—
Single-Family Dwelling	—	—
Group Residential	—	—
Supportive Housing	—	—
Transitional Housing	—	—
Residential Cannabis Cultivation	p ⁵	p ⁵
Public and Semipublic Uses		
College and Trade Schools	U/P (2 nd floor and above) ¹	P
Schools, Public or Private	—	P
Offices, Business and Professional	P (2 nd floor and above) ¹	P
Offices, Medical and Dental	P (2 nd floor and above) ¹	P
Government Offices	P (2 nd floor and above) ¹	U/P (2 nd floor and above) ¹
Clinics	P (2 nd floor and above) ⁶	U/P (2 nd floor and above) ⁶
Clubs and Lodges	U	P
Community Social Service Facilities	—	—
Homeless Shelter	—	—
Community Centers (primary use)	P (2 nd floor and above) ⁶	U/P (2 nd floor and above) ⁶
Community Centers (non-primary use)	p ²	p ²
Park and Recreation Facilities (excluding community centers)	P	P
Cultural Institutions	P	P
Hospitals (including emergency care)	—	U
Public Safety Facilities	P	P
Religious Facilities (primary use)	P (2 nd floor and above) ⁶	U/P (2 nd floor and above) ⁶
Religious Facilities (non-primary use)	p ²	p ²
Surface Parking Lots, Public and Commercial	P	P
Parking Structures, Public and Commercial	U	P
Residential Care, Senior	U	U
Residential Care, General	U	U

(Table continues on following page.)

TABLE 6-1: DOWNTOWN REDDING SPECIFIC PLAN LAND USE REGULATIONS (CONTINUED)

	DOWNTOWN CORE	DOWNTOWN MIXED USE
Commercial Uses		
Retail Sales	P ³	P ³
Food and Beverage Sales	P	P
Food and Beverage Preparation	P	P
Restaurants, Full Service	P	P
Restaurants, Drive-Thru	—	U
Bars/Night Clubs/Lounges	P	P
Convenience Gas Mart	—	U
Retail Cannabis Sales	—	—
Commercial Cannabis Cultivation	—	—
Banks, with Drive-Thru	—	U
Banks, without Drive-Thru	P (2 nd floor and above) ⁶	P
Automobile/Vehicle Service and Repair, Minor	—	U
Automobile/Vehicle Repair, Major	—	—
Automobile/Vehicle Sales and Leasing, Outdoor	—	U
Automobile/Vehicle Sales and Leasing, Indoor	P	P
Automobile Rentals	—	U
Automobile Washing	—	U
Heavy Equipment Sales, Service and Rental	—	—
Large Vehicle Sales, Service and Rental	—	—
Vehicle Storage	—	—
Personal Services	P ⁴	P ⁴
Personal Improvement Services	P	P
Travel Services	P	P
Hotels and Motels	P	P
Bed and Breakfast Establishments	P	P
Funeral Parlors and Mortuaries	—	P
Laboratories	U/P (2 nd floor and above)	P
Adult Business Establishments	—	—
Animal Sales and Services	P	P
Building Materials and Services	—	—
Home Improvement Sales and Services	—	—
Business Services	U/P (2 nd floor and above)	P
Maintenance and Repair Services	U/P (2 nd floor and above)	P
Commercial Recreation	U	U
Commercial Entertainment	P	P
Industrial Uses		
Industry, Custom Handicraft	P	P
Industry, General	—	—
Industry, Heavy	—	—
Cannabis Distribution, Manufacturing, Processing, Testing, and Storage	—	—
Warehousing and Storage	—	—
Transportation, Communication and Utilities		
Communication Facilities, Antennae and Transmission Towers	U	U
Communication Facilities Within Buildings	U/P (2 nd floor and above)	U/P (2 nd floor and above)
Transportation Passenger Terminals	U	U
Utilities, Minor	P	P
Utilities, Major	—	—

¹ Use permitted in buildings in existence at the time of adoption of the Downtown Redding Specific Plan Update. In buildings constructed following the adoption of the Downtown Redding Specific Plan Update, use permitted within non-street-fronting ground floor spaces, and within street-fronting ground floor spaces when such use will not occupy a majority of the street-fronting ground floor space of the subject building or site, subject to the approval of a Site Development Permit by the Development Services Director

² The subject space must be utilized by a single permitted primary use for a majority of the total time the space is utilized on a typical weekly basis.

³ Businesses whose primary use consists of selling tobacco and/or electronic/vapor smoking products and/or products designed for consuming tobacco and cannabis are prohibited.

⁴ Businesses whose primary use consists of tattoo and/or massage services are prohibited.

⁵ Indoor cannabis cultivation permitted in accordance with the provisions of Redding Municipal Code Chapter 6.12.

⁶ Use permitted within non-street-fronting ground floor spaces. Use permitted within street-fronting ground floor spaces when such use will not occupy a majority of the street-fronting ground floor space of the subject building or site, subject to the approval of a Site Development Permit by the Development Services Director.

DEVELOPMENT STANDARDS

Table 6-2 presents the Development Standards for the Downtown Core District and Downtown Mixed Use District.

TABLE 6-2: DEVELOPMENT STANDARDS

STANDARDS	DOWNTOWN CORE	DOWNTOWN MIXED USE	ADDITIONAL REGULATIONS
Dwelling Units Per Gross Acre	Unlimited	30 ¹	¹ Density bonuses may be granted in accordance with Zoning Ordinance Chapter 18.26.
Minimum Lot Area (Square Feet)	NA	NA	
Minimum Lot Frontage (Feet)	20	20	
Minimum Lot Depth (Feet)	NA	NA	
Minimum Building Height (Stories)	2	2 ²	² Less than two stories may be permitted with the approval of a Site Development Permit by the Director.
Maximum Building Height (Feet)	Unlimited	75 ³	³ Roof elements, mechanical penthouses, and other elements that add visual interest to a building may exceed 75 feet in height. All roof-mounted equipment shall be screened, consistent with the requirements of the Zoning Ordinance. Special consideration shall be given to the location and screening of noise generating equipment such as refrigeration units, air conditioning, and exhaust fans. Noise-reducing screens and insulation may be required where such equipment has the potential to impact residential uses.
Minimum Parking Setback (Feet)			
Front	NA ⁴	NA ⁴	⁴ Parking that is accessory to an on-site use is not permitted adjacent to the street in the Downtown Core and Downtown Mixed Use districts except as described below. All parking that is accessory to an on-site use shall be provided in the rear of the building accessible from an alley; properties without alley access are permitted to have one driveway for access to parking. In the Downtown Core and the Downtown Mixed Use districts, with the approval of a site development permit by the Director, parking that is accessory to an on-site use may be permitted adjacent to the street not to exceed 50 percent of the property frontage with a minimum setback of 5 feet; parking permitted adjacent to the street shall be screened from public view to the satisfaction of the Director. Where parking is the primary use of a site in the Specific Plan area, parking is permitted adjacent to the street with no minimum setback; however, vehicles shall be prevented from encroaching into the public right-of-way through the use of walls, curbs, wheel stops, above-ground tree planters, or other methods to the satisfaction of the Director.
Side (Interior)	0	0	
Side (Corner)	NA ⁴	NA ⁴	
Rear	0	0	

(Table continues on following page.)

TABLE 6-2: DEVELOPMENT STANDARDS (CONTINUED)

STANDARDS	DOWNTOWN CORE	DOWNTOWN MIXED USE	ADDITIONAL REGULATIONS
Maximum Building Setback (Feet)			
Front	0 ⁵	0 ⁵	⁵ Buildings shall be placed immediately adjacent to the back of sidewalk, except for plazas, outdoor seating areas, paseos, corner “cut-offs”, public art, and similar pedestrian-oriented features to the satisfaction of the Director.
Side (Interior)	NA	NA	
Side (Corner)	0 ⁵	0 ⁵	
Rear	NA	NA	

Additional Standards

Nonconforming Uses and Structures

Where at the time of the adoption of this updated Specific Plan, a lawful use, structure, or site exists which would otherwise not be permitted by the regulations established herein, such use, structure, or site may be continued indefinitely subject to the provisions of Redding Zoning Ordinance Chapter 18.46, with the following exception:

Legal nonconforming uses, structures, and sites within the Specific Plan area shall be considered abandoned if the use ceases, the structure remains vacant, or the use of the site ceases for a continuous period of three years.

Installation of Public Improvements

Project developers are responsible for providing public improvements such as streets, water and sewer lines, drainage facilities, curbs, gutters, sidewalks, street lighting, street trees, and other similar items in compliance with City standards at the time of development. These improvements may be in the public right-of-way adjacent to the property. If multiple phases of development are proposed, improvements shall be installed during the first phase as deemed appropriate by the approving body. For the purpose of this requirement, development shall also include the expansion of existing structures by 50 percent or more of the gross floor area.

Underground Utilities

All electrical, telephone, cable television, and similar distribution lines providing direct services to a development site shall be installed underground within the site. The Director may waive this requirement upon a determination that the installation is infeasible. Where applicable, Specific Plan area developments shall comply with the provisions of Redding Municipal Code Title 14, Utilities.

Pop-Up Uses

Cities across the United States are encouraging and streamlining Pop-up Uses in their vacant storefronts and buildings. “Pop-up uses” refer to uses that are temporary and typically do not exceed a duration of six months. Where they have been successful they have given multiple benefits, including activation of empty retail spaces, generation of excitement and additional visitors, and opportunities for new businesses to test the market. Following are new standards for accommodating and encouraging pop-up businesses in Downtown Redding. These standards apply to the Specific Plan area only (Downtown Core District and Downtown Mixed Use District).

- Pop-up Uses are defined as temporary uses in existing buildings. These uses may be assembly, business, mercantile, and storage (ancillary to a permissible primary use).
- Pop-up uses do not require a final certificate of occupancy, but do require a temporary certificate of occupancy.
- Pop-up Uses shall be located on private property, not on public rights-of-way.
- Pop-up hours of operation: 8 am-10 pm.
- Length of time at a location Pop-up Uses are permitted: maximum of 6 months, with one renewal allowable.
- Pop-up Uses are not required to provide off-street parking.
- Pop-up Uses must adhere to zoning requirements for signage, restrooms, and life/fire safety.
- Pop-up Uses must meet approval of Fire Marshal if involving hot food service.

Trees and Shade

Well-maintained, mature trees significantly add to the character and aesthetic charm of downtown areas and also provide shade and increase pedestrian comfort. The City aims to protect and enhance the aesthetic qualities of Downtown Redding provided by trees and to promote a healthy and attractive urban landscape as growth continues. The City Council adopted the Downtown Redding Street Tree Management Plan in December 2017, which inventoried all trees within the plan's area and identified trees in need of removal and pruning, as well as sites where new trees should be planted. The Street Tree Plan recommends a pruning plan to keep Downtown Redding's trees healthy for the long-term, and recommends increasing the size of tree planters wherever possible to allow for healthy root systems; when the width of a sidewalk prevents existing tree planters from being widened, they should be lengthened along the street alignment to provide greater soil surface area, allow for root/air exchange, water infiltration, and reduce the possibility of

damage to adjacent sidewalks. In addition, it recommends the following treatment to improve the life of trees:

- Maximize distance to infrastructure.
- De-compact and amend soils.
- Integrate alternative paving systems.
- Re-route sidewalks.
- Utilize tree grates.

Specifically, Silva Cells, structural soils, pervious concrete, alternative paving, and bioswales/rain gardens are recommended to reduce impervious hardscape in Downtown Redding, thereby helping the root systems of street trees, and stormwater filtration, in general.

New development must provide and maintain street trees along building frontage(s) in keeping with the plan, or must provide a covered arcade over adjacent sidewalk(s).



Depending on space constraints, planting sites should be covered with tree grates on sidewalks in long, linear beds, or in bulbout beds to protect roots and soil.

Parking Requirements

Downtown Core District

Within the Downtown Core District, off-street parking is not required. However, if parking is provided within the Downtown Core District, it shall be provided in accordance with the requirements of Redding Zoning Ordinance Section 18.41.030.L.1.

Downtown Mixed Use District

Because the Downtown Mixed Use District is envisioned as a pedestrian-first environment with bicycle facilities, pedestrian amenities, and mixed-use development, it is appropriate for the off-street parking requirements within this district to be different than citywide standards. The following parking standards shall apply to all change of use, expansion, and new construction proposals within the Downtown Mixed Use District:

- Multiple Family Residential: One space per unit
- Mixed Use Development: The parking requirement shall be equal to the sum of the parking requirement for each proposed use; the parking requirement for uses other than multiple family residential may be reduced pursuant to the standards as follows.
- For uses other than multiple-family residential, the off-street parking requirements shall be 25 percent less than the standards of Zoning Ordinance Section 18.41.040; these requirements may be further reduced by the Director or Planning Commission in accordance with the following standards.

Additional Parking Reductions

Additional parking reductions for all uses other than multiple family residential may be granted by the Director pursuant to the following Tiers 1-3 provisions that follow. The total parking reduction granted by the Director shall not exceed 75 percent, except in cases where the net parking requirement is four spaces or less, in which case the Director may grant a reduction of up to 100 percent. Reductions of greater than 75 percent may be permitted by the Planning Commission through the granting of a use permit.

Tier 1

- Off-site, off-street parking located within 1,000 feet of the subject property may satisfy up to 100 percent of

the parking requirement for a project. The location of off-site parking for a project may be changed at any time subject to the approval of the Director.

- Where parties wish to cooperatively establish and operate parking facilities where one use generates parking demands primarily during hours when the remaining use(s) is not in operation or where adjacent uses generate joint/redundant trips, a reduction of up to 50 percent of the required parking may be approved by the Director. Such approvals shall require the submission of satisfactory statements by the parties providing such facilities and the parties such facilities are to serve, describing the nature of the uses and times when such uses operate so as to indicate the lack of conflict between such uses.
- Off-site and joint parking approvals shall require such documents or commitments as may be deemed necessary in each particular case to ensure provision and maintenance of the required off-street parking spaces.

Tier 2

The Director may grant up to an additional 25 percent reduction if the development provides one or more of the following:

- Public plazas located outside the public right-of-way which are at least 500 square feet in area and at least 10 feet in width.
- Investments in off-site bicycle or pedestrian trail improvements.

Tier 3

The Director may grant up to an additional 25 percent reduction for active transportation improvements and/or the provision of transit passes. For improvements provided within the public right-of-way, a reduction of up to one space may be granted per \$6,000 worth of improvements, as determined by the City Engineer. Eligible active transportation improvements include but are not limited to the following:

- On-site bicycle facilities in excess of those required by the California Green Building Standards Code.
- Elimination of existing driveways along street frontages.

- Provision of off-street vehicle passenger loading/unloading zones.
- Exceedances of the applicable development and design standards which support the active transportation objectives of the Specific Plan.
- Reduction of one space for each transit pass purchased from the Redding Area Bus Authority for one individual for a period of 10 years; the purchase of multiple passes equivalent to one individual for a period of 10 years shall be acceptable. Such passes shall be provided to one or more resident, business owner, or employee of the subject project at no cost.
- Other similar type improvements to the public realm that enhances active transportation or transit as determined by the Director of Development Services, including but not limited to:
 - » Enhanced intersections, such as pedestrian signal upgrades, crosswalk/bicycle facility striping, rapid flashing beacons, and bulbouts.
 - » Art, street furniture, landscaping (hanging flowers, pots, etc.) provided within the public right-of-way.

Other Requirements in Downtown Redding

Recognizing the uniqueness of existing buildings and their associated parking within the Specific Plan area, within either district, when parking is required or provided for any remodel or reuse of any existing building, parking standards (i.e., space and aisle dimensions, number of spaces) may be reduced or modified subject to approval of a site development permit by the Director.

Bicycle Parking

Bicycle parking shall be provided with new development and remodel/reuse of existing buildings in accordance with the requirements of the California Green Building Standards Code.

Special Use Regulations and Standards

Special use regulations and standards apply to sidewalk dining, outdoor uses and displays, and vehicle sales and repair to ensure that such uses do not adversely impact adjoining properties.



Sidewalk dining that lines the sidewalk while maintaining a clear pedestrian path enlivens the street.



Merchandise in front of shops during business hours can activate the street if they maintain a clear pedestrian path.

Sidewalk Dining

Sidewalk dining on public or private streets can enhance the pedestrian ambiance of Downtown Redding and is encouraged. The rules, regulations, and applicable areas are defined in Redding Municipal Code Chapter 13.25.

Outdoor Uses and Displays

All uses, including commercial, repair, service, and storage shall be conducted within a completely enclosed building or be completely screened from public view, except as provided as follows.



A wall-mounted sign should be in keeping with the building's style and made of quality materials.



Window signs in retail storefronts in Downtown Redding should complement the display and merchandise.



A projecting sign, sometimes referred to as a fin sign, provides an easy way for pedestrians to spot businesses.

The outdoor display of merchandise in conjunction with specialty retail, antique shops, flower shops, and similar specialty and craft businesses is permitted within the Specific Plan area subject to the following provisions:

- Temporary outdoor displays may be allowed on developed properties (excluding parking lots) and upon public sidewalks provided that a minimum width of five feet (unless approved by Development Services Director) shall be maintained clear of any obstructions, and the display shall not obstruct access to the entrance of any building or access ramps.
- No additional signs or other advertising devices (temporary or permanent) shall be used in conjunction with an outdoor display, except those allowed in compliance with the Redding Zoning Ordinance and this Specific Plan.
- The outdoor display of merchandise shall only occur during times when the associated establishment is also open for business.
- Outdoor display fixtures shall be of good quality and durable materials and construction and shall be maintained in such a manner as to enhance Downtown Redding. Merchandise displays utilizing card tables; cardboard cartons; folding chairs; lightweight materials; or deteriorated, damaged, splintered, or other similar furniture are not permitted.
- Additional temporary outdoor display and sales (including in parking lots) may be permitted in accordance with Redding Zoning Ordinance Section 18.17.020.E.

Sign Regulations

Signs within the Specific Plan area, including temporary signs, shall be erected, constructed, altered, and maintained in accordance with the regulations of this Specific Plan. The purpose of the sign regulations in this subsection is to provide the means for adequate identification of buildings and businesses by regulating and controlling the design, size, and location of all signs within the Specific Plan area. The intent of these regulations is to establish specific standards for all exterior signage to ensure continuity, consistency, and harmony with the pedestrian quality of the Specific Plan area.

No person shall erect, construct, enlarge, alter, move, improve, remove, convert, or equip any sign or sign structure

or cause or permit the same to be done contrary to or in violation of any of the provisions of these sign regulations.

Sign Standards for Permitted Signs in the Specific Plan Area

Wall-Mounted Signs. Wall-mounted signs can be a maximum of one square foot per linear foot of business establishment per public street and/or alley frontage located not higher than the lowest of the following:

- 25 feet above grade.
- Bottom of the sill line of the second floor window.

Murals. Wall murals shall meet the following regulations:

- The mural can be up to 300 square feet by-right and greater than 300 square feet with the approval of an administrative sign permit.
- The mural shall demonstrate artistic quality or theme as opposed to direct or indirect illustrative advertising.
- When bands of color or lines use the wall, building facade, or parapet as either figure or ground, then the entire surface of these areas shall be included as part of the mural area.
- The mural shall not be placed on decorative block or brick walls.
- Approval of the mural shall take into consideration the visual effect of the mural on adjoining properties and the overall architecture of the building. The colors and materials used shall be reasonably harmonious with those in the area.
- The Director may require a site development permit if the sign could have an aesthetic impact or be controversial.

Permanent Window Signs. On the ground floor, coverage shall not exceed 20 percent of the total window and door area visible from the exterior of the building including furniture and temporary signs as well as permanent window signs; on second floors, coverage shall not exceed 25 percent per window. This will ensure transparency between the business and the sidewalk to help provide eyes on the street.

Awning Signs. On the ground floor, each awning shall not exceed a maximum coverage of 20 percent of the total ground floor exterior surface area. On second floors and above, each awning shall not exceed a maximum coverage of 10 percent of the total second floor exterior surface area. Internal cabinet-type illumination is not allowed.



Sandwich board signs that are out of the pedestrian path are allowed.

Projecting Signs. One projecting sign per business is allowed; maximum size may not exceed 10 square feet and shall not extend more than 3 feet from the wall surface. Internal illumination is prohibited. Projecting signs shall only be attached to buildings, not to poles or other signs. Projecting signs may encroach into the public right-of-way a maximum of 3 feet; minimum of 7-foot vertical clearance shall be required from walking grade to the bottom of the sign. Theater marquees (e.g., Cascade Theatre) are exempt from this requirement.

Under Canopy Signs. One sidewalk-oriented sign per business is allowed under a canopy, roof, awning, covered walkway, arcade, or porch; a maximum of 4 square feet per business entrance is allowed; minimum of 7-foot vertical clearance is required from walking grade to the bottom of the sign.

A-Frame/Sandwich Board Signs. One A-frame or sandwich board sign allowed per business with a maximum size of 4 feet high by 2 feet wide. No illumination is allowed. The sign shall be located on the sidewalk adjacent to the curb. A clear pathway of at least 4 feet in width shall be maintained for passage of pedestrians; however, more space is preferred. The sign shall only be present during regular business hours.

Temporary Signs. Temporary signs shall abide by the provisions of Chapter 18.42 of the Redding Zoning Ordinance regulating temporary signs.

Menu Boards. One menu board, up to 4 square feet in area, is allowed for each restaurant or other eating establishment. Menu boards may contain only the name of the establishment and the food available inside. The menu board must be located on a wall adjacent to the main customer entrance.

Multi-Tenant Project Signs. Any project that proposes to provide space for more than one tenant shall indicate the size and approximate location of all signs to be erected on the property at the time of initial application. Signs shall be shown on elevation drawings with accurate dimensions provided.

Sign Materials

Substantial, long-lasting, quality materials should be used in all cases. Separate cut-out letters are encouraged.

Sign Lighting

Internally lit cabinet signs are discouraged. Spot lighting from separate fixtures is encouraged. Lights should be sized and aimed appropriately to minimize light spillover and glare.

Prohibited Signs in the Specific Plan Area

The following signs are prohibited within the Specific Plan area in order to improve the appearance and pedestrian oriented environment as follows:

- Freestanding pole signs
- Monument signs
- Roof-mounted signs
- Rotating, moving, signs
- Window signs above the second floor
- Signs constructed of paper, cloth, balloons, plastic streamers or bunting
- Signs that mimic regulatory traffic signage
- Any sign prohibited by the Redding Municipal Code and not expressly “Permitted” by this Specific Plan

Rule of Measurement

The area of a wall sign or logo with individual letters shall be measured by a rectangle around the outside of the lettering and/or the pictorial symbol.

Exceptions

The following are exceptions to the sign standards listed above:

- By approval of an administrative sign permit, the Director may authorize an exception to the Specific Plan sign regulations when, in the opinion of the Director, the exception is in keeping with the intent of the regulations and the character of the Specific Plan

or is for the refurbishment, reuse, and/or relocation of any sign that does not conform to the standards of the City’s Sign Ordinance.

- Identifier sign(s) for any Downtown improvement district, or similar marketing organization or entity operating within the Specific Plan area, may be authorized by approval of an administrative sign permit by the Director. The height, size, and design of the identifier sign(s) shall be established by the permit approval upon a determination by the Director that the identifier sign is in character with the Specific Plan.

DESIGN STANDARDS AND GUIDELINES

The design standards and guidelines in this chapter are meant to achieve quality design and are to be used during the City’s development review process to assess a project’s conformity with the Specific Plan. Design standards are mandatory and are intended to improve the quality of design, whereas design guidelines are advisory and are most applicable to projects requiring approval of a discretionary action by the City.

The design standards and guidelines acknowledge the prevailing built environment and development patterns within Downtown Redding today. These standards and guidelines, therefore, do not seek to impose an overriding style, a limited color palette, or an artificial theme, but to promote Downtown Redding’s positive design characteristics. It is not the intent of these design standards and guidelines to eliminate design freedom or discourage innovative design. The design standards and guidelines complement the mandatory development standards contained in this chapter, and the Redding Zoning Ordinance by providing good examples of appropriate design solutions and by providing design interpretations of the various mandatory and advisory regulations. The standards and guidelines are less quantitative than the mandatory development standards and, therefore, may be interpreted with some flexibility in their application to specific projects.

The design standards and guidelines are organized into the following sections:

1. **Interpretation** provides an overview of the purpose, application, exemption, organization, and other aspects of the design standards.
2. **Applicability** provides guidelines for when these standards are appropriate.
3. **Crime Prevention Through Environmental Design (CPTED)** includes design considerations for reducing opportunities for crime to occur through enhanced natural surveillance, natural access control, and territoriality.
4. **Site Planning and Design** includes standards for building and parking location and design in relationship to the street (its street edge condition).
5. **Storefront Design** provides standards that promote quality design for new infill buildings and rehabilitation of existing buildings.
6. **Building Design** presents standards that promote quality buildings within the Downtown Redding Specific Plan area.
7. **Landscaping/Hardscape Design** provides a basic landscape design framework which is to be used in conjunction with new development, and as a helpful tool for property owners interested in upgrading the landscaping of existing development.
8. **Parking, Circulation and Access** provides standards for good design of parking, circulation and access.

Interpretation

To aid in the interpretation of these standards, an applicant should understand that the design standards presented in this chapter will be enforced unless an alternative measure meets or exceeds the intent of the standards, and it can be satisfactorily demonstrated that there is a significant and compelling reason to deviate from them. Design guidelines help articulate the standards, but are recommendations, not requirements unless required in conjunction with the approval of a discretionary action by the City.

Applicability

The provisions of this section are applicable to all development within the Specific Plan area.

Any new building, addition, exterior alteration, landscaping, modification to an approved landscaping plan, or parking lot design shall adhere to these design standards, as applicable. It is important to note, however, that these standards do not affect existing buildings which are not proposed for new construction, exterior alterations, landscaping, or changes in the parking lot layout.

The design standards will be utilized during the City's development review process to achieve the highest level of design quality and at the same time provide the flexibility necessary to encourage creativity on the part of project designers in response to existing site conditions.

Crime Prevention Through Environmental Design

The concept of Crime Prevention Through Environmental Design (CPTED) is a multi-disciplinary approach to create safer, more vibrant, and more active environments. The CPTED concept uses a variety of community design strategies aimed at reducing opportunities for crime and the fear of crime, and increasing opportunities for social interaction and activity, through the proper design, redesign, and effective use of the built environment. Although crime and safety issues are dynamic and complex processes that go beyond planning and design, development standards and design guidelines can help create safer environments.

These CPTED principles are meant to assist in reducing the potential for crime incidents and help to create a safer, healthier, and more vibrant Downtown Redding. Many of the development standards and design standards and guidelines in this chapter follow these CPTED principles. Specific CPTED guidelines can be viewed in Appendix B.

CPTED involves design of physical space in the context of the needs of bona fide users of the space, the activity planned for the space, and the predictable behavior of bona fide, as well as illegitimate, users.

The five key principles of CPTED are:

1. **Access Control** uses design features to create boundaries between public, private, and semi-private spaces.
2. **Natural Surveillance** focuses on the placement and design of physical features and the arrangement of uses to allow people engaged in their normal activity to passively observe the space around them.
3. **Territorial Reinforcement** entails design features and physical elements which convey a sense of “active” ownership of and sense of pride for a space; these elements clearly designate between public, private, and semi-private areas.
4. **Management and Maintenance** involves the proper administration and upkeep of buildings, walkways, landscaping, lighting, and other physical features to support and ensure the intended purpose of a space.
5. **Activation of Space** encourages strategies to activate the space with proper uses, fosters social interaction, and creates a sense of ownership and community through placemaking elements.



A well-maintained parking lot with a designated pedestrian path controls access.



Ground-floor retail that faces the sidewalk with permeable windows provides views inside and out, defined outdoor seating designates semi-private areas from the public walkway, and a well-cared for streetscape make active ownership known.

Site Planning and Design

Development Standards in Table 6-2 provide the minimum setback requirements for buildings and parking. All projects in Downtown Redding should follow the prescribed edge conditions, with the exception of the following design standards as illustrated in Figure 6.2.

Design Standards

- Buildings set back from the street along front and/or side street property lines must be designed for active, public use, such as pedestrian plazas, outdoor seating areas, green spaces, paseos, or “corner cut-offs.”
- Create continuous pedestrian activity in an uninterrupted sequence by minimizing gaps between buildings.
- Within the Downtown Core District, no parking shall be located within any front yard or corner-side yard setback (see the following parking section for specific parking requirements). Pedestrian paseos to parking are encouraged.

Design Guidelines

- » *Locate the principal façade and entry to buildings towards the public right-of-way or off a publicly accessible courtyard to ensure pedestrian safety and retail visibility.*
- » *Design and place buildings, lighting, windows, entrances and exits, parking lots, walkways, landscaping, trees, fences, walls, signage, public art, and any other physical feature to direct the public to public spaces, and deter access to private spaces. On sites where restricted access is necessary, use perimeter walls/fences that allow people to see inside and out. In general, security gates are discouraged as they create an impression of an unwelcome community.*
- » *Provide lighting that makes pedestrians more visible and provides more visibility to pedestrians; is even, uniform, and does not produce dark areas; illuminates areas above or near building entryways; and illuminates “safe routes” with pedestrian-scale, glare-free lighting so that these become the focus of legitimate pedestrian activity.*

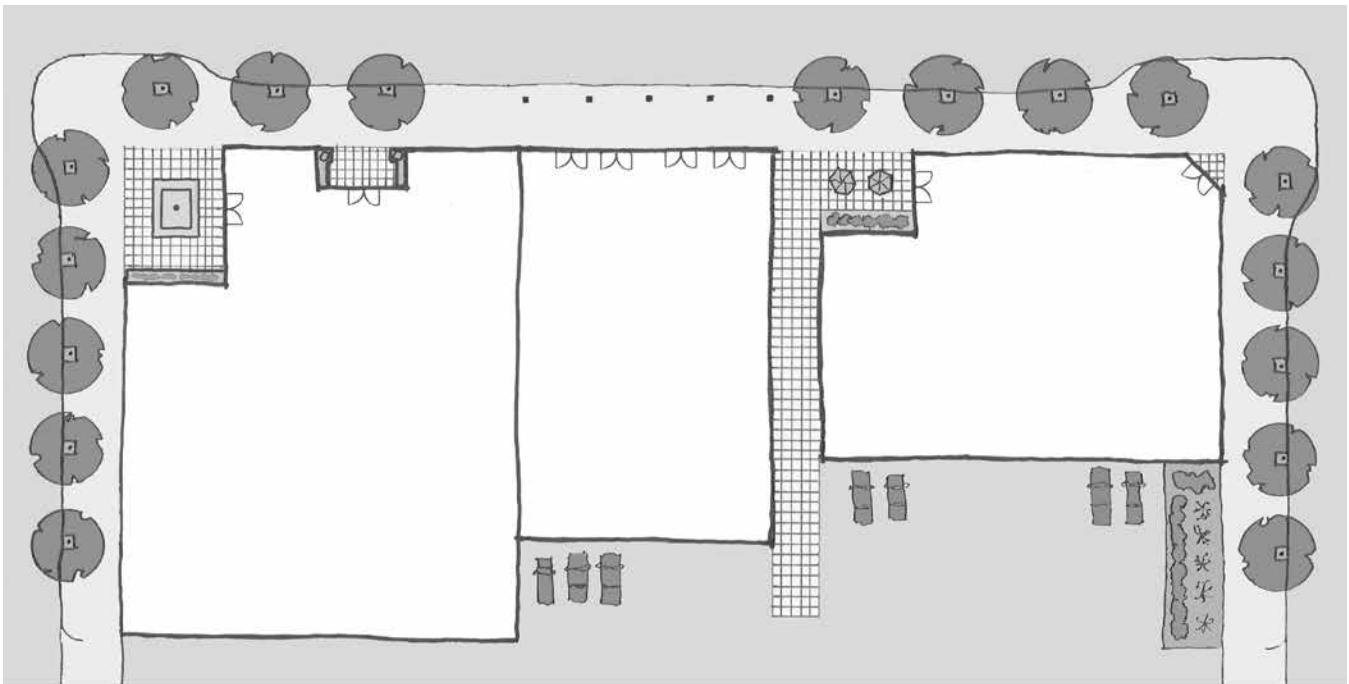


FIGURE 6.2: SITE PLANNING AND DESIGN

Storefront Design

Storefronts traditionally experience the greatest amount of change during a building's life and hold the most potential for creative alterations affecting both the character of the building and the streetscape as a whole. In an effort to promote quality design for new infill buildings, and the rehabilitation of existing buildings, the following specific storefront and façade standards are presented.

Design Standards

- Building entries must be recessed at least 12 inches.
- An awning, canopy, or arcade is required above building entries and ground floor street-facing windows, unless a tree, pole, or other impediment exists.
- Storefront doors are to contain a high percentage of glass (minimum of 50 percent) to encourage pedestrian window shopping.
- Ground-floor windows must use clear glass (88 percent light transmission).
- The portion of ground-floor street-facing façades between 3 feet and 8 feet in height shall be at least 70 percent transparent.



In addition to fabric, awnings or canopies made of quality wood, glass, and/or metal are encouraged.

- Placement of air conditioning units in individual windows and window transom areas is prohibited on ground-floor, street-facing façades.
- Solid roll-up security features are prohibited on storefronts. If roll-up security features are to be incorporated, they shall be transparent, placed inside the building, and only be utilized after business hours.

Design Guidelines

- » *A building's awnings should all have the same color scheme; awning signs may vary in type, style, and color to differentiate individual businesses within a building.*



Storefronts should have recessed entries, permeable display windows made of clear glass, and awnings over both.

Building Design

Downtown Redding not only serves as the heart of the community, but also as the strongest visual image of the community. These visual impressions affect the way Redding residents and visitors feel about the City and are often an indication of the community's economic vitality.

Design Standards

The design standards presented herein are intended to foster good design in order to create a quality image for Downtown Redding, encourage reinvestment, and improve the Downtown Redding's economic vitality in general. The following design standards are applicable to all new development within the Specific Plan area and are illustrated in Figure 6.3.

- Articulations such as recesses, reveals, changes in materials, and canopies/awnings shall be used to avoid blank walls.
- New horizontal building additions to existing structures shall match the original structure in terms of scale, roof line, materials, and color.
- Roof-mounted mechanical equipment shall be screened with a material that matches the architectural style of the building and is integrated into its design.
- All utilities, such as backflow prevention devices, groupings of meters, etc., shall be located outside the public right-of-way, within a building recess, utility room, or landscaped area, and be fully screened from public view. A combination of elements can be used to screen utility, trash, and recycling areas, including solid masonry walls, berms, and landscaping.

Design Guidelines

- » Avoid blank walls at the ground floor by utilizing windows, recesses, reveals, changes in materials, and canopies to create visual interest.
- » Additions to existing buildings should be integrated with the existing structure's window and door styles and openings.
- » Vary rooflines with parapets, cornices, and other features to create interesting rooflines.
- » Introducing or changing the location or size of windows or other openings that disrupt the architectural rhythm, alignment or character of the original building is not recommended.
- » Accentuate doors with decorative details and/or attractive painted signs.

FIGURE 6.3: BUILDING MASSING AND ARTICULATION



Landscaping/Hardscape Design

Landscaping in Downtown Redding should achieve four specific ends: 1) to beautify Downtown Redding and create a gateway to the city; 2) to soften commercial development; 3) to unify the area as a pleasant environment for residents and visitors alike; and 4) to provide shade for pedestrians, parking, vehicles, and bicycles. These four ends will be accomplished by a recognizable use of repeated planting treatments. Consistency and continuity within the street right-of-way and building setback areas is extremely important.

New development in Downtown Redding should refer to the following landscape guidelines, the regulations of the Zoning Ordinance, and the Downtown Redding Street Tree Management Plan.

Design Standards

- Refer to the Downtown Redding Street Tree Management Plan when planting and/or removing trees in the public right-of-way.
- Trees and Shrubs shall be a minimum of 15-gallon and 5-gallon size, respectively, at the time of planting.
- All landscaped areas are to be well-maintained and free of weeds and debris; when adjacent to public right-of-way, they shall maintain pedestrian access.
- Planting shall create and maintain a clear view by keeping low plants to under 3 feet in height, and tree limbs pruned up to no lower than 7 feet in height.
- Any unutilized areas are to be landscaped in accordance with Zoning Ordinance Chapter 18.47.



Maintained mature street trees provide shade and define the pedestrian path.

Design Guidelines

- » *Ground-level landscaping and hardscape detailing should be used at the ground level to soften the impact of large buildings.*
- » *Use potted plants in quality, appropriately sized planters, especially for enhancement of sidewalk shops.*
- » *Vines and climbing plants integrated upon building and perimeter garden and building walls are encouraged.*
- » *When effective screening is needed, appropriate plant materials should be selected to be capable of growing to the height and density desired within a reasonable period of time.*
- » *Landscaping material, so long as it is properly maintained, is the preferred method to obscure the view of any parking or storage area adjacent from a public street or pedestrian area.*

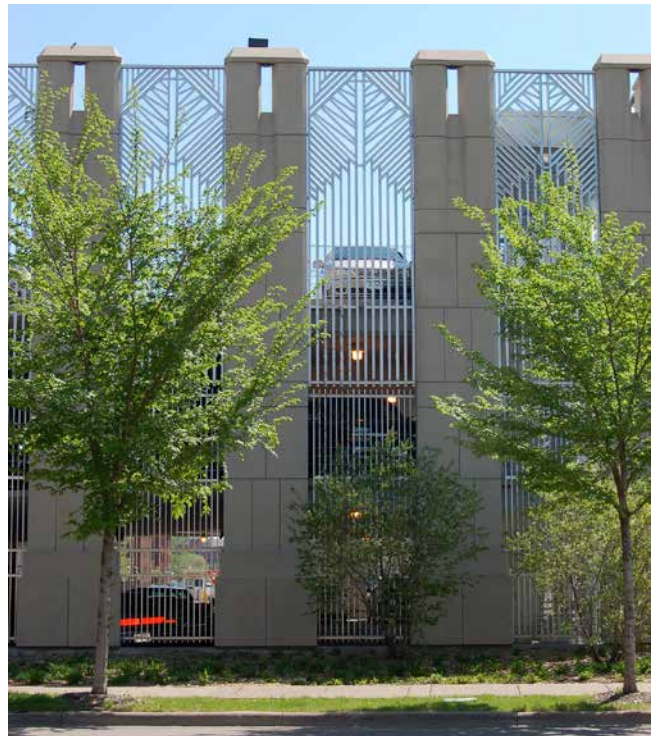


Building mass is softened with landscaping and trees.

Parking, Circulation, and Access

Design Standards

- New public and commercial parking structures in the Downtown Core District shall comply with the applicable use permit conditions of approval which pertain to design.
- Parking that is accessory to an on-site use shall comply with all applicable standards of this Plan and with the screening and landscape standards of Zoning Ordinance Section 18.41.100. The screening and landscape standards of Zoning Ordinance Section 18.41.100 shall not apply to parking when it is the primary use of a site.
- New projects in the Downtown Mixed Use District shall locate surface parking lots behind buildings. Where the property is a corner lot, the surface parking lot may occupy no more than 50 percent of the dimension on the secondary street frontage. See Figure 6.4.
- Where new projects in the Downtown Mixed Use District are adjacent to an alley, access to parking shall be from the alley. Where properties do not abut an alley, access may be from the street but may take up no more than 20 percent of the frontage dimension. See Figure 6.4.



A parking garage with artistic Art Deco screening allows passersby to see in.

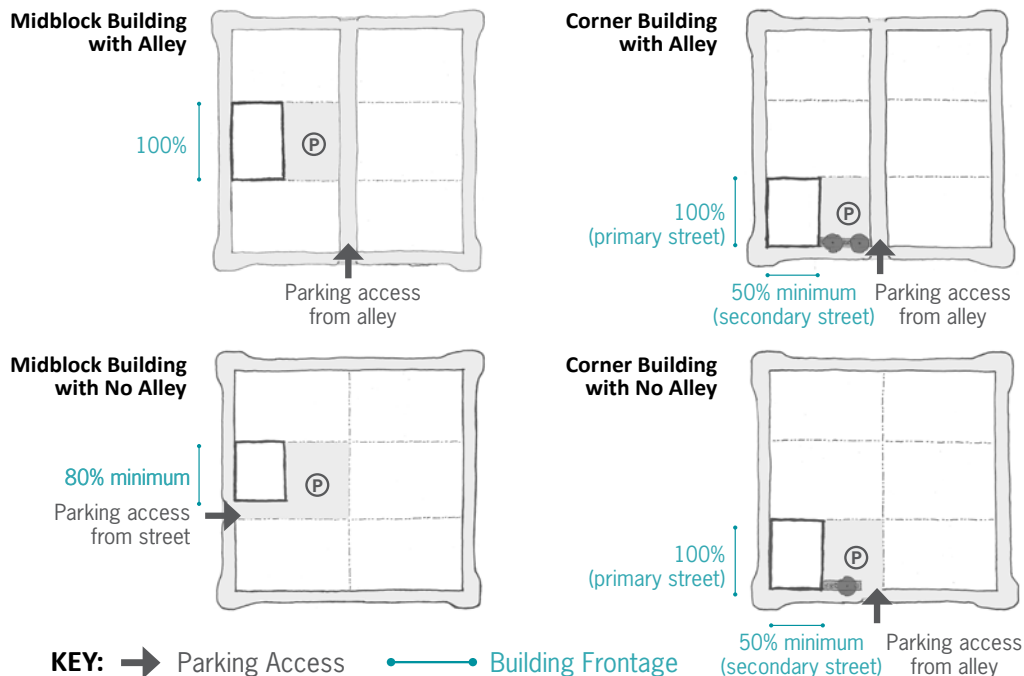


FIGURE 6.4: PARKING AND ACCESS

Design Guidelines

- » Common shared-access driveways which provide access to more than one site are encouraged in order to reduce the number of driveway curb cuts along Downtown Redding streets.
- » Parking areas should be separated from buildings by either a raised concrete walkway or landscaped strip. Parking stalls directly abutting buildings are not desirable.
- » Whenever possible, locate parking lot entries on side streets in order to minimize pedestrian/vehicular conflicts along the primary street. When this is not possible, design the primary site entry with decorative stamped concrete or pavers to differentiate it from the sidewalk.
- » Parking structures should be designed to fit in with the Downtown Redding urban fabric.
- » Wrap parking structures with active ground-floor uses, such as retail, office, or residential units or lobbies that mask the ground floor so the structures enhance the physical atmosphere of Downtown Redding.
- » The design of parking structures should permit maximum opportunities for natural surveillance into and from the structures.



These parking garages are wrapped with ground-floor retail spaces; upper floors are articulated with faux windows in keeping with the design of the building's facade modulation, or screened with an artistic, permeable facade. Staircases are designed to be visible from the street.



Parking lots should be landscaped with clear pedestrian walkways; shade structures help to designate such areas.





7. Administration and Implementation

This chapter provides recommendations for the administrative, financing, and regulatory approaches that will effectively implement the Downtown Redding Specific Plan.

SPECIFIC PLAN ADMINISTRATION

This section describes the procedures required for the timely implementation of development within the Downtown Redding Specific Plan area.

Upon adoption of the Downtown Redding Specific Plan Update, all land use regulations, development standards, and design standards and guidelines of this Specific Plan replaced those of the previous Specific Plan.

All regular provisions of the Zoning Ordinance not amended by this Specific Plan shall apply, including, but not limited to, use permits, variances, public notice and hearing, and appeals provisions.

Relationship to Zoning Ordinance

The land use regulations and development standards contained herein constitute the primary zoning provisions for the Downtown Redding Specific Plan area. If there is a conflict between the regulations of the Zoning Ordinance and this Specific Plan, the regulations provided herein shall prevail. Where direction is not provided in this Specific Plan, the provisions of the Zoning Ordinance shall prevail.

Omission or Ambiguity

The Director shall have the responsibility to interpret the provisions of this Specific Plan.

If an issue or situation arises that is not sufficiently provided for or is not clearly understandable, those regulations of the

Zoning Ordinance that are most applicable shall be used by the Director as guidelines to resolve the unclear issue or situation. This provision shall not be used to permit uses or procedures not specifically authorized by this Specific Plan or the Zoning Ordinance.

If a use is omitted from the lists of those specified as permissible in each of the various zoning districts or if ambiguity arises concerning the appropriate classification of a particular use, the Director shall have the authority to make an interpretation as to whether the use should be allowed because it is similar to other allowed uses in a particular zoning district, or whether the use should not be allowed in any zoning district.

The Director may refer any matter for interpretation to the Planning Commission (Commission) for their consideration or the Director's interpretation may be appealed to the Commission. The Commission shall make the final decision on an interpretation. The Commission's decision may be appealed to the City Council.

Amendments

This Specific Plan may be amended by the same procedure as it was originally adopted. Each amendment shall include all sections or portions of the Specific Plan that are affected by the change. An amendment may be initiated by the City Council, Commission, Development Services Director, or private property owner, (or owner's authorized agent). Any amendment requested by a property owner or authorized agent may be subject to the fee schedule adopted by the City Council.

Violations

Any persons, firm, or corporation, whether a principal, agent, employee, or otherwise, violating any provisions of these regulations shall be subject to the penalties and provisions of the Redding Municipal Code.

Findings Regarding the Specific Plan

No division of land, use permit, site plan approval or other entitlement for use, and no public improvement shall be authorized in the Specific Plan area unless a finding has been

made that the proposed project is in substantial compliance with the requirements of the Specific Plan. Approval of all planning and building permits shall be contingent upon a determination of substantial compliance with the applicable provisions of this Specific Plan, Zoning Ordinance, and the General Plan.

Administrative Modification

Administrative modifications to the development and design standards of this Specific Plan of up to 20 percent may be approved by the Director upon finding that the proposed modification(s) would enhance the overall appearance and function of the project; would be compatible with, and would not be detrimental to, adjacent properties or improvements; and would advance the goals of the Specific Plan. Modifications to the development and design standards beyond 20 percent may be approved by the Planning Commission through the granting of a use permit.

Specific Plan Review/Update

Review of the Plan should occur at intervals of five years thereafter.

Enforcement and Penalties

Any person who violates a requirement of this Specific Plan or fails to obey an order issued by the City or comply with a condition of approval of any certificate or permit issued under this Specific Plan shall be subject to the penalty provisions as provided in the Municipal Code.

FUNDING AND FINANCING SOURCES

This section describes the types of funding that may be available to implement the Specific Plan. When the original Downtown Redding Specific Plan was adopted, California allowed redevelopment programs funded through tax-increment financing. The state has since eliminated this effective tool for funding community development.

Implementing this Specific Plan will rely to a much smaller degree on local funding from the City of Redding. Instead,

most funding will come from property owners, developers, and grant programs. This section describes funding sources in four groups: special funding districts, developer contributions, municipal funding, and grant funding.

Special Funding Districts

California law authorizes the City to establish a variety of special funding districts. As described below, each of these districts has distinct improvements and programs they can fund. Generally, though, each district operates in a defined area. Property owners in the area pay an annual tax or charge that generates the revenue. In some cases, the City can use the revenue to secure bond financing. In all cases, establishing the district requires a vote by property owners or residents in the district.

Assessment Districts

Assessment districts can finance the construction of public improvements on public property, public rights-of-way, and public easements. The public must pay for the portions of the improvements that provide general benefit to the public at large, but real property that receives a special benefit may be assessed for the costs, proportional to the level of benefit received. Because many of the improvements described in the Implementation Action Plan provide broad benefits, assessment districts may have limited use in implementing the Specific Plan. Nevertheless, groups of property owners may desire and the City may find that assessment districts could help finance the construction of public improvements on public property, public rights-of-way, and public easements in some cases.

Three different provisions of state law authorize assessment districts:

- Improvement Bond Act of 1915 (Streets and Highways Code Sections 8500 et seq.)
- Improvement Act of 1911 (Streets and Highways Code Sections 5000 et seq.)
- Municipal Improvement Act of 1913 (Streets and Highways Code Sections 10000 et seq.), which contains only provisions for establishing assessment districts

Assessment districts are intended to finance construction of physical improvements. They cannot pay for operations and maintenance, or additional services. If additional

improvements are desired after an assessment district is established, the entire process is required for those additional improvements. Generally, assessment districts can be used to finance the following improvements:

- Local streets
- Streetlights
- Parks
- Landscaping
- Sidewalks
- Sanitary sewers
- Water supply and distribution facilities
- Gas and electric power
- Flood control and drainage improvements
- Parking facilities

The authorizing statutes referenced above set forth procedures for establishing assessment districts. Under existing State law, however, establishment of an assessment district cannot occur if a majority of the affected property owners object (weighted by the value of the proposed assessment).

Parking Districts

The provision and management of parking is integral to the long-term success of Downtown Redding. Although the City currently provides and manages a significant amount of on- and off-street parking within Downtown Redding, the City may find that it would be beneficial to form a parking management district to fund the construction and operation of existing and future parking facilities.

Jurisdictions may form a parking district and levy assessments per Streets and Highways Code Section 31500 et seq. to finance the:

- Acquisition of land
- Construction, operation, and maintenance of parking facilities and garages
- Associated project costs, including professional staff
- Streets and Highways Code Section 11000 et seq. also permit parking districts to fund pedestrian improvements including:
 - » Street paving
 - » Water lines, flood control facilities, sewer, and drainage works

- » Street lighting
- » Fire protection
- » Statues, fountains, and decorations
- » Landscaping and tree planting
- » Child care facilities
- » Public assembly facilities
- » Other improvements associated with pedestrian facilities

Special assessments under the 1911 Act may be levied to replace the use of fees and charges to repay outstanding bonds. Other revenue sources may include user fees, parking meter charges, and property taxes.

Within a parking district, funds collected from parking charges are poured directly into improvements that make the district more attractive, such as sidewalks, landscaping, and other amenities or aesthetic improvements. New parking meter technologies have improved customer convenience (customers can pay remotely by credit card or cell phone), increased pricing flexibility (rates can be changed in real-time based on location, time of day, day of week, or level of occupancy), reduced streetscape clutter, and reduced operating costs.

A parking district could be responsible (and contract out) for the following operations associated with managing parking within the area:

- Enforcement of parking regulations
- Parking permits
- Parking meter operations (including revenue collection)
- Day-to-day management of shared parking
- Researching parking usage and developing parking pricing strategies

Landscaping and Lighting Maintenance Districts

The Specific Plan envisions robust investment in the public realm. Landscaping and Lighting Maintenance Districts (LLMD) could be an effective way to fund initial investment and pay for the ongoing maintenance of public realm improvements. LLMDs are authorized by the Landscaping and Lighting Act of 1972 (Streets and Highways Code section 22500 et seq.).

An LLMD requires an annual assessment process for any assessments other than previously approved assessments to pay previously approved and issued debt. The annual assessment process is similar to that used to establish assessment districts.

The improvements and services provided by LLMDs include:

- Landscaping
- Statuary, fountains, and other ornamental structures
- Public lighting, including traffic signals
- Appurtenant facilities, including grading, clearing, and removal of debris; the installation or construction of curbs, gutters, walls, sidewalks, or paving; or water, irrigation, drainage, or electrical facilities
- Park or recreational improvements
- Land preparation
- Lights, playground equipment, play courts, and public restrooms
- The maintenance or servicing or both of any of the foregoing
- Acquisition of land for park, recreational, or open-space purposes
- Acquisition of existing improvements
- Acquisition or construction of any community center, municipal auditorium or hall, or similar public facility for the indoor presentation of performances, shows, stage productions, fairs, conventions, exhibitions, pageants, meetings, parties, or other group events, activities, or functions, whether those events, activities, or functions are public or private

Although the City currently has many landscape maintenance districts, none cover the Specific Plan area. The City should consider establishing an LLMD to generate revenues from throughout the Plan area to fund the operation and maintenance of a public open space in the Specific Plan area.

Business Improvement Districts

Business Improvement Districts (BIDs) are public-private partnerships to improve the attractiveness and functionality of a business district, improve the business climate, help existing businesses grow and prosper, attract new businesses, and attract more visitors and customers to the district.

There are two types of BIDs. Business-based BIDs (often denoted as B-BIDs) are funded through assessments levied on individual businesses, not properties, in the district, usually through the municipality business license fee. Property-based BIDs (often denoted as P-BIDs) are funded through assessments on real property, similar to the standard assessment district. Generally, B-BIDs tend to be less effective and successful than P-BIDs, although they are appropriate for certain needs.

The two types of BIDs have separate authorizing legislation. The Parking and Business Improvement Area Law of 1989 (Streets and Highways Code section 36500 et seq.) allows for B-BIDs. The Property and Business Improvement District Law of 1994 (Streets and Highways Code section 36600 et. seq.) provides for P-BIDs.

Typically, B-BIDs are most successful at funding programs that have a direct benefit to businesses, such as advertising, marketing, and some events. P-BIDs are generally the vehicle of choice for funding physical improvements. A P-BID can fund the following physical improvements:

- Parking facilities*
- Benches*
- Trash receptacles*
- Street lighting*
- Decorations*
- Parks*
- Fountains*
- Closing, opening, widening, or narrowing of existing streets
- Facilities and equipment to enhance security of persons and property within the area
- Ramps, sidewalks, plazas, and pedestrian malls
- Rehabilitation or removal of existing structures

A P-BID can also fund the following programs and services:

- Promotion of public events which take place on or in public places*
- Furnishing of music in any public place*
- Promotion of tourism*
- Activities which benefit businesses located and operating in the area*
- Marketing and economic development, including retail retention and recruitment

- Supplemental security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services
- Activities which benefit businesses and real property located in the district

Improvements shown with an asterisk (*) can also be funded with a B-BID.

Establishing a BID follows a process similar to that used for standard assessment districts. A B-BID requires support of the majority of businesses in the district, and a P-BID requires support of a majority of the property owners. Unlike assessment districts, however, the P-BID must be initiated by a petition of a majority of the property owners rather than a resolution of the city council.

One other key difference is that a P-BID must have a non-profit property owners association (similar to a homeowners association). This non-profit operates the BID under a contract with the city. The association manages the BIDs programs and activities, and it proposes a work program each year.

Because BIDs provide services and activities, they require an annual public hearing, at which the city council approves the work program for the following year. There is no voting by affected businesses or property owners unless the program proposes an increase in the assessment. When an assessment increase is proposed, the annual work program goes through a process similar to that for establishing a district.

Community Facilities Districts

Community Facilities Districts (CFDs) can fund the planning, design, purchase, construction, expansion, improvement, or rehabilitation of capital facilities, defined as having a useful life of five or more years. CFDs can also fund the provision of a variety of public services, such as public safety, parks and recreation, schools, library and cultural facilities, landscape maintenance and lighting, flood control, and site remediation.

The Mello-Roos Community Facilities Act of 1982 (Government Code section 53311 et seq.) authorizes the establishment of CFDs. However, these districts differ from the previously described districts in several important ways.

CFDs levy a special tax instead of a special assessment. This tax may be applied to the value of each property, rather than assessed based on the level of special benefit received. However, because it is a special tax, a two-thirds majority vote is required to approve the levy of the special tax. If the district has 12 or more registered voters, the election polls voters, with each having an equal vote. If there are less than 12 registered voters, the election polls property owners, with each vote weighted by acreage owned within the district boundary. Properties within the district need not necessarily be contiguous. Finally, establishing a CFD requires only a general description of the facilities, services, and costs associated with the district, not the detailed engineer's report required for assessment districts.

CFDs may fund the construction of the following types of facilities:

- Local park, recreation, parkway, and open-space facilities
- Elementary and secondary school sites and structures
- Libraries
- Childcare facilities
- Transmission/distribution facilities for water, natural gas, telephone, electrical energy, and cable television
- Flood, storm protection, and storm drainage facilities
- Other governmental facilities that the legislative body creating the district is authorized by law to contribute revenue toward, construct, own, or operate
- Work to bring public or private buildings or real property into compliance with seismic safety standards and regulations

CFDs may also fund the following types of services:

- Police protection services
- Fire protection and suppression services and ambulance and paramedic services
- Recreation program services, library services, maintenance services for elementary and secondary school sites and structures, and the operation and maintenance of museums and cultural facilities
- Maintenance of parks, parkways, and open space
- Flood and storm protection services including, but not limited to, the operation and maintenance of storm drainage systems and sandstorm protection systems

- Removal or remedial action services for the cleanup of any hazardous substance released or threatened to be released into the environment

Enhanced Infrastructure Financing Districts

Enhanced Infrastructure Finance Districts (EIFDs) provide a tax-increment financing mechanism by which the district can capture the increase in tax revenue within the district from each applicable taxing entity. This excludes any county office of education, school district, or community college district. In addition, each remaining taxing entity must agree to allow their share of increased tax revenue to be captured. Finally, approval by 55 percent of the district voters is required.

EIFDs may fund construction of the following types of improvements:

- Highways, interchanges, ramps and bridges, arterial streets, parking facilities, and transit facilities
- Sewage treatment and water reclamation plants and interceptor pipes
- Facilities for the collection and treatment of water for urban uses
- Flood control levees and dams, retention basins, and drainage channels
- Child care facilities
- Libraries
- Parks, recreational facilities, and open space
- Facilities for the transfer and disposal of solid waste, including transfer stations and vehicles
- Brownfield restoration and other environmental mitigation
- The development of projects on a former military base
- The acquisition, construction, or rehabilitation of housing for persons of very low, low, and moderate income, as defined in Sections 50105 and 50093 of the Health and Safety Code, for rent or purchase
- Acquisition, construction, or repair of industrial structures for private use
- Transit priority projects, as defined in Section 21155 of the Public Resources Code, that is located within a transit priority project area
- Projects that implement a sustainable communities strategy
- Port or harbor infrastructure, as defined by Section 1698 of the Harbors and Navigation Code

Community Revitalization and Investment Authorities

Community Revitalization and Investment Authorities (CRIAs) were enacted into California law by AB 2 (Alejo and E. Garcia, Chapter 319, Statutes of 2015), which authorized the revitalization of disadvantaged communities through planning and financing infrastructure improvements and upgrades; economic development activities; and affordable housing via tax increment financing based, in part, on the former community redevelopment law.

A CRIA is a public agency separate from the city, county, or city and county that created it; and deemed to be an “agency” for purposes of receiving property tax increment. Any taxing entity within the area (except for a school district) may choose to allocate some or all its share of tax increment funds to the CRIA. CRIAs may issue bonds backed by property tax increment revenues.

A CRIA’s key powers and duties mirror those of former redevelopment agencies. They can:

- Adopt community revitalization and investment plan
- Provide funding for infrastructure
- Provide for affordable housing
- Oversee Brownfield remediation and clean-up
- Oversee Seismic retrofits of existing buildings
- Acquire and sell property
- Issue bonds
- Borrow funds and make loans
- Receive cap and trade funds designated for disadvantaged communities funds or enter agreements with a qualified community development entity to coordinate the investment of federal New Market Tax Credit Funds
- Provide direct assistance to businesses within the plan area
- Receive funds allocated to it pursuant a resolution adopted by a city, county, or special district to transfer these funds from:
 - » The increased property tax revenues that a city, county, or special district receives from the dissolution of redevelopment agencies (RDAs)
 - » Property taxes received by a city or county in lieu of former vehicle license fee funds
 - » Funds derived from various assessments that may be imposed by special districts

A CRIA must adopt a Plan that guides its revitalization programs and authorizes receipt and expenditure property tax increment revenues, which includes:

- Statement of principal goals and objectives
- Description of the deteriorated or inadequate infrastructure and program for repair and upgrade
- Housing program
- A program to remedy or remove the release of hazardous substances
- A program to provide funding for or otherwise facilitate the economic revitalization of the area
- A fiscal analysis setting forth projected receipt of revenues and expenses over a five-year planning horizon
- Time limits to establishing loans, advances and indebtedness and fulfilling all the authority’s housing obligations

A CRIA may acquire property through all of the commonly-used methods including, purchasing, leasing, accepting a conveyance from a public or private entity, and acquiring property via eminent domain.

Developer Contributions

Development Impact Fees

A development impact fee is charged by a city to the applicant in connection with approval of a development project for the purpose of defraying all or a portion of the cost of public facilities related to the development project. The City requires the following fees: fire facilities impact fee, water system impact fee, wastewater system impact fee, park and recreation facilities impact fee, and citywide traffic impact fee.

Redding applies a development impact fee credit for redevelopment projects. In effect, impact fees only apply to the increase in density or intensity when a development project replaces an existing building, or a building is demolished or destroyed. The City allows impact fee credits to be transferred from one property to another so long as the transfer will further the goals and objectives of the General Plan and Specific Plan.

The use of development impact fees is authorized by the Mitigation Fee Act (California Government Code, Section 66000, et seq.). Typically, the first step in development

impact fees is preparation of what is commonly referred to as a nexus study. The City may not require a proposed development to pay a development impact fee beyond the proposed development's proportionate share of the public improvement cost. The nexus study is the vehicle to determine that proportionate share.

Reducing development impact fees could incentivize development in the Specific Plan area, especially for vacant sites. However, impact fee revenue, especially for parks and traffic, is a source of funding for implementation measures. The 2017 development impact fee administrative guidelines provide for up to a 30 percent reduction in impact fees for developments within the Specific Plan area.

Municipal Funding

General Fund Revenue

The City's General Fund is used for resources and expenditures for general governmental activities, except those that are required to be accounted for in separate, usually restricted, funds (special revenue, enterprise, internal services, and trust and agency funds, and a private-purpose trust fund). Although a variety of revenue types flow into the general fund, three of the largest—property taxes, sales taxes, and transient occupancy taxes—account for 65 percent of general fund revenue.

These three revenue sources are directly related to the Specific Plan. Successful implementation of the Specific Plan is intended to foster new development in the Plan area, growth in retail and dining businesses in the Plan area, and increases to the number of visitors to Redding. Thus, these changes should result in growth in property taxes, sales taxes, and transient occupancy taxes.

For a variety of reasons, growth in tax revenue does not automatically imply that the general fund can or should pay for Plan area improvements. First, general fund tax revenues are used for continuation of existing levels of service. Unless the new development, new businesses, and increases in visitors generate more revenues than they generate in costs for public facilities and services, there would be no net increase in general fund revenues. Second, because the implementation measures would attract and support new development, expansion of retail and dining businesses,

and increased tourism, the investment in implementation measures would need to occur prior to the potential increase in general fund revenues. Finally, Specific Plan implementation measures that could be funded through the general fund would have to compete with every other citywide worthy cause seeking funding through the general fund.

Over time, the City may decide to use the general fund to pay some of the costs of implementing the Specific Plan. After all, the general fund already supplements special revenues for road maintenance and improvements, helps pay for economic development programs, provides park facilities and recreation programs, and so forth. Some grant programs require or reward using local funds to leverage grant funding. Finally, retail, dining, lodging, and office-based businesses are generally considered to generate net general fund revenue increases, so general fund revenue used to attract and help develop such business can be considered an investment that will generate a fiscal return.

The sales tax and the transient occupancy tax could be increased to generate additional revenues. However, to ensure that the increased revenue would be restricted to implementing the Specific Plan would require approval as a special tax by two-thirds of voters.

Special Revenue Funds

Special Revenue funds account for the proceeds of legally restricted resources earmarked for specific purposes. For implementing the Specific Plan, the most relevant special revenue funds are:

Parking Fund. This fund accounts for the receipts of parking-related revenues and expenditures. As discussed in the Circulation, Parking, and Wayfinding chapter, more effective collection of parking fees could provide additional revenue for parking improvements.

Gas Tax Street Improvement Fund. This fund accounts for the construction and maintenance of the street system of the city. Financing is provided by the State and is restricted to street expenditures. Although this revenue can be used for street improvements in the Specific Plan area, improvement projects would have to compete for funding with street improvement needs elsewhere in the city.

Community Development Block Grant Fund. The Community Development Block Grant (CDBG) fund was established to account for financing and rehabilitation of homes and government structures. Financing is provided by Federal Housing and Urban Development. The use of CDBG funds is discussed in the subsequent Grant Funding section.

Low- and Moderate-Income Housing Asset Fund. This fund accounts for subsidies received on behalf of low- to moderate-income families. Financing is provided by Federal Housing and Urban Development and a portion of tax increment revenue from the former redevelopment project area property. Although California eliminated redevelopment, remaining funds can still be used to incentivize the development of affordable housing in the Specific Plan area.

General Special Revenue. This fund was established to account for receipts and disbursements of special revenues required to be segregated from the general fund revenues. These are primarily development impact fees and park in-lieu fees, which are discussed in the previous Developer Contributions section.

Landscape Maintenance Assessment Districts. This fund accounts for the activities of landscape maintenance assessment districts. The landscape maintenance assessment districts collect assessments to pay for landscape maintenance in the assessment area. Although there are several such districts in the city, there are none in the Specific Plan area. The potential to establish a landscape maintenance district is discussed in the previous Special Funding Districts section.

Grant Funding

There is a wide range of grants from state and federal agencies and from foundations and non-profit organizations. Several grant programs have the potential to provide funding to implement the Specific Plan. These are described briefly below. Other grant programs with limited potential to fund implementation are listed at the end of this section.

Community Development Block Grants

Redding is an entitlement community and, as such, it receives a direct allocation of annual CDBG funding. In general, CDBG funding is intended to benefit low- and moderate-income households. Typical uses include housing and other social

services assistance. In some cases, CDBG funds can be used for public facilities that will serve neighborhoods that are predominantly low- and moderate-income households. Finally, CDBG funding can be used for economic development projects that will benefit income-qualified households.

The City's CDBG funding represents a significant funding source that could be available to implement the Specific Plan. However, projects in Downtown would have to compete with other eligible projects citywide.

Active Transportation Program

The Active Transportation Program (ATP) in the State Department of Transportation (Caltrans) consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SR2S) into a single program with a focus, making California a national leader in active transportation. The ATP is administered by Caltrans as a competitive grant program. The purpose of the ATP is to encourage increased use of active modes of transportation by achieving the following goals:

- Increase the proportion of biking and walking trips
- Increase safety and mobility for non-motorized users
- Advance the active transportation efforts of regional agencies to achieve greenhouse gas (GHG) reduction goals
- Enhance public health
- Ensure that disadvantaged communities fully share in the benefits of the program
- Provide a broad spectrum of projects to benefit many types of active transportation users

Affordable Housing and Sustainable Communities Program

The California Strategic Growth Council Affordable Housing and Sustainable Communities (AHSC) program provides grants and affordable housing loans for infill, transit-oriented development, and infrastructure activities. Projects must demonstrate how they support reduction of greenhouse gas emissions by increasing accessibility of housing, employment centers, and key destinations via low-carbon transportation options resulting in fewer vehicle miles travelled.

Infill Infrastructure Grant Program

The California Department of Housing and Community Development Infill Infrastructure Grant (IIG) program provides grants for the new construction and rehabilitation of infrastructure that supports higher-density affordable and mixed-income housing in locations designated as infill.

Veterans Housing and Homelessness Prevention Program

The Veterans Housing and Homelessness Prevention (VHHP) program provides grants for the acquisition, construction, rehabilitation and preservation of affordable multi-family housing for veterans and their families to allow veterans to access and maintain housing stability.

Land and Water Conservation Fund

Land and Water Conservation Fund (LWCF) grants provide funding for the acquisition or development of land to create new outdoor recreation opportunities for the health and wellness of Californians. The funding can be used for acquisition and development of new parks or to provide a recreational/active transportation trail corridor that connects neighborhoods to workplaces, schools, homes, and other recreational opportunities.

Urban Greening Grant Program

California voters passed the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84) on November 7, 2006. Among its provisions, the bond authorized the Legislature to appropriate \$70 million for urban greening projects and plans that reduce energy consumption, conserve water, improve air and water quality, and provide other community benefits. These funds assist entities in developing a master urban greening plan that will ultimately result in projects to help the State meet its environmental goals and create healthy communities. These funds assist entities preserve, enhance, increase or establish community green areas such as urban forests, open spaces, wetlands, and community spaces (e.g., community gardens). The goal is for these greening projects to incrementally create more viable and sustainable communities throughout the state.

Other Grant Programs

- State Highway Operation and Protection Program (SHOPP), Caltrans
- State Transportation Improvement Program (STIP), Caltrans and Shasta Regional Transportation Agency (SRTA)
- Public Works and Economic Adjustment Assistance (EAA) Programs, U.S. Economic Development Administration (EDA)

IMPLEMENTATION ACTION PLAN

The major driver of implementing the Specific Plan is new development that is consistent with the Plan, its vision, and its development standards and regulations. In many cases, however, public projects and programs are needed to supplement and entice the new development. This section describes major public projects and programs.

The implementation action plan matrix on the following pages organizes projects and programs according to the four sections of the Specific Plan vision:

- Create Vibrant Public Space
- Prioritize a Pedestrian-First Environment
- Encourage the Right Mix of Land Uses and Urban Design Improvements
- Enhance the Cultural District

Each implementation measure has a title and a brief description. The table identifies relevant goals and policies, the party primarily responsible for implementing the measure, and the general time frame. Finally, the table provides a rough order-of-magnitude cost estimate (when available or applicable) and identifies the types of funding sources that might be used.

It is worth noting that over time, as the Plan is implemented, priorities may change, and new funding sources may become available or existing ones may expire. The implementation action plan is not intended to be set in stone, and the City should periodically revisit the Plan and make appropriate changes.

TABLE 7-1: IMPLEMENTATION MATRIX

SPECIFIC PLAN GOAL OR STRATEGY	MEASURE TITLE	DESCRIPTION	RESPONSIBLE PARTY (SUPPORTING PARTY)	TIMING	RESOURCES
CREATE VIBRANT PUBLIC SPACE					
UD-C2	Public Art	Continue the Art in Public Places Program and collaborate with developers to provide public art on new development projects.	Community Services	Ongoing	Estimated Cost: TBD; Potential Funding Sources: special funding districts, development impact fees, and development exactions.
LU-C3, LU-C4, LU-C5, ED-12	Activities and Events	Collaborate with downtown civic groups and organizations to develop and implement a plan to program activities and special events in the Plan area.	Community Services	Ongoing	Potential Funding Sources: special funding districts, private contributions, special revenue funds, and general fund.
LU-B3	Pocket Parks, Plazas, and Parklets	Develop several publicly accessible open spaces in the form of pocket parks, plazas, and parklets.	Developers	Ongoing	Potential Funding Sources: special funding districts, development impact fees, and development exactions.
LU-C1, CPW-A1, ED-3	Maintenance Program	Conduct a feasibility study to assess the potential to establish a Downtown Landscaping and Lighting Maintenance district, Business Improvement District, or similar mechanism, to fund ongoing operation and maintenance of the public realm.	Community Services and Public Works	2018	Estimated Feasibility Study Cost: \$50,000 to \$100,000; Estimated Ongoing Operation and Maintenance Costs: TBD; Potential Funding Sources: special funding districts, special revenue funds, and general fund.
LU-C2	Downtown Open Space Development Fund	Conduct a feasibility study to determine the potential for establishing a development impact fee or other ongoing revenue source to fund acquisition, development, and operation and maintenance of open space, plazas, and parks in the Plan area; put in to practice revenue sources found to be feasible.	Community Services and Public Works	2019	Estimated Cost: \$25,000 to \$50,000; Potential Funding Sources: special funding districts, development impact fees, development exactions, special revenue funds, and general fund.
LU-B1, LU-B2	Town Square Park	Identify and acquire a site for a new Town Square Park; develop the site as an urban park; program activities and host events on an ongoing basis.	Community Services and Public Works	As funding is available	Estimated development cost: \$2–3.5 million; Estimated O&M cost: \$25,000 to \$100,000 per year; Potential Funding Sources: special funding districts, development impact fees, development exactions, special revenue funds, and general fund.
UD-B5	Sidewalk Dining	Review the Sidewalk Dining Municipal Ordinance and revise as appropriate.	Development Services	2018	Staff time

Table continues on following page.

TABLE 7-1: IMPLEMENTATION MATRIX (CONTINUED)

SPECIFIC PLAN GOAL OR STRATEGY	MEASURE TITLE	DESCRIPTION	RESPONSIBLE PARTY (SUPPORTING PARTY)	TIMING	RESOURCES
PRIORITIZE A PEDESTRIAN-FIRST ENVIRONMENT					
CPW-Goal 1 CPW-Goal 2	Signal Timing	Adjust signal timing along Pine and California streets to reduce speeds to 25 MPH or less.	Public Works (Caltrans)	2018	Potential Funding Sources: use of existing budgeted funds.
CPW-Goal 1 CPW-Goal 2	Road Diets on Low-Volume Streets	Reduce street widths from four lanes to two or three lanes (road diets) and add angle striping, planters, and pavement treatment to slow traffic and allow for implementation of improved bike and pedestrian spaces for South Street, from Court Street to East Street and Shasta Street, from Court Street to California Street.	Public Works	Completed over time as funding is available	Estimated Cost: \$2,250,000; Potential Funding Sources: special funding districts, development impact fees, development exactions, special revenue funds, and general fund.
UD-C5, CPW-A4, CPW-C2	Pedestrian Safety and Traffic Calming	Install curb extensions, signal modifications, and high-visibility crosswalks.	Public Works (Caltrans and Developers)	Completed over time as funding is available	Estimated Cost: \$5,000,000; Potential Funding Sources: special funding districts, development impact fees, development exactions, special revenue funds, and general fund.
UD-C3, CPW-A6	Shared Space Alleys	Reconfigure alleys and provide lighting, landscaping, and common spaces for the California-Market and Market-Pine alleys.	Public Works (Developers)	Completed over time as funding is available	Estimated Cost: \$4,800,000; Potential Funding Sources: special funding districts, development impact fees, development exactions, special revenue funds, and general fund.
CPW-B1, CPW-B2, CPW-B3, CPW-B4	Bicycle Action Plan	Various projects to develop, upgrade, and improve bicycle trails and lanes in the Plan area.	Public Works (Caltrans)	Completed over time as funding is available	Estimated Cost: \$9,699,500; Potential Funding Sources: grants, special funding districts, development impact fees, special revenue funds, and general fund.
CPW-C1, CPW-C3	Bus Stop Improvements	Install bus stop improvements and put into practice a real-time passenger information system.	RABA (Developers)	Completed over time as funding is available	Estimated Cost: \$660,000; Potential Funding Sources: special funding districts, development impact fees, development exactions, and special revenue funds.
CPW-B3	Bus Route Expansion	Implement a new fixed route to provide additional circulation around the Downtown area and to/from the Turtle Bay area.	RABA	5 to 10 years	Estimated Cost: \$450,000; Potential Funding Sources: special revenue funds and user fees.

Table continues on following page.

TABLE 7-1: IMPLEMENTATION MATRIX (CONTINUED)

SPECIFIC PLAN GOAL OR STRATEGY	MEASURE TITLE	DESCRIPTION	RESPONSIBLE PARTY (SUPPORTING PARTY)	TIMING	RESOURCES
CPW-D1, CPW-D2, CPW-D3, CPW-D4, CPW-D5, CPW-D6, CPW-D8, CPW-D9, CPW-D10, CPW-D11, CPW-D12	Parking Action Plan	To be determined by a separate Downtown Parking Strategy.	Public Works	TBD	Estimated Cost: \$31,670,000; Potential Funding Sources: special funding districts, development impact fees, development exactions, special revenue funds, and general fund.
UD-C1	Outdoor Lighting	Improve outdoor pedestrian-scale lighting along Pedestrian Priority Routes in Downtown.	Public Works and Redding Electric Utility	Completed over time as funding is available	Estimated Cost: TBD; Potential Funding Sources: special revenue funds, and special funding districts.
UD-E2	Solar Panel Carports	Conduct a feasibility study to assess the potential to establish a program to subsidize or finance the installation of solar panel carports in City-owned parking lots.	Public Works and Redding Electric Utility	2020	Estimated Cost: TBD; Potential Funding Sources: special revenue funds.
CPW-A1, CPW-A5	Streetscape Improvements	Design, install, and maintain streetscape improvements for: California Street “Downtown Bicycle Loop”; Yuba Street “Riverside Bicycle Loop”; Shasta Street; Placer Street; and South Street.	Public Works (Caltrans)	Completed over time as funding is available	Estimated Cost: TBD; Potential Funding Sources: grants, special funding districts, development impact fees, development exactions, special revenue funds, and general fund.
ENCOURAGE THE RIGHT MIX OF LAND USES AND URBAN DESIGN IMPROVEMENTS					
LU-A1, LU-A3, LU-A4, LU-A5, LU-A6, UD-B1, UD-B4, UD-B5, UD-B7, ED-4	Business Development	Continue to make Plan area businesses aware of business development services and training opportunities. Collaborate with the Northeastern California Small Business Development Center—Shasta Cascade and other economic development partner organizations to provide business development services and training to retail, dining, entertainment and office-based businesses in the Plan area.	Development Services	Commencing in 2018 and ongoing	Potential Funding Sources: use of existing budgeted resources.
LU-A1, LU-A3, LU-A4, LU-A5, ED-11	Retail Improvement and Development Guide	Develop a retail improvement and development guide for both existing and potential Downtown business owners.	Development Services	2018	Potential Funding Sources: use of existing budgeted resources.

Table continues on following page.

TABLE 7-1: IMPLEMENTATION MATRIX (CONTINUED)

SPECIFIC PLAN GOAL OR STRATEGY	MEASURE TITLE	DESCRIPTION	RESPONSIBLE PARTY (SUPPORTING PARTY)	TIMING	RESOURCES
LU-B1, LU-B2, LU-B4, LU-C4, LU-C5, UD-C1, UD-C2, UD-C4, CPWA1, CPW-A4, CPW-A5, CPW-A7, CPW-A8, CPW-D10, CPW-E1, CPW-E2, CPW-E5, CPW-E6, CPW-E7, ED-1, ED-2, ED-3	Business Improvement District	Convene discussions with the Redding Chamber of Commerce, Viva Downtown, and other stakeholders regarding the formation of a Business Improvement District (business-based or property-based).	Development Services	Commencing in 2018 and ongoing	Potential Funding Sources: use of existing budgeted resources.
ED-7, ED-9, ED-10	Downtown Business Association	Work with existing Downtown businesses, the Redding Chamber of Commerce, Viva Downtown, and other stakeholders to determine the best way to establish and staff a Downtown business association and support the establishment and operation of this business association. Engage with existing businesses to extend and organize consistent business hours in Downtown. Work with the Downtown business association to establish and implement a marketing and public relations strategy for Downtown Redding.	Development Services	Commencing in 2018 and ongoing	Estimated Cost: TBD; Potential Funding Sources: grants, special funding districts, and general fund.
LU-A1, LU-A3, LU-A4, LU-A5, ED-5	Business Start-Ups	Periodically conduct public workshops to introduce individuals interested in opening a new business in Downtown Redding to the business start-up services and assistance available through various public agencies and non-profit organizations.	Development Services	Commencing in 2019 and ongoing	Potential Funding Sources: use of existing budgeted resources.
LU-A1, LU-A3, LU-A4, LU-A5, ED-13	Development Feasibility	Establish a regular process to meet with real estate brokers and developers to understand changing market dynamics and regulatory challenges and to promote development and redevelopment in the Plan area.	Development Services	Commencing in 2019 and ongoing	Potential Funding Sources: use of existing budgeted resources.
LU-A1, LU-A3, LU-A4, LU-A5, ED-16	Sites and Buildings Inventory	Work with real estate brokers to develop, maintain, and publicize an inventory of available sites and buildings in the Plan area.	Development Services	Commencing in 2019 and ongoing	Potential Funding Sources: use of existing budgeted resources.

Table continues on following page.

TABLE 7-1: IMPLEMENTATION MATRIX (CONTINUED)

SPECIFIC PLAN GOAL OR STRATEGY	MEASURE TITLE	DESCRIPTION	RESPONSIBLE PARTY (SUPPORTING PARTY)	TIMING	RESOURCES
LU-A1, LU-A3, LU-A4, LU-A5, LU-C1, LU-C2, ED-14	Incentives	Continue to provide development fee credits for redevelopment in the Plan area. Conduct a feasibility study to assess the potential to institute special electricity rates as an incentive to attract desired types of development and businesses.	Development Services, Redding Electric Utility and Public Works	Development fee credits, ongoing; feasibility study 2020	Potential Funding Sources: use of existing budgeted resources.
UD-B6	Façade Program	Establish a program to provide small low-cost loans for façade rehabilitations.	Development Services	As funding is available	Estimated Cost: \$50,000 to \$100,000; Potential Funding Sources: grants, special revenue funds, and general fund.
LU-A1, LU-A3, LU-A4, LU-A5, ED-8	Business Finance	Collaborate with other economic development agencies and non-profits to establish and operate a gap-financing and micro-loan program for Downtown businesses.	Development Services	As funding is available	Potential Funding Sources: grants and use of existing budgeted resources.
ED-17	Plan Update	Every three to five years, evaluate and update, if necessary, the Specific Plan development standards and use regulations to continue attracting private sector investment in the Plan area.	Development Services	Every three to five years	Potential Funding Sources: use of existing budgeted resources.
ED-11	Fiber Internet Utility Service	The City Council authorized staff to work with Council Member McElvain to develop the network design and conduct market analysis regarding the implementation of a new fiber internet utility service for commercial and residential customers in the Downtown pilot service area for Council consideration.	City Manager, Redding Electric Utility and Public Works	Commencing in 2018	The Northeastern California Connect Consortium (state-funded organization affiliated with Chico State University) and Broadband USA (division of the National Telecommunications and Information Administration) have offered to assist the City with this effort at no cost.
ENHANCE THE CULTURAL DISTRICT					
CPW-D7, CPW-E1, CPW-E2, CPW-E5, CPW-E6, CPW-E7, CPW-E8	Wayfinding	Continue to implement and improve the public signage program in the Plan area.	Public Works (Caltrans)	As funding is available	Estimated Cost: \$750,000; Potential Funding Sources: special funding districts, development impact fees, development exactions, special revenue funds, and general fund.
CWP-A4	Market Street Promenade Action Plan	Reconstruct Market, Butte, and Yuba streets; install pedestrian improvements, lighting, and other streetscape improvements.	Public Works (Caltrans and Developers)	Completed over time as funding is available	Estimated Cost: \$9,000,000; Potential Funding Sources: grants, special funding districts, development impact fees, development exactions, special revenue funds, and general fund.



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Appendix A

General Plan Goals and Policies

Appendix A: General Plan Goals and Policies

California law requires a specific plan to be consistent with the General Plan of the adopting locality. To ensure consistency with the General Plan, a review was done of the existing General Plan for any relevant goals and policies. This review revealed the Specific Plan and the General Plan to be complementary and consistent.

1.1 COMMUNITY DEVELOPMENT AND DESIGN ELEMENT

The Community Development and Design Element of the City of Redding General Plan most directly relates to the Downtown Redding Specific Plan area. It includes guidance on development within specific focus areas of the city, one of which is the Downtown Focus Area. The General Plan is consistent with the direction of the Specific Plan and states that Downtown should present a more urban character than the rest of the City and have taller buildings constructed close to the street to contribute to its urban feel, to distinguish it from other commercial districts, and to help provide an urban “heart” for the City. The General Plan also includes the following goals and policies that specifically affect Downtown:

Policy CDD8B: Provide Downtown “gateway” treatments at appropriate locations.

Policy CDD8C: Link special community facilities, parks, and other uses to and through the Downtown by establishing clear, convenient, and attractive pedestrian, bicycle, and vehicle connections.

Policy CDD9A: Encourage the preservation and rehabilitation of historically or architecturally significant districts, buildings, and structures.

Policy CDD10E: Establish incentives for medium- to high-density, mixed-use developments, where appropriate, with emphasis on Downtown and in the “Mixed Use Neighborhood Overlay” Districts.

Policy CDD11H: Locate multiple-family housing throughout the community, but especially near transportation corridors, Downtown, major commercial areas, and neighborhood commercial areas.

Goal CDD13 (preface): Maintain a careful balance between attracting new businesses and protecting the economic vitality of other parts of Redding, particularly the Downtown area.

Goal CDD19: Have building setback and heights reflect the role and character of the various districts of the City.

Policy CDD19B: Utilize Figure 1-5...to establish the appropriate locations for “mid-rise” and “high-rise” buildings in the community. High-rise buildings are only appropriate in the Downtown core area.

GENERAL PLAN GOALS AND POLICIES

1.1.1 DOWNTOWN FOCUS AREA

The Community Development and Design Element includes the Downtown Focus Area which is consistent with the Specific Plan Update and:

1. Encourages redevelopment in the area to establish Downtown as the office, entertainment, government, and cultural center of the City.
2. Ensures that ample land is available Downtown for multiple-family development.
3. Establishes Downtown as an active, pedestrian-oriented district.

The General Plan directs development in the Downtown Focus Area as follows:

- Encourage a modern and distinctive Downtown that is the social, governmental, office, and cultural center of the community, while maintaining a comfortable atmosphere.
- The most intense, tallest, and most interesting buildings in Redding should be located in and around the Downtown Core.
- Buildings can take many forms; the preferred Downtown development type is a mix of retail, office, and residential uses. Stand-alone office and residential buildings are also allowed.
- Encourage development in the Downtown area to include a mix of mid-rise and high-rise office buildings. Mid-rise buildings include up to 75 feet of habitable floors above the ground; they are appropriate in the area that rings the Downtown Core. This height will typically accommodate six-story buildings. No height limits should be established for downtown high-rise buildings.
- Downtown Redding should be a place for pedestrians first and automobiles second.
- Instead of setting buildings far back from the street, they should be close to the street.
- Instead of buildings being far apart, they should be close together and continuous.
- Ground-floor uses should be active, including retail, restaurants, and entertainment.
- Because of the desire to establish a strong pedestrian orientation in Downtown, buildings should be designed so that people are protected from the weather by using overhangs, shade structures, and canopy trees.
- Buildings should be designed to encourage mid-block pedestrian circulation by utilizing and improving existing alleyways.
- Buildings should have several doors for people to enter shops and businesses instead of a few doors with large expanses of blank walls.
- The ground floors of buildings should have clear windows so that inside activity is visible to people on the street, rather than mirrored glass or opaque walls.
- Building designs should allow for display windows and other areas of interest to encourage pedestrians to walk around and shop.

GENERAL PLAN GOALS AND POLICIES

- Public spaces should be considered as an integral element of the design of taller buildings, particularly high-rise structures.
- To create the desired pedestrian atmosphere, on- street parking will be retained Downtown.
- Only limited amounts of parking should be located on individual lots.
- Most parking will be clustered in common lots or structures.
- When parking structures are developed, they should include retail frontages on the ground floor.
- Parking garages without retail frontage have the same impact as large block walls—neither presents a pedestrian orientation.

Downtown Focus Area Development Guidelines

The following are the Development Guidelines for the Downtown Focus Area:

D1. Ensure that new development is consistent with, and furthers the goals of the Downtown Redding Specific Plan.

- a. Encourage high-rise office building developers to provide space for retail businesses to locate in the ground floors of buildings located in the commercial areas of the Downtown Core.
- b. Encourage development in the Downtown area to include a mix of mid-rise and high-rise office buildings, consistent with Goal CDD19 and Figure 1-6. Encourage mid-rise and high-rise buildings in the Core area to include a mix of commercial and residential uses.
- c. Develop Downtown entry features at strategic locations.
- d. Facilitate redevelopment of the Union Pacific property into a unified, mixed-use and/or cultural/entertainment complex which features ample public amenities and attractive streetscapes.
- e. Residential density should not be limited in the Downtown Core
- f. Promote development of garden apartment-type development north and east of the Pine Street School; recognize the potential of the school to be the hub of neighborhood activity. (Note: the area north of the Pine Street School is no longer included in the Specific Plan boundary; there is one block east of the Pine Street School that remains in the Specific Plan boundary that is developed with two-story multi-family residential on 50 percent of the block. The promotion of garden apartments is still encouraged through the underlying zoning.)
- g. Allow outdoor uses, such as restaurant seating, flower sales, and similar activities on private property and, where appropriate, on public property.

1.2 TRANSPORTATION ELEMENT

The following circulation goals and policies from the General Plan are especially relevant to Downtown Redding and reinforced in this Specific Plan Update.

GENERAL PLAN GOALS AND POLICIES

Goal T1: Provide safe, efficient, and comfortable routes for walking, bicycling, and public transportation to increase use of these modes of transportation, enable convenient and active travel as part of daily activities, and meet the needs of all users of the streets.

Policy T1A: Ensure that multimodal infrastructure improves transportation choices for pedestrians, bicyclists, motorists, and public transportation riders of all ages and abilities and that all users are considered and included in the planning, design, approval, construction, and operation of new streets, and the alteration and maintenance phases of existing streets.

Goal T5: Coordinate transportation and land use planning; protect existing and planned land uses from transportation-related conflicts; promote multi-modal transportation options.

Policy T5A: Establish . . . peak-hour LOS standards... that reflect the special circumstances of various areas of the community . . . Use LOS "D" – "tolerable delays" – for the Downtown area where vitality, activity, and pedestrian and transit use are primary goals.

Goal T6: Use transportation systems to reinforce the urban land use pattern of Downtown.

Policy T6A: Retain alleys in the Downtown area to provide pedestrian circulation and convenient service access to local businesses.

Policy T6B: Establish motorized and/or non-motorized transportation linkages to connect Downtown Redding to the Park Marina, Turtle Bay, and Civic Center areas; augment the transit system to establish frequent and convenient access to these destination areas.

Goal T8: Ensure interagency and regional coordination with regard to transportation planning and improvements.

Goal T10: Provide an attractive, safe, and continuous system of sidewalks and other pedestrian facilities.

Policy T10A: Provide pedestrian-oriented features, such as benches, enhanced landscape, and trash receptacles, in commercial areas, particularly in the Downtown and Park Marina areas.

Policy T10E: Develop and implement a program to identify, prioritize, and fund the retrofitting of existing intersections that do not currently have ADA accessible ramps at the street corners.

Policy T10F: Require all new or renovated pedestrian facilities to be of a sufficient width to ensure pedestrian comfort and safety and to accommodate the special needs of the physically disabled.

Policy T10G: Restrict speed limits in residential neighborhoods, Downtown, and other areas of the City where pedestrian activities are strongly encouraged to reduce the potential for pedestrian injuries and fatalities.

Goal T11: Ensure that sufficient, well-designed, and convenient on-street and off-street parking facilities are provided to serve land uses throughout the City.

GENERAL PLAN GOALS AND POLICIES

Policy T11A: Maintain adequate on-street and public off-street parking areas within the Downtown area to meet ongoing parking demands.

Policy T11C: Pursue funding options and strategies for the construction and maintenance of shared-parking facilities/structures Downtown.

Policy T11D: Establish maximum and minimum standards for parking spaces in transit corridors and Downtown to promote use of alternate modes.

Policy T12B: Incorporate facilities suitable for bicycle use in the design of interchanges, intersections, and other street-improvements/maintenance projects.

Policy T12E: Install bicycle parking in the Downtown area and at City parks, civic buildings, and other community centers.

Policy T13E: Provide attractive, well-lighted, comfortable, and protected waiting areas for bus passengers.

Goal T15: Encourage maximum availability and use of both freight and passenger rail service.

Policy T15A: Support efforts to establish convenient rail transit service between Redding and the Sacramento area.

Policy T15B: Encourage the Union Pacific Railroad (UPRR) and Amtrak to increase passenger service by expanding rail schedules to include a greater number of stops and range of connection times and by providing safe and comfortable station facilities.

Policy T16A: Provide for additional grade-separated railroad crossings at South Bonnyview Road and in the Downtown area.

The Redding General Plan and the Downtown Redding Transportation Plan (DRTP) recognize the importance of creating a balanced transportation system. The Specific Plan establishes a land use pattern Downtown to support the balance between modes of transportation and prioritizes the recommendations outlined in the DRTP for implementation.

1.3 NATURAL RESOURCES ELEMENT

Both the Redding General Plan and the Downtown Specific Plan realize the importance of integrating the natural and built environments. The following natural resource goals and policies are especially relevant to Downtown Redding and reinforced in this Specific Plan Update..

Goal NR1: Minimize soil erosion and sedimentation problems resulting from development activities; improve the quality of stormwater runoff.

GENERAL PLAN GOALS AND POLICIES

Goal NR7: Recognize the aesthetic and biological values of oak woodlands and other natural vegetation.

Policy NR7A: Promote existing native oaks, especially valley oaks, by establishing standards for the design of development projects. The preservation of stands of trees within developments is preferred over the preservation of individual trees, with the exception of special- status species and heritage trees.

Goal NR12 Protect and enhance historical and culturally significant resources within the planning area.

Policy NR12C: Encourage public and private efforts to identify, preserve, protect and/or restore historic buildings, structures, landmarks, and important cultural resources.

1.4 HEALTH AND SAFETY ELEMENT

The Specific Plan directly supports the Health and Safety goals through proposed Downtown land use patterns, development standards, and Crime Prevention Through Environmental Design (CPTED) principles. The following Health and Safety goals and policies are especially relevant to Downtown Redding and reinforced in this Specific Plan Update.

Goal HS5: Provide a safe and secure environment for people and property in the community.

Policy HS5B: Continue a departmentwide expansion of community-oriented policing services and activities that are responsive to citizens' needs.

Goal HS6 – Reduce the potential for criminal activity and vandalism through proper site design and land use planning.

Policy H6A: Encourage innovative site planning and design to deter criminal activity in new development.

1.5 RECREATION ELEMENT

The Specific Plan addresses natural and recreational amenities in Downtown. The following goals and policies of the General Plan are reinforced by the Specific Plan Update.

Goal R1: Recognize the Sacramento River as the backbone of the City's park system.

Policy R1C: Plan and implement a public trail along the Sacramento River that also provides connections, where feasible, to school facilities and other destination points.

Goal R3: Preserve and enhance Redding's historic and cultural heritage in the process of park development.

GENERAL PLAN GOALS AND POLICIES

Policy R3A: Protect and enhance historically significant structures and resources located in park and open-space lands.

Policy R3B: Ensure that park-development and parkland-acquisition proposals consider potential impacts to historical or archaeological resources and minimize or eliminate those impacts to the fullest extent possible.

Policy R3C: Integrate historic resources into park developments where possible.

Goal R4: Provide a minimum of ten acres of developed parkland per 1,000 population and a broad range of facility types.

Policy R4J: Increase the acreage and quality of developed park facilities by placing a priority on:

- Building out existing Large Neighborhood and/or Community parks that are underdeveloped.
- Encouraging developers of large residential projects to dedicate land and build out park sites.
- Encouraging community-based park improvements such as gifts or community-improvement projects.
- Coordinating improvements and programs with nonprofit organizations, schools, other agencies, and private-sector providers to avoid duplication of facilities and programs.

Policy R4L: Pursue the acquisition of surplus federal, state, and local lands, where appropriate, to meet present and future park and recreation needs.

Goal R5: Ensure that new development contributes to the park, recreation, and improved open-space needs of the City.

Policy R5B: Continue to require developers of residential property to contribute park sites or pay in-lieu fees at the maximum rate allowed by state law.

Policy R5C: Provide a partial credit toward in-lieu fees, parkland dedication requirements, and/or park development fees for:

- Construction of private recreation facilities, improved open-space areas, and parks.
- Recreational amenities constructed within existing public park facilities or schools where a long-term, joint-use agreement is in effect.
- Private development of new public parks.

Policy R5D: Adjust parkland in-lieu fees regularly to reflect current land value.

Goal R6: Create an awareness that recreational programs and park facilities serve a community-safety need. Provide a mix of recreation programs and park facilities that appeals to all age, economic, social, and ethnic groups in the community.

Policy R6B: Explore the creation of recreation-based programs and park facilities in conjunction with law enforcement, schools, local colleges, and community groups that address current social concerns for youth violence, crime, and drug problems.

GENERAL PLAN GOALS AND POLICIES

Goal R10: Establish adequate funding mechanisms to implement the facility and program needs identified in this element.

Policy R10A: Adjust park-development fees regularly to reflect current park-development costs.

Policy R10B: Explore innovative means of financing new facilities and maintaining existing and future parks such as the creation of a park and recreation district or similar measure.

Policy R10C: Establish an "Adopt a Park" program to encourage volunteer groups, service clubs, and other members of the private sector to assist with the development and maintenance of park and recreation facilities. If ongoing maintenance is an issue, innovative ways of providing this service need exploration and should not prohibit development of these park and recreation facilities.*Goal R11:*
Promote and facilitate development of a citywide recreational trail system.

Policy R11A: Utilize the trail system plan of the Parks, Trails and Open Space Master Plan to locate future trails. In general, the trail system should:

- Focus on linking neighborhoods to other land uses and significant destination points within the community.
- Separate bicyclists and pedestrians from vehicular traffic and pedestrian facilities from bicycle facilities, whenever feasible.
- Provide continuous trail connections, including a looped system around the City.

Policy R11B: Continue development of the Sacramento River Trail to establish a common and continuous thread along the river corridor, connecting recreational, educational, cultural, commercial, and residential areas/uses.

Policy R11E: Design bicycle and trail systems in a manner that protects the privacy and security of adjacent land uses, allows for easy maneuvering, and promotes user safety.

Goal R13: Reduce the prevalence of vandalism and increase the level of safety in park facilities and open-space lands.

Policy R13A: Plan for safe and secure park and recreation areas.

Policy R13B: Incorporate security lighting and other design features within park and recreation facilities to reduce vandalism and improve user safety, while protecting surrounding residential uses from excessive light and glare.

Policy R13C: Consider providing park hosts for all larger parks.

Policy R13D: Establish a policy of zero tolerance for vandalism.

1.6 ECONOMIC DEVELOPMENT ELEMENT

The Specific Plan Update is in line with the goals and policies of the Economic Development Element. The following General Plan goals and policies are reinforced by the Specific Plan Update.

GENERAL PLAN GOALS AND POLICIES

Policy ED1: Support public and private efforts to create viable incubator projects and other appropriate programs.

Goal ED2: Facilitate the retention and expansion of existing businesses.

Goal ED3: Utilize economic incentives in a cost-effective manner, ensuring that their use will result in substantial benefits to the residents of the City.

Policy ED3A: Utilize City-sponsored incentives for those businesses that demonstrate a long-term commitment to the community.

Policy ED3B: Ensure that City-sponsored incentives provided will result in a net economic benefit for the City and its residents.

Goal ED4: Preserve and enhance the community assets and character which make the community an attractive area to live in, work in, and invest in.

Policy ED4A: Develop and implement plans for enhancement of educational, cultural, and recreational facilities for the City that attract visitors and improve the quality of life for residents, such as:

- Adding to the existing and proposed trails network
- Expanding existing and adding new community parks.
- Integrating public art into the life of the community.
- Providing a full-service library.
- Facilitating community events, such as MarketFest, Kool April Nites, Redding Jazz Festival, and similar events.

Policy ED4B: Develop multiuse, public-assembly facilities in support of the conventions and hospitality industry and as a means of enhancing the cultural level of the community and the quality of life.

Goal ED6: Maintain and expand Redding's influence as a regional retail trade center.

Policy ED6B: Encourage proposal for major shopping, specialty retail, cultural, entertainment, tourism, and convention facilities that are regional in scope and which will strengthen Redding's position as the North State hub for these activities.

Goal ED6: Establish the Downtown as a vibrant, healthy city core that serves as the City's social, cultural, and specialty retail center.

Policy ED6A: Facilitate the revitalization and redevelopment of the Downtown Redding core.

Policy ED6B: Preserve and enhance historic structures that contribute to the unique character of Downtown and add to the Downtown pedestrian retail attraction.

GENERAL PLAN GOALS AND POLICIES

Policy ED6C: Explore the feasibility of assuming responsibility for portions of the state highway system in Downtown.

Policy ED6D: Facilitate additional attractions and amenities that bring people Downtown, including restaurants, local shopping, festivals/special events, and entertainment.

Policy ED6E: Encourage retail diversity, including the establishment of small specialty retail shops in the Downtown and Park Marina Drive areas.

Policy ED6F: Facilitate and promote the expansion of cultural and entertainment opportunities Downtown that will attract retail customers during non-peak hours.

Policy ED6G: Encourage Shasta College, Simpson University, Chico State University, and other institutions to conduct evening classes Downtown to expand retailing opportunities into the evening hours.

1.7 HOUSING ELEMENT

The following goals and policies from the General Plan's Housing Element are consistent with and reinforced by the Downtown Redding Specific Plan Update.

Goal H2: Facilitate the creation of new affordable housing opportunities.

Policy H2C: In accordance with state law, provide density bonuses and other incentives as cost-saving development concessions to encourage the private development of affordable housing.

Policy H2F: Ensure that adequate residentially classified lands at all density levels are identified on the General Plan Diagram and zoned appropriately to meet existing and projected housing needs.

Policy H2H: Promote infill development where adequate public services exist.

Goal H3: Support creative reuse of existing facilities and land.

Policy H3A: Support opportunities and partnerships that leverage outside resources, along with public funds, to accomplish reuse/redevelopment.

Policy H3C: Use redevelopment powers or other appropriate mechanisms to acquire and/or assemble sites for residential purposes.

Policy H5B: Encourage and promote the development of projects that leverage housing funds into needed public improvements and infrastructure. Where feasible, these efforts should help facilitate mixed-use and economic development objectives of the General Plan.

Goal H6: Identify and address the housing needs of special population groups within the community.

GENERAL PLAN GOALS AND POLICIES

Goal H8: Provide opportunities for energy conservation in new and existing residences.

Policy H8B: Seek opportunities to broaden energy-conservation programs to include retrofit of existing residences.

1.8 PUBLIC FACILITIES AND SERVICES ELEMENT

The Specific Plan Update is in accordance with the goals and policies of the Public Facilities and Services Element in the General Plan. The following goals and policies are specifically reinforced in the Specific Plan Update:

Goal PF1: Ensure that adequate public services and facilities are available to support development in an efficient and orderly manner.

Policy PF2B: Provide police facilities (including patrol and other vehicles, necessary equipment, and support personnel) sufficient to maintain the City's standards for law enforcement services.

Policy PF2D: Consider using developer impact fees to finance a portion of police facilities.

Goal PF3: Create and maintain efficient police administration facilities.

Policy PF11C: Reconstruct existing streets as appropriate to comply with current design standards, when funding becomes available. Such improvements may include, but are not limited to: paving, curbs, gutters, sidewalks, signage, landscaping, lighting, raised medians, bikeways, and bus pullouts.

Goal PF15: Maintain a public park and recreation system suited to the needs of Redding residents and visitors.

Policy PF15B: Work with developers to provide public and private parks and open space (as appropriate) in new neighborhoods.

Policy PF15E: Develop a funding mechanism to cover the cost of maintaining future parks and recreational facilities on an ongoing basis.

Goal PF18: Provide facilities and amenities that enhance the unique character of Downtown Redding and support its role as the heart of the community.

Policy PF18A: Establish the following thresholds for Downtown facilities:

- Program the development of a public parking structure(s) in Downtown Redding when existing on-street and off-street parking facilities reach 85 percent of capacity during regular business hours (8AM to 5PM) on an ongoing basis.

Policy PF18B: Pursue the acquisition and construction of a major public gathering space of at least 60,000 square feet in a prominent location in Downtown Redding. The space shall be designed as a public square with benches, landscape areas, and fountains/public art.

GENERAL PLAN GOALS AND POLICIES

Policy PF18C: Program necessary storm-drainage improvements needed for the Downtown area.

Policy PF18D: Identify potential locations for public parking facilities and pursue the acquisition of land as sites become available.

Policy PF18E: Implement the adopted Specific Plan for Downtown Redding.

Policy PF20A: Determine the demand for new public facilities created by new development as compared to the demand for new facilities created by the community as a whole. Based on the results, determine the “fair share” of the financial contributions that are appropriate for both the community at large and new development.

Policy PF20B: Prepare an updated impact fee ordinance that requires new development to pay its “fair share” of the cost to building needed facility improvements. Facilities to be considered include, but are not limited to: public safety, parks, streets and intersections, water treatment and distribution, sewage collection and wastewater treatment, storm drainage, transit, and electric facilities.

1.9 AIR QUALITY ELEMENT

The General Plan includes a chapter on air quality. The Element’s *Goal 2: Reduce motor vehicle trips and vehicle miles traveled and increase average vehicle ridership*, and supporting policies 17-28 address multimodal guidelines and improvements, increased mixed-use development and density, and funding for such improvements as effective methods to improve air quality. This goal and policies are specifically reinforced in the Specific Plan Update.

Appendix B

CPTED Design Guidelines

APPENDIX B: CPTED DESIGN GUIDELINES

Appendix B: CPTED Design Guidelines

The concept of Crime Prevention through Environmental Design (CPTED) is a multi-disciplinary approach to create safer, more vibrant, and active environments using a variety of community design strategies aimed at reducing opportunities for crime and the fear of crime and increasing opportunities for social interaction and activity, through the proper design, redesign, and effective use of the built environment. Although crime and safety issues are dynamic and complex processes that go beyond planning and design, development standards and design guidelines can help create safer environments.

Five key strategies of CPTED:

1. **Access Control** uses design features to create boundaries between public, semi-private, and private spaces. Design features are used to provide orientation to and through a site, to deny access to private spaces, and to reduce locations where people can hide. It involves the use of design features, such as pathways, paving treatments, lighting, landscaping, fencing, signs, and other built features to guide people and vehicles through real or perceived barriers. Access control strategies can foster a safe and comfortable walking and biking environment, creating more opportunities for pedestrian activity and social interaction.
2. **Natural surveillance** focuses on the placement and design of physical features and the arrangement of uses to allow people engaged in their normal activity to passively observe the space around them. Natural surveillance strategies can provide a natural visual connection between residential and/or commercial and office buildings and public spaces, such as streets, common areas, parks, sidewalks, parking areas, and alleys, as well as eliminate hiding places for people engaged in criminal activity. Natural surveillance can create a perception of increased risk of detection and apprehension for potential offenders and increased safety and security for legitimate users which can lead to an increase in positive activity and “eyes on the street.”

Surveillance can be enhanced by the right kind of lighting that is properly designed and placed to provide adequate visibility. Although lighting’s primary purpose should be nighttime visibility, thoughtful lighting can have a substantial impact on reducing the fear and incidence of crime, as well as and creating a safe, comfortable, and pedestrian-friendly environment.

3. **Territorial reinforcement** entails design features and physical elements which convey a sense of “active” ownership of and sense of pride for a space; these elements clearly designate between public, private, and semi-private areas. Territorial reinforcement makes it easier for people to understand and participate in an area’s intended use while discouraging the perception that negative or criminal activity can be committed without detection or consequences. Unique paving patterns, artwork, signs, landscaping, lighting standards, streetscape components, and other physical elements can be installed and maintained to communicate a sense of pride and proprietorship.

APPENDIX D: CPTED DESIGN GUIDELINES

4. **Management and Maintenance** involves the proper administration and upkeep of buildings, walkways, landscaping, lighting, and other physical features to support and ensure the intended purpose of a space. A well maintained space indicates community pride and ownership, and a low tolerance for negative activity. Thorough and consistent maintenance creates a welcoming, vibrant, and walkable community while failure to properly manage and maintain a space indicates a lack of control to legitimate users and increased vulnerability to crime. Lack of management and maintenance will undermine the impact of other effective CPTED design strategies creating unsafe and unwelcoming spaces.
5. **Activation of Space** encourages strategies to activate the space with proper uses, fosters social interaction, and creates a sense of ownership and community through placemaking elements.

Guidelines and standards that uphold CPTED principles are meant to assist in reducing the potential for crime incidents and help to create a safer, healthier, and more vibrant Downtown Redding. Many of the Zoning Ordinance's requirements, as well as the Development Standards and Design Guidelines in Chapter 6 of the Specific Plan, follow these CPTED strategies.

CPTED involves design of physical space in the context of the needs of bona fide users of the space, the activity planned for the space, and the predictable behavior of bona fide, as well as illegitimate, users.

The following Access Control guidelines are to be considered for all development within the Downtown area.

1. Place sidewalks, fencing, walls, pathways, pavement treatments, landscaping, signage, artwork, lighting, and landscaping to clearly guide the public to and through a site.
2. Install walkways in locations safe for pedestrians and use them to define pedestrian bounds.
3. Utilize signs to direct patrons to parking and entrances.
4. Install pedestrian wayfinding signage to direct movement and indicate where a person is in relation to amenities.
5. Install vehicle and bicycle wayfinding signage to direct movement to Downtown amenities.
6. Post business hours of operation in visible locations for customer safety.
7. Include directories in multi-tenant developments (residential and nonresidential) at site entrances identifying the locations of buildings, suites, apartments, and on-site landmarks, including management offices and access points.
8. Utilize plants and low fencing to direct movement and deter access to areas where people should not enter.
9. Minimize the height of parking lot and other landscape screening (shrubs or low walls) to allow a visible "window" above 3 feet and below 7 feet.
10. Design and locate entry points into a development or parking lot where the most number of users can see and access them. Provide rear access to shops if rear parking is offered.
11. Locate reception/security desk at the front of the building with open views of the street, sidewalk, and any pedestrian activity to provide active access control.
12. Improve safety behind buildings by improving lighting and limiting access with walls, fences, gates, shrubs, etc..

APPENDIX B: CPTED DESIGN GUIDELINES

13. Use security fencing/walls with view ports or sections of wrought iron grille work to allow views into the development while restricting access.

The following Natural Surveillance guidelines are to be considered for all development within the Downtown area.

1. Design and place buildings, lighting, windows, entrances and exits, parking lots, walkways, guard gates, landscaping, trees, fences or walls, signage, and any other physical feature to allow clear unobstructed views of surrounding areas.
2. On sites where restricted access is necessary, use perimeter walls/fences that allow people to see outside. In general, security gates are discouraged as they create an impression of an unwelcome community.
3. Locate the principle façade and entry to buildings towards the public right of way or off a publicly accessible courtyard to ensure pedestrian safety and retail visibility.
4. Locate activity at the front of the building, clearly visible from the outside, and positioned near the main entrance to provide open views of the street, sidewalk, parking, and passing vehicles.
5. Locate pedestrian entrances adjacent to vehicle entrances, free of hidden spaces.
6. On buildings with rear access, improve safety behind them through the use of well-lit commercial entrances and other legitimate activities that increase surveillance.
7. Entrance doors should be made as transparent as possible. The use of large glass panels is encouraged.
8. Window signs should to cover no more than 20 percent of windows.
9. Avoid creating concealed areas or blind spots.
10. Provide open views from stairways and upper story windows.
11. Locate bicycle racks in close proximity to entrances and large windows in the front of buildings with proper lighting and shelter.
12. Minimize the height of parking lot and other landscape screening (shrubs or low walls) to allow a visible “window” above 3 feet and below 7 feet.
13. Design and locate outdoor seating with adequate lighting in areas with an open view. Provide lighting that makes pedestrians more visible and provides more visibility to pedestrians.
14. Provide lighting that is even, uniform, and does not produce dark areas nor glare.
15. Illuminate areas above or near building entryways.
16. Illuminate “safe routes” with pedestrian-scale, glare-free lighting so that these become the focus of legitimate pedestrian activity and ensure lighting is not blocked by awnings or trees.
17. Improve safety behind buildings through use of adequate security lighting.
18. Utilize a white color light to allow for better color recognition and place lighting in such a way that it allows people to be recognized from 25 feet away.
19. Avoid large differences in light levels which make it hard for the human eye to adjust.

APPENDIX D: CPTD DESIGN GUIDELINES

The following Territorial Reinforcement guidelines are to be considered for all development within the Downtown area.

1. Design and place physical features such as sidewalks, walls, artwork, landscaping, pavement treatments, signage, and, fencing that define and outline ownership and distinguish private areas from public spaces.
2. Define property perimeters with landscaping, decorative fencing, gates, and signs that do not block visibility.
3. Design and place physical features to direct pedestrian traffic to desired locations.
4. Clearly identify buildings with street address numbers that are a minimum height and reflective at night.
5. Install highly visible, architecturally appropriate signs that identify the interior businesses, especially for those parking in the rear and site signage marking public entry points.
6. Design and provide exterior furnishings that encourage social interaction and active use in visible areas. Conversely, do not design and place exterior furnishings that encourage unwanted loitering or gathering in areas of concealment.
7. Place ground-level front elevation of the building on the front property line and at the sidewalk edge to maintain the continuity of the "street wall."
8. Avoid setbacks from the sidewalk edge, unless for a public gathering space such as a plaza or outdoor café seating.
9. Create continuous pedestrian activity in an uninterrupted sequence by minimizing gaps between buildings.
10. Avoid parking lots that interrupt commercial space.
11. Avoid blank walls and other "dead" spaces at the ground level. Create pedestrian paseos to parking lots at the rear of buildings.
12. Use building indentations to create small pedestrian plazas along the street wall.
13. If parking lots are located at the sides of buildings or elsewhere on the site where they may be visible from the street, they should be screened from street view by low walls and/or shrubs. Screens should not be allowed to exceed three feet in height to allow visual connections for safety. Driveways should be kept to a minimal number and width as necessary for safety.
14. Where inconsistent setbacks occur along the street, plazas should be considered to make use of the space adjacent to building frontages and enliven the street frontage.
15. Plazas should be designed with unimpeded lines-of-sight to and from the public sidewalk; and physical access should be provided from the public sidewalk to plazas.
16. Plazas are encouraged to be physically and visually accessible from the public sidewalk. Security fences, walls, and entry gates should not block the sidewalk edge of the plaza or views into the plaza. At least 15 feet of building frontage should be transparent or visually penetrable to provide entry to and views into the plaza.
17. Entries to the plaza, and storefront entries within the plaza, should be designed and lighted so they do not create hiding places.
18. Visual features, such as public art or a fountain, should be incorporated in plazas to attract pedestrians.

APPENDIX B: CPTED DESIGN GUIDELINES

19. Plazas, including all entrances and exits, should be fully illuminated one-half hour after sunset to one-half hour before sunrise to facilitate natural surveillance opportunities and to discourage illegitimate activities. Lighting should be designed to help define, order, and further develop the design concept of the space in a manner that appears welcoming to pedestrians.
20. Signage or other mechanisms may identify that the plaza is available for public use during business hours.
21. The paseo should be designed to be an integral part of the overall project and should be configured to provide straight forward access from an alley or rear parking area to the street. The incorporation of plazas into the design is highly encouraged. Business entrances are encouraged to front onto a paseo. If it is deemed that a business entrance cannot front onto a paseo, a minimum of one display window per business located along the paseo should be face onto it.
22. The paseo should incorporate landscape features, lighting, shade, textured paving, and other design elements to enhance the overall pedestrian environment and provide a high level of security, natural surveillance, and convenience.

The following Management and Maintenance guidelines are to be considered for all development within the Downtown area.

1. Maintain landscaping to avoid obstructing view of windows, building address numbers, lighting, and pedestrian activity areas.
2. Maintain all trees and landscaping to allow a visible window above 3 feet and below 7 feet.
3. Maintain clean and repaired public areas including sidewalks, walkways, lighting, signage, and the right of way.
4. Maintain all public artwork, posters, signage, and other displays and remove those that are beyond their useful lives.
5. Maintain parking areas to a high standard with no potholes, trash, or graffiti.
6. Maintain neat and clean building exteriors.
7. Maintain storage areas and alleys.
8. Install attractive displays in storefront windows (including vacant stores) to avoid creating an abandoned image.
9. Set operating hours to coincide with those of neighboring businesses.
10. Encourage business associations to work together to promote shopper and business safety and the appearance of safety.



DOWNTOWN REDDING SPECIFIC PLAN UPDATE

APRIL 2018