

**SUSTAINABLE COMMUNITIES STRATEGY  
CITY OF REDDING  
PRELIMINARY STRATEGIC GROWTH AREAS  
Methodology**

Attached to this report are tables and maps depicting four (4) preliminary Strategic Growth Areas (SGA) within the City of Redding. The purpose of identifying specific potential growth areas and providing a range of development estimates within them are twofold: 1) it will allow SRTA staff and its traffic consultant to use the "Activity Based" traffic model to ascertain how it reacts to identical development scenarios in different geographic locations (scenario testing); and 2) to help gauge that model's effectiveness in evaluating the County-wide Sustainable Communities Strategy as work progresses on that effort.

City staff received specific direction from SRTA staff via correspondence dated November 13, 2012 regarding the methodology to be used in the first cut of the testing process. It called for development of the following three distinct growth scenarios, to be applied to two or three geographic areas for both housing units and commercial activity:

- "Business as Usual". This uses the existing General Plan Land Use Diagram and the growth assumptions of the traffic model to forecast growth in the SGA's.
- "Moderately reasonable, but aggressive" growth.
- "Maximum potential".

***Growth Assumptions***

City staff utilized the growth estimates for the City of Redding contained in the November 8, 2011 memo to the Shasta RTPA from Mike Aronson pertaining to the Shasta County Model Assumptions. The population estimates for the years 2010, 2020 and 2035 were converted to housing units utilizing the factor of 2.45 persons per household. The increase in housing units between the base year of 2010 and 2020 and 2010 and 2035 were developed and formed the basis for each growth scenario. Staff developed the following growth scenarios in response to SRTA's request:

1. Moderately reasonable. Assumes that 25% of the growth in total housing units within the City would be constructed within a single SGA for a given time frame. (The remainder of growth would occur in the community consistent with the projections of the traffic model.) This is likely an over optimistic scenario unless significant incentives are provided or infrastructure limitations in other areas essentially direct growth to the SGA.
2. Maximum potential. Staff approached this in the literal sense, allocating 100% of the residential growth forecast for Redding for the given time frames to a single SGA. This may not be workable in the context of the traffic model as it may cause the basic network to fail in the vicinity of the SGA's.
3. Midpoint. This scenario assumes that 50% of all residential growth within the City for the given time frame will occur within a single SGA. This may be more suitable for analysis by SRTA than the maximum potential scenario.

The commercial growth assumptions are noted in the description of each SGA and scenario

below. With the exception of the "Downtown Redding" scenario, residential densities exceed that allowed by the General Plan in the most growth intensive scenarios.

## **SGA Descriptions**

***Rancho/Shasta View Mixed Use Neighborhood.*** This location reflects the Redding General Plan classification of "Mixed Use Neighborhood Overlay" (MUN). Mixed use development would be consistent with efforts of the SCS to maintain or reduce the existing VMT per household in recognition that a mix of residential and commercial land uses in close proximity typically reduces the number and length of vehicle trips. The characteristics of this area include:

**Size:** 157 acres

**General Plan:** Residential 2 to 3.5 u/a. The "optional" MUN Overlay provides for a minimum density of 8 u/a and a maximum density of 24 u/a. Up to 100skf of nonresidential uses would be allowed without having to obtain an amendment to the General Plan. The following summarizes the land use assumptions found in the attached tables:

### **Land Use Summary:**

- Maximum Potential Scenario: 2010 - 2020: 3,730 units; Average Density: 24 u/a; 60 ksf non-residential uses; 2010 - 2035: 8,560 units; Average Density: 55 units per acre; 200 ksf non-residential uses.
- Midpoint Scenario: 2010 - 2020: 1,865 units; Average density 12 u/a; 50 ksf non-residential uses; 2010 - 2035: 4,280 units; Average Density: 27 u/a; 100 ksf non-residential uses.
- Moderately Reasonable Scenario: 2010 - 2020: 932 units; Average Density 6 u/a; 50 ksf non-residential uses 2010 - 2035: 2,140 units; Average Density 14 u/a; 50 ksf non-residential uses.

***South Bonneyview Mixed Use Neighborhood.*** This location reflects the Redding General Plan classification of "Mixed Use Neighborhood Overlay" (MUN). Mixed use development would be consistent with efforts of the SCS to maintain or reduce the existing VMT per household in recognition that a mix of residential and commercial land uses in close proximity typically reduces the number and length of vehicle trips. The characteristics of this area include:

**Size:** 157 acres. (The property is approximately 250 acres in size, but it is assumed for purposes of this study that 100 acres will be utilized as a river-front community park. Given this, the development assumptions are identical to the Rancho/Shasta View Mixed Use Neighborhood.)

**General Plan:** Residential 2 to 3.5 u/a and Residential 10 to 20 u/a. The "optional" MUN Overlay provides for a minimum density of 8 u/a and a maximum density of 24 u/a. Up to 100skf of nonresidential uses would be allowed without having to obtain an amendment to the General Plan. The following summarizes the land use assumptions found in the attached tables:

### **Land Use Summary:**

- Maximum Potential Scenario: 2010 - 2020: 3,730 units; Average Density: 24 u/a; 60 ksf non-residential uses; 2010 - 2035: 8,560 units; Average Density: 55 units per acre; 200 ksf non-residential uses.
- Midpoint Scenario: 2010 - 2020: 1,865 units; Average density 12 u/a; 50 ksf non-residential uses; 2010 - 2035: 4,280 units; Average Density: 27 u/a; 100 ksf non-residential uses.
- Moderately Reasonable Scenario: 2010 - 2020: 932 units; Average Density 6 u/a; 50 ksf non-residential uses 2010 - 2035: 2,140 units; Average Density 14 u/a; 50 ksf non-residential uses.

***Downtown Redding.*** This location is consistent with the policies of the Redding General Plan and Downtown Specific Plan that call for additional residential and commercial development in the Downtown core. These documents do not place a density cap on residential uses in terms of units per acre and allow unrestricted building height to accommodate intensive uses. Offstreet parking is not required to be provided. To simplify the analysis and keep the number of parcels to evaluate to a minimum, it is assumed that properties would be redeveloped and that development would be very intense

**Size:** 7.64 acres

#### **General Plan. Mixed Use Core**

##### **Land Use Summary:**

- Maximum Potential Scenario: 2010 - 2020: 3,730 units; Average Density: 488 u/a; 60 ksf non-residential uses; 2010 - 2035: 8,560 units; Average Density: 1,120 units per acre.
- Midpoint Scenario: 2010 - 2020: 1,865 units; Average density 244 u/a; 2010 - 2035: 4,280 units; Average Density: 560 u/a; 100 ksf non-residential uses.
- Moderately Reasonable Scenario: 2010 - 2020: 932 units; Average Density 122 u/a; 2010 - 2035: 2,140 units; Average Density 280 u/a; 50 ksf non-residential uses.

***Oasis Road Area.*** The Oasis Road Specific Plan was formulated to take advantage of the freeway interchange location to accommodate long term needs for commercial and higher density residential development. This scenario concentrates commercial development on the east side of I5, but spreads residential uses both east and west of the freeway.

Note that commercial uses have not been specifically included in this scenario as the proposed 150,000 sq. ft. Costco is looking more like a reality with another 190,000 square feet of commercial uses potentially on its heels. The point of using this location as one of the scenarios is to see if adding reasonably dense residential development to compliment the commercial uses would yield VMT reduction benefits. It is suggested that the commercial development contained in the travel demand model be used as a base. This alternative can be further fleshed out if necessary to provide consistency with the other three locations being considered.

**Size:** 194 acres

**General Plan.** Regional Commercial; Residential 10 to 20 units per acre.

**Land Use Summary:**

- Maximum Potential Scenario: 2010 - 2020: 3,730 units; Average Density: 19 u/a; 2010 - 2035: 8,560 units; Average Density: 44 units per acre.
- Midpoint Scenario: 2010 - 2020: 1,865 units; Average density 10 u/a; 2010 - 2035: 4,280 units; Average Density: 22 u/a.
- Moderately Reasonable Scenario: 2010 - 2020: 932 units; Average Density 5 u/a; 2010 - 2035: 2,140 units; Average Density 11 u/a.