

# ***DOWNTOWN REDDING SPECIFIC PLAN***

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# Chapter I

## Introduction to the Specific Plan

### A. BACKGROUND

The City of Redding is located in Shasta County in Northern California. It is approximately 100 miles south of the Oregon border and 160 miles north of Sacramento. With a population of approximately 100,000, Redding is the largest city in California north of Sacramento.

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.

Redding is bisected by Interstate 5, a major north-south freeway that runs from Canada to Mexico. 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 the community as well. Redding's location also makes it a place near many outdoor attractions and recreational areas, such as Shasta Lake, Lassen Volcanic National Park, and the Shasta/Trinity/Whiskeytown National Recreation Area.

Redding was founded in 1872 and incorporated in 1887 at the northern terminus of California and the Oregon Railroad. 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 more recent years, retail trade, construction, and tourism have become more significant activities, since the lumber industry has declined. Redding has become a major center for shopping, health care, education, and government. As a result, the Redding area has become one of the faster-growing areas in California.

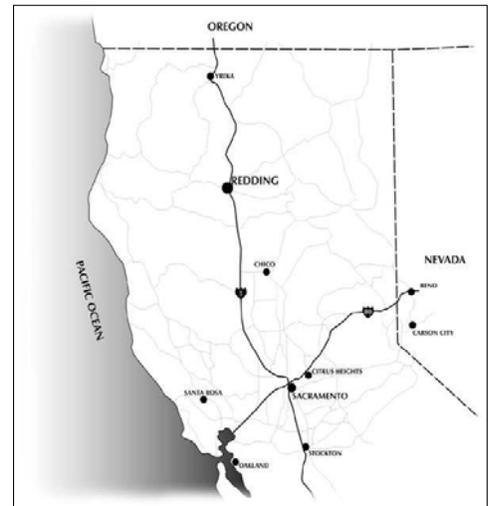


Figure 1-1: Redding's Regional Location

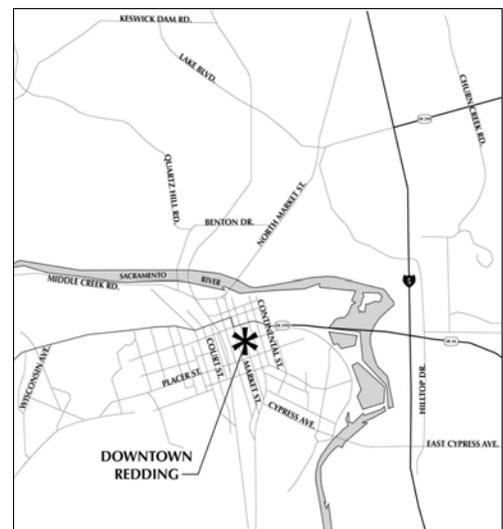


Figure 1-2: City of Redding (Limited Vicinity Map)



**Figure 1-3: Downtown Redding Mall**

Downtown Redding remains important to the growth of the City although it was bypassed by the construction of Interstate 5, encouraging most new retail development east of the river. This fact, coupled with a national trend toward outlying shopping centers, threatened Downtown. In the late 1960s, local leaders recognized the trend and sought to compete by creating 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 remain vital hubs of activity and commerce today. Instead, downtowns and Main Streets are now increasingly recognized again as some

of the most desirable places for people to work, shop, recreate, and live. Urban design is an important component in this re-focusing back to downtowns. Recent City of Redding efforts, including redevelopment projects to improve the appearance and pedestrian orientation of Downtown streets, demonstrate the community's commitment to enhancing the unique character of the heart of the Redding. In 1995, the Redding Redevelopment Agency established a Downtown Task Force that developed a detailed Downtown Plan. Among the many recommendations in the Plan were several key intersections to improve and serve as gateways to the Downtown, tree planting and physical improvement strategies for specific pathways throughout the area, and the identification of several funding mechanisms.



**Figure 1-4: Market Street Streetscape**

In June of 1999, the City's commitment to revitalize Downtown Redding continued with the involvement of the Urban Design Studio (UDS), an urban planning and design firm, to prepare a Specific Plan for the area. Using the task force's Downtown Plan, the Redding Draft General Plan, and intense public participation, UDS developed the Downtown Redding Specific Plan. A number of other consultants were also brought into the process, including Pacific Group, Laurin & Associates, RBF & Associates, and Nichols, Melburg, and Rossetto.

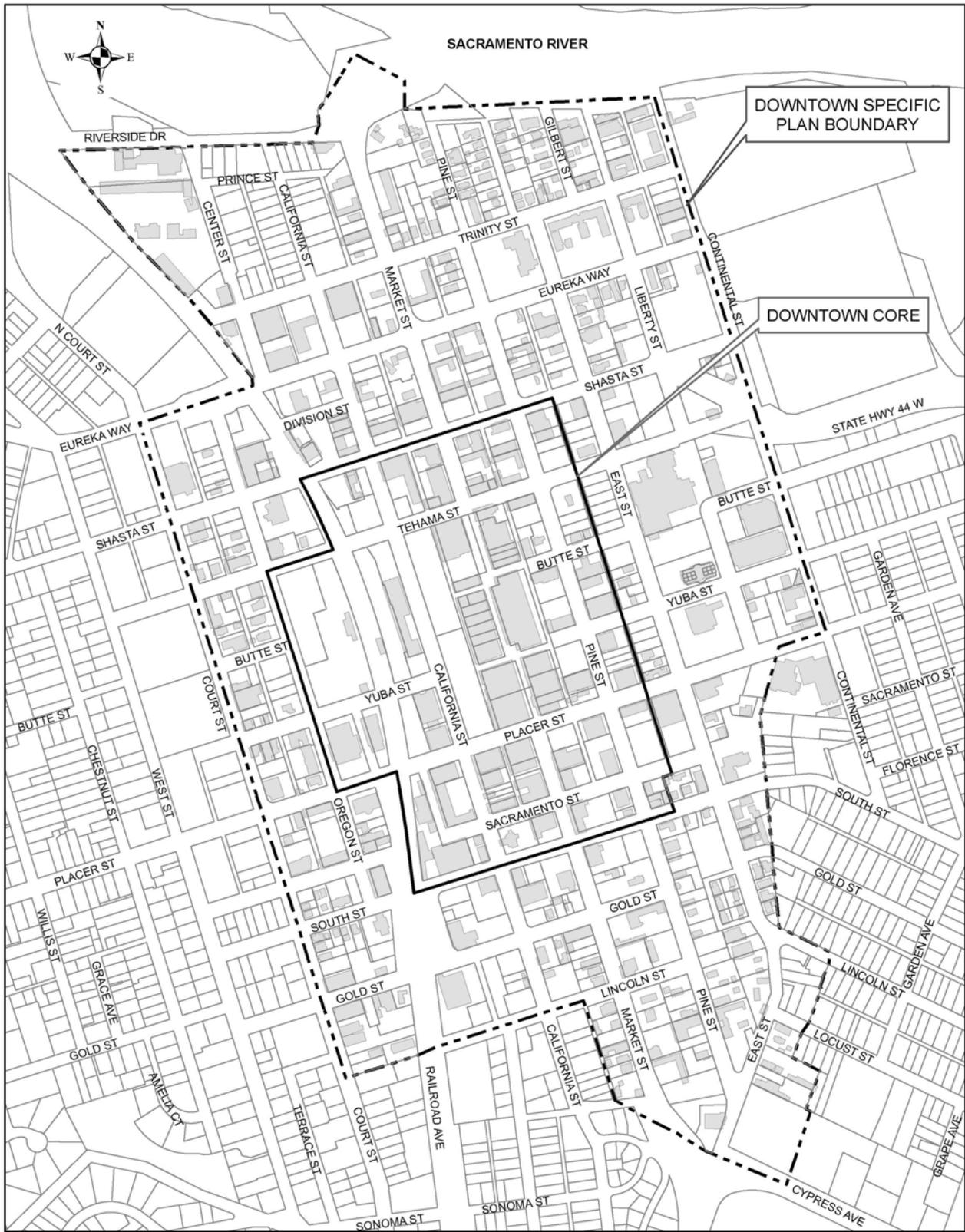
## **B. PURPOSE OF THE SPECIFIC PLAN**

The purpose of the Downtown Redding Specific Plan is to:

- Develop appropriate specialized land use districts and development standards.
- Establish a conceptual framework for physical improvements to the Redding Mall.
- Make Downtown Redding the center of specialty retail, culture, and governmental activity in the community.
- Prepare design guidelines for the building architecture, storefronts, and signs.
- Prepare customized sign regulations.
- Prepare a "wayfinding" system for Downtown.
- Establish a blueprint or Master Plan for the future of the Redding Mall.
- Develop a housing strategy.
- Review and make recommendations to other bodies for circulation in Downtown.
- Prepare a generalized retail market and housing analysis.
- Ensure General Plan consistency.

## **C. SPECIFIC PLAN AREA**

Downtown Redding is generally defined as the area from Riverside Drive/Sacramento River to the north, Court Street to the west, Continental Street to the east, and Lincoln Street to the south (Figure 1-5). Currently, the land use pattern south of Shasta Street and north of South Street, combined with edges formed by the Union Pacific Railroad (including the old rail-yard properties, the Downtown Post Office, and the Veterans Memorial Hall) and the East Street/Pine Street mid-block, provide a core area of Downtown. North of Shasta Street is comprised mostly of an auto-oriented fabric. Flanking the east side of the core is a medical orientation of land uses, with a legal/governmental/office orientation to the west of the core. An "L-shaped" financial district exists in the southeastern portion of the core, including the portion of Market Street extending from Sacramento to Gold Streets and along portions of Pine and East Streets. South of South Street is largely dependent upon auto traffic.



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Scale: 1" = 600'

DOWNTOWN REDDING PROPOSED CBD

City of Redding

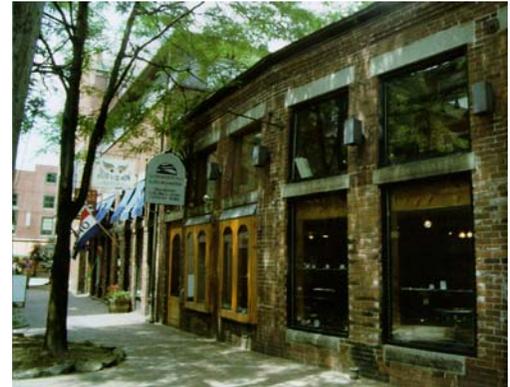
Figure 1-5: Downtown Redding Boundary

## D. STATUTORY AUTHORITY OF THE SPECIFIC PLAN

The Downtown Redding 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 Downtown Redding Specific Plan is essentially a hybrid. Three distinct zoning districts (Central Business District, Uptown Business District, and Southern Gateway District) have been established *within a portion* of the Plan area and provide 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.

Properties within the Specific Plan boundary, but outside the aforementioned zoning districts, are still influenced by the Plan. As new development or redevelopment occurs within these areas, the goals, policies, design guidelines, and housing strategy are intended to provide direction for future planning, public-improvement efforts, and the review of development projects.



**Figure 1-6: Storefront with Large Display Windows**

## E. GENERAL PLAN CONSISTENCY

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.

The Specific Plan, adopted on February 6, 2001, and the comprehensive update of the Specific Plan in 2010 are found to be consistent with the City's new General Plan, as it was adopted in October 2000, and subsequent amendments made to the Plan.

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."

## Community Development and Design Element

This Element of the City of Redding General Plan most directly relates to the Downtown Redding Specific Plan. It includes guidance on development within specific focus areas of the city, one of which is Downtown. Following are key principles for Downtown redevelopment extracted from the General Plan text. All of the following principles are consistent with the direction of the Specific Plan.



**Figure 1-7: Appropriate Sign in the Fifties Glitz District**

- Downtown Redding should be a place for pedestrians first and automobiles second.
- It should also present a more urban character than the rest of the City.
- 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.
- The most intense and tallest buildings in the City should be located within that portion of the Downtown core which is generally bounded by the Union Pacific Railroad on the west, South Street on the south, Shasta Street on the north, and East Street on the east.

- 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.
- 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.
- 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.



**Figure 1-8: Downtown Parking**

Also found in the Community Development and Design Element are the following development guidelines for the Downtown Focus Area that are consistent with the Specific Plan. Any variations that do exist between these guidelines and those recommended in the Specific Plan are noted.

### **Downtown Focus Area Development Guidelines**

- 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. Encourage mid-rise and high-rise buildings in the Core area to include a mix of commercial and residential uses. (Note: Figure 1-9 depicts the "Building Height Overlay District" as adopted for the Specific Plan area.)
- c. Develop Downtown entry features at strategic locations.
- d. Residential density should not be limited in the Downtown Core.
- e. 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.
- f. Allow outdoor uses, such as restaurant seating, flower sales, and similar activities on private property and, where appropriate, on public property.

### **Transportation Element**

The following goals from the General Plan dealing with circulation are consistent with and supported by the Downtown Redding Specific Plan.

*Policy T1(A)* – 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.

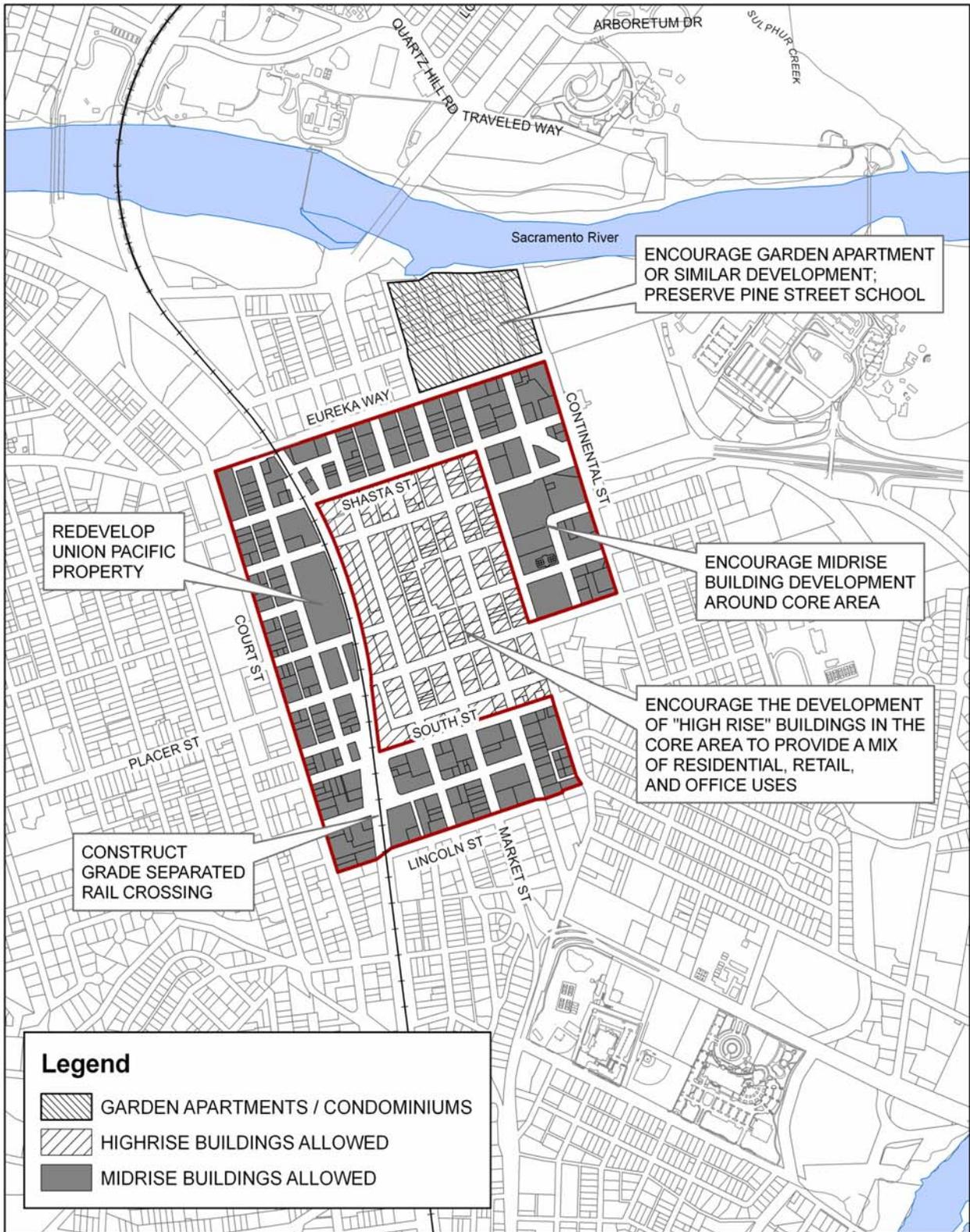
*Policy T2(A)* – Retain alleys in the Downtown area to preserve these key pedestrian circulation facilities and to allow convenient service access to local businesses.

*Policy T2(B)* – Establish motorized and/or non-motorized 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 T4* – Ensure interagency and regional coordination with regard to transportation planning and improvements.

*Goal T6* – Provide an attractive, safe, and continuous system of sidewalks and other pedestrian facilities.

*Policy T6(A)* – Provide pedestrian-oriented features, such as benches, enhanced landscape, and trash receptacles, in commercial areas, particularly in the Downtown and Park Marina areas.



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### "BH" Building Height Overlay District - Downtown Focus Area

**Figure 1-9: Building Height Overlay District**

*Policy T6(E)* – Develop and implement a program to identify, prioritize, and fund the retrofitting of existing intersections that do not currently have handicapped access ramps at the street corners.



**Figure 1-10: Alley in Downtown Redding**



**Figure 1-11: Well-Designed Bus Shelter**

*Policy T6(F)* – 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 T6(G)* – 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 T7* – Ensure that sufficient, well-designed, and convenient on-street and off-street parking facilities are provided to serve land uses throughout the City.

*Policy T7(A)* – Maintain adequate on-street and public off-street parking areas within the Downtown area to meet ongoing parking demands.

*Policy T7(C)* – Pursue funding options and strategies for the construction and maintenance of shared-parking facilities/structures Downtown.

*Policy T7(D)* – Establish maximum and minimum standards for parking spaces in transit corridors and Downtown to promote use of alternate modes.

*Policy T8(B)* – Incorporate facilities suitable for bicycle use in the design of interchanges, intersections, and other street-improvements/maintenance projects.

*Policy T8(E)*–Install bicycle parking in the Downtown area and at City parks, civic buildings, and other community centers.

*Policy T9(E)* – Provide attractive, well-lighted, comfortable, and protected waiting areas for bus passengers.

*Goal T11* – Encourage maximum availability and use of both freight and passenger rail service.

*Policy T11(A)*–Support efforts to establish convenient rail transit service between Redding and the Sacramento area.

*Policy T11(B)* – 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 T12(A)* – Provide for additional grade-separated railroad crossings at South Bonnyview Road and in the Downtown area.

The Redding General Plan recognizes the importance of creating a balanced transportation system. The Specific Plan attempts to establish a land use pattern Downtown that supports this balance between modes of transportation. This Specific Plan does not dictate a Circulation Plan, per se, due to ongoing transportation plans already in progress. However, Urban Design Studio was consulted and asked to respond to the City/Caltrans alternative circulation plans.

## 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-related goals from the General Plan are supported by the Specific Plan for Downtown Redding.



**Figure 1-12: View of Natural Vegetation**

*Policy NR7(A)* – Recognize the aesthetic and biological values of oak woodlands and other natural vegetation. 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 NR(12)* – Protect and enhance historical and culturally significant resources within the planning area.

*Policy NR12(C)* – Encourage public and private efforts to identify, preserve, protect and/or restore historic buildings, structures, landmarks, and important cultural resources.

## Health and Safety Element

The Specific Plan directly supports the Health and Safety goals through proposed Downtown land use patterns and incorporating the principles of Crime Prevention Through Environmental Design (CPTED). Particular goals held in common include the following.

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

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

## Recreation Element

The Specific Plan addresses the natural recreational amenities and features in the community as part of the revitalization strategy for Downtown. The following goals of the General Plan are consistent with the Specific Plan.



**Figure 1-13: View of the Sacramento River**

*Goal R* – Recognize the Sacramento River as the backbone of the City’s park system.

*Goal R3* – Preserve and enhance Redding’s historic and cultural heritage in the process of park development.

*Policy R3(C)* – 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.

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

*Goal R11* – Promote and facilitate development of a citywide recreational trail system.

## **Economic Development Element**

Considerable overlap exists between the goals of the Economic Development Element and the intent of the Downtown Specific Plan. In particular, the following General Plan goals are specifically supported by the policies and recommendations of the Specific Plan.

*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.

*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.

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

*Policy ED6(A)* – Facilitate the revitalization and redevelopment of the Downtown Redding core.

*Policy ED6(B)* – Preserve and enhance historic structures that contribute to the unique character of Downtown and add to the Downtown pedestrian retail attraction.

*Policy ED6(C)* – Explore the feasibility of assuming responsibility for portions of the state highway system in Downtown.

*Policy ED6(D)* – Facilitate additional attractions and amenities that bring people Downtown, including restaurants, local shopping, festivals/special events, and entertainment.

*Policy ED6(E)* – Encourage retail diversity, including the establishment of small specialty retail shops in the Downtown and Park Marina Drive areas.

*Policy ED6(F)* – Facilitate and promote the expansion of cultural and entertainment opportunities Downtown that will attract retail customers during non-peak hours.

*Policy ED6(G)* – Encourage Shasta College, Simpson University, Chico State University, and other institutions to conduct evening classes Downtown to expand retailing opportunities into the evening hours.

## **Housing Element**

The following goals from the General Plan related to housing are consistent with and supported by the Downtown Redding Specific Plan.

*Goal H2* – Facilitate the creation of new affordable housing opportunities.

*Goal H3* – Support creative reuse of existing facilities and land.

*Policy H3(C)* – Use redevelopment powers or other appropriate mechanisms to acquire and/or assemble sites for residential purposes.

*Policy H5(B)* – 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.

## **Air Quality Element**

The General Plan includes a generous chapter on air quality. Goal 2, Policies 18-32, deal primarily with effective land use and transportation and its connection to air quality. The Specific Plan speaks to the issue of land use and supports the related policies to improve air quality found within the Element.

## **Conclusions**

The establishment of land use regulations, site development standards, and design guidelines within the Downtown Redding Specific Plan 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, the Specific Plan will be amended as necessary to achieve ongoing consistency between the documents.

## ***Chapter II***

### ***Downtown Planning and Design Framework***

#### **A. THE PLANNING PROCESS**

On May 26, 1999, the Redding Redevelopment Agency approved the contract for Urban Design Studio to prepare the Downtown Specific Plan (Plan). Subsequent to that approval, a planning process was initiated to develop the Plan, which included research of existing documents, field reconnaissance, public involvement, preliminary strategies and directions, drafting of goals and objectives, and the preparation of development regulations, guidelines, and policies.

Following are descriptions of the major elements of the Downtown Redding Specific Plan process:

##### **1. Review of Existing Documents**

The planning process began with a thorough review of and evaluation of existing background information. These documents provided the framework and backbone for the Downtown Redding Specific Plan. Documents included the, Redding Draft General Plan, Downtown Redding Plan (put together by a citizen's task force), Redding Municipal Zoning Code, and many others.

##### **2. Community Involvement**

Preparation of the Specific Plan included a comprehensive public participation process. The public was involved to accurately identify concerns and problem areas, generate ideas, and to clarify and resolve issues. Following are brief descriptions of the community involvement and outreach components:

*Kick-Off Dinner (July 6, 1999).* Consultants met informally with the Downtown Review Committee, City staff, and other officials representing Downtown interests. This was an opportunity for local leaders to discuss their "visions" for the area in a relaxed atmosphere.

*Publicity Program (ongoing).* A publicity campaign was carried out in order to effectively educate the public and to involve a diverse group of people in the process. The effort concentrated on distributing written information through direct mailings to individual residents. Notices were also distributed to neighborhood groups, civic organizations, and other key groups. A project masthead was also created to assist with public recognition.

*Personal Interviews (July 7–8, 1999).* Approximately 25 short interviews were conducted with community members representing various interests. Summary comments from the interviews include:

- The Mall is uninviting and has an unattractive appearance.
- No clear signage for "wayfinding" in Downtown and the Mall.
- No appreciation of historic value of original structures in Mall.
- Facade renovation of the Mall is necessary (at a minimum).
- Open up some of the streets (Yuba and Butte) to through traffic.
- The bus station has a negative effect on the Mall.



**Figure 2-1: Great Attendance at MarketFest!**

- Vehicular circulation around the Mall is okay (only problem for non-locals).
- Changes to Downtown circulation should not be undertaken if the trade-off for LOS is significant negative impacts to neighborhoods and businesses.
- The area needs a large/visible public gathering place.
- Pedestrian comfort needs improving: shade, trees, awnings, benches, plazas, etc.
- Need to attract unique retail to all of Downtown.
- Involve public in Downtown through more special events like MarketFest
- Facade-improvement program needed throughout Downtown.
- Expand the MarketFest area.
- Entry areas into Downtown need visual enhancement.
- Expand the streetscape improvements (Demonstration block).
- The regional retail and big-box type retail seem well served by existing development outside of Downtown.
- Certain niche retail markets can probably be identified for Downtown.
- The demand for office is rather good in the area, so this potential may also exist Downtown.



**Figure 2-2: Butte Street Entry to Redding Mall**

- Housing in Downtown (senior, student, singles, rentals, etc.) should be encouraged, since this would provide another source of market support and would create some activity and excitement Downtown.
- The Downtown Mall currently appears to be financially viable for the private owners.
- Because it is such a large space user in Downtown, the Mall's treatment will affect the market in two ways: significant physical changes could enhance the image and fabric of Downtown; and, significant physical changes could also free up sites for new development.
- Large central library.
- Connections to Civic Center.
- Connection to the river.
- Supermarket in Downtown area
- More water features.
- A "heart" of the City is needed.
- Discourage inappropriate uses (half-way houses, transients, etc.).
- Encourage more night-time uses (theaters, coffee houses, etc.).
- Encourage mix of residential uses.
- Historic train connections.
- Create an overall sense of community.
- The City must show interest in Downtown.
- Land use in Downtown is currently based solely on laissez-faire economics; what land uses do we need to attract to Downtown and how do we get those land uses to locate in Downtown?



**Figure 2-3: Notable Brick Architecture**

- Reduce maintenance costs related to the Mall.
- Protect "mom and pop" shops and encourage locally owned businesses.
- The City needs to accept a lower level of service for circulation in Downtown—it is an urban, not a suburban environment.
- Drive-thru businesses and auto-related businesses are not conducive to a pedestrian-oriented Downtown core.
- Insufficient civic and cultural amenities exist Downtown.
- City must re-evaluate its development fees for Downtown properties to provide incentives for revitalization and building improvements (e.g., can the City relax traffic impact fees or create scheduled payments?).
- A coordinated promotions program must be established for Downtown.
- Mixed-use opportunities should be encouraged throughout Downtown.
- City should work with Gerlinger's Steel to determine future plans and investigate potential for relocation.
- The parking structure and the Mall need to be friendlier to pedestrians.
- Action—not plans and studies—is needed to revitalize Downtown.
- Whatever happens to the Mall, save the old buildings inside.
- Downtown needs basic design guidelines.
- Downtown needs to be a place where people can gather and come together.
- Downtown should not be suburbanized.
- Downtown needs a permanent multi-purpose setting for a Certified Farmers Market.
- Bike lanes and amenities need to be integrated within Downtown.



**Figure 2-4: Classic Greyhound Bus Sign**

- Move Greyhound bus depot to the transit station. Use land for gathering place.

- Downtown needs to be a place friendly towards youth, senior citizens, and the physically challenged.
- Remove parking meters—they are a disincentive to coming Downtown.
- Provide better signage for Downtown visitors to find their way (especially to parking).
- Synchronize traffic signals in Downtown to improve traffic flow.
- Do not re-route traffic off of Market Street, or businesses on Market Street will die.
- North Market Street should be consistent with South Market Street Demonstration Block, however, streetscape elements should be installed to acknowledge the auto-orientation of North Market.
- Open up the Mall. Needs to be brighter—too dark and gloomy. Provide skylights.



**Figure 2-5: Redding Hotel**

- Mall should be leveled and start over. Save historic structures when possible.
- City has no heart.
- Downtown is dead — no reason to go there. Need vision for what Downtown should become. What is Downtown's niche—office park, entertainment?
- Need major public open space Downtown. Need gathering place and place to hold public events. Need a plaza.
- Provide housing Downtown. Could be mixed-use located above commercial. Need more senior housing. Need more people/population Downtown.
- Move a library into the Rite Aid building.
- Need food market for Downtown area residents.

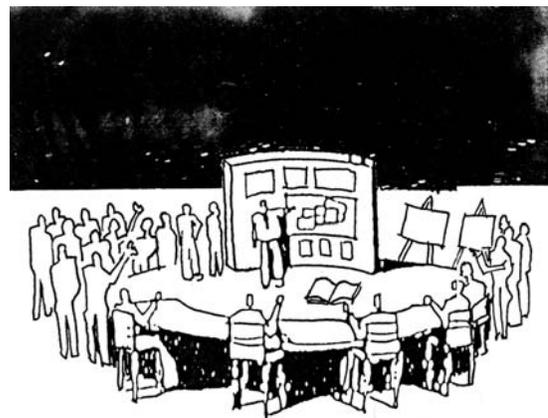
- Provide trolley to connect Downtown to Turtle Bay.
- Redding Hotel is currently a bad influence on Downtown.
- Parking structure is ugly. Detracts from Downtown. Feeling that underground parking is unsafe.
- Gerlinger's would be willing to move with City help. They are in no hurry otherwise. Machinery in building is very costly to move—heavy. Requires special equipment. Increased activity Downtown will hamper its operations.
- Entries to Downtown lack definition. There should be some kind of entry statement like an arch or flags?
- There is a perception that the City leadership does not care about Downtown. They are too willing to spend money in other parts of town.

*Downtown Walks (July 6, 7, & 8, 1999).* Two guided walks were taken with City staff and one with local law enforcement agents. These were organized in order to identify unique features, note different land uses, record any visual observations and opportunities, and to identify areas or features that cause real or perceived public-safety concerns.

*Public Downtown Storefront Workshops (July 9, 1999).* Two public workshops were held Downtown to begin to develop consensus on the issues framing a revitalization strategy. The verbal information gathered during the prior activities and the observations made during the Downtown Walks were presented to the public. A preference survey was then conducted in an effort to determine which issues were most important. Approximately 60 people attended the workshops.

*Downtown Review Committee Workshops.* Seven workshops were held with the Downtown Review Committee to provide orientation to the process and to receive input regarding issues and goals for the area that were used to develop the draft plan.

- *On August 10, 1999,* Kickoff, "What is a Specific Plan?" Get Acquainted, Issues, "What is the Vision?"
- *On September 21, 1999,* Urban Design Studio—represented by Mark Brodeur—presented key ideas and actions to be included in the Specific Plan.
- *On Monday, November 29,* Mark Brodeur, Principal of Urban Design Studio, met with the Downtown Review Committee (DRC) at 7:30 a.m. to present three new Mall Alternatives, draft design guidelines, and recommended zoning districts.
- *On Wednesday, January 12,* Urban Design Studio presented the draft Specific Plan to the



**Figure 2-6: Public Hearing**

Downtown Review Committee for input and comment.

- *Saturday Storefront Workshops (Oct 23/Jan 22)*. Additional informal workshops were held to solicit more community input and to maintain project momentum. The half-day "drop-in" workshops were attended by 27 persons.
- *Joint City Council-Planning Commission Workshops (Oct 22/Jan 21)*. The purpose of the first workshop was to identify broad-based issues relevant to the Plan, discuss preliminary findings, and to receive direction. The second workshop was held to review the draft plan with these bodies.
- *Public Hearings*. As required by state and local laws, public hearings with the Planning Commission and the City Council were held. These hearings provided another opportunity for the community to offer input on the Specific Plan.

## **B. PLANNING AND DESIGN ISSUES**

A number of specific issues have been identified as important in the Downtown Redding Specific Plan effort. This summary of issues is based upon review of existing plans and documents, community input, and an analysis of existing physical and social conditions within the Specific Plan area. The issues, many of which overlap, provide the context for the Goals and Objectives.

*Identity* - Providing Downtown with a distinct identity, personality, and coherent image.

*Aesthetics* - Creating a Downtown with an attractive urban design that appeals to the community and its visitors.

*Land Use* - Developing a mix of Downtown land uses that attracts and meets the needs of local residents and visitors.

*Community* - Developing Downtown as the heart of and gathering place for the community.

*Pedestrians* - Encouraging pedestrian travel throughout Downtown and striking a balance with the auto-oriented environment.

*Historic Preservation* - Protecting and enhancing the remaining historical significance of the Downtown.

*Relationships* - Creating physical and mental connections between existing positive features in and around Downtown to the Downtown itself.

*Natural Environment* - Protecting and increasing the tree-lined streets and green image of Downtown and taking advantage of regional amenities.

*Management* - Establishing a well-managed, committed Downtown community that attracts, retains, and expands businesses.

## C. MARKET OVERVIEW

### 1. Introduction

This section of the Specific Plan provides a planning framework for the kind of uses, particularly commercial uses, that can be supported in Downtown Redding. It is imperative for the City of Redding to know that Downtown can support increased commercial activity before embarking on a 10- to 15-year program of revitalization. This revitalization effort will be expensive, and as such, the community needs assurances that their efforts will come to fruition.

As part of this Specific Plan effort, a primary market overview of commercial uses was undertaken by Pacific Group. Table 2-1 presents a summary of the planning guidelines for commercial development in Downtown Redding for 2010 and 2020. Of course, the guidelines for the next 10 years are the most reliable and important, because projecting 20 years entails more uncertainty. Naturally, it is important to note that the planning framework presented for potential future development in the Downtown ensures that a commitment is made by both the public and private sectors to undertake an aggressive program of planning, public improvements, and marketing.

<b>TABLE 2-1 PLANNING GUIDELINES FOR COMMERCIAL DEVELOPMENT IN DOWNTOWN REDDING</b>		
	Cumulative New Development By:	
	2010	2020
<b>Retail (sq ft)</b> (Convenience, dining, specialty)	191,458	423,630
<b>Office (sq ft)</b> (Professional, financial)	186,754	393,668
<b>Entertainment</b>	Mixed-use entertainment with an emphasis on activities and facilities that require small to medium investment	Mixed-use and freestanding projects, with a few that require medium to large investment.
Source: Pacific Group		

### 2. Retail Potential

The analysis projects total sales in Redding for major categories by applying the per capita sales to population projections for the city. On this basis, it can be seen that total retail spending in Redding is projected to increase from \$1.08 billion in 1998 to \$2.54 billion in 2020. On this basis, it is estimated that there will be \$1.45 billion more retail sales in Redding by 2020, which would require 4.7 million more square feet of retail. In the next 10 years, this figure is 1.8 million.

Assuming that substantial investment is made in the revitalization of Downtown, it is estimated that the capture rate of Downtown would be in the 8–10 percent range. Thus, considering currently vacant space, a well-planned and marketed Downtown could anticipate filling current vacancies and adding approximately 200,000 square feet of retail in the next 10 years.

The specific tenants that are attracted to Downtown over the next ten years will depend on the facilities provided, the level of marketing effort, the type and amount of public improvements, and the focus of the desired mix of tenants. Based on the characteristics of the area and the substantial amount of existing comparison goods retail development in Redding, the Downtown area should focus on convenience goods (for residents and employees) and specialty goods. Thus, over time, Downtown should seek to acquire the characteristics and tenants that are typical in community centers and specialty centers.

The employees in Downtown provide one natural market for many commodities, including food service, personal services, business-related products (e.g., software, briefcases, stationery, and others). An example of the types of tenants in the various categories being considered for the area is indicated in the report. There are many types of tenants that could be listed, but those presented tend to fit the market for Downtown retail.

### **3. Office Potential**

Based on projected office employment and after considering vacant and approved space, there will be a need for approximately 1.3 million square feet of office space in Redding over the next 10 years. Based on estimates for the amount of this demand that can be attracted to Downtown, it is projected that 187,000 square feet of office space could be supported in Downtown Redding over the next ten years. Since Downtown is already a significant center for office users (especially medical offices and financial services), this future demand will act to reinforce the existing office development in the area.

### **4. Entertainment Use Potential**

The entertainment and retail sectors have for some time now been converging. In most new retail centers, entertainment plays an ever-increasing role. Theme restaurants are becoming increasingly important, for example Hard Rock Café, Planet Hollywood, and numerous others. At the same time, it is becoming more common for retailers to include an entertainment component in their stores, such as rock-climbing walls and virtual hiking trails in a sporting goods store or arcade games in a restaurant or a café in a bookstore. In fact, some new developments are so well integrated that it is difficult to classify them as retail or entertainment, such as Yerba Buena Gardens complex in San Francisco, which is an integrated recreation/entertainment/retail complex.

The primary purpose of including entertainment in a retail area is to create synergy with the dining and retail experience. These three activities, which are not only compatible but also complementary, can create the critical mass needed to draw from a broader segment of the market, extend the geographic market, increase market penetration, and support daytime and nighttime activity.

In light of all of the analysis presented in the report on retail potential and the trend toward incorporating entertainment in retail development, it is recommended that some entertainment components be included in the planning for Downtown Redding. The area should focus on those entertainment elements which have low to medium requirements for capital investment, market size, and site requirements. Obviously, those projects that require only smaller markets and

investments could be the initial focus of entertainment development in the area. Examples of this type of entertainment development include a childrens play area, ice rink, sculpture garden, street performers, fairs and festivals. Investment and markets could also be undertaken; for example, a cinema multiplex, dinner theater, bowling center, laser tag facility, and others.

The reader is encouraged to read the entire Market Analysis Report on file in the Development Services Department, Planning Division.

## **D. HOUSING STRATEGY**

### **1. Introduction**

The housing portion of the Specific Plan being developed for Downtown Redding includes a number of segments that, when collectively considered, provide a general framework for determining future possibilities for the development of new housing in the Downtown area that will complement other proposed commercial development and redevelopment strategies aimed at rejuvenating the original core area of the City.

In addition to the field survey and interviews with City staff, information was collected from the City of Redding Draft General Plan, The Consolidated Plan document, the Housing Programs and Loan Policies document, the California Employment Development Department, the California Department of Finance, the California Tax Credit Allocation Committee, National Decision Systems, and other reliable sources.

This input to the overall plan looks at the demographics that assist in determining the supportable demand for various housing types considered most appropriate for the Downtown area, namely market rate and income restricted for senior citizens, and market rate and income restricted for single persons, couples, and small families (one- and two-bedroom units).

Land uses, housing conditions, and multiple-family housing currently found in the study area were surveyed. Existing and potential sites for single-family in-fill units primarily in the northern end are identified, as are short-term and longer-term development opportunities for smaller and larger scale multiple-family housing complexes. All of the existing multiple-family complexes located in the Downtown study area were visited and surveyed to determine condition, restrictions, rates, amenities, and vacancies. A survey included 18 properties and a total of 322 units, most of which are studio, one-bedroom, or two-bedroom units. The survey found a vacancy rate of 2.3 percent, which indicates a fairly 'tight' market with limited choices. The average rents found were \$356 for studios, \$380 for one-bedroom units, and \$424 for two-bedroom units. This information was used to verify unit sizes, rents, and design considerations for suggesting new housing types in the Downtown area.

### **2. Market Potential**

Population in the Redding Market Area is currently estimated to be approximately 144,962, indicating a 14.5 percent gain during the 1990s decade. During the next five years, the area will eclipse 150,000 residents. For general households, the theoretical demand for rental housing units indicates that approximately 60 percent are for market-rate product and 40 percent for

income-restricted units, that is, for households with annual incomes below 60 percent of the area median. Demand estimates indicate that there is substantial support for one- and two-bedroom rental housing that could be developed in the Downtown area.

Elderly persons over 65 years in the Redding Market Area increased at a much greater rate than the general population in the decade of the 1980s and the 1990s. Because many support services and transportation are available throughout the Downtown area and because our calculations point to supportable demand for various types of elderly housing, we suggest that some of the potential housing sites discussed in this study are very appropriate for new elderly rental housing. Generally for elderly independent living units, approximately 59 percent of the demand is for market-rate units, and 41 percent is targeting income-restricted households.

From the economic analysis developed by The Pacific Group as a part of the Downtown Specific Plan, it is estimated that there are currently just over 400,000 square feet of retail space and about 1,200,000 square feet of office space in the Downtown. These figures translate to approximately 6,100 supportable jobs. In the next ten-year period, based upon projected population growth and the enactment of some of the proposals in the Specific Plan, some 191,458 square feet of additional retail space and 171,663 square feet of office space may be created, possibly adding 1,200 more supportable jobs to the Downtown mix.

In the Housing Opportunities section of the Housing Report, 17 multiple-family sites and single-family infill projects in the Downtown study area are very generally described and mapped for convenient referencing. These housing opportunities are not thoroughly evaluated from a development and design perspective, but obvious constraints are discussed. Anticipated difficulties in assembling land, design, and financing, provide the general framework for prioritizing the potential sites. Preliminary estimates suggest that approximately 400-500 new housing units could be developed on the sites identified. The calculation of demand for rental housing indicates substantial support for housing development in the Downtown.

The assessment of potential sites identified an opportunity for 400 to 500 (with as many as 600 possible) housing units (both single-family and multiple-family) throughout the Downtown area for various income groups. The sites offer assemblage, redevelopment, new construction, and rehabilitation possibilities on vacant and under-utilized sites. Because of the existing mixed-residential character of the portion of Downtown north of Trinity Street, some in-fill single-family sites should be promoted. Where vacant parcels exist or where run down homes could be removed, new single-family homes could be built in the character of others in the neighborhood. Most of the other potential sites are outside of the Central Business District core and would be better developed as multiple-family complexes. Site development costs are likely to dictate the potential housing types to be considered. There are possible opportunities for income-restricted housing that would be compatible with many of the existing and planned retail and commercial jobs in Downtown, as well as for market-rate units directed at elderly households and for other single persons and couples that may wish to be close to employment opportunities and new development planned for revitalizing Downtown.

### **3. Implementation**

Possible funding sources and local players that might be involved in the creation of future housing in the Downtown area are identified in Chapter VIII - Housing Opportunities. Many of the possible sites discussed are likely to require the active participation of the City and/or the Redevelopment Agency for land assemblage and/or financing assistance. A wealth of local knowledge and experience throughout the City will be one of the most valuable tools in future housing projects in Downtown. Except for some projects already being planned, multiple-family housing development will probably be the result of the synergy generated in the area by other retail and commercial activities being proposed in the rejuvenation design of Downtown.

#### **E. GOALS AND IMPLEMENTATION STRATEGIES**

This section of the Downtown Redding Specific Plan provides goals and implementation strategies which support the overall goal and vision for Downtown. Used in conjunction with the Land Use and Development Standards, they will help determine whether a project will be a contribution or detriment to the desired future of Downtown Redding.

*"Goals"* help work toward the "vision" by pointing us in the right direction. Goals are broad statements that are action-oriented.

*"Implementation Strategies"* are specific and measurable. They direct the City in specific ways towards reaching its goals. This includes not only the goals stated in the Specific Plan, but also the broader goals of the Redding General Plan (refer to General Plan Consistency discussion in Chapter I). If a question arises regarding the intent of any implementing strategy, the corresponding goals should be examined to determine the intent of the strategy.

#### **1. Overall Goal**

To create a revitalized Downtown Redding that is attractive, safe, economically vibrant, respectful of historical and natural resources, and integrated with shops, housing, workplaces, parks, and civic facilities that are pedestrian-oriented and inviting to residents and visitors alike.

#### **2. Land Use Goals and Implementation Strategies**

##### *Goals*

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

##### *Implementation Strategies*

- a. Define a Central Business District to serve as the core of Downtown.

- b. Identify distinct districts (North Market Glitz, The Redding Mall) within Downtown and develop specific guidelines and policies for each. Address relationships between the districts.
- c. Develop a separate zoning designation for the Downtown Core that increases the intensity and density of uses that are allowed and includes more pedestrian-oriented regulations. Include provisions for such uses as outdoor dining, street vending, and second-story residential and office space.
- d. Provide flexible zoning for a variety of housing opportunities, including mixed residential/office/commercial uses, loft apartments, zero lot-line cottages, and row houses.
- e. Broaden current land uses by encouraging such uses as family entertainment, outdoor recreation and sports, arts and crafts, antiques, museums, technology, coffee shops, markets, music stores, and restaurants.
- f. Provide infill incentives to encourage appropriate use of vacant lots.
- g. Promote and encourage the location of civic and governmental buildings within the Downtown area. Explore opportunities to create linkages between these uses.
- h. Establish a major public open space, with amenities in the central core. Create opportunities/incentives for providing additional open spaces, plazas, and parks.
- i. Promote the use of Downtown for more community events, special events for youth and seniors, entertainment, and provision of the arts.

### **3. Community Design and Image Goals and Implementation Strategies**

#### *Goals*

- a. Develop an easily recognizable identity for and positive image of Downtown Redding.
- b. Maintain and enhance the historic and natural characteristics of Downtown Redding.

#### *Implementation Strategies*

- a. Create an identifiable theme for Downtown that is based on the natural features of the region, its history, urban amenities, and businesses.
- b. Develop a strong theme for Market Street north of Shasta Street that accepts and celebrates that it is part of an automobile-dominated area (1950s Car Culture). Encourage appropriate glitz and advertising devices, including neon, chrome, automobile icons, and curbside service at restaurants.

- c. Establish a public art program that includes guidelines and incentives to bring local art, including murals, to Downtown. Use public art to develop community pride, recognition, interest, and walking tours.
- d. Create appropriate development standards and building design guidelines that promote a high quality image for Downtown.
- e. Utilize the Market Street Demonstration Block streetscape palette as a basis for aesthetic improvements to all streets in Downtown.
- f. Base entry portals on the landmark and gateway locations specified in this Plan. Use entry elements consistent with the Downtown streetscape palette to define major entries, secondary entries, and intersections in Downtown.
- g. Provide incentives and guidance for facade rehabilitation and restoration.
- h. Investigate alternatives for renovation/ modernization of the Mall. Create a pedestrian-friendly shopping experience. Promote diagonal parking at curbside in front of retail shops, whenever feasible.
- i. Develop sign regulations that enhance the image of Downtown.
- j. Establish a comprehensive system of informational and directional signs (wayfinding) from all major highways and arterials to direct vehicular and other travelers to Downtown. Utilize a colorful graphic approach that relates to the "Demonstration Block" image the Downtown is trying to project.
- k. Use the comprehensive wayfinding system as an opportunity to symbolically link Downtown to other surrounding districts (e.g., Turtle Bay, Park Marina, and the Civic Center).
- l. Provide links via trails and the wayfinding system to the local natural environment, such as the Sacramento River and nearby trails and parks.
- m. Address public-safety concerns through the implementation of Crime Prevention Through Environmental Design (CPTED) principles, contained in the Chapter V - Design Guidelines.

#### **4. Circulation and Parking Goals and Implementation Strategies**

##### *Goals*

- a. Provide a circulation system that furthers economic development, convenience, safety, and choice.
- b. Provide adequate and accessible parking throughout Downtown Redding.

### *Implementation Strategies*

- a. Modify current zoning to introduce more pedestrian-friendly regulations.
- b. Improve streetscapes throughout the Downtown based on the Market Street Demonstration Block to enhance both pedestrian and vehicular travel.
- c. Adopt LOS D standard for vehicular travel in Downtown.
- d. Evaluate the effects on existing neighborhoods of City/Caltrans proposed circulation changes north of the Mall.
- e. Capitalize on the existing rail system within the community as a means of transportation and for historical significance.
- f. Maximize on-street parking by identifying opportunities to increase diagonal parking
- g. Initiate improvements to the existing parking garage, such as repainting, installing new lights, applying brick veneer, and introducing micro-retail and enhanced landscape. Identify sites for future parking garages.
- h. Utilize building rears as secondary storefronts to make parking behind buildings more attractive. Employ wayfinding system to assist in promoting these and other lesser known parking spaces.
- i. Target potential sites in the Downtown for future parking structure locations.
- j. Support the City/Caltrans VA alternative for traffic circulation in the Downtown.
- k. The City should consider using publicly owned sites in the Downtown as potential locations for long-term parking solutions.

## **5. Economic Development/ Management Goals and Implementation Strategies**

### *Goals*

- a. Enhance economic development and success in Downtown Redding.
- b. Establish an effective and active Downtown business community.

### *Implementation Strategies*

- a. Recruit businesses that are based on natural resources, such as sporting goods stores and rock-climbing gyms.
- b. Increase diversity Downtown by recruiting locally owned businesses, such as outdoor cafes, music stores, high-tech businesses, arts and crafts stores, and specialty shops.

- c. Extend and organize consistent business hours in the Downtown.
- d. Establish a well-coordinated and funded maintenance program for Downtown property, streets, and landscape.
- e. Develop a loan pool funded by private banks and institutions that provides micro-loans for minor physical improvements, such as painting or rear-entry improvements, and construction loans for more substantial improvements.
- f. Hire a professional, full-time manager with business development, real estate, and marketing skills to lead revitalization work. The Main Street Program might be the most appropriate venue for this effort.
- g. Introduce a business retention and expansion program to assist existing businesses.
- h. Initiate a strategic marketing campaign and develop a retail improvement and development guide for both existing and potential Downtown business owners (Main Street Program).

## *Chapter III*

### *Redding Mall Disposition*

#### **A. INTRODUCTION**

"No plan for revitalization of our downtown would be complete without addressing the issue of the Downtown Mall." This is a quote from the 1996 Redding Downtown Plan. At the time this plan was proposed, the disposition of the Downtown Mall was a sensitive issue with local decision makers and the public. Since that time, a new resurgence of interest has brought the Mall into focus as one of the "keys" to revitalizing Downtown Redding.

"Originally conceived as a well-intentioned attempt to improve the viability of this area; it has instead become the focal point for the community's dissatisfaction with the state of our downtown," states the Downtown Plan. It is important to understand that several downtowns across the United States were faced with having their retail downtowns disseminated by the flight of those retailers to the new suburban malls, with their climate-controlled environments and large, free parking lots. Redding was not alone in its attempt to create a suburban mall out of its main Downtown thoroughfare (Market Street). However, many of those communities that "malled" their downtowns saw a temporary shopping renaissance only to be followed by reopening their malls to vehicular traffic, economically restructuring their tenant mixes, and making their downtown a source of community pride. Redding has been slower to react and make changes, perhaps, due to the fact that change is seen as an expensive and somewhat risky proposition, not to mention the additional complication of over 15 property owners who may not be motivated to accept big changes.

Big changes are needed. It has become increasingly clear that, while the Mall may have a low vacancy rate, it is essentially empty during most times of the day. The physical infrastructure is long overdue for a facelift. A predominantly "office" park environment, which currently exists, does little, if anything, to draw Redding's residents to the heart of their Downtown. While significant strides have been made in the overall revitalization of Downtown, the success will never be complete until aggressive, phased action is targeted at totally restoring these properties to their intended purpose and grandeur. Band-Aid approaches will not bring about the change that is needed.



**Figure 3-1: An Aerial View of the Redding Mall in 1999**

## **B. REVITALIZATION CONCEPTS**

As a result of much study and discussion, there are some main concepts that are felt to be central to a comprehensive Mall revitalization. While there are many potential ways to implement these basic concepts, further study will be necessary to ascertain specific solutions.

The major revitalization concepts include:

- Reopening Market Street to through traffic
- Reopening Yuba Street and Butte Street to through traffic
- Increasing parking opportunities adjacent to the Mall
- Increasing the Mall's visibility from Pine Street
- Reusing existing buildings to the extent possible
- Improving the appearance of the parking structure adjacent to California
- Not demolishing the three locally recognized historic structures in the Mall
- Providing a large, open, civic space in or near the Mall
- Improving the exterior building facades of all structures in the Mall
- Replacing or removing the roof structure
- Allowing existing uses to remain and naturally transition to higher and better uses

## **C. PREFERRED CONCEPT**

There is little doubt that while the Downtown area will continue to slowly revitalize without the changes to the Mall, a revitalized Mall will provide a much needed catalyst to the revitalization of Downtown Redding.

The preferred concept incorporated all of the revitalization concepts. Several alternatives were reviewed, modified, and re-reviewed before a preferred concept was developed for inclusion into this plan.

The Preferred Alternative Site Plan is shown on the following pages, and the components of the Plan are depicted on the Plan document itself.

As can be seen, the Plan refers to certain blocks to define specific features. The 100 block is inclusive of everything north of Butte Street. The 200 block is inclusive of everything north of Yuba Street and south of Butte Street. The 300 block is inclusive of everything between Yuba Street and Placer Street.

This plan is thought to be realistic and achievable for several reasons. The reasons this plan seems most realistic are that:

- Opening Market Street, Butte Street, and Yuba Street assists retailer success
- All historic buildings are protected
- The parking structure is utilized for its foreseeable future
- Vastly improves vehicular and pedestrian circulation in the Downtown
- Provides the Downtown with a much needed 1.8-acre civic space in the "heart" of Downtown.



HISTORIC BUILDING  
 PROPOSED STRUCTURE

Breakdown of Mall	Existing Sq. Ft.	Proposed
Ground Floor Retail / Office	282,846	220,000
Entertainment	0	60,000
Office Second Floor	55,154	55,174
Residential Upper Floors	0	64 Units
On-Street Parking Spaces	17	294

**OPEN MARKET ST. / USE EXISTING BUILDINGS**  
 NOT TO SCALE

Redding Mall  
**PREFERRED ALTERNATIVE**  
 City of Redding

**Figure 3-2: Preferred Alternative**

- Adds over 290 on-street parking spaces back into Downtown. The cost to build a parking structure with that much parking would be close to three (3) million dollars.
- Makes almost every ground floor of every building directly accessible by foot and by vehicle
- Focuses on putting new facades on existing buildings which will depend on private owners to invest in their own future

#### D. MALL DISPOSITION IMPLEMENTATION

Several separate actions will need to be undertaken by the City, private corporations, and foundations in order to revitalize the Mall. It is important to accomplish some actions early in the process. Other actions are less expensive and easily implemented.

Table 3-1 below identifies mall-related projects and recommends a timeframe for when they should be accomplished. This matrix is to be used in conjunction with Chapter IX, Implementation and Administration, which contains important implementation information for Mall-related projects and programs within the context of an overall revitalization strategy for Downtown Redding.

<b>Table 3-1</b>		
<b>General Mall Disposition Implementation Matrix</b>		<b>Notes</b>
<b>BEGINNING CONSIDERATIONS IN THE MALL DISPOSITION PROCESS</b>		
one to five years	Detailed Mall Master Plan & Construction Documents	First step following Specific Plan adoption
	Acquire (2) Key Mall Properties	Or seek owners' participation
	Demolish and Remove Greyhound Bus Station	Necessary to gain "window" from Pine. Relocate Greyhound to RABA site
	Parking Structure Improvements	Seek mall property owner participation
	Develop RFP for Developer of Various Sites	Low cost to develop materials
	Beautify Existing Alleys	Long overdue for improvement
<b>MID-TERM CONSIDERATIONS IN THE MALL DISPOSITION PROCESS</b>		
Five to ten years	Acquire Key Pine Street Properties	Seek to relocate retail in Mall
	Remove Roof	
	Re-Engineer and Replace Three Streets	
	Reconstruct Exterior Facades on California Street	50 percent participation by owners or seek facade easements
	Reconstruct Market Street Facades	50 percent participation by owners or seek facade easements
	Modify Underground Parking Beneath Dickers	Cost unknown at this point
	Demolish and Rebuild Facades of Buildings encroaching into the Street Right-of-Way	
	Demolish and Remove Rite Aid Building	Do this to prepare site for prospective development
	Demolish and Remove Dickers Building	Key property for Market Street Square Civic Space
	Demolish and Remove Field's Jewelers	Necessary to gain "window" from Pine. Relocate tenants into Mall
Construct Mid-Block Paseos	Allows enhanced pedestrian access	
<b>END-TERM CONSIDERATIONS IN THE MALL DISPOSITION PROCESS</b>		
over ten years	Design and Build Market Street Square	Civic Plaza 1.8 acres
	Rebuild and Add Parking Structure	To accommodate new Rite Aid user
	Design and Construct Wayfinding System	Actually can be implemented anytime
	Develop Housing Units in Mall	Utilize and renovate existing second floor or seek to add additional upper stories

**E. PROBABLE OPINION OF COSTS FOR THE REDDING MALL DISPOSITION**

On the following table (Table 3-2), a series of cost allowances are presented for various actions that are being recommended for the revitalization of Redding Mall. **The reader is cautioned** from taking these cost allowances too literally at this point in the planning process. These numbers are to be considered "ballpark" estimates based on recent construction and demolition activities in the greater Redding area. These numbers present an "order of magnitude" so that local decision makers and stakeholders have an idea of the level of commitment needed to revitalize the Redding Mall and Downtown Redding.

Costs for acquisitions will be based upon "fair market value" as established by one or more appraisals. The allowances depicted on the following table are rough "asking" prices, and as such, are possibly inflated to yield maximum benefit to the owners. Actual costs may vary.

<b>TABLE 3-2</b>	
<b>PROBABLE OPINION OF COSTS FOR REDDING MALL</b>	<b>ALLOWANCE</b>
<b>Acquisition*</b>	
Rite Aid Drug Store	\$2,000,000.00
Dickers Building	\$1,500,000.00
Greyhound Bus	\$800,000.00
Field's Jewelers	\$2,160,000.00
Parking Lot (Pine Street) (Field's Jewelers)	\$250,000.00
Building Encroachments (Market, Butte, and Yuba Streets)	\$860,000.00
<b>Demolition Costs*</b>	
Rite Aid Drug Store	\$182,000.00
Dickers Building	\$215,000.00
Greyhound Bus**	\$40,000.00
Fields Jewelers**	\$80,000.00
Roof Demolition	\$246,000.00
Buildings Encroaching into Market, Butte, and Yuba Streets)	\$150,000.00
<b>Market Street Square</b>	
Park Design/Construction Documents	\$70,000.00
Construction	\$600,000.00
Special Fountain	\$200,000.00
Subterranean parking lot retrofit	\$800,000.00
<b>Physical Improvement to the Mall</b>	
Facade Facelifts (all sides) (at \$200 per linear foot)	\$1,064,000.00
Wayfinding System (design and installation)	\$200,000.00
Parking Garage Improvements (facades/lighting)	\$750,000.00
Entry Signs	\$225,000.00
Roof Repairs	\$250,000.00
<b>Roadway Costs (including design, CD's, Demolition \$800 l.f.)</b>	
Market Street	\$1,300,000.00
Butte Street	\$750,000.00
Yuba Street	\$750,000.00
<b>Construction Costs</b>	
Design/Construction Documents	\$200,000.00
Parking Structure adjacent to Theater 180 spaces	\$2,000,000.00
New Retail Kiosks in Parking Structure on California Street	\$700,000.00
<b>TOTAL ESTIMATED COSTS FOR REDDING MALL DISPOSITION</b>	<b>\$18,342,000.00</b>
* Costs are approximate "asking" price. Actual fair market value will likely be lower.	
** assume on-site disposal	

## **Unknown and Unforeseen Costs**

The cost estimates for the revitalization of the Redding Mall are certainly not all the costs that may be encountered once work actually begins. The extent of study for a Specific Plan document does not allow for detailed planning and design-based cost estimates. In addition, there may be other actions necessary which cannot be anticipated at this time.

Actions, such as relocation, temporary or permanent, may represent considerable unknown expenditures and are not included due to their volatile nature. Off-site disposal of demolished buildings may cost more. The condition of building roofs and roof drainage is also unknown until detailed underground site inspections can be conducted.

## **Cost Allowances**

Contained within the Cost Estimate for Redding Mall are numerous improvements which are given cost "allowances." These number are not the result of a detailed study or design plan, rather, they represent a probable opinion of what that particular item could cost. Depending on the frugality or extravagance of the particular program or construction, the dollar figure would fluctuate accordingly.

It is estimated that the allowances are within 25 percent of what the actual cost may be, therefore these numbers can be used for general purpose budgeting for this Specific Plan.

## **F. IMPLEMENTATION PROGRESS UPDATE—2010**

### **Downtown Parking Structure Improvements**

The architectural firm of Nichols, Melburg, & Rossetto of Redding designed the improvements at the southwest corner of the Downtown parking structure at the corner of Placer and California Streets. Improvements included new concrete steps, handrails, a stained concrete path leading from the corner to the existing interior stairs leading to the upper parking level, and new decorative lights following the path from the corner to the stairs. On the exterior of the structure at the corner, a signature parking identifier sign has been installed that is based on the design of the Cascade Theatre marquee sign.

The improvements are important to the community and Downtown because they improve the appearance of the structure, add identity to the parking structure, and improve the linkage to nearby businesses by creating an inviting entry, adding lighting and signage, and removing barriers consisting of chains and bollards.

The project cost was \$76,487, with funding being provided through a combination of Community Development Block Grant monies and private donations. In the spirit of forging public-private partnerships, the Downtown Redding Business Association contributed \$20,600 over four years. The improvements were completed in August 2000.

### **Downtown Mall Roof Removal Project and Shasta College Health Sciences Center**

In July 2003, the Redding Redevelopment Agency and the City of Redding entered into an agreement with Shasta College to facilitate the construction of Shasta College's Health Sciences and University Center at the north end of the Downtown Redding Mall in the location of the former Rite Aid building.

The agreement called for the City and Agency to remove the roof over the north one third of the Mall and to construct pedestrian improvements and for Shasta College to construct its new facility for its nursing and dental-hygiene programs. In April 2006, the roof removal project was completed by MDS Construction at a cost of \$1.3 million. Shasta College's \$16 million facility opened in the fall of 2007.

### **Downtown Mall Roof Removal Project – Phase 2**

In June 2008, the Redding Redevelopment Agency awarded the contract for the removal of the remaining two-thirds of the Downtown Mall roof to J.B. Excavating, Inc. Plans called for the removal of the roof, all of the concrete floor, installation of new concrete and a trench drain system, and installation of over 55 new trees with tree grates, guards, and uprights. The concrete roof support columns in the former Market Street right-of-way remain to serve as light standards and to accommodate the public art contemplated under the Downtown Plaza Art Program. Work was completed December 2008. The total project budget was \$2.1 million.

### **Reconstruct Market Street Facades**

Along with the Downtown Mall roof removal, the Redding Redevelopment Agency partnered with individual property owners to fund reconstruction and facade improvements necessary due to removal of the roof. These improvements included repair of existing surfaces and stucco, painting, roof-parapet repairs, and installation of new doors and windows, awnings, and exterior lighting. The improvements enhance the appearance of the buildings and create a more inviting working and shopping environment. The Agency funded one-half of the improvements—a total of \$674,000 for both Phases I and II of the roof-removal project—with the individual private property owners leveraging an equal or greater amount of the investment.

# *Chapter IV*

## *Development Standards*

### **A. INTRODUCTION**

#### **1. Purpose and Intent of the Chapter**

This chapter establishes the zoning districts for the Downtown Redding Specific Plan area and the development regulations and allowable uses that apply within each zoning district. Together, the allowed use tables and the development standards prescribe the permitted development for the Specific Plan area. The intent of the development and land use standards, together with the design guidelines (located in Chapter V, *Design Guidelines*), is to implement the goals of the Downtown Redding Specific Plan.

These regulations, as part of this Specific Plan, will be applied as an overlay district and identified as such on the City's official zoning map. That way, the reader who is interested in knowing the zoning in downtown will know that he/she does not refer to the Development Code, but to this Specific Plan for specific zoning direction.

The development standards and design guidelines are consistent with the goals and policies of the General Plan and, in most cases, with the requirements of the Zoning Ordinance. Where the development standards of the Specific Plan are different from the standards in the Zoning Ordinance, the Specific Plan shall take precedence unless otherwise provided (see Subsection B.1 in this chapter).

#### **2. Organization of the Development Criteria**

This chapter contains the following sections:

- A. Introduction
- B. General Provisions
- C. Zoning Districts
- D. Permitted Land Use Matrix
- E. General Standards for All Districts
- F. Site Development Standards by Zoning District)
- G. Special Use Regulations (as applicable)
- H. Parking Requirements
- I. Sign Regulations
- J. Development Incentive Bonuses
- K. Existing Downtown Character Signs

## **B. GENERAL PROVISIONS MINIMUM REQUIREMENTS**

### **1. Minimum Requirements**

The development standards contained herein are minimum requirements. In reviewing individual projects requiring discretionary approval, the Development Services Director, Board of Administrative Review, and/or the Planning Commission may impose more restrictive standards or conditions as it deems necessary to accomplish the goals and objectives of this Specific Plan.

### **2. Applicability of Development Standards and Guidelines**

The land use and development standards contained in this chapter shall apply to all new development, including additions and changes in use, as provided for in Chapter IX (Implementation and Administration).

### **3. Definitions**

Words, phrases, and terms not specifically defined herein shall have the same definition as provided for in the Zoning Ordinance.

When used in this Specific Plan, the term "Director" shall mean the City of Redding Director of Development Services or an appointed representative.

When used in this Specific Plan, the term "Board" shall mean the City of Redding Board of Administrative Review.

When used in this Specific Plan, the term "Commission" shall mean the City of Redding Planning Commission.

## **C. ZONING DISTRICTS**

### **1. Establishment of Zoning Districts**

The Downtown Redding Specific Plan area will have three new zoning districts as indicated on the Zoning Districts Map (Figure 4-1). Parcels outside these three newly identified districts, but still in the Specific Plan area, will retain their current zoning. The purpose/intent of each new zoning district is as follows:

#### ***a. Uptown Business District***

The Uptown Business District (UBD) is intended to provide a broad range of auto-oriented uses and pedestrian-oriented uses, including general retail, restaurants, service commercial (including vehicle service), personal service, lodging, and office uses. Office uses are encouraged on the second story/upper story of commercial buildings. Mixed-use development with a residential component is appropriate in this district. Parking is encouraged to be placed in the rear and along the sides of buildings to avoid large parking areas along streets.

#### ***b. Central Business District***

The Central Business District (CBD) is intended to concentrate commercial and civic activity within the core of the downtown. It provides for medium-intensity commercial uses that serve mostly communitywide needs in a very pedestrian-friendly environment. The district provides the

most variety of allowable uses. The district targets unique pedestrian-oriented retail, restaurants, professional services, culture and the arts, civic uses, open space, farmers' markets, and family-entertainment venues. Mixed-use developments, with residential or office above businesses, are encouraged, as are high-density residential uses.

***c. Southern Gateway District***

The Southern Gateway District (SGD) is intended to provide a broad range of auto-oriented uses and pedestrian-oriented uses, including general retail, restaurants, service commercial (including vehicle service), personal service, lodging, and office uses. Landscape standards are emphasized to optimize compatibility with gateway enhancements constructed by the City at the East Cypress/Market intersection. Mixed-use development with a residential component is appropriate in this district. Parking is encouraged to be placed in the rear and along the sides of buildings to avoid large parking areas along streets.

**D. LAND USE REGULATIONS**

The following Land Use Regulations Table (Table 4-1) provides the recommended uses in each of the three Zoning Districts within the Specific Plan area. The provisions contained in this section apply not only to the primary use of property, but also to each accessory and support use.

<p style="text-align: center;"><b>Key to Land Use Regulations Table:</b></p> <p>P = Permitted Uses Sd = Conditionally Permitted Uses S = Conditionally Permitted Uses U = Use Permit — = Prohibited Uses</p> <p>CBD = Central Business District UBD = Uptown Business District SGD = Southern Gateway District</p> <p>In addition to the above symbols, references to special notes have been included at the bottom of the following pages.</p>
--

Use classifications in the Land Use Regulations Table are defined in the City's Zoning Ordinance, Chapter 18.60, Use Classifications. In cases where a specific land use or activity is not defined, the Development Services Director shall assign the land use or activity to a classification that is substantially similar in character. Use classifications not listed or not substantially similar to the uses in the Land Use Regulations Table (Table 4-1) are prohibited.

- **Permitted Uses (P)** are uses which are permitted as of right within a particular zoning district. Permitted uses shall obtain a business license, or equivalent, prior to commencement of the use as may be required by the Redding Municipal Code.
- **Site Development Permit (S); Site Development Permit - Director (Sd).** These uses, by their scope or nature, have some potential to create land use conflicts with adjoining properties, but may have lesser impact and warrant less intensive review than uses requiring a use permit. They may be permitted subject to specific limitations or conditions that ensure compatibility with surrounding



uses and compliance with the goals and policies of the Specific Plan and General Plan. These use classifications are permitted after review and approval of a Site Development Permit (S) by the Board of Administrative Review or a Site Development Permit - Director (Sd) by the Development Services Director.

Replacement of any use within an existing building by a use which requires a Site Development Permit (S) or Site Development Permit - Director (Sd), where such use complies with all applicable development standards and is of an equal or less intense nature than the previous use, as determined by the Director, is permitted by right.

- **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 is designed, located, and operated in a manner compatible with those on adjacent properties and the surrounding area and in compliance with the goals and policies of the Specific Plan and General Plan. These use classifications are permitted after review and approval of a Use Permit (U) by the City Planning Commission.
- **Prohibited Uses (--)** are uses which are not permitted in a particular district.

Redding Municipal Code (RMC) Zoning Ordinance Chapter 18.57, "SP" Specific Plan Overlay District, establishes a relationship between the zoning districts found in this Specific Plan to those adopted in the RMC base zoning districts. The development standards of the base zoning district shall apply in all cases where standards have not been identified in the Specific Plan.

<b>TABLE 4-1</b>				
<b>LAND USE REGULATIONS</b>				
	CBD	UBD	SGD	Comments
<b>Residential Uses</b>				
Home Occupations	P	P	P	
Single-Family Dwelling	-	-	-	Allowed with subdivision of 5 or more lots or a planned development
Two-Family Dwelling	-	-	-	
Mixed-Use Developments	U	U	U	Sd required for existing building/interior remodel only
Multiple-Family Dwellings	S	-	S	See Table 4-2
<b>Public and Semipublic</b>				
Clubs & Lodges	Sd	Sd	Sd	
College and Trade Schools, Public or Private	S	S	S	
Community Centers	-	U	U	
Community Social Service Facilities	-	-	-	
Cultural Institutions	S	S	S	
Day-Care Centers (14 or More)	Sd	Sd	Sd	
Emergency Medical Care	-	P	P	
Government Offices	P	P	P	Encouraged Downtown
Hospitals (including emergency care)	-	U	U	
Park & Recreation Facilities	S	S	S	

**TABLE 4-1  
LAND USE REGULATIONS**

	CBD	UBD	SGD	Comments
Parking, Public	U	S	S	Use permit required for parking structures in all districts.
Public Safety Facilities	Sd	Sd	Sd	
Religious Facilities	Sd	Sd	Sd	
Residential Care, Senior	S	-	S	
Residential Care, General	S	-	S	
<b>Commercial Uses</b>				
Animal Sales and Services	S	Sd	Sd	Outdoor kennels prohibited Sd required for drive-thru service in UBD and SGD only; no drive-thru service allowed in CBD
Banks and Savings & Loans	P	P	P	
Building Materials and Services	-	S	S	
Business Services	P	P	P	Encouraged Downtown; Sd required for existing building/interior remodel only
Commercial Recreation	S	S	S	
Commercial Entertainment	S	S	S	
Convenience Gas Mart	-	S	S	
Eating and Drinking Establishments				
Bars/Night Club/Lounges	S	S	S	
Restaurants, Full Service	P	P	P	
Drive-up/Drive-Through Service	-	Sd	Sd	
Food and Beverage Sales	Sd	P	P	
Food Preparation	Sd	P	P	
Funeral Parlors and Mortuaries	-	-	S	
Hotels and Motels	S	S	S	
Laboratories	Sd	P	P	
Maintenance and Repair Services (no outdoor storage)	-	S	S	
Offices, Business and Professional	P	P	P	
Offices, Medical and Dental	P	P	P	
Personal Improvement Services	P	P	P	
Personal Services	P	P	P	
Retail Sales	P	P	P	
Travel Services	P	P	P	
Vehicle Equipment Sales and Service				
Automobile/Vehicle Repair, Minor	-	S	S	
Automobile/Vehicle Sales and Leasing	-	S	S	
Automobile Washing	-	S	S	
<b>Industrial Uses</b>				
Handicraft/Custom Manufacturing	Sd	P	P	Small-scale, typically under 4,000 square feet; must include retail component.
<b>Transportation, Communication, and Utilities Uses</b>				
Communication Transmission Towers	Antennae/ U	U	U	
Communication Facilities Within Buildings	P	P	P	
Transportation Passenger Terminals	S	S	S	
Utilities, Minor	P	P	P	

Where no discretionary permit is otherwise required, uses involving new construction or site redevelopment of an existing property involving more than 2,000 square feet of new construction are subject to a site development permit or use permit based on the following size thresholds:

<b>TABLE 4-2 PERMIT REQUIREMENTS</b>	
<b>BUILDING/DEVELOPMENT SIZE</b>	<b>PERMIT REQUIRED</b>
Up to 2,000 square feet	Zoning Clearance
2,001 to 10,001 square feet/up to 10 residential units	Site Development Permit (Director) <sup>1</sup>
10,001 to 20,000 square feet/up to 20 residential units	Site Development Permit (Board)
20,001 square feet and larger/more than 20 residential units	Use Permit

<sup>1</sup> If exempt from CEQA. If not, the permit shall be processed through the BAR.

Exterior remodeling which, in the opinion of the Director, substantially alters the style or character of the building in a manner that is not consistent with these requirements and the design guidelines of this Specific Plan shall require a site development permit issued by the Director.

The following activities are exempt from the permit process:

- Interior remodel
- Additions of 2,000 square feet or less
- Exterior work which, in the opinion of the Director, does not fit the definition of a remodel. Examples would include:
  - Awnings
  - New windows and doors that do not change size or dimensions of existing openings
  - New handicap-access ramps or other accessibility-related work
  - Re-roofing
  - Painting

## **E. GENERAL STANDARDS FOR ALL DISTRICTS**

This section establishes general requirements, site development standards, and land use regulations that apply to all projects.

### **1. Review of Projects**

#### ***a. Purpose***

The review of development proposals within the Downtown Redding Specific Plan area will be the same as a project anywhere else in the City. It is not the intent of this Specific Plan to suggest a new or modified development review process from what the Development Services Department currently uses or what it may use in the future. For consistency, development proposed within the Downtown Redding Specific Plan area shall follow the review and approval process outlined in the City's Zoning Ordinance, unless specifically detailed here. Therefore, all projects within the Specific Plan area are

subject to review and approval in compliance with the provisions herein and the Zoning Ordinance.

***b. Reference To Design Guidelines***

In reviewing projects/improvements subject to any discretionary approval, the City Staff shall refer to appropriate design guidelines in this Specific Plan (and the design criteria adopted by the City Council September 17, 2002, Resolution No. 2002-40) in order to provide guidance to applicants seeking to comply with the requirements of this Specific Plan.

The design guidelines are to be used by property owners, developers, architects, landscape architects, designers, and others in the planning and design of projects in the Specific Plan area. The design guidelines communicate the City's desired qualities and characteristics of development and are intended to promote quality design that is compatible with Redding's vision for Downtown.

It is not the intent of the design guidelines or this Specific Plan to require an additional layer of design review per se. They are simply additional criteria that the City Staff may apply when reviewing development proposals subject to discretionary approval (site development or use permit) in the Specific Plan area.

**2. Nonconforming Uses and Structures**

Where at the time of adoption of the Specific Plan, a lawful use of land or structure exists which would otherwise not be permitted by the regulations established by this Specific Plan, such use or structure may be continued indefinitely subject to the provisions of the Redding Municipal Code.

**3. 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, parkway landscaping, street trees, and other similar items in compliance with City standards at the time of development. 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.

**4. Undergrounding of On-Site Utilities**

All new development shall provide underground utilities in compliance with City requirements. In addition, any existing structure that expands its gross floor area by more than 50 percent shall provide on-site underground utilities in compliance with City Standards.

**5. Protection of Existing Trees**

Existing, mature trees add significantly to the small town character and aesthetic charm of Downtown Redding. Trees also provide shade and increase pedestrian comfort. The City recognizes the importance of trees and aims to protect and enhance the aesthetic qualities of Downtown Redding provided by native and nonnative trees and to promote a healthy and attractive urban landscape as Downtown Redding grows. It is the intent of the City, through

Redding Municipal Code Chapter 18.45, Tree Management, to protect and preserve healthy candidate trees as defined by the ordinance.

**F. SITE DEVELOPMENT STANDARDS BY ZONING DISTRICT**

The Development Regulations Table (Table 4-3) provides recommended development criteria for the CBD, UBD, and SGD zoning districts within the Downtown Redding Specific Plan area. Any standards not specifically covered by this Specific Plan are subject to the regulations of the City of Redding Zoning Ordinance.

<b>TABLE 4-3 DEVELOPMENT REGULATIONS</b>				
Standards	CBD	UBD	SGD	Additional Regulations (Numbers refer to standards immediately below the table)
Residential Density				
Dwelling Units per Gross Acre	unlimited	15	15	(1)
Building Scale — Intensity of Use				
Minimum Lot Area (square feet)	3,000	3,000	5,000	(2)
Minimum Lot Frontage (feet)	25	50	50	
Minimum Lot Depth (feet)	n/a	n/a	n/a	
Building Form and Location				
Minimum Building Height (stories)	2	1	1	
Maximum Building Height (feet)	unlimited	45	45	(3)
Minimum Building/Parking Setback (feet)				
Front	0/n/a	0/5	0/5	(4), (5), (6)
Side	0/0	0/0	0/0	
Corner Side	0/5	0/5	0/5	
Rear	0/0	0/0	0/0	
Maximum Building Setback (feet)				
Front	0	n/a	n/a	(7)
Side (interior)	n/a	n/a	n/a	
Corner Side	0	n/a	n/a	
Rear	n/a	n/a	n/a	

(1) Allowable Density. Residential density allowed in the UBD if part of a mixed-use development project only.

(2) Minimum Lot Area. Lot sizes may be reduced for Planned Development projects in accordance with Section 18.53.

(3) Building Height. Except when combined with the "BH" Building Height Overlay District. See section 18.58.040.

(4) Minimum Parking Setback. Except when adjacent to a driveway entrance. See Section 18.41.150.

(5) Parking is not permitted adjacent to the street (front yard) in the CBD. All parking shall be provided in the rear of the building to be accessed from the alley. Properties without alley access shall be permitted one driveway for access to parking in the rear.

(6) In the front yard in the UBD and SGD, and the corner side yard in all three districts, parking adjacent to the street may not exceed 50 percent of the lot frontage.

(7) Building Setback. Buildings in the CBD shall be placed immediately adjacent to the sidewalk (no setback), except for indentations for the purpose of pedestrian plazas and paseos and corner "cut-offs" at prominent intersections.

## G. SPECIAL USE REGULATIONS AND STANDARDS

Certain land uses, because of their operational characteristics, have the opportunity to create more significant impacts on adjacent properties than others. As a result, specific development criteria for these uses are recommended.

### Vehicle Sales and Repair

New and used vehicle sales (including cars, light trucks, motorcycles, and other similar light vehicles) and repair are allowed by site development permit in the Uptown Business District (UBD) and the Southern Gateway District. (SGD). The following standards shall be met when applicable.

- The minimum site area for vehicle sales shall be 40,000 square feet.
- All parts, accessories, etc., shall be stored within a fully enclosed structure.
- Service areas shall be completely screened from public view.
- No vehicle repair or service work shall occur outside of a fully enclosed structure. Service bays with individual access from the exterior of the structure shall not directly face or front on a public right-of-way.
- All on-site lighting shall be fully shielded from adjoining properties and public rights-of-way in accordance with Section 18.40.090.
- All loading and unloading of vehicles shall occur on-site and not in adjoining public rights-of-way.
- All vehicles associated with the business shall be displayed, parked, or stored on-site on paved surfaces only and not in adjoining parkways, streets, or alleys.
- An adequate on-site queuing area for servicing customers shall be provided. The queuing area or lanes shall be large enough to hold at least 1.5 vehicles for each service bay in the facility based on a queuing distance of 25 feet per vehicle. On-site driveways may be used for queuing, but may not interfere with access to required parking spaces. Required parking spaces may not be used for queuing.



Figure 4-2: Vehicle Sales

## Sidewalk Dining

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

## 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 view from off the subject site, except as provided below.



**Figure 4-3: Sidewalk Café**

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

- Outdoor displays may be allowed upon the public sidewalk provided that the display does not occupy more than 50 percent of the building street frontage. A minimum width of four feet 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 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.
- Only merchandise normally available at the associated business may be displayed outdoors.
- Outdoor display fixtures shall be of good quality and durable materials and construction and shall be maintained in such a manner as to enhance the downtown area. Merchandise displays utilizing card tables; cardboard cartons; folding chairs; lightweight materials; or deteriorated, damaged, splintered, or other similar furniture are not permitted.

## Mixed-Use Projects

### *a. Purpose*

The development of mixed-use projects in any of the three Specific Plan Zoning Districts can present unique design issues not encountered in more conventional single use (e.g., all commercial) projects. The primary design issue related to mixed-use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and

security, with the needs of commercial uses for access, visibility, parking, loading, and possibly extended hours of operation.

*b. Definition*

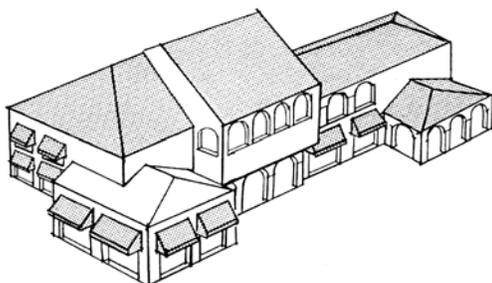
For the purpose of this Specific Plan, mixed-use projects are defined as developments which combine both commercial and residential uses or structures on a single lot, or as components of a single development. In the Central Business District (CBD), the mixed uses shall be combined vertically on the site within the same structure, for example, office and residential uses on upper floors with retail on the ground floor. In the Southern Gateway District (SGD) and Uptown Business District (UBD), the mixed uses may be combined vertically and/or horizontally.

*c. Conditional Use Permit Required*

A mixed-use project may only be established after first obtaining a conditional use permit approved in compliance with the applicable regulations of the Zoning Ordinance and in conformance with the standards of this section.

*d. Limitations and Requirements*

- Projects that propose commercial structures on the front portion of the lot with residential uses placed at the rear of the lot (horizontal mix) are prohibited in the Central Business District (CBD), but are conditionally permitted in the Southern Gateway District (SGD) and the Uptown Business District (UBD).
- There is not a maximum residential density established in the Central Business District (CBD). Maximum residential densities in the Southern Gateway District (SGD) and the Uptown Business District (UBD) are established in Section F, Table 4-2.
- Residential units shall not occupy ground floor space in the Central Business District (CBD).
- 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.



*Variable roof heights and shapes, window pop-outs, balconies and planter boxes on the second level provide visual interest. Commercial storefronts provide pedestrian activity at ground level.*

**Figures 4-4 and 4-5: Mixed-Use Development**

- Separate access drives and parking facilities should be provided for residential uses and commercial uses. The number of parking spaces shall be in accordance with the requirements of the Zoning Ordinance and this Specific Plan. Residential visitor parking is not required.
- Resident parking areas should be provided with security gates and lighting.

## H. PARKING REQUIREMENTS

Off-street parking for uses within the Downtown Redding Specific Plan area shall be provided as required in Chapter 18.41 of the City of Redding Zoning Ordinance, except in the Central Business District, where parking is not required. However, if parking is provided, it shall meet the requirements of Chapter 18.41.030.L.1. Recognizing the uniqueness of existing buildings and their associated parking in the Downtown area, within any of the districts, when parking is required or provided for any remodel or reuse of any existing building, the 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 Board of Administrative Review.



**Figure 4-6: Parking Lot**

## I. SIGN REGULATIONS

Signs in the Redding Downtown Specific Plan area, including temporary signs, shall be erected, constructed, altered, and maintained in accordance with Chapter 18.42 of the Zoning Ordinance except as contained herein.

The purpose of these 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 CBD District.

The intent of these regulations is to establish specific standards for all exterior signing that will ensure continuity, consistency, and harmony with the pedestrian quality of only the CBD environment.

### 1. Compliance Required

No person shall erect, re-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.

### 2. Uncertainty of Sign Regulations

If a situation arises that is not covered by these sign regulations or there is ambiguity as to these regulations or the type of permit



**Figure 4-7: Pole Sign**

required, the Director shall provide written interpretation after consulting the Redding Zoning Ordinance.

### 3. General Sign Standards

a. No flags or pennants of any type may be utilized to draw attention to any use or structure on a permanent basis. Colored flags which contain no writing, insignia, or logos may be displayed 2 times per year for periods not to exceed 30 days. This does not preclude the display of national, state, or local government flags or other flags, pennants, or banners which are reminiscent of the early 1900s.

b. 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.

c. Planning Division review and approval is required prior to the placing, erecting, moving, or reconstructing of any sign within the CBD District, unless expressly exempted.

### 4. Prohibited Signs in CBD District

Certain signs are prohibited in the CBD in order to improve the appearance and pedestrian orientation of the Downtown core as follows:

- Freestanding pole signs
- Roof-mounted signs
- Animated signs, including changing or blinking time and temperature displays
- Rotating, moving, emitting, or flashing signs
- Balloon signs
- Ambient air balloons
- Internally illuminated can signs with translucent copy and field (can signs with opaque "field" and translucent "copy" only are permitted)
- Internally illuminated channel letters (back-lit letters are permitted)
- Neon tube signs, except for accent or special lighting purposes
- Window signs above the second story
- Paper, cloth, or plastic streamers or bunting - except holiday decorations
- Formed plastic or injection-molded signs
- Traffic sign replicas



Figure 4-8: Window Sign



Figure 4-9: Awning Sign



Figure 4-10: Projecting Sign

- Any sign prohibited by the Zoning Ordinance and not expressly “Permitted” in this Specific Plan

## 5. Sign Standards for Permitted Signs in the CBD District

### a. Wall-Mounted Signs

Maximum of one square foot per linear front foot of business establishment per frontage. To be located not higher than the lowest of the following:

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

### b. Monument Signs

In the CBD, maximum of one double-face sign per street frontage if said street frontage is over 100 feet. Height of sign shall not exceed 6 feet above grade. Width shall not exceed 4 feet. Each tenant placard shall not exceed 12 inches high. Sign may only be indirectly illuminated. Internal illumination is prohibited.

### c. Permanent Window Signs

On ground level, coverage shall not exceed 25 percent of the total window and door area visible from the exterior of the building; on second level, coverage shall not exceed 25 percent per window. (No window signs are permitted above second level).

### d. Awning Signs

On ground floor level; 20 percent maximum coverage allowed on the total exterior surface area of each awning. On the second floor level and above; 10 percent maximum coverage allowed of the total exterior surface area of each awning. Internal illumination prohibited.

### e. Projecting Signs

One per business allowed; maximum size may not exceed 10 square feet and shall not extend more than 3 feet from the wall surface. No internal illumination allowed. 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 subject to the approval of the Director. Theater marquees (e.g., Cascade Theatre) are exempt from this requirement.



Figure 4-11: Under-Canopy Sign



Figure 4-12: A-Frame Sign

f. *Under Canopy Signs*

One per business allowed under a canopy, roof, covered walkway, or porch; maximum size of 4 square feet per door entrance; minimum of 7-foot vertical clearance shall be required from walking grade to the bottom of the sign.

g. *A-Frame/Sandwich Board Sign*

One A-frame or sandwich board sign allowed per property in the CBD Zone only (approval by Caltrans required for all state highways). Maximum size of 4 feet high by 2 feet wide. No illumination allowed. The sign shall be located on the sidewalk adjacent to the curb. A clear pathway of at least 4 feet shall be maintained for passage of pedestrians; however, more space is preferred. The sign shall only be present during regular business hours. These signs are not allowed in the UBD and SGD.

h. *Temporary Signs*

Temporary signs shall abide by the provisions of Chapter 18.42 of the City's Zoning Ordinance regulating temporary signs.

i. *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.

j. *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. The Director may also require the following information:

- Method of illumination.
- Sign materials and colors.
- Method of attachment.

k. *Exceptions*

The following are exceptions to the sign standards listed above:

By approval of an administrative sign permit, the Board of Administrative Review may authorize an exception to the CBD sign regulations when, in the opinion of the Board, the exception is in keeping with the intent of the regulations and the character of the CBD.

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

## J. DEVELOPMENT INCENTIVE BONUSES

In order to achieve the type and quality of development and revitalization envisioned for the Specific Plan area, certain development incentive bonuses have been established to encourage developers and property owners to participate in the various programs described below. Incentive bonuses may be granted at the discretion of the City Council, and nothing contained herein shall obligate the City to provide any of the following bonuses.

### 1. Mid-Block Paseo Incentive

#### a. Purpose

Within the Central Business District (CBD), it is desirable to encourage the provision of pedestrian paseos at mid-block locations to provide convenient pedestrian access to the street from public parking lots at the rear of buildings.

#### b. Definition

A paseo is a pedestrian walkway between buildings. It may be roofed or open air.

#### c. Requirements

In order to qualify for the mid-block paseo incentive bonus, a proposed project must meet the following requirements:

- The minimum width of any paseo provided under this program shall not be less than 10 feet at any point. Paseos longer than 50 feet shall be an average of 20 feet wide.
- The paseo shall be designed to be an integral part of the overall project and shall 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, minimum of one display window per business shall be provided facing onto the paseo.
- The paseo shall 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.
- Mid-block pedestrian paseos shall only be provided within the middle one-third of any block.
- A development agreement between the City and the property owner shall be entered into, describing responsibilities for maintenance and other liabilities of the paseo.



**Figure 4-13: Mid-Block Paseo**

*d. Incentive Bonuses*

For projects meeting the above requirements, the following development bonuses may be available:

- Required parking may be reduced by 20 percent, provided that a finding can be made that adequate parking will be available to the project.
- Through the development agreement process, the City may consider other incentive bonuses such as reductions in processing fees, in-lieu fees, or impact fees. The extent of such bonuses may vary on a case-by-case basis between the project applicant and the City.

**2. Façade Preservation Program**

The Façade Preservation Program (Program) is available to owners of commercial properties whose properties are located within the established boundary for the Program in Downtown. The Program encourages facade improvement and preservation through Agency purchase of a Façade Preservation Covenant (Covenant). This Covenant secures the property owners' agreements to preserve in its improved state the exterior facade(s) of their commercial property. The Program's use of a Covenant is intended to enhance and preserve building-façade improvements and establish a continuing maintenance agreement for those improvements. Eligible improvements include, but are not limited to:

- Awnings and canopies
- Doors and windows
- Painting
- Landscape
- Signage

To be eligible, the property must be improved with a structure(s) more than 10 years old and have a storefront which has not been subject to a Façade Preservation Covenant or Storefront Improvement Loan within the last 10 years.

**K. EXISTING DOWNTOWN CHARACTER SIGNS**

There are a number of signs in the specific plan area that potentially represent the character of certain periods in the development of Redding's Downtown. Due to their size, height, location, or other aspects, these signs may not conform to the City's Sign Ordinance (Chapter 18.42 of the Redding Municipal Code). In order to encourage the refurbishment, reuse, and/or preservation of these reminders of the City's past, the following signs in all three districts of the specific plan area may be addressed as prescribed below:

- a. Any sign that is located on a property or building listed on any local, state, or federal Register of Historic Places is a conforming sign.
- b. The Board of Administrative Review may authorize, by approval of an administrative sign permit, the refurbishment, reuse, and/or relocation of any sign that does not conform to the

standards of the City's Sign Ordinance, if in the opinion of the Board, the sign has historic and/or graphic value to the community. Such signs may be identified individually based on an application by the property owner or by being identified on a list of signs adopted by resolution of the Planning Commission.

- c. If a sign recognized under (a) above is refurbished for an existing or new business on the same property, the refurbished sign shall not count for more than 50 percent of the total sign area allowed on the property by the City's Sign Ordinance; however, the number of detached signs allowed by the Sign Ordinance shall not be exceeded.
- d. Signs recognized under (a) above that are relocated solely for the purpose of preservation shall not count toward the total sign area, number of detached signs, or other sign limitations of the City's Sign Ordinance. Relocated signs that primarily advertise a business on the receiving property shall conform to the sign area and number provisions of (b) above. Signs recognized under (a) above may only be relocated to properties within the "CBD" or "UBD" (Fifties Glitz) Districts.

# Chapter V

## Design Guidelines

### A. INTRODUCTION

#### Purpose

The Design Guidelines included as part of the Downtown Redding Specific Plan are intended to promote a desired level of future development quality that will:

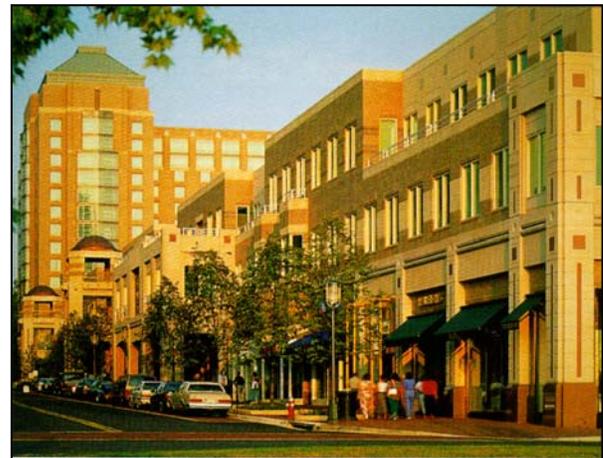
1. Contribute to implementing the Downtown Redding Specific Plan.
2. Stimulate investment in and strengthen the economic vitality of Downtown Redding.
3. Renew a positive physical image and identity of Downtown Redding.



**Figure 5-1: The Lorenz Hotel in Downtown Redding**

These guidelines acknowledge the prevailing built environment and development patterns within the Downtown today. The guidelines, therefore, do not seek to impose an overriding style, a limited color palette, or an artificial theme. They do seek to assist in promoting the positive design characteristics existing throughout Downtown today.

It is not the intent of these design guidelines to eliminate design freedom or discourage innovative design. The design guidelines complement the mandatory development standards contained in the City of Redding Zoning Ordinance and the Downtown Development Standards provided in this Specific Plan by providing good examples of appropriate design solutions and by providing design interpretations of the various mandatory regulations. The guidelines are less quantitative than the mandatory development standards and may be interpreted with some flexibility in the application to specific projects.



**Figure 5-2: A Series of Storefronts Creates Pedestrian Interest**

#### Interpretation

To aid in the interpretation of these guidelines, a development applicant should understand that the design guidelines presented in this chapter will be enforced unless an alternative measure meets or exceeds the intent of the guidelines, and it can be satisfactorily demonstrated that there is a significant and compelling reason to deviate from them.

## Applicability

The provisions of this section are applicable to all development within the Downtown Redding Specific Plan Area.

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

The Design Guidelines will be utilized during the City's Development Approval process (and should be provided to applicants during pre-application conferences), to encourage 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.

## Organization

The design guidelines are organized into the following sections:

- A. Introduction provides an overview of the purpose, interpretation, application, exemption, and organization, and other aspects of the design guidelines.
- B. Site Planning and Design includes guidelines for building and parking location and design in relationship to the street (its street edge condition).
- C. Storefront Design provides guidelines that promote quality design for new infill buildings and rehabilitation of existing buildings.
- D. Building Guidelines presents building guidelines applicable to commercial projects, including retail, service, and office uses, within the Downtown Redding Project Area.
- E. Crime Prevention includes design considerations for reducing opportunities for crime to occur through enhanced natural surveillance, natural access control and territoriality.
- F. 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.



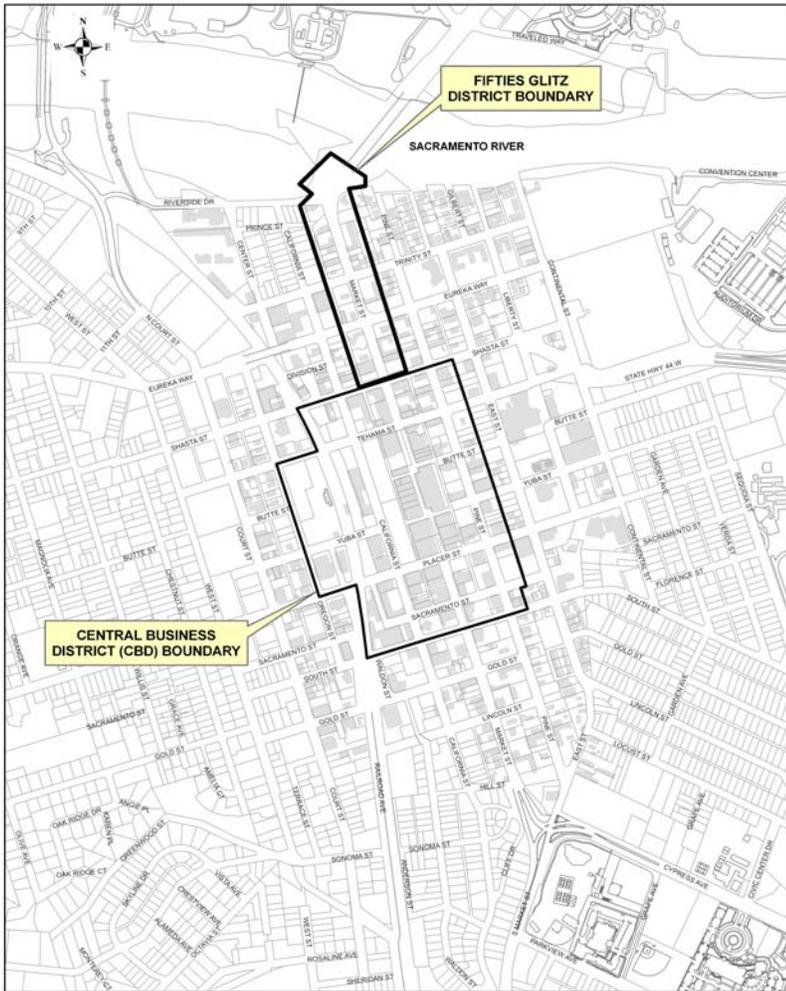
**Figure 5-3: Existing Storefront in Downtown Redding**



**Figure 5-4: Redding Mall Parking Structure Exhibits Basic Design Without Regard for Pedestrians**



**Figure 5-5: Spaces Between Buildings Are Very Important**



**Figure 5-6: Illustration of Redding's Central Business District and Fifties Glitz District**

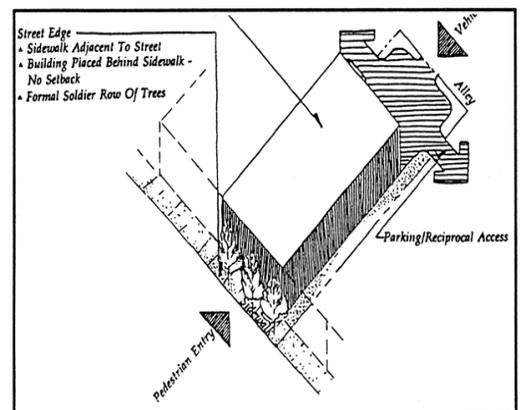
- G. Parking, Circulation and Access provides guidelines for good design of parking, circulation and access.
- H. Structured Parking includes guidelines specific to design of parking structures.
- I. Signs and Advertising sets forth general and specific guidelines which intend to enhance the image of Downtown and improve the effectiveness of signage for businesses.
- J. Public Spaces includes guidelines associated plazas, courtyards, and public art within Downtown Redding.
- K. Fifties Glitz District presents guidelines that characterize the style of architecture developed during the 1950s. These guidelines are specific to the North Market Street Corridor.

**B. SITE PLANNING AND DESIGN**

A project's relationship to the street (its street edge condition) is determined by setback requirements and by which type of "edge conditions" are appropriate for that particular location. Development standards in the Zoning Ordinance provide the minimum setback requirements for buildings and parking, while the range of appropriate "edge conditions" determines the appropriate building location and the location of parking and front-yard landscaping. All projects in Downtown Redding should follow the condition of the prescribed edge conditions as provided in the following examples.

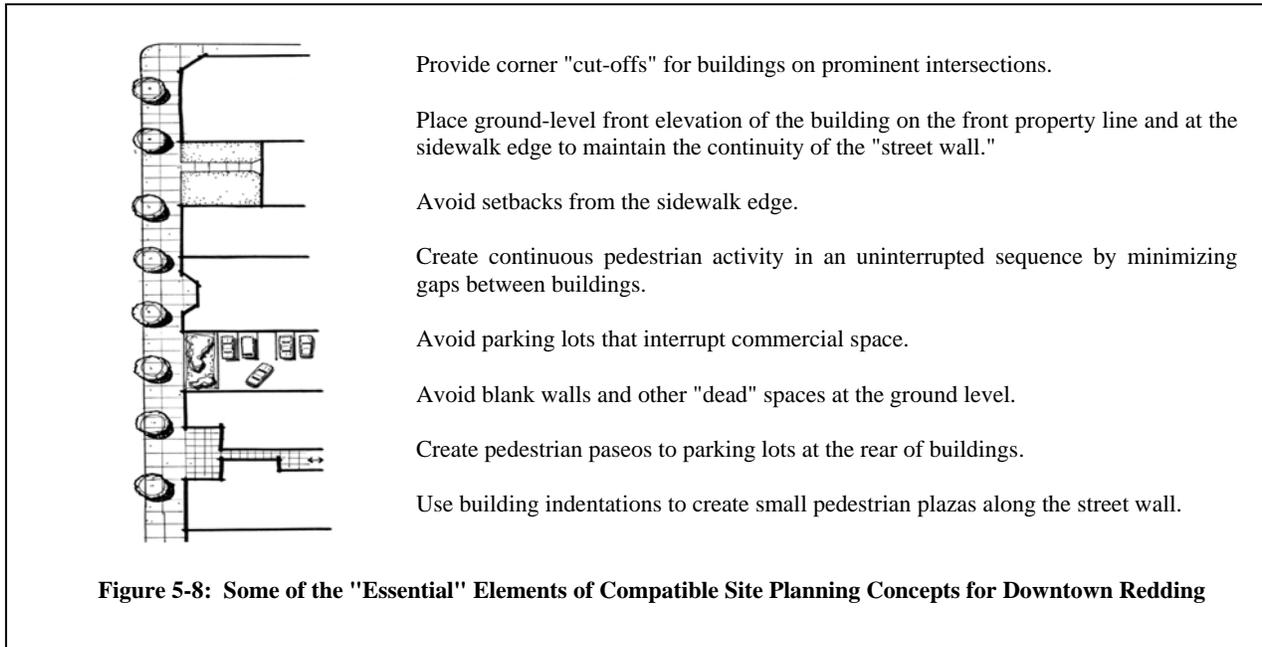
**Street-Adjacent Buildings – Pedestrian Orientation**

This condition exists throughout Downtown Redding and is most obvious along Market Street. It is the preferred edge condition in the CBD. This condition typically requires no setback from the street-adjacent sidewalk.



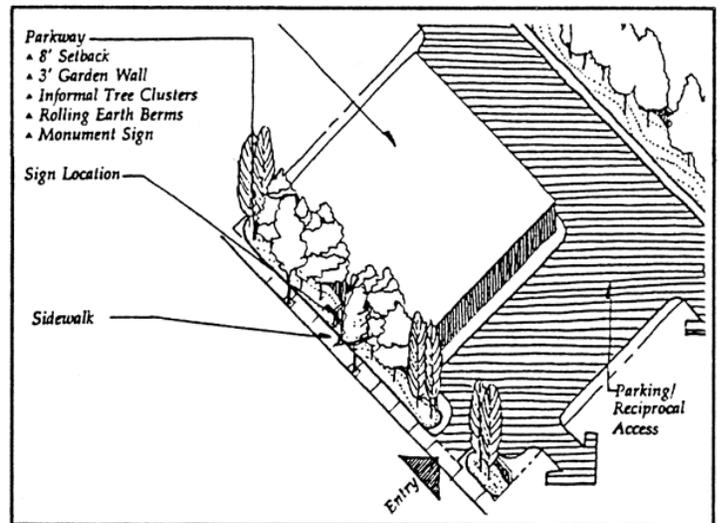
**Figure 5-7: Buildings in the CBD Shall be Placed Immediately Adjacent to the Sidewalk**

Design guidelines for this edge condition are identified on the following illustration.



### Semi-Street-Adjacent Buildings – Landscaped Setback

This condition typically includes buildings set back from the street with a small amount landscaped yard in the setback area along front and side street property lines. Parking is appropriate on the side or rear of the building away from the street. This is the second most prevalent edge condition in Downtown, with common examples along East, Gold, Sacramento, and Market Street, north of the mall.



**Figure 5-9: Setting Back Buildings from the Sidewalk is Permitted Outside the CBD Zone.**

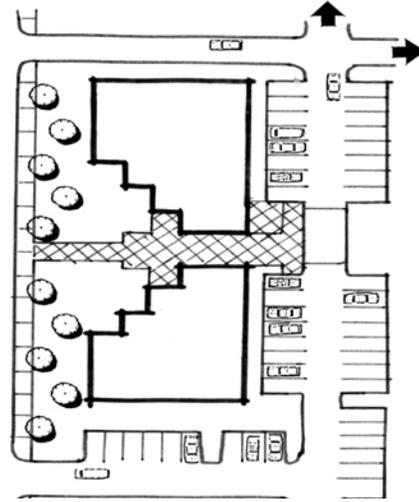
Design guidelines for this edge condition are identified on the following illustration.

The setback area shall be fully landscaped, interrupted only by pedestrian areas and sidewalks. No parking should be located within any required front-yard setback.

Parking is not to be located in the setback space.

Parking at rear of building is preferred.

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 at least 30 inches high. Driveways should be kept to a minimal number and width as necessary for safety.

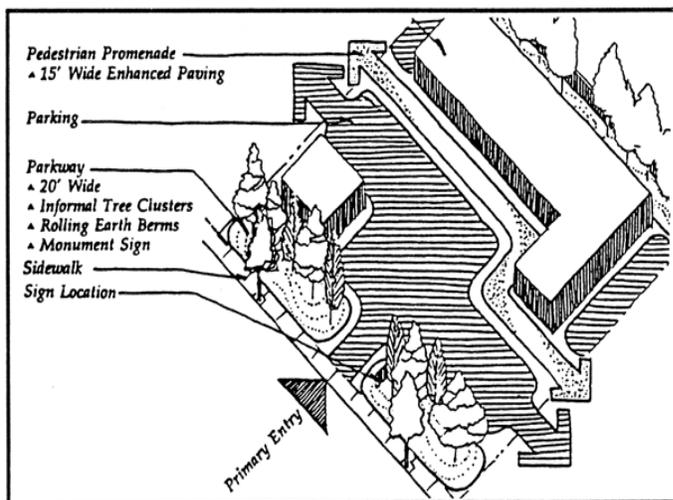


**Figure 5-10: Parking/Pedestrian Guidelines**

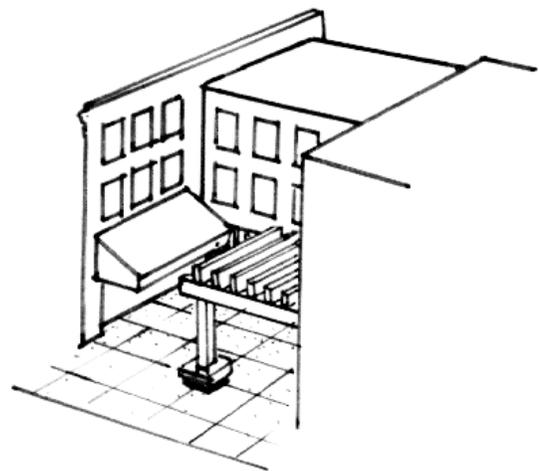
### **Buildings Set Back From Street – Limited Parking**

This condition allows one bay of parking (two rows plus aisle) between the building and street. A landscaped setback should be provided between the street and parking lot. This type of edge condition is not common in the Downtown, nor is it very desirable, but is present along the northern segment of Market Street and areas south of Gold Street. This edge condition will not be permitted in Downtown any longer, except for Market Street, California Street, Pine Street, and Eureka Way north of Shasta Street. See Figure 5-11.

Where applicable, open-space areas should be clustered into larger, prominent landscape/hardscape areas.



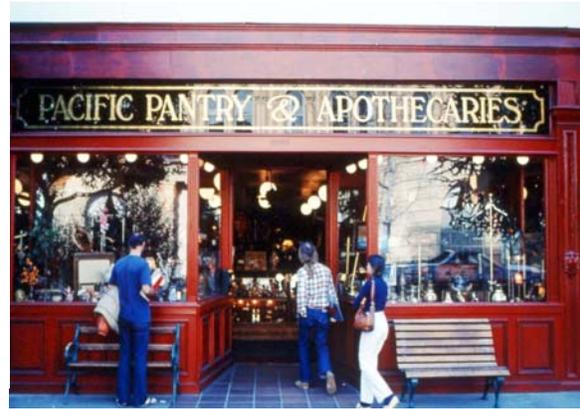
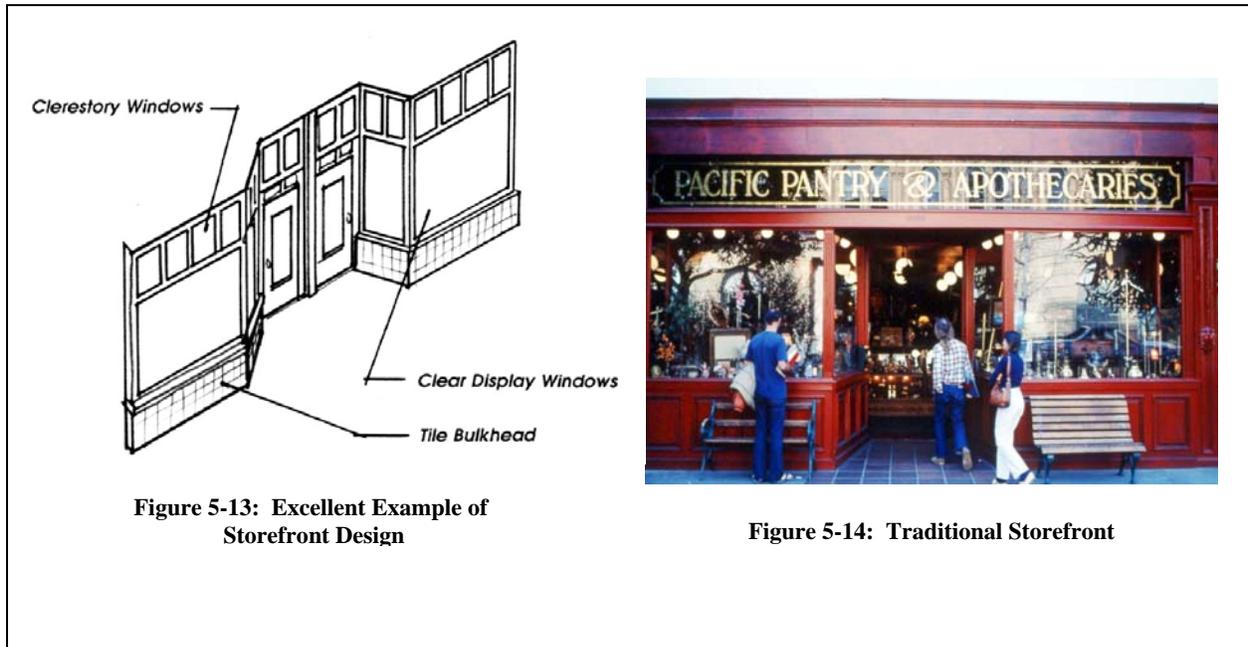
**Figure 5-11: Setback Conditions**



**Figure 5-12: Adjacent Buildings Should Develop Shared Plazas**

## C. STOREFRONT DESIGN

The storefront traditionally has experienced the greatest amount of change during a building's life and holds the most potential for creative alterations affecting both the character of the building and the streetscape. In an effort to promote quality design for new infill buildings, and the rehabilitation of existing buildings, the following specific storefront and facade guidelines are presented.



### 1. Entries/Doorways

Commercial storefront entries are typically recessed and/or sheltered by a covered arcade structure, canopy or awning. This provides more area for display space, a sheltered transition area to the interior of the store and emphasizes the entrance. Recessed entries should be retained and are strongly encouraged in new storefront construction.

### 2. Facade Color

The use of light, subdued or neutral colors and natural building materials, such as brick, are encouraged.

One base color should be used for the entire facade. Different trim colors are permitted, but shall not exceed three different colors.

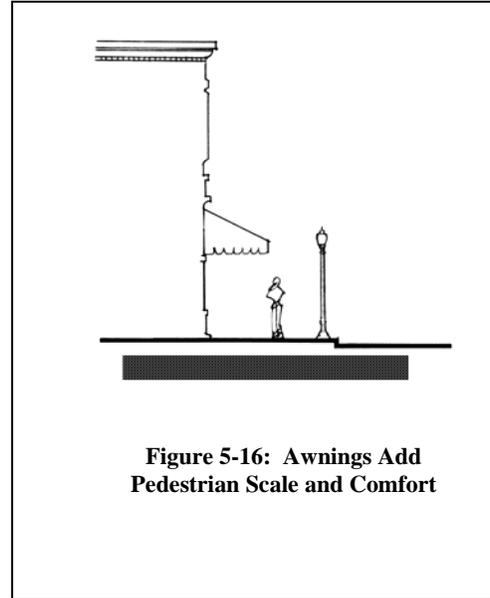


### 3. Awnings and Canopies

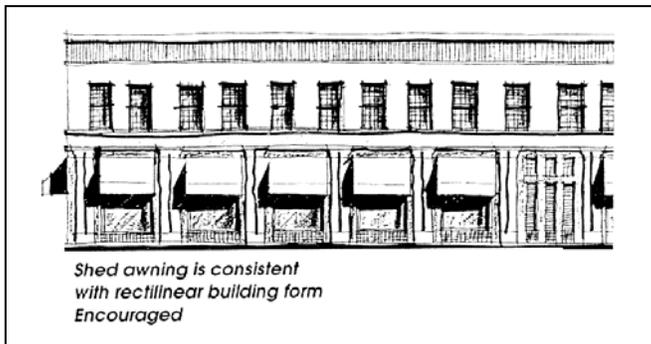
Awnings and canopies can play a special role in bringing visual harmony to Downtown Redding. The addition of an appropriate awning can create a pleasant transition between unrelated upper facade and storefronts. Canopies are different than awnings in many ways. A canopy is usually permanently affixed to the building, flat and made out of solid materials.

The following guidelines should be considered:

- a. Awnings are permitted and should have a single color or 2-color stripes. Lettering and trim, utilizing other colors is permitted but is considered as sign area.
- b. Awning shape should relate to the window or door opening. Barrel shaped awnings shall be used to complement arched windows while square awnings should be used on rectangular windows.
- c. When there are several businesses in one building, awnings of the same color should be used with simple signs on the valance flap that may vary in type style and color to differentiate the individual businesses within the building.
- d. Aluminum canopies generally detract from the historic character of a building and should not be erected, except for in the Fifties Glitz District.



**Figure 5-16: Awnings Add Pedestrian Scale and Comfort**



**Figure 5-17: Awning Shall Not Overlap Between Windows**



**Figure 5-18: Well Proportioned Awning**

### 4. Door Design

Traditionally the storefront door was more than just a door. Tall in proportion, its design reflected its commercial importance. Its construction made it substantial and inviting to the customer. The storefront door should have a similar role. The customer should be invited into the store. The following general guidelines should guide the design of doors:

- a. Accentuate the door with simple details such as a handsome brass door pull, brass kickplate or an attractive painted sign.
- b. Doors to retail shops should contain a high percentage of glass (minimum of 50%) in order to view the retail contents.

## 5. Window Design

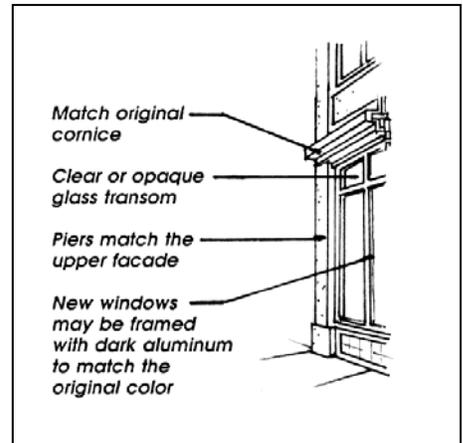
The use of windows as an architectural element is of critical importance to the facade design. Windows create a visual rhythm of building openings, as well as a visual image of the retail interior. The following general guidelines should guide the design of windows:

- a. The use of clear glass (88% light transmission) on the first floor is strongly encouraged.
- b. Storefront windows should be as large as possible and no closer than 18" from the ground (bulkhead height). By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for new construction should be no more than 36" high.
- c. Introducing or changing the location or size of windows or other openings that alter the architectural rhythm, alignment or character of the original building is not recommended.
- d. Air conditioning units placed in individual windows and window transom areas is strongly discouraged.
- e. If security grilles are necessary, they should be placed inside the building behind the window display area.
- f. Glass should be inset a minimum of 3" from the exterior wall surface to add relief to the wall surface.

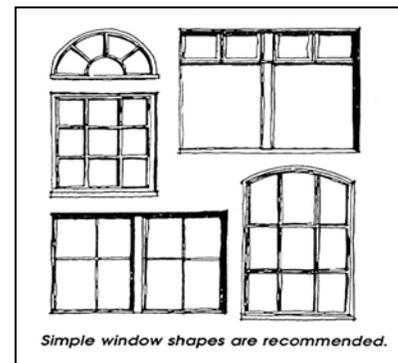
## 6. Storefront Accessories

The following guidelines should be considered for storefront accessories:

- a. Permanent security bars and window air conditioning units on the first floor are very strongly discouraged.
- b. Mechanical appurtenances attached to building facades should be enclosed by a housing that is in proportion with the building's architecture and painted a color in keeping with the facade colors.
- c. Where transom windows exist, every efforts should be made to retain this storefront feature.



**Figure 5-19: Appropriate Window Design**



**Figure 5-20: Simple Window Shapes are Recommended**



**Figure 5-21: Avoid Exterior Air Conditioning Units on Facades**

**STOREFRONT WITH TRADITIONAL MATERIALS**

A Cornice Can Be Constructed With Wood Framing, Plywood And Moldings With A Sloping Sheet Metal Cap To Shed Water. The Cornice Spans The Top Of The Storefront, Often Covering A Structural Beam Or Unfinished Brick.

Transoms Are Optional Design Elements That Help To Break Up The Massive Effect Of Very Large Sheets Of Glass. Transom Windows Can Be Clear, Tinted, Or Stained Glass.

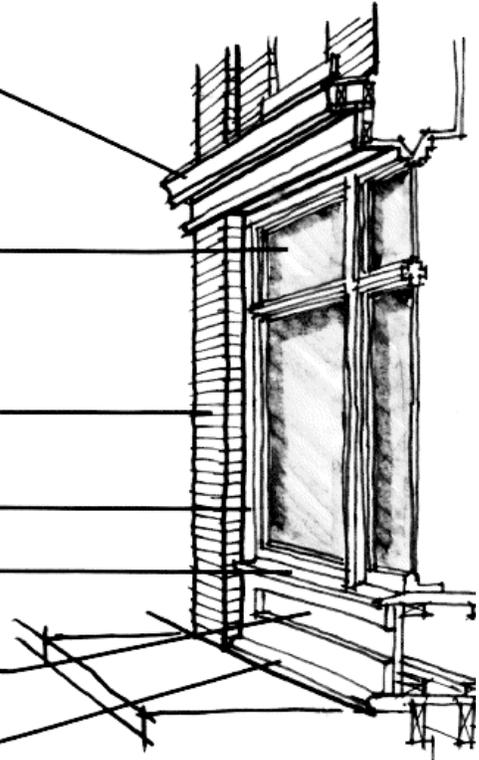
Masonry Piers Are Uncovered And Match The Upper Facade.

The Storefront Is Recessed 6 Inches Into The Opening.

The Storefront And Windows Are Framed In Wood. The Sill Slopes Forward For Drainage.

The Bulkheads Are Constructed With Wood Framing And A Plywood Back With Trim Applied To It.

The Storefront Rests On A Masonry Or Concrete Base To Prevent Water Damage.



**STOREFRONT WITH CONTEMPORARY MATERIALS**

A Cornice Is Made With Sheet Metal Over A Wooden Frame.

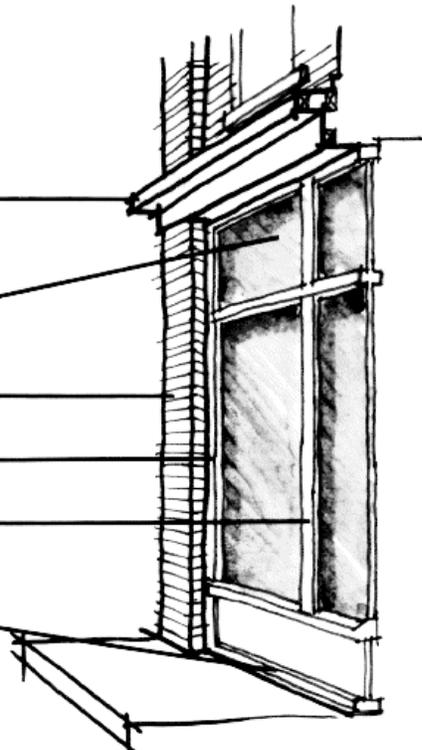
Optional Transoms Can Be Stained Glass, Clear Glass Or Opaque.

Masonry Piers Are Uncovered And Match The Upper Facade.

The Storefront Is Recessed 6 Inches Into The Opening.

The Storefront And Windows Are Framed With Dark Anodized Aluminum Or Painted Aluminum.

The Storefront Rests On A Masonry Or Concrete Base.



**Figure 5-22: A Storefront Does Not Have to be Traditional to be Allowed**

## D. BUILDING GUIDELINES

Like many older cities, Downtown Redding serves not only 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.

The General Commercial design guidelines presented herein intend to foster good design in order to create a quality image for the Downtown, encourage reinvestment and improve the Downtown's economic vitality in general. The following general design guidelines are applicable to commercial projects, including retail, service, and office uses, found within the Downtown Redding Specific Plan Area.

### 1. Building Scale

- a. Scale is the relationship between a proposed building's size and the size of adjoining buildings. The scale of new buildings should generally be consistent with existing buildings in the area.
- b. Building heights should relate to adjacent sites to allow maximum sun and ventilation, protection from prevailing winds, enhance public views and minimize obstruction of view from adjoining structures.
- c. Ground-level landscaping and architectural detailing should be used at the ground level to soften the impact of large buildings.



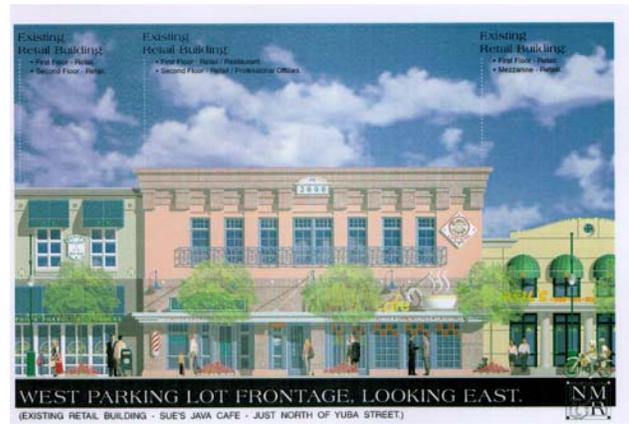
**Figure 5-23: Portions of Redding Mall Lack Pedestrian Friendliness**



**Figure 5-24: Good Example of Appropriately Scaled Redding Building**



**Figure 5-25: Before**



**Figure 5-26: After**

## 2. Exterior Walls

- a. Avoid blank walls at the ground floor level by utilizing windows, recesses, reveals, changes in materials and canopies to create visual interest.
- b. Additions to existing buildings shall be integrated with the existing structure. The new additions should match the original structure in terms of scale, window and door styles and openings, roof line, materials and color.
- c. Wall materials which are strongly discouraged include the following:
  - Plywood.
  - Unfinished concrete or concrete block.
  - Reflective mirrored windows.
  - Corrugated metal or fiberglass siding.

## 3. Wall Articulation

Long, blank, unarticulated street wall facades are not permitted and shall be divided into a series of structural bays (e.g., characterized by masonry piers which frame window and door elements).

Monolithic street wall facades shall be "broken" by vertical and horizontal articulation (e.g., sculpted, carved or penetrated wall surface defined by recesses and reveals) characterized by:  
(a) breaks (reveals, recesses) in the surface of the wall itself;  
(b) placement of window and door openings; or  
(c) the placement of balconies, awnings, and canopies.

Avoid large unbroken facade surfaces at the storefront level. This can be achieved in a number of ways, including:  
(a) the facade into a series of display windows with smaller panes of glass;  
(b) constructing the facade with small human scale materials such as brick or decorative tile along bulkheads;  
(c) providing traditional recessed entries;  
(d) careful sizing, placement and overall design of signage; and  
(e) providing consistent door and window reveals.

## 4. Roofs

- a. Mansard roofs are strongly discouraged on freestanding buildings unless they wrap completely around the building. Mansards should maintain the same roof pitch as surrounding structures and should be both high and deep enough to create the illusion of being a true roof. Small, steeply-pitched mansard "eyebrows" that appear "tacked" onto a building are very strongly discouraged.
- b. Mechanical equipment should be screened with a solid material that matches the architectural style and materials of the building without giving the appearance of being added on.



Figure 5-27: Contemporary Storefront Designs are Appropriate

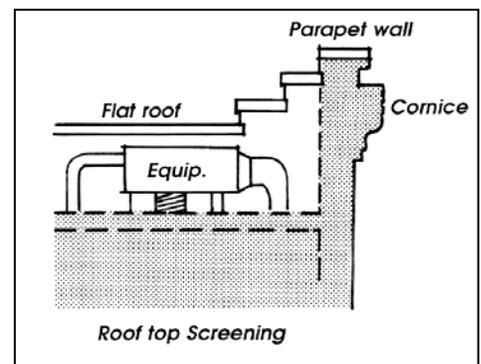


Figure 5-28: Rooftop Equipment Shall Be Screened from View

- c. Encouraged roof materials include:
- d. Standing seam metal roofs.
- e. Tile roofs.
- f. Thick composition roofs.
- g. Decorative roof parapets which screen a flat roof.
- h. The following roof materials are discouraged:
  - Corrugated metal or fiberglass.
  - High contrast or brightly colored (blue, orange) glazed tile.
  - Crushed white rock

## 5. Color

Color can dramatically affect the appearance of buildings and should be carefully considered in relation to the overall design of the building. Color can also affect the apparent scale and proportion of buildings by highlighting architectural elements such as doors and windows.

- a. Minimize the number of colors on the building's exterior in order to maintain a cohesive appearance with minimum visual distraction. Commercial buildings shall use no more than 3 colors.
- b. The color palette chosen for a building should generally be compatible with the colors of adjacent buildings in the Downtown.
- c. Subdued colors are recommended for the overall color scheme. A bright trim color is permitted if it can be shown to enhance the general appearance of the building.
- d. Bright neon paint colors and large areas of intense white color are not desirable.

## E. DESIGN FOR CRIME PREVENTION

### Introduction

The concept of crime prevention through environmental design (CPTED) includes a wide variety of strategies aimed at reducing opportunities for crime through the proper design and effective use of the built environment. Key components of CPTED include:

- a. Natural access control involves the use of pathways, paving treatments, lighting, landscaping, fencing, signs, and other built features to guide ingress and egress and to discourage or eliminate public access into areas.
- b. Natural surveillance focuses on the placement and design of physical features and the arrangement of uses to maximize opportunities for natural surveillance.



**Figure 5-29: Law Enforcement Presence at MarketFest**

- c. Territorial reinforcement entails design features and physical elements which convey a sense of ownership and stewardship over a space. Unique paving patterns, artwork, signs, landscaping, lighting standards and streetscape components, and other physical elements can be installed and maintained to communicate a sense of pride and proprietorship.

### Design Considerations

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 CPTED-based guidelines are to be considered for all development within the Downtown area.

1. Utilize plants and low fencing to direct movement and restrict— symbolically—areas where people should not enter.
2. Minimize the height of parking lot screening (shrubs or low walls) to allow a visible "window" above 3 feet and below 7 feet.
3. Restrict the number of entry points into a development or parking lot.
4. Improve safety behind buildings through use of:
  - Adequate security lighting.
  - Limited access (walls, fences, gates, shrubs).
  - Introduction of activities (e.g., rear entrances for commercial activities) that increase surveillance.
  - Surveillance through windows or with cameras.
  - Maintenance storage areas and alleys.
5. Use security fencing/walls with view ports or sections of wrought iron grille work to allow views into the development while restricting access.
6. Multi-tenant developments (residential and nonresidential) should include directories at site entrances identifying the locations of buildings, suites, apartments, etc. and on-site landmarks, including management offices and access points.



**Figure 5-30: Appropriate Lighting Levels Are Crucial To Safety**



**Figure 5-31: Additional Lighting Would Make This Alley a Safer Place**

## F. LANDSCAPE/HARDSCAPE DESIGN

### Introduction

Landscaping in Downtown Redding shall achieve three specific ends: (1) to beautify Downtown and create a gateway to the City; (2) to soften commercial development; and (3) to unify the area as a pleasant environment for residents and visitors alike. These three 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 City's Comprehensive Tree Plan.



**Figure 5-32: Landscape Provides Shade for Pedestrians**

### General Design Guidelines

All new development is encouraged to follow these general landscape guidelines:

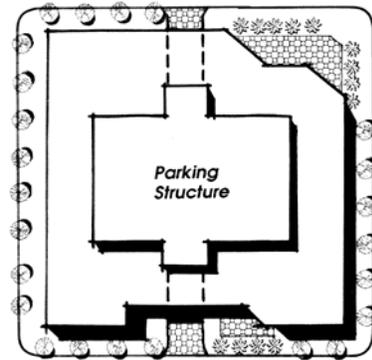
- a. Save existing mature trees where possible.
- b. When feasible use specimen trees (boxed trees) (minimum 36" box) for immediate effect and accent.
- c. Give consideration to rapidly growing trees.
- d. Emphasize use of varieties which require low maintenance and drought tolerant species in public and commercial areas, especially in large landscape areas.
- e. Use boxed and potted plants in clay or wood containers, especially for enhancement of sidewalk shops.
- f. Give preference to ground covers which require little maintenance.
- g. Vines and climbing plants integrated upon building and perimeter garden and building walls should be utilized.
- h. The use of materials such as crushed rock, redwood bark chips, pebbles, and stone or masonry slabs are discouraged in place of live plant materials in landscape areas.
- i. Use color plantings at the base of a building, in planter boxes, and focal points.
- j. Landscaping should not obstruct the sight lines of motorists or pedestrians, especially at pedestrian crosswalks.
- k. Trees and shrubbery should not be located so that they interfere with the effectiveness of parking lot and street lighting.
- l. Landscaping material, so long as it is properly maintained, is the preferred method used to obscure the view of any parking or storage area adjacent from a public street or pedestrian area.
- m. Landscape screen plant materials should be large enough at planting to provide effective screening, and be capable of growing to the height and density desired within a reasonable period of time.
- n. All plantings should be kept healthy and growing with all planting areas free of weeds and debris.

- o. Trees should be a minimum 15 gallon size at time of planting.
- p. Shrubs should be a minimum of 5 gallon size at time of planting.
- q. Landscaping in the Downtown, including private property, should be consistent with the City's approved street tree list.

**G. PARKING, CIRCULATION, AND ACCESS**



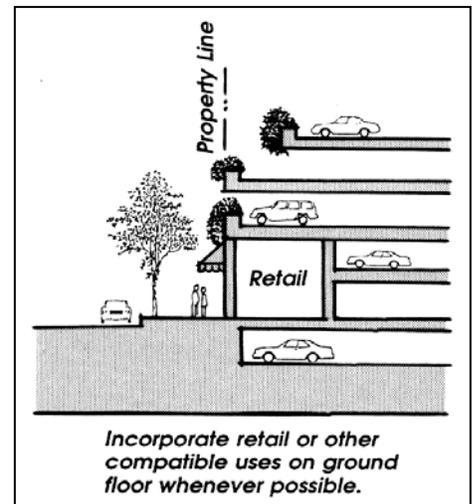
**Figure 5-33: On-Street Parking is Vital to Downtown's Success**



*Development 'wraps' the garage to maintain positive frontage against the street.*

**Figure 5-34: Most Desirable Method of Screening a Parking Structure**

- a. Common shared access driveways which provide access to more than one site are encouraged in order to reduce the number of driveway entries along Redding's commercial streets.
- b. Parking areas should be separated from buildings by either a raised concrete walkway or landscaped strip. Parking stalls directly abutting buildings is not desirable at all.
- c. 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 patterned concrete or pavers to differentiate it from the sidewalk.
- d. Design parking areas so that pedestrians walk parallel to moving cars. Minimize the need for the pedestrian to cross parking aisles and landscape areas.



*Incorporate retail or other compatible uses on ground floor whenever possible.*

**Figure 5-35: Incorporate Retail at Ground Level**

## H. STRUCTURED PARKING

- a. Parking structures are strongly encouraged to be designed whenever possible to fit in with the existing urban fabric in Downtown Redding.
- b. Activities such as shops, offices, commercial space, or other uses or techniques that mask the ground floor use of the structure are required to be incorporated along the ground level of structured parking street frontage.
- c. The design of parking structures should permit maximum opportunities for natural surveillance into the structure.



**Figure 5-36: An Attractive Parking Structure Design**

## I. SIGNS AND ADVERTISING

Signs in Downtown Redding typically advertise a place of business or provide directions and information. An effective sign and graphics system functions not as a separate entity but as an integral part of the built environment. Carefully planned, signs communicate essential information, while also ordering and enhancing the architectural character of Downtown. A sign's use of color, its size, shape placement, and selection of lettering can attract or detract from its effectiveness. An effectively designed sign will:

- a. Be compatible with the surrounding physical and visual character of the area.
- b. Promote the "individuality" of establishments.
- c. Identify the business clearly and attractively.
- d. Enhance the building on which it is located.
- e. Reduce the amount of visual clutter caused by excessive and poorly placed signage.



**Figure 5-37: The Cascade Sign is Architecturally Compatible with Downtown.**

The City's Zoning Ordinance has regulations to help control the size, location, and number of signs, but code restrictions alone may not be enough. Design guidelines are needed to encourage and coordinate well-designed signs.

The following sign guidelines are intended to ensure high-quality business identification.



**Figure 5-38: Permanent Window Signs Are Encouraged**

## General Design Guidelines

### Clear Sign Message

1. Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is more attractive.
2. Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read and reduce the sign's ability to communicate.
3. Lettering should generally be in proportion to the size of the sign. As a rule of thumb, the recommended size of letters is between one-third and one-half the height of the sign.
4. Avoid signs with strange shapes. Signs that are unnecessarily narrow, oddly shaped, or unrelated to the products or services being provided on site can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.
5. Use widely recognized logos.
6. Signs should be made smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance.

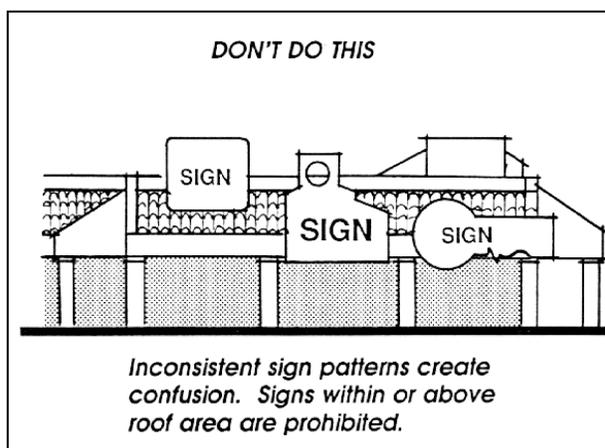


Figure 5-42: This type of Sign Pattern is Discouraged



Figure 5-39: Storefront Sign



Figure 5-40: Unusual Typefaces Run the Risk of Being Unreadable



Figure 5-41: Pedestrian- Oriented Signs

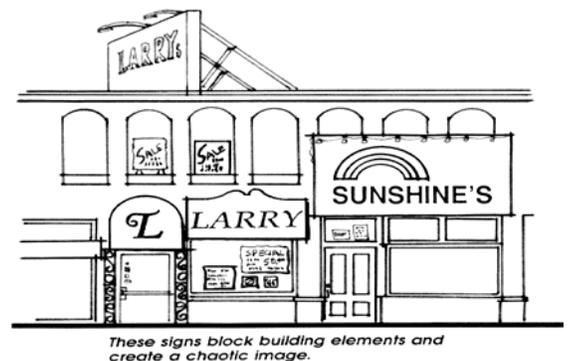


Figure 5-43: Sign Warfare is Strongly Discouraged in Downtown Redding

## Sign Architectural Compatibility

1. Signs should make a positive contribution to the general appearance on the street in which they are located.
2. Sign size should be proportionate. The size and shape of a sign should be proportionate with the scale of the structure.
3. Signs should be an appropriate scale with the building on which they are placed and should not overwhelm the architecture of the building and the character of the neighborhood.

## Wall-Mounted Signs

Sign lettering for storefront wall mounted signs should generally meet the following recommendations:

- For storefronts 30' wide or less, a maximum letter height of 10" is recommended.
- For storefronts 30' - 60' wide, a maximum letter height of 14" is recommended.
- For storefronts 60' wide or greater, a maximum letter height of 18" is recommended.

## Awning Signs

An awning is a roof-like covering or shelter which is usually constructed of canvas or other fabric extending over a pedestrian walkway. Awnings provide shelter from weather, provide scale to the building architecture, and add color and liveliness to the pedestrian path and street.

An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message painted, printed, sewn, or stained onto the awning or awning flap.

1. The sign on awnings shall be placed on the awning flap. The flap shall be at least 8 inches in height so that the letters and symbols can be big enough to read easily (see photo).
2. The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.



**Figure 5-44: Well-Defined Awning Sign with Sign on Valance Flap**

## Blade or Projecting Signs

A blade or projecting sign is a sign suspended from a support and projects from the building wall. Similar to awning signs and banners, a projecting sign can add interest and vitality to a street. Projecting signs can include pictorial images, logos, and symbols.

A projecting sign is generally intended to be read by pedestrians along a sidewalk or arcade, and motorists in slow-moving vehicles.

- a. The size of a projecting sign should be proportional to the building facade to which it is attached and typically, should not exceed 10 square feet.
- b. A projecting sign should be hung perpendicular to and should not project more than 3 feet from the face of the building.
- c. To minimize visual clutter, projecting signs should not be located within close proximity to other hanging signs or projecting signs, preferably at least 25 feet from each other.
- d. The placement of a projecting sign must not impede the safe movement of people or vehicles within a public right-of-way and should be properly secured to a building in a structurally sound manner.

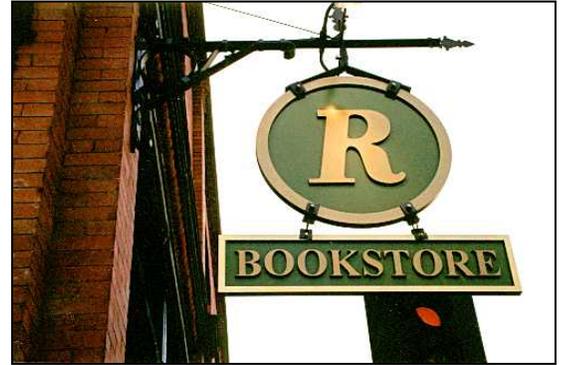


Figure 5-45: Well-Designed Projecting Sign

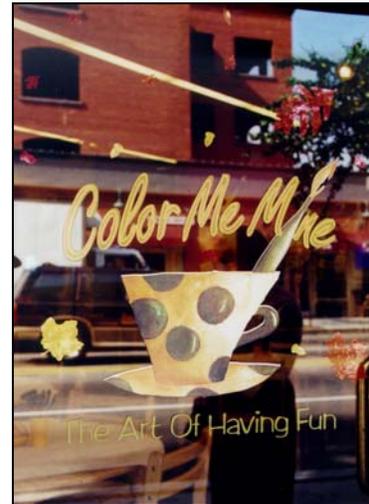


Figure 5-46: Appropriate Window Sign

## Window Signs

A window sign is a permanent sign painted on or attached to the inside of a window and is designed to be viewed principally from outside the business by pedestrians and motorists.

- a. Window signs are encouraged on the ground floor windows facing the primary street frontage or adjoining parking lot.
- b. Temporary window signs shall be in conformance with the City's Zoning Ordinance.



Figure 5-47: Portable Signs Shall Not Be Located in the Corner-Curb Return Area

## A-Frame and Portable Signs

A portable sign is any sign or advertising device which rests on the ground and is not designed to be permanently attached to a building or permanently anchored to the ground. (These types of signs are

permitted only in the CBD and with the approval of Caltrans along any state right-of-way.)

- a. No business will be allowed to have more than one portable sign.
- b. Owners of portable signs are strongly encouraged to provide public liability insurance.
- c. Portable signs shall not encroach into required off-street parking areas, public roadways or alleys, and may not be arranged so as to create site distance conflicts or other traffic hazards. Portable signs shall not be placed within the corner curb return areas of intersections.
- d. Portable signs shall be utilized only during regular business hours and should be removed during non-business hours.



**Figure 5-48: A-Frame Sign**

- e. Materials for portable signs should be professionally manufactured of a permanent nature and not be subject to fading or damage from weather. The use of paper or cloth is strongly discouraged unless located within a glass or plastic enclosure.
- f. Portable signs are strongly encouraged to be designed in an attractive manner and present an image of quality and creativity for Downtown Redding.
- g. Portable signs should be maintained in a neat, orderly fashion so as not to constitute an unsightly appearance or a public nuisance in downtown.

## **J. PUBLIC SPACES**

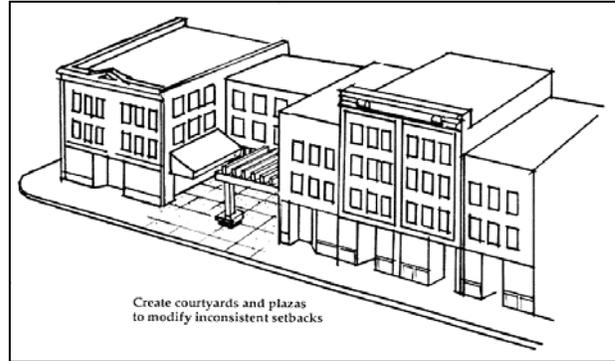
Public space associated with commercial buildings in Downtown Redding should serve as a transition from the outside to the inside of buildings, should be complementary to the commercial buildings and should be supportive of pedestrian activity. Methods of doing this include providing pedestrian amenities such as benches, fountains, and continuing the hardscape of the sidewalk. Public space can add to the vitality of commercial areas, when designed and located in a manner that attracts pedestrian activities.



**Figure 5-49: Create Courtyards and Plazas to Modify Inconsistent Setbacks**

## 1. Plazas

- a. Plazas should be designed to supplement, rather than detract from street activity.
- b. The function and appearance of the plaza or courtyard should not be dominated by stairs or elevators.
- c. Where inconsistent setbacks occur along the street in Downtown Redding, plazas could be considered to compensate for the broken building edge.
- d. Plazas should be designed with unimpeded lines-of-sight to and from the public sidewalk; and physical access shall be provided from the public sidewalk to plazas.
- e. 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 shall be transparent or visually penetrable to provide entry to and views into the plaza.
- f. Entries to the plaza, and storefront entries within the plaza, should be designed and lighted so they do not create hiding places.
- g. Seating should be provided in all plazas. Where applicable, plaza users should be provided with a choice between active (i.e., watching goings-on) and passive (i.e., private) seating.
- h. Visual features, such as public art or a fountain, should be incorporated in plazas to attract pedestrians.
- i. Shade trees or other elements providing cover from the sun or rain could be incorporated within plazas, in a manner that does not impair pedestrian movement.
- j. Paving and furniture used in private plazas should complement streetscape elements used in the public right-of-way throughout Downtown Redding.



**Figure 5-50: Plazas and Courtyards Are Encouraged**



**Figure 5-51: Small Plaza Designed with Several Amenities**



**Figure 5-52: Water Features Are Very Desirable in Redding**

- k. Plazas, including all entrances and exits, should be fully illuminated ½ hour after sunset to ½ 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.
- l. Signage or other mechanisms may identify that the plaza is available for public use during business hours.
- m. Security gates and security fencing should not be used in plazas. They may only be permitted by the Director.
- n. Landscaping for the plazas should provide special interest through plant materials with integral interest such as special foliage color, seasonal changes in plant habit, scent, or floral display.



**Figure 5-53: Local Example of Public Art**

**2. Public Art**

- a. Art associated with commercial buildings in Downtown Redding that invites participation and interaction, adds local meaning, interprets the community by revealing its culture or history, and/or captures or reinforces the unique character of a place is strongly encouraged.
- b. The setting of public art should be considered in its design; likewise, the impact of physical space and nearby structures on public art should be considered.
- c. Freestanding pieces of art or sculpture shall be placed to avoid locations where it would compete with a storefront or obstruct a pedestrian path, create a traffic hazard or compete with another piece of art or sculpture.
- d. Art should be deployed in concert with other features, such as a plaza or architectural features that acknowledge and respond to the presence of the art and make the art an integral part of site development rather than a stand-alone object.



**Figure 5-54: Public Art Comes in All Forms**

**3. Paseos**

- a. The minimum width of any paseo shall not be less than 10 feet at any point. Paseos longer than 50 feet shall be an average of 20 feet wide.
- b. The paseo shall be designed to be an integral part of the overall project and shall 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



**Figure 5-55: Local Public Art**



**Figure 5-56: Local Example of Public Art**

encouraged to front onto a paseo. If it is deemed that a business entrance cannot front onto a paseo, minimum of one display window per business shall be provided facing onto the paseo.

- c. The paseo shall 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.
- d. Mid-block pedestrian paseos shall only be provided within the middle one-third of any block.
- e. A development agreement between the City and the property owner shall be entered into describing responsibilities for maintenance and other liabilities of the paseo.

## K. FIFTIES GLITZ DISTRICT

The fifties were the period in America that celebrated the postwar economic boom. The architecture that followed built on the Art Deco and Art Moderne architecture. The sleek lines of the Deco and Moderne styles and the use of innovative materials such as glass block, aluminum and stainless steel was continued. Other materials used extensively were molded plastic, Formica, glass, marble, neon tubes, and chrome.

The 1950s style was characterized by bright colors that demonstrated the style's liveliness and the impact of automobile design. Materials used provided texture and additional colors to the style. Signs of the 1950s era were visually more important in the overall architectural design of the building than in earlier architectural styles. The animated signage and graphics were the primary conveyors of the visual image of the business. At night, the use of neon light provided additional color to the facades.

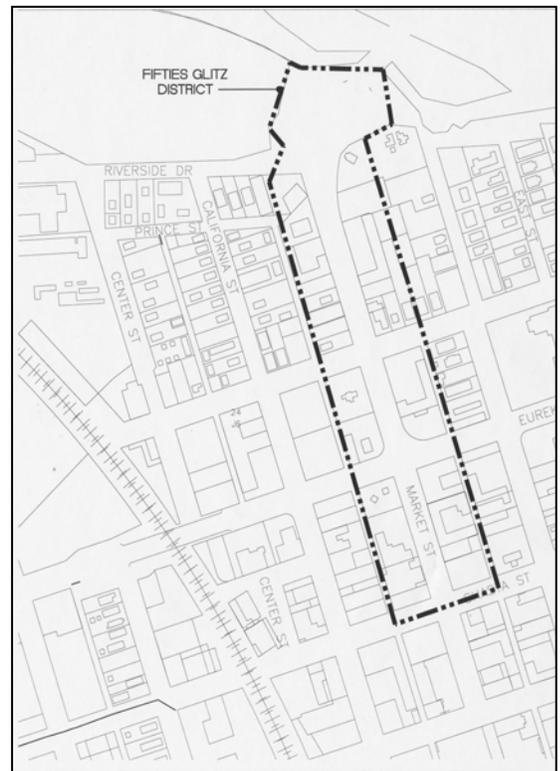
In-fill buildings along North Market Street should consider Fifties Glitz in their designs and incorporate some of the following elements. The following guidelines characterize the style of architecture developed during the 1950s.

### 1. Building Elements

- a. Grilles and metal panels that project beyond the parapet line are encouraged.



**Figure 5-57: Colorful Neon Signs with Blinking and Flashing Lights are Permitted in the Fifties Glitz District**



**Figure 5-58: Fifties Glitz District**

- b. Roof overhangs (brow canopies) may be used to provide shade at the street level.
- c. Cantilevered sunshades for the upper level windows and canopies to provide shade at the street level may be provided.
- d. On corner buildings, the sunshade and canopies may wrap around the building. Canopies are preferred over awnings.
- e. The canopy should be a minimum of eight feet above the sidewalk level. It should project between six and eight feet from the building face but not recommended to be closer than three feet from the street curb.
- f. The storefront should be mostly transparent to aid views inside to the merchandise. Large expanses of glass with steel or aluminum mullions and bulkheads are encouraged.
- g. Transom windows above the display windows are encouraged. The transom window height depends on the overall floor height, ranging from 2 to 3 feet.
- h. The entrance door should be kept simple. Anodized aluminum or stainless steel framed doors with large glass panels are encouraged.
- i. A bulkhead is encouraged at the base of the storefront display window. The height of the bulkhead should be at least 15 inches and no more than 24 inches.

## **2. Materials**

Materials can be derived from the materials used traditionally in Fifties buildings.

- a. The facade is encouraged to be smooth-finish plaster. Surface sheathings of any of the following materials are compatible: stone, aluminum, sheet metal, stainless steel, Formica, chrome, tiles and plaster.
- b. Horizontal moldings should be made of one of the following materials: stone, aluminum, sheet metal, stainless steel, Formica, chrome, tiles and plaster.
- c. Transom windows should be made of one of the following materials: clear, tinted, etched, or stained glass, glass blocks, or metal grilles.
- d. Display windows should be made of clear glass. Window frames should be anodized aluminum or stainless steel.
- e. Entrance doors should be made as transparent as possible. The use of large glass panels is encouraged.
- f. Bulkheads should be made of one of the following materials: stone, aluminum, sheet metal, stainless steel, Formica, chrome, tiles and plaster.

## **3. Color**

- a. Colors chosen should accentuate the architectural details of the building. Materials used in the buildings are encouraged to provide texture and additional colors.

- b. The base color on the majority of the building surface should generally be the lightest.
- c. The secondary color should be used to accentuate certain elements of the facade. The color may be created by the material used.

#### 4. Signs

Signs of the 1950s era were visually more important in the overall architectural design of the building than in earlier architectural styles. Double sided signs that projected out from the facade and above the roof line were typical of the style.

- a. The content of the words shall be limited to the name of the business.
- b. The placement of the signs should be within the largest flat rectangular area on the facade. Ornamental portions of a sign, may touch the edge of this placement area.
- c. Double-sided signs that project out a maximum of six feet from the facade may be used.
- d. Custom designs, particularly script letters, are appropriate for this time period.
- e. Ornaments of the time period are encouraged.
- f. Plastic and painted sheet metal is appropriate. Textural and perforated sheet metal is also appropriate.
- g. In this district, projecting, double-sided primary facade signs and partially roof-mounted are allowed. The term "partially" means the sign must also be attached to the vertical facade of the building below the roof line.



Figure 5-59: Sign Placed on a Brow Canopy



Figure 5-60: Appropriate Blinking and Flashing Neon Sign

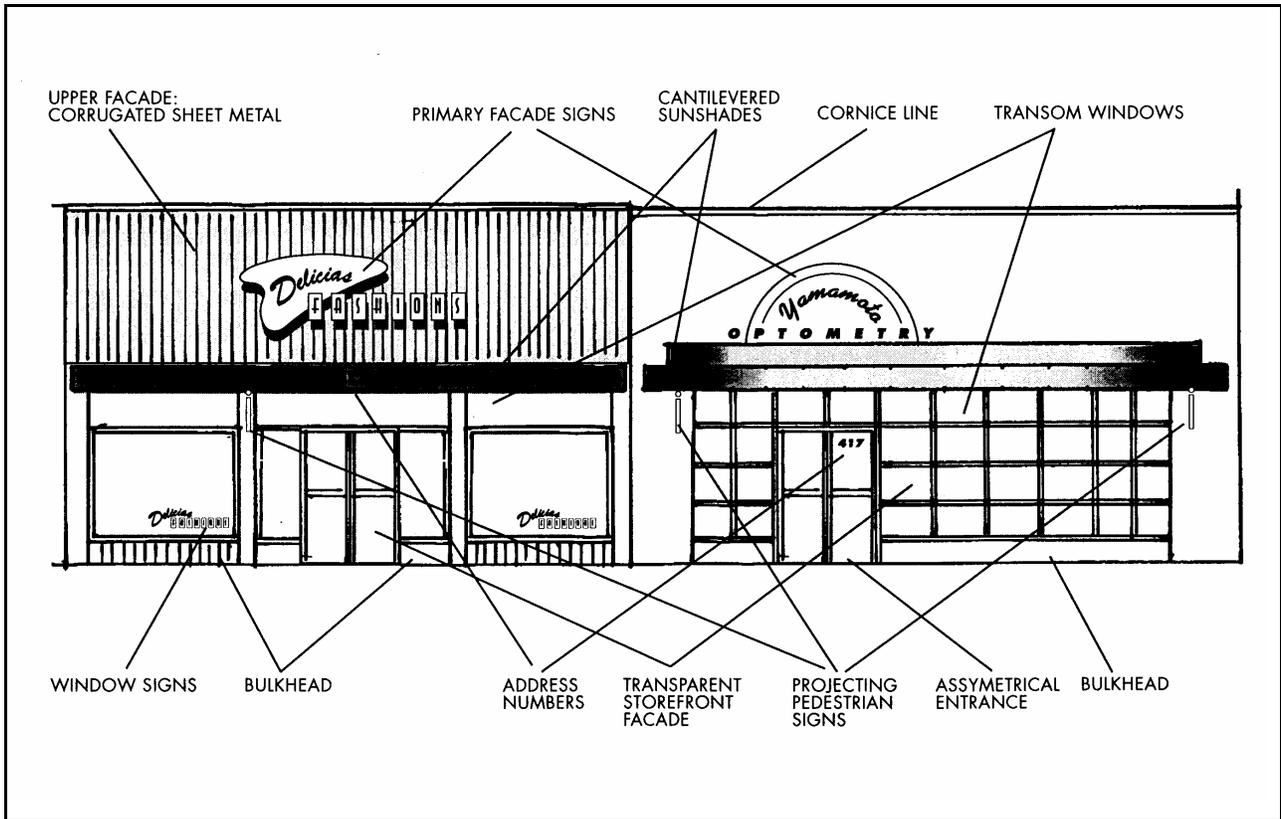


Figure 5-61: Appropriate Architectural Elements and Signs in the Fifties Glitz District

# Chapter VI

## Wayfinding System

### Wayfinding Objectives for Downtown Redding

- Eliminate visual clutter
- Provide only useful information
- Create a sense of place
- Use quality materials (i.e., to resist fading and graffiti)
- Consist of signs that are easily reproduced
- Be comprehensive
- Further the goals of the Downtown plan (land use, transportation, etc.)
- Not allow exceptions without the review of the City
- Be well funded (i.e., allow for reproduction of new signs as needed, and ensure the maintenance of existing signs.

### A. INTRODUCTION

Signage systems are very important to the success of revitalization in Downtown Redding. Once viewed as a navigational aid, "wayfinding" systems now are seen as a way to market an area's resources, alter negative perceptions, evoke a sense of the Downtown history and character, and improve the streetscape.

A well-thought-out wayfinding system will 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.

For years, well-designed wayfinding systems have been used by indoor malls, airports, and corporate campuses. Now, these environmental graphics are being used more and more by traditional Downtown commercial areas. People make qualitative assessments about a place based upon how well designed and understandable it is to find certain things. Currently, the only wayfinding in Downtown Redding is the proliferation of Caltrans highway signs spanning

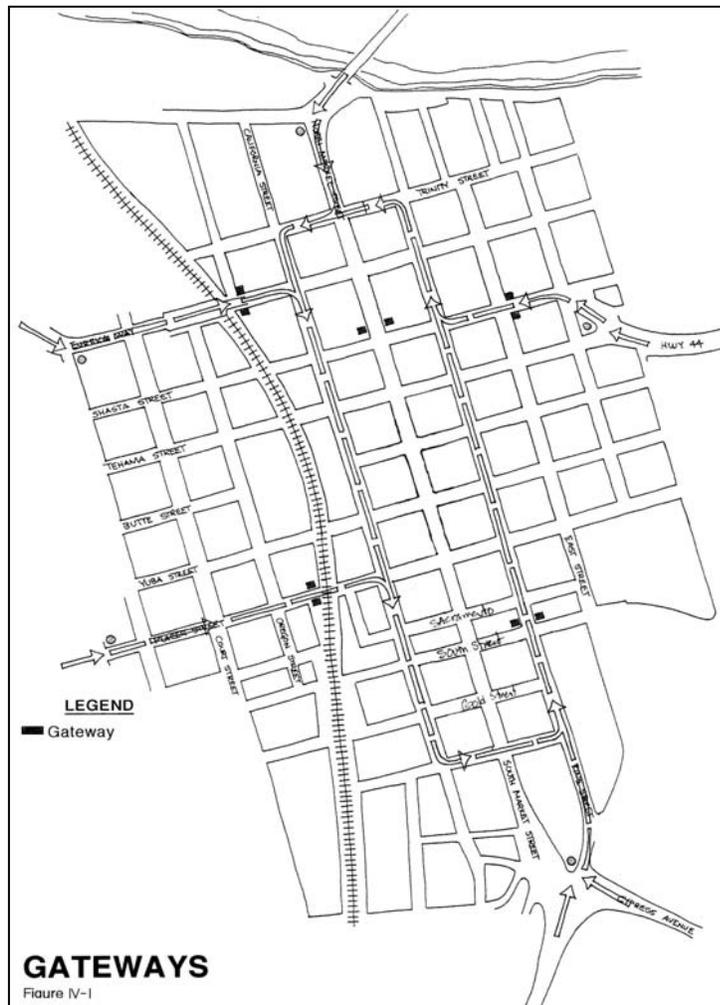
over the local street network. These create a clear path for automobiles to find their way out of Downtown, but do little to attract motorists into Downtown.

In 2004, the Redding Redevelopment Agency authorized the creation of an ad hoc committee to work with City staff to develop a comprehensive "wayfinding" or public-signage program for Downtown and the key corridors leading into Downtown. The Wayfinding Committee (Committee), established in January 2005, was made up of representatives from the following organizations:

- Caltrans
- City of Redding
- Downtown Redding Business Association
- Greater Redding Chamber of Commerce
- Redding Convention & Visitors Bureau
- Redding Motel/Hotel Association
- Shasta County
- Turtle Bay Exploration Park
- Viva Downtown Redding

## B. THE GATEWAY CONCEPT

As currently configured, a vehicular or pedestrian traveler approaching Downtown is never greeted into Redding's Downtown area. As part of an overall Downtown revitalization approach, it is very important to announce the fact that you have "arrived" in a special place or destination. To neglect announcement of arrival leaves uninitiated travelers to roam aimlessly, seeking that point or node that reinforces that they are, in fact, in Downtown Redding. Ideally, there should be places, called gateways, where large amounts of traffic move through a specific point. These points should be located in the public right-of-way, and the automobiles and pedestrians should pass under or through a unique physical structure. Ideally, these physical structures would be designed in the same railroad style used in the Market Street Demonstration block. The City needs to consider Downtown as a "destination." Until the City formally welcomes people, it is difficult, if not impossible, for them to know when they have arrived in Downtown.

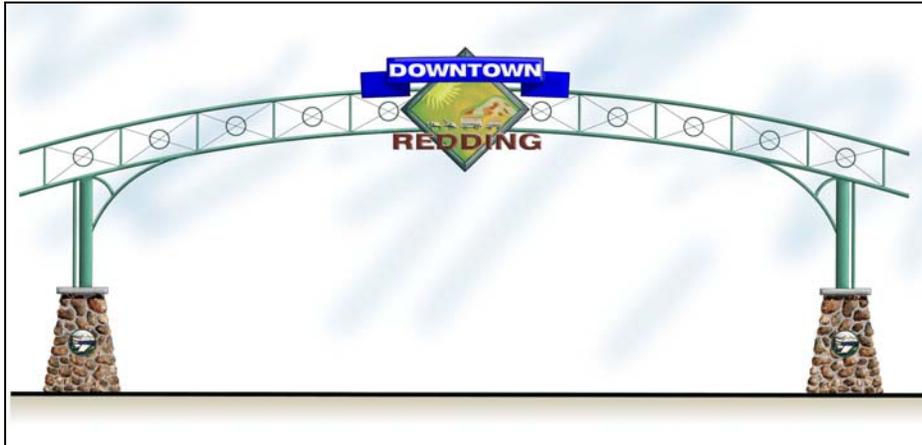


There are five primary vehicular entrance points into the Downtown as noted in Figure 6-1. They are:

- Market Street at Shasta Street
- Eureka Way at the railroad overcrossing
- Shasta Street as State Route 299/44 comes into Downtown
- Pine Street at South Street
- Placer Street at the railroad crossing

To celebrate and delineate these entrance points into Downtown Redding, the following conceptual street-spanning gateway arch is recommended (see Figure 6-2). Figures 6-3 and 6-4 illustrate the placement of the arch in the Downtown context.

**Figure 6-1: Gateway Points in Downtown Redding**



**Figure 6-2: Conceptual Street-Spanning Gateway Arch**



**Figure 6-3: Conceptual Street-Spanning Gateway Arch on Pine Street at South Street**



**Figure 6-4: Conceptual Street-Spanning Gateway Arch on Shasta Street At East Street**

### **C. PUBLIC SIGNAGE PROGRAM**

Once visitors approaching Downtown pass through the Gateway elements, they will need easily recognizable directional signs to help them locate important destinations within the Downtown. It is very important that these signs are:

- Graphically interesting
- Unique public signage
- Used in the Downtown only
- Externally illuminated

It is recommended that all new public wayfinding signs incorporate a custom designed "Downtown" logo (by separate graphic artist) over a field of the integral color used on all of the Demonstration Block street furniture and a crisp, non-italicized lettering style.

There are several worthwhile City locations to which residents and visitors may be directed. Many of these locations are outside the Downtown area. However, it is very important to link the Downtown with these attractions/locations. While it is not practical as part of a Specific Plan document to list every single place that is identified on directional signs, it is apparent that the following places are excellent candidates. They include, but are not limited to:

- City Hall
- Market Street Square (future)
- Park Marina Drive
- Convention Center
- Library Park
- RABA Station
- Turtle Bay Museum
- Redding Arboretum
- Shasta County Courthouse
- Lake Redding Park
- Caldwell Park
- Lake Redding Golf Course
- Amtrak Station



**Figure 6-5: Downtown Central Business District Sign**



**Figure 6-6: Downtown Entry Sign**

The Wayfinding Committee established in 2005 recommended two separate vehicular-directional signs for use in Downtown and the corridors leading into and out of Downtown. City staff, working with the Committee, had the signs designed, fabricated, and then determined the best placement for installation, which included approval by Caltrans for signs to be placed in the state right-of-way. A total of 60 signs were installed, as described below and as pictured in Figures 6-5 and 6-6:

**Downtown Central Business District Sign.** This sign is installed within the heart of Downtown. It is a sign that drivers encounter after passing through a gateway into the Central Business District. It is white on burgundy, and the identifier icon is a silhouette of Old City Hall.

**Downtown Entry Sign.** This sign is installed along corridors leading into and out of Downtown, as well as on the streets around the Central Business District. This sign is white on teal with a blue river. The identifier icon is a combination of mountains in the background, the Sacramento River, and the Sundial Bridge in the foreground.

#### **D. KIOSKS PROGRAM**

The previous two sections focused on signs for vehicles. Assuming we now have people out of their vehicles and on foot, a system of pedestrian informational kiosks will be desirable. These kiosks would display key maps and provide clear public direction to several community assets, including the Sundial Bridge, Redding Aquatic Center, Turtle Bay Exploration Park, and the Cascade Theatre.

In 2005, the Wayfinding Committee established by the Redding Redevelopment Agency (Agency), worked on the design of a pedestrian directory sign. The Agency hired Trilogy Architecture to work with City staff and the committee to design the sign-mounting system to complement the streetscape furniture installed along the Market Street and Yuba Street demonstration blocks. The City also hired Westside Creative to design the pedestrian map graphic. The design is based on the decorative light poles of the demonstration blocks, and the map panel sits in a yoke that draws its design from the misting fans in Library Park. The map panel is 24 inches in diameter, two-sided, and fabricated of ½-inch thick, high-pressure laminate, making it vandal-resistant and durable for outdoor use. The map images are full color, including digital photographs of key destinations. A unique feature of the sign is the ability to move a

few degrees side to side and back and forth. For people in wheelchairs, the ability to tip the sign towards them makes it easier to read.

The pedestrian directory signs pictured in Figure 6-8 were placed at the following locations:

- Market Street (in front of the Cascade Theatre)
- Market Street and Butte Street (western entrance to the mall)
- California Street and Yuba Street (northwest corner)
- Yuba Street (in front of the Post Office)
- Pine Street and Yuba Street (northwest corner)
- Pine Street and Butte Street (northwest corner)



**Figure 6-7: Kiosk Sign**

## **E. SIGNS OUTSIDE OF DOWNTOWN**

While not directly under control of the City, there need to be better signs directing travelers from I-5 into Downtown. The City worked with Caltrans to change the sign language from "Central Redding" to "Downtown Redding" at both locations along I-5, northbound and southbound.

# *Chapter VII*

## *Circulation and Parking*

### **A. INTRODUCTION**

This chapter is based on several sources of circulation and infrastructure information, including the City of Redding Public Works Department, and Caltrans. This chapter is based on qualitative and quantitative information that will be revised and updated in time as additional information becomes available to the City; however, it provides the most realistic picture available at this time of the level of improvements needed for the project area to not only satisfy the recommendations of the Specific Plan but also to revitalize Downtown Redding.



**Figure 7-1: Traffic and Circulation**

### **B. TRAFFIC AND CIRCULATION**

#### **B.1 Introduction**

Traffic, especially vehicular traffic, can have a significant impact on the well being of a downtown. Traffic is one of those things that can be both good and bad for a downtown. Too little traffic and downtown businesses suffer. Too much traffic and the same result occurs. Therefore, finding the right level of traffic for a downtown is really more of an art than pure science. What is also important is how fast the vehicular traffic moves through the downtown. If traffic is allowed to race through downtown at high speed, any thoughts of creating a pedestrian friendly atmosphere and a vibrant retail sector are severely curtailed. On the other hand, if traffic is snarled and hardly moving, drivers will quickly learn to avoid that area in the future.

It is, therefore, the goal of this Specific Plan to promote an optimum traffic flow through Downtown.

## **B.2 Existing Conditions**

Downtown's traffic flow can best be described as a series of confusing one-way and two-way streets. Speed on the one-way streets is currently higher than optimum. The current level of service, or LOS, a yardstick used to measure the efficiency of traffic flow, is quite good, almost too good, because traffic tends to move "through" downtown at a relatively high rate of speed. The one-way streets which bisect the downtown carry many vehicles which, when coupled with their high speed, create significant barriers to pedestrian comfort.

Perhaps one of the most frustrating conditions in downtown is what the Redding Mall has done to further confuse the street system. By closing important mid-downtown cross streets to through traffic (Butte, Yuba, Market), drivers have a difficult time accessing the flanking one-way pair (Pine and California).

## **B.3 Current Planning**

Before and during the preparation and adoption of this Specific Plan, a traffic and circulation study was being conducted by Caltrans and the City of Redding. Statistics show that while traffic is currently operating at very acceptable levels of service, the not-so-distant future will bring poorer traffic conditions.

Many of the streets in downtown are Caltrans facilities. Caltrans has several considerations or goals that they try to meet. Perhaps the most significant is moving traffic as safely and quickly as possible through downtown Redding. While that certainly is a worthy traffic engineering goal for that Agency, it is not, as mentioned earlier, a desirable condition in which to promote a pedestrian friendly downtown atmosphere. This current traffic analysis, by Caltrans and the City, is called the Value Analysis Study. In addition to Caltrans and City Staff, the "VA" team consisted of area business owners, residents, and other Downtown stakeholders.

The "VA" team's goal was to develop circulation alternatives that reduced congestion and achieved acceptable levels of service without unduly impacting existing businesses and the future economic viability of Downtown. The focus of the analysis was the area north of the Redding Mall.

Most of the proposals involve re-routing short portions of State Routes 299, 273, and 44.

Several sources, including the Value Analysis Study effort and the Redding General Plan suggest that due to increased growth in the region, the streets of the downtown will experience greater traffic volumes. The downtown itself will not experience a significant amount of density increase simply because it is mostly built out. The likelihood of the downtown going from mostly one- to three-story buildings to full buildout of high-rise buildings is remote at best over the next 10 to 15 years. Therefore, the following recommendations are aimed at mitigating traffic impacts from the region. Other recommendations are aimed at improving localized, immediate term circulation conditions in downtown.

## **B.4 Recommendations**

The circulation changes being discussed for Downtown are receiving significant scrutiny. Downtown circulation is based on one-way street pairs called couplets. Since the objective of the circulation changes is to improve Level of Service in Downtown (especially at the Market and Eureka intersection), the focus of the circulation changes should be on minimizing the disruption to existing neighborhoods and businesses while attaining an acceptable level of service and minimizing public expenditures in making the changes. For downtown revitalization to be successful, the ultimate circulation change selected must

maintain the one-way southbound traffic movement corridor on Market Street to Tehama Street in a manner that:

- Continues the economic viability of the automobile/highway oriented commercial uses (service station, car wash, fast food, etc.) currently located on Market Street north of Tehama Street; and
- Provides the required visibility (window) for a future renovated Redding Mall from southbound Market Street traffic that is critical to reviving and sustaining the economic vitality of the mall.

*Action: Traffic Operation Levels of Service*

City of Redding performance criteria for intersection peak hour operation is LOS C or better. It is recommended that the City of Redding modify their peak hour intersection performance criteria for the Downtown area to allow LOS D operation or better. It is common for cities throughout the State to accept a LOS lower than C in their Downtown business areas during the PM peak hour, since many motorists expect some degree of congestion during the "evening rush hour in a Downtown area;" this is often supported and encouraged by retail businesses in the Downtown area as a way "to slow down traffic some, offering the passing through motorist time to 'look around,' possibly encouraging some potential drop-in business." Downtown urban planners look for a certain level of congestion in Downtown areas as well, to stop or slow people down in the Downtown area so that the motorist will look around and think of the Downtown as a place to be, not just a place to "get through as quickly as possible;" pedestrians in a Downtown area often feel safer walking on the sidewalks and crossing streets when traffic is slowed somewhat as well.

This recommendation was accomplished with the adoption of the City's 2000 General Plan.

*Action: City/Caltrans Value Analysis (VA) Alternatives*

Adopt the VA Alternative which, as currently proposed, is summarized below:

ALTERNATIVE "VA" COMPONENTS IMPLEMENTED IN STEPS	
A	Tehama Counter flow just north of mall*
B	Add 3 <sup>rd</sup> lane on EB 299 between East Street and Auditorium Drive. Widen Continental Street undercrossing and EB 299 for standard widths
C	Adjust traffic signals to optimize system
D	Shasta/Tehama Couplet
E	Eureka Way Counterflow between Market and Pine*
F	Market Street pedestrian enhancement
G	Add 1 lane to EB Eureka Way between California Street and Market Street
* If viable, pending further study	

A map of this alternative is available from the Redding Redevelopment Agency. Due to its level of detail and size, it has not been included herein. The VA proposal is a City/Caltrans proposal; it has been *endorsed* by the Specific Plan, not created *by* the Specific Plan.

*Action: Railroad Overpass*

An above-grade overpass of the railroad should occur in Downtown. The overpass is a City proposal and is endorsed by the Specific Plan.

*Action: Open Mall Streets*

Open Market Street, Butte Street and Yuba Street to through traffic. All streets shall be two way and exhibit a distinctive pedestrian orientation similar to the Market Street Demonstration Block design.

*Action: Central Axis*

Delineate both Yuba Street and Market Street as the two central axis streets. The purpose is to create two strong streetscapes, one east-west and the other north-south, providing high quality streetscape designs. The streetscape treatments should be based on the full Demonstration Block design.

*Action: Relocate Greyhound Bus Station*

Relocate the Greyhound Bus Station to RABA intermodal site.

*Action: Prohibit Grid Street Closures*

Prohibit the vacation of street or alley right-of-ways to allow expansion of private development. Maintain the openness of the grid pattern of streets in Downtown Redding.

*Action: Achieve Highway Relinquishment*

Work closely with Caltrans to facilitate the relinquishment of Highway 273 right-of-way on Pine, California, and Market Streets. This would permit the City to install high quality pedestrian oriented streetscape improvements that follow the Market Street demonstration block design.

*Action: Pedestrian Improvements to Turtle Bay and Park Marina*

Maintain and seek to improve pedestrian and bicycle connectors to Turtle Bay, Park Marina, and City Hall through:

- Quality and width of sidewalks
- Streetscape elements (lights, banners, trees, benches)
- Bike lanes
- Wayfinding systems/improvements (signs, kiosks, etc.).

The Downtown Specific Plan recognizes that not all of the traffic and circulation improvements can be implemented simultaneously. The improvements articulated above are felt to have the most immediate and dramatic effect on improving downtown circulation and its image. Most of these improvements are north of the Redding Mall. It is recognized that their may be circulation improvements needed south of the Mall; however, it is believed that they are minor in comparison to the recommendations contained herein.

## C. PARKING CONDITIONS

### C.1 Introduction

Parking is one of those basic elements in maintaining a viable downtown. Adequate supply of parking is of key importance in facilitating the expansion of retail activity. In town after town in North America, inadequate parking seems to be a central theme in the minds of merchants and shoppers for the decline of downtown. Currently, that is NOT the case in downtown Redding. Except for a few days or for a special

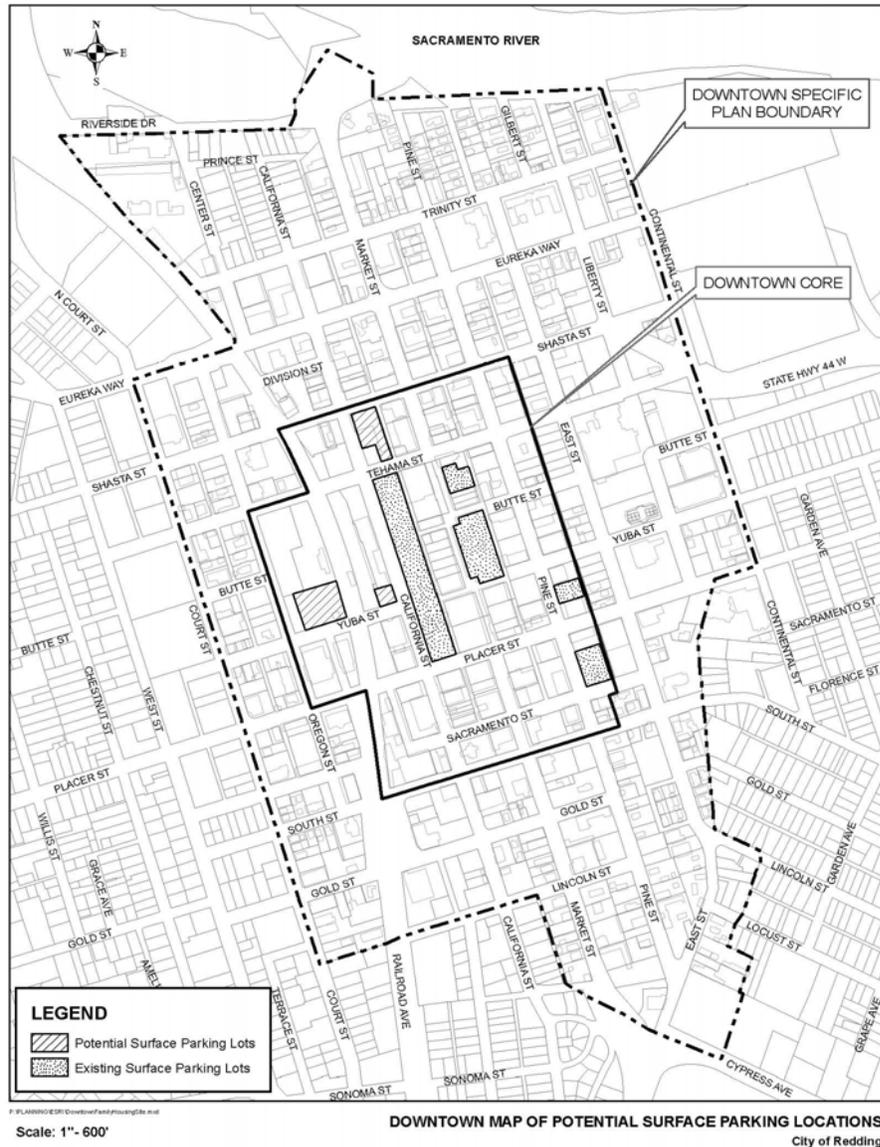


Figure 7-2: Potential Surface Parking Locations

downtown event, the supply of parking seems adequate due to this (generally universal) lack of public outcry for more parking. This qualitative assessment is important for a couple of reasons. As stated above, most downtowns have a sense that there is inadequate parking, even after extensive parking

surveys suggest differently. The popular perception of inadequate parking supply is usually unfounded and another reason is usually cited. Typically, the lack of adequate signage or the fear of being towed off private property are discovered as the true problem. Secondly, if there is not a perception of a parking problem, rarely does one actually exist.

In June 2006, the City Council created a Downtown Parking Committee (Committee) in order to begin the process of developing a comprehensive Downtown parking strategy. The 10-member committee, comprised of City Council appointees and representatives from various Downtown stakeholder organizations and affected agencies, was directed by the Council to, among other things, identify the tasks that would be needed in order to develop a comprehensive parking strategy and to determine whether the City's policy of not requiring parking for development within the CBD was appropriate given current and future development parking needs anticipated in Downtown.

While an exhaustive quantitative study was not undertaken as part of the Specific Plan, a parking inventory was conducted by the Committee in 2006 that included field surveys by staff and Committee members of all on- and off- street public parking and off-street private parking within the Central Business District. The inventory identified a total parking supply of 2,162 spaces within the Downtown core. Of these, 1,461 spaces, or 68 percent, are available for public use as on-street parking or parking in public parking lots. There are 528 on-street parking spaces, including both metered and un-metered spaces, while there are 933 parking spaces in public parking lots. These include the Mall parking structure (650) spaces, the parking garage beneath the old Dicker's department store (145 spaces), and another 138 in three surface lots (Lots 3, 4, and 11). There are another 701 spaces in private off-street parking lots spread throughout the Downtown core serving adjoining businesses, some of which are available to the public after hours. For example, several banks within the Downtown core make their parking lots available to the public after work hours, including U.S. Bank of California, which allows use by patrons of the Cascade Theatre for evening performances.

## **C. 2 Downtown Will Grow**

Neither the downtown nor automobiles are going to fade away. Our shopping patterns, business standards, and preferences in entertainment are all built around mobility. This is especially true in downtown Redding.

This Specific Plan and the City's General Plan do predict a growth in downtown Redding and the region. In fact, both the General Plan and this Specific Plan support a policy that allows unlimited high-rise building heights in much of the CBD and allows mid-rise building heights in much of the SGD and UBD in the Downtown area.

Between July and December 2006, the Downtown Parking Committee worked on Downtown parking issues in order to develop a basis of a Downtown Parking Strategy and recommendations for the City Council's consideration to address current and future parking demand in Downtown.

One of the key findings of the Committee was that Downtown does not have a parking problem today. Future development, however, will eventually generate demand in excess of supply, and this is most likely to occur within the next 5 to 10 years. Instead of requiring new development to provide off-street parking, an in-lieu parking fee should be required of new development to help pay for public-parking facilities. The fee should start low and increase over time as Downtown becomes successful. Figure 7-2 depicts existing and potential locations for surface and/or structural parking.

## *Recommendations*

The Committee concluded that, except for special occasions, there does not exist a parking problem in Downtown today. Rather, there is a public perception of a parking problem that is largely due to a lack of connectivity between parking areas, primarily brought about by the presence of the Mall in the center of Downtown. In addition, some available parking areas are extremely underutilized, possibly because they are seen as unsafe due to a lack of surrounding activity and/or lighting. These situations may have been somewhat relieved by removal of the mall roof and creation of pedestrian walkways through the area, now referred to as "The Market Street Promenade." However, the Committee recognized that future development will likely generate demand in excess of supply, and the City should undertake certain actions to be prepared. Short-term recommendations are those that the Committee suggested be undertaken immediately, while mid-term to long-term recommendations are those that the Committee suggested should be undertaken within one to five or more years.

### *Short-Term Recommendations*

1. Develop a clear and comprehensive signage program that complements the existing Wayfinding Sign Program to direct motorists to existing public parking within the Study Area. An example of a large, easily recognized, parking-lot identifier sign was developed by the City's Sign Shop and is installed in Public Lot 4.
2. Explore the possibility of modifying the Municipal Code to allow parking in loading zones after hours on a case-by-case basis. Some of these loading zones may be for daytime delivery only and may be available for evening use.
3. Designate low-volume streets as parking streets, and where space allows, re-stripe parallel spaces to diagonal spaces to increase the number of on-street parking spaces. A potential candidate street is Sacramento Street between California and Pine Streets.
4. Pursue the development of Shared-Use Parking Agreements within the Study Area to make private off-street parking available for public use after business hours. Examples include area banks and professional offices.
5. Enforce parking time limits, both metered and non-metered. Adequate enforcement ensures turnover for business customers and promotes economic activity.
6. Retain the existing Central Business District (CBD) non-parking requirement without modification.
7. Partner with area businesses to facilitate the installation of bicycle racks throughout Downtown as a way to promote alternative modes of travel other than the automobile.

### *Mid-Term to Long-Term Recommendations*

1. Remove the remainder of the Mall roof and reintroduce the streets with diagonal parking. This action could result in the addition of 140 or more on-street parking spaces and would improve the connectivity between destinations and parking within the Study Area.
2. Hire a consultant to develop an in-lieu parking fee for new development to help pay for future public parking. Consider a graduated scale to keep the fee low at the beginning and increase the fee over time so as not to discourage new development in Downtown.

3. Hire a consultant to develop a property-owner-based assessment district in Downtown to help pay for the maintenance and enhancement of existing public-parking facilities and for parking meter time-limit enforcement.
4. Hire a consultant to design and develop cost estimates for the redevelopment of the parking structure into a modern, multi-level structure with a retail shopping component at the ground level and the extension of Butte and/or Yuba Streets through to California Street.
5. Consider constructing public surface parking on the site of the Redding Police Department when the department relocates. At the appropriate time, consider constructing structured parking on the site. Additional public parking may be needed in this quadrant of Downtown to address demand resulting from the Shasta College Health Sciences and University Center.

# ***Chapter VIII***

## ***Housing Opportunities***

### **A. INTRODUCTION**

This chapter provides a summary of the current and potential future housing opportunities within the Downtown Redding area. This information is based on the Downtown Redding Specific Plan Housing Strategy prepared by Laurin Associates, which is available under separate cover from the City of Redding. The reader is encouraged to refer to the Laurin Associates, Inc. Report.

### **B. CURRENT MULTIPLE-FAMILY HOUSING STOCK**

This section describes the existing multiple-family housing opportunities located within the Downtown Redding Specific Plan area.

#### **Multiple-Family Survey**

A survey conducted in December 1999, documented 18 existing multiple-family housing complexes (a total of 322 units) within the downtown area. This survey included site visits to the applicable properties and compilation of data concerning each complex. This data included information such as the number of housing units in each complex, condition, number of stories, age of structure, square footage of unit types, net rents, rent per square footage, number of vacancies, unit amenities, project amenities, and utilities not included in the rent. This information, along with a building photograph, can be found in the Downtown Redding Specific Plan Housing Strategy.

The results of the above survey concluded an existing vacancy rate of 2.3 percent, which indicates a fairly tight multiple-family housing market with only limited choices available to those seeking this type of housing.

### **C. DEMAND FOR NEW HOUSING**

There are opportunities to expand housing availability within the downtown area through both additional single-family units and multiple-family units. Research has indicated a current and future demand for new housing units. The following data supports the provision of increased housing opportunities in Downtown Redding.

#### **Overall Population Growth**

Population in the Redding Market Area is currently estimated at approximately 144,962 persons, which indicates an increase of 14.5 percent during the decade of the 1990s. During the next eleven years, the area is forecasted to surpass 160,000 residents.

#### **Senior Population Growth**

The number of persons over 65 years of age within the Redding Market Area increased at a much greater rate than the general population during the 1980s and 1990s.

## **Downtown Revitalization**

According to the economic analysis conducted by Pacific Group in conjunction with this Specific Plan, it is estimated that there is currently approximately 400,000 square feet of retail space and approximately 1,200,000 square feet of office space in the downtown. In the next decade based on projected population growth and revitalization of the area through implementation of this Plan, there would be a potential for approximately 191,000 square feet of additional retail space and 187,000 square feet of additional office space. This addition of retail and office square footage could possibly support 1,200 additional jobs within the downtown economy.

### **D. POTENTIAL HOUSING NEEDS AND OPPORTUNITIES**

#### **Anticipated Needs**

The Downtown Redding Specific Plan Housing Strategy indicates that the calculation of demand for rental housing shows substantial support for housing development in the downtown, particularly for one and two bedroom rental units. The Housing Strategy also suggests that the most logical candidates for newly created housing in Downtown Redding would be single working persons, young couples without children, and senior citizens.

Data from the Redding office of the California Employment Development Department (EDD) offers information that can aid in anticipating the type of housing that job growth within the downtown could generate. The EDD reports that most retail positions in the area pay between \$5.75 to \$8.50 per hour. Office positions pay in the range of \$5.75 to \$15.00 per hour (the higher end representing State and Federal jobs). Using these wage rates, it can be concluded that the majority of persons employed currently or in the future in downtown jobs would potentially meet the income qualifications for government assisted housing programs. Further, the theoretical demand for rental housing units calculated for general households (in contrast to senior citizen households) indicates that approximately 60 percent is for market rate units and 40 percent for income restricted units (households with annual incomes below 60 percent of the area median income).

The Housing Strategy calculations also show supportable demand for various types of elderly housing. Many support services and transportation options are available throughout the downtown area, leading to the suggestion that some of the potential housing sites to be discussed in the following section would be appropriate for new elderly rental housing. Generally with elderly independent living units, approximately 59 percent of the demand is for market rate units and 41 percent for income restricted units.

#### **Potential Opportunities**

The Downtown Redding Specific Plan Housing Strategy identifies seventeen sites for potential multiple-family and single-family in-fill projects as depicted in Figure 8.1. Though more detailed information would need to be gathered and analyzed to determine the ultimate feasibility of these sites for the provision of housing, the information contained within the Housing Strategy is intended to initiate consideration of possible housing sites. The Housing Strategy general assessment of sites considers location, condition, compatibility, existing uses and zoning, and development issues.

The preliminary study estimates that between 430 and 602 new housing units could be developed on the identified multiple-family sites. These sites are located throughout the downtown area. Six single-family housing units could potentially be developed on the four identified single-family sites. The single-family sites are located at the northern edge of Downtown Redding (see Housing Strategy).

The Housing Strategy contains a summary of the Downtown Redding housing production potential. Both family units and seniors units are divided into income restricted categories (with short term affordability restrictions of 3-5 years and long term affordability restrictions of 5-10 years) and market rate categories. With income restricted units (both short and long term), family and senior units could potentially result in a total of 314 new units, housing 668 persons. Market rate units, including family and senior units, could potentially result in a total of 221 new units, housing 546 persons.

## **E. HOUSING PROGRAMS**

The Housing Strategy provides information on programs for the provision or funding of housing, including existing state/federal housing programs, suggested new housing programs for the City of Redding, and existing City programs. The following list summarizes this information.

### **E.1 Existing State/Federal Programs**

#### *1. HOME Program*

The HOME Program was created under Title II of the Cranston-Gonzales National Affordable Housing Act enacted on November 28, 1990. For the City of Redding, HOME funds are made available on an annual competitive basis through the State Department of Housing and Community Development (HCD) small cities program. Approximately \$1,000,000 is available to develop and support affordable rental housing and home ownership affordability. Activities include acquisition, rehabilitation, construction, and rental assistance which can be used for preservation activities.

(Historically, Redding has used HOME primarily for first-time home buyers, down payment assistance, owner-occupied rehabilitation, rental rehabilitation and has done some multiple-family acquisition/rehabilitation.)

#### *2. Public Housing Authority (PHA)*

The local PHA is the Housing Authority of the City of Redding (RHA). The RHA administers the Department of Housing and Urban Development's (HUD) Section 8 Housing Choice Voucher Program within the City of Redding. The Section 8 Voucher Program is a tenant-based rental subsidy program. Qualified families are selected and determined to be eligible from a waiting list. The qualified family can utilize the Voucher at a unit of their choice which is determined to be "decent, safe, and sanitary housing." The tenant's portion of the rent is based on about 30 percent of the family's adjusted gross income. The HUD Section 8 Program subsidizes the difference between the tenant's portion and the rent. The subsidy payment is paid directly to the owner. The actual rent of a unit meets two tests. One, the rent must be reasonable when compared to other similar units in the community, and secondly, the family's income payable for rent and utilities cannot exceed a program limit of 40 percent of their adjusted gross income. Currently, the RHA administers 1,365 Section 8 subsidies City wide, with approximately 86 of these for households within the Downtown Specific Plan.

#### *3. Community Development Block Grant (CDBG) Fund*

The City of Redding is an entitlement city. The City receives approximately \$1 million annually. The City of Redding utilizes CDBG funds for rental and owner housing rehabilitation activities, infrastructure, public facilities, and public services. Repayment from those activities are deposited into a revolving loan fund established from low-interest loans for rehabilitation and could be a resource for preservation activities.

4. *Redevelopment Agency Tax Increment Funds*

As required by State law, the Redevelopment Agency sets aside 20 percent of the gross tax increment revenues received from each Redevelopment Project Area into a low-to-moderate income housing fund to be utilized on affordable housing activities Citywide. Approximately \$1,000,000 a year is available from this source for housing activities, \$320,000 of which is generated out of the Market Street Project Area of which Downtown is a part.

5. *Community Reinvestment Act (CRA)*

Federal law requires that Banks, Savings and Loans, Thrifts, and their affiliated mortgaging subsidiaries, annually evaluate the credit needs for public projects in communities where they operate. Part of the City's efforts in developing preservation programs should be meeting with local lenders to discuss future housing needs which may be within the guidelines of the Community Reinvestment Act. Although an unpredictable resource, it is important to establish a working relationship for future problem solving.

6. *Low Income Housing Tax Credit Program (LIHTC)*

The LIHTC Program provides for Federal and State tax credits for private developers and investors who agree to set aside all or an established percentage of their rental units for low-income households for no less than 30 years. Tax credits can be utilized on rehabilitation projects, contributing to the preservation program.

Developers and investors must apply for an allocation of tax credits from the California Tax Credit Allocation Committee (CTCAC). Tax credits are awarded on a competitive basis at varying times. Compliance is monitored according to Internal Revenue Service (IRS) rules and regulations.

7. *The Affordable Housing Program (AHP) and Community Investment Program (CIP)*

Facilitated by the Federal Home Loan System for the purpose of expanding the affordable housing supply Statewide. Subsidies are awarded on a competitive basis usually in the form of low-interest loans and must be used to finance the purchase, construction, and/or rehabilitation of rental housing.

8. *The Urban Predevelopment Loan Program*

Administered through HCD, provides the funds to pay the initial costs of preserving existing affordable housing developments for their existing tenants. Priority is given to applications with matching financing from local redevelopment agencies or Federal programs.

**E.2 NEW HOUSING PROGRAMS FOR CITY OF REDDING**

1. *Scattered Site Program*

The City should create a program to purchase available properties in moderate to substantial condition and turn the units over to a nonprofit to rehabilitate and then sell to first-time home buyers or low-income families. To facilitate an increase of homeowners in the area, this program can be used in conjunction with the Down payment Assistance Program.

2. *Lease-Purchase Program*

The Pacific Housing Finance Agency has a program where the prospective home buyer rents the unit for two to three years and then can use a percentage of their rent toward the down payment. This provides a stable housing situation for the household for several years, during which time they can save for a down payment and can repair poor credit. This program might be used as a model for a similar program effort in Redding.

3. *First-Time Home buyer Single-Family Acquisition/Rehabilitation*

Offer a tiered loan which provides for purchase of the unit and rehabilitation. If the buyer remains in the unit for a length of time (i.e., seven years), the City can forgive the rehabilitation portion of the loan. The City will not always recoup a majority of the money, but will retain housing stock and increase home ownership in the community.

**E.3 EXISTING PROGRAMS**

1. *Homeowner Rehabilitation Program*

The City of Redding currently has a single-family housing rehabilitation program. It offers low interest, amortized, and deferred loans to households earning less than 80 percent of the area median income.

Recommendation: The Housing Rehabilitation Program should include a grant program (up to \$10,000) for low-income homeowners and low-income senior homeowners. Code enforcement should target the substantial and dilapidated units of this report and the Housing Rehabilitation team should provide follow-up with those property owners. This is a good program, but there needs to be an incentive for homeowners to take advantage of it. Frequently, code enforcement provides the necessary push.

2. *Code Enforcement*

The City of Redding has a Code Enforcement team that performs inspections and sends out compliance letters.

Recommendation: The City should have sufficient power in its Codes that if homeowners do not comply with Code Enforcement, the City can contract to perform the necessary repairs and bill the property owner and, if necessary, take the property. The Code Enforcement team should connect with both the Housing Rehabilitation team and the Emergency Repair Grant Program.

3. *Acquisition/Rehabilitation*

The Redding Redevelopment Agency and the HOME Program provide assistance to owner-investors for the acquisition and rehabilitation of rental properties occupied by low-income tenants.

Recommendation: Owners of rental property in Redding need to be made aware of this program. This is also a good program to use in conjunction with Code Enforcement. It is also recommended that the City approach investors and nonprofits who have successfully used the acquisition/rehabilitation program in the past and provide them with assistance in acquiring and putting together adjacent small multiple-family units (duplex through fourplex) and assist with packaging those units as a single complex.

#### 4. Down Payment Assistance Program

The City provides down payment assistance to low- and moderate-income first-time home buyers in the form of a “silent” second mortgage loan. The maximum assistance is 30 percent of the purchase price. The home buyer must provide a five percent down payment.

Recommendation: If a household can qualify for a mortgage through a lender, the City should not have additional employment or credit standards which could disqualify potential households. The program should require a down payment of two percent from very-low-income and three percent from low-income households and not require it to be the buyer’s money. The Program should continue to allow tenants to purchase the residence that they are renting, if the owner is interested in selling.

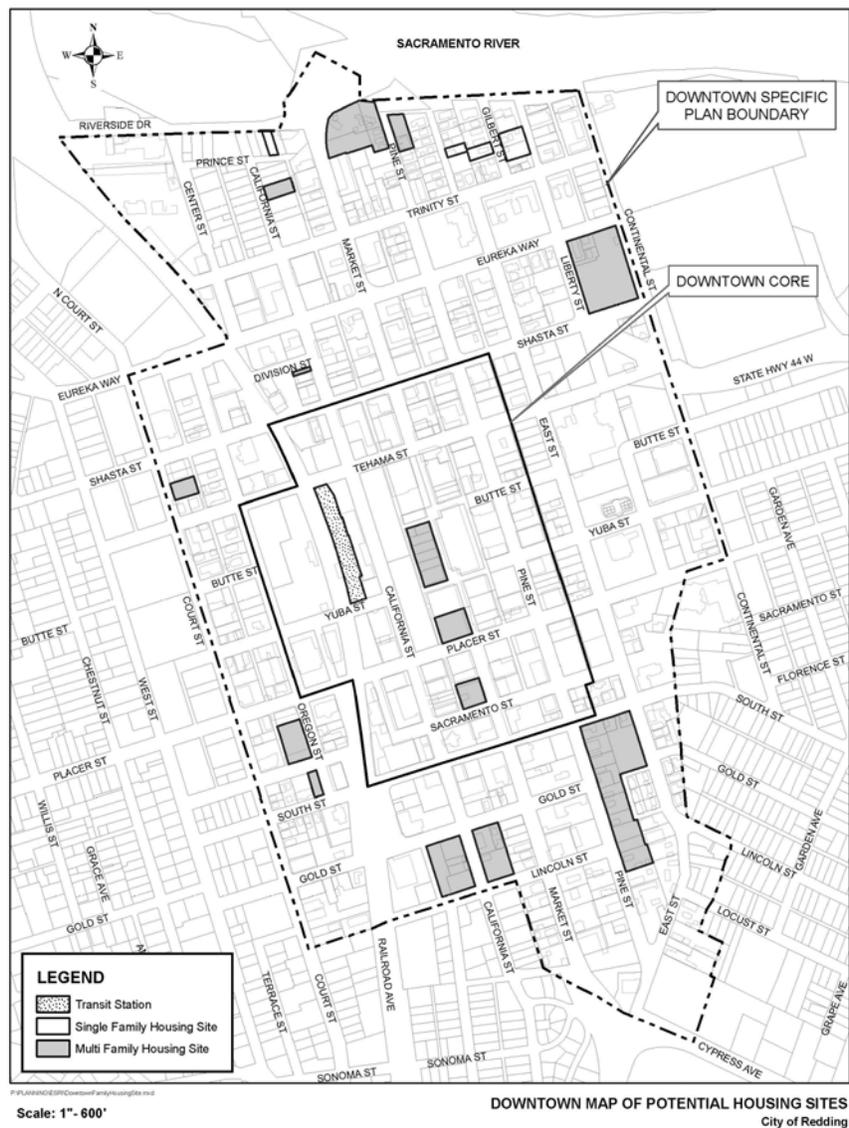


Figure 8-1: Map of Potential Housing Sites

# ***Chapter IX***

## ***Implementation and Administration***

### **A. INTRODUCTION**

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

### **B. 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, all land use regulations, development standards, and design guidelines of this Specific Plan replaced those of the Zoning Ordinance.

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.

#### **1. 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.

#### **2. 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 Commission for their consideration or the Director's interpretation may be appealed to the planning commission. The Commission shall make the final decision on an interpretation. The Commission's decision may be appealed to the City Council.

### **3. 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, private property owner, or an authorized agent. Any amendment requested by a property owner or authorized agent may be subject to the fee schedule adopted by the City Council.

### **4. 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.

### **5. 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 final development plans and use permits shall be contingent upon a determination of substantial compliance with the applicable provisions of this Specific Plan, applicable provisions of the Zoning Ordinance, and the General Plan.

### **6. Administrative Modification**

Administrative modifications to the development standards of this Specific Plan of up to 10 percent may be approved, or conditionally approved, by the Director upon demonstration that the proposed adjustment would enhance the overall appearance and function of the project; would be compatible with, and would not be detrimental to, adjacent property or improvements; and would advance the goals of the Specific Plan.

### **7. Amendments to the Specific Plan**

This Specific Plan, or any part thereof, may be amended or replaced by the same procedure as the Plan was adopted.

## 8. Specific Plan Review/Update

After adoption in February 2001, the Specific Plan was the subject of a comprehensive review by the City and updated in 2010. Review of the Plan should occur at intervals of five years thereafter.

## 9. 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.

### C. RECOMMENDED PROGRAMS AND PROJECTS

Ideally, the Downtown Redding Specific Plan should answer all of the questions. Who? What? When? Where? How? and Why?, with respect to implementation. In order to achieve the overall vision and individual goals of this Specific Plan, a variety of publicly and privately initiated programs and physical improvements have been identified. This section intends to provide citizens, public officials, merchants, and property owners with confidence in the probable success of Downtown Redding's revitalization as well as an explanation of the relevance of each planning effort.

This section identifies projects and programs to assist in the implementation of this Specific Plan. With the 2010 Downtown Specific Plan update, a status update has been added to each item below where progress has occurred. Following the descriptions of each of the various projects and programs are three tables that organize the implementation approach for the Specific Plan.

#### 1. Acquire Key Building/Sites

**Dickers Building.** This site represents a key "window" into the interior of Market Street from Pine Street northbound traffic. It also represents land which will accommodate the new Market Street Square. Obtain ownership of this site when available.

**Greyhound Bus Building.** This site should be acquired for two reasons. The use is particularly not well suited at its present location and the building currently blocks views from Pine Street into Market Street.

**Rite Aid Building.** As traffic is currently and planned to negotiate through downtown, this site represents a critical "first look" at the new Market Street environment. As such, its location is important to establish a particularly high level of architectural quality.

- The Rite Aid building was acquired for construction of the Shasta College Health Sciences & University Center at this location in 2003.

**Field's Jewelers Building.** This site is key to the establishment of the Market Street Square. Without this site, the Square would need to be reduced in size.

**Redding Hotel.** This site is located in a key position in the downtown. Current use is less than desirable for future revitalized downtown. Acquire building and site, and reuse for housing on upper floors and retail on ground floors. Intensification of current use is strongly recommended. Upgrading local infrastructure and the opportunity for the use of Agency 20 percent "set aside" moneys for housing.

- In 2002, the Redding Redevelopment Agency helped to fund the Christian Church Homes of Northern California, Inc., acquisition and rehabilitation of the Redding Hotel into a 49-unit senior housing project. The existing ground floor retail uses were retained.

**Housing Candidate Sites.** There are a number of smaller sites sprinkled throughout the Specific Plan area which could be used for housing. Specific sites have been identified in Chapter VIII, Housing Opportunities.

- The property at 1225 South Street is currently being developed with a 21-unit low-income senior apartment project by LINC Housing Corporation, with state low-income tax credits and Redding Redevelopment Agency funding sources.

## 2. Demolish Key Elements

**Mall Roof.** Remove the mall roof in its entirety. Present conditions of roof would necessitate a substantial rehabilitation or replacement.

- Removal of Mall roof was completed in two phases. The first phase occurred in 2006 in conjunction with construction of the Shasta College Health Sciences & University Center. The second phase was completed in 2008.

**Dickers Building.** Remove this structure in order to open views into Market Street from Pine Street. Do not remove underground parking. Dispose of building materials on site to the extent possible. This building would require substantial restructuring and refacing to make it an appropriate addition to the Market Street shopping scene. Removal of this building makes room for the Market Street Square.

**Greyhound Bus Building.** Remove this structure and site appurtenances. Some environmental mitigation MAY be necessary; further study is required to determine environmental condition. Removal of this building makes room for the Market Street Square. Consider saving the current "Greyhound" sign and incorporating it into the RABA site.

**Rite Aid Building.** Remove this structure to reveal a potential site for a new improved architectural building. While substantial rehabilitation MAY be possible, a developer would likely prefer a vacant site. This allows custom design for the intended use of the property.

- The Rite Aid building was demolished to facilitate construction of the Shasta College Health Sciences & University Center completed in 2007.

**Fields Jewelers Building.** Remove this building and dispose on site to the extent possible. This building removal would aid in visual penetration onto revitalized Market Street retail as viewed from Pine Street. Removal of this building also makes room for Market Street Square.

**Buildings Encroaching Market, Yuba, Butte Rights-of-Way.** Removals of portions of building in the Mall which encroach into the City ROW. This allows for the reconstruction of Market Street and adjacent sidewalks.

- The Market Street right-of-way in the area of the Rite Aid building was acquired with the Shasta College Health Sciences & University Center project.

### 3. Construct Features

**Yuba Street.** This is a key east-west connection between California and Pine Streets which will improve downtown circulation, economic development opportunity, and pedestrian activity.

**Butte Street.** This is a key east-west connection between California and Pine Streets which will improve downtown circulation, economic development opportunity, and pedestrian activity.

**Market Street.** This is a key north-south connection between Tehama and Placer Streets which will improve downtown circulation, economic development opportunity, and pedestrian activity. This segment of Market will require notable reconstruction to change it from an interior, pedestrian-only corridor.

**Town Square.** A large Town Square strategically located in the heart of downtown is necessary for community gatherings and celebrations. A minimum 1 acre site contiguous to commercial activity is optimal.

**Mid-block Paseos.** It is important to provide pedestrian pathways from the current parking structure to the revitalized Market Street and the Market Street Square due to the distance between them. Due to the distance between them, utilizing Yuba or Butte Streets is not adequate pedestrian access to Market Street. These pathways should be well landscaped, lighted and preferably have fronting retail along them.

**California Street Kiosk Retail.** As currently configured, the California Street pedestrian experience is limited to the west side. The east side, adjacent to the parking structure is a poorly defined pedestrian edge and as such needs to be humanized to the extent possible. Adding four retail structures to the parking structure will help to enliven this location.

**Housing Units in Mall.** In order to revitalize Market Street into the kind of place that will be an economic success, it will be necessary to create a place with local residents as

part of the land use picture. This item outlines the need for residential units on upper floors of buildings (mixed use).

#### **4. Improve Key Elements**

**Redding Hotel.** Revitalizing the Redding Hotel as currently configured may require "gutting" or rebuilding the existing structure in favor of enhanced dwelling units on upper floors. The Agency should take the lead on this project. Maintain commercial uses on the first floor.

- The rehabilitation of the Redding Hotel into a 49-unit senior housing project by Christian Church Homes of Northern California, Inc., was completed in 2002. Due to concerns expressed by the public over the proposal to demolish the existing structure, it was rehabilitated rather than demolished.

**Alleys.** The alleys in downtown represent a valuable circulation resource. They aid in safe pedestrian movement, as well as some vehicular and delivery circulation. The alleys adjacent to the Redding Mall are eyesores in need of substantial enhancement. Fronting retail opportunities are enhanced by clean, well designed alleys.

**Building Facades.** Throughout Downtown Redding, the facades of commercial storefronts should be enhanced by removing "slipcovers" and reinstating the use of materials consistent with those previously utilized on the structure.

- The Storefront Improvement Loan Program (SILP) was adopted by the Redding Redevelopment Agency in 1999 to provide matching, forgivable loans to tenants and/or property owners for exterior renovation of commercial structures Downtown. In July 2008, the SILP was replaced with the Facade Preservation Program. The basic program parameters are the same; however, rather than providing a loan, the Agency purchases a maintenance covenant.

**Parking Structures.** The parking garages along California Street and underneath the Dickers Building require cosmetic and structural improvements to make them more attractive and useable.

- Improvements to the Downtown parking structure at the corner of Placer and California Streets were completed in August 2000. The improvements included new concrete steps; handrails; a stained concrete path leading from the corner to the existing interior stairs, leading to the upper parking level; and new decorative lights following the path from the corner to the stairs. A signature parking identifier sign, based on the design of the Cascade Theatre marquee sign, was installed on the exterior of the structure at the street corner.

**Pine Street Streetscape.** Install, as appropriate, streetscape improvements used for the Market Street Demonstration Block.

**California Street Streetscape.** Install, as appropriate, streetscape improvements used for the Market Street Demonstration Block.

- "Demonstration Block" streetscape improvements were installed along California Street and Placer Street in conjunction with the rehabilitation of the buildings at these corners of the intersection. Improvements included colored concrete sidewalk, decorative streetlights and tree wells, and street trees along California Street.

**New Surface Parking Lots.** Construct additional surface parking lots in the downtown on properties currently controlled by the City. Use parking in-lieu fees to demolish existing structures and construct new parking lots. As City offices are moved or relocated, consider using the remaining lots for much needed parking.

**Implement Circulation System Changes.** Improving traffic in Downtown is an important goal and one that must seek to minimize the disruption to existing neighborhoods and businesses while attaining an acceptable level of service and minimizing public expenditures. A joint strategy between Caltrans and the City should be implemented.

- The Redding Downtown Improvement Project, completed by Caltrans in 2007, included improvements to Tehama Street to allow eastbound traffic for a two-way street between California Street and Market Street and improvements to Eureka Way and Shasta Street, adding additional eastbound and southbound turn lanes and a larger truck-turning radius at the intersection.

**Railroad Property Re-Use.** Develop a partnership with railroad representatives and identify improvements for the railroad properties in Downtown Redding, with emphasis on the area bounded by the Union Pacific Railroad tracks, and Yuba, Tehama, and Oregon Streets. It is not recommended that the City divert funds for other downtown projects to this site, at this time.

- In 2004, Shasta County purchased a portion of this area at the corner of Tehama Street and Oregon Street from Union Pacific Railroad Company and constructed a parking lot.

## 5. Initiate Strategic Programs

**Hire Main Street Manager.** The Downtown needs a full-time manager with business development, marketing, real estate and other downtown revitalization skills. The Main Street Program should be the chosen model for establishing professional downtown management in Downtown Redding.

- Viva Downtown Redding, which began in 1996 with a small group of volunteers and business owners, committed to the revitalization of Downtown Redding. With the help of the City, it is now officially a Main Street Organization, designated by the California Office of Historic Preservation, and a nonprofit 501 (c)3 organization

working to improve the social, economic, and cultural aspects of Downtown Redding.

**Fund Cascade Theater.** The Cascade Theater renovation and its impact on Downtown are considerable, even though direct benefit is difficult to gauge. The City should partner with the Cascade Theater owners to save this historic landmark.

- Restoration of the Cascade Theatre, which began in June 1999, was undertaken through an innovative partnership between Southern Oregon University and its public radio network, Jefferson Public Radio (JPR); the JPR Foundation, a private non-profit group organized to support JPR's activities; and the Cascade Theatre Restoration Steering Committee, a committee comprised of regional business and civic leaders dedicated to raising funds for the project. Another partner in the restoration effort was the Redding Redevelopment Agency, which provided funding to assist with structural improvements to the building, architectural work to enhance the theatre's facade, and a forgivable loan for the facade improvements. Restoration was completed in August 2004, and the theatre is now capable of hosting a wide range of arts and cultural events, including theater, concerts, dance, and film presentations.

**One Percent Transient Occupancy Tax Modification.** Increase the Transient Occupancy Tax by 1 percent in order to help pay for tourist related activities in the Downtown. Cost to get item place on the ballot is unknown, but considerable staff time may be necessary.

**Wayfinding Program.** Develop a comprehensive system of informational and directional signs to direct vehicular and other travelers into Downtown Redding. Entry elements and public signage consistent with the Downtown streetscape palette (lights, trees, signs, benches, etc.) should be used in the wayfinding program.

- A comprehensive wayfinding and public-signage program was created in 2005. Two separate vehicular directional signs for use in Downtown and the corridors leading into and out of Downtown, as well as a pedestrian directory sign, were designed, fabricated, and installed at various locations Downtown.

**Market St. "Glitz" Streetscape.** The area of Downtown Redding north of Shasta Street includes a number of auto-related uses and older motels with vintage signage. Utilizing the design elements of the 1950's Car Culture, develop a strong theme (Fifties Boulevard) which accepts and celebrates the fact that this part of Downtown is an automobile-dominated area.

**CBD Sign Removal Program.** As part of the visual overhaul for Downtown Redding, the City should create an annual pool of money, which should be matched by local shopkeepers to remove old nonconforming signs and replace them with new aesthetically and regulatory consistent signs.

**"Shop Downtown" Program.** Essentially a marketing/promotional program to encourage local residents to change shopping habits by coming downtown to do their retail purchases, restaurant outings and other revenue generating activities. Hire experienced promotional firm to consult with City.

**RFP Development Packages.** The City's Redevelopment Agency would prepare high quality, impressive sales tools to encourage developers to develop certain sites in the Downtown. Various pamphlets, folders and even videos could be included.

**Street Tree Replacement.** Downtown Redding is blessed with a mature street tree inventory. Over the next ten years and more, several of these trees will die or simply become diseased. It is important for the City to maintain this valuable aesthetic resource. A certain dollar set-aside should be established or grants should be sought out to systematically replace trees in the Downtown.

**Rename the Mall.** The Mall's image as a "white elephant" has tarnished the entire downtown. A process should be undertaken to rename the Mall to contribute to a more positive image for Downtown. The City could sponsor a contest with a prize for anyone renaming the Mall area.

- After input generated from five local focus groups, as well as extensive discussions among stakeholders and marketing professionals, the Downtown Mall was given a new name and logo in August 2009—The Market Street Promenade.

**Increase Maintenance and Code Enforcement.** Increased investments in Downtown physical improvements warrants a well-coordinated and funded maintenance program, as well as an enhanced code enforcement effort. Capital improvements planned for Downtown must be accompanied by a dedicated program of regular maintenance. This may require additional General Funds to supply additional City Staff.

**Continue Public Art Program.** Enhancing the pedestrian experience can be accomplished in part through public art programs. People like to see things of interest that were created by others. And, public art provides great opportunities for local philanthropists and artists to leave landmarks of interest to future generations. Support efforts, such as Art Around Town, to bring public art into Downtown Redding.

- The 2nd Saturday Art Hop featuring regional artists began in 2008 in Downtown Redding to celebrate arts and culture in Redding and the North State. Local artists are featured at different venues every second Saturday of the month.
- The City and Redding Redevelopment Agency, along with the City's Art in Public Places committee and Renaissance Redding, selected Urban Rock in January 2009 to design and develop plans for the Downtown Plaza Art Project. The project will utilize the existing concrete columns that once provided support for the Mall roof over the Market Street right-of-way. The design will incorporate lighting and shade elements into the pedestrian-walkway improvements constructed after removal of the roof.

**Develop Loan Pools.** Working with local banks, loan pools should be established to assist interested parties in improving their structures; a definite willingness exists by local banks to help establish such loan pools. Funded by private banks and institutions, loan pools should have two targets: (1) Micro-loans for minor improvements such as repainting, rear-entry improvements, private parking improvements, etc.; and, (2) construction loans for more substantial improvements.

**Detailed Mall Master Plan and Construction Documents.** The very next step to be taken with regard to the Mall disposition is to hire a qualified architect to prepare a master development plan and the necessary construction documents to make it happen. Until these documents are completed, it is difficult to ascertain actual costs to revitalize the Mall.

**TABLE 9-1: TIMING AND PRIORITIZATION OF KEY PROJECTS**

Table 9-1 identifies key projects and programs, specifies the implementation timing (in years) of each strategy, and assigns a priority level (A is a higher priority than B, etc.) to help direct resource appropriation within any given year.

PRIORITY	DOWNTOWN IMPLEMENTATION PROJECTS & PROGRAMS	YEAR									
		1	2	3	4	5	6	7	8	9	10
<b>1. Acquire Key Buildings/Sites</b>											
B	a. Dickers Building	■	■								
A	b. Greyhound Bus Building	■	■								
B	c. Rite Aid Building				■	■					
A	d. Fields Jewelers Building	■	■								
A	e. Redding Hotel		■	■	■						
C	f. Housing Candidate Sites				■	■	■	■	■		
B	g. Buildings Encroaching into Mall Streets.		■	■	■						
<b>2. Demolish Key Elements</b>											
A	a. Mall Roof			■	■						
B	b. Dickers Building			■	■						
A	c. Greyhound Bus Building	■	■								
B	d. Rite Aid Building					■	■				
A	e. Fields Jewelers Building		■	■							
B	f. Buildings Encroaching Market, Yuba, Butte ROWs		■	■							
<b>3. Construct Key Features</b>											
A	a. Yuba Street				■	■					
A	b. Butte Street				■	■					
A	c. Market Street				■	■	■				
B	d. Town Square							■	■		
B	e. "100" Block Parking									■	■
C	f. Mid-block Paseos					■	■				
C	g. California Street Kiosk Retail									■	■
B	h. Housing Units in Mall									■	■
<b>4. Improve Key Elements</b>											
A	a. Redding Hotel		■	■							
B	b. Alleys			■	■						



LEADERS OF DOWNTOWN IMPLEMENTATION PROJECTS & PROGRAMS		IMPLEMENTATION LEADERS				
		CITY	BIZ	PO	CIV	MISC
c.	Market Street	•				
d.	Town Square	•	•	•	•	•
e.	"100" Block Parking	•	•			
f.	Mid-block Paseos	•				
g.	Calif. Street Kiosk Retail	•				
h.	Housing Units in Mall	•	•	•	•	
<b>4. Improve Key Elements</b>						
a.	Redding Hotel	•		•	•	
b.	Alleys	•				
c.	Building Facades	•	•	•		
d.	Parking Structures	•				
e.	Pine Street S/S	•				
f.	California Street S/S	•				
g.	Implement Circulation System Changes	•				
h.	Railroad Property Re-Use	•	•	•	•	•
<b>5. Initiate Strategic Programs</b>						
a.	Hire Main Street Manager	•	•	•	•	•
b.	Fund Cascade Theater	•	•	•	•	•
c.	1% TOT Modification	•				
d.	Wayfinding Program	•	•	•	•	•
e.	Market Street "Glitz" S/S	•	•	•		
f.	CBD Sign Removal Program	•		•		
g.	"Shop Downtown" Program	•	•	•	•	•
h.	RFP Development Packages	•				
i.	Street Tree Replacement	•	•	•	•	•
j.	Rename the Mall		•	•	•	•
k.	Increase Maintenance and Code Enforcement	•				
l.	Continue Public Art Program	•	•	•	•	•
m.	Develop Loan Pools					•
Detailed Mall Master Plan & Construction Documents						
LEADERS						
City: City of Redding						
Biz: Businesses/Merchants/Downtown Redding Business Association						
PO: Property Owners						
Civ: Civic Organizations/Viva Downtown Redding/Renaissance Redding						
Misc: Other Applicable Leaders as noted below, such as Local Banks						

**TABLE 9-3: ESTIMATED OPINION OF COSTS**

Table 9-3 identifies the estimated probable opinion of costs to implement key projects and programs.

DOWNTOWN IMPLEMENTATION PROJECTS & PROGRAMS	ESTIMATED OPINION OF COSTS
1. Acquire Key Buildings/Sites	
a. Dickers Building	\$1,500,000.00
b. Greyhound Bus Building	\$800,000.00
c. Rite Aid Building	\$2,000,000.00
d. Fields Jewelers Building	\$2,160,000.00

DOWNTOWN IMPLEMENTATION PROJECTS & PROGRAMS		ESTIMATED OPINION OF COSTS
e.	Redding Hotel	\$1,000,000.00
f.	Housing Candidate Sites	\$2,000,000.00
g.	Mall Buildings Encroaching into ROW	\$860,000.00
2. Demolish Key Elements		
a.	Mall Roof	\$246,000.00
b.	Dickers Building	\$215,000.00
c.	Greyhound Bus Building	\$40,000.00
d.	Rite Aid Building	\$182,000.00
e.	Fields Jewelers Building	\$80,000.00
f.	Buildings Encroaching Market, Yuba, Butte ROWs	\$150,000.00
3. Construct Key Features		
a.	Yuba Street	\$750,000.00
b.	Butte Street	\$750,000.00
c.	Market Street	\$1,300,000.00
d.	Town Square	\$1,670,000.00
e.	"100" Block Parking	\$2,000,000.00
f.	Mid-block Paseos	\$120,000.00
g.	Calif. Street Kiosk Retail	\$700,000.00
h.	Housing Units in Mall	By Developer
4. Improve Key Elements		
a.	Redding Hotel	\$5,000,000.00
b.	Alleys	\$500,000.00
c.	Building Facades	\$1,064,000.00
d.	Parking Structures Improvements	\$750,000.00
e.	Pine Street S/S	\$700,000.00
f.	California Street S/S	\$700,000.00
g..	Implement Circulation System Changes	\$6,000,000.00
h.	Railroad Property Re-Use	not recommended
5. Initiate Strategic Programs		
a.	Hire Main Street Manager	\$100,000.00
b.	Fund Cascade Theater	\$500,000.00
c.	1% TOT Modification	In-kind service (City Staff)
d.	Wayfinding Program (including entry features)	\$500,000.00
e.	Market Street "Glitz" S/S	\$800,000.00
f.	CBD Sign Removal Program	\$120,000.00
g.	"Shop Downtown" Program	\$70,000.00
h.	RFP Development Packages	In-kind service (City Staff)
i.	Street Tree Replacement	\$20,000.00
j.	Rename the Mall	\$2,500.00
k.	Increase Maintenance and Code Enforcement	In-kind service (City Staff)
l.	Continue Public Art Program	In-kind service (City Staff)
m.	Develop Loan Pools	N.A.
Detailed Mall Master Plan & Construction Documents		\$200,000.00
Grand Total		\$35,549,500.00
1Estimated opinion of costs represents 2001 dollars.		

**TABLE 9-4: POTENTIAL FUNDING RESOURCES**

Table 9-4 cross references the key projects and programs to a comprehensive set of potential funding resources for implementation. (Each of the potential funding resources, organized by primary and secondary sources, are described in detail in Section D — Potential Funding and Other Resources).

DOWNTOWN IMPLEMENTATION PROJECTS & PROGRAMS	POTENTIAL FUNDING RESOURCES (REFERENCED TO RESOURCES LISTED IN SECTION D BELOW)
<b>1. Acquire Key Buildings/Sites</b>	
a. Dickers Building	P2, P5, P7
b. Greyhound Bus Building	P2, P5, P7
c. Rite Aid Building	P2, P5, P7
d. Fields Jewelers Building	P2, P5, P7
e. Redding Hotel	P2, P5, P7
f. Housing Candidate Sites	P2, P5, P7, S9
g. Mall Buildings Encroaching into the ROW	P2, P7
<b>2. Demolish Key Elements</b>	
a. Mall Roof	P2, P5, P7
b. Dickers Building	P2, P5, P7
c. Greyhound Bus Building	P2, P5, P7
d. Rite Aid Building	P2, P5, P7
e. Fields Jewelers Building	P2, P5, P7
f. Buildings Encroaching Market, Yuba, Butte ROWs	P2, P5, P7
<b>3. Construct Key Features</b>	
a. Yuba Street	P2, P5, P7, P10, S2, S4, S5, S6, S8, S15
b. Butte Street	P2, P5, P7, P10, S2, S4, S5, S6, S8, S15
c. Market Street	P2, P5, P7, P10, S2, S4, S5, S6, S8, S15
d. Town Square	P2, P4, P5, P7, P10, S2, S5, S6, S7, S8, S21
e. "100" Block Parking	P2
f. Mid-block Paseos	P2, P4, P5, P7, P10, S2, S8
g. Calif. Street Kiosk Retail	P2, P5, P7, S11
h. Housing Units in Mall	P7, P10
<b>4. Improve Key Elements</b>	
a. Redding Hotel	P5, P7, S8, S9, S16, S21, S22, S35, S39
b. Alleys	P5, P7
c. Building Facades	P4, P5, P7, S16, S35, S39
d. Parking Structures	P5, P7, S3, S35
e. Pine Street Streetscape	P5, P7, S2, S5, S6, S8, S15
f. California Street Streetscape	P5, P7, S2, S5, S6, S8, S15
g. Implement Circulation System Changes	P5, P7, S3, S7, S8, S15
h. Railroad Property Re-Use	P2, P5, S4, S8
<b>5. Initiate Strategic Programs</b>	
a. Hire Main Street Manager	P4, S3, S12, S20
b. Fund Cascade Theater	P2, P5, P7, P10, S16, S21, S35, S39
c. 1% TOT Modification	P5
d. Wayfinding Program	P2, P3, P4, P5, P7, S3
e. Market Street "Glitz" S/S	P2, P4, P5, P7, S2, S5, S6, S8, S15
f. CBD Sign Removal Prgm	P2, P5, P7
g. "Shop Downtown" Prgm	P3, P4, P5, S3, S12
h. RFP Development Pkgs	P2, P5, S18
i. Street Tree Replacement	P5, P7, P10, S5, S7, S8,

DOWNTOWN IMPLEMENTATION PROJECTS & PROGRAMS	POTENTIAL FUNDING RESOURCES (REFERENCED TO RESOURCES LISTED IN SECTION D BELOW)
j. Rename the Mall	P4, P10, S3
k. Increase Maintenance and Code Enforcement	P5, P7
l. Continue Public Art Program	P5, P7, P10
m. Develop Loan Pools	P7, P10, S10, S17, S19, S33, S34
Detailed Mall Master Plan & Construction Documents	P2, P5, P7

## D. POTENTIAL FUNDING RESOURCES

This portion of the Chapter provides an overview of resources for the City of Redding to put together a funding strategy for the revitalization. It looks at the various funding mechanisms available to the City. This section does not impose a rigid approach to how the City shall fund the much needed improvements in the downtown. Rather, by describing the alternative sources and their potential for generating dollars, the City will be able to take the next step in the process, which is to enact the various sources. The section is organized into primary funding resources and secondary funding resources.

The primary funding resources listed meet three criteria. These criteria are:

- Must have a potential to provide a significant amount of funding.
- The source can be accomplished primarily by the decision of the City and the citizens of Redding.
- The source generally appears to be achievable within a reasonable amount of time.

The secondary funding sources are less certain in terms of potential amounts and ability to secure. Both primary and secondary funding sources will be important to the overall revitalization of Downtown Redding.

In rough terms, revitalization of the Downtown Redding Mall is going to cost between \$16 and \$20 million. Other recommended downtown improvements will roughly cost another \$15 million. While these costs are substantial, the funding resources described herein — as well as those contained in the Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan prepared by Pacific Group (see Attachments) — are adequate and aggressive enough to pay for these improvements and programs.

It is imperative to note that the information presented in this section and in the Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan (see Attachments) is intended as a tool available to the City to use as a guideline for future funding strategies, evaluations, and negotiations. The auspices of this Specific Plan cannot work out the many details of final funding until the City has made specific decisions about which sources of funding it desires to pursue. Finally, prior to final decisions being made, bond counsel and underwriters will need to be consulted.

## **Primary Funding Resources**

### *P-1 General Taxes*

These taxes include excise taxes, utility user taxes, transient occupancy taxes and property tax. Each of these taxes could be raised to generate revenue for Downtown. However, the political realities in California require a two-thirds voter approval for property tax increases or a special tax. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachments for additional details and conditions. At this time, the Redding City Council does not see this as a viable resource.

### *P-2 Tax Increment Financing*

The City has two active Redevelopment Project areas. One is the Market Street Project Area. The second is the Canby/Hilltop/Cypress Project Area. Financially, the two areas are quite different. The Market Street Project Area generates a small percentage of Tax Increment when compared to the Canby/Hilltop/Cypress area. This Tax Increment revenue is to be used to "improve" the conditions found in the respective project area. Since the Market Street area does not create a substantial amount of tax increment income, very little money exists for the area to improve itself. The City may consider merging these two areas; by so doing, the potential exists for a significant amount of debt that could be issued to fund improvements for Downtown. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachments for additional details and conditions.

### *P-3 Transient Occupancy Tax*

Transient Occupancy Taxes (TOT) are frequently used for projects that service and bolster the tourism industry. Currently, the City's TOT is 10 percent. An increase of 1 percent could generate sufficient additional funds to support significant debt. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Appendices for additional details and conditions.

### *P-4 Benefit Assessment District*

In a benefit assessment district, a special assessment is a charge imposed on real property for a local public improvement of direct benefit to that property. The City Council may create a special assessment district that defines the properties that will pay for the improvement. All special assessment districts must be approved by a mail-in ballot of two-thirds of the property owners (weighted by the amount of the assessment of the property). Other conditions apply. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachments for additional details and conditions. At this time, the Redding City Council is undecided about the use of this tool.

### *P-5 Sales Tax Increase*

Sales tax rates may be increased above the basic state rate of 7.25 percent by a city or county with a two-thirds majority vote. While the requisite two-thirds vote may be difficult to achieve, it could result in a significant amount of additional funding for Downtown improvements. See

Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachment for additional details and conditions. At this time, the Redding City Council is undecided about the use of this tool.

#### *P-6 General Fund*

It is not uncommon for cities that are seeking to revitalize their downtowns to commit a certain amount of the General Fund to the effort over a period of years. While there has been no decision on this variable at this stage, a commitment of \$500,000 per year for five years from the City's General Fund is a reasonable approximation of an amount that could greatly contribute to Downtown Redding's revitalization. These funds could come from a Special Projects Fund or through the normal Capital Improvements Budgeting process. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachment for additional details and conditions. At this time, the City Council does not see this as a viable resource.

#### *P-7 Community Development Block Grants (CDBG)*

The City has received and committed approximately \$300,000 per year in CDBG funds to redevelopment capital projects in the past few years. If this amount is continued downtown revitalization could benefit greatly. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachment for additional details and conditions.

#### *P-8 Development Fees*

There are several forms of development fees that are common: (1) In-lieu Fees; (2) Impact Fees (including "Linkage Fees"); and (3) Mitigation Fees. A reasonable relationship must exist between development fees and the impact of the development. With even slight increases in development fees, downtown revitalization could benefit. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachment for additional details and conditions. At this time, the Redding City Council does not see this as a viable resource.

#### *P-9 Exactions*

Exactions are direct charges and dedications collected on a one-time basis for a service provided or as a condition of an approval being granted. The purpose must relate to the need created by the development; the amount must be proportional to the cost of the service or improvement. Four major exactions include: (1) Dedication of land and fees in-lieu of dedication; (2) Subdivision reservation for public use; (3) Development architectural review; and, (4) Fees. While development architectural review doesn't provide funding directly, it can contribute to the provision of certain downtown amenities required for new or renovated buildings. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachment for additional details and conditions. At this time, the Redding City Council does not see this as a viable resource.

## *P-10 Private Donations*

Private donations for downtown revitalization are generally available from foundations, institutions and corporations that have a major interest in the area. In the case of Downtown Redding, there are several such entities. See Market Analysis and Implementation Concepts for the Downtown Redding Specific Plan in the Attachment for additional details and conditions.

## **Secondary Funding Resources**

### *S-1 Utility Under-grounding Funds*

Utility companies are required to budget funds each year for under-grounding. These budgets are approved by the Public Utilities Commission and assigned to specific projects in each area based on priorities developed by local government. For more information, contact the local utility serving Downtown Redding. At this time, local utility companies do not provide such a local fund.

### *S-2 Adopt-a-Light Program*

As a unique method for paying for street lighting fixtures, a small projected plaque sign could be affixed to the light pole with the name or logo of the local merchant/business/person-entity who purchased the fixtures. This program can be applied to light poles-fixtures, benches, trees, and banners.

### *S-3 Urban Development Through Tourism*

The Economic Development Administration (EDA) provides strategy grants to perform regional and local studies for assessing the feasibility of tourism activities. EDA has also provided public works grants for local public infrastructure necessary to accommodate tourism activity.

### *S-4 Public Works and Development Facilities*

The EDA provides grants for funding of public works and development facilities that contribute to the creation or retention of private sector jobs. Eligible activities include water and sewer systems, access roads to industrial areas, port facilities, railroad siding-spurs, public tourism facilities, vocational schools, and site improvements for industrial parks.

### *S-5 Urban Forestry Grant Program*

This program provides grants up to \$30,000 for local governments to purchase trees which are environmentally tolerant and high quality. Trees must be on public property, and projects must be completed within 18 months of project award. The City can apply and receive awards for up to four years in a row. This program is administered by the California Department of Forestry and Fire Protection, Urban Forestry Program.

*S-6 Environmental Enhancement and Mitigation Program (EEMP) Grants (Prop 111)*

Three categories of projects are eligible, among them "highway landscaping and urban forestry." Projects must be designed to mitigate the environmental impacts of modified or new public transportation facilities, but do not have to be within the road right-of-way. A \$500,000 maximum grant amount is available to local, state and federal government agencies and 101(C)(3) nonprofit entities. The program is overseen by the EEMP Coordinator, State of California Resources Agency. The City can pursue this for the purchase, installation, and maintenance of street trees.

*S-7 California ReLeaf-California Department of Forestry and Fire Protection*

Up to \$5,000 is available to projects that plant large-crowning, environmentally tolerant trees on public property to provide shade and other benefits. The grants can be awarded to citizen groups and City-affiliated volunteer entities.

*S-8 National Small Business Administration Tree Planting Program*

Up to \$200,000 is available for tree planting projects on land owned by the applicant agency. Trees must be purchased from small business nurseries and planted by small business contractors. The SBA Tree Planting Program is administered through the California Department of Forestry.

*S-9 Rental Rehabilitation Grant*

Grant funding from the City to help renovate rental units occupied by low and moderate income families. This is a 40 percent matching grant. The City could fund up to \$5,000-\$15,000 per unit (a duplex could get up to \$10,000). Owners of rental property may apply. Tenants are not eligible. For more information, contact: U.S. Department of Housing and Urban Development.

*S-10 U.S. Economic Development Administration (EDA)*

Programs provide monetary, research, and management assistance to local communities that demonstrate a convincing need. Most assistance is through cooperative agreements under EDA's technical assistance program. To assist state and local areas develop and-or implement strategies designed to address adjustment problems resulting from sudden and severe economic dislocation such as plant closings, military base closures, and defense contract cutbacks, and natural disasters (SSED), or from long-term economic deterioration in the area's economy (LTED).

*S-11 Economic Development Administration (EDA) Public Works and Development Facilities Program*

Grants are provided to help distressed communities attract new industry, encourage business expansion, diversify local economies, and generate long-term, private sector jobs. Priority is given to projects that: improve opportunities for the successful establishment or expansion of industrial or commercial facilities; assist in creating or retaining private sector jobs in the near term, as well as providing additional long-term employment opportunities, provided the jobs are not transferred from other labor market areas; etc. Frequently combined with other funding

sources (CDBG). Matching funds of varying proportions are required. For more information, contact: Economic Development Districts or Economic Development Administration.

#### *S-12 EDA Technical Assistance Program*

Provides technical assistance to local communities to assist in solving specific economic development problems, respond to developmental opportunities, build and expand local organizational capacity in distressed areas, and stimulate job and business growth in areas of high unemployment. Benefit areas of severe economic distress. Lead to near-term generation or retention of private sector jobs; be consistent with an EDA-approved Overall Economic Development Program; contact source. For more information, contact: Economic Development Administration.

#### *S-13 EDA Economic Adjustment Program*

Helps state and local areas design and implement strategies for facilitating adjustment to changes in their economic situation that are causing or threaten to cause serious structural damage to the underlying economic base. Such changes may occur suddenly ("Sudden and Severe Economic Dislocation") or over time ("Long-Term Economic Deterioration") and result from industrial or corporate restructuring, new Federal laws or requirements, reductions in defense expenditures, depletion of natural resources or natural disasters. Applicant may be a state, a city, or other political subdivision, an Indian Tribe, a designated Redevelopment Area, a community development corporation, or nonprofit organization determined by EDA to be representative of a Redevelopment Area. The area to be assisted must either (1) have experienced, or anticipate, a change in the economic situation resulting in the loss of a significant number of permanent jobs relative to the area's employed labor force, and-or other severe economic impacts, or (2) manifest at least one of three symptoms of economic deterioration: very high unemployment, low per capita income, or failure to keep pace with national economic growth trends over the last five years. For more information, contact: Economic Development Administration.

#### *S-14 EDA Program for Economic Development Districts, Indian Tribes and Redevelopment Areas*

Grants support the formulation and implementation of economic development programs designed to create or retain full-time permanent jobs and income for the unemployed and underemployed in areas of economic distress. Eligible applicants are Economic Development Districts, Redevelopment Areas, Indian Tribes, organizations representing Redevelopment Areas or multiple Indian Tribes. For more information, contact: Economic Development Administration.

#### *S-15 Transportation Efficiency Act for the 21st Century (H.R. 2400)*

TEA-21 gives local government unprecedented flexibility in developing a mix of highway corridor enhancements, with funds for such projects as public transit, bikeways, highway enhancements, recreation, historic preservation, scenic byways, and other alternatives to address transportation and community needs. Contact source for funding amounts. States and localities are permitted to use federal dollars (provided primarily from the gas tax) more flexibly to meet their transportation needs. More comprehensive planning, taking into account such factors as

desired land use patterns and environmental effects, is required as a prerequisite to federal funding. For more information, contact: U.S. Dept. of Transportation - Federal Highway Administration.

#### *S-16 Preservation Tax Incentives for Historic Buildings*

A part of the Tax Reform Act of 1986, this act establishes: (1) a 20 percent tax credit for the substantial rehabilitation of historic buildings for commercial, industrial, and rental residential purposes, and a 10 percent tax credit for the substantial rehabilitation for nonresidential purposes of buildings built before 1936. (2) a straight-line depreciation period of 27.5 years for residential property and 31.5 years for nonresidential property for the depreciable basis of the rehabilitated building reduced by the amount of the tax credit claims. Variable amounts of incentives. The 10 percent tax credit is not available for rehabilitation of certified historic structures, and owners who have properties within registered historic districts and who wish to elect this credit must obtain certification that their buildings are not historic. For more information, contact: U.S. Department of the Interior, National Park Service and National Conference of State Historic Preservation Offices.

#### *S-17 SBA Microloan Program*

SBA has made funds available to nonprofit organizations for the purpose of lending to small businesses. Money borrowed under this program can be used for the purchase of machinery and equipment, furniture and fixtures, inventory, supplies, and working capital. Funds may not be used to pay existing debts. Under this program, loans range from less than \$100 to a maximum of \$25,000, averaging about \$10,000. A microloan must be paid on the shortest term possible - no longer than six years - depending on the earnings of the business. The interest rate on these loans cannot be higher than 4 percent over the New York prime rate. Virtually all types of businesses are eligible for a microloan. To be eligible, your business must be operated for profit and fall within size standards set by the SBA. A microloan must be paid on the shortest term possible — no longer than six years — depending on the earnings of the business. The organization must at least take as collateral any assets that are bought with the microloan. For more information, contact: U.S. Small Business Administration.

#### *S-18 "Information Superhighway" Grants to Nonprofits and State and Local Governments*

The National Telecommunications and Information Administration (NTIA), Department of Commerce serves as the President's principal advisor on telecommunications and information policy. Through its Office of Telecommunications and Information Applications, NTIA administers four Federal assistance programs, including the Telecommunications and Information Infrastructure Assistance Program (TIIAP), to support the development of educational economic and cultural telecommunication services to the public. The TIIAP was created by the Congress in 1993 to promote the widespread use of telecommunications and information technologies in the public and nonprofit sectors. Funds must be matched by contributions generated by the applicant. For more information, contact: Department of Commerce, NTIA-TIIAP; 14th and Constitution Avenue, NW; Washington, D.C. 20230, (202) 482-2048.

### *S-19 Community Reinvestment Fund (CRF)*

A nonprofit organization that purchases development loans from community-based development organizations and government agencies. This secondary market function makes it possible for local communities and nonprofit organizations to raise money for new projects by selling their existing loans. CRF purchases a variety of loan types. In addition, CRF also offers contract portfolio management, portfolio review, training, and capacity building. For more information, contact: CRF, 2400 Foshay Tower, 821 Marquette Avenue, Minneapolis, MN 55402, (612) 338-3050.

### *S-20 SCORE (The Service Corps of Retired Executives)*

SCORE, sponsored by SBA, comprises 13,000-person volunteer program with over 750 locations nationwide. They provide technical assistance to small business owners, managers, and potential owners to solve operating problems through free one-on-one counseling and a wide variety of free or low-cost workshops. For more information, contact: (800) 634-0245, or (202) 205-6762.

### *S-21 Bonds*

Nonprofit, 501 (c) (3) organizations may now borrow for land purchases, acquisition and-or improvement of facilities, design and financing of same. Museums, performing arts, theaters, social services (e.g., teen centers), historical societies, and others are included.

### *S-22 Revenue Bonds*

Debt undertaken wherein payback is tied to specific revenue streams. This form of debt does not require a public vote. Common uses include industrial development, housing and social services. Requires local government support. For more information, contact: private banking industry.

### *S-33 SBA 504 Program Loans*

The fund is fixed asset financing for land and building purchases, new construction, long-term leasehold improvements and equipment purchases. Must be a for-profit business and unable to obtain comparable funding for the project from private sources. Maximum SBA share \$750,000 or 40 percent of project cost. The term of the loan is up to 20 years at a fixed, below-market interest rate. The borrower's capital injection requirement is 10 percent of the project total. Working capital, debt refinancing and real estate speculation are not allowed under this program. Must create-retain approximately one job for each \$35,000 of SBA financing. Net worth of less than \$6,000,000 and net earnings of less than \$2,000,000 (after taxes) on average of last 2 years. For more information, contact: banks.

### *S-34 SBA Guaranteed Loans (7a Program)*

To provide assistance to small businesses in obtaining financing for up to 90 percent of a loan made by a commercial lending institution. Projects might include: land and-or building purchases; new building construction and-or building renovation; machinery and equipment purchases; leasehold improvements; acquisition of inventory; financing of working capital; or reduction of trade debt. This program allows real estate loans of up to 25 years and working capital loans of up to 7 years. The rate for SBA 7(a) Guaranteed Loans may not exceed the prime rate by more than 2.75 percent. Loans may be either fixed or variable rate. For-profit

businesses meeting the following size limitations: (1) Retail and service—sales do not exceed \$3.5 million; (2) Wholesale—employees do not exceed 100 people; (3) Manufacturing—employees do not exceed 500 people; and (4) Construction—sales average of less than \$17.0 million for past 3 years. For more information, contact banks.

#### *S-35 Inner City Ventures Fund (ICVF)*

ICVF awards may be used for acquisition and rehabilitation and related capital costs for projects that offer housing; neighborhood services and commercial opportunities for area residents; and, to a limited degree, architectural costs. ICVF awards may not be used for administrative costs. ICVF awards consist of a grant and a low-interest loan in equal amounts; the maximum term for an ICVF loan is five years. Each ICVF award package ranges from \$40,000 to \$100,000. At no time can ICVF funds be the only money invested in a project. ICVF funds are intended to provide up to one-sixth of the rehabilitation funds needed to finance a project; therefore, ICVF awards have matching and leveraging requirements. Every ICVF dollar awarded must be matched with 50 cents in cash or equity and \$5 in other loans or grants for the project. This translates into a minimum project budget of \$240,000 to qualify for the smallest ICVF award. For more information, contact the National Trust for Historic Preservation at (208) 334-3861.

#### *S-36 American Communities*

The information center of HUD's Office of Community Planning and Development, American Communities serves state and local agencies, nonprofit organizations, public interest and intermediary groups, and others interested in housing and community development. For more information, contact American Communities, P.O. Box 7189, Gaithersburg, MD 20898-7189, (800) 998-9999.

#### *S-37 Environmental and Mitigation Fund*

The California State Department of Transportation (Caltrans) has established this state fund for beautification improvements to roadsides to mitigate the effects of transportation projects. Typical grants range from \$200,000 to \$250,000; up to 25 percent local matching is usually required. For more information, contact Caltrans.

#### *S-38 State Transportation Improvement Program (STIP) and Federal Regional Surface Transportation Program (RSTP)*

State transportation revenues are also provided through the project-specific allocations in the 7-year STIP and the RSTP.

#### *S-39 National Preservation Loan Fund*

A flexible financing program to promote the revitalization of commercial and industrial centers, the conservation of neighborhoods and rural communities, and the preservation of archaeological and maritime resources. Through the National Preservation Loan Fund, the National Trust provides financial and technical assistance to help preserve historic resources as well as strengthen the real estate development capabilities of recipient organizations. For more information contact the National Trust for Historic Preservation at (202) 673-4255.