
COMMUNITY DEVELOPMENT AND DESIGN ELEMENT

INTRODUCTION

PURPOSE AND CONTENT

Redding is at the crossroads of evolving from a relatively small community to a mid-sized city of regional importance. Clearly, decisions the City makes today can dramatically change the way Redding looks, feels, and functions in the future. The policies of the Community Development and Design Element will exert a strong influence on how the City will grow and will significantly impact the quality of life and the City's residents. The General Plan Diagram, together with the policies and implementation programs in this element, will determine the location, intensity, design, and quality of new development as well as the preservation of those natural assets that are key to Redding's identity. Those policies also provide the foundation for policies in other elements of the Plan.

The two principal components of this element are land use and design of our built environment.

Land Use. Land use policies and the General Plan Diagram affect every property in the City. They determine how people can use/develop their land and what they can reasonably expect to develop next door, down the street, or across town. They provide for overall consistency and compatibility between land uses and can be a determining factor on quality of life. The policies and Diagram also have a direct bearing on traffic, the feasibility of public transportation, and the quality of the air. Although the General Plan Diagram is an integral part of this element, because of its size, it has been inserted in a folder at the end of the Policy Document.

Community Design. Achieving a proper balance between the natural environment and the built environment is a key feature of this element. Also key

is ensuring that buildings are constructed at a proper scale; that there is a positive relationship between buildings and their surroundings; that the quality of design and materials reflects a uniqueness that is often lacking in public and private buildings; that streets are not only functional, but are pleasant to view and comfortable to walk; and that Downtown is transformed into a pedestrian-friendly, dynamic area. While land use policies establish the balance of land uses in the City, community design policies establish guidelines for the shape and form of the City.

Background data and information for this element are contained in Chapters 1 through 4 of the City of Redding *General Plan Background Report*.

Specific topics addressed within this element include:

- ▶ Background for Planning.
- ▶ General Plan Land Use Classifications.
- ▶ Land Use Intensity Standards.
- ▶ General Plan Holding Capacity.
- ▶ Area and Specific Plans.
- ▶ Land Form.
- ▶ Natural Environment.
- ▶ Providing Essential Services.
- ▶ Annexations.
- ▶ Built Environment.
- ▶ Promoting Compact Urban Form and Transportation Alternatives.
- ▶ Residential Land Use Guidelines.

- ▶ Neighborhood Preservation and Enhancement.
- ▶ Commercial and Industrial Land Use Guidelines.
- ▶ Streets.
- ▶ Building Heights.
- ▶ Public Art.
- ▶ Focus Areas.
- ▶ Land Use Administration.

AUTHORITY

California Government Code Section 65302(a) states that a city's general plan shall include:

"... a Land Use Element which designates the proposed general distribution, location, and extent of the uses of the land for housing; business; industry; open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty; education; public buildings and grounds; solid and liquid waste-disposal facilities; and other categories of public and private uses of land."

The Land Use Element is also required to include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the Plan.

Section 65303 of the California Government Code states that a general plan may include any other optional elements as long as they relate to the physical development of the City. Due to the interrelationship between land use and community design, the City of Redding has chosen to develop a Community Development and Design Element, which includes all the necessary provisions of the Land Use Element as required by the Government Code.

In addition to meeting the mandatory requirements of a land use element, the Community Development and Design Element provides guidance in terms of the community's expectations and desires relative to development design and aesthetics.

BACKGROUND FOR PLANNING

The *General Plan Background Report* contains a detailed summary of information regarding Redding's development over the past twenty years. It sets the stage for many of the planning decisions that must be made if we are to evolve into the community we desire. Specifically, the report addresses such topics as Redding's economy and outlook for the future, the existing mix of land uses, estimates of development potential, population projections, and a myriad of related items.

In addition to statistical analyses, it is also essential that the community is looked at in the context of its constituent parts. It is important to understand how and when growth in the City occurred, to be knowledgeable of market and other determining forces, and to look at past failings and consider them as opportunities to improve the City for all who live in, work in, and visit the community.

This section provides a sense of how Redding has grown over time and what the impacts of that growth have been; and it illustrates some of the practical limitations that cities like Redding face when planning for the future. It also highlights the characteristics of several sectors of Redding, setting the stage for needed policies to address a number of issues.

DEVELOPMENT PATTERN AND LAND USE ORGANIZATION

The original Redding town site was a mere seven-block by seven-block area bounded by North Street (now Eureka Way) and South, East, and West Streets. By 1998, the City had grown to approximately 59 square miles—10 square miles larger than San Francisco. Yet, Redding's 1998 population of 78,000 was about 10 percent of San Francisco's population of 759,000. Few would suggest that Redding emulate San Francisco's development pattern. However, based on persons per square mile (ppsm) of incorporated territory, Redding—at 1,322 ppsm—ranks among the least densely populated metropolitan areas in the North State as illustrated by the following table.

City	Persons per Square Mile
Chico	1,953
Fairfield	2,506
Modesto	5,347
Woodland	4,137
Redding	1,322
Santa Rosa	3,385
Sacramento	3,930

While in part the result of topography, flood-prone lands, and physical barriers (such as the Sacramento River, Interstate 5, and the Union Pacific Railroad), the relatively low-density, discontinuous nature of Redding's development pattern does not come without its costs. These include increased costs of providing public services; loss of community identity, or "sense of place"; decreased air quality due to a near total reliance on the automobile; and a neglect of older, established residential neighborhoods and commercial areas in preference for development in new areas.

Few cities have the luxury of sole control over all land uses contained within them. Redding is no exception. Redding has grown geographically through the annexation of lands which were formerly outside its jurisdictional control. In fact, some of the larger annexations (e.g., Enterprise and Cascade areas) added not only significant territory to the City, but increased its population base and level of development as well. In part, this helps to explain why there seems to be no organizing principle underlying Redding's urban structure. It also serves to explain the lack of consistency in infrastructure improvements, landscape, and building design as well as lack of public-street access to individual properties found in various parts of the City.

OPPORTUNITIES TO INFLUENCE DEVELOPMENT PATTERNS

This General Plan contains a number of policies that will serve to direct growth, with a priority on those areas where infrastructure and urban services can be economically provided in the short run. Those policies are reflected on the *General Plan Diagram*—the exhibit which depicts how each property in the Planning Area may be used, whether for commercial, industrial, residential, or other uses. The policies

include focusing growth within the current City limits; providing incentives for higher-density, mixed-use projects, both Downtown and other key locations; encouraging infill development; controlling strip commercial development; concentrating the growth of regional-type shopping facilities (i.e., large discount/"big box" retailers) in a relatively few locations; and providing neighborhood shopping near residences. However, the Plan also acknowledges that additional land will eventually be necessary to accommodate the City's growing population. Policies call for future expansion of the urban area to the east (Stillwater Creek basin) and northwest (Quartz Hill Road area).

COMMUNITY CHARACTERISTICS

Redding's Planning Area can be divided into five primary sectors, each of which is shaped by its unique characteristics, histories, and issues. These areas are (1) Central and West Redding, (2) East Redding (Enterprise), (3) Dana Drive and Northeast Redding, (4) North Redding, and (5) South Redding.

Central and West Redding

Central Redding is the location of the City's original commercial and office core. Local government facilities and most of its older residential districts are also located here. Spreading outward from the original town site astride the railroad in a grid pattern typical of the time, Redding grew north and east to the edge of the bluff that borders the Sacramento River, south along the highway and railroad spine, and west into the hills and gullies. Extension of the early street pattern across the ravines created unusable lots and "paper" streets that remain undeveloped today.

Some of the City's most unique and historic residential areas are located west of Central Redding in the Magnolia neighborhood and its adjacent neighborhoods. Farther west, beyond Benton Airpark and the now closed Benton Sanitary Landfill, lies a large, residential district, consisting exclusively of single-family subdivisions. Development of some of these areas began in the early 1950s, and new developments continue to be constructed today.

West Redding is not only home to some of the City's more popular neighborhoods, but also home to Mercy Hospital and numerous doctors' office complexes and professional offices. Until such time as Downtown redevelopment occurs or additional multiple-family

sites are identified, Central and West Redding will have a significant imbalance in available housing opportunities.

With the construction of Interstate 5, most new commercial investment was directed to locations other than Central Redding. The expansion of County government offices, Redding Medical Center, and Mercy Hospital also promoted office construction along Court, Oregon, and West Streets, displacing older residential uses.

Downtown Redding remains an important area, even though it was bypassed by the construction of Interstate 5, encouraging most new retail development to locate east of the river. All other major traffic arteries converge Downtown, which contributes to its viability. Recent efforts, including redevelopment projects to improve the appearance and pedestrian orientation of Downtown streets, demonstrate the community's commitment to maintaining and enhancing the unique character of the heart of the community. The development of the Turtle Bay Museums and Arboretum by the River and the new Civic Center will serve to emphasize the importance of the City's core area.

East Redding (Enterprise)

Development in the Enterprise area occurred almost entirely in the postwar years. Early subdivisions were located along Old Highway 44 (now known as Cypress Avenue), Churn Creek Road, and Hartnell Avenue. Subsequent development has taken place both to the north up to the new State Highway 44 and to the south into the Churn Creek Bottom area. The street pattern in some older residential areas is poor, with long, dead-end streets and offset intersections. A lack of adequate subdivision regulations in the early days of development permitted the creation of large, deep lots surrounded by smaller lots and hundreds of landlocked parcels that can be reached only by private roads or by access drives across other properties. This lot pattern makes further development very inefficient and difficult and necessitates providing new, costly streets and infrastructure.

Like the residential areas, commercial development in the Enterprise area originally occurred in a haphazard manner along Old State Highway 44, Bechelli Lane, Hartnell Avenue, and at freeway interchanges. Access to many stores in these locations is poor, and the nature of this strip-type development—with each

establishment having its own parking lot and driveway—precludes parking once and visiting several businesses. The construction of Interstate 5 had a noticeable impact on commercial growth at the north end of this area along Hilltop Drive and other easily accessible locations. Service stations, motels, restaurants, and other uses that seek readily visible sites and easy freeway access can be found in this area. This area continues to develop with commercial uses, which can now be found along Churn Creek Road as well. Two overpasses across State Highway 44 connect this area to the newly expanding Dana Drive regional commercial hub and to an expanding residential area to the northeast.

Dana Drive and Northeast Redding

Following the construction of Interstate 5, a noticeable pattern of commercial development, together with additional suburban residential growth, has occurred north of State Highway 44 along Dana Drive. Additional growth has also occurred along the northern extension of Churn Creek Road and eastward along Old Alturas Road. Commercial development largely commenced with the Mount Shasta Mall, which is located at the northeast corner of Hilltop Drive and Dana Drive. Subsequent regional commercial development has since spread eastward to Victor Avenue. In conjunction with commercial activities, residential development flourished to the north on Churn Creek Road and to the east on Old Alturas Road. The Dana Drive Benefit District and the Churn Creek Road Overcrossing Assessment District were formed in order to provide infrastructure for this newly established regional commercial hub.

All signs indicate that the available vacant commercial land in this area will be built out by the year 2005. Plans to expand the Mount Shasta Mall have been explored, and it is likely that these plans will commence before the year 2000. Large regional commercial store developers are still exploring options within the Dana Drive area. Multiple-family and single-family development continues to expand immediately north and east of the commercial development. Vehicle traffic in this area has increased significantly, which has necessitated the upgrade and improvement of the streets and intersections.

North Redding

Like Enterprise, the North Redding area, extending from Keswick Dam to Shasta College, includes a

scattering of residential and commercial development. Along North Market Street, formerly Highway 99, Redding's "Miracle Mile" is lined with a variety of motel, restaurant, retail, and auto sales establishments. Adjoining lowlands to the west have been developed with residential subdivisions and affordable housing units. Lake Redding-Caldwell Park extends along the north bank of the river on each side of the railroad trestle. This major recreation area has picnicking, playground, swimming, and other facilities.

Lake Boulevard is the main artery of the Buckeye area, a major portion of which was annexed to the City of Redding in 1969. Strip commercial development is strung along Lake Boulevard, and there is scattered residential development in the area. Landlocked parcels are common, with heavy dependence on private roads for access. Mobile homes are a major residential type here, both in mobile home parks and on individual lots. The pattern of small ownerships and prevalence of mobile homes in some areas may tend to discourage subdivision activity, particularly on the northern fringe of the Planning Area along Oasis Road.

South Redding

Much of the development of South Redding came after World War II when subdivision activity expanded into the lower elevations and along the Anderson-Cottonwood Irrigation District Canal (ACID). Scattered developments also sprang up in the Live Oak-Bonnyview (Cascade) area to the south and along ridge tops in the southwestern part of the Planning Area. Also to the south, the old principal traffic artery—Old Highway 99 (now known as Highway 273)—became a commercial strip lined with an assortment of motels, truck stops, and service stations; industrial and distribution establishments; and local retail services. As a commercial gateway to the City, this area has largely become obsolete in design and function.

Several recent residential developments have occurred in the area, including the Country Heights Subdivision along the western ridges, as well as new developments in the Creekside, Hemlock, and East Bonnyview Road areas. The latter developments have led to a reduction in the pastoral setting that was recently prevalent in the area.

OPPORTUNITIES TO IMPROVE THE COMMUNITY'S APPEARANCE

One of Redding's greatest assets and defining features is the Sacramento River. Lake Redding-Caldwell Park demonstrates what can be done with the riverbank where flat land is available. But not all of the bank need be landscaped. Much of the wooded shoreline should be retained in its natural state for enjoyment within the area and viewing from other locations. The glistening water, sheer cliffs, tree-lined banks, and the network of creeks and gullies leading from the river are all important scenic assets as well as potential recreational areas. Wherever possible, views of the river should be protected and enhanced. Development of prominent sites with attractive, well-designed buildings should be encouraged, and public access should be preserved.

The approach to Redding from the east (State Route 44) offers a fine view of the City, with Mercy Hospital and Redding Medical Center standing out as landmarks. This entrance should be improved and enhanced to create an attractive gateway. The foothills beyond the City should be preserved to maintain an open, largely undeveloped backdrop.

Cypress Avenue provides the freeway traveler with services and also gives visitors and residents another entrance into Central Redding. Here, stately trees should replace overhead utility lines, and median landscaping should be provided. Plantings are needed to reduce the expanse and bleakness of large parking lots.

North Market Street, Redding's former front door to the north, provides a striking entrance as the motorist crests the hill at Lake Boulevard and begins the descent to the river. But the so-called "Miracle Mile" fails to carry through the invitation to Redding. Excessive signage and limited landscape detract from the corridor. More trees and landscaping of the broad roadway are needed, along with more restrained signage that identifies each use without blocking out the next. North Market Street should have the aspect of a parkway, leading to the Sacramento River Bridge with its view of Shasta Bally and Lake Redding, Caldwell Park, and the bluffs that mark the edge of the Downtown. Emphasis should be placed on providing high-quality visitor services such as restaurants, motels, and similar services.

South Market Street is an extended strip of motels

mingled with commercial services and industrial uses and continues to be an important artery for local traffic entering Redding. North of the railroad underpass, the existing street section makes it difficult to provide a tree-lined median strip, but small traffic islands and appropriate areas along each side of the street could be enhanced with groups of trees that would not interfere with traffic movements. More restrained signage and a general upgrading of the appearance of commercial establishments lining the street would improve the appearance of the corridor considerably. Additional plantings along each side of the corridor, including clusters of trees supplemented with bands of low-maintenance shrubbery, could also do much to improve the appearance and create visual interest.

Eureka Way, entering Redding through the western foothills, is another important gateway to the community. Apartment and office development, compatible with the terrain and nearby high-quality residential areas, has precluded to some extent the commercial strip that might have otherwise arisen. Continued careful zoning regulations and design guidelines are needed to ensure a high standard of development.

Several retail centers throughout the community, which were constructed prior to current landscape standards and proposed design guidelines, contain vast areas of uninterrupted asphalt and building facades that lack any unique architectural features. Comprehensive remodeling of these facilities should be encouraged to address not only building facade upgrades, but overall landscape and signage. The impact of such remodeling projects would be more than visual. These kinds of improvements could bring new life to older commercial areas and help them to compete more effectively with newer commercial developments.

Downtown is characterized primarily by older one- and two-story structures, many with remodeled fronts and a variety of projecting canopies and signs. Some undergrounding of utility lines has been completed over the years. This program should be continued and expanded to other parts of the City as well. Recent efforts of the Downtown Task Force and Redding Redevelopment Agency have led to the construction of a variety of improvements designed to enhance the overall streetscape. These include decorative pavement treatments, contemporary streetlights, landscape, and pedestrian-oriented features. Continuation of these improvements should be extended along all primary arterials within the Downtown to clearly distinguish it

from other parts of the community.

Redding's residential areas have grown at a moderate pace over the years with relatively few large-scale, look-alike subdivisions. Development has taken place in all directions outward from Downtown. Some have an urban look with fully paved streets, including curbs,

gutters, and sidewalks. Others have semirural settings with few city-type improvements. Variety and quality should be encouraged in all site planning and building design to set a new standard of community pride of the built environment.

THE LAND USE PLAN

GENERAL PLAN LAND USE CLASSIFICATIONS

The following describes the land use classifications used in this General Plan. The classifications shown on the General Plan Diagram designate the types of uses that are allowed within each area of the City. The classifications fall within eight major land use categories: Residential, Commercial, Industrial, Public and Institutional, Airport Service, Parks, Greenway (Open Space), and Critical Mineral Resource Overlay.

Residential densities and commercial (e.g., nonresidential) intensity are computed using gross developable acreage. For purposes of this General Plan, gross developable acreage refers to that land remaining for development (including roadways) after environmental constraints (floodplains and slopes exceeding 20 percent) have been deducted from gross acreage. Required resource buffer areas as discussed in this General Plan, while not available for development, may be included as developable acreage for the purpose of calculating project density.

Each of the classifications listed below is accompanied by a general description and context for the use of the classification. The classifications are implemented by the City's Zoning Code.

RESIDENTIAL

The General Plan Diagram of the General Plan includes eight residential categories which provide for a full range of housing types for the City.

Each residential category includes a density range (minimum and maximum densities). While the City assumes that variations in density and private market conditions will determine the types of housing produced, the City will utilize the policies of the various elements of this Plan to evaluate development proposals for appropriate densities within the given ranges.

Uses that are typically located in residential areas, such as churches, schools, parks, residential care facilities, and child-care facilities, are not specifically addressed within the residential definitions. Further, uses such as offices, clinics, and similar uses may be established in certain multiple-family areas as determined appropriate by implementing zoning.

Residential — 1 Dwelling Unit per 5 Acres and Larger (5 a/u)

This category is characterized by very large rural lots, a minimum of five acres in size. It is appropriate in areas which have historically been utilized for agricultural purposes and those areas which are constrained by relatively extreme topography or are in outlying rural areas.

Residential — 1 Dwelling Unit per 1 to 5 Acres (1 to 5 a/u)

This category is characterized by large rural lots, generally greater than one acre in size. This category is applied to hillside areas and to transition areas between agricultural or other rural uses and urban uses. Clustered development with smaller lots is encouraged provided that the project density does not exceed that allowed for the property, and clustering provides consolidated open-space areas in excess of that which would otherwise be achieved.

Residential — 1 to 2 Dwelling Units per Acre (1 to 2 u/a)

This classification accommodates the needs of residents who desire large parcels (20,000 square feet or more) and the feeling of open space integrated with a suburban lifestyle. The range is sufficiently flexible to be used in terrain that would otherwise require extensive grading to develop (10 to 20 percent average slopes). At the upper end of the density range, subdivisions will include fully developed streets and sidewalks and will be served by public sewer and water. At the lower end of the density range, particularly in hillside areas, alternative street designs, street standards, and pedestrian facilities may be appropriate.

Residential — 2 to 3.5 Dwelling Units per Acre (2 to 3.5 u/a)

This range allows for the development of subdivisions which portray a suburban lifestyle, with lots generally not smaller than 8,000 square feet. A typical development would include larger-than-average to average-size homes organized around planned open-space areas and parks to provide visual relief and recreational opportunities for residents. The upper end of the density range is generally not appropriate for properties with natural slopes that exceed 8 percent.

Residential — 3.5 to 6 Dwelling Units per Acre (3.5 to 6 u/a)

This classification is intended to accommodate detached or attached single-family homes on a variety of lot sizes (generally not less than 5,000 square feet in area) or the clustering of lots separated by common open spaces to accommodate a range of residential housing types, including duplexes. This density range is generally not appropriate for natural slope areas exceeding 8 percent, except on large projects where slope areas can be avoided or the units otherwise designed to be compatible with natural breaks in the hillside terrain.

Residential — 6 to 10 Dwelling Units per Acre (6 to 10 u/a)

This classification is intended to accommodate single-family attached or detached units, and/or townhouses. Multiple-family projects and mobile home parks are also appropriate when located near the arterial or collector street system. Clustering is encouraged to provide common open spaces and recreational amenities to the residents. Generally, this designation is not appropriate on lots with slopes exceeding 8 percent, except on large projects where slope areas can be avoided or the units otherwise designed to be compatible with natural breaks in the hillside terrain.

Residential — 10 to 20 Dwelling Units per Acre (10 to 20 u/a)

This classification is intended for multiple-family projects ranging from townhouses to apartments, typically located on arterial or collector street(s). This classification is not appropriate on parcels with slopes exceeding 8 percent, except on large projects where slope areas can be avoided or the units otherwise designed to be compatible with natural breaks in the hillside terrain.

Residential — 20 to 30 Dwelling Units per Acre (20 to 30 u/a)

This classification is intended for multiple-story, multiple-family projects, including condominiums and apartments located within or adjacent to Downtown or along arterial corridors served by public transit.

COMMERCIAL

The following commercial land use classifications accommodate the various segments of the commercial

market. These range from small, neighborhood-serving commercial projects to commercial projects that are regional in scale. Office uses are also accommodated in these classifications. Residential uses may be established in conjunction with commercial uses in all commercial classifications as defined below, except in heavy commercial areas; however, residential uses in the two "Office" classifications may be limited to appropriate areas. Except within the "Mixed Use Core," "General Commercial," and "Limited Office" classifications, such residential uses should be subordinate to the commercial use in scale and project impact.

Limited Office (LO)

This classification acts as a transition area within commercial areas or between commercial areas and residential areas. Development is typified by a building or a cluster of buildings built at a residential scale that provides professional office space. Generally, buildings will be single-story; however, with adequate separation from residential uses, two-story buildings may be appropriate. Service businesses that are quiet and compatible with residential uses also may be permitted subject to appropriate performance standards.

General Office (GO)

This classification provides sites for professional and business offices and personal-service businesses with appropriate and compatible accessory uses. This classification may also be used for rest homes; nursing homes; day-care facilities; hospitals; religious, educational, cultural, and public-utility uses; multiple-family housing; and financial institutions. Ancillary retail uses, such as pharmacies, are appropriate as are "sit-down" restaurants.

Neighborhood Commercial (NC)

This designation provides for convenience and neighborhood shopping areas which provide a range of day-to-day retail goods and services. Neighborhood-commercial uses can range from free-standing "mom and pop" stores and service establishments to a cluster of uses on parcels of several acres. Auto-oriented uses, other than service stations/minimarkets, are not allowed.

Shopping Center (SC)

This classification provides sites for shopping centers

servicing a larger market area than a neighborhood center, but a smaller market than a regional center. A typical center includes two or more anchor tenants, such as a supermarket and combined drug/variety/garden business; tenants offering consumer goods and personal services; and office and clinic uses. Sites generally will range from 5 to 20 acres and accommodate 50,000 to 200,000 square feet of building area. Scale of development, including individual buildings, will be at a smaller scale than that found in developments servicing a regional market.

Regional Commercial (RC)

This classification accommodates a mix of retail uses and associated services on a regional scale, including malls with several full-line department stores as anchor tenants. Power centers and free-standing retail, office, and service establishments are also appropriate. Individual buildings may range from 100,000 to 200,000 square feet of floor area; enclosed malls could range from 500,000 to over 1 million square feet in floor area.

General Commercial (GC)

This classification is intended for existing commercial strips on arterial streets and interchange areas where commercial concentration are desirable. Allowable uses include retail stores, offices, and personal-service establishments. Financial institutions, private schools, day-care facilities, convalescent hospitals, automobile sales and service, and similar uses also may be permitted subject to appropriate standards. Scale of development, including individual buildings, will be at a smaller scale than that found in developments servicing a regional market.

Mixed Use Core (MUC)

This classification provides for a full range of uses in the Downtown area, including retail stores; eating and drinking establishments; commercial recreation; entertainment and cultural facilities; financial, business, and personal services; hospitals; hotels and motels; educational and social services; government offices, and residential uses.

Heavy Commercial (HC)

This classification is intended to provide sites for commercial businesses, particularly those not permitted in other commercial areas because of the large scale of the buildings and frequent truck deliveries which may

have adverse impacts on other businesses. These uses may include automobile services, building materials storage and sales, nurseries, equipment sales, wholesaling, storage, and similar uses. Typical retail commercial businesses are also allowed, although this classification is not intended for shopping centers, "power centers," or similar retail development. Residential uses, except as necessary to provide facilities for night watchmen, are not allowed.

INDUSTRIAL

The industrial land use classifications allow different types of warehousing, manufacturing, or processing businesses to be located in appropriate areas by accommodating a variety of manufacturing and employment activities ranging from small, employee-intensive businesses to large, capital-intensive businesses. Ancillary uses and restaurants are appropriate. Residential uses, except as necessary to provide facilities for night watchmen, are not allowed.

General Industry (GI)

This classification allows a wide variety of industrial activities and related uses generally characterized by their limited potential to create significant adverse visual, noise, or other impacts to adjoining public and residential properties. Such uses may include: industrial and business parks, offices, manufacturing, processing, assembling, research, warehousing, small- and large-scale wholesale distribution, heavy equipment sales and repair, screened outdoor storage, and similar and compatible uses. Supporting retail and restaurant uses may be allowed subject to size limits and siting criteria. Uses characterized by substantial outdoor processing and/or storage are not allowed under this classification (see "Heavy Industry").

Heavy Industry (HI)

This classification allows for the broadest range of industrial uses, including manufacturing, processing, assembling, research, warehousing, small- and large-scale wholesale and distribution, railroad facilities, and similar and compatible uses. Supporting retail and restaurant uses may be allowed subject to size limitations and siting criteria. This classification will also accommodate uses that are characterized by substantial outdoor processing and/or storage including: concrete and asphalt batch plants, automobile dismantling yards, bulk materials and equipment storage, full-line lumber mills/yards,

manufacturing of concrete products, and similar uses.

OTHER CLASSIFICATIONS

Airport Service (AS)

This classification includes activities which are typically associated with airports and airport-related uses. This includes a full range of activities such as aircraft sales, service, and storage; charter services; and ancillary visitor services such as food, lodging, and car rentals. The uses may either be publicly or privately operated and must conform with any applicable adopted Airport Land Use Plan and policies.

Public Facilities or Institutional (PF-I; PF-I-S)

This classification is intended for public and quasi-public facilities, including, but not limited to, government services and facilities, fire stations, wastewater treatment facilities, electrical substations, airports, domestic water treatment and storage, landfills, and similar uses. It is also appropriate for institutional uses, such as schools and accredited secondary educational facilities, hospitals, and cemeteries, as well as appropriate lands controlled by philanthropic and nonprofit organizations for existing or future public uses. The General Plan Diagram may not depict public facilities sites that occupy less than two acres.

Parks (improved open space) (PK); Golf Course (public) (PK-G)

This land use classification provides for both public and private open space. The primary land uses include existing and future large neighborhood and regional parks, golf courses, athletic fields, and open-space areas adjacent to improved parks or trails. The General Plan Diagram does not depict existing parks less than two acres in size. Public golf courses designated on the General Plan Diagram of "Park/Golf" may be redeveloped to residential uses consistent with the residential density immediately abutting the property.

Recreation (REC)

As defined in the Redding Riverfront Specific Plan, this classification denotes areas for active water or beach-oriented recreation that utilizes the Kutrass Lake as an asset. Use of facilities would be water-oriented, generally open in nature, seasonal in use, and without significant investment in buildings. Uses in this category would maintain public views of and

enjoyment of Kutrass Lake and Motel Lake.

Greenway (GWY)

"Greenway" is natural open space and includes slopes in excess of 20 percent and the 100-year floodplain of the Sacramento River and its tributary creeks and streams. Natural open space is located predominantly along the Sacramento River, its tributary streams, and the bluffs and creeks of West and East Redding. Because of the inherent dangers to life and property and irrevocable damage to the natural environment, these natural land and water areas should not be urbanized or significantly altered. The specific limits of "Greenway" on any property must be determined by a topographic or flooding analysis particular to that property.

These natural areas are an important local resource and serve as places in which flora or fauna can be maintained in its natural state. In addition, these areas provide relief from urbanization, reduce siltation from excessive grading, buffer various land use activities and transportation routes, are an important visual resource, and can be part of the City's urban trail system.

Mixed Use Neighborhood Overlay

This classification allows for a greater variety of uses and flexibility in site planning than is generally permitted in other classifications. The intent of the "Mixed Use Neighborhood Overlay" is to allow the creation of a mix of land uses in a compact pattern that will reduce dependency on the automobile and basin air quality impacts and promote high-quality, interactive neighborhoods. Mixed-use neighborhoods are characterized by interconnected streets, vertical and/or horizontal mix of commercial and residential uses, and facilities that encourage pedestrian activity and transit accessibility. In order to ensure an appropriate mix of uses within proposed developments, the minimum percentage of a proposed development site that is required for each land use component is shown on Table 1-1.

**Table 1-1
Proportion of Uses**

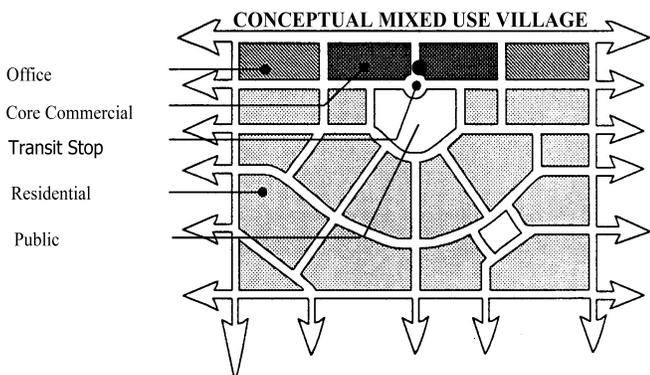
Use	Minimum	Minimum Average Residential Density
Mixed Use Core	10% ¹	12.0 dwelling units/acre
Residential ²	50%	8.0 dwelling units/acre
Public	10%	N/A

¹ Up to 100,000 square feet of commercial may be allowed.
² Maximum residential density—24.0 dwelling units per acre.

The General Plan Diagram depicts several areas where mixed-use projects are encouraged. These areas include Downtown ("Mixed Use Core") and several areas depicted by the "Mixed Use Neighborhood Overlay" classification. The "Mixed Use Neighborhood Overlay" areas are predominantly undeveloped and have sufficient land area for development of cohesive mixed-use projects. Although not all properties identified within each "Mixed Use Neighborhood Overlay" area must be part of an integrated development, proposed project boundaries must be logical, and it must be demonstrated that the project can functionally relate to adjacent properties consistent with the intent of this district. Mixed-use development is encouraged to develop in areas outside the designated "Mixed Use Neighborhood Overlay" classification as well, provided that the concentration of uses is located near a transit opportunity and is designed to accommodate pedestrian activity and circulation.

Development within the identified "Mixed Use Neighborhood" areas is subject to the following parameters:

These projects result in the development of mixed-use neighborhoods generally between 20 and 160 acres in size that are developed within an average one-quarter mile walking distance of a transit stop. The design,



configuration, and mix of uses provide an alternative to traditional suburban development patterns by promoting development of pedestrian-oriented environments and the use of public transportation. This development type—also known as Transit Oriented Development (TOD)—mixes residential, retail, office, open space, and public areas, making it convenient for residents and employees to travel by transit, bicycle, foot, and automobile.

To utilize this overlay district, in developing area, development proposals must be found to be consistent with the intent of the "Mixed Use Neighborhood Overlay" and must be approved under the City's Planned Development District. Development proposals not consistent with this district are limited to the residential densities called for by the underlying land use classification.

The "Mixed Use Neighborhood Overlay" is also appropriate for use in established neighborhoods where a neighborhood plan, area plan, specific plan, or other planning effort has identified locations desirable for establishing a mix of retail, office, and residential uses to serve the neighborhood. In addition to specifying appropriate locations for mixed uses, the planning document should also establish basic design and compatibility standards/guidelines. In these instances, implementation will occur through zoning to an appropriate mixed-use zoning district.

Critical Mineral Resource Overlay

This classification is applied as an "overlay" designation in areas identified by the California Division of Mines and Geology (DMG) as containing mineral resources of demonstrated/measured or inferred significance in locations that the City generally considers suitable for mineral-extraction activities.

In order to ensure the viability of existing and future mineral resource-extraction activities in the overlay areas, new development within and immediately adjacent to lands where a "Critical Mineral Resource Overlay" has been applied will be subject to discretionary approval. Uses generally viewed as incompatible within a "Critical Mineral Resource Overlay" include, but are not limited to: (1) residences in concentrations greater than one unit per 40 acres (applies to new land divisions, not existing legal parcels); (2) critical, sensitive, and high-occupancy

facilities as defined in the Health and Safety Element; and (3) industrial or commercial uses which are sensitive to noise, dust, or vibration.

LAND USE INTENSITY STANDARDS

In addition to characterizing the types of allowable land uses, the General Plan must specify standards for population density and building intensity for the various land use classifications adopted by the City. This information not only provides insight as to how many residents, jobs, and housing units will be accommodated by the Plan, but is also useful in planning for infrastructure, traffic, schools, and civic improvements. These building-intensity and population-density standards can be used to calculate "holding capacity" or "buildout."

Holding capacity is normally referred to as the number of people that could theoretically be accommodated in the Planning Area if all land were to develop to the maximum potential allowed by the land use designations of the Plan. Buildout is the *point in time* at which the land in the Planning Area is being used to the maximum extent allowed by the Plan. Buildout of a planning area to its maximum holding capacity will rarely occur given such factors as limitations on capacity of resources, infrastructure, public services necessary to support new development, and the choices by individual property owners about the appropriate extent of development on each parcel. Given conservative population projections, theoretical buildout of the Plan Area under proposed land use classifications would not occur for 40 to 50 years.

Buildout projections, particularly for single-family residential classifications, must be tempered with growth policies of the Plan. It is the intent of this Plan to encourage new development within existing service areas, in this manner avoiding "leap frog" development. However, as the supply of vacant land diminishes over time, new areas should be opened up for development. This will not only serve to provide adequate housing opportunities for a growing population, but will serve to moderate land prices. Based on historic and projected trends, the General Plan Diagram classifies sufficient land within the corporate boundary for

suburban density, single-family areas to accommodate the anticipated demand for approximately 20 to 25 years. Additional lands are available outside the corporate limits, but in the Planning Area.

Two types of development estimates are used to determine what the land use map and related policies mean in terms of holding capacity and buildout. Population projections are based on the number of acres of residentially classified property, which is not subject to "Greenway" restrictions as addressed in this Plan. This "net acreage" is multiplied by the assumed *average* density of the ranges provided by each residential land use classification. The acreage for each classification is totaled and then multiplied by the average number of residents per household as determined by the State Department of Finance—2.47 persons per household.

The intensity of nonresidential development must be estimated using a different approach. This Plan acknowledges that allowable intensity is a function of the size (in square-footage terms) of buildings that can be placed on each parcel. This is done by establishing a maximum "floor area ratio" (FAR) for each nonresidential land use classification. A floor area ratio is a ratio of the gross building square footage permitted on a lot to the net square footage of the lot. For example, on a lot with 10,000 square feet of land area, a FAR of .50 would allow 5,000 square feet of floor area to be built regardless of the number of stories in the building (e.g., 2,500 square feet per floor on 2 floors or 5,000 square feet on one floor.) As with residential uses, not all properties will develop to the maximum allowable floor area ratio. The Plan assumes a "typical" ratio in determining the ultimate extent of development.

Tables 1-2 and 1-3 provide estimates of the number of housing units, population, and square footage of nonresidential development that will be accommodated by this General Plan, based on the designations shown on the General Plan Diagram. Adjustments for existing development have not been made, recognizing that, over time, many areas will redevelop in accordance with this Plan. It should be noted that state highways and the Union Pacific Railroad do not have classifications associated with them.

FLOOR AREA RATIO

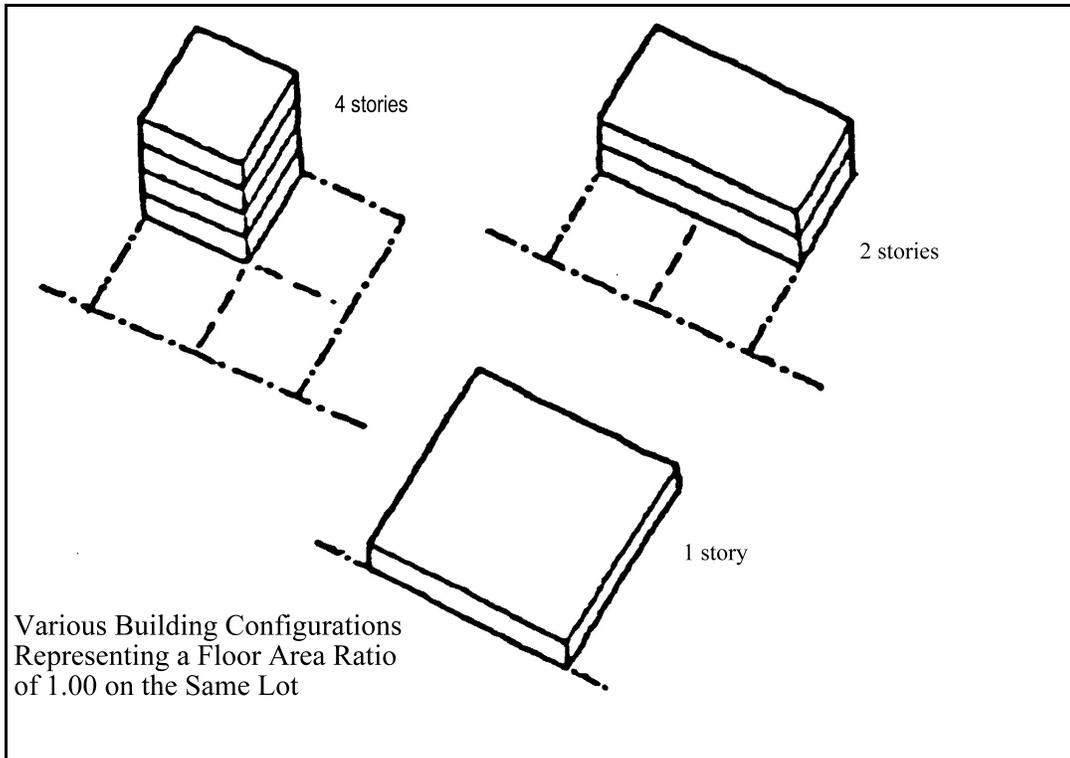


Table 1-2

**General Plan Holding Capacity
Residential Land Uses**

Land Use Designations	Assumed Typical Residential Density	Acres	Dwelling Units	Population¹
RESIDENTIAL (dwelling unit per acre [du/a])				
1 du/5 ac	1 du/5 ac	5,754	1,151	2,843
1 du/1 to 5 ac	1 du/2.5 ac	9,590	3,836	9,475
1–2 du/a	1.5 du/a	3,937	5,906	14,588
2–3.5 du/a	2.75 du/a	12,403	34,108	84,247
3.5–6 du/a	4.75 du/a	2,196	10,431	25,765
6–10 du/a	8 du/a	1,672	13,376	33,039
10–20 du/a	15 du/a	1,037	15,555	38,421
20–30 du/a	25 du/a	31	775	1,914
TOTAL	N/A	36,620	85,138	210,292

¹ Assumes an average of 2.47 persons per dwelling unit.

NOTE: Development of mixed-use projects within the "Mixed Use Overlay" Districts and in the Downtown area would increase the buildout population by approximately 10,000 to 15,000 persons.

**Table 1-3
General Plan Holding Capacity
Nonresidential Land Uses**

Land Use Designations	Maximum Comm/Indus Floor Area Ratio	Typical Comm/Indus Floor Area Ratio	Acres	Assumed Comm/Indus Square Footage (x1,000) ²
COMMERCIAL				
Limited Office	.35	.20	122	1,063
General Office	.45	.35	535	8,157
SUBTOTAL			657	9,220
Neighborhood Commercial	.30	.25	57	621
Shopping Center	.30	.25	149	1,623
Regional Commercial	.30	.25	549	5,979
General Commercial	.30	.25	1,311	14,277
Mixed Use Core	5.0	3.5	61	9,300
SUBTOTAL			2,127	31,800
HEAVY COMMERCIAL/INDUSTRY				
Heavy Commercial	.35	.30	1,067	13,944
General Industry ¹	.40 ¹	.30	2,882	37,662
Heavy Industry ¹	.50 ¹	.40	2,089	36,399
SUBTOTAL			6,038	88,005
OTHER³				
Airport Service	.40	.30	1,238	See Note 3
Pub. Facilities/Institutional	.40	.35	3,116	See Note 3
Greenway	N/A	N/A	20,265	N/A
Park	N/A	N/A	827	N/A
Recreation	N/A	N/A	48	N/A
SUBTOTAL			25,494	
TOTAL			34,316	129,025

¹ Floor Area Ratio (FAR) of .60 is anticipated for large floor area/low employment industries (e.g., warehousing, wholesaling, distribution, motels).

² Based on expected typical floor area ratios.

³ Uses do not lend themselves to estimation since most properties will not fully develop or will remain undeveloped.

NOTE: Rights-of-way for state highways and the Union Pacific Railroad are not included in acreage calculations.

Future Commercial and Industrial Land Needs

The analysis of existing land use contained in the *General Plan Background Report* is based on 1995 data and provides important information on the quantities of land that are consumed by various types of activities. In summary, that report indicates that retail and office uses, collectively described as "Commercial," occupied approximately 1,395 acres of land, or about 17.9 acres per 1,000 population. Industrial and heavy commercial uses accounted for an additional 1,697 acres, or 21.7 acres per 1,000 population. Assuming that industrial and commercial land needs are to increase in proportion to projected population growth within the City for the year 2020 (113,000 total population), the City will need to provide additional land to accommodate physical growth in these sectors. Under this assumption, the minimum amount of additional land needed in these categories will be:

- ▶Industrial/Heavy Commercial 564 total acres
- ▶Commercial 465 total acres

This Plan recognizes the inherent limitations of data reliability as well the difficulty in predicting trends decades into the future. Further, it is desirable to plan for these types of uses beyond the time frame of this Plan in order to adequately project infrastructure needs and to plan for appropriate adjacent land uses. Therefore, the Plan proposes that lands be classified for these uses in excess of projected 2020 needs. Land consumption will be based predominantly on market forces. It should be noted that the commercial component should provide sufficient retail and office lands to accommodate buildout of the Plan.

As noted in the policies of this element, significantly more industrially classified land is provided than demand would suggest is warranted. This ensures that there is a wide variety of land available to meet currently unknown needs for access, parcel configuration, separation of uses, and similar siting concerns.

SPECIFIC PLANS AND COMPREHENSIVE LAND USE PLANS

In some instances, more refined land use policies are appropriate to reflect the unique nature or development potential of a particular area. Such refinements are described in individual area or specific plans. Prior to preparation of the City's 2000 General Plan Update, 19 area and/or specific plans were adopted for various locations in the City. All the area plans have been superseded by the 2000 General Plan Update. However, because of its unique nature and continued applicability, the Redding Riverfront Specific Plan remains in effect.

The City's Comprehensive Land Use Plans for the Redding Municipal Airport and Benton Airpark were contained within the Redding Municipal Airport Area Plan and the Westside Area Plan, respectively. Since those area plans were superseded by adoption of the 2000 General Plan update, the comprehensive land use plans for those Airports will be reformatted to meet the requirements of state law.

GOALS AND POLICIES

FUTURE URBAN AREA

It is the policy of the City to encourage new urban development within its Sphere of Influence to occur within the City. This will allow new development areas to be served with a full range of community services by the City, will permit necessary economies of scale in service provision to be achieved, and will result in logical service boundaries.

This plan establishes Primary and Secondary Growth Areas. The Primary Growth Area consists of those lands within the corporate boundaries at the time this plan was adopted as well as those contiguous areas and "County islands" that are adjacent to already developed areas.

The Secondary Growth Area encompasses the balance of the lands within the Sphere of Influence that the City has determined are appropriate for future urbanization and annexation to the City. Depending on Redding's land needs over the coming decades, these lands may not be urbanized during the time frame of this plan.

The following policies will influence how the City will grow in a geographic sense in the coming years. Success will take cooperation from the County of Shasta as well as the Local Agency Formation Commission (LAFCo). The intent of these policies is to direct new development into the existing corporate boundaries, while preserving the ability of the City to annex and urbanize additional areas as the demands of growth require.

GOAL CDD1

**ENCOURAGE URBAN GROWTH TO OCCUR
WITHIN THE CITY AND PROVIDE A
DEVELOPMENT PATTERN THAT ESTABLISHES
AN ORDERLY URBAN SERVICE AREA.**

Policies to achieve this goal are to:

CDD1A. Use Figure 1-1 to determine appropriate locations for accommodating urban growth within the City and the Planning Area. The Primary and Secondary Growth Areas depicted on that figure strike a balance between:

- ▶ The need for future urban expansion areas.
- ▶ The costs associated with annexing areas which contain existing substandard development.
- ▶ Rural/urban interface conflicts.
- ▶ The ability of the City to provide urban services.

CDD1B. Consider annexation of additional lands under any of the following circumstances:

- ▶ The annexation will result in:
 - A more logical service area boundary.
 - The elimination of an existing County "island."
 - More efficient provision of urban services.
 - A resolution of existing health and safety concerns.
 - A neutral or positive fiscal impact to the City.
- ▶ Consider modifications of the Primary Growth Area boundary only when the land supply for single-family housing development declines to a ten-year supply or less as determined by the City and/or when appropriate lands for industrial development are identified.

CDD1C. Promote orderly expansion of the City's boundaries through the approval of rezoning prior to annexation. Establish specific findings and criteria for consideration of rezoning requests within the Primary and Secondary Growth Areas.

CDD1D. Refer all development applications which have the potential to impact lands or facilities in the unincorporated area to Shasta County for review and comment.

CDD1E. Encourage adjacent jurisdictions to adopt development standards consistent with the City's.

- CDD1F. Generally oppose development of community septic systems or temporary sewage disposal facilities within the Sphere of Influence.
- CDD1G. Require annexation before services are provided by the City, except under extraordinary circumstances.
- CDD1H. Support the creation of new, or the expansion of existing, special districts within the City’s Sphere of Influence only where service agreements already exist.
- CDD1I. Require preparation and approval of specific plans for the Keswick Dam/Quartz Hill Road area and the Oasis Road area prior to annexation. (See Appendix "A".) The specific plan shall comply with the guidelines contained in that appendix.
- CDD1J. Work with Shasta County to develop and implement a planning strategy that will permit the orderly urbanization of key areas within the Stillwater Basin and the Quartz Hill Specific Plan Area. The strategy should include emphasis on determining:
 - ▶ The distribution and design of future arterial and collector streets.
 - ▶ Logical extension of utilities such as water and sewer.
 - ▶ Drainage facilities.
 - ▶ Residential lot configurations that will accommodate future resubdivision.

PROVIDING ESSENTIAL SERVICES

A key component of rational development is ensuring that basic public facilities and services are provided to all persons in the community. Equally important is ensuring that levels of service remain acceptable over time and are not eroded by additional development as it occurs in the City. Generally, citizens should not have to accept reductions in service levels that result in longer response times for emergency services, electrical "brown-outs," inadequate domestic water supply, over-crowded schools, or other inadequate public services. This section focuses on basic public facilities and services and expresses the intent to

ensure that new development will be adequately served without causing a deterioration of service levels in established areas of the City.

GOAL CDD2
ENSURE THE ABILITY OF THE CITY, SCHOOL DISTRICTS, AND OTHER PUBLIC-SERVICE PROVIDERS TO EFFICIENTLY PROVIDE EXPECTED AND NECESSARY PUBLIC FACILITIES AND SERVICES TO THEIR CONSTITUENTS.

Policies to achieve this goal are to:

- CDD2A. Require construction of private development projects to be coordinated with the timing and location of public services. Ensure through a combination of development fees and other appropriate funding mechanisms that development pays its fair share of the costs of constructing/providing new facilities and services as determined by the direct impacts that such development has on these essential services.
- CDD2B. Ensure that new development will not degrade public services below established service levels, that it contributes to the enhancement of services as appropriate, and that the costs of providing public services do not exceed anticipated revenue from the development of the project over the long term.
- CDD2C. Evaluate public-service impacts as part of environmental review for proposed development projects and require applicants to obtain "will-serve" letters from service providers prior to receiving approval of a final subdivision map or, in the absence of the need for a final subdivision map, prior to receiving approval of any required building permits.
- CDD2D. Work with school districts in the Planning Area on a continuous basis to determine appropriate sites for new schools; assist Districts by reserving sites as a condition of development approval in accordance with applicable state law.

- CDD2E. Maintain adequate capacity for urban growth by continuously monitoring and, when required, increasing the capacity of the City's water, sewer, storm drainage, electric, and solid waste disposal systems.
- CDD2F. Classify City-owned property in Southwest Oregon Gulch as "PF/I" to reserve it for a future reclassification in conjunction with a development plan.

LAND FORM/NATURAL ENVIRONMENT

Natural features have strongly influenced the shape of growth and development in Redding. These features include the Sacramento River, the river bluffs, the floodplains, and the steeper hills and canyons. As early as 1970, the City recognized that Redding's complex topography presented significant issues related to safety, visual quality, and natural resources. That year, the City established a slope development policy which denies density or development credits to areas of property containing slopes exceeding 20 percent and substantially limits the types of allowable development in such areas. From this policy and subsequent floodplain regulations, a strong open-space network has emerged that many City residents have indicated is among Redding's most notable and desirable amenities.

The General Plan continues to recognize the need to consider topography and other natural features in conjunction with development of the community. Issues of safety, visual quality, and natural resources have become even more significant since 1970. Therefore, the Plan seeks to promote community development that respects the existing natural terrain.

GOAL CDD3
ENSURE A PROPER BALANCE BETWEEN
DEVELOPMENT AREAS AND THE NATURAL
ENVIRONMENT.

Policies to achieve this goal are to:

- CDD3A. Prohibit development in natural floodplains or on hillsides with slope areas exceeding 20 percent. Minor encroachments into these areas for new developments may be authorized without a General Plan amendment if necessary to facilitate installation of infrastructure,

provide emergency-access opportunities, or otherwise facilitate construction of the project as approved by the City. (See Policy NR10A.) Where an entire site designated for residential use is subject to flooding or has slopes over 20 percent, a density of 1.0 dwelling unit per 20 acres may be permitted by use permit subject to appropriate standards.

- CDD3B. Require buffer areas between development projects and significant watercourses, riparian vegetation, and wetlands in accordance with the Natural Resources Element.
- CDD3C. Preserve natural corridors and linkages between habitat types through project design, key open-space acquisitions, floodplain and slope dedications and easements, conservation easements, and similar mechanisms.

WATERWAYS

Residents and visitors alike, have come to depend on the recreational, scenic, environmental, and economic benefits of the Sacramento River. It is vital that the General Plan ensure that the manmade environment does not compromise the values inherent in the river and that future development complements its natural assets. Figure 1-2 shows those areas along the river that are appropriate for passive uses as well as more intense recreational, cultural, and commercial uses. The following policies recognize the value of the river and its tributary streams to the vitality of Redding.

GOAL CDD4
PROTECT AND ENHANCE THE
RELATIONSHIP BETWEEN THE CITY AND
THE SACRAMENTO RIVER.

Policies to achieve this goal are to:

- CDD4A. Preserve significant trees and other vegetation along the banks of the Sacramento River, while emphasizing passive recreation and providing opportunities for active uses.
- CDD4B. Continue acquisition of key lands along the river and the other area waterways to provide passive, nonmotorized public access and to preserve important

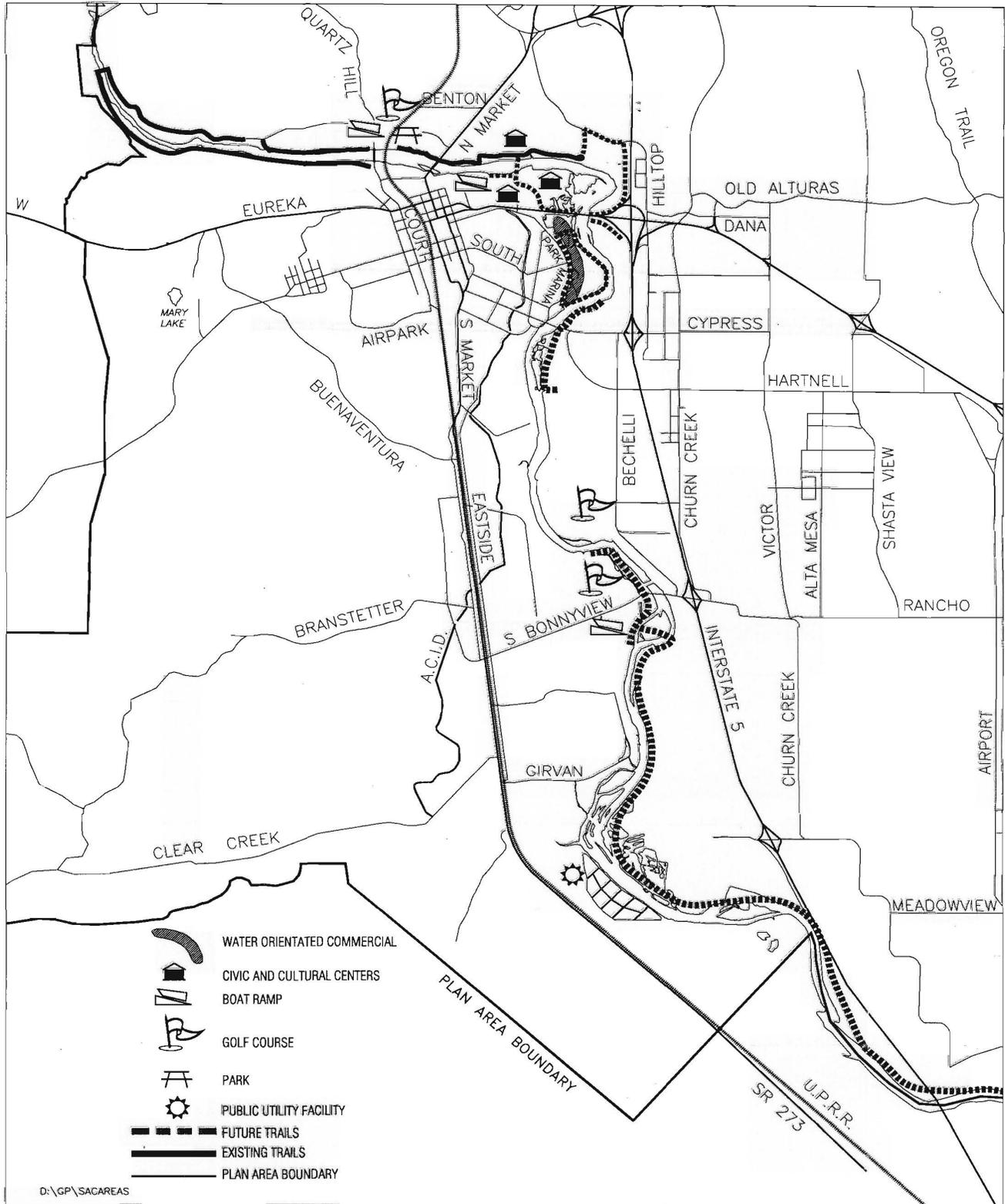
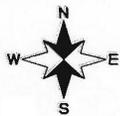


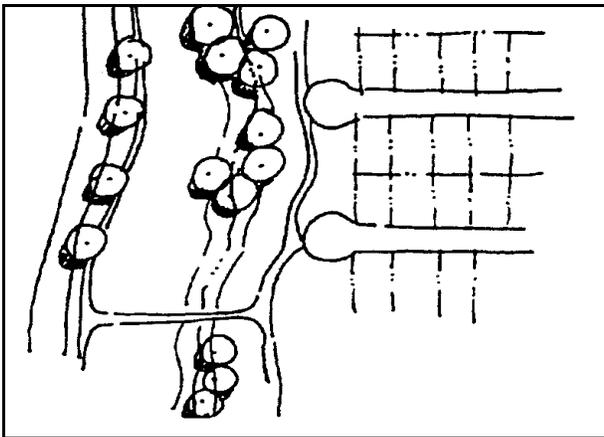
Figure 1-2 Sacramento River Recreational, Cultural, And Commercial Areas



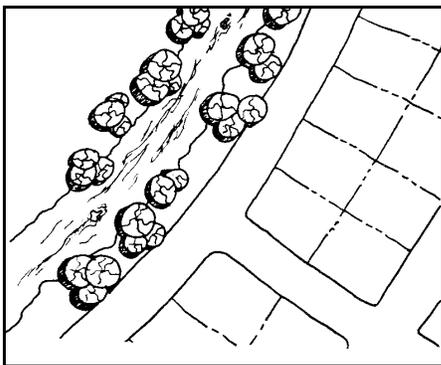
Community Development And Design Element

ecological values and sensitive habitats. This may be accomplished by a combination of public and private land purchases, donations, dedications, granting of public easements, the use of life estates, and similar mechanisms.

CDD4C. Continue to develop active and passive public-use facilities and trails along portions of the riverfront as generally depicted on Figure 1-2. Expand public-use areas and pedestrian and bicycle trails as additional lands are made available, while limiting impacts to existing wildlife habitat and developed properties.



Two methods of providing public view and access to a stream corridor.
(Policy 5A)



CDD4D. Establish public open-space and pedestrian/bicycle links between the river and parks, activity centers, schools, and other major open-space areas such as stream corridors.

CDD4E. Give priority to the expansion of existing vehicle bridges over the construction of additional bridges. If new bridges are constructed, they should be designed to complement their surroundings and views of the structure from the river and trails.

CDD4F. Design open-space accessways to complement existing development and, where applicable, protect the privacy and security of adjoining residences.

GOAL CDD5
ENSURE A PROPER RELATIONSHIP BETWEEN
STREAM CORRIDORS AND URBAN
DEVELOPMENT.

Policies to achieve this goal are to:

- CDD5A. Establish appropriate development standards along those stream corridors depicted in Figure 1-3 in order to:
- ▶ Promote the aesthetic value of the adjacent natural area.
 - ▶ Provide public views and access to the stream corridor.
 - ▶ Protect the privacy and security of adjacent residences.

GOAL CDD6
PROVIDE FUNCTIONAL AND ATTRACTIVE
STORMWATER, DETENTION/RETENTION BASIN
FACILITIES THAT WILL ALSO ALLOW
RECREATIONAL USES.

Policies to achieve this goal are to:

- CDD6A. Limit the use of retention basins to those circumstances where detention facilities are not hydrologically feasible or where it can be determined that the proposed retention basin will be an asset to the development and community.
- CDD6B. Where practicable, design basins with minimal depths, natural shapes, and varying side slopes to accommodate limited recreational, open-space, and other uses. Provide landscape to enhance the visual appearance of the basin from adjacent development and public areas.

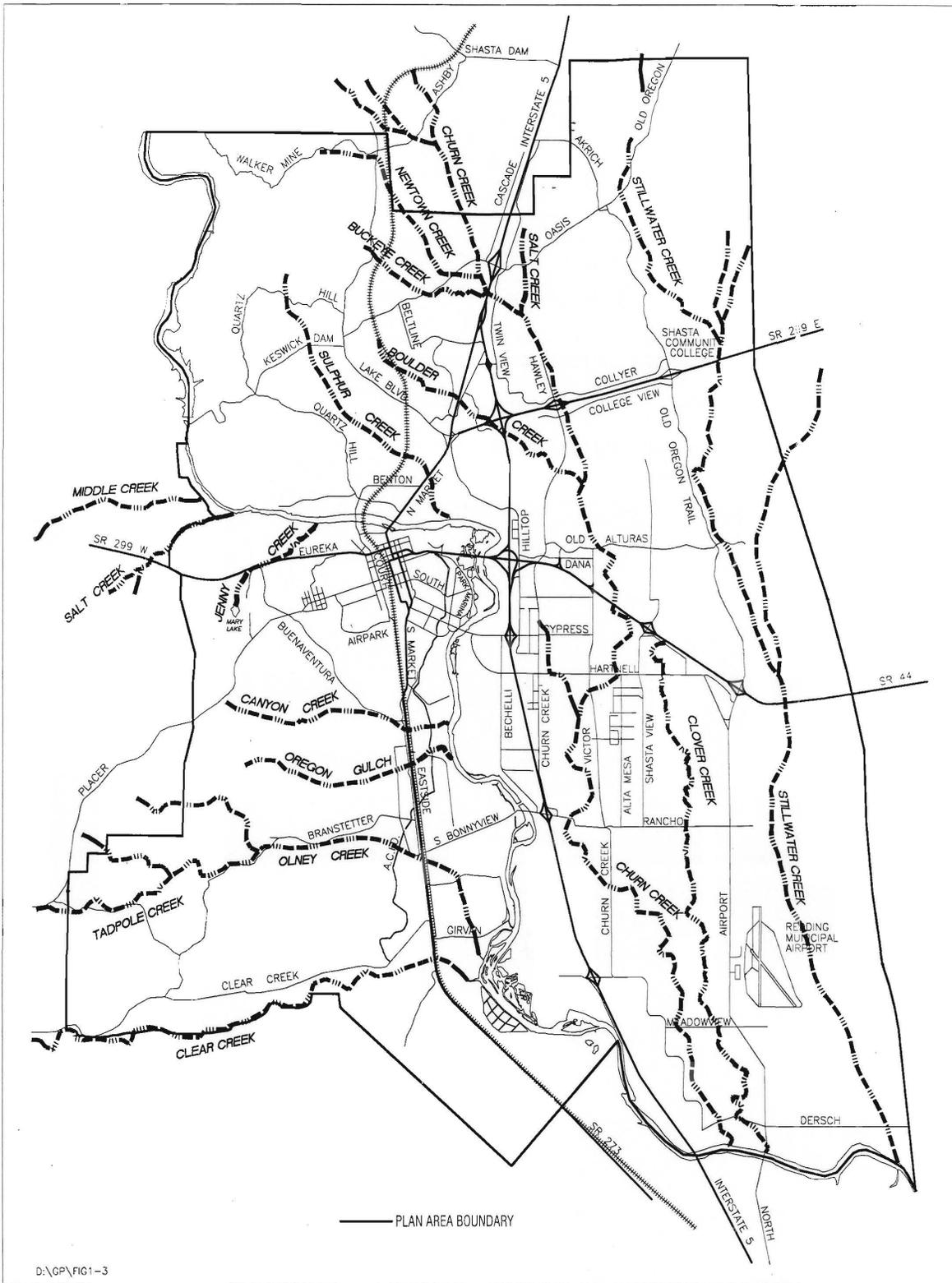
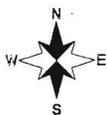
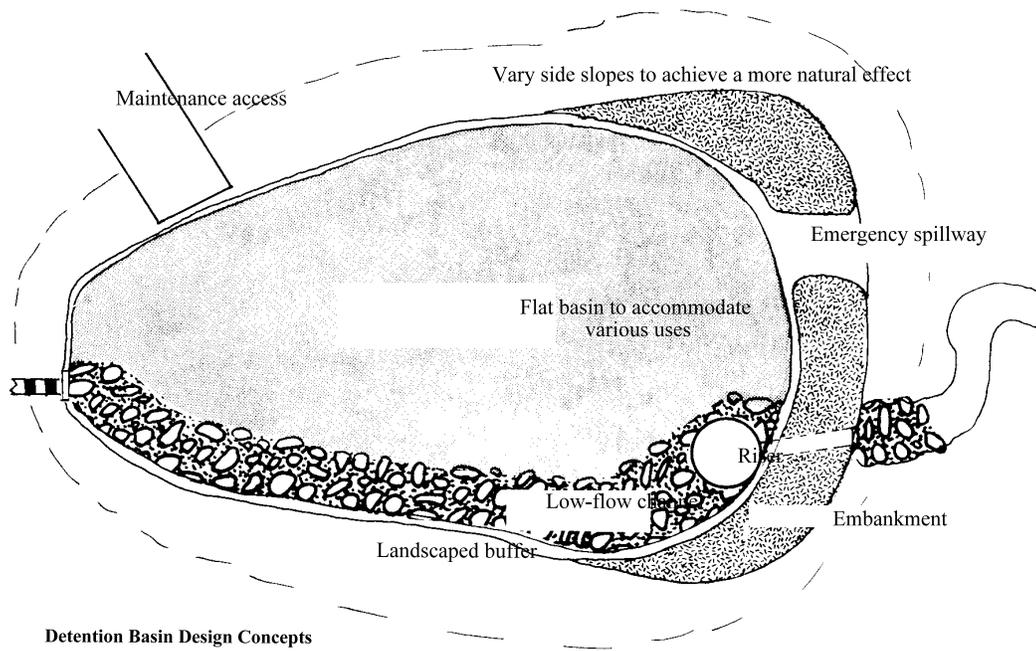


Figure 1-3 Primary Stream Corridors



Community Development And Design Element



Detention Basin Design Concepts

CDD6C. Design large detention basins to accommodate active recreational pursuits such as softball, soccer, and other similar uses.

HILLSIDES

Development, as a result of open-space policies established in 1970, has established a well-defined pattern of open space in and around the City. These areas, generally floodplains (see "Waterways" above) and steep hillsides, have remained largely undeveloped and thus provide an important network of interconnected "greenways" throughout the community. Hillside areas also provide further relief from urbanization and lend a natural feel to the community. In order to effectively minimize erosion and the visual impacts which can result from excessive grading in steeper hillside areas, careful consideration should be given to the design and construction of projects on sites containing average slopes of 8 percent or more. The following policies are designed to ensure that the visual and ecological integrity of areas containing steep slopes and important ridges is maintained. Some degree of vegetation modification may be necessary for wildland fire management.

Policies to achieve this goal are to:

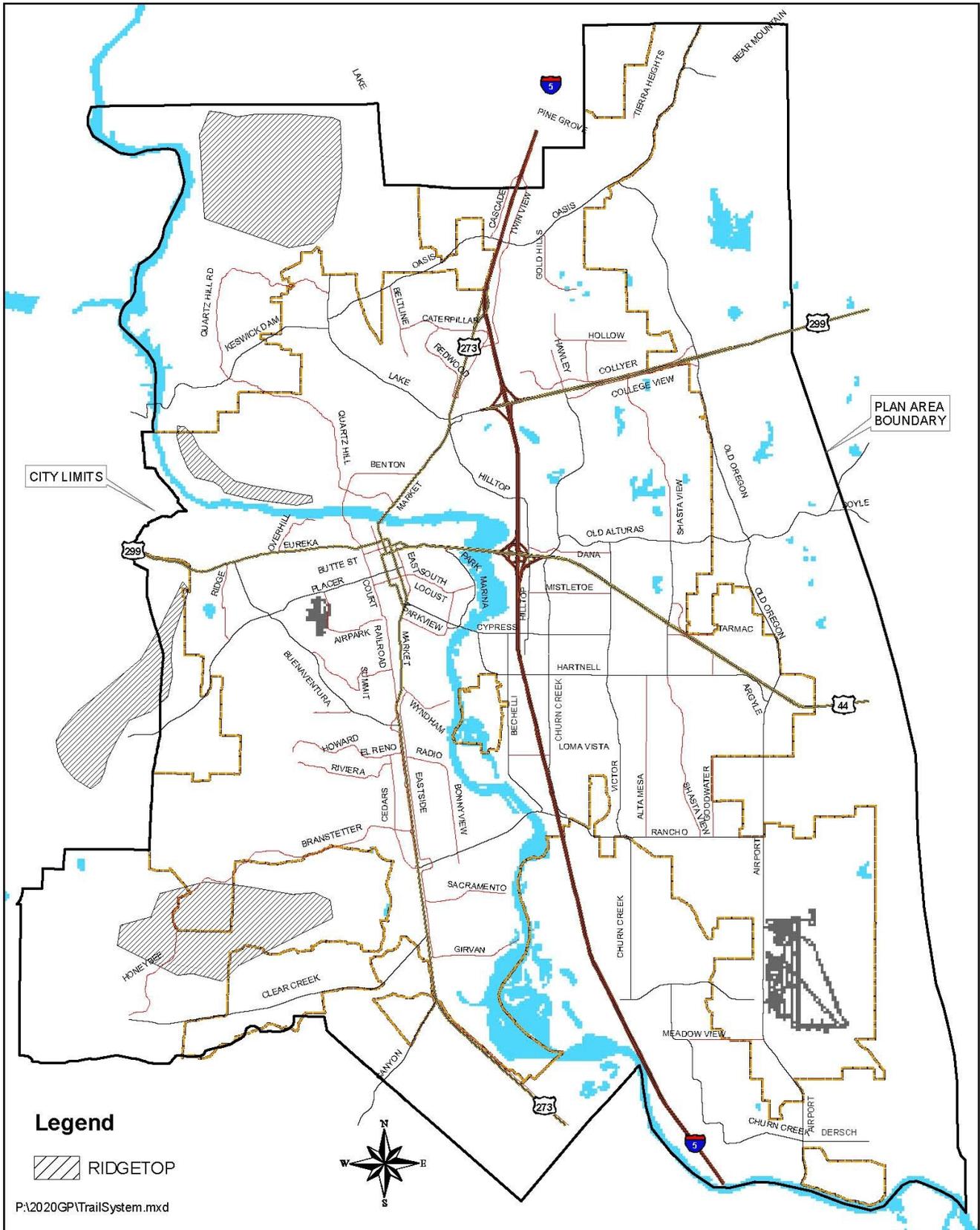
CDD7A. Protect the visual integrity of prominent ridge lines that can be viewed from key public gathering areas, the river, visitor destinations, and community gateways. These ridge areas are depicted on Figure 1-4. Utilize one or more of the following measures to avoid or minimize development impacts:

- ▶ Public or private purchase of lands, the use of conservation easements, or similar measures.
- ▶ Performance standards, including limitations on building heights and/or increased ridge-line setbacks and standards for use of appropriate building forms, colors, and materials that blend into their surroundings.

GOAL CDD7

RETAIN THE NATURAL APPEARANCE OF STEEP HILLSIDE AREAS AND DESIGNATED RIDGE LINES.

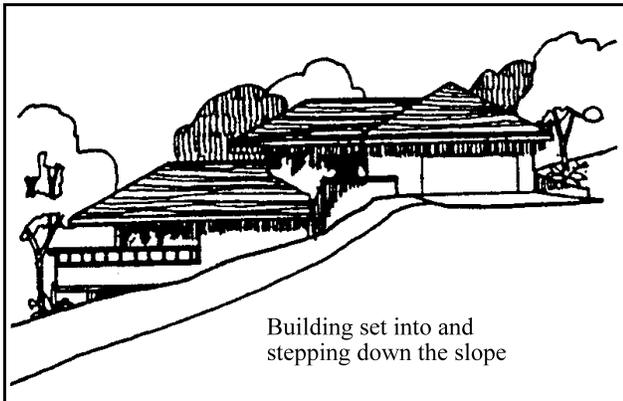
CDD7B. Establish hillside development standards to: (1) decrease allowable residential densities as the slope of a development site increases; (2) limit site grading on steep slopes; (3)



Community Development And Design

Figure 1-4 Prominent Ridgetops

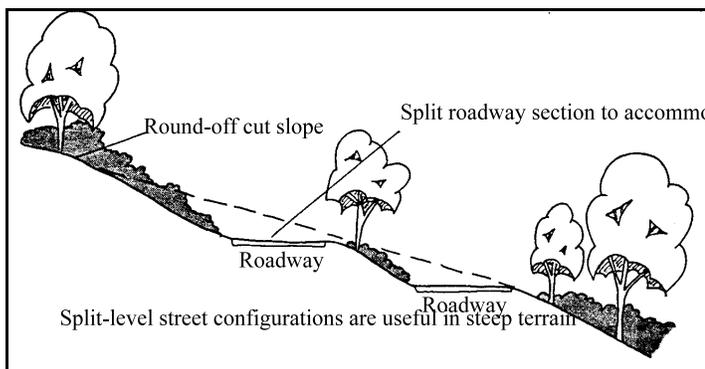
appropriate, so buildings are set into and step down the hill; and (4) minimize disturbance of native trees and other vegetation outside the building, yard, and driveway areas, while providing appropriate levels of wildland fire protection. Require revegetation of disturbed areas.



CDD7C. Establish alternative road standards in hillside developments (split-level road configuration and reduced widths and design speeds) to reduce grading required for public improvements.

BUILT ENVIRONMENT

Care must be taken to ensure that the manmade environment complements the City's natural environment. Further, the various elements that make up the manmade environment influence how the City looks and the image it presents, as well as how various land uses interact with one another. This section addresses a variety of factors that influence the image of the City from an urban perspective, including streets, building heights and setbacks, signs, utilities,



and downtown development. It also addresses the importance of maintaining compatibility of adjacent land uses. A key element is to provide a flexible means of achieving a balance between the natural and manmade environment and the costs associated with ensuring distinctive development. (Refer to Community Design Plan, Figure 1-5.)

DEFINING THE COMMUNITY

GOAL CDD8 PROMOTE THE DEVELOPMENT OF A COHESIVE, WELL-DEFINED CITY.

Policies to achieve this goal are to:

- CDD8A. Maintain well-defined community edges using open-space buffers, greenbelts, agricultural lands, stream courses, clustered development, and other appropriate types of landscape and design features.
- CDD8B. Provide community "gateway" treatments, including signage and landscape, particularly in locations depicted on Figure 1-5. Provide Downtown "gateway" treatments at appropriate locations.
- CDD8C. Link special community facilities, parks, and other uses to and through the Downtown by establishing clear, convenient, and attractive pedestrian and vehicle connections.

GOAL CDD9 PRESERVE EXISTING COMMUNITY CHARACTER AND FABRIC AND PROMOTE THE DEVELOPMENT OF LIVABLE AND COHESIVE NEIGHBORHOODS AND DISTRICTS.

Policies to achieve this goal are to:

- CDD9A. Encourage the preservation and rehabilitation of historically or architecturally significant districts, buildings, and structures.
- CDD9B. Establish standards for infill projects in existing residential neighborhoods that respect existing neighborhood scale and character.

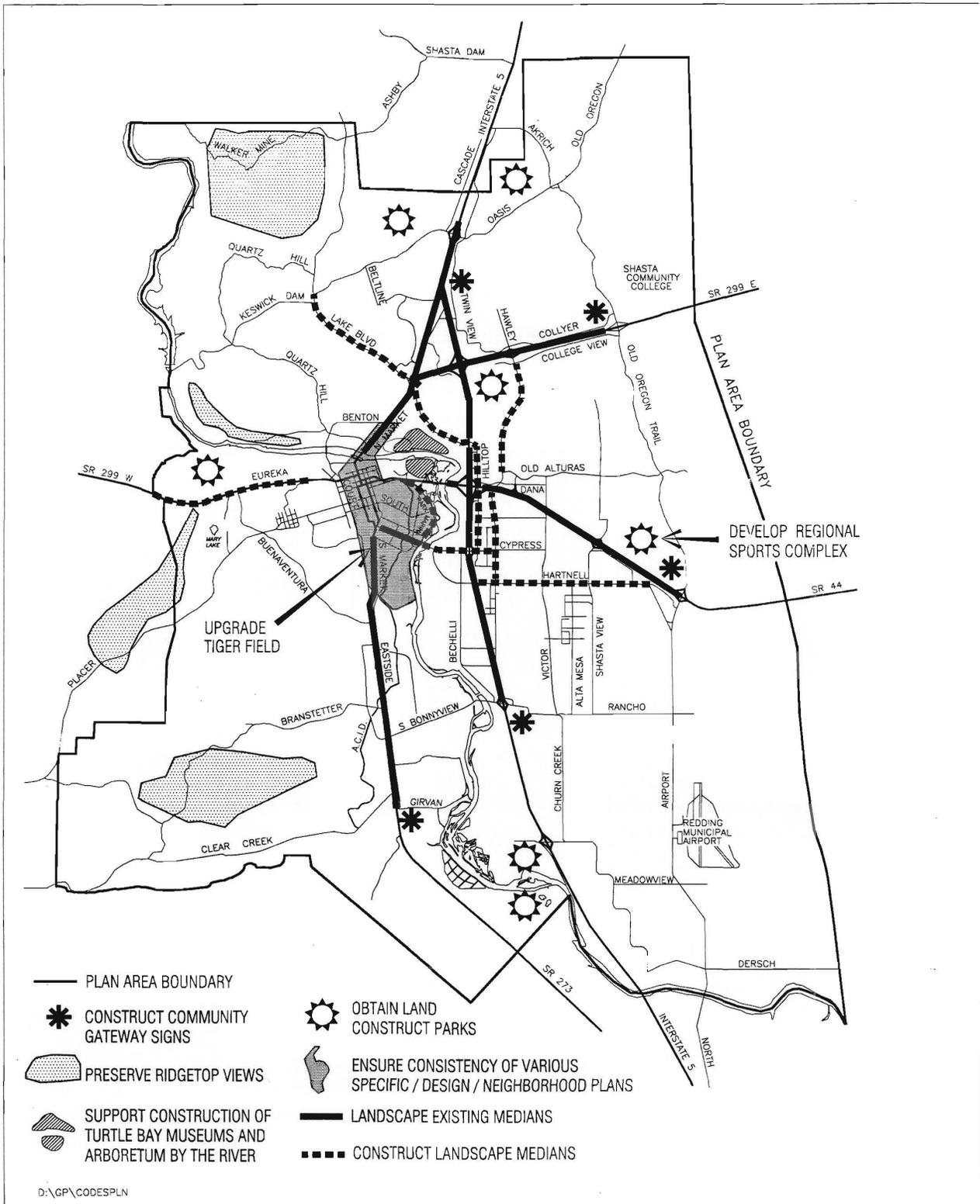


Figure 1-5 Community Design Plan



Community Development And Design Element

CDD9C. Establish design standards for new development that will create more livable and aesthetically pleasing neighborhoods. Promote compatibility between land uses by minimizing impacts to privacy, views, and noise and from intrusion of nonneighborhood traffic.

CDD9D. Design projects to provide gradual transitions between multiple-family and single-family districts and between commercial and residential districts by considering appropriate techniques such as:

- ▶ Density/intensity transitions.
- ▶ Landscape buffers/trails.
- ▶ Building placement.
- ▶ Height transitions.

Promoting Compact Urban Form/Transportation Alternatives

The suburban development pattern typical in the United States since World War II, has come under much criticism in recent years for contributing to excessive dependency on the automobile. The land use patterns found in most suburban areas use large amounts of land, often at the expense of agricultural land and natural habitat areas. Traditional suburban development patterns tend to encourage the use of the automobile by rigidly separating residential, employment, and shopping areas. At the same time, the lower densities often make alternative modes of transportation less feasible. It is also felt by many that suburban development patterns promote monotonous developments with no social or cultural centers and few distinct neighborhoods or districts.

More recent urban-design strategies attempt to correct these perceived deficiencies by promoting more compact urban land use patterns. This approach focuses on locating residential, employment, and shopping areas closer to one another. One method used to accomplish this involves provisions which allow mixed-use development patterns. This concept has historically been applied in downtown areas where buildings may be developed with stores on the bottom floor and apartments in the upper stories. However, vehicle trips and auto dependency can also be reduced by allowing small commercial and service-oriented uses within or adjacent to other residential areas. The use of higher residential densities, particularly along

major transportation corridors, can substantially improve the use and efficiency of transit systems. In addition, the creation of linkages and pathways between neighborhoods and other destination points can be used effectively to encourage the use of alternative modes of transportation. More compact development patterns have also been found to reduce the costs associated with providing municipal services and facilities.

The intent in Redding is not to restrict the opportunity for low-density development throughout the City, but to provide incentives for the development of more dense, mixed-use projects which can positively impact the City's transportation system. This approach, together with some of the other concepts identified above, will be used to limit sprawl and traffic problems which are so prevalent in other communities. Additional benefits will include the preservation of more open space and creation of a more livable community.

GOAL CDD10

PROVIDE FOR A PATTERN OF DEVELOPMENT THAT:

- ▶ **ESTABLISHES DISTINCT NEIGHBORHOODS, DISTRICTS, AND ACTIVITY CENTERS.**
- ▶ **LINKS OPEN-SPACE AREAS TO EACH OTHER AND TO DEVELOPED AREAS SUCH AS PARKS, SCHOOLS, RESIDENCES, AND COMMERCIAL DEVELOPMENTS.**
- ▶ **PROMOTES MIXED-USE DEVELOPMENTS.**
- ▶ **PLACES EMPLOYMENT, SHOPPING, AND OTHER ACTIVITY CENTERS IN OR NEAR RESIDENTIAL NEIGHBORHOODS.**
- ▶ **ENCOURAGES WALKING, BICYCLING, AND TRANSIT USE.**

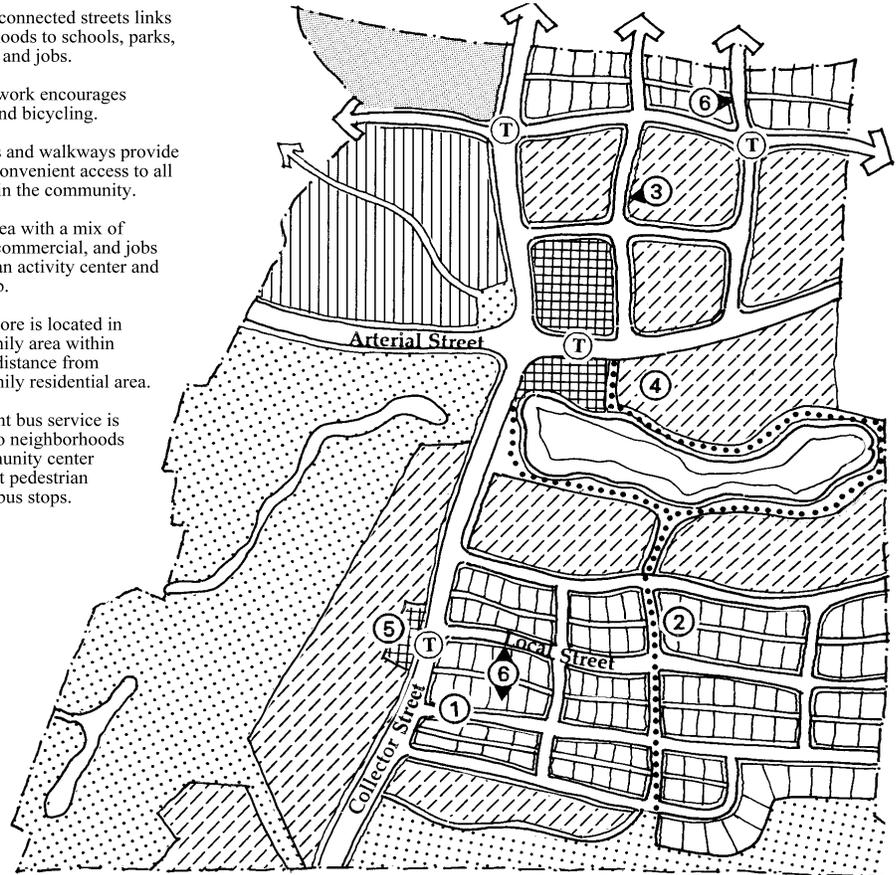
Policies to achieve this goal are to:

CDD10A. Where topography, creeks, or other natural features cannot be used, utilize the circulation system and the pedestrian and bicycle pathway systems as important structural elements to define neighborhoods and districts.

CDD10B. Provide for development in conjunction with a

1. A grid of connected streets links neighborhoods to schools, parks, shopping, and jobs.
2. Street network encourages walking and bicycling.
3. Sidewalks and walkways provide safe and convenient access to all activities in the community.
4. Central area with a mix of housing, commercial, and jobs becomes an activity center and transit hub.
5. A small store is located in multi-family area within walking distance from single-family residential area.
6. Convenient bus service is possible to neighborhoods and community center with direct pedestrian access to bus stops.

- | | |
|---|---|
|  Retail/Commercial |  Single Family |
|  Office |  Open Space |
|  Industrial |  Bus Stop |
|  Multiple Family |  Public Access |



mixture of local-serving retail and service uses at appropriate locations.

CDD10C. Establish incentives for infill development and reuse of underutilized parcels in transit corridors.

CDD10D. Incorporate public transit stops and bus shelters in the design of new development and redevelopment of older projects when consistent with approved transit plans and policies. Ensure safe and efficient access, particularly for handicapped individuals.

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

CDD10F. Provide comprehensive transportation facilities, including bicycle and pedestrian routes. Integrate pedestrian and bicycle routes into developments to provide alternative access to public and private parks and open space, transit

stops, nearby commercial developments, and schools.

CDD10G. By use permit, allow small neighborhood-serving stores to be established in all districts where they will not unduly impact existing neighborhoods.

RESIDENTIAL LAND USE GUIDELINE

The density and location of residential land uses is key to effectively implementing the compact urban form and transportation alternatives discussed in the previous section. However, care must be given to respect the current or desired character of existing neighborhoods. The introduction of uses, such as schools, churches, and day-care facilities, can provide focal points in residential areas, but also has the potential to create conflicts or adversely impact those uses immediately adjacent to them. Therefore, the potential impacts of those facilities should be considered and mitigated to the fullest extent possible. One of the community's desires is to have more livable and distinctive neighborhoods which incorporate quality design features and amenities. Strategies to encourage this type of development focus on incentives rather than regulatory mandates.

The General Plan Diagram establishes density ranges within the various residential land use classifications. As a component of the implementation of this Plan, the City will initiate rezonings of residential properties to apply parcel-specific densities within the assigned density range. Rezoning may also be initiated by individual property owners.

GOAL CDD11

ENSURE THAT NEW RESIDENTIAL DEVELOPMENT IS WELL-LOCATED AND WELL-DESIGNED AND CAN ACCOMMODATE A MIXTURE OF HOUSING TYPES AND USES.

Policies to achieve this goal are to:

- CDD11A. Maximum residential densities within a given range are appropriate only for those projects that demonstrate superior design features and amenities.
- CDD11B. Establish residential design standards that address natural features, visibility of structures, variations in building design, garage placement, usable open space, access, and the relationship to surrounding uses. Site constraints may dictate that the maximum number of lots allowed by the General Plan classification for a given parcel of land may not be realized.
- CDD11C. When zoning single-family residential areas within designated density ranges, use density afforded by the previous General Plan. Exceptions will be made where site topography, access, availability of utilities, and/or existing neighborhood character indicate that development potential should be either increased or reduced by zoning action.
- CDD11D. Allow residential developments to include a mix of residential densities and dwelling types, provided that the proposed development is in scale with the neighborhood and that the total dwelling unit count is consistent with the applicable General Plan density range depicted on the General Plan Diagram.

CDD11E. Allow day-care facilities, churches, residential care facilities for the elderly, public and private schools, small grocery stores and other neighborhood-serving uses, and other ancillary uses in residential neighborhoods, provided that they are located and designed to be compatible with the neighborhood.

CDD11F. Allow by use permit guest houses/second residential units in single-family residential districts where appropriate. The principal residence must be owner-occupied.

CDD11G. Prohibit the creation of flag lots in developed areas where these lots are not in character with the neighborhood.

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

NEIGHBORHOOD PRESERVATION AND ENHANCEMENT

As part of its efforts to foster community pride and strengthen community identity, the City intends to support measures that improve and maintain healthy neighborhoods. Signs of a healthy neighborhood include clean streets, low crime rates, attractive buildings and yards, and active and responsible residents. While a city government cannot create such a neighborhood by itself, it can implement policies that establish the framework necessary for neighborhoods to develop and improve. The policies listed below are intended to aid the efforts of citizens seeking to enhance the quality of life in their neighborhoods and to prevent blight.

GOAL CDD12

ENSURE THAT NEIGHBORHOODS ARE ATTRACTIVE, SAFE, AND WELL-MAINTAINED.

Policies to achieve this goal are to:

CDD12A. Promote and assist in the establishment of neighborhood and homeowner associations that will provide a focal point and social structure in neighborhoods.

- CDD12B. Promote neighborhood involvement in the safety and maintenance of neighborhoods by encouraging the following types of activities:
- ▶ Volunteer services.
 - ▶ Public parks and facilities renovations.
 - ▶ Neighborhood clean-up programs.
 - ▶ Neighborhood Watch programs.
- CDD12C. Continue selective neighborhood projects such as the Community Oriented Policing Program.
- CDD12D. Promote stronger neighborhood/school partnerships, including joint use of City and school facilities.
- CDD12E. Adopt a Property Maintenance Ordinance or other appropriate mechanisms to address:
- ▶ Building maintenance.
 - ▶ Yard maintenance.
 - ▶ Fencing.
 - ▶ Maintenance of vacant properties.
 - ▶ Assistance programs under appropriate circumstances.
 - ▶ Vegetation management fuel-reduction areas.
- CDD12F. Establish priorities for infrastructure improvements based in part on neighborhood needs.
- CDD12G. Enforce minimum housing standards for all rental properties.

COMMERCIAL LAND USE GUIDELINES

One of the primary goals of the General Plan is to create a balanced economic base to provide a full range of employment opportunities for Redding's residents. In order to meet this goal, an appropriate amount of commercial and industrial land needs to be designated in a variety of locations to attract and accommodate the widest range of potential businesses. The industrial component is addressed in the Economic Development Element of this General Plan.

Within the City's economic development strategy, a

careful balance also needs to be maintained between attracting new businesses and protecting the economic vitality of other parts of Redding, particularly the Downtown area. Significant effort and investment has gone into and will continue to be put into revitalizing the heart of the City. Therefore, it is essential that other land use decisions reinforce that objective.

In addition to providing employment opportunities and tax revenues, commercial and industrial land uses can also have a significant impact on the appearance and image of a community. Careful planning is necessary to ensure that unsightly "strip" development patterns and visual clutter, such as can occur with inappropriate or excessive signage, are not perpetuated. The incorporation of plazas and gathering places within nonresidential development projects can be used to provide additional opportunities for individuals to interact and foster a greater sense of community. The appearance of nonresidential development projects can also be improved through implementation of basic design guidelines. All of these actions combined will contribute to the successful integration of commercial and industrial land uses and the overall goal of improving the attractiveness of the City.

GOAL CDD13

DESIGNATE RETAIL COMMERCIAL LANDS IN APPROPRIATE LOCATIONS TO MEET THE PRESENT AND FUTURE NEEDS OF REDDING'S RESIDENTS AND VISITORS AND TO MAINTAIN THE CITY'S ECONOMIC VITALITY.

Policies to achieve this goal are to:

- CDD13A. Ensure that adequate commercial lands are identified on the General Plan Diagram to meet existing and projected market demand for local and regional retail commercial activity. Proposed amendments to the Diagram, not initiated by the Planning Commission or City Council, will be considered appropriate in instances where there is a demonstrated need for additional retail commercial land to serve the existing and projected retail market within a 5-year time horizon. Applicants for General Plan amendments, including applications initiated by the City on public lands, shall provide a market analysis, the scope of which must

be approved by the City, sufficiently detailed to determine if the above market criteria are in evidence. Demonstrating only that a particular location would be economically viable for an intended use will not constitute, in and of itself, sufficient grounds for a General Plan amendment.

CDD13B. Provide sufficient opportunity to satisfy the retail market demand by allowing a range of site sizes and locations, while ensuring that a reclassification of land for commercial uses will not:

- ▶ Conflict with policies that encourage multiple-family uses in close proximity to retail and service uses and along transportation corridors.
- ▶ Conflict with policies of the Parks, Trails, and Open Space Master Plan.
- ▶ Reduce the supply of multiple-family lands as necessary to satisfy the long-term housing needs for very low-, low-, and moderate-income households in the community.

CDD13C. Encourage redevelopment of existing commercial properties for regional-scale commercial uses by considering General Plan amendments on sites less than 15 acres, where redevelopment will result in the following, as appropriate:

- ▶ Development that conforms to current development standards and criteria by eliminating most, if not all, nonconforming site conditions on an existing site or center.
- ▶ The assembly of predominantly developed commercial properties, the redevelopment of which will result in a more efficient land use pattern and contemporary site design, such as the use of common driveways, parking fields, landscape, and public areas within the development.
- ▶ Unique site designs, such as multiple

stories, mix of uses, unique architecture, and/or similar elements, are encouraged to achieve the intent of this policy, which includes the potential for development of regional commercial uses that will result in significant site upgrades.

- ▶ The use is compatible with surrounding land uses.
- ▶ The use does not eliminate potential neighborhood shopping opportunities that reduce vehicle trips or provide neighborhood services and identity.

CDD13D. Consider the following site characteristics when designating lands for retail commercial uses:

- ▶ Location on an arterial street, preferably at street intersections.
- ▶ Provision of sufficient depth that will allow a cohesive/clustered development style instead of separate uses developed in a linear fashion along the street.
- ▶ Location within or adjacent to existing or planned concentrations of population.

CDD13E. Require overall development plan approval for all shopping centers and regional centers before allowing the development of individual uses within the center.

CDD13F. Require regional centers (i.e., those regional commercial districts that include multiple main tenants) to include a mix of uses, such as recreation, specialty retail, restaurants, offices, and accommodations for transit services and public uses.

GOAL CDD14
ENCOURAGE PROJECT DEVELOPMENT WHICH
IS COMPATIBLE WITH SURROUNDING
PROPERTIES AND WHICH IMPROVES THE
IMAGE OF THE CITY.

Policies to achieve this goal are to:

CDD14A. Establish design and performance standards for commercial development to ensure that building and site design are compatible with their surroundings in terms of scale, mass, building patterns, building details, location of parking, signage, and landscape and enhance views from major streets and other public areas.

- Project lighting.
- Public art.
- Landscape and water features.
- On-site and off-site pedestrian spaces and linkages.

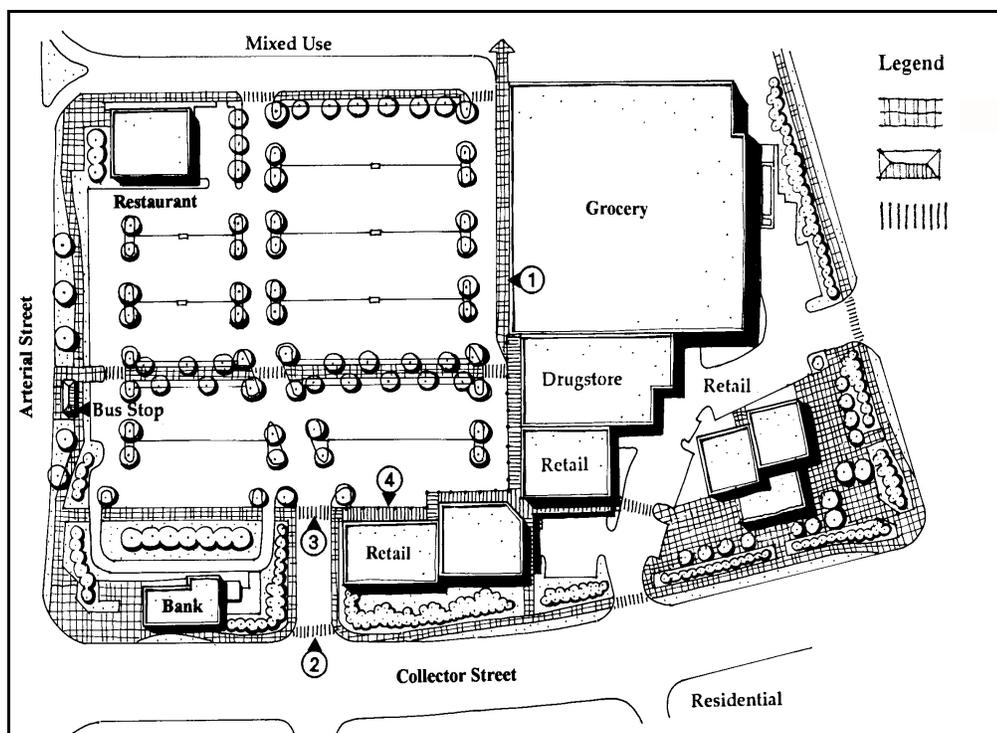
CDD14B. Create an incentive program to encourage proposed projects to provide site amenities, site design, and building design that clearly exceed expected standards by providing:

- ▶ Unique project relationship to the surrounding community.
- ▶ Strong, consistent design style throughout the project.
- ▶ Imaginative solutions to providing development features such as:
 - Signs.
 - Parking lots.
 - Screening and enclosing elements.

CDD14C. Require the design of large commercial projects, shopping centers, and regional-scale developments to incorporate plazas, courtyards, and other outdoor gathering places and connections to adjacent residential neighborhoods.

SIGNS

Signs play a vital role in identifying business locations for the traveling public. However, excess or poorly designed and placed signs can detract significantly from the community. Expensive, well-designed signs can be rendered useless if there is too much visual clutter that drowns out the functionality of individual signs or if the sign next door blocks the view of the sign. Typically, the cure has been to install larger more powerful signs to compete with the motorist's eye. The end results are sign clutter; loss of community; wasted advertising effort; and, of course, greater cost for businesses.



GOAL CDD15

STRIKE A BALANCE BETWEEN BUSINESS NEEDS TO IDENTIFY THEIR LOCATION TO THE TRAVELING PUBLIC AND THE IMPACTS TO THE STREET SCENE THAT CAN RESULT FROM EXCESS OR POORLY DESIGNED SIGNAGE.

Policy to achieve this goal is to:

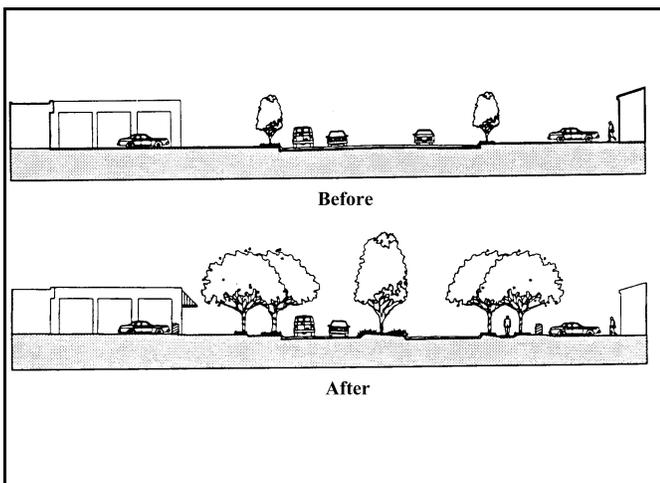
CDD15A. Ensure that the City's Sign Ordinance adequately addresses allowable sign area, placement, and design parameters for signs.

STREETS

The memories or impressions that one has of a city are often based on what is viewed from inside a car. Because streets and their immediate surroundings ("streetscapes") are important to visitor and resident, it is important to recognize their value beyond just transportation and vehicle safety. Streets shape the community in profound ways and create vital links among neighborhoods and between commercial and other nonresidential areas. The pattern of streets in a city, their width and design elements—like sidewalks, curbs, and landscape—are an integral part of creating an attractive and desirable community.

Arterial/Collector Streets

Arterial streets should be constructed with sufficient visual amenities to improve the experience of both vehicle passengers and pedestrians. Generally, this requires the use of landscape to break up and soften the street scene by utilizing landscaped medians and sidewalks surrounded by appropriate landscape and an established tree canopy.



GOAL CDD16

IMPROVE THE VISUAL ATTRACTIVENESS OF THE CITY'S ARTERIAL AND COLLECTOR STREETS; IMPROVE PEDESTRIAN SAFETY.

Policies to achieve this goal are to:

CDD16A. Determine priorities and establish a program to retrofit existing arterial streets to include median and street-side landscape.

CDD16B. Provide sufficient right-of-way for sidewalks and street-side and median landscape and necessary utilities along new arterials and new collector streets. Install such improvements with the construction of the street where appropriate.

CDD16C. Utilize street tree-planting as a unifying visual element along the streets; establish a street tree-planting and maintenance program.

Residential Streets

Residential streets offer their own unique set of challenges to enhance their visual quality. There should be variety in the streets, both in width and design. Short streets with low traffic volumes should be relatively narrow, perhaps with parking restricted to one side only. Higher-level residential streets (also known as "residential collectors"), while wider, should not have excessive width; visual interest for both vehicle passengers and pedestrians can be enhanced through the use of detached sidewalks (or "parkways"). Parkways should be of sufficient width to allow tree-planting as well as utility trenches if required.

The width of a street's paving often correlates with how fast a driver will feel safe to drive. Streets that are unnecessarily wide tend to encourage faster travel. Since slower traffic is desirable in residential areas, allowing narrower street widths and/or installing appropriate "traffic-calming" mechanisms can help accomplish that goal.

GOAL CDD17

PROVIDE RESIDENTIAL STREETS THAT ARE DESIGNED TO REDUCE VEHICLE SPEED, THAT ENCOURAGE PEDESTRIAN USE, AND THAT ARE AESTHETICALLY PLEASING.

Policies to achieve this goal are to:

- CDD17A. Allow a variety of street widths and designs to be incorporated into new residential developments based on the function of the various streets. Pavement width should generally be limited to the minimum necessary to adequately meet circulation demands and emergency-vehicle access.
- CDD17B. Encourage new neighborhoods to incorporate detached sidewalks and to establish landscaped "parkways" between the curb and sidewalk. Continuous and consistent tree-planting to form canopy closure is encouraged.
-

GOAL CDD18

REDUCE THE VISUAL IMPACT OF UTILITIES AND COMMUNICATION FACILITIES.

Policies to achieve this goal are to:

- CDD18A. Place new electric distribution lines underground in new development.
- CDD18B. Place existing overhead distribution lines underground upon development of the abutting property where feasible.
- CDD18C. Establish a mechanism to systematically underground distribution lines in existing neighborhoods and commercial areas as funding sources are identified.
- CDD18D. Establish standards for communication towers and equipment to promote the use of screening or other techniques to reduce visual impacts.
- CDD18E. Design and locate pump stations, electric substations, backflow prevention devices,

traffic signal controllers, electric boxes, and similar utility facilities so as to minimize noise and visual impacts to the community.

COMMUNITY BUILDING HEIGHT AND THE RELATIONSHIP BETWEEN BUILDINGS AND STREETS

Building Heights. The location of tall buildings plays an important role in establishing the basic urban form of the community. Tall buildings can define important geographical areas, such as its Downtown, and can be a catalyst for redevelopment. Significant job and housing opportunities also can result from the development of more intense buildings. Properly designed and placed, tall buildings can lead to an increase in vitality in an area. To accomplish this, massing of taller buildings should be integrated into surrounding development; they should create an elegant rather than a bulky form; and they should make a positive contribution to the public realm, urban form, and skyline.

The General Plan seeks to concentrate the tallest buildings in the Downtown area to accomplish a number of critical community objectives. However, it also recognizes that there are important commercial corridors where buildings taller than the typical four-story limit are desired to provide:

- ▶ Visitor services, such as hotels/motels.
- ▶ Residential opportunities.
- ▶ Mixed-use opportunities.
- ▶ A catalyst for redevelopment of aging commercial districts.
- ▶ Opportunities for new convention facilities.

The Downtown Focus Area, Hilltop/Dana Drive Focus Area, and the North Market Street Focus Area each have unique values that can be enhanced by "mid-rise" and "high-rise" buildings as these areas redevelop over time. Figure 1-5a, Community Building Heights, in conjunction with the above-noted Focus Area descriptions, policies, and maps, establish the appropriate locations for these buildings in Redding. For purposes of this General Plan, "mid-rise" refers to buildings with habitable floors up to 75 feet above the ground. This height will typically accommodate six-story buildings, depending on their design.

Considerable flexibility should be provided for the design of roof elements, mechanical penthouses, and other elements to exceed that height and add visual interest to the buildings. No height limit should be established for downtown *high-rise* buildings. Additionally, increased heights are appropriate for projects within the Stillwater Business Park, consistent with the goals and policies of the City's Economic Development Element.

Street Setbacks. The height of buildings and the distance that they are set back from the street play important roles in the overall character of a community. For instance, the presence of tall buildings can draw attention to certain districts in the City as viewed from major thoroughfares. Buildings constructed close to the street can contribute to establishing an urban feel in Downtown or, with greater setbacks, a suburban feel to areas outside of Downtown. For Redding, taller buildings with minimal setbacks should be encouraged Downtown to distinguish it from other commercial districts and to help provide an urban "heart" for the City. Major thoroughfares will generally have larger setbacks; the buildings shorter in stature. Minimal setbacks may also be appropriate for new mixed use districts that are contemplated by this Plan.

GOAL CDD19

HAVE BUILDING SETBACKS AND HEIGHTS REFLECT THE ROLE AND CHARACTER OF THE VARIOUS DISTRICTS OF THE CITY.

Policies to achieve this goal are to:

CDD19A. Establish appropriate standards for buildings, massing, height, and setbacks for residential and commercial developments on arterial and collector streets that will define and reinforce the character of development districts in the city.

CDD19B. Utilize Figure 1-5, in conjunction with the appropriate Focus Area maps and policies, to establish the appropriate locations for "mid-rise" and "high-rise" buildings in the community. High-rise buildings are only appropriate in the Downtown core area.

CDD19C. Establish appropriate standards and design criteria for mid-rise and high-rise buildings. The standards and criteria should address, among other items, the following:

- ▶ Definition and support of adjacent streets and open spaces.

- ▶ Integration with other buildings and open space on the block or in the area.
- ▶ Provision of high-quality pedestrian amenities.
- ▶ Recognition of the importance and role of the three main parts of tall buildings: the base, middle (shaft), and top.

CDD19D. Establish procedures for instituting an Architectural Review Committee to review and make recommendations proposals for mid-rise and high-rise buildings. The Committee should include individuals with specific expertise and experience in the design and construction of these building types.

GOAL CDD20

ENLIVEN THE PUBLIC DOMAIN BY PROMOTING EXCELLENCE IN PUBLIC ART AS A MEANS OF TRANSFORMING PUBLIC SPACES, PROVIDING CONTEXT AND RELEVANCE, AND CONTRIBUTING TO COMMUNITY INTEREST AND PRIDE.

Policy to achieve this goal is to:

CDD20A. Utilize public art to create identifiable districts, places, and special locations in the public domain.

- ▶ Encouraging the integration of art into the architecture of municipal structures, facilities, parks, open space, and other public areas.
- ▶ Involving artists and specialized design professionals in the design, implementation, and integration of art in public projects.

ADMINISTRATION AND IMPLEMENTATION

The General Plan Diagram identifies the general distribution of various land use classifications throughout the Planning Area. Because of the scale, it may be difficult to determine the precise location of boundaries between map land use classifications and/or the actual extent of hazard areas associated with steep slopes or flooding. In some instances, more than one land use classification may be applied to a single parcel of land, requiring that the appropriate mix of uses and allowable density be determined on an individual basis. In order to streamline minor interpretations of the General Plan Diagram and reduce the need for General

Plan amendments in such circumstances, the City of Redding has established the following policies for land use administration procedures.

GOAL CDD21
ENSURE PROPER AND EFFICIENT
ADMINISTRATION OF THE
GENERAL PLAN DIAGRAM.

Policies to achieve this goal are to:

CDD21A. Permit the Director, Board of Administrative Review, or Planning Commission to reconcile land use classification boundaries to coincide with legal parcel boundaries and actual flood and slope areas provided that land use compatibility is maintained, that the integrity of each land use district is maintained, and that there will be no adverse impacts of such boundary adjustment. Such actions will not constitute a General Plan amendment.

CDD21B. Allow the Planning Commission to determine the appropriate mix and density of development on parcels shown on the General Plan Diagram as divided into two or more land use classifications based on policies of the General Plan. Such actions will not constitute a General Plan amendment.

Routine review of the General Plan is critical if the City is to ensure that the Plan continues to be consistent with community values, social and economic trends, and changing technology. Further, routine review of the Plan can identify how well the City implements the policies of the Plan. The following policy addresses review of the General Plan.

GOAL CDD22
PROVIDE FOR THE ONGOING IMPLEMENTATION
OF THE GENERAL PLAN.

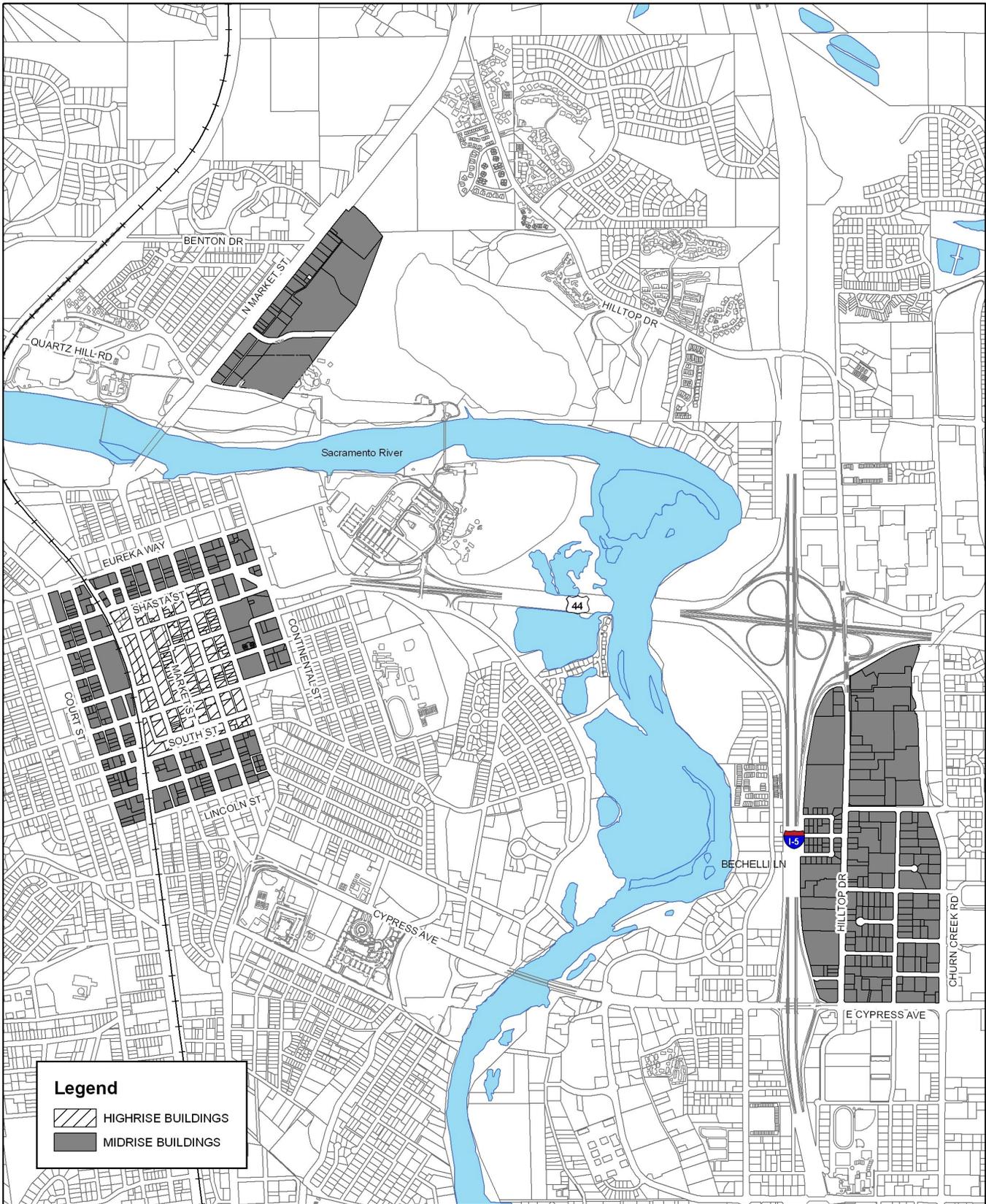
Policies to achieve this goal are to:

CDD22A. The Planning Commission shall review

the General Plan annually, focusing principally on actions undertaken in the previous year to carry out the implementation programs of the Plan. The Planning Commission's report to the City Council shall include, as the Commission deems appropriate, recommendations for amendments to the General Plan. This review shall also be used to satisfy the requirements of Public Resources Code 21081.6 for a mitigating monitoring program.

CDD22B. Conduct a major review of the General Plan every five years and revise it as deemed necessary. General Plan Diagram is limited in its ability to provide detailed guidance on development at a neighborhood level. Likewise, broad, citywide policies often cannot adequately convey how the General Plan envisions certain smaller areas of the City to develop. Whether these areas are entire neighborhoods or are limited to a few blocks or parcels, this section of the Land Use Element serves to fine-tune the General Plan Diagram and policies relating to various portions of the Planning Area. The areas described below have their own unique development constraints and opportunities. For purposes of this Plan, these areas are referred to as "focus areas."

Each of the identified focus areas is discussed separately in this section. It shows how the existing character of each area has been influenced by previous development and how new development can be channeled to resolve existing problems or capitalize on opportunities. City policies that direct future development and capital improvements in each area are presented where appropriate. Policies discussed within the text of each focus area are illustrated by accompanying diagrams.



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Community Building Heights

FOCUS AREAS

SPECIFIC FOCUS AREAS

DOWNTOWN FOCUS AREA

The Downtown area includes Redding's original town site, which was platted in 1872. The early vitality of the town was spurred by railroad activity as well as copper and gold mines located north of town. Downtown still contains a number of early century buildings, while the oldest neighborhoods in the City are located nearby. Construction of the Downtown Mall in 1973 significantly changed the face and vehicular circulation patterns of the Downtown core.

Retail activity Downtown began to falter with the construction of Interstate 5, which bypassed the Downtown business district. As new retail businesses located (and existing businesses relocated) near freeway interchanges, Downtown retail activity began to give way to more and more office uses. Over the past several years, a very strong interest has developed in creating a modern and distinctive Downtown that is the social, governmental, office, and cultural center of the community, while maintaining a comfortable atmosphere.

To encourage this evolution to continue, new development Downtown should assume a different character than new development elsewhere in the City. It should present a more urban character, by ensuring that the most intense, tallest, and most interesting buildings in Redding are located in and around the Downtown core. Such buildings can take many forms, from those that provide a mix of retail, office, and residential uses, which is the preferred Downtown core development type, to stand-alone office and residential buildings.

Downtown offers many opportunities for the development of urban-style buildings, represented by "mid-rise" and "high-rise" structures. For purposes of this General Plan, "mid-rise" refers to buildings with habitable floors up to 75 feet above the ground. This height will typically accommodate six-story buildings, depending on their design. Considerable flexibility should be provided for the design of roof elements, mechanical penthouses, and other elements to exceed that height and add visual interest to the buildings. No height limit should be established for downtown *high-rise* buildings.

Mid-rise building development is appropriate in those areas that "ring" the Downtown Core, while high-rise development is appropriate in the Core area itself (see Figure 1-6). Mid-rise buildings will provide a transition from existing two- and three-story structures on the periphery of the Downtown to the future high-rise buildings in the Downtown Core. It also will provide an appropriate height transition from nearby residential uses. The design of these new buildings will be critical if they are to be a positive addition to Downtown and contribute to the desired pedestrian setting of the area. Goal 19 of this Element and its various policies address community building height and call for the development of design guidelines for mid-rise and high-rise buildings that can be used to ensure that these buildings provide the positive image to the community that Redding seeks.

Despite encouraging development of a modern and intense downtown area, Downtown Redding should be a place for pedestrians first and automobiles second. Instead of setting buildings far back from the street, they should be close to the street. Instead of buildings being far apart, they should be close together and continuous. Ground-floor uses should be active, including retail, restaurants, and entertainment. Buildings should be designed so that people are protected from the weather by using overhangs, shade structures, and canopy trees. The design should encourage mid-block pedestrian circulation by utilizing and improving existing alleyways. Buildings should have several doors for people to enter shops and businesses, instead of a few doors with large expanses of blank walls. The ground floors of buildings should have clear windows, so that inside activity is visible to people on the street, rather than mirrored glass or opaque walls. Building designs should allow for display windows and other areas of interest to encourage pedestrians to walk around and shop. Public spaces should be considered as an integral element of the design of taller buildings, particularly high-rise structures.

To create the desired pedestrian atmosphere, on-street parking will be retained Downtown. Only limited amounts of parking should be located on individual lots. Most parking will be clustered in common lots or structures. When parking structures are developed, they should include retail frontages on the ground floor. Parking garages without retail frontage have the same impact as large blank walls—neither presents a pedestrian orientation. These and other design components are included in the Downtown Specific Plan.

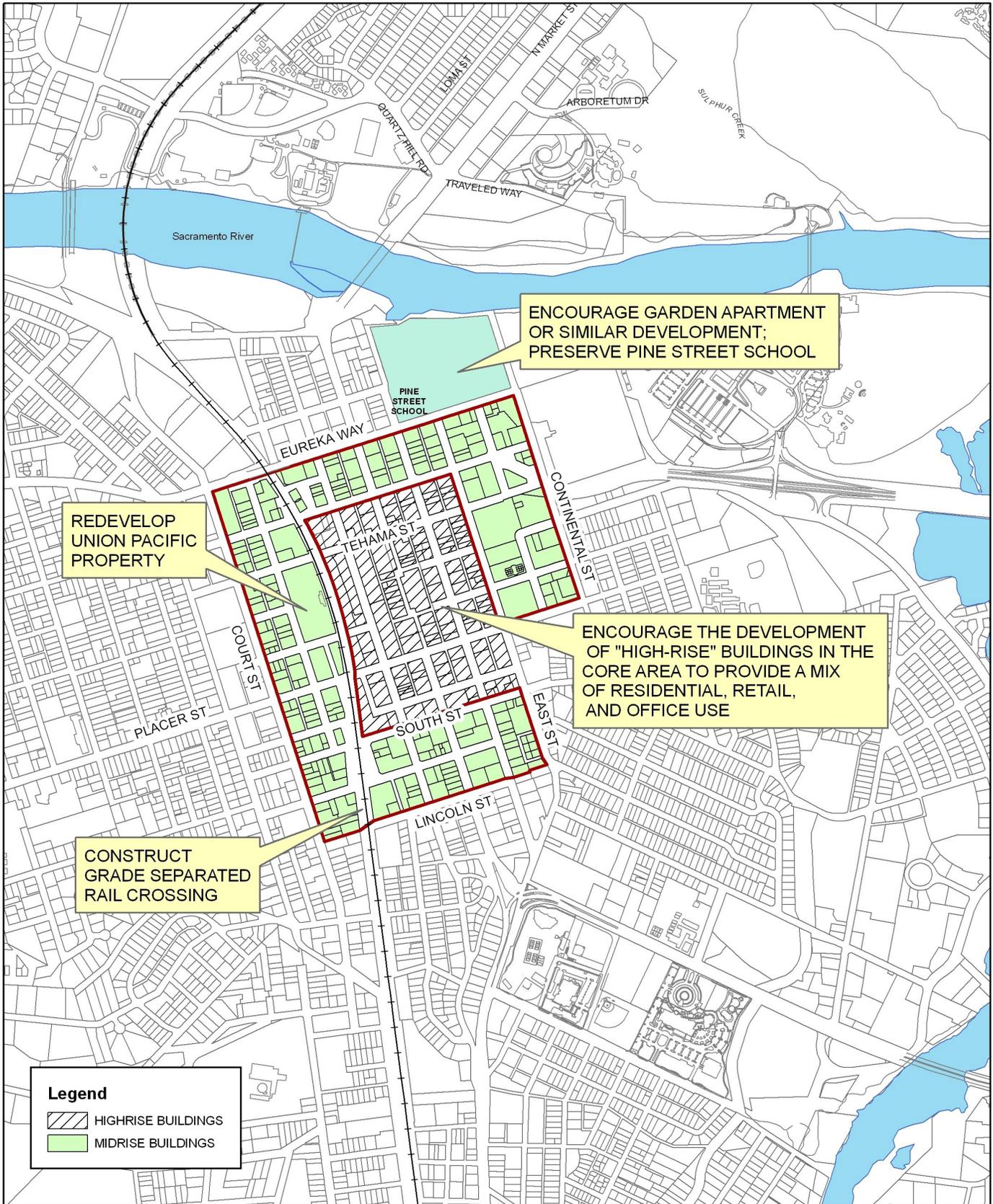
The Downtown focus area includes provisions intended to: (1) encourage redevelopment in the area to establish Downtown as the office, entertainment, government, and cultural center of the City; (2) ensure that ample land is available Downtown for multiple-family development; and (3) establish Downtown as an active, pedestrian-oriented district.

Downtown Focus Area Development Guidelines

- D1. Ensure that new development is consistent with, and furthers the goals of, the Downtown Redding Specific Plan.
 - a. Encourage high-rise office building developers to provide space for retail businesses to locate in the ground floors of buildings located in the commercial areas of the Downtown core.
 - b. Encourage development in the Downtown area to include a mix of mid-rise and high-rise office buildings, consistent with Goal CDD19 and Figure 1-6. Encourage mid-rise and high-rise buildings in the Core

area to include a mix of commercial and residential uses.

- c. Develop Downtown entry features at strategic locations.
- d. Facilitate redevelopment of the Union Pacific property into a unified, mixed-use and/or cultural/entertainment complex which features ample public amenities and attractive streetscapes.
- e. Residential density should not be limited in the Downtown Core.
- f. Promote development of garden apartments-type development north and east of the Pine Street School; recognize the potential of the school to be the hub of neighborhood activity.
- g. Allow outdoor uses such as restaurant seating, flower sales, and similar activities on private property and, where appropriate, on public property.



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Downtown Focus Area

NORTH MARKET STREET

At one time the principal visitor-serving area in Redding, this portion of Old Highway 99 was known as the "Miracle Mile." With the construction of Interstate 5 in the 1970s, through traffic was diverted away from this area, and visitor services were provided at more convenient freeway interchange locations. While the Miracle Mile has languished over the years, it is poised once again to be a prime location for visitor services, as well as for housing, to meet the diverse needs of the community. The impetus for this revival is the completion of the world-class Sundial Bridge, Turtle Bay Exploration Park, and the McConnell Arboretum. The City's riverfront regional park—Lake Redding/Caldwell Park—is also adjacent to the Miracle Mile corridor. From this location near the Sacramento River, visitors, as well as those who will reside along the corridor, will be able to walk a short distance to these major attractions, making it a very convenient location to enjoy these first-class facilities. Turtle Bay School is ideally situated to be the neighborhood school for children from kindergarten through the eighth grade whose families choose to live in a more urban environment rather than the single-family style that typifies Redding's residential areas.

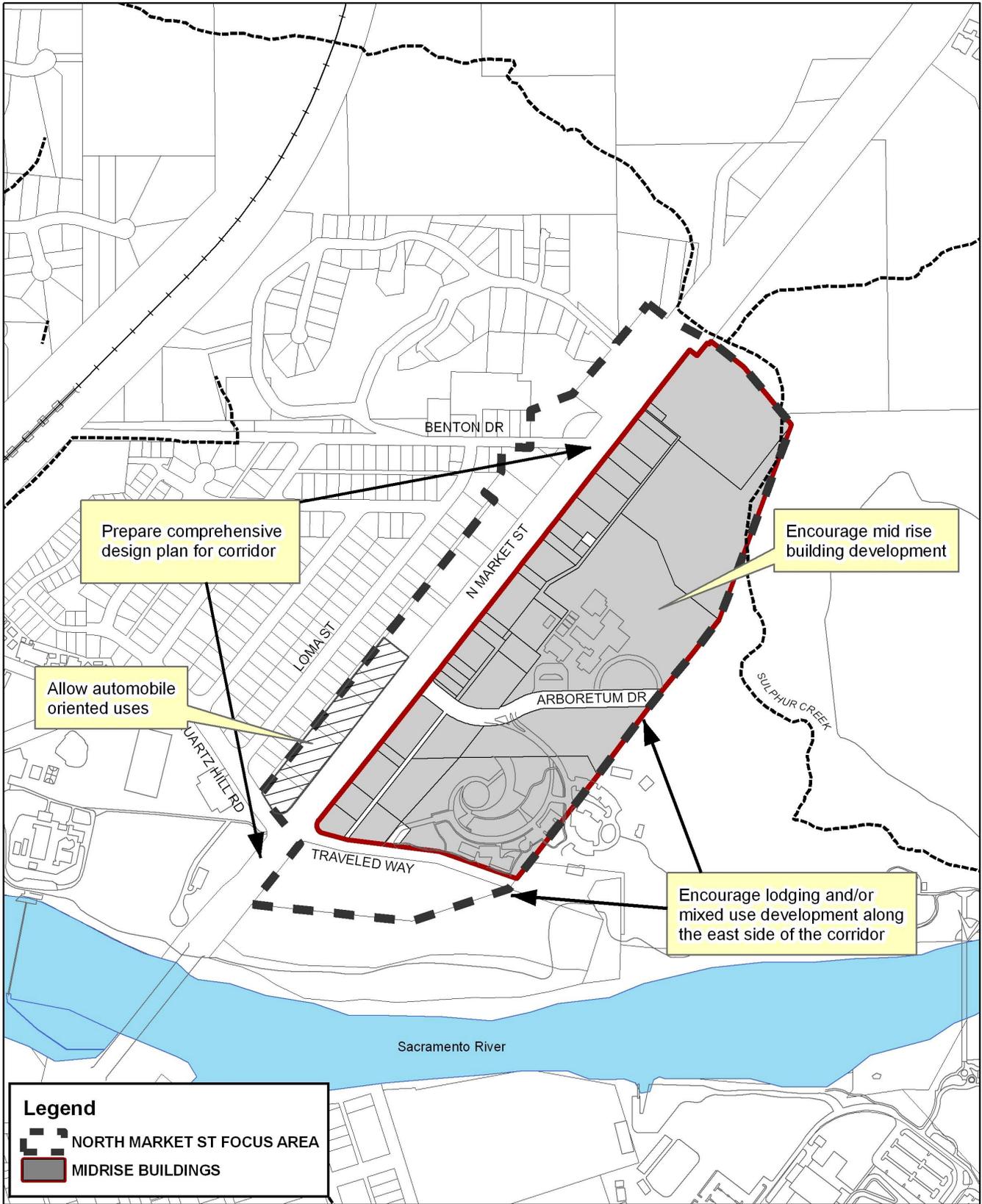
In order to fully realize its potential, allowable land uses and the physical arrangement of those uses, will be critically important. Equally important, will be the design of new development on properties that will redevelop over time. Commercial uses should include lodging, restaurants, and small tourist-serving shops. Medium-density residential uses, configured in a mixed-use fashion, with retail and service uses, should be introduced to the corridor. Mid-rise buildings are encouraged on the east side of North Market Street, which will allow them to take advantage of views of the river, the Sundial Bridge, and the McConnell Arboretum without impacting existing residential neighborhoods. For purposes of this General Plan, "mid-rise" refers to buildings with habitable floors up to 75 feet above the ground. This height will typically accommodate six-story buildings, depending on their design. Considerable flexibility should be provided for the design of roof elements, mechanical penthouses, and other elements to exceed that height and add visual interest to the buildings. New development

should be unique, be well-designed, include amenities that complement the attributes of this Focus Area, and incorporate substantial landscape. Street-side landscape provided by new development should complement the plant palette established with the reconstruction of Market Street medians. Planters should also be appropriately scaled for an urban landscape. Signage should be understated.

The expansion of existing automobile-oriented uses and the introduction of new automobile sales or service uses should be limited, so that the vision of remaking the corridor can be attained.

North Market Street Development Guidelines

- NM1. Prepare a comprehensive design plan for the corridor that incorporates landscape features, building design, and architectural materials.
- NM2. Encourage visitor-serving uses, such as hotels, motels, restaurants, and small retail shops.
- NM3. Work with property owners to provide landscaping along the street frontages where feasible; develop a unified plan for landscape improvements.
- NM4. Establish a pedestrian trail along Sulphur Creek, upstream of Market Street; explore a pedestrian crossing of North Market Street.
- NM5. In consideration of the many scenic and recreational attributes in the Focus Area, allow the development of mid-rise buildings along the east side of North Market Street. Ideally, these projects will contain a mix of commercial and lodging/residential uses.
- NM6. Allow the development of new automobile-oriented uses and the expansion of existing automobile-oriented uses only on the west side of North Market Street, between Quartz Hill Road and Arboretum Drive. Prohibit new automobile sales and service uses and limit the expansion of such existing uses elsewhere in the Focus Area.



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North Market Street Focus Area
Figure 1-7

PARK MARINA FOCUS AREA

The Park Marina area is one of the most visible waterfront areas within the community. Its proximity to Downtown and Turtle Bay Museums and Arboretum by the River makes the Park Marina area a perfect location for water-oriented businesses and tourist or recreation-related facilities. Because of the unique nature of this area and the importance its development will have on the community, a specific plan—known as the Redding Riverfront Specific Plan—was prepared and adopted for the 500-acre area in 1990. To ensure that future development in the Park Marina area is consistent with other recent community-enhancement and revitalization activities occurring in the vicinity, the community should reevaluate the existing Redding Riverfront Specific Plan and modify it as appropriate to complement the development theme being created in surrounding areas.

Park Marina Area Development Guidelines

- PM1. Ensure that development within the Park Marina area is designed to maximize the unique opportunities created by its riverfront location and complement development activities within the Downtown and Turtle Bay Museums and Arboretum by the River.
- PM2. Ensure that development in the Park Marina area is designed to retain and integrate natural features associated with the riverfront to the fullest extent possible.
- PM3. Evaluate the Redding Riverfront Specific Plan, including plan area boundaries and amend it if necessary to ensure that development within the Park Marina area complements the Downtown Specific Plan, the Civic Center, and planned development activities at Turtle Bay Museums and Arboretum by the River. The residential densities and commercial intensities contained in the Redding Riverfront Specific Plan will not be reduced.

MAGNOLIA NEIGHBORHOOD FOCUS AREA

The Magnolia Neighborhood is among the oldest neighborhoods in Redding. The neighborhood is replete with examples of turn-of-the-century to post-World War II era architecture, including California Bungalow, Craftsman style, Prairie style, and Mediterranean Revival, among others. In response to declining housing stock and the establishment of high-density land uses that were clearly incompatible with the neighborhood, the City adopted the "Magnolia Neighborhood Plan" in 1976. This plan reduced allowable residential densities to prevent the construction of additional high-density apartment projects, while establishing a moderate, multiple-family residential density throughout the neighborhood. This strategy has met with some success, but has also generated some concerns. On the positive side, the construction of additional three- to four-story apartment complexes was halted. However, smaller multiple-family units have been constructed at numerous locations in the neighborhood, having a negative impact on the original housing stock in their immediate vicinity. This is to say that the emergence of apartments in the neighborhood acted as a disincentive for residents to make investments in upgrading existing homes due to the uncertainty of what may be constructed nearby.

It is the policy of this Plan to recognize and preserve the single-family housing stock in the Magnolia Neighborhood. To that end, the General Plan Diagram depicts the entire Neighborhood as single-family,

notwithstanding the existing multiple-family uses. The following policies recognize existing multiple-family uses and much of the multiple-family zoning where it currently exists in the neighborhood, but restrict the manner in which those units can be reconstructed in the event of severe damage or destruction. The intent is to ensure that any new multiple-family construction in the neighborhood is compatible with the area to the maximum extent feasible.

Magnolia Neighborhood Focus Area Development Policies

- MN1. Conserve and enhance the Magnolia Neighborhood, as depicted on the Focus Area Diagram, as a "Single Family Residential" area.
- MN2. Maintain "Multiple Family" zoning only for existing apartment complexes. Rezone areas that are predominately "Single Family" to a single-family mixed district that accommodates existing and new uses such as multiple single-family dwellings on a lot, guesthouses, and second units.
- MN3. Establish standards for alterations or reconstruction of existing multiple-family structures to ensure neighborhood compatibility with respect to character, height, mass, form, setbacks, and materials.

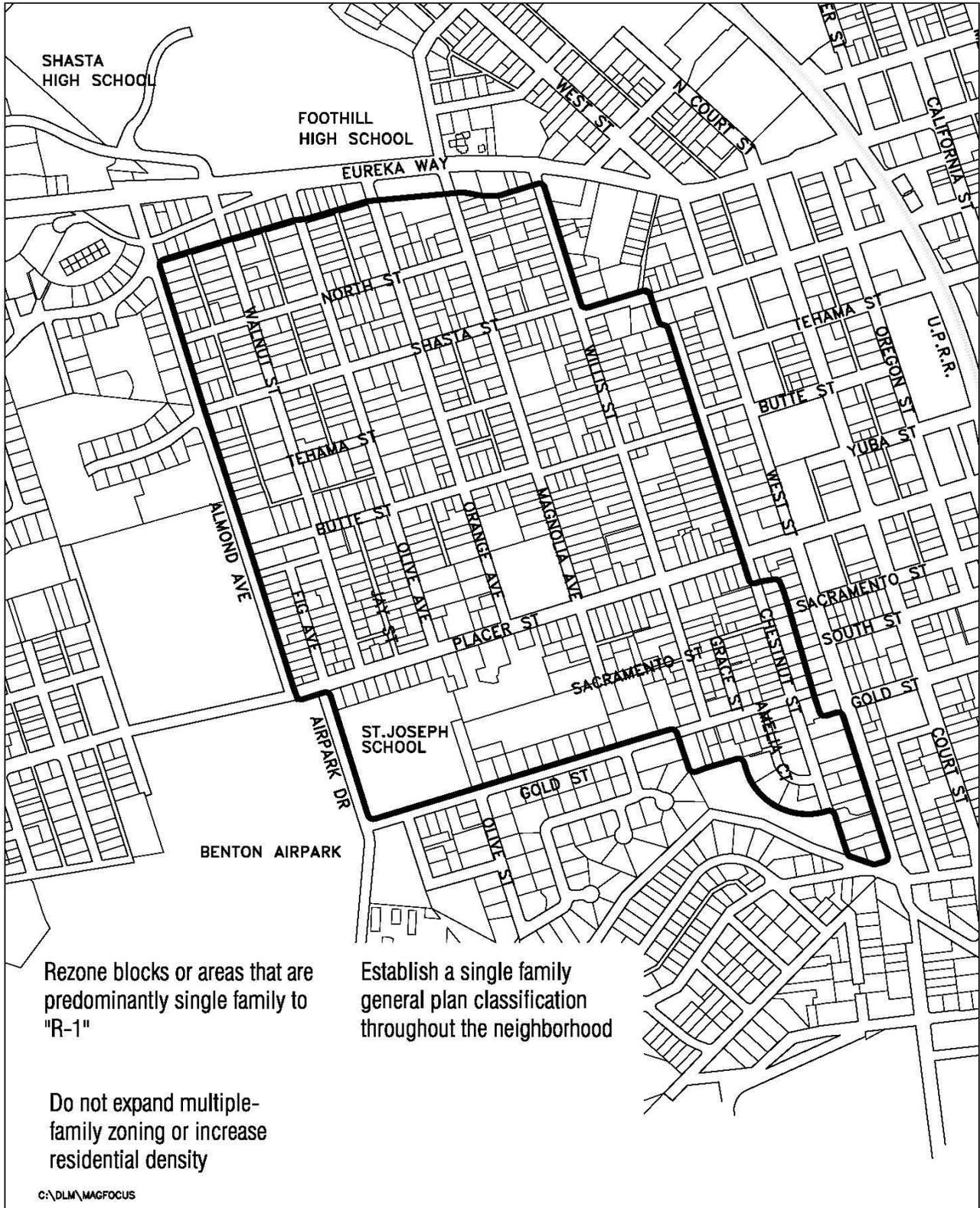
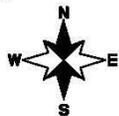


Figure 1-9 Magnolia Neighborhood Focus Area



Community Development And Design Element

STILLWATER CREEK/OLD OREGON TRAIL FOCUS AREA

The Stillwater Creek corridor is rural in nature, its main urban feature being Shasta Community College. The development pattern typical of the area ranges from rural residential lots (3 to 5 acres) in the vicinity of Whispering Oaks Subdivision to much larger hobby farms and agricultural businesses both north and south of the Community College. Prime agricultural soils can be found at various locations throughout the corridor. Its rural nature provides a natural edge between Redding's urban area to the west and the more rural lands to the east and provides a reserve of lands that will become critical for future urbanization.

Although the Planning Area and Sphere of Influence for Redding extends east of Stillwater Creek, the General Plan envisions that the area will remain rural over the next ten years or so. The General Plan Diagram establishes parcel sizes greater than five acres over much of the area, recognizing that the already fragmented ownership pattern will discourage urbanization. As the available land supply for housing in the Planning Area becomes more scarce over the next decade, there will be pressure to urbanize the larger, currently undeveloped parcels within the Stillwater Creek Focus Area. Construction of the Stillwater sewer trunk line or pumping into the Churn Creek watershed will provide ample capacity to serve this area with sanitary sewer, opening the area to urbanization. The City's Master Sewer Plan includes the Stillwater trunk line and necessary capacity

increases to the Stillwater Sewer Treatment Plant as integral components of the City's growth strategy.

Stillwater Creek Focus Area Development Guidelines

- SC1. Consider annexation and urban development when land availability for single-family uses elsewhere in the Planning Area declines in accordance with the policies of this Plan.
- SC2. Work with Shasta County to identify those parcels with the greatest likelihood of accommodating future urbanization. Jointly develop a strategy that will facilitate such development.
- SC3. Maintain the rural feel along the Old Oregon Trail corridor between Old Alturas Road and State Route 299E.
- SC4. Provide opportunities for the establishment of commercial services and a mix of housing types near Shasta Community College.
- SC5. Encourage the relocation of the existing automobile-dismantling business along Collyer Drive to an appropriate industrial district.
- SC6. Incorporate Class 1 and 2 bike routes into project and street designs to facilitate nonmotorized access to the Community College.

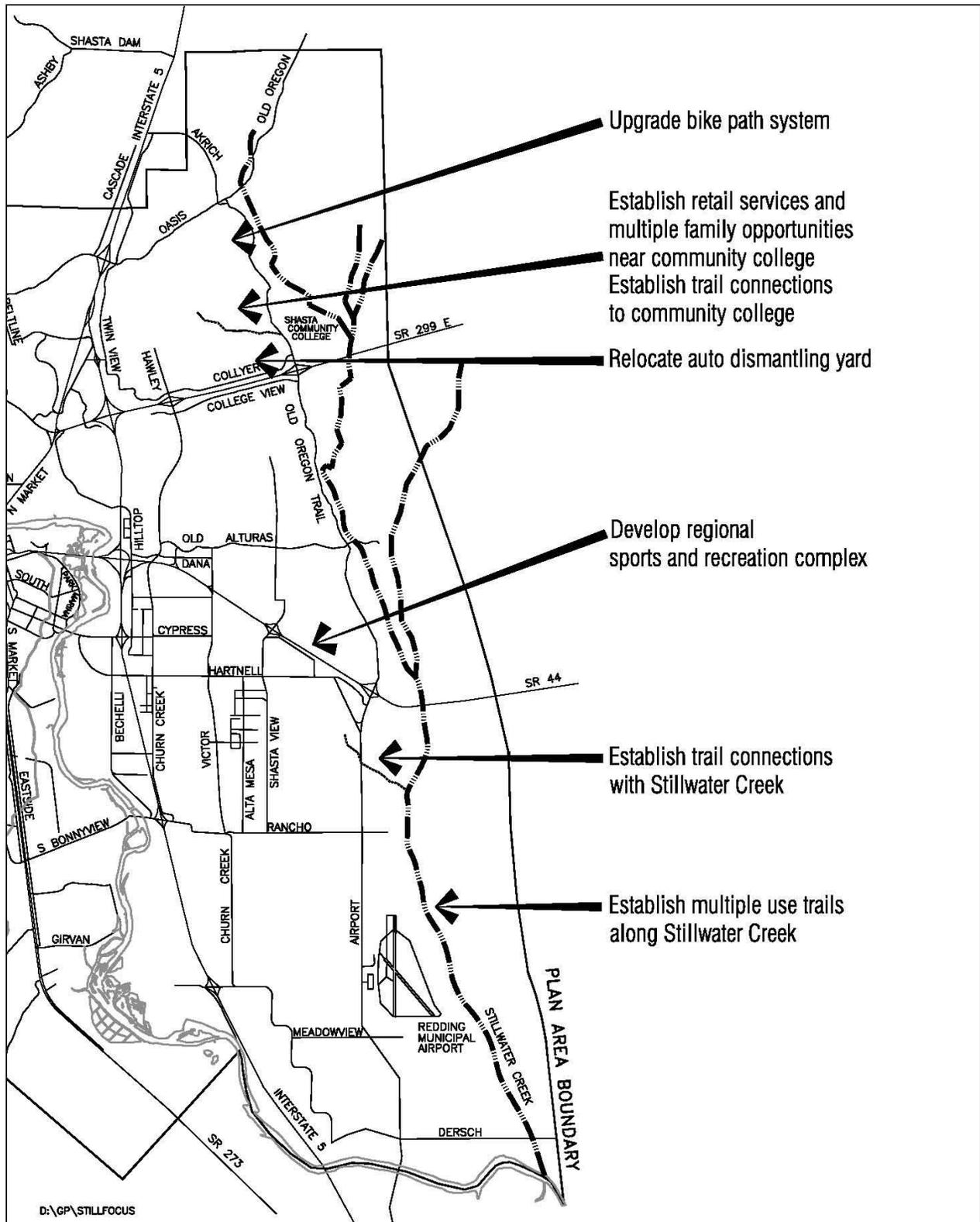


Figure 1-10 Stillwater Creek Focus Area



Community Development And Design Element

CLOVER CREEK FOCUS AREA

The seven-square-mile Clover Creek drainage basin is one of the more unique in the Planning Area. It is home to the majority of "special status" species of plants and invertebrates to be found in the area, including state and/or federally listed (threatened or endangered) slender orcutt grass and the vernal pool tadpole and fairy shrimps. These species reside in the many vernal pools and vernal pool complexes found throughout the basin. Very little riparian vegetation is associated with the creek; however, "wet meadow" type wetlands are numerous.

The floodplain of Clover Creek is very wide, although the velocity and depth of flooding is minimal. It is estimated that as many as 100 structures are affected by the creek's floodplain during a 100-year event, some of which experience some flooding problems during storms of a lesser intensity.

In 1987, much of the basin was placed within the Clover Creek Sewer Assessment District. This district facilitated the construction of a trunk sewer line which was needed to open up the area for more intensive industrial, commercial, and residential development. Prior to construction of that line, septic systems were the only available means of sewage disposal, which severely restricted the basin's development potential. Given the proximity to the Redding Municipal Airport and the abundance of industrially zoned land, the area was a logical choice for increasing commercial intensities and residential densities.

A combination of the basin's wide floodplain, vernal pools, wetlands, and the sewer assessment district have complicated the development process in the basin to an extent not foreseen when the District was formed. Sewer assessments were established based on "channelization" of Clover Creek. This would have had the practical effect of reducing the floodplain to a significant degree, thereby affording properties with increased development potential. Assessments were established based on that increased potential. The existence of vernal pools and wetlands adds to the challenge of development, often requiring expensive

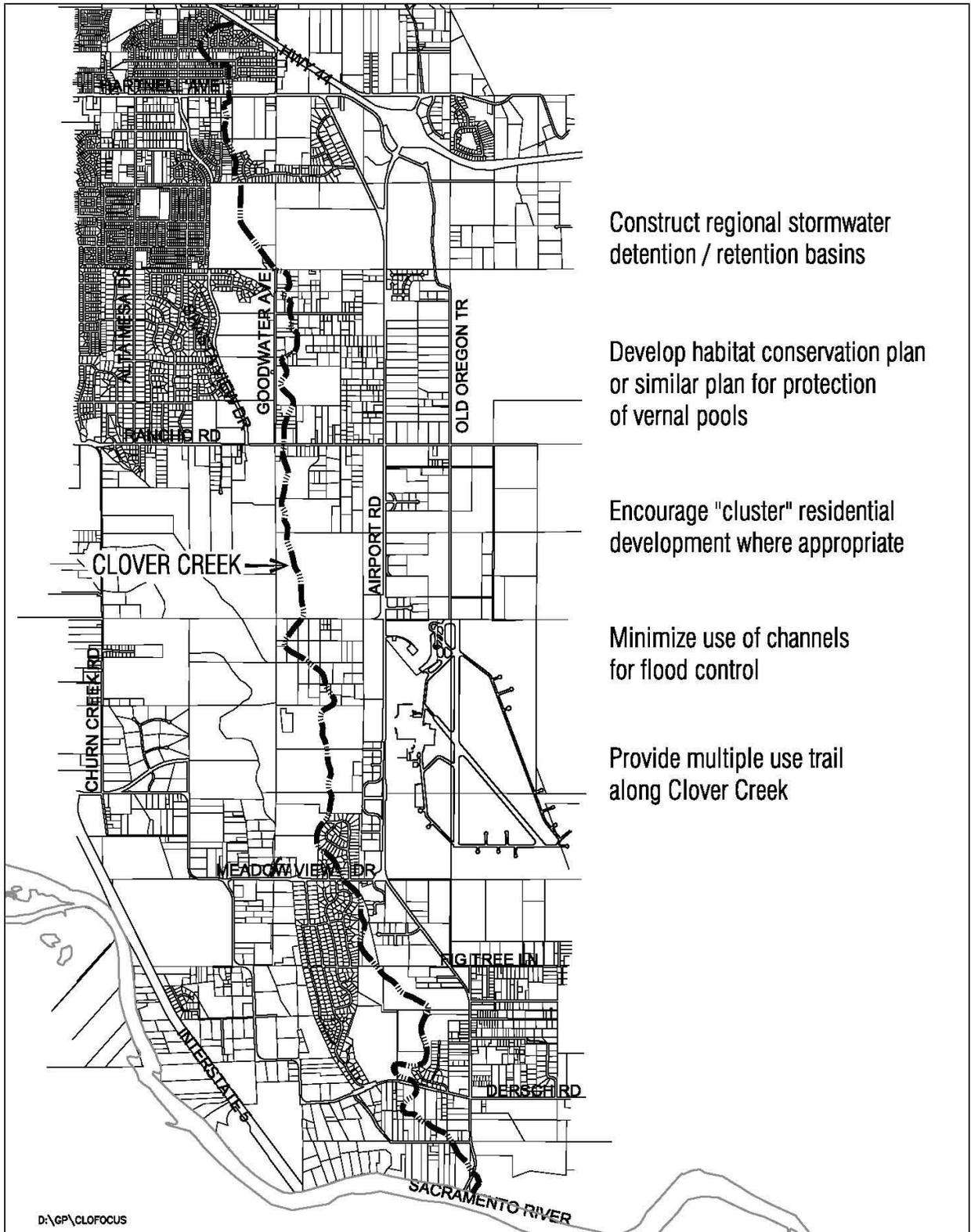
mitigation measures and/or preservation of additional lands. Channelization of the creek is no longer considered desirable or feasible from an environmental perspective.

Consistent with the policies contained in this General Plan when it was initially adopted, the City has constructed the "Clover Creek Preserve." This stormwater detention facility/park not only provides flood protection for numerous downstream properties, but also reduces the depth of flooding and width of the floodplain such that some level of additional development may occur in the basin that would not otherwise be feasible.

The challenge to development in the Clover Creek Basin is to find an acceptable balance between: (1) the development rights accruing to those paying sewer assessments, (2) reducing or eliminating flooding that presently occurs to existing structures, and (3) the policies of this Plan which restrict floodplain development and which seek to preserve, where possible, sensitive habitats. The following policies provide options for striking that needed balance.

Clover Creek Focus Area Development Guidelines

- CC1. Maintain the stormwater-detention capabilities of the Clover Creek preserve facility for the flood protection and recreational amenities it provides.
- CC2. Minimize the use of channelization to contain flood flows with new development, except those intended exclusively to facilitate industrial uses.
- CC3. Establish a continuous trail system from Hartnell Avenue to Clover Creek's confluence with the Sacramento River and require subdivisions to provide adequate access to the Creek corridor where appropriate.



Construct regional stormwater detention / retention basins

Develop habitat conservation plan or similar plan for protection of vernal pools

Encourage "cluster" residential development where appropriate

Minimize use of channels for flood control

Provide multiple use trail along Clover Creek

Figure 1-11 Clover Creek Focus Area



Community Development And Design Element

VICTOR AVENUE FOCUS AREA

This north-south arterial street lies within what was once known as Enterprise. This formerly unincorporated area was annexed to the City in 1976, well after the land use pattern between Hartnell Avenue and Mistletoe Lane was established. Land uses along the street are a mix of single-family, multiple-family, and commercial. It is the residential uses that are most impacted by existing and future traffic volumes, both in terms of vehicle noise and difficulty in accessing adjacent properties. Given projected traffic volumes, the street will eventually need to be widened to four lanes; direct street access to single-family residential parcels will not be acceptable.

To accommodate needed widening along this section of the street, the City has utilized two tools: (1) required street dedications in conjunction with development projects and (2) the purchase of a substantial number of properties along the west side of the right-of-way between Hartnell Avenue and East Cypress Avenue. These actions will allow the City to add two lanes to the street and provide a frontage road (if necessary) for those residential uses on the east side of the street, south of East Cypress Avenue, as generally depicted on the Focus Area Diagram.

A different planning solution is proposed for the residential area north of East Cypress Avenue. This plan allows a transition of uses from single-family to office uses to occur. The following policies illustrate the two mechanisms described to facilitate street-widening and reduce traffic conflicts along the street.

Victor Avenue Focus Area Development Guidelines

- V1. Acquire sufficient right-of-way to widen Victor Avenue to four lanes and to construct a frontage road as necessary.
- V2. Subsequent to street widening, allow office development to occur on the west side of Victor Avenue, generally between Cascade Lane and Mistletoe Lane subject to the following requirements:
 - ▶ Minimum parcel size: 10,000 square feet.
 - ▶ Common driveways may be required between new office uses.
 - ▶ Development intensity must be consistent with the "Limited Office" classification of this General Plan and implementing zoning.
- V3. Subsequent to street widening, allow medium-density residential development (6 to 10 units per acre) to occur on the east side of Victor Avenue, generally as depicted on Figure 1-12 subject to the following requirements:
 - ▶ Minimum parcel size: 10,000 square feet.
 - ▶ Common driveways may be required between residential developments.
 - ▶ Development is limited to single-story construction.

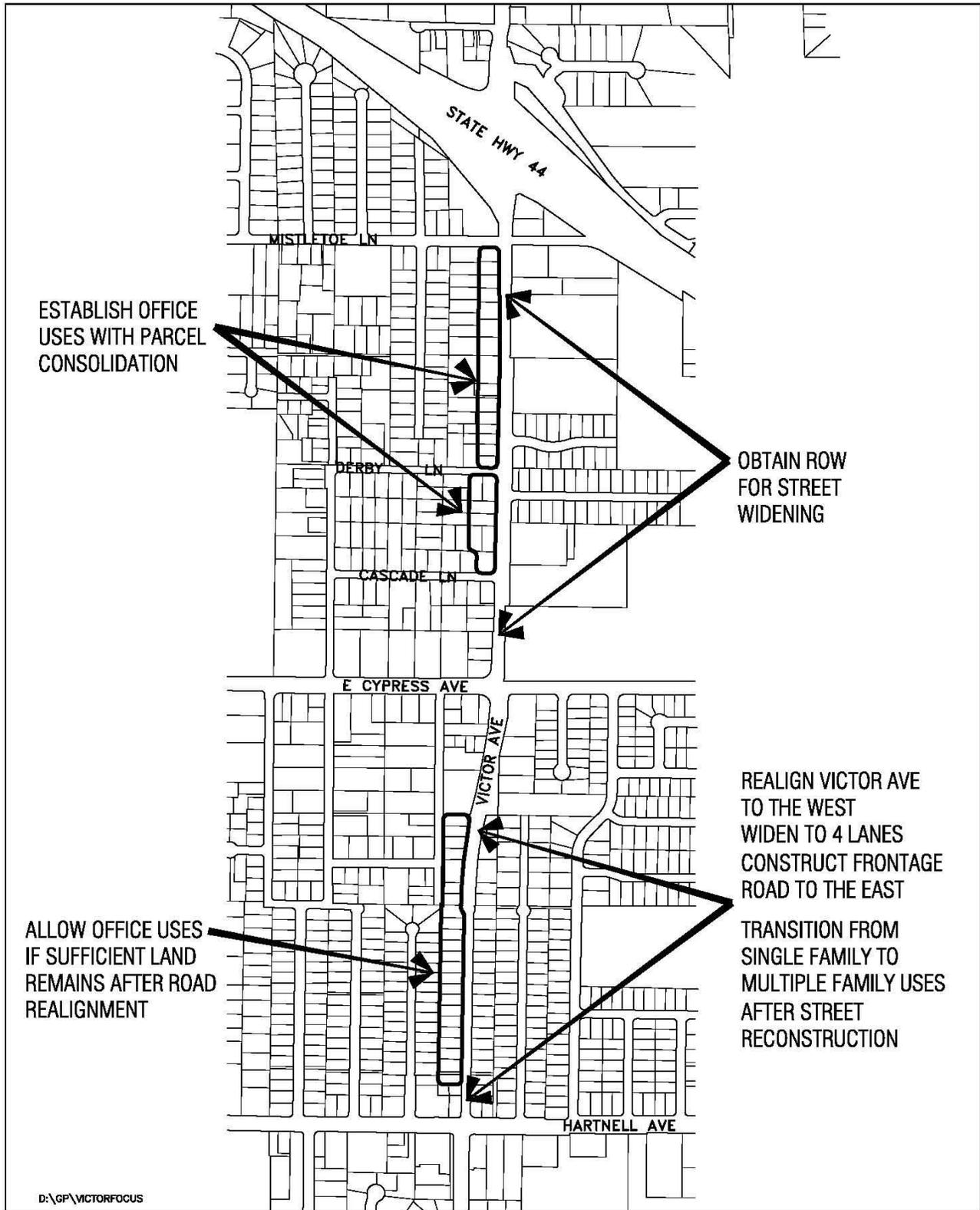


Figure 1-12 Victor Avenue Focus Area



Community Development And Design Element

HILLTOP/DANA DRIVE FOCUS AREA

The Dana Drive Focus Area got its start as a regional retail shopping area with the construction of the Mount Shasta Mall in 1971. While commercial development along the Hilltop Drive corridor continued, a virtual explosion in retail development occurred beginning in 1988 with the approval and construction of the Food-4-Less, Target, Costco, Wal-Mart, and similar regional-scale developments. Much of the infrastructure necessary for this growth was derived from actions taken by the Redding Redevelopment Agency, as well as assessment districts. Today, the Dana Drive/Hilltop Drive Focus Area serves the retail shopping needs of individuals within a 270-square-mile trade area. This activity not only provides necessary goods and services to a growing community, but makes a significant contribution of sales tax dollars to the City to fund public safety, planning, parks, and other important municipal functions.

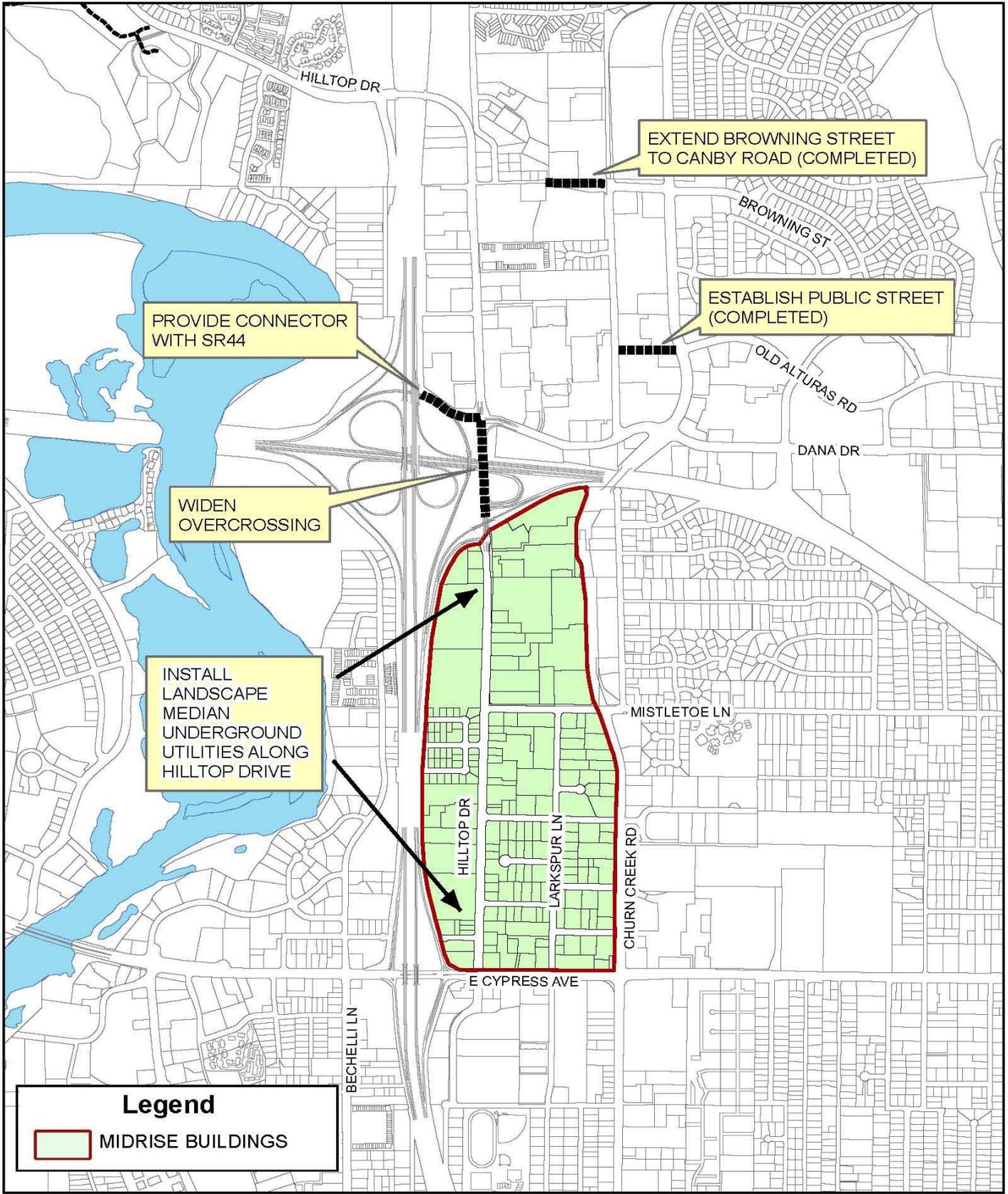
The Hilltop Drive area is also the principal visitor lodging and service area in the City, containing a large variety of motels, restaurants, and shopping opportunities. As demand for varied lodging accommodations and convention facilities increases, the area should be prepared to accommodate requests for hotels that exceed the typical three- to four-story height. Other more intense uses may also be appropriate over time in the Focus Area. To accommodate these varying needs and opportunities, Figure 1-13 notes a broad area south of SR44 that is appropriate to consider for construction of mid-rise

buildings. For purposes of this General Plan, "mid-rise" refers to buildings with habitable floors up to 75 feet above the ground. This height will typically accommodate six-story buildings, depending on their design. Considerable flexibility should be provided for the design of roof elements, mechanical penthouses, and other elements to exceed that height and add visual interest to the buildings.

For many people, especially visitors, this area is the gateway through which they see Redding. Maintaining this area as a successful regional commercial center, upgrading its visual appearance, and improving traffic circulation are critical to presenting a positive regional image.

Hilltop/Dana Drive Focus Area Development Guidelines

- HD1. Retrofit arterial streets where feasible to include landscape medians and additional streetside landscape. Prepare a comprehensive design plan for the corridor that incorporates landscape features, building design, and architectural materials.
- HD2. Allow mid-rise buildings at appropriate areas within the Focus Area (see Figure 1-13).
- HD3. Construct the public improvements as noted on Figure 1-13.



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Hilltop Focus Area

OASIS ROAD FOCUS AREA

Consistent with the guidance provided by adoption of the General Plan in 2000, the Oasis Road Specific Plan (ORSP) was subsequently prepared and adopted on September 19, 2006. This "regulatory specific plan" establishes land use classifications, zoning district regulations, development design criteria, and related goals and policies to ensure that high quality commercial and residential development occurs in the Plan area. Further, it set the stage for needed infrastructure improvements in the area and was the impetus for City adoption of the North Redding Traffic Benefit District. The benefit district is the primary mechanism to ensure that needed street improvements occur in a fair and timely manner by

providing a funding mechanism for the improvements.

The ORSP establishes the physical arrangement of land uses in the area, and is geared to facilitating the high quality development of regional/visitor serving retail uses as well providing opportunities for both apartment and single family development. It also recognizes the importance that the natural environment plays in the City and sets the stage for development of a vast open space system of creek corridor trails, and public parks.

Please refer to the ORSP for a complete description of land uses, development regulations, design criteria, and plan implementation measures.

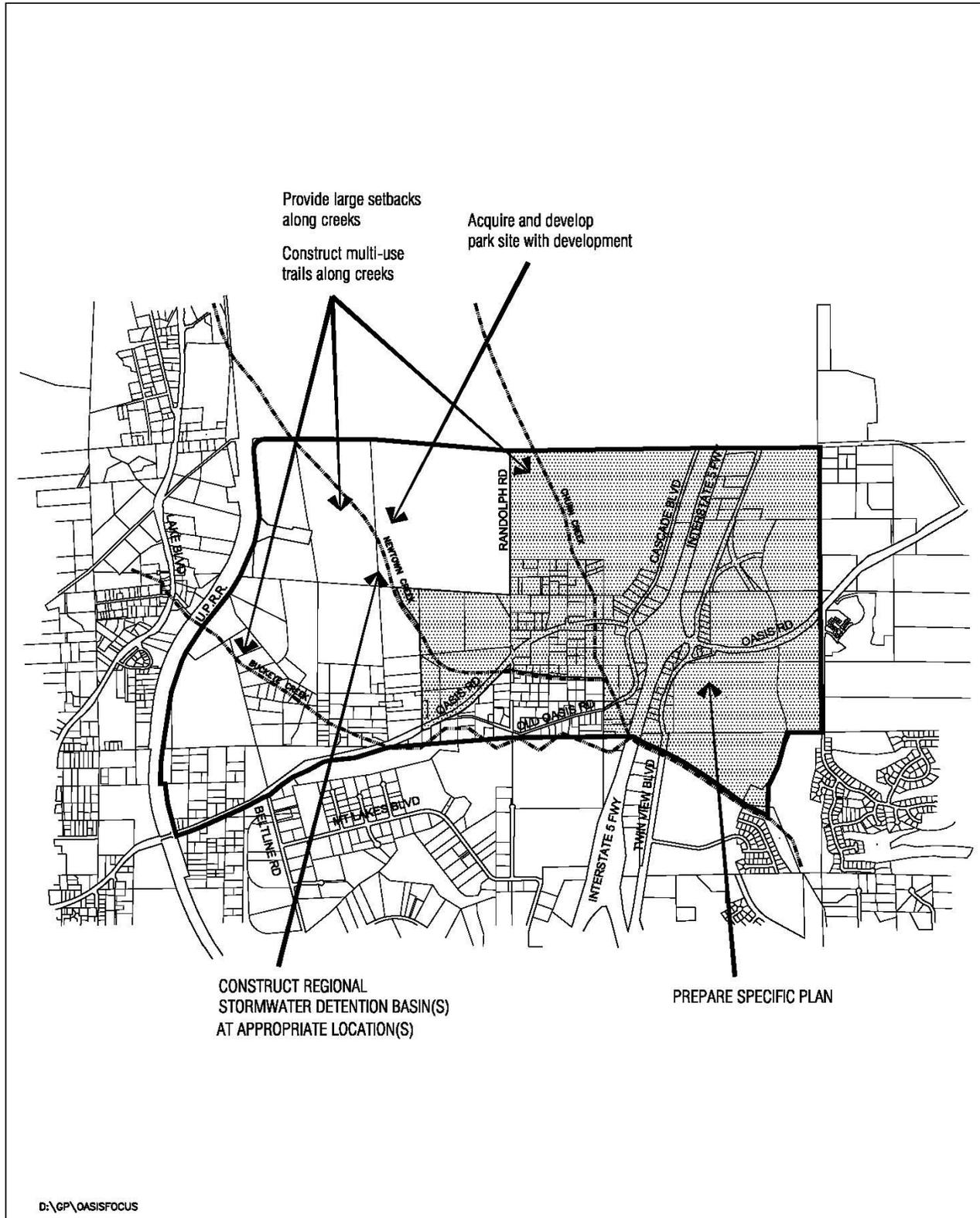


Figure 1-14 Oasis Road Focus Area



Community Development And Design Element

PARKVIEW NEIGHBORHOOD FOCUS AREA

The Parkview Neighborhood is among Redding's older neighborhoods. It lies south of Cypress Avenue between the west bank of the Sacramento River and State Highway 273. Grange Street separates the primarily residential northern portion from a small industrial pocket in the south. Commercial/office uses have developed along the highway frontage and Parkview Avenue. Redding's new Civic Center complex and South City Park are located immediately across Parkview Avenue to the north.

Parkview has experienced marked deterioration over the past twenty years, declining from its heyday status in the 1950s and '60s as an attractive, middle-class family residential neighborhood to the Parkview of today where criminal activity, cheap rental property, and deteriorated infrastructure prevail.

The decline is, in part, attributable to the establishment of higher-density land uses, along with the transformation of many of the existing single-family homes into rental properties. Of the existing residential units, less than 25 percent are currently owner-occupied. Coupled with the close proximity of industrial and service commercial uses with little or no buffer zone, the quality of life within portions of the residential neighborhood is poor. Deferred maintenance and/or neglect is evident on many structures. Property values are low. Because much of the pattern of development occurred prior to establishment of current standards, many developed parcels are substandard in size, have inadequate setback from the street and neighboring properties, and have inadequate access.

The neighborhood has been the focus of Redding's Neighborhood Police Unit (NPU) for several years. While the area is showing positive trends toward alleviation of most gang- and drug-related criminal activity, the NPU is still faced with a level of calls for assistance that far exceeds other similarly-sized neighborhoods in Redding.

From a positive standpoint, the Parkview Neighborhood is uniquely located in close proximity to the new Civic Center, the Sacramento River and the Park Marina riverfront, and a major City park.

Based on the direction provided by this General Plan, the Redevelopment Agency prepared and the City approved the Parkview Neighborhood Strategic Revitalization Plan in January 2001. The emphasis of

the Plan is to provide conditions that will stimulate the neighborhood from an economic standpoint by:

- ▶ Improving the existing dwelling units by actively pursuing various code violations and providing financial incentives.
- ▶ Increasing the level of home ownership.
- ▶ Improving the quality of life of residents by providing parks, sidewalks, and other amenities.
- ▶ Providing opportunities for mixed-use development along Parkview Avenue.
- ▶ Generally creating an environment that attracts buyers and investors to the neighborhood.

Parkview Neighborhood Area Development Guidelines

The revitalization plan establishes specific development policies for the neighborhood that will accomplish, among other things, the following:

- PN1. Preserve and enhance the residential nature of the core area through establishment of effective buffer land uses, especially between the residential portion and the industrial/service commercial uses to the south and west and between single- and multiple-family uses, utilizing innovative design features. Provide improved access to the Sacramento River, a future connection to the Sacramento River Trail, and other needed recreational amenities in the neighborhood.
- PN2. Facilitate mixed-use development that allows retail, commercial office, and residential components on Parkview Avenue. Establish appropriate design review guidelines and development standards that will guide development along the corridor.
- PN3. Create high-quality, affordable residential development that integrates new construction with existing dwellings and which provides a catalyst to encourage private reinvestment in the neighborhood.
- PN4. Facilitate needed neighborhood traffic and circulation improvements in the context of the needs of the entire neighborhood.

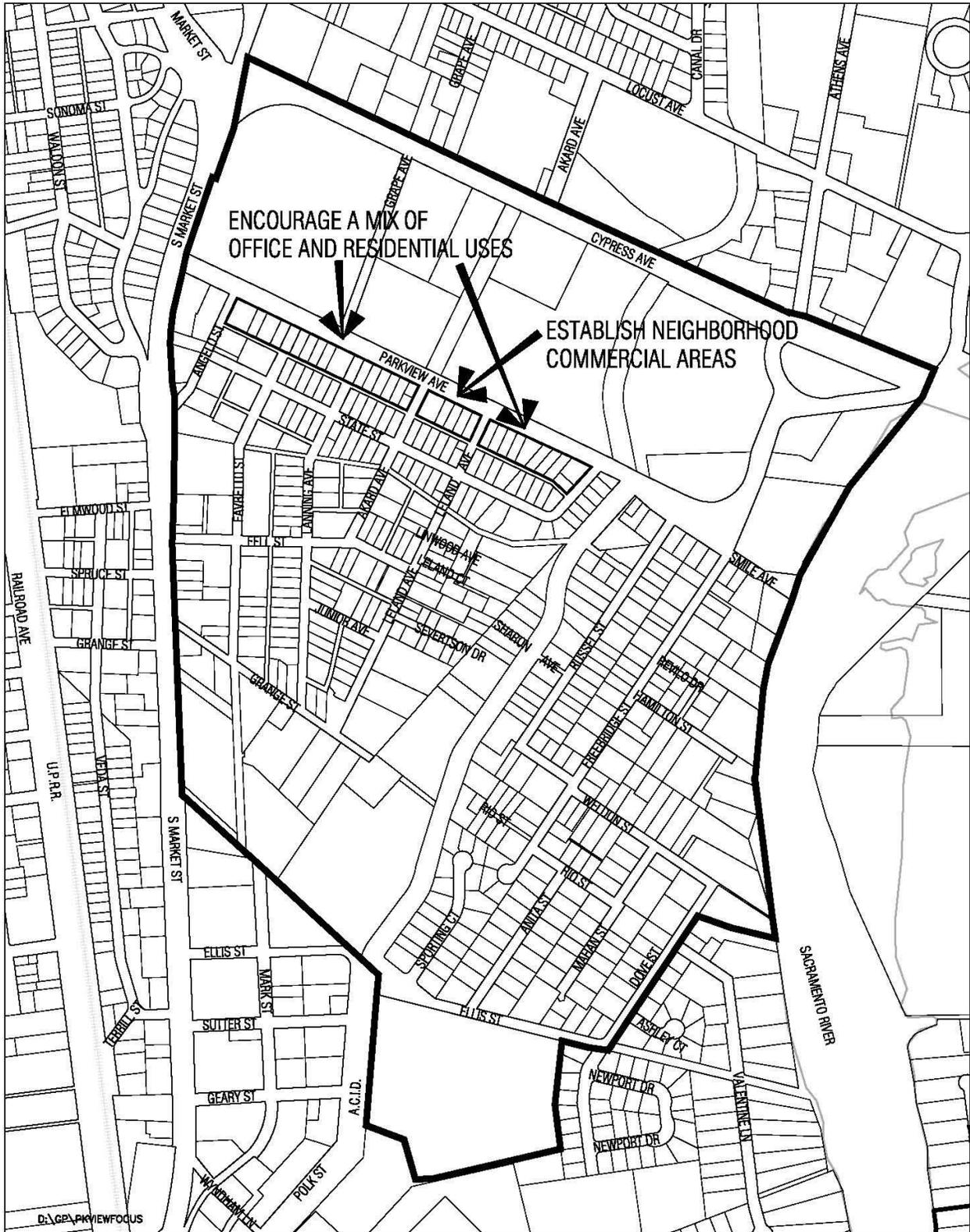


Figure 1-15 Parkview Neighborhood Focus Area



Community Development And Design Element

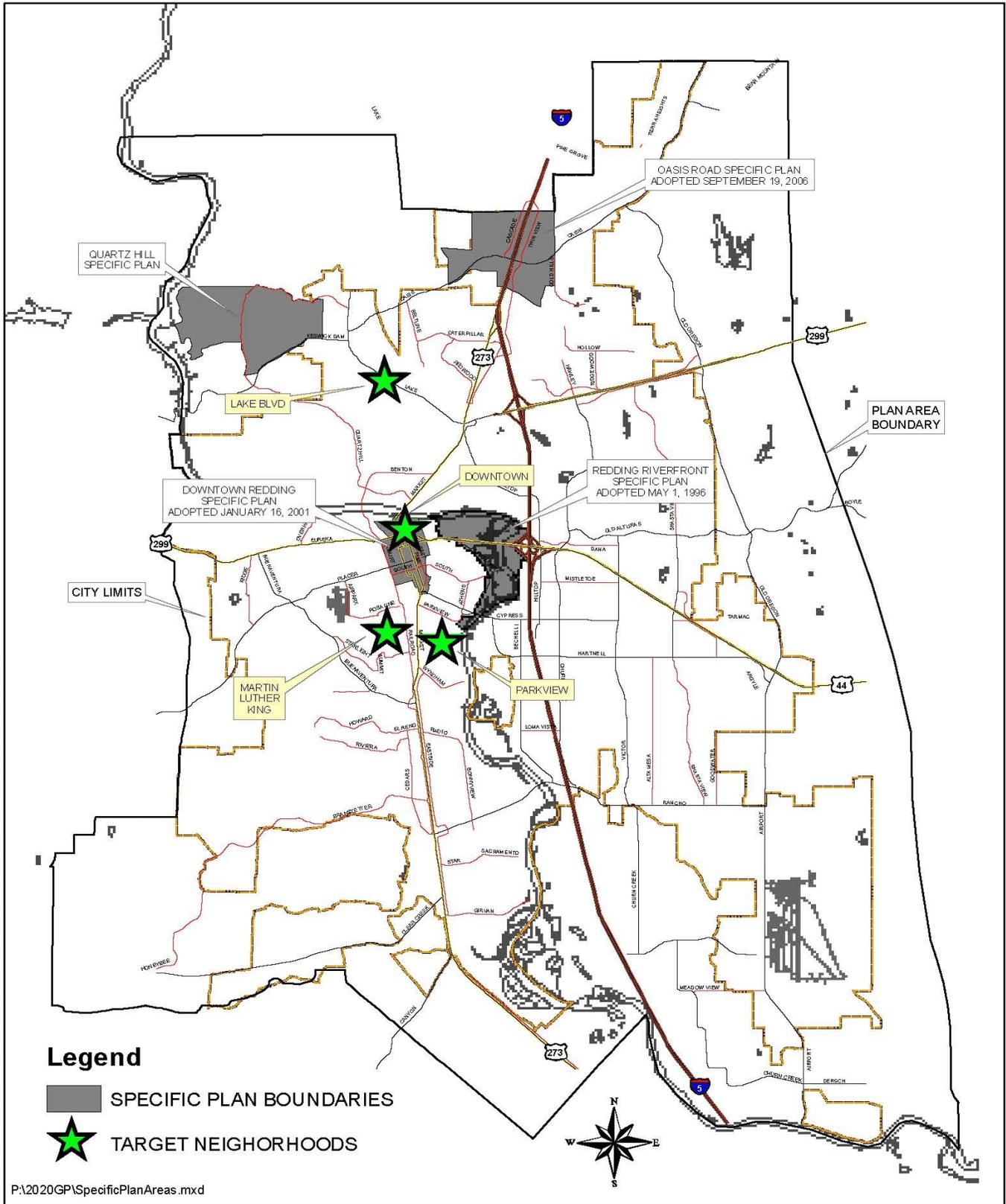
APPENDIX "A"

COMMUNITY DEVELOPMENT AND DESIGN ELEMENT

Specific Plan Guidelines

In accordance with Policy CDD11 (Community Development and Design Element), preparation and approval of specific plans will be required for the areas depicted as *Specific Plan* in this Appendix. The specific plan shall, at a minimum, address the following:

- ▶ The distribution, location, and extent of land uses, including standards for land use intensity.
- ▶ Compatibility of new development with adjacent existing and proposed development.
- ▶ Establishment of mixed-use areas which provide a range of commercial services and housing types.
- ▶ Distribution and location of roadways, including design standards for and the precise alignment of arterial, collector, and local streets and bikeways.
- ▶ Provisions for the extension of the existing City roadway system into new development areas. New development shall be linked to adjacent existing neighborhoods and planned neighborhoods by collector and local streets.
- ▶ Land acquisition, parcel-assembly needs.
- ▶ Distribution and location of and specifications for sewer, water, and drainage facilities needed to serve new development. Wherever possible and consistent with public safety consideration, drainage facilities should be designed as natural waterways.
- ▶ Distribution and location of parks, schools, and other public and quasi-public facilities as appropriate.
- ▶ Provisions for linking residential neighborhoods, parks, schools, Downtown, shopping areas, and employment centers through a system of pedestrian pathways and linear open-space corridors.
- ▶ Design guidelines for all new public and private development and improvements, including landscape, park layout and improvement, roadway frontage treatment, subdivision identification signs and monuments, and walls and fences.
- ▶ Provisions for development phasing to ensure orderly and contiguous development.
- ▶ Provisions for minimizing conflicts between new development and agricultural uses.
- ▶ Implementation measures necessary to carry out the plan, including a program for financing public infrastructure improvements.



Community Development And Design

Appendix A Specific Plan Areas and Target Neighborhoods