

**CITY OF REDDING, CALIFORNIA  
COUNCIL POLICY**

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BACKGROUND

The City of Redding and the people of Redding place a high value on quality of life and the preservation of Redding's priceless environment, with its mountains, valleys, streams, trees, pure air and water, and the mighty Sacramento River. Our policies aim at preserving this environment.

At the same time we recognize the importance of a vital economy as a key to not only individual well being, but the provision of essential public services. Jobs must be provided for growing families, and new business and industry as well as expansion of existing business and industry provides those jobs. "Imported" dollars are recycled several times through the local economy, benefitting businesses and individuals who are not associated with the primary business or industry.

We also value the free American economy and pledge to work to keep it free, while concurrently acknowledging that a totally laissez faire approach is not practical and that some guidance must be provided by local government.

PURPOSE

Some measure of growth guidance or management is therefore necessary if we are to achieve the delicate balance that is necessary between these desirable and seemingly competing and incompatible objectives. It is to the achievement of this balance that this policy is dedicated.

POLICY

Preserving the Environment

The City of Redding, through this policy, makes a commitment to address, to the extent of available resources, the purity of the air and water, the preservation of its topographic features and trees, the elimination of blight and litter, and the enhancement of the natural environment through sound planning and development.

Toward this general objective, it is the policy of the City of Redding to:

1. Help shape development to maximize environmental assets and avoid environmental damage such as water and air pollution;

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2. Continue to set aside park areas, open space, and recreational features through both the development process and direct City investment;
3. Positively influence the preservation of the Sacramento River, streams, and other natural features;
4. Ensure that adverse impact of the landscape is minimized through appropriate subdivision review and grading ordinances; and ensure that the natural environment is enhanced as development occurs through appropriate tree and landscaping controls;
5. Maintain a clean and healthy City through an effective solid waste collection and disposal system, recycling programs and litter control efforts;
6. Work in cooperation with other government agencies and the private sector to achieve these goals.

Encouraging Economic Development

This policy reaffirms the City of Redding's dedication to the encouragement of sound economic growth. It is the policy of the City of Redding to take those actions which promote appropriate economic growth within the constraints of the environmental objectives noted above.

Toward this general objective, it is the policy of the City of Redding to:

1. Seek out and welcome new business and industry that is compatible with the general objectives of the community and the efficient use of available public resources. Place maximum emphasis on business and industry that generates favorable employment ratios and economic support for both the public and private sectors;
2. Support existing business and industry and encourage its development and expansion. Treat existing business and industry as if it were prospective new business and industry;
3. Provide expeditious processing of plans, building permits, and related applications for development. When appropriate, tailor the City government's response to the needs of business and industry, while at the same time recognizing

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that fair, equal, and respectful treatment of all applicants is essential;

4. Utilize all available tools such as redevelopment and enterprise zones to achieve economic development objectives. Recognize that economic development has many faces, such as tourism, infrastructure improvement, and good basic city services;
5. Cooperate with entities such as the Economic Development Corporation and other government agencies to ensure that the best interests of the entire region as well as the City of Redding are protected.

Guiding Growth

In order to achieve both the objectives relating to the environment and the economy, proactive and enlightened policies and action guiding the direction, nature, and quality of growth are necessary. The challenge to the City government is in achieving a delicate and sensitive balance between these two seemingly incompatible objectives.

Toward this general objective, it is the policy of the City of Redding to:

1. Take a reasonable approach to growth management that is compatible with the free market. Ensure that growth pays its own way through an equitable system of development fees;
2. Utilize principles of City design that protect the environment while promoting economic growth. Reflect such principles in residential subdivision design, commercial and industrial development, infrastructure, public facilities, and civic buildings;
3. Work to achieve an optimum jobs/housing balance as new development takes place so that a functional city is created over the long term;
4. Evaluate proposals for specific new directions in City development critically to ensure that they are consistent with the community's basic objectives and philosophy;
5. Utilize the City's Capital Improvement Program to help shape growth by locating and timing new facilities in such

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a manner as to provide an optimum result in terms of private investment.

Implementation

Recognizing the general nature of the foregoing policy statement and the fact that the impact of any policy is felt only in its implementation, the final element in this policy is the charge to the administrative staff of the City of Redding to ensure that actions taken throughout the City government organization are consistent with this policy. It must also be recognized that policy in so vital an area as this is likely to be changing and dynamic rather than static, necessitating periodic review and perhaps refinement of the policy.