

PARKVIEW NEIGHBORHOOD STRATEGIC REVITALIZATION PLAN

Executive Summary

1. The Image for the Future

The Parkview neighborhood is a vibrant fully functional community.

- Substandard residential units have been rehabilitated and are occupied by a stable resident population.
- Formerly vacant sites and dilapidated buildings have been redeveloped with new infill homes that are beautifully integrated into the neighborhood.
- “Woodside,” a newly developed, single-family home ownership project, is complete and fully occupied. The families chose to live here because of the quality of development and its proximity to Juniper Academy - just a short safe walk from home.
- Through the efforts of the City and its home buyer programs, homeownership is now at 55%, up from 45% in 2004.
- Through the use of distinctive street lighting, neighborhood signs, and enhanced entrances, the Parkview Neighborhood is seen as a special place, not only by residents, but by visitors alike.
- The once-shabby south side of Parkview Avenue is now a true mixed use neighborhood, with a combination of new office, residential, and neighborhood commercial uses. The area is used by residents and office workers from the now complete Civic Center. The Avenue is lined with a large tree canopy, is pedestrian friendly, and blends the Civic Center into the neighborhood.
- “Market Centre,” a new mixed use development, is nearing completion on South Market and Grange. It is a very urban project with commercial uses fronting on South Market and residential accessed from Favretto.
- New job generating uses have located on underutilized properties along Favretto south of “Market Centre” and on the new extension of Mark Street. These uses are employing a number of Parkview residents who can easily walk or ride their bikes to work.
- Two new parks are now fully used. “Parkview Neighborhood Park” has a tot lot and basketball court and has been adopted by the Parkview Neighborhood Committee that sponsors several neighborhood events yearly and maintains the annual plantings. The “Parkview Riverfront Trail and Park” attracts users from the entire community. Its nature oriented interpretive facilities have become an outdoor classroom for schools throughout the broader Redding area.



A prototypical mixed use development with retail below and office or residential above.



Two prototypical residential units - the character of which is desired in “Woodside.”



- Because service has been reinstated on Parkview Avenue and benches and covered stops installed, transit is more convenient and ridership is up.
- The extension of Favretto Avenue, the implementation of recommendations from a special traffic study, and other transportation system improvements have provided alternative traffic routes and resulted in improved local traffic conditions.
- The combined efforts of the Parkview Neighborhood Committee, Neighborhood Police Unit, City of Redding, and Parkview residents have dramatically changed the appearance and “feel” of Parkview Neighborhood. The resulting safe streets, parks, and neighborhood are the pride of all the residents. Parkview has grown into a model neighborhood for other areas of Redding, as well as other Northern California communities.
- The once fledgling Parkview Neighborhood Committee has been incorporated as a private non-profit organization called “Parkview Community Development Corporation.” The organization is a key player in all new development in the neighborhood - as a neighborhood liaison to ensure design standards are met, affordability is maintained, and residents’ voices continue to be heard.
- The Parkview Multi-Service Center is a central hub for many of the activities in the neighborhood. Community meetings, youth activities, child care, recreational opportunities for youth and adults, and programs of area social service providers bring resources and services to neighborhood residents. The Center has been in use to capacity since it was opened. There are new events and programs every year.
- Juniper Academy continues to be an extraordinary partner to Parkview Neighborhood residents. The Academy’s efforts to provide additional educational, personal, and community enrichment opportunities for the youth of Parkview is deserving of special attention. The Academy has sought partnerships that have expanded its athletic fields, added a recreation complex that is available to the community, and continues to seek funding for additional programs to provide Parkview Neighborhood youth with the best possible education.

2. The Goals

To attain the “Image of the Future,” the following goals are recommended for implementation:

Land Use and Urban Design

GOAL: To allow the rehabilitation of existing nonconforming residential uses to a level equal to or exceeding current Health and Safety Code and Housing Code standards.

GOAL: To create a vibrant mixed use district that provides new housing opportunities as well as office, service, and retail uses that support the Parkview Neighborhood and the Civic Center.

GOALS: To maximize the use of vacant or underdeveloped residential and commercial sites. To provide additional housing and employment opportunities for area residents and households that may wish to live in the neighborhood.

GOAL: To improve the quality of life for Parkview residents, promote family interaction, and provide alternative activities for juveniles living within the neighborhood through the provision of additional recreational opportunities.

GOAL: To provide needed recreational amenities within the Parkview neighborhood, to increase access to the Sacramento River and extend the Sacramento River Trail, to preserve and protect riparian habitat, and to provide a setting for outdoor environmental education activities.

GOAL: To improve the attractiveness of the entrances into the neighborhood in order to make them more aesthetically pleasing and improve property values, both at the entrance and inside the neighborhood.



GOAL: To create a unique identity for the neighborhood and instill pride and cohesiveness in its residents.

Housing

GOAL: To increase homeownership, provide housing opportunities that attract households city wide, and foster housing rehabilitation resulting in an attractive, desirable neighborhood.

Transportation

GOAL: To improve the physical condition of Parkview Avenue by making it more pedestrian friendly, safer and aesthetically pleasing.

GOAL: To provide the Parkview residents and Civic Center workers with more convenient access to transit service.

GOAL: To create local streets that are pedestrian friendly with slower vehicular traffic.

GOAL: To enhance pedestrian, bicycle, and vehicular access throughout the neighborhood.

Infrastructure

GOAL: To improve the existing infrastructure to meet contemporary standards.

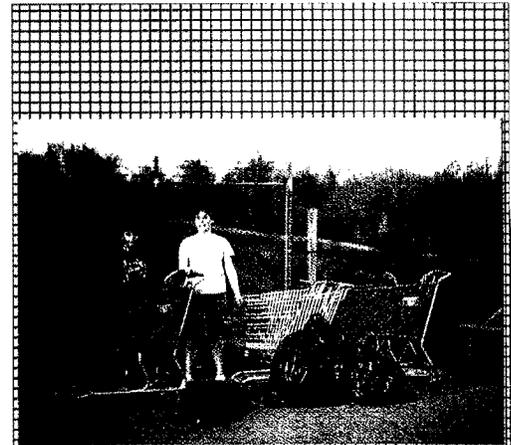
Community Services

GOAL: To provide a safe, healthy, and secure living environment where residents, businesses, and visitors interact and communicate to ensure the safety and well-being of everyone in the neighborhood.

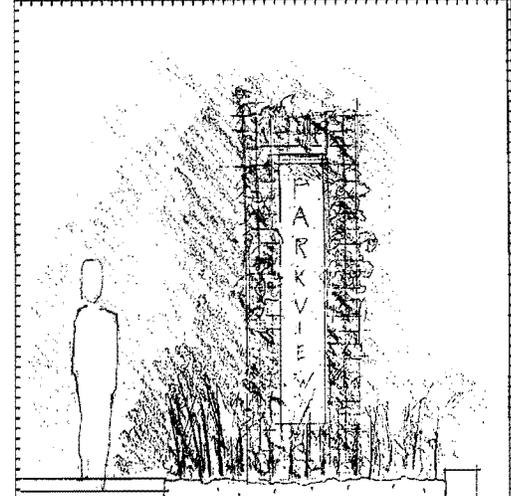
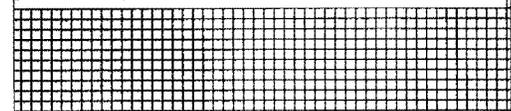
GOAL: To implement fundamental design concepts and adopt guidelines for neighborhood development and improvements that will help ensure the safety, health, and well-being of the community. To promote an understanding that good design can encourage community activity and reduce crime, while poor design can allow inappropriate behavior to happen more easily.

GOAL: To continue to build on the present successes and strengths of the Parkview Neighborhood Committee by expanding the committee to include youth and business owners, establishing general neighborhood membership opportunities, and remaining engaged in bringing a strong voice to the policy decisions impacting neighborhoods.

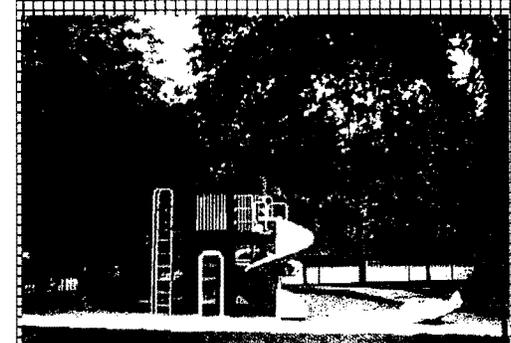
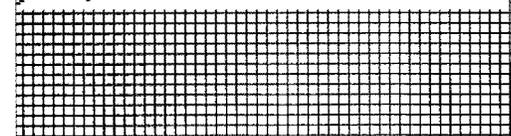
GOAL: To provide a coordinated and accessible delivery of services to community members through the creation of a Multi-Service Center, where families and individuals find support and opportunities to ensure their basic needs are met, and to foster increased involvement leading to a greater sense of community.



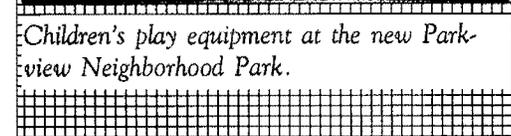
Parkview neighborhood youth participating in a community cleanup day.



Neighborhood Entrance Sign helping to create a place of distinction.



Children's play equipment at the new Parkview Neighborhood Park.





GOAL: To provide ongoing support to neighborhood youth by providing safe, high quality, successful educational opportunities, and to continue to coordinate and collaborate with the community so that youth remain an integral component in the revitalization of the Parkview Neighborhood.

3. The Starting Point

To nurture and realize community goals and to return to a quality of life reminiscent of years past will require the combined efforts of the whole community, public and private. Fortunately, the potential for rejuvenation of the neighborhood is good! Parkview has many assets and strengths to call upon.

- The Parkview Neighborhood Committee is committed to revitalization and is already active in the neighborhood;
- Community leaders are on hand and ready to lend their insight and strength to future efforts;
- The new Civic Center and Juniper Academy are stable and active community centers; and
- The Downtown, Sacramento River, and Park Marina riverfront provide links to the larger community.

A number of activities have already been initiated that provide a solid foundation for future programs and growth. Among them are the commitment of City leaders to neighborhood revitalization, the establishment of the Parkview Neighborhood Committee, the Neighborhood Police Unit (NPU), the Community Safety Evaluation Team (CSET), and Juniper Academy's ongoing commitment to the youth and families of the neighborhood.

Aware that the City had designated neighborhood renewal as a very high priority, with Parkview slated as the first area for attention, residents formed the Parkview Neighborhood Committee in April 1999. The group established a mission; started a monthly publication, "The Parkview Point"; have initiated a number of community building activities such as regular cleanup days and a Christmas Craft Faire; and lobbied effectively for a strong voice in the changes that would be happening in their neighborhood. The mission of the Parkview Neighborhood Committee states that they will "work toward the enhancement of the quality of life...address...concerns of housing, infrastructure, public safety, zoning, traffic flow, public transportation availability, City of Redding services, and neighborhood pride and participation." The Committee will have an active voice in the planning and implementation of the policies to revitalize their neighborhood.

The Neighborhood Police Unit (NPU) began to focus on Parkview in 1993. The NPU initially operated in Parkview when crimes were violent in nature and occurred frequently. Parkview residents were afraid for their safety and hesitant to talk about public safety issues. In the last four years, the incidence of crime has decreased substantially and become primarily petty theft and vandalism. Residents have become more involved and now feel safer participating in community policing activities.

The Community Safety Evaluation team (CSET) was formed in 1996 as a property nuisance abatement program. CSET was initially formed to address the worst properties throughout the City. This Team of representatives from various City department joined forces to evaluate, enforce, resolve, and therefore abate property nuisances. The Team members feel that Parkview remains a "problem" neighborhood and are conducting a block-by-block evaluation program that began in January 2000. The efforts of the NPU and CSET will continue to have a positive impact on the revitalization of the neighborhood.



Juniper Academy has been incorporating community activities into its daily activities since it became an Academy in 1995. Academy administrators have a number of programs and special activities partnering with other community groups that will benefit the youth of Parkview, as well as the neighborhood as a whole. Juniper Academy will expand its services through additional partnerships and will continue to be a stabilizing factor for the neighborhood.

Using the expertise of the City of Redding and the commitment and enthusiasm of the Parkview Neighborhood Committee, the community is poised for a sustained, organized attack on specific problems that will stabilize the Parkview Neighborhood and return the community to its former highly respected position in the Redding community.

The Parkview Neighborhood Strategic Revitalization Plan contains specific recommendations and implementation actions that will direct that assault.



Notes:



Table of Contents

1.	Introduction and Purpose	1-1
2.	Methodology	2-1
2.1	Mini-Workshop	2-1
2.2	Survey	2-2
2.3	Neighborhood Workshop	2-2
2.4	Personal Interviews	2-3
2.5	Field Research	2-3
3.	Land Use and Urban Design	3-1
3.1	General Background on Land Uses and their Locations	3-1
3.2	Nonconforming Uses	3-1
3.3	South Side of Parkview Avenue	3-4
3.4	Reuse Opportunities	3-10
3.5	Parks and Open Space	3-21
3.6	Entrances	3-24
3.7	Neighborhood Signage and Lighting.....	3-25
4.	Housing	4-1
4.1	Community Housing.....	4-1
5.	Transportation and Circulation	5-1
5.1	Introduction	5-1
5.2	Parkview Avenue Enhancements	5-2
5.3	Transit Service	5-4
5.4	Local Streets in the Plan Area with Special Concerns	5-6
5.5	Network Improvements	5-7
6.	Infrastructure	6-1
6.1	Streets and Alleys, Sidewalks, Sewer, Water, Eletrical, and Street Lighting	6-1
7.	Community Services.....	7-1
7.1	Public Safety	7-1
7.2	Crime Prevention Design Concepts	7-2
7.3	Parkview Neighborhood Committee	7-5
7.4	Social Services	7-6
7.5	Juniper Academy	7-8



8. Implementation 8-1

Appendices:

Appendix A: Demographics/Housing Information

Appendix B: Potential Funding Resources

Appendix C: Social Services Resources Guide

Appendix D: Parkview Infrastructure Improvements ~ Preliminary Costs



1. Introduction and Purpose

The Parkview area is part of Redding's Market Street Redevelopment Project. With a rich past, a population of 1,662, or approximately 3 percent of the City of Redding's population, Parkview Neighborhood is the focus of the City's first revitalization efforts to rebuild a neighborhood and reverse deterioration of this once vibrant area. (See Exhibit 1-1 for the Study Area Boundary). The community's slide from a proud and self-reliant neighborhood has been marked by an increasing number of rental units, deferred maintenance of housing and infrastructure, low property values, a concentration of low-income households and senior fixed-income households, and a low median age evidencing a large number of young families.

Parkview, one of Redding's older neighborhoods, is centrally located near the new Civic Center, the Sacramento River, the Park Marina riverfront, and South City Park. The neighborhood contains a mix of commercial, residential, public, and industrial uses.

The deterioration in the neighborhood over time was driven by conditions such as alternations in land uses, the lack of buffer zones between commercial and residential uses, homes that were poorly constructed from the onset, and deferred maintenance and/or neglect of structures and community assets. These conditions encouraged homeowner flight from the neighborhood and increased the number of absentee landlords. Currently less than 45% of the residences are owner-occupied. The population has become increasingly transient, as marked by the high number of children annually not returning to Juniper Academy, a K-8 public school facility in the neighborhood.

The Parkview Neighborhood Strategic Revitalization Plan is designed to be a housing and redevelopment tool that can be implemented, for the most part, by the City and the Neighborhood. Key elements include:

- Land Use and Urban Design
- Demographics, Housing, and Building Conditions
- Transportation and Circulation
- Infrastructure
- Public Safety
- Community and Social Services

The plan is organized by the sections identified above. Each section is further broken down into specific topics that include implementation goals, a discussion of the existing conditions, a vision for the future, recommended programs or projects to attain the goals, and the specific actions that are necessary to implement the recommended programs or projects.

The recommendations presented in the following sections are contained in an Implementation Matrix that contains a 5-year listing of priorities, responsible party, actions, funding source, and budget.

Additional information such as Housing and Household Demographics, Potential Funding Sources and A Social Services Resources Guide can be found in the appendices A, B, and C respectively.

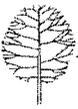
The City of Redding has completed several other plan specific to revitalizing and planning for the future of its City. The Parkview Revitalization Plan represents just one of the City's efforts towards its goals of a healthier, more economically stable, livable community now and into the future.

"Ride on! Rough-shod if need be,
smooth shod that will do, but
ride on! Ride over all obstacles
and win the race! "

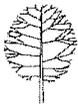
-Charles Dickens

S E C T I O N 1

INTRODUCTION AND PURPOSE



The elements contained in the Plan are aimed at enhancing the livability of the neighborhood and have been developed and combined into a comprehensive program. The Plan emphasizes and recommends an implementation program that can be carried out through a public and private sector partnership, a partnership that establishes specific responsibilities for action and financial commitments. Most of the programmatic recommendations contained in this plan can be replicated in other Redding neighborhoods.



Notes:

S E C T I O N 2

M E T H O D O L O G Y



2. Methodology

2.1 Mini-Workshop

On May 24, 1999, the City of Redding held a 2-hour mini-community workshop. The goal of the workshop was to obtain a broad array of input from specifically invited community members regarding issues (items that need to be addressed by the plan) and community assets prior to the preparation of the Parkview Neighborhood Strategic Revitalization Plan.

Thirty-three members of the community including property owners, tenants, business owners and operators, social service providers, school representatives, concerned citizens, and City staff attended the workshop. It was acknowledged by the participants that it was the first time that all the social service providers were in the same room discussing common interests and issues.

The participants were asked to identify people, places, areas, connections, programs, associations, etc., that were seen as assets or resources that could help in the revitalization of the neighborhood. These suggestions could be physical (or not) and should be located in the neighborhood or otherwise have a positive effect (now or potentially) on the neighborhood. In addition, the participants were asked to identify issues that the Strategic Plan should address.

In summary the participants responded as follows:

Assets

- There are a number of existing or proposed social service programs available to neighborhood residents.
- There is the potential to develop a multi-service center at the Juniper Academy.
- The Neighborhood is blessed by its great location - close to downtown, retail services, the civic center, and the river.
- The Neighborhood has many physical assets including good soils, the ACID canal, community gardens, and a rural feeling.
- With the current level of community involvement, the Neighborhood is ripe for improvement.

Issues

- The Plan should focus on improving community image, with special attention to schools and recreation as a community link.
- The Plan should address ways in which to increase home ownership in the community, while also finding ways to involve the private sector in new and redevelopment activities.
- The Plan should address the impact of commercial entities on the surrounding community and find ways to lessen commercial "intrusion" into residential neighborhoods, improve the overall look of commercial locations, and provide for attractive gateways from commercial to residential areas.



- The Plan should address transportation and traffic issues, public works issues, pedestrian issues, and specifically address access to and from schools.
- The Plan should address the quality of new housing.
- The Plan should address absentee landlords and their responsibility for decaying properties.
- The Plan should present guidelines to help increase tenant stability, through job creation and market development, landlord involvement, tenant education, and resident empowerment.
- The Plan should present guidelines for improving and expanding facilities and programs for families, youth, infants, and preschoolers, with an emphasis on safety and sustainability.

2.2 Survey

During July and August of 1999, the City of Redding conducted an exterior Building Conditions Survey on 620 housing units and recently completed a neighborhood survey to assess household and interior building characteristics, including bedroom/bath counts, conditions, amenities and rents with 129 households.

2.3 Neighborhood Workshop



Community members participating in the Parkview Neighborhood Workshop

On September 11, 1999, the City of Redding and the Parkview Neighborhood Committee held a day long neighborhood-wide workshop. The objectives of the workshop were to obtain an understanding of the issues, resources, and implementation actions that could be used to improve the neighborhood (with regard to issue and implementation actions, to get an initial sense of priority), to identify barriers and problems to implementation, to obtain recommendations on strategies for implementation, and to explore specific implementation tools.

The workshop was attended by 38 community members, including property owners, tenants, business owners and operators, school representatives, police, and City staff.

In summary the participants identified the following issues:

- The layout of Parkview Avenue is a major concern in the neighborhood. Issues include: number of lanes, parking layout (diagonal vs. parallel), bike lanes, closure of Akard, Parkview Avenue bridge, and trusting the traffic count projections.
- The desire for a multipurpose community facility with youth activities is very strong.
- There is a need to involve youth on the committee and in general - also a need for more general community involvement, including the commercial areas.



- Safety is still an issue but not a critical one.
- The desires for recreational space is high - both tot lot/pocket parks, a larger neighborhood facility at Park Marina/Parkview/Smile Place, and a riverfront trail.
- The neighborhood would like to have access to someone who could assist with public relations to improve the image of the neighborhood.
- There is still some hostility toward public officials (mainly toward elected officials but also staff) - there is a feeling of abandonment, but it is less now than in the past.
- There is a strong desire for a community bulletin board - possible locations include the triangle at the east end of Parkview, the neighborhood police station, Parkview Market, or the neighborhood entry sign locations.
- There are strong desires to limit new higher density residential projects, and to place emphasis on home ownership opportunities and residential rehabilitation.

Actions identified or discussed at the workshop that participants recommended should not wait for the completion of the Parkview Neighborhood Strategic Revitalization Plan include:

- Scheduling of a special meeting of the Parkview Neighborhood Committee with City Staff to discuss Parkview Avenue design and the Parkview Bridge .
- Working with Juniper Academy, the City, and other social service providers to determine the scope of activities that would take place at a new community facility and if the school site is the proper location for such a facility.
- The Parkview Neighborhood Committee should recruit youth and members of the business community to sit on the board.
- The City should keep the Parkview Neighborhood Committee apprized of its activities related to the proposed park/trail improvement on Park Marina Drive.
- If feasible, the City should assist the Parkview Neighborhood Committee with public relations.
- The City should involve the Neighborhood Committee in the review process for new development projects.

2.4 Personal Interviews

In order to obtain background information, the Team (City staff, Mogavero Notestine Associates and Laurin Associates) had individual and group meetings with City staff (administration, police, planning, housing, redevelopment, traffic and public works), social service providers (Shasta County Public Health and Juniper Academy), and community members.

2.5 Field Research

The team also conducted field research to identify existing land uses, opportunity sites, building and neighborhood conditions, and other constraints and opportunities. In addition, the team conducted a residential market assessment (See Section 4).



Notes:

S E C T I O N 3

LAND USE & URBAN DESIGN



3. Land Use and Urban Design

3.1 General Background on Land Uses and their Locations

The center of the study area is predominately residential, with approximately 64% of the units being single family and 36% being two or more units in character, and 40.3% owners and 59.7% renters. (Source: Parkview Neighborhood Household Survey). The western edge (approximately 1 ½ blocks east from South Market) is service and light industrial. This area is predominately auto related, with a couple of motels and restaurants, a dairy, and other miscellaneous services. The northern part of the study area is predominately public in nature, with governmental services and a community park encompassing 40 acres. The civic area north of Parkview Avenue is planned to be the home of government or quasi-government offices. These uses will include City Hall, Police Department, City Hall Annex, as well as other office-type buildings, which could house the offices of the county, schools, special districts, or state and federal legislators. In addition, the northern section is the location of an auto dealer and recreational vehicle sales. At the southern boundary is Juniper Academy, a K-8 school. The Cypress Elementary School is located just north of the study area. See Exhibit 3-1 - Land Use Map.

3.2 Nonconforming Uses

GOAL: To allow the rehabilitation of existing nonconforming residential uses to a level equal to or exceeding current Health and Safety Code and Housing Code standards.

EXISTING CONDITIONS: The proposed General Plan residential land use designations for the Parkview Neighborhood includes 3.5-6 dwelling units per acre east of the A.C.I.D. canal and 6-10 dwelling units per acre east west of the A.C.I.D. canal. The resulting zoning designations allow the following residential densities:

- R-3 for the 6-10 dwelling units per acre designation, which allows 1 unit per 4,000 square feet of lot or up to 9 dwelling units per net acre.
- R-1 for the 3.5-6 dwelling units per acre designation, which allows 1 unit per lot with a minimum lot size of 6,000 square feet up to 3.5 dwelling units per net acre.

These zoning designations render many of the existing properties that contain more than 1 unit legal but nonconforming to the zoning ordinance. As a result, ordinary maintenance and repairs may be made to any legal nonconforming structure, provided no structural alterations are made and the work does not exceed 15% of the structure's replacement value in any one-year period. Other repairs or alterations may be permitted, provided that a use permit shall first be obtained in each case. If a legal nonconforming structure is damaged or destroyed to an extent of more than 75% of the replacement value thereof, it may be not be restored.

None of these nonconforming properties are out of character for this urban neighborhood, which is very close to downtown Redding.

As indicated in the Housing Section (Section 4 of this Plan), 147 units or 44% of the structures containing 2 or more units are in need of moderate rehabilitation. This level of rehabilitation could easily exceed the 15% replacement value criteria, thus thwarting efforts to improve the property. In addition, lenders are reluctant to lend on nonconforming uses because of the potential loss of collateral through a catastrophic event. Both of these impacts perpetuate continuing deterioration.



IMAGE FOR THE FUTURE: Because the city is allowing existing nonconforming uses to continue without undue restriction on reinvestment, multifamily property owners and lenders are once again excited about the stability and prospects in the future of the Parkview Neighborhood. Several new owners are investing in the neighborhood, acquiring properties in need of some major improvement. Most owners are going beyond eliminating code violations and are improving the overall quality of their properties. Residents are proud of their homes and of the neighborhood. Redevelopment has assisted in consolidating some smaller, less-rehabable parcels and marketed the newly configured property to attract quality development.

RECOMMENDATION: In conjunction with the Redevelopment, Housing and Code Enforcement Divisions, the Development Services Department should oversee a proactive program to grant use permits to the nonconforming residential properties.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Identify all residential properties that are nonconforming.
2. Develop specific criteria identifying the maximum level of nonconforming density, or other development standards which will be permitted under the use permit.
3. Offer nonconforming property a special use permit under the following conditions:
 - The property will be brought into conformance with Chapter 16.06 of the Redding Municipal Code within a three-year period.
 - The property owner will improve the property with non-code improvements that improve the overall quality of the property such as washer/dryer, finishing, carpet, landscape, paint, etc. These improvements shall be a minimum of 10% of the cost of the code improvements. The City of Redding Housing Division will develop criteria for adoption.
 - Violations of zoning code development standards will be remedied or variances sought.
4. Issue the special permit and monitor.

3.3 South Side of Parkview Avenue

GOAL: To create a vibrant mixed use district that provides new housing opportunities as well as office, service, and retail uses that support the Parkview Neighborhood and the Civic Center.



A prototypical mixed use development with retail below and office or residential above.

EXISTING CONDITIONS: The properties that face on Parkview between Angelo and State (See Exhibit 3-3) are predominately used as residential. There are approximately 40 residential units on 18 parcels. Two properties are developed as commercial, including the Parkview Market and another structure which houses a furniture store and butcher supply business. Two former residential properties

have been converted to commercial uses, including a beauty salon and a chiropractic office. Two properties are vacant.

Of the residential properties located along Parkview Avenue, only one was identified by the City of Redding's Housing Condition Survey as being in need of substantial rehabilitation. The remaining units are in sound to moderate condition.



The only retail use that is oriented to the neighborhood is the Parkview Market, a small grocery store. If residents desire additional retail opportunities they must, for the most part, get in their cars and drive. With the development of the new civic center project, additional demand for small office and local serving commercial should follow.

IMAGE FOR THE FUTURE: Neighborhood retail uses including: a laundromat, small food store, delicatessen, café, barber/beauty salon, ATM, coffee shop, dry cleaner drop-off, copy shop, photo processing, and video rental have located in the Parkview Avenue commercial district. Above the neighborhood retail are small-scale offices and residential uses.

Office workers from the Civic Center regularly lunch at one of several cafes or drop off their film for processing. Neighboring residents are very excited about the new laundromat and video rental shop which many use on a weekly basis. Much neighborhood information is circulated as residents frequent the coffee shops, which provide a venue for informal conversation.

The sidewalks are wide and have a beautiful tree canopy where workers and residents stroll throughout the day and evening. Parking is accessed from the rear, off the alley that runs between Parkview and State. These lots are buffered from the neighboring residents through landscaping, sound walls, and screened lighting. In addition, from an urban design perspective, the commercial uses offer a more urban character through scale, proportion, articulation, and a minimal set-back.

RECOMMENDATION: The Redevelopment Agency should assemble properties and make them available for private redevelopment through a Disposition and Development Agreement (DDA).

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Rezone the Parkview Avenue street frontage to allow Mixed Use development. Establish standards, specific limits on retail floor area and on allowable uses, consistent with the goals of the Revitalization Plan.
2. As part of its General Plan Update, the City Council should adopt the land use designations contained within Exhibit 3-2.
3. Conduct a detailed development feasibility analysis. The analysis should include a market assessment to determine the amount of retail/office that could be supported in the market and the absorption rate; land assembly costs; a relocation plan and cost estimate; phase one toxic assessment, remediation, and cost estimate; on and off-site improvements (i.e., alley improvements); prototypical development cost estimate and proforma identifying any funding gaps; and an estimate of tax increment flow available to cover the funding gap. If determined feasible (adequate market support and reasonable cost when compared to other priorities), then proceed to the next steps outlined below. If determined infeasible, then evaluate a less aggressive approach.
4. Initiate acquisition, resident and business relocation, structural demolition and or relocation, and toxic clean-up.
5. Concurrently with Action 3 above, offer owner participation agreement (OPA) to the property owners. The OPA, if agreed to, must reflect the findings of the development feasibility analysis. At the same time solicit development proposals for the remainder of the area from private sector developers. If negotiations for an OPA are not successful, solicit development proposals.
6. Execute a Disposition and Development Agreement (DDA) with the successful developers.



7. The DDA/OPA should include a provision to minimize impacts to the neighboring residential uses. Issues such as security, litter, hours of operation, noise, privacy, odors, and liquor consumption should be addressed.
8. The DDA/OPA should include a provision that requires consistency with the new zoning ordinance development criteria for Mixed Use Districts.
9. All properties in the mixed use zoning overlay area should meet the following design criteria:

BUILDING ORIENTATION AND MAXIMUM SETBACKS

All new buildings in the district shall be oriented to existing public streets. Building orientation is demonstrated by placing buildings and their public entrances close to streets, so that pedestrians have a direct, safe, and convenient route from the street sidewalk to building entrances.

At least one major public entrance shall be oriented to Parkview Avenue. At intersections, corner entrances not directly facing Parkview may be used to provide entrance orientation to both streets.

Building setbacks from streets or plazas shall not exceed 35 feet from the curb line, except when necessary to preserve healthy, mature tree(s), to provide pedestrian amenities, or to accommodate handicapped access requirements.

Street setbacks of greater than 35 feet may only be approved when the building design incorporates seating, plazas, or other usable public space.

CORNER BUILDING ENTRANCES

The design of corner lot buildings should reinforce public intersections as public spaces. Corner building entrances, plazas, or other architectural features may be required to ensure that this guideline is met.

WEATHER PROTECTION

Where new commercial is constructed adjacent to street sidewalks or pedestrian plazas, a 6-foot-wide, weather-protected area (e.g., awnings or canopies) shall be provided along the portion of building(s) adjacent to the sidewalks and/or plazas.

For existing development weather protection, as identified above, shall be provided when there are alterations, repairs, or additions to existing structures. However, an exception to meeting this weather protection standard may be requested where the applicant can demonstrate, to the satisfaction of the Development Services Director, that the cost of improvements to the existing structure is less than four times the cost of providing an awning. Where weather protection is existing, but is not of the required width, an exception to this standard may be authorized only when the existing weather protection is at least 4 feet in width.

LANDSCAPING AND SCREENING

Street trees shall be required. Trees shall be planted at a minimum of 40 feet on center for commercial landscaping, and 30 feet on center for residential. A reduction to the number of required street trees may be granted when a development preserves healthy mature tree(s) adjacent to the sidewalk.

Screening of parking areas, drives, mechanical equipment, and solid waste receptacles with vertical elements is required and shall be installed prior to building occupancy. Screening options include landscape



plants, planters, ornamental walls, trellises, fences, or other features. Screening options shall be consistent with the City’s Parking and Trash Enclosure Ordinance.

Irrigation systems shall be installed to support landscaping. All landscaping shall be consistent with the City’s Ordinance on Landscaping.

PEDESTRIAN AMENITIES

All new structures and substantial improvements shall provide for pedestrian amenities. The number of pedestrian amenities provided shall comply with the following sliding scale.

Size of Structure or Substantial Improvement	Number of Amenities
less than 5,000 sq. ft.	1
5,000 - 10,000 sq. ft.	2
more than 10,000 sq. ft.	3

Acceptable pedestrian amenities include:

- Sidewalks with ornamental treatments (e.g., brick pavers)
- Benches and public outdoor seating
- Water fountains
- Sidewalk planters
- Public art (e.g., sculpture, fountain, clock, mural, etc.) with a value equal to or greater than one (1) percent of construction value of the structure(s).
- Pocket parks (minimum usable area of 300 square feet)
- Plazas (minimum usable area of 300 square feet)
- Additional weather protection in excess of the required amount

Pedestrian amenities shall comply with the following standards and guidelines:

- Amenities shall be visible and accessible to the general public from an improved street. Access to pocket parks, plazas, and sidewalks must be provided via a public right-of-way or a public access easement.
- The size or capacity of pedestrian amenities must be roughly proportional to their expected use, including use by employees, customers, residents, and other visitors. The minimum area standards for pocket parks and plazas may be increased based on this guideline.
- Amenities, which are eligible for credit toward open space standards and adjustment to the maximum 35 foot setback standard, include plazas, pocket parks, seating areas, and other areas that provide usable pedestrian space and street furniture.



- Amenities shall be consistent with the character and scale of surrounding developments. For example, similarity in awning height, bench style, planter materials, street trees, and pavers is required to foster continuity in the design of pedestrian areas. Materials must be suitable for outdoor use, easily maintained, and have a reasonable life cycle (e.g., 10 years before replacement).

GENERAL BUILDING DESIGN STANDARDS

Mixed use developments require special attention to building design because of the intermixing of land uses in such areas. The following standards are intended to be specific and quantifiable, while allowing for flexibility in design. This section provides both required and optional design elements.

Minimum Requirements:

- New structures and substantial improvements should provide architectural relief and interest, with emphasis at building entrances and along sidewalks, to promote and enhance a comfortable pedestrian scale and orientation. Blank walls shall be avoided, complying with the following minimum requirements:
 - Ground floor windows shall be provided.
 - The main front elevation(s) of commercial buildings shall provide at least 60 percent windows or transparency at the pedestrian level (on corner lots, this provision applies to two elevations). The transparency is measured in lineal fashion (e.g., a 100-foot-wide building facade shall have a total of at least 60 lineal feet of windows).
- Along the vertical face of a structure, offsets shall occur at a minimum of every 50 feet by providing at least one of the following:
 - Recesses (entrances, floor area, etc.) of a minimum depth of 8 feet.
 - Extensions (entrances, floor area, etc.) at a minimum clearance of 8 feet, a minimum depth of 8 feet, and an overhang maximum length of 25 feet.
 - Offsets or breaks in roof elevation by a minimum of 3 feet or more in height.
- In order to break up vast expanses of single element building elevations, building design shall include a combination of architectural elements and features such as offsets, windows, entry treatments, wood siding, brick, stucco, synthetic stucco (e.g., EIFS), textured concrete block, or textured concrete, etc.
- Provide differentiation between ground-level spaces and upper stories. For example, bays or balconies for upper levels and awnings, canopies, or other similar treatments for lower levels can provide differentiation. Variation in building materials, trim, paint, ornamentation, windows, or other features such as public art may also be used. Other design solutions may be approved by the Director.
- Ensure privacy in residential developments through effective window placement, sound-proofing, landscape screening, and/or orientation of outdoor living areas (e.g., balconies, porches, patios, etc.). Opposite facing windows at close distances should be offset vertically or horizontally or employ appropriate materials (e.g., glazed, tinted, etc.) to protect privacy.
- Access shall be designed to minimize interference with traffic circulation.



NEIGHBORHOOD COMPATIBILITY

Minimum standards adjacent to a residential district:

- Architectural compatibility between new development and adjacent residences (e.g., similar roof forms, windows, trim, and materials) is required. Pitched roofs shall provide a minimum 4:12 pitch.
- Roof elevation(s) shall step down so that the height of the proposed structure does not exceed the height(s) of adjacent residential structure(s) by more than one (1) story. This provision applies to that portion of the structure that is within 40 feet to the adjacent residential structures.
- The site design shall preserve healthy mature trees on-site, to the maximum extent practicable. Trees which are likely to create a hazard for the development of adjacent properties as determined by a certified arborist may be removed.
- Artificial lighting shall be arranged and constructed not to produce direct glare on adjacent residential properties.

3.4 Reuse Opportunities



A lot with a substandard house that could be an infill development opportunity.

GOALS: To maximize the use of vacant or underdeveloped residential and commercial sites. To provide additional housing and employment opportunities for area residents and households that may wish to live in the neighborhood.

There are generally three types of opportunity sites found in the Parkview Neighborhood: Residential, Commercial, and a combination that could be Commercial and/or Residential or Mixed Use. See Exhibit 3-4.

SCATTERED RESIDENTIAL SITES:

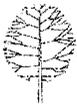
EXISTING CONDITIONS: The scattered residential sites are generally vacant or underutilized parcels and substandard structures in need of demolition. These sites are scattered throughout the study area. These sites are suitable for infill with small-scale housing developments.

IMAGE FOR THE FUTURE: Several small-scale residential builders have taken advantage of the infill opportunities in the Parkview Neighborhood. Many former tenants are now homeowners and they take pride in their new responsibilities. Their neighbors have a renewed confidence in the neighborhood and are reinvesting in and improving their homes as well. The Parkview neighborhood now is viewed as a premium location to purchase or rent a home.

RECOMMENDATION: The Redevelopment Agency should assemble properties (both vacant and substandard) and make them available for private redevelopment through a Disposition and Development Agreement (DDA).

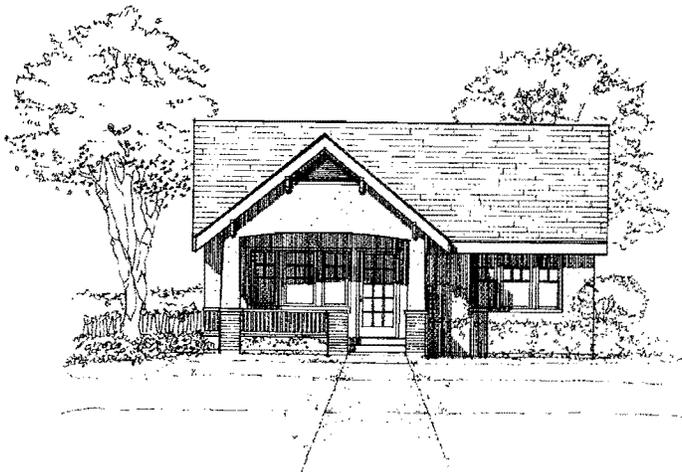
IMPLEMENTATION ACTIONS:

1. Initiate acquisition, resident relocation if applicable, and structural demolition and or rehabilitation if applicable.



2. Concurrently with Action 1, develop a minimum of three architectural plans for single family residential units. The plans should complement other residential units in the area and include elements such as: pitched roofs, ample porches, raised foundations, visibility from active rooms (living rooms, dens, and kitchens) onto the street or front yard, visible front doors, detached or recessed garages, and front yard landscaping, including street trees and sidewalks.
3. Solicit development proposals from private sector developers for bundles of three to six parcels. Determine the Redevelopment Agency's financial participation based on the gap identified in the proposal's proforma, allowing for a 10 to 15% return on investment. Require the use of the three architectural plans developed by the Redevelopment Agency (use of any individual plan should be as scattered as possible and allow for variations based on individual site circumstances).
4. Execute a Disposition and Development Agreement (DDA) with the successful developers.
5. The DDA should include a provision that commits the Redevelopment Agency to provide assistance to first time home buyers.

THE WOODS RESIDENTIAL SITE:



Two prototypical residential units - the character of which is desired in "Woodside."

EXISTING CONDITIONS: There is a large area (approximately 15 acres) in the southwest corner of the study area know as the "Woods" (Site A). Surrounding the Woods are four industrial properties that must be considered for incorporation into the reuse of the Woods. These industrial properties contain incompatible uses (truck repair, junk storage, and a recycling facility) which are aesthetically unpleasing and, if not incorporated into the reuse of this site, would negatively impact the redevelopment potential of the Woods.

IMAGE FOR THE FUTURE: Phase Three of "Woodside," a three-phase single family residential development program, has just come on the market and sales are brisk. Children from east of the canal walk in safety through the development to activities at Juniper Academy or to visit their friends on the west side of the canal along the new Grange – Sharon connection. Mothers play with their children in the new mini-park.

The streets are lined with trees and the new traditionally styled homes have large porches where neighbors are routinely seen socializing on warm summer evenings.

RECOMMENDATION: The Redevelopment Agency should assemble all properties and make them available for private redevelopment through a Disposition and Development Agreement (DDA).



IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Rezone the industrial property to R-3 and expand the proposed General Plan Residential 6- 10 units per acre classification to include the adjacent commercial parcels to the northwest and southwest.
2. Conduct a Phase 1 Toxic Assessment. The cost of remediation may impact the decision to acquire all of the parcels and/or the purchase price.
3. Initiate acquisition, business relocation, structural demolition, and toxic clean-up if necessary.
4. Solicit development proposals from private sector developers.
5. Execute a Disposition and Development Agreement (DDA) with the successful developer.
6. The DDA/OPA should also contain the following design criteria:

FRONTAGES

Avoid lots that back up to streets, parks, or other public places.

CONNECTIONS

Safe and convenient pedestrian connections shall be provided to transit stops, neighborhood commercial/recreational/public facilities, and schools.

COMMON OPEN SPACE, PARKS AND THE CANAL

Residential lots that back up to common open spaces, parks, and the canal shall be minimized.

VISIBILITY

Views to open space and streets from adjacent residences should be promoted, as the surveillance will improve the safety of the space.

SOUND WALLS

Sound walls shall be designed to complement the character, scale, and style of the surrounding neighborhood. The surface shall be easily maintained. Sound walls should not exceed eight feet (8) in height; walls over six feet (6) in height shall utilize soil mounding to reduce the apparent height to six feet (6). Sound wall set-back areas shall be landscaped with low maintenance plant materials.

VARIETY

To accommodate different income levels and household types, a variety of lot and unit sizes should be provided.

ORIENTATION

Individual units that front on common open spaces or parks should be oriented to allow surveillance from active rooms (kitchens, living rooms, dining rooms, family rooms). Units should protect the privacy of neighboring properties by orienting upper level windows away from adjoining properties. Arrange dwellings



so that windows of neighboring units do not overlook private open spaces likely to be used for private activities. Individual entrances should have a clear and visible connection to the public street.

CONSISTENCY

All building sides visible from the street should be designed with a complementary level of detailing and quality of materials. Garages, if detached, should be considered a part of the main building architecturally. The building form, roof shape, materials, color, openings, dimensions, rhythm, and other design elements must be considered.

ARTICULATIONS

Functional and decorative articulations are recommended. These can include stoops, bays, porches, overhangs, fireplaces, trellises, etc.

CLIMATE RESPONSIVE DESIGN

Homes should exhibit climate-responsive design, to include elements such as recessed windows, awnings, and overhangs. Different sides of buildings should also exhibit different climatic responses, depending on their solar orientation, wind exposure, etc.

DESIGN

Architectural design diversity is encouraged. Facades, materials, and architectural details should be varied to create an impression that the homes have been individually built. The development should have a minimum of four (4) unique elevations.

In order to give houses a commanding presence on the street, the first floor of residences should be at a higher grade than the adjoining public way. This can be accomplished with raised foundations, or site grading.

PARKING

To reduce the prominence of garages, they should be set back from the front of the house a minimum of five (5) feet. Garage frontages (in linear feet) should not occupy more than 50% of the total frontage of the house.

LANDSCAPING

Landscaping and one fifteen (15) gallon street tree should be provided for each thirty (30) feet of frontage. The most efficient means for irrigating these should be provided.

FENCES

Variations in character of fencing is strongly encouraged. Options include introducing "open" lattices at key views or continuously along the top of a fence, introducing trellises, and decorative gates.

PATHS

Pedestrian access from the public right-of-way to individual houses should be separate from the driveway unless the lot is too narrow to accommodate a separate walkway.

SCREENING

Mechanical equipment shall be screened, incorporated into the building design, or placed on the ground (within the fenced area). Screening devices should incorporate building materials complementary to the building.

COMMERCIAL SITES:

EXISTING CONDITIONS: There are two purely commercial areas that have reuse potential. One area is along Favretto south of Grange (Site B). These parcels have businesses that front on South Market and are vacant in the rear. With the extension of Favretto to the south (as recommended in the Transportation Section), this area would have much better access and therefore be more marketable. The other commercial site is located just south of the study area at the intersection of Geary and Mark Streets (Site C). These properties are vacant or underutilized with storage-type uses. See Exhibit 3-4 “Opportunity Sites and Activities.”

IMAGE FOR THE FUTURE: The area along Favretto south of Grange has been redeveloped with simple but tasteful flex space, it is well landscaped, and the improvements to Favretto make it easy to access. It is home to a variety of users including a small start-up software company, a mobile windshield repair service, and a television repair service. So far eight Parkview residents have been hired by these and other businesses new to the area.

Improvements to Mark Street have really made a difference. The Geary and Mark Street site is vastly improved, long gone are the corrugated metal buildings and outdoor storage; in their place are four new nicely designed tilt-up commercial buildings. There is an engineering firm on one corner, a printer on another, the third corner is the location of a catering service, and the fourth is the site of a cellular phone outlet. These businesses have also hired local residents.

RECOMMENDATION: Improve Favretto and Mark Streets and encourage private redevelopment.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Offer owner participation agreements (OPA) to the property owners that commit them to improve their properties in a manner consistent with the design criteria identified below in return for the Redevelopment Agency’s commitment to finance any off-site improvements, including needed street improvements, and pay the cost of all required fees. If negotiations are successful, then proceed with Action 2; if not, then evaluate a more aggressive approach by conducting a detailed feasibility analysis.
2. The Redevelopment Agency designs and constructs off-site improvements.
3. The Redevelopment Agency finances any city fees.
4. The owners are responsible for any on-site development expenses.
5. The OPA should include a provision to minimize impacts to the neighboring residential uses. Issues such as traffic, security, litter, hours of operation, noise, privacy, odors, and liquor consumption should be addressed.
6. The DDA/OPA should also contain the following design criteria:



BUILDING ORIENTATION

Industrial building modifications should be placed as close to the street as possible, and buildings should face the major commercial street. The main pedestrian entry to a project should be related directly to the main street frontage. To the extent feasible, people-oriented activities, such as offices and cafeterias, should be oriented to the street.

PARKING LOCATION

Employee and visitor parking should be oriented to the interior or interior side of the site and, where appropriate, to the rear of lots. Vehicle entrances should be located away from the residential or commercial uses.

SAFETY

Projects should include safety-conscious design through adequate clear glass, lighting, surveillance, and access for emergency vehicles.

MASSING AND ARTICULATION

Buildings with lengthy, flat horizontal facades are not permitted. Elements such as planar changes, height changes, awnings, etc., are required. Structures should generally have articulation at entries, bases, and tops to break up the overall mass into smaller elements.

FENCING

Chainlink fences visible from street elevations are highly discouraged. If chainlink fencing is used, vegetation should mask the fence and plastic coated fencing is encouraged. The use of concertina or ribbon wire is not permitted.

COLOR AND TEXTURE

The colors should be selected to achieve specific goals such as harmony, contrast, or articulation. The use of a variety of colors is encouraged. Most projects should incorporate a minimum of three colors. Large, uninterrupted, and unarticulated monochromatic expanses are discouraged.

WINDOWS AND DOORS

Additional window space facing the public street is encouraged. Main service or utility doors should not face the street frontage. Metal, including steel and aluminum, and glass are encouraged. Wood and plastics requiring higher maintenance are discouraged.

PLACEMENT OF TREES

Street trees shall be located along street frontages at a 40 foot interval to provide a shading canopy, color, and foliage to soften the hard streetscape.

AUTOMOBILE PARKING

Parking areas shall be shaded by canopy trees. Visitor parking should be located as conveniently as possible to the street and building entry. Employee parking areas are encouraged to be located to the rear or the side of the site.

MIXED USE SITE:

EXISTING CONDITIONS: The mixed-use site is located on both sides of Favretto between Fell and Grange (Site D). The site is developed with a bar, an old motel, and substandard residential uses. The site could be developed with commercial uses that front on South Market and residential and or commercial uses that front on Favretto.

IMAGE FOR THE FUTURE: The mixed use development along South Market is truly a new urban experience for Redding, The “Market Centre” is a true mixed use development, with commercial uses fronting on South Market at the ground level with offices and residential flats above. At the north and south ends are restaurants with outdoor seating that are active late into the evening. In easy walking distance, residents from “Woodside” are frequent clientele for the businesses that have located in the new center.

To the rear along Favretto is a new higher density two-story single family townhome residential area. The project is very popular with active seniors and young downtown workers alike.

These infill opportunities, when realized, will improve the overall neighborhood environment, as well as tax increment flow into the project area.



Prototypical mixed use development ~ retail below, office on the left, and pure residential on the right ~ all part of one development.



An image for the future ~ South Market mixed use development with commercial uses fronting on Market (right) and residential behind (left) ~ “Market Centre.”



RECOMMENDATION: The Redevelopment Agency should assemble properties and make them available for private redevelopment through a Disposition and Development Agreement (DDA).

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Designate the property for Mixed Use development. Rezone the property and amend the General Plan as necessary to accommodate mixed uses. Establish standards, specific limits on retail floor area and on allowable uses, consistent with the goals of the Revitalization Plan.
2. Conduct a detailed development feasibility analysis. The analysis should include a market assessment to determine the amount of retail/office that could be supported in the market and the absorption rate; land assembly costs; a relocation plan and cost estimate; phase one toxic assessment, remediation, and cost estimate; on and off-site improvements; prototypical development cost estimate and proforma identifying any funding gaps; and an estimate of tax increment flow available to cover the funding gap. If determined feasible (adequate market support and reasonable cost when compared to other priorities), then proceed to the next steps outlined below. If determined infeasible, then evaluate a less aggressive approach.
3. Initiate acquisition, resident and business relocation, structural demolition and or relocation, and toxic clean-up.
4. Concurrently with Action 3, above offer owner participation agreement (OPA) to the property owner on the northeast corner of Favretto and Grange. The OPA, if agreed to, must reflect the findings of the development feasibility analysis. At the same time solicit development proposals for the remainder of the area from private sector developers. If negotiations for an OPA are not successful, solicit development proposals for the entire site.
5. Execute a Disposition and Development Agreement (DDA) with the successful developers.
6. The DDA/OPA should include a provision to minimize impacts to the neighboring residential uses. Issues such as security, litter, hours of operation, noise, privacy, odors, and liquor consumption should be addressed.
7. The DDA/OPA should include a provision that requires consistency with the new zoning ordinance development criteria for Mixed Use Districts.
8. The DDA/OPA should also contain the following design criteria:

BUILDING ORIENTATION AND MAXIMUM SETBACKS

All new buildings in the district shall be oriented to existing public streets. Building orientation is demonstrated by placing buildings and their public entrances close to streets, so that pedestrians have a direct, safe, and convenient route from the street sidewalk to building entrances.

Development along South Market shall have at least one major public entrance oriented to South Market. At intersections (Grange and Fell), corner entrances not directly facing South Market may be used to provide entrance orientation to two streets.

Building setbacks from streets or plazas shall not exceed 15 feet, except when necessary to preserve healthy, mature tree(s), to provide pedestrian amenities, or to accommodate handicapped access requirements.

Street setbacks of greater than 15 feet may only be approved when the building design incorporates seating, plazas, or other usable public space.

CORNER BUILDING ENTRANCES

The design of corner lot buildings should reinforce public intersections as public spaces. Corner building entrances, plazas, or other architectural features may be required to ensure that this guideline is met.

WEATHER PROTECTION

Where new commercial is constructed adjacent to street sidewalks or pedestrian plazas, a 6-foot-wide, weather-protected area (e.g., awnings or canopies) shall be provided along the portion of building(s) adjacent to the sidewalks and/or plazas.

LANDSCAPING AND SCREENING

Street trees shall be required. Trees shall be planted at a minimum of 40 feet on center. A reduction to the number of required street trees may be granted when a development preserves healthy mature tree(s) adjacent to the sidewalk.

Screening of parking areas, drives, mechanical equipment, and solid waste receptacles with vertical elements is required and shall be installed prior to building occupancy. Screening options include landscape plants, planters, ornamental walls, trellises, fences, or other features. Screening options shall be consistent with the City's Parking and Trash Enclosure Ordinance.

Irrigation systems shall be installed to support landscaping. All landscaping shall be consistent with the City's Landscaping Ordinance.

PEDESTRIAN AMENITIES

All new commercial or mixed use structures shall provide a minimum of two pedestrian amenities.

Acceptable pedestrian amenities include:

- Sidewalks with ornamental treatments (e.g., brick pavers)
- Benches and public outdoor seating
- Water fountains
- Sidewalk planters
- Public art (e.g., sculpture, fountain, clock, mural, etc.) with a value equal to or greater than one (1) percent of construction value of the structure(s).
- Pocket parks (minimum usable area of 300 square feet)
- Plazas (minimum usable area of 300 square feet)
- Additional weather protection in excess of the required amount

Pedestrian amenities shall comply with the following standards and guidelines:



- Amenities shall be visible and accessible to the general public from an improved street. Access to pocket parks, plazas, and sidewalks must be provided via a public right-of-way or a public access easement.
- The size or capacity of pedestrian amenities must be roughly proportional to their expected use, including use by employees, customers, residents, and other visitors. The minimum area standards for pocket parks and plazas may be increased based on this guideline.
- Amenities which are eligible for credit toward open space standards and adjustment to the maximum 15 foot setback standard, include plazas, pocket parks, seating areas, and other areas that provide usable pedestrian space and street furniture.
- Amenities shall be consistent with the character and scale of surrounding developments. For example, similarity in awning height, bench style, planter materials, street trees, and pavers is required to foster continuity in the design of pedestrian areas. Materials must be suitable for outdoor use, easily maintained, and have a reasonable life cycle (e.g., 10 years before replacement).

GENERAL BUILDING DESIGN STANDARDS

Mixed use developments require special attention to building design because of the intermixing of land uses in such areas. The following standards are intended to be specific and quantifiable, while allowing for flexibility in design. This section provides both required and optional design elements.

Minimum Requirements:

- New structures and substantial improvements should provide architectural relief and interest, with emphasis at building entrances and along sidewalks, to promote and enhance a comfortable pedestrian scale and orientation. Blank walls shall be avoided, complying with the following minimum requirements:
 - Ground floor windows shall be provided.
 - The main front elevation(s) of commercial buildings shall provide at least 60 percent windows or transparency at the pedestrian level (on corner lots, this provision applies to two elevations). The transparency is measured in lineal fashion (e.g., a 100-foot-wide building facade shall have a total of at least 60 lineal feet of windows).
- Along the vertical face of a structure, offsets shall occur at a minimum of every 50 feet by providing at least one of the following:
 - Recesses (entrances, floor area, etc.) of a minimum depth of 8 feet.
 - Extensions (entrances, floor area, etc.) at a minimum clearance of 8 feet, a minimum depth of 8 feet, and a maximum overhang length of 25 feet.
 - Offsets or breaks in roof elevation by a minimum of 3 feet or more in height.
- In order to break up vast expanses of single element building elevations, building design shall include a combination of architectural elements and features such as offsets, windows, entry treatments, wood siding, brick, stucco, synthetic stucco (e.g., EIFS), textured concrete block, or textured concrete, etc.



- Provide differentiation between ground-level spaces and upper stories. For example, bays or balconies for upper levels and awnings, canopies, or other similar treatments for lower levels can provide differentiation. Variation in building materials, trim, paint, ornamentation, windows, or other features such as public art may also be used. Other design solutions may be approved by the Director.
- Ensure privacy in residential developments through effective window placement, sound-proofing, landscape screening, and/or orientation of outdoor living areas (e.g., balconies, porches, patios, etc.). Opposite facing windows at close distances should be offset vertically or horizontally or employ appropriate materials (e.g., glazed, tinted, etc.) to protect privacy.
- Access shall be designed to minimize interference with traffic circulation.

NEIGHBORHOOD COMPATIBILITY

Minimum standards adjacent to a residential district:

- Architectural compatibility between new development and adjacent residences (e.g., similar roof forms, windows, trim, and materials) is required. Pitched roofs shall provide a minimum 4:12 pitch.
- Roof elevation(s) shall gradually step down so that the height of the proposed structure does not exceed the height(s) of adjacent residential structure(s) by more than one (1) story. This provision applies to that portion of the structure that is closest (40 feet, minimum) to the adjacent residential structures.
- The site design shall preserve healthy mature trees on-site, to the maximum extent practicable. Trees which are likely to create a hazard for the development of adjacent properties as determined by a certified arborist may be removed.
- Artificial lighting shall be arranged and constructed not to produce direct glare on adjacent residential properties.

3.5 Parks and Open Space

Park are very important to improving the quality of life in the neighborhood because of the following factors:

- Many residences have very small yards or none at all
- Many youth living in the area currently play in the streets or sidewalk area
- Many residents do not have motor vehicle transportation
- Access to nearby South City Park from the Parkview neighborhood by non-vehicular means can be hazardous
- Parks provide resources to combat juvenile delinquency, gangs, and antisocial behavior
- Parks help develop values, life skills, and experiences of people, particularly our youth that lead to healthy, socially responsible and productive lives
- Parks can promote opportunities for citizens to be volunteers and advocates, enhancing communication and creating a sense of ownership



The following was taken from two Community Development Block Grant applications submitted to the City of Redding: one from the City of Redding Police Department for the "Parkview Neighborhood Park" and the other from the City of Redding for the "Parkview Riverfront Trail and Park." Neither project was awarded funding for the year.

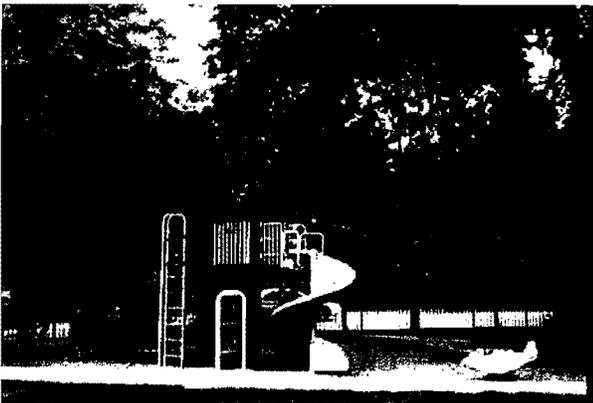
PARKVIEW NEIGHBORHOOD PARK AND RESIDENTIAL ENHANCEMENT PROJECT:

GOAL: To improve the quality of life for its residents, promote family interaction, and provide an alternative activity for juveniles living within this safe neighborhood environment.

EXISTING CONDITIONS: A very important partnership was established early on with the residents of the neighborhood and the Redding Police Department. In April 1999, the residents formed the Parkview Neighborhood Committee and listed a neighborhood park as their number one priority for the area.

The proposed park would be located between Fell and Junior Streets near the heart of the neighborhood. It would provide an area for families to gather and, more importantly, for small children, ages six to 12, to play. It is estimated that a minimum of 360 youth within the target age group of six to 12 reside in the Parkview neighborhood.

The housing units that surrounds the potential park site are in various states of repair. The opportunity exists to enhance the surrounding area in conjunction with the park project.



The new Parkview Neighborhood Park.

VISION FOR THE FUTURE: The park which includes grassy areas, playground equipment, a half court basketball court, benches and picnic tables is well used by the neighborhood. Young children with the supervision of their parents actively use the wooden play unit and young teens enter pick-up basketball games almost every Saturday afternoon. The Parkview Neighborhood Committee holds an Easter egg hunt and 4th of July barbecue in the park each year. The Committee also conducts a spring clean-up event where volunteers using donations from local nurseries plant annual flowers. These new park facilities have not only improved the livability of the neighborhood they have also played an important role in enhancing property values.

RECOMMENDATION: Acquire the parcel identified in the Police Department's CDBG application, in addition acquire the parcel to the north (across the alley) for an expanded park and develop a strategy to develop the park with other funding sources in conjunction with new housing units on surrounding parcels. If feasible additional park space would be an asset to the community and the proposed park should be expanded.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Acquire both parcels, design and develop the expanded park facility.
2. Conduct a detailed development feasibility analysis for the residential component of the broader project. The analysis should include a market assessment to determine the number and type of new residential units; land assembly costs; a relocation plan and cost estimate; on and off-site improvements; prototypical development cost estimate and proforma identifying any funding gaps; and an estimate of tax increment flow



available to cover the funding gap. If determined feasible (adequate market support and reasonable cost when compared to other priorities), then proceed to the next steps outlined below. If determined infeasible, then evaluate a less aggressive approach such as focusing on the infill housing development program.

3. Initiate acquisition of parcels for new residential development.
4. Solicit development proposals for the new housing development from private sector developers.
5. Execute the DDA.

PARKVIEW RIVERFRONT TRAIL AND PARK:

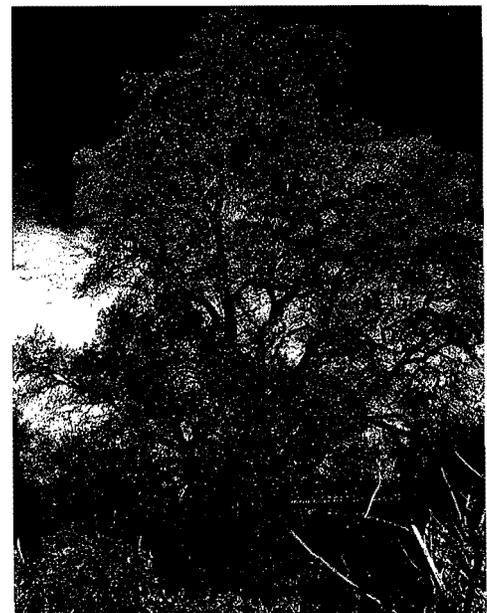
GOALS: To provide a needed recreational amenity within the low income Parkview neighborhood. To increase neighborhood and community enjoyment of and access to the Sacramento River. To eliminate illegal and dangerous use of the property, including transient activity, dumping, and vehicle trespassing. To preserve and enhance the riparian habitat. To provide an accessible and convenient setting for outdoor environmental education activities to take place. To provide an amenity that will act as a catalyst for renewed private investment in the Parkview neighborhood.

EXISTING CONDITIONS: The property is currently undeveloped, with the exception of a three-acre arm at the southern end that is under lease to a local nonprofit organization for a community garden. The lease will expire in October 2000. Located on the garden site are the remains of a unique stone building constructed at the turn of the century to house electrical equipment for the first electrical utility in the City. The project anticipates preservation and enhancement of this unique structure as part of the proposed activity.

The property is currently very overgrown. It supports a wide variety of native and nonnative vegetation, including numerous large specimens. The variety of animal life on the site is equally as diverse. Preservation of the property's riparian habitat is very important. Development of the proposed trail and park amenities would enhance and preserve the habitat for present and future generations. The proposed facility will emphasize the importance of this natural resource through interpretive signage and demonstration garden areas.

The current overgrown state of the property is problematic from a law enforcement and fire control perspective. The property is also subject to regular illegal dumping of household items, such as couches and mattresses, as well as tires, shopping carts, and other debris. Vehicular trespassing occurs regularly at the northern end of the property adjacent to the Cypress Avenue bridge. Vehicles are driven along the riverbank causing extensive erosion along portions of the bank.

VISION FOR THE FUTURE: The riverfront trail and park includes a six-foot wide pedestrian and bicycle trail along the property's entire river frontage which connects to the larger Sacramento River Trail system; a meandering sidewalk along the western streetside frontage of the property; interpretive signage and benches along the trail; an improved parking area on the northern portion of the property; a par course (exercise station) area; a drinking fountain; an historical display area highlighting the property's connection to the development of the City's Electric Utility; and as a picnic area and native plant demonstration garden.



Maintain native vegetation and provide interpretive signage along the trails.



The par course has been quite a hit with employees of the Civic Center complex, the new office workers from the Parkview Avenue mixed use developments, and area residents alike. Joggers from all over town come to take a scenic run along the Sacramento River. Redding School District recognizes what a special place the park is as well; they have set up special environmental curriculum and conduct classes on site on a weekly basis.

RECOMMENDATION: Use existing funding to initiate the project and seek additional funding during the next CDBG funding cycle.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Complete CEQA environmental reviews, explore feasibility of acquiring privately-owned parcel at the southeast corner of Park Marina Drive and Parkview Avenue, conduct a topographic and boundary survey, complete construction drawings and final cost estimates.
2. Resubmit funding application during the next CDBG funding cycle.
3. Investigate and submit applications to other potential funding sources
4. Bid and construct.

3.6 Entrances

GOAL: To improve the attractiveness of the entrances into the neighborhood in order to make them more aesthetically pleasing and improve property values, both at the entrance and inside the neighborhood.

EXISTING CONDITIONS: There are three natural entrances into the Parkview Neighborhood: Parkview Avenue, Grange Street, and Ellis Street.

Improvements to Parkview Avenue are discussed in the Transportation Section of this Plan. In addition to neighborhood signage, the improvements along Parkview include street trees, enhanced pedestrian crosswalks, landscaped center median, and a major pedestrian connection to the Civic Center near Akard.

In certain locations, entrances at Grange and Ellis lack basic improvements like sidewalks, curbs and gutters. On both streets types of uses and their physical conditions need improvement; for example, along Grange are substandard homes, a truck repair business, a weekly/monthly occupancy motel, and a junk yard and on Ellis are several truck repair businesses and a recycling facility.

Without improving these areas, it will be very difficult for a project like the proposed "Woods" to succeed.

VISION FOR THE FUTURE: Improvements have been completed on Grange and Ellis Streets. They include street trees, enhanced pedestrian crosswalks, enhanced sidewalks, entrance signage, and the screening of non-residential uses with masonry walls where appropriate. Some improvements were a result of the mixed use development, "Market Centre," at Favretto and Grange, some were the result of the acquisition of the recycling plant, and some the result of the development of the "Woodside." According to a local real estate broker, "I'm no longer embarrassed to show a prospective buyer a home on Dove Street - the drive into the neighborhood is quite impressive."

RECOMMENDATION: Design and construct streetscape improvements along Parkview Avenue and Grange and Ellis Streets.



IMPLEMENTATION ACTIONS: The following actions are recommended:

- 1 A City staff team consisting of representatives of Public Works and other appropriate City departments to determine a specific corridor or corridors to improve as a demonstration project.
- 2 A City staff team consisting of representatives of Public Works and other appropriate City departments to work with adjacent property owners to determine design concept and theme for the demonstration projects.
- 3 Public Works to manage contract with landscape architect to design streetscape projects compatible with design concept and available funding.
- 4 Acquire additional right-of-way if required.
- 5 Construct improvements.

3.7 Neighborhood Signage and Lighting

GOAL: To create a unique identity for the neighborhood and instill pride and cohesiveness in its residents.

EXISTING CONDITIONS: The Parkview neighborhood is an isolated enclave. It has natural and man-made barriers that separate it from the remainder of the community: namely, the Sacramento River, Cypress Avenue, South Market Street, and the blockade on Valentine Lane. The isolation does encourage some cohesiveness among residents, but it does not communicate to the outside world that Parkview is a unique neighborhood.

VISION FOR THE FUTURE: The Parkview Neighborhood Committee has undertaken a successful fund-raising campaign to raise money to install neighborhood identification signs throughout the area. The signs, designed after a city-wide competition, have received a lot of positive attention in the local media both for their unique design and the fact that the neighborhood was able to raise the necessary funds in such a short period of time. The City has taken the lead and has installed "Acorn" type streetlights that complement the character of the new scattered site residential development and "Woodside." The City has also installed larger monument signs as part of the entryway improvement program.

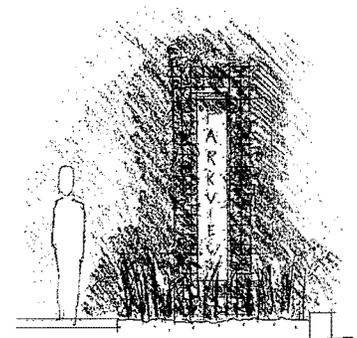
RECOMMENDATION: Install neighborhood street signs, entry monument signs, and historic streetlights.

IMPLEMENTATION ACTIONS: The following actions are recommended:

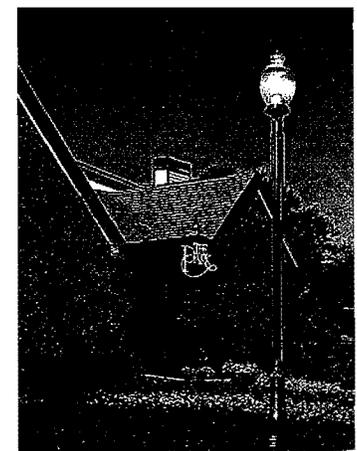
- 1 The Parkview Neighborhood Committee should conduct a design competition for the development of the neighborhood identification sign program and the entryway monument signs and, concurrently, initiate a fund-raising campaign. Sign design and installation must be carefully coordinated with the City's Public Works Department.



Neighborhood Identification Sign.



Entrance Sign.



"Acorn" Style Street Light.



- 2 Coordinate the design of the entryway signs with the entry streetscape improvement design.
- 3 A City team should work with the Neighborhood Committee to determine design concept and theme for a demonstration project.
- 4 The City Public Works and Electric Departments to prepare design of street lighting demonstration program.
- 5 Construct improvements.

S E C T I O N 4

H O U S I N G



4. Housing

4.1 Community Housing

Goal: To increase homeownership, provide housing opportunities that attract households citywide, and foster housing rehabilitation, resulting in an attractive, desirable neighborhood.

EXISTING CONDITIONS:

DEMOGRAPHICS

An estimated 620 households currently reside in the Parkview Neighborhood Planning Area. This represents an increase of 20 households since 1990, a 0.3 percent annual growth rate. Parkview households are anticipated to number 693 by 2005, an increase of 11.8 percent. In the City of Redding, households increased by 2.7 percent annually from 1990 to 1999, for an estimate of 32,347 households in 1999.

The population of Parkview has increased slightly from 1,656 to 1,662 persons in 1999. The population is projected to reach 1,815 over the five-year planning period. In Redding, the population increased by 2.0 percent per year from 1990 to 1999, reaching the current estimate of 78,675 persons.

The median age in Parkview Neighborhood is 28.5 years, 7.2 years less than the City's median age of 35.7. Parkview Neighborhood exhibits a stronger presence of families, with 30.7 percent of the population aged 0-13 and an additional 29.4 percent of the population from 25-44 years of age.

In the Parkview Neighborhood, 59.7 percent of households are renters, compared with 45.0 percent in the City of Redding. The renter rate in Parkview is anticipated to increase slightly to 59.8 percent by 2004; this is a 7.1 percent increase over the 1990 rental rate. The increasingly strong presence of renters, without new development of multifamily units in Parkview, indicates a neighborhood in decline. However, with the implementation of the Neighborhood Plan and an active homebuyer program, the homeowner rate should increase slightly over the next five years to 45.0 percent, and the renter rate will subsequently decrease to 55.0 percent.

The 1999 median income in the Parkview Neighborhood is estimated to be \$20,952; this is \$7,766 less than the City of Redding. The majority of Parkview Neighborhood households (64.9 percent) are low income. However, over one-fifth (20.6 percent) of Parkview households are above moderate income.

Ten percent (10.2 percent) of Parkview's residents are age 65 or over. There are 103 senior households in Parkview Neighborhood. None of the housing is senior-designated. Three-quarters (74.8 percent) of the seniors have incomes in the Low Income range; 49.4 percent are in the Very Low Income range.

HOUSING STOCK

The Parkview Neighborhood has 64 percent single-family units. Every attempt should be made to keep these units owner occupied. Duplex through fourplex units account for 23.8 percent of the housing stock; these units do not have on-site management. About one-tenth (11.3 percent) are in multifamily housing of five units or more; with one exception, there is no on-site management. Less than one percent (0.8 percent) are mobile homes.

The housing stock in Parkview Neighborhood largely reflects years of deferred maintenance. Almost 70 percent of the housing stock requires some level of rehabilitation: 6.5 percent is in fair condition, 51.5 percent is poor, and 10.1 percent is substandard. A small amount (1.7 percent) of units are blighted and need to be replaced. Almost one-third, 30.2 percent, is in good condition.



Housing conditions are fairly similar on the east and west sides of the canal, with the east side having a slightly higher percentage of units needing rehabilitation. On the west, 32.7 percent of the units are in good condition, 65.1 percent need some type of rehabilitation, and 2.2 percent are blighted. The east side of the canal has 26.4 percent of housing in good condition, 72.7 percent needing rehabilitation, and the remaining 0.9 percent is blighted.

HOUSING MARKET

Over the past nine years, an average of 5.8 homes per year have sold in the Parkview Neighborhood. The median sales price in 1999 was \$57,000 in Parkview, less than half of the Redding median sales price of \$114,375.

The median rental rates in Parkview Neighborhood range from \$25 to \$35 less than the median rates in the City of Redding. The vacancy rate in Parkview is estimated to be from 5.3 to 5.5 percent, 1.1 to 1.3 percent higher than the City's vacancy rate of 4.2 percent.

Over the next five years, 73 additional households are anticipated to move into Parkview Neighborhood. Up to 40 of these households are expected to purchase a home, while the remaining 33 will rent. By offering a First Time Home Buyer program coupled with an incentive package, some of the anticipated renter households may become homeowners. The highest demand is for very low and low income housing, meaning single-family housing priced in the \$60,000 range or rental units in the \$425 range.

The Parkview Neighborhood currently has a strong demand for 43 units for first time home buyers and an additional demand for 27 senior rental units (which could be accommodated within the Parkview or Favretto mixed use districts) from the existing residents of the neighborhood. This demand should be cultivated into housing opportunities for these residents.

Housing demand is anticipated to change in Parkview with the implementation of several neighborhood improvement programs. With sufficient improvement, Parkview may begin to fill some of the demand for the Redding Housing Market. Over the next five years, the Redding Market Area will provide a theoretical demand for 3,073 market rate, for-sale homes. The Woods development, with primarily single family homes, will be the primary focus in Parkview to capture area-wide demand. City-wide rental housing demand analysis is attached at the end of Appendix A, to provide for comparison of general demands for the entire City.

It is recommended that several of the City's programs be modified and marketed to Parkview residents to encourage home ownership – for example, a Down Payment Assistance Program and a Single Family Acquisition/Rehabilitation Program. Down Payment Assistance should be available to renters wishing to purchase the single-family unit in which they live. It is further recommended that some new programs be adopted which will provide more possibilities for home purchases in Parkview such as the Scattered Site Program and the Lease Purchase Program further described on page 4-6.

IMAGE FOR THE FUTURE: The Parkview Neighborhood Association has an active membership encompassing 80 percent of households in the neighborhood. Over the past three years, the Association and City have helped rehabilitate twelve homes and coordinated volunteers to do yard work and general maintenance on another twenty homes. Residents of the Parkview Neighborhood are proud of the improvements to the area.

It is the Association's annual clean-up day and State Street has been targeted. Neighbors are planning on repainting five of the homes and working on the landscaping of another fifteen. The three first-time homebuyers on the street are excited about the camaraderie and are rehabilitating their homes that they have purchased through the City's Acquisition and Rehabilitation program.



RECOMMENDATION: There are three primary goals for the Parkview Neighborhood: 1) increase homeownership, 2) improve existing conditions, and 3) plan for future housing.

1. Increase Homeownership

It is recommended that the City/Agency target “for-sale” single-family homes in Parkview for its First-Time Homebuyer Program and develop an incentive program specifically to encourage households to purchase a home in the neighborhood. Homeownership incentives might include: 1) Downpayment loans with a forgivable interest feature; 2) Downpayment loans with lower-interest rate than available City wide; 3) Credit provided for owner-added improvements; 4) City/Agency to share in closing costs; and 5) City/Agency facilitated lease/purchase contract, if needed.

The City should also, when possible, acquire vacant single-family homes in need of repair and rehabilitate them. These homes can then be made available to First Time Home Buyers. This program will accomplish two things: increase home ownership and improve aesthetic conditions in the neighborhood.

2. Improve Housing Conditions

To encourage households to remain in the neighborhood by making the neighborhood a more attractive, cared-for area, the City’s Housing Rehabilitation Program should be actively promoted. Housing units that received ratings of “Poor,” “Substandard,” and “Blighted” in the City’s Housing Condition Survey require active code enforcement. By first enforcing the City’s codes and then making the Housing Rehabilitation Programs available for both owner-occupied and rental properties, the City is helping owners in the area comply with the codes. The twenty homes in the Property Profiles (see Appendix A) should all be rehabilitated over the next three years. Additionally, about fifteen homes a year should receive improvements and/or rehabilitation.

The City should consider modifications to existing programs that create incentive programs for both owner-occupants and landlords which might include: 1) For landlords: Matching grant funds for needed public improvements associated with the property, including street trees, curb, gutter, and sidewalk when combined with a rehabilitation loan; 2) For homeowners: a straight grant for the above public improvements when combined with a rehabilitation loan; 3) Forgivable interest for homeowners if property is maintained and title does not change for a set period; and 4) Discounts on interest rates, matching requirements, etc., when landlord agrees to complete the Police multi-housing program and uses lease addendums addressing drugs, crime, etc.

3. Plan for New Housing

Over the next five years, it is projected an additional 73 households will move to the Parkview Neighborhood. The City can provide single-family housing opportunities on the “Woods” project, on scattered sites, in the mixed use projects, or as part of the Parkview Neighborhood Park project (See Section 3). The new housing program should encourage a majority of these new households to be homeowners and to invest in their neighborhood.

The majority of households moving in (64.7 percent) are projected to be low income. On average, they will be able to afford a home up to \$65,000; in this price range homes generally exhibit deferred maintenance and need some repair. A Down Payment Assistance/Rehabilitation program can help the low-income households to purchase and rehabilitate homes, but will not require them to pay 30 percent of their income for their mortgage and another 10 percent to repair their unit, placing the household in an overburdened situation.



The rental demand in Parkview Neighborhood is primarily for low-income units. In order to retain seniors in the Neighborhood, the development of senior-specific rental units is encouraged.

There are very few apartment complexes in Parkview Neighborhood; most rentals are scattered throughout Parkview. The City is encouraged to target renter-occupied single-family homes for the Down Payment Assistance program and convert these units to owner-occupied ones, with an annual goal of five converted units.

It is recommended that any additional multifamily units be developed in a apartment complex setting oriented to active seniors, with twenty or more units with full amenities such as a swimming pool, covered parking, on-site laundry, microwave, and patio or balcony.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Homeowner Rehabilitation Program

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

Recommendation:

The Housing Rehabilitation Program should include a grant program (up to \$5,000) for very low-income homeowners and low-income senior homeowners. While this is good program, there needs to be incentive for homeowners to take advantage of it. Frequently, code enforcement provides the necessary push.

2. Community Safety Evaluation Team

The Community Safety Evaluation Team (CSET) was formed in 1996 as a property nuisance abatement program. CSET was initially formed to address the worst properties throughout the City. This Team of representatives from various City departments joined forces to evaluate, enforce, resolve, and therefore abate property nuisances. The Team members feel that Parkview remains a “problem” neighborhood and are planning a block-by-block evaluation program beginning in January 2000. The efforts of the NPU and CSET will continue to have a positive impact on the revitalization of the neighborhood.

Recommendation:

CSET should continue its activities, actively working with Code Enforcement. The properties designated substandard and blighted in the City’s housing condition survey should be set as priorities for CSET’s attention.

3. Code Enforcement

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

Recommendation:

Code Enforcement should target a minimum of 30 substantial and dilapidated units in the neighborhood during the first year, with a goal of bringing all substandard units up to current standards as contained in Redding Municipal Code Sections 9 and 15 within a three-year period. The Housing Rehabilitation team should provide follow-up with those property owners. The City should have sufficient power in its Codes so that if homeowners do not comply with Code Enforcement, the City can contract to perform the necessary repairs, and bill the property owner and, if necessary, take the property. The Code Enforcement team should connect with both the Housing Rehabilitation team and Emergency Repair Grant Program. See Exhibit 4-1 for current CSET properties.



4. Acquisition/Rehabilitation

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

Recommendation:

Owners of rental property in Parkview need to be made aware of this program. This is also a good program to use in conjunction with Code Enforcement. It is also recommended that the City approach investors and non-profits that have successfully used the acquisition/rehabilitation program in the past, help them acquire and put together adjacent small multifamily units (duplex through four-plex), and assist with packaging those units as a single complex.

5. Down Payment Assistance Program

The City provides Down Payment Assistance to low-income first-time homebuyers.

Recommendation:

The City should have a down payment program specific to Parkview Neighborhood to help existing tenants purchase their units and to attract homebuyers to the Neighborhood. If a household can qualify for a mortgage through a lender, the City should not have additional employment or credit standards, which will probably disqualify potential households interested in the Parkview Neighborhood. The program should require a down payment of 2 percent from very low income and 3 percent from low-income households, not required to be the buyer's money. Another element that will make the program more attractive is a writing off the loan after a specified period of residence, such as five years.

6. Parkview Minor Clean-up

The City provides funds for annual clean-up and maintenance of the Neighborhood. The Parkview Neighborhood VISTA volunteer provides the Neighborhood Association with technical assistance in applying to the City for clean-up funds.

Recommendation:

Should the Neighborhood Association not apply for funds, the City should take the lead in organizing a clean-up. Clean-up should include bi-annual large item trash removal, painting over any graffiti, maintaining plants in public areas, and removing weeds from sidewalks. The Neighborhood Association should be encouraged to become proactive and annually pick two projects, such as repainting a home or fixing the fences along an entire street, and recruit volunteers from throughout the Neighborhood. The local newspaper should be contacted and a small article about the clean-up and neighborhood improvement written to boost morale in the Neighborhood.

7. Scattered Site Program (New Program)

The City should create a program to purchase available properties in Moderate to Substantial condition and turn the units over to a non-profit or for-profit developer to rehabilitate and then sell to first-time homebuyers or low-income families. To facilitate an increase of homeowners in the area, this program can be used in conjunction with the Down Payment Assistance Program.

8. Lease-Purchase Program (New Program)

As a means to increase homeownership in the neighborhood, the City shall develop a pilot lease/purchase program to assist lower-income households desiring to become homeowners but unable to meet current purchase program requirements. As part of the development of the program, the City/Agency shall review any similar existing programs to determine the most effective model for the Parkview neighborhood. During the lease period, households assisted under this program should be committed to (and have the ability to) correct issues such as credit, income stability, outstanding debts, sufficient savings, etc., to enable them to

qualify for long-term financing at the conclusion of the lease contract. The pilot program should provide the option for lease purchase from both private and public owners.

9. First Time Homebuyer Single Family Acquisition/Rehabilitation (New Program)

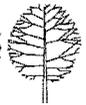
This program offers a tiered loan that provides for purchase of the unit and rehabilitation. If the buyer remains in the unit for a length of time (i.e., seven years), the City can forgive the rehabilitation portion of the loan. The City will not always recoup a majority of the money, but will retain housing stock and increase homeownership in the Neighborhood.



Notes:

S E C T I O N 5

TRANSPORTATION & CIRCULATION



5. Transportation and Circulation

5.1 Introduction

The purpose of the Transportation and Circulation element is to provide recommendations based on field measurements and observations regarding the following issues:

- Appropriate treatments for Parkview Avenue from Highway 273 to State Street;
- Improvements to transit service in the area bounded by Parkview Avenue, Highway 273, Ellis Street, and the Sacramento River;
- Improvements to insure safe pedestrian movements and school routes;
- Potential for traffic calming devices to reduce speeds and limit cut-through traffic on residential streets in the plan area; and
- Potential to improve connections and provide development opportunities in the southwest portion of the plan area.

5.2 Parkview Avenue Enhancements

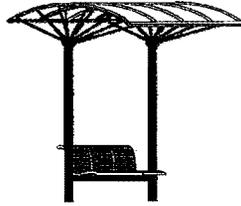
GOAL: To improve the physical condition of Parkview Avenue by making it more pedestrian friendly, safer and aesthetically pleasing.

EXISTING CONDITIONS: Parkview Avenue is currently a four-lane arterial street, providing two eastbound and westbound travel lanes separated by a double yellow line. Ample room for on-street parking is provided on both sides of the street, and signage on the north side of Parkview Avenue between Leland Avenue and Akard Avenue indicates a two-hour parking zone. Curb, gutter and sidewalks are also provided on both sides of the street, but these are not continuous (i.e., sections without curb, gutter, and/or sidewalks occur along Parkview). Parkview Avenue currently operates at an acceptable level of service (i.e., level of service 'C' or better), with an existing Average Daily Traffic (ADT) volume of approximately 5,000 vehicles (based on 1995 daily traffic counts and City of Redding levels of service standards). The projected future year 2020 ADT volume on Parkview (including the completed Parkview Bridge) is approximately 9,000 vehicles (based on information from City of Redding Public Works Department).

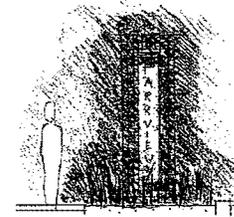
With the proposed roadway improvements, Parkview Avenue will become a three-lane arterial (with a two-way left-turn lane and left-turn bays). According to the Highway Capacity Manual¹, the LOS 'C' capacity for generalized ADT on two-lane divided Class I arterials (with left-turn bays) is approximately 16,400. Based on these standards, Parkview Avenue would operate at an acceptable level of service under future conditions, including the Parkview Bridge extension. For our purposes, the forecasted volumes on Parkview Avenue were compared to these capacities because they represent a reasonable depiction of the future traffic flow on Parkview.

IMAGE FOR THE FUTURE: Parkview Avenue is now a quiet, slow, and safe street that primarily serves the Parkview neighborhood. It is tree lined and has wide sidewalks, adequate street lighting, and comfortable benches. Civic Center workers are seen strolling at lunch time, bicyclists no longer fear for their safety, and parents are more comfortable letting their children cross to play at South City Park. Overall, the improvements on Parkview Avenue have provided both aesthetic and functional treatments that create a pedestrian-friendly

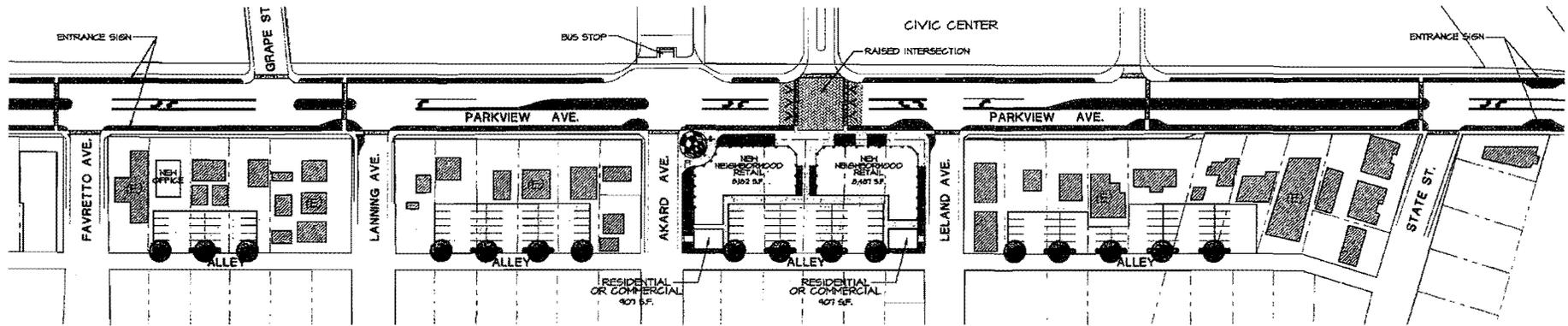
¹ Based on information from the Florida Department of Transportation (FDOT)



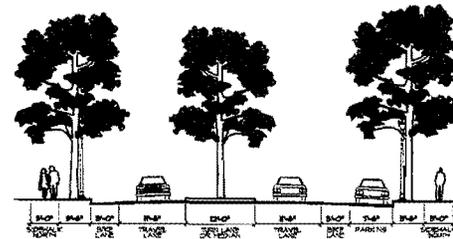
BUS STOP



ENTRY SIGN



USE	
COMMERCIAL	10,669 s.f.
COMMERCIAL/RESIDENTIAL	1,814 s.f.
PARKING PROVIDED	36
PARKING RATIO	1: 513 s.f.



STREET SECTION LOOKING EAST
SCALE: 1"=10'-0"

JANUARY 17, 2008



PARKVIEW AVENUE SCHEMATIC IMPROVEMENTS

CITY OF REDDING, CALIFORNIA

EXHIBIT 5-1



**NOGAYERO
ASSOCIATES**
ARCHITECTS
PLANNERS & DESIGNERS



environment and a “sense-of-place.” The installation of bike lanes on Parkview has contributed to the pedestrian-friendly environment and also provided a connection to the bicycle route on Freebridge Street.

RECOMMENDATION: The preliminary improvement drawings reflect our recommendations for enhancing the functionality and aesthetics of Parkview Avenue. The proposed cross-section of Parkview Avenue consists of sidewalks, continuous planter strips, bike lanes, and travel lanes for both eastbound and westbound traffic, separated by either a turn lane or median. A parking lane on the south side of Parkview Avenue will also be included in the cross-section. This proposed cross-section would occupy 75 feet in width. The existing cross-section of Parkview from back-of-sidewalk to back-of-sidewalk is approximately 75 feet. Therefore, sufficient width is provided in the existing cross-section of Parkview Avenue to implement the proposed improvements. Note that Akard Avenue will be closed at Parkview Avenue as part of the Redding Civic Center project, and a bus stop shelter will be installed at this location.

The new on-street parallel parking stalls on Parkview Avenue are proposed to be 7.5 feet in width, while the City of Redding standard is 8 feet. The Caltrans standard is 7 feet when adjacent to a 5-foot bike lane. The 7.5-foot dimension allows the Parkview section to be implemented within the existing cross-section, including a center left-turn lane (or raised median), bike lanes, and planter strips. This proposed parallel parking stall width of 7.5 feet is common in other U.S. cities. Based on a survey of vehicle dimensions (City of Sacramento, Fleet Management, 1996), the average vehicle width does not exceed 7 feet. Therefore a 7.5-foot wide parallel parking stall would adequately accommodate vehicles on Parkview Avenue.

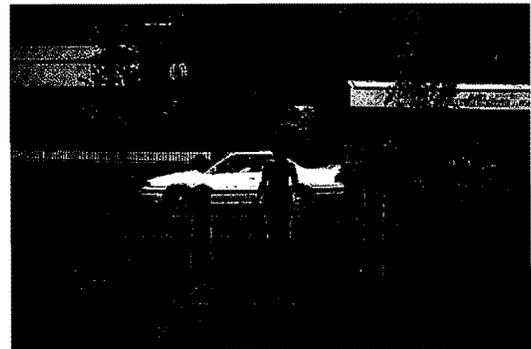
The cross-section of Parkview Avenue east of State Street (i.e., approximately 40 feet from back of south sidewalk to north edge of pavement) is significantly narrower than the cross-section west of State Street (75 feet). The proposed entry monuments east of State Street would probably be feasible, but the schematic cross-section may need to be refined during the detailed design process, since sufficient street width is not available for this portion of the roadway. The area near Parkview Avenue east of the canal (ACID) should be maintained to preserve the existing park environment.

The raised landscaped medians proposed along portions of Parkview Avenue would restrict driveway access to some residences and commercial businesses on Parkview to right-turn in and right-turn out movements only. Therefore, vehicles may need to perform U-turns along Parkview in order to access these driveways. These U-turn movements, however, would be feasible with the proposed cross-section dimensions on Parkview.

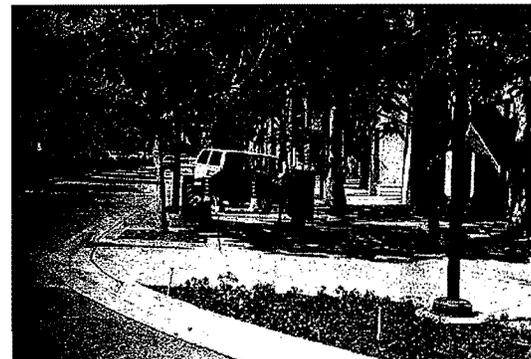
In order to accommodate the expected increase of pedestrian traffic, particularly related to the new Redding Civic Center, we recommend a raised intersection on Parkview Avenue directly adjacent to the proposed western Civic Center driveway. This improvement would facilitate the safe movement of pedestrians across Parkview Avenue by creating a clear and noticeable pedestrian area (with discrete street texture), including



Crosswalk with bulbouts and a pedestrian refuge.



Raised crosswalk with brick texture.

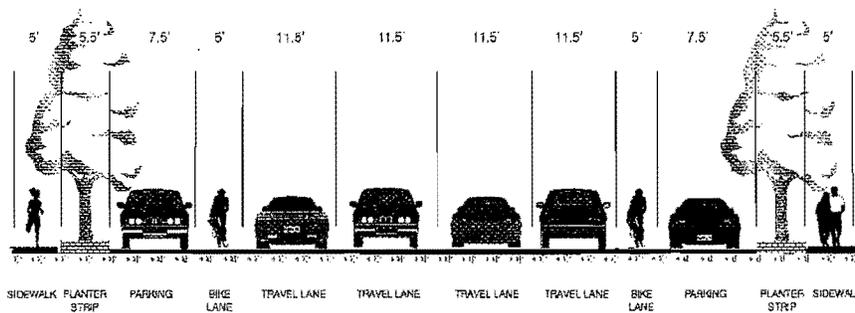


Widened pedestrian area.



crosswalks. This particular intersection would be raised to just below sidewalk level with ramps on the approaches, forcing vehicles to reduce their speeds (see Exhibit 5-1 for illustration of raised intersection). This pedestrian area would also serve the pedestrian traffic from the proposed bus stop locations on Parkview Avenue near Akard Avenue.

ADDITIONAL DISCUSSION: Area residents have expressed some concern about the ultimate use of Parkview Avenue after the new bridge is constructed. The alternative to the three-lane cross-section for Parkview Avenue would be a four-lane cross-section (similar to the existing Parkview configuration) with the addition of bicycle lanes and continuous planter strips. This cross-section would occupy approximately 92 feet from back-of-sidewalk to back-of-sidewalk. This alternative would provide minimal added capacity (because of the lack of left-turn lanes), and it would require the acquisition of public right-of-way on the north side of Parkview Avenue to provide for the necessary street widening. Also, the inside travel lanes would essentially serve as left-turn lanes, thereby potentially causing slight increases in delay for through vehicles traveling on Parkview when compared to a three-lane cross-section option with left-turn bays.



Four-lane alternative for Parkview Avenue

Since the three-lane Parkview Avenue cross-section is forecasted to operate acceptably under future conditions (even with the construction of the Parkview Bridge), a four-lane cross-section is unnecessary. Furthermore, the alternative four-lane cross-section would tend to result in higher vehicle speeds as it gives the perception of a wider travel-way, thereby undermining the goal of

achieving a pedestrian and bicycle-friendly environment on Parkview. Therefore, a three-lane cross-section on Parkview Avenue would be the preferred alternative.

Minor adjustments to the improvements are recommended, including the refining of the schematic cross-section east of State Street. However, adequate capacity will be maintained on Parkview Avenue even with the removal of travel lanes (for a three-lane cross-section), and this street will continue to provide an acceptable daily roadway level of service.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Contract with a design firm to develop preliminary plans for the three-lane alternative.
2. Conduct a public workshop to share the proposed design with the community, and work through individual locational issues prior to the preparation of construction plans.
3. Prepare construction documents, bid, and construct the improvements.

5.3 Transit Service

GOAL: *To provide the Parkview residents and Civic Center workers with more convenient access to transit service.*

EXISTING CONDITIONS: The Redding Area Bus Authority (RABA) primarily provides transit service throughout the City of Redding. Fixed route and demand response services are provided on weekdays and Saturdays, and express route service (to Burney) is provided on weekdays.



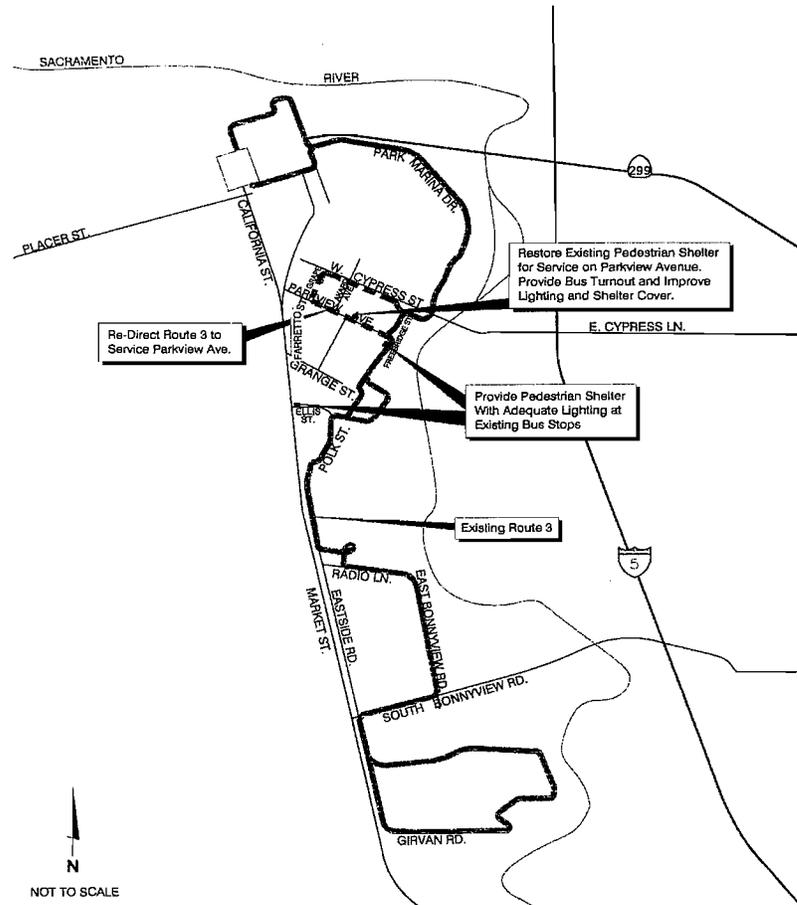
Currently, three fixed bus routes service the Parkview Neighborhood plan area. Route 12 runs along Highway 273/Market Street on the west of the plan area, Route 3 along Freebridge Street and Weldon Street to the east of the plan area, and Route 11 along Cypress Avenue to the north of the plan area. No fixed bus routes run along Parkview Avenue.

VISION FOR THE FUTURE: A new bus stop location and structures on Parkview Avenue have created a more pedestrian-friendly environment that complements the proposed roadway revitalization improvements. The new structures throughout the neighborhood have provided a much more pleasant environment and resulted in new ridership.

RECOMMENDATIONS: Routing: Route 3 should be redirected to accommodate the proposed bus stop (with bus turnout) at the Akard Avenue closure (at Parkview Avenue) by heading west on Parkview from Freebridge Street, then north on Grape Street to Cypress Avenue west, and then reconnecting with the existing route to Park Marina Drive north. This new route heading towards the Downtown Transit Center could service any existing bus stops on Cypress Avenue (presently serviced by Route 11) and also another new bus stop location on the south side of Parkview for the return route.

Adding bus stops on Parkview would better serve the Parkview Neighborhood plan area and likely provide a considerable amount of trips to the new Redding Civic Center (currently under construction) and to other connecting facilities on Parkview Avenue. Therefore, we recommend the installation of at least one bus stop (per direction) on Parkview Avenue, located between Highway 273/Market Street and Leland Avenue. Also, the potential bus stop location on the southside of Parkview Avenue should be located west of the Parkview Avenue/Leland Avenue intersection bulbout to accommodate a bus turnout lane. All other existing bus stop locations and routes in the plan area are sufficient.

Shelters: Based on field observations of existing bus stop facilities in the plan area, we also recommend the installation of pedestrian shelters to bus stops with existing benches (i.e., at the Market Street/Ellis Street and Parkview Avenue/Freebridge Street bus stops). Bus turnout lanes similar to the existing bus turnout at the Market Street/Ellis Street bus stop should also be implemented on higher volume streets where applicable (i.e., at proposed bus stop locations on Parkview Avenue). The bus turnout on the south side of Parkview would require removal of approximately 5 parking spaces. Bus turnouts and shelters are consistent with a pedestrian-friendly environment.



Recommended transit service improvements



In addition, adequate lighting and cover (in case of rain) should be installed at pedestrian shelters, and all bus stops within the plan area should be improved to include visible signage and readable route maps. Modifications to the proposed roadway improvements should be considered to provide for a bus turnout if a bus stop is added on Parkview Avenue.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Present the recommended redirection of Route 3 to the RABA Board. If they agree on the benefit, then undertake rerouting.
2. Design and construct the Parkview Avenue structures and turnouts as part of the Parkview Avenue Enhancement project.
3. Select, acquire, and install bus shelters at the recommended locations.

5.4 Local Streets in the Plan Area with Special Concerns

GOAL: To create local streets that are pedestrian friendly and slow vehicular traffic.

EXISTING CONDITIONS: The Parkview Neighborhood plan area is largely residential and, based on field observations, contains a considerable amount of bicycle and pedestrian traffic. Particular points of interest that contribute to the bicycle and pedestrian traffic in the area include Juniper Academy, Cypress Elementary School, and the South City Park/Redding Softball Park. Some streets within the Parkview plan area exhibit the need for improvements, due to either considerable amount of traffic or lack of pedestrian and bicycle facilities.

Freebridge Street is of particular concern within the plan area since it carries a significant amount of vehicle, pedestrian, and bicycle traffic as a complementary route for traffic traveling to Juniper Academy. Freebridge Street is a 40-foot-wide residential street designated as a Class III bike route; it also serves a fixed bus route (Route 3). A speed limit of 25 mph is posted and improvements (curb, gutter, and sidewalk) are provided on the west side of the street only. The Average Daily Traffic (ADT) on Freebridge Street, according to the most recent traffic volume counts (October, 1990), is approximately 3,300 vehicles per day.

Based on the Transportation Element of The Draft General Plan (City of Redding), residential streets with more than 2,000 trips per day warrant a special traffic study that could identify potential mitigation for traffic concerns and problems before any options are carried out.

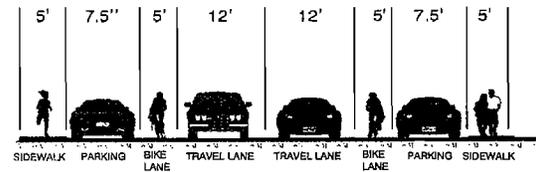
Favretto Avenue (between Grange Street and Parkview Avenue) also has the potential for improvements. Currently, no curbs, gutters, or sidewalks are provided on this 25-foot-wide street. Since Favretto Avenue could potentially serve a considerable amount of pedestrian and bicycle traffic traveling towards connecting facilities on Parkview Avenue (i.e., South City Park/Redding Softball Park and the Redding Civic Center), we recommend the installation of bike lanes and frontage improvements on this street. A future roadway extension from Favretto Avenue south may divert some traffic from Market Street (SR 273) and create increased traffic volumes and some cut-through traffic on Favretto. Therefore, traffic calming devices such as chokers, chicanes, or even speed humps may be appropriate on Favretto once the street extension is in place to reduce vehicle speeds. However, monitoring should be done after extension of the street to determine exactly how traffic volumes and speeds are affected. The proposed 60-foot right of way on Favretto Avenue will require acquisition of additional right of way.

RECOMMENDATIONS: Conduct a traffic calming study on Freebridge and Favretto Streets.



IMPLEMENTATION ACTIONS: The following actions are recommended:

1. The public works department should undertake and implement a traffic calming study on Freebridge Street in the very near future.
2. The public works department should undertake and implement a traffic calming study on Favretto after completion of the southern extension.
3. Upon adoption of acceptable traffic calming methodologies by the Redding City Council, implement appropriate traffic calming measures, if indicated as needed.



Recommended cross-section for Favretto Avenue.

5.5 Network Improvements

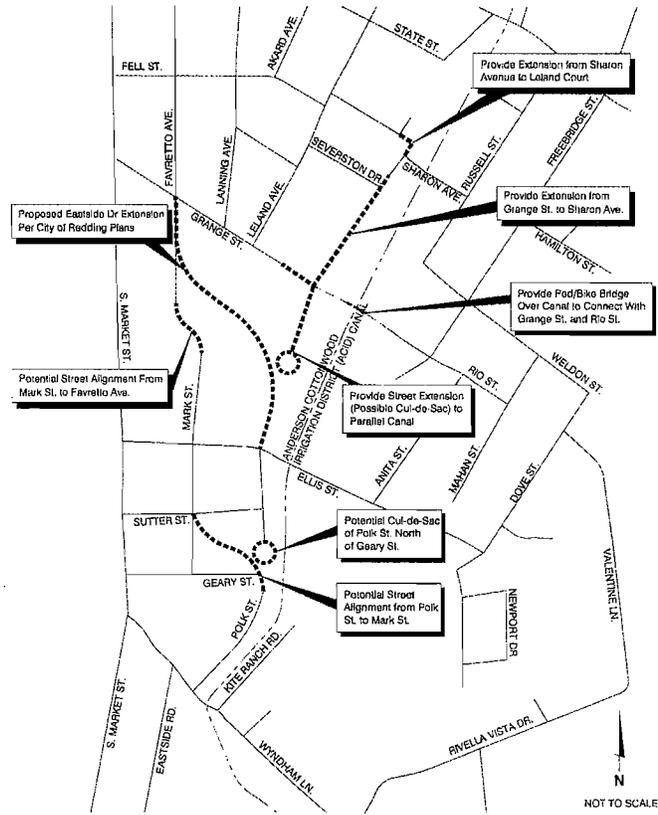
GOAL: To enhance pedestrian, bicycle, and vehicular access throughout the neighborhood.

EASTSIDE ROAD EXTENSION

EXISTING CONDITIONS: The City of Redding Public Works Department has developed preliminary plans for the Eastside Road extension that would connect Polk Street from the southwest portion of the area to Favretto Avenue and eventually north of Parkview Avenue to Grape Street. According to these plans, the Eastside Road extension would provide a 60-foot-wide right-of-way. This width is consistent with the frontage improvements and bike lanes recommended on Favretto Avenue to improve pedestrian and bicycle access. This improvement is expected to increase vehicle traffic near the intersection of Ellis Street/Polk Street and Juniper Academy. If this alignment is accepted, appropriate treatments (such as crosswalks) should be installed to increase the safety of school-age pedestrian and bicycle traffic. This alignment would divide a potential housing opportunity site into two parcels, one could remain park like or become commercial. In addition, this route provides another path through the neighborhood for residents and pass-through traffic, potentially relieving current perceived impacts by spreading traffic over a larger network of streets. Existing cut-through traffic is undocumented; however, Freebridge Street does serve as the collector for the neighborhood. The Polk to Favretto alignment depicted on Page 5-8 would provide an alternative route.

VISION FOR THE FUTURE: The City selected the preferred alternative (discussed below) which resulted in the development of five additional units in “Wood” development, minimal cut-through traffic, a safer situation for pedestrians and bicyclists, and facilitated the development at the Mark and Geary infill site.

RECOMMENDATION: A potential alternative to the Eastside Road extension would be an alignment between Mark Street and Favretto Avenue at a point north of Ellis Street. This connection would be appropriate and convenient since these streets terminate almost opposite each other. In addition to this improvement, the connection of Polk Street and Mark Street between Geary Street and Sutter Street would create a continuous route from Favretto Avenue through to Polk Street, thereby providing an alternative to Market Street (Highway 273). Polk Street (just north of Geary Street) would likely be abandoned or converted into a cul-de-sac (accessible from either the north or south) with this connection in place. Overall, these alternative network improvements would improve access to the southwest portion of the Parkview Neighborhood by creating an optional north-south route to Highway 273, while also steering vehicle traffic away from pedestrian and bicycle traffic from Juniper Academy near the Ellis Street/Polk Street intersection. In addition, this alignment encourages development along Mark Street north of Geary Street.



Recommended Network improvements for the Parkview Neighborhood.

Based on the information available at this time, the Eastside Road Extension developed by the City of Redding is the preferred network alternative. This alignment would not only provide a continuous route from Favretto to Polk Street, as an alternative to Market Street (SR 273), but it would also provide a more desirable design with a smooth S-shaped roadway connection from Favretto to Polk Street as opposed to the more awkward alignment of the Favretto Street-Mark Street-Polk Street connection with two S-shaped curves. The Eastside Road extension alignment would also require less roadway construction and would likely be less costly. Table 5-1 summarizes the pros and cons of both the Eastside Road Alignment (Favretto to Polk Street) and the Favretto Street-Mark Street-Polk Street alignment. It does not appear that one alternative, Polk to Market or Polk to Favretto, addresses the cut-through traffic better than the other. A plan line analysis for this area is needed with further analysis addressing the multiple goals of the project.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Conduct a plan line analysis.

OTHER NETWORK IMPROVEMENTS

EXISTING CONDITIONS: Roadway connections and travel routes between neighborhoods separated by the canal are limited and circuitous.

VISION FOR THE FUTURE: Residents from east of the canal can now easily and safely walk or ride their bicycles to visit a friend, to play a game of basketball in the new mini-park on Junior Street, or grab brunch at the new bistro in the Market Faire development on South Market and Grange. Children no longer need to cut through the Woods to reach Juniper Academy.

RECOMMENDATION: A number of additional network improvements are recommended in the Parkview Neighborhood plan area, especially for pedestrian and bicycle traffic. Access across the canal for pedestrians and bicycles only is proposed via a bridge that would connect to Grange Street east of the canal and to Rio Street west of the canal. In order to accommodate pedestrian and bicycle traffic in both directions, this bridge would need two lanes of appropriate width (i.e., approximately 15-20 feet in total width). In addition, a street extension is proposed to provide vehicle and/or pedestrian and bicycle access from the future Grange Street extension towards Ellis Street (see Exhibit 5-5). This extension would parallel the canal and possibly the cul-de-sac near the Ellis Street, creating neighborhoods or connecting with any future roadway network through an area where development is likely to occur. These improvements are appropriate, since they would connect communities separated by the canal and benefit, especially, those traveling to and from the west side of the canal to Juniper Academy.

Other roadway extensions are proposed for both vehicular and pedestrian traffic from Grange Street north to Sharon Avenue and from Sharon north to Leland Court. These extensions should provide residential street

**PARKVIEW NEIGHBORHOOD NETWORK IMPROVEMENTS
PROS AND CONS**

Eastside Drive Extension

Pros

- Provides continuous route from Favretto Avenue to Polk Street as an alternative to SR273 (Market Street).
- Preferred roadway design consisting of one smooth S-shaped roadway connection.
- Requires less construction of new road (likely to be less costly).
- Natural division and buffer between commercial and residential areas.

Cons

- Does not discourage cut-through traffic on the east-side of the neighborhood study area, particularly on Freebridge Street.
- May increase vehicle traffic near the Ellis Street/Polk Street intersection which may conflict with the pedestrian/bicycle traffic related to Juniper Elementary School..
- Divides potential housing opportunity site.

Favretto to Mark Street Connection

Pros

- Provides continuous route from Favretto Avenue to Polk Street as an alternative to SR273 (Market Street).
- Encourages development along Mark Street north of Geary Street.
- Steers vehicle traffic further away from pedestrian/bicycle traffic related to Juniper Elementary School.

Cons

- Less desirable design for roadway connection (awkward alignment with two S-shaped curves).
- Requires more construction of new road (more costly).
- May not alleviate precieved cut-through traffic.

characteristics similar to the surrounding residential streets (i.e., one travel lane in each direction and on-street parking) and also include frontage improvements (curbs, gutters, and sidewalks) and bike lanes. The potential for cut-through traffic on these roadway extensions is expected to be minimal. These improvements are suitable for the area, since they would greatly improve connections to neighborhoods across the canal in the southwest portion of the plan area, as well as neighborhoods to the northeast.

IMPLEMENTATION ACTIONS: The following actions are recommended.

1. These improvements would be completed in conjunction with the development of the “Woods” project.

Note: Prior to proceeding with any modifications to the roadway system it would be prudent to analyze the neighborhood’s traffic and circulation issues in the context of the whole neighborhood, rather than individual street segments, to assure that an improvement in one area of the neighborhood does not negatively impact another area of the neighborhood.



Notes:

S E C T I O N 6

INFRASTRUCTURE

6. Infrastructure

6.1 Streets and Alleys, Sidewalks, Sewer, Water, Electrical, and Street Lighting

GOAL: To improve the existing infrastructure to meet contemporary standards.

EXISTING CONDITIONS: The City of Redding's Public Works Department has identified the deficiencies in the Streets and Alleys, Sidewalks, Sewer, Storm Drainage, and Water systems in the Parkview Neighborhood. The City has also indicated that there are no known deficiencies in the Electrical System, however, several streets and alleys within the neighborhood need additional street lighting, and there is a need to trim trees on a number of streets and alleys to improve existing street lighting.

The Public Works Department completed a windshield survey and compilation of cursory inventory and preliminary cost estimates in mid-April 2000. This effort resulted in a preliminary list of potential projects for specific segments of roadways. The results have been tabulated to reflect preliminary costs for specific segments of roadways. The total preliminary cost includes contingency, engineering, and administration. The Cost Estimate can be found in Appendix D. The total estimated preliminary cost of improvements exceeds \$7.5 million.

The water system within the Parkview Neighborhood currently provides adequate fire flow. However, the system is very old and the Water Division has experienced age-related problems such as breaks and leaks at service connections. Therefore, the Water Division has included the cost for replacing the water main and connections within the related road segments already slated for improvement. It is their recommendation that the budget include water system replacements at the time we are improving the street.

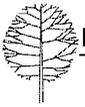
Parkview Ditch improvement needs are undefined at this time. This system is currently conveying storm water effectively and any improvements should be based on a specific master plan of drainage for the area.

Alleys are generally undeveloped in the Parkview Neighborhood. The total budget for alleys is estimated to be \$550,000. This cost includes \$440,000 for construction, plus 25 percent for design, administration, and construction management. The cost for a specific alley can be much higher depending on the condition and elevation of adjoining improvements. This is especially true in areas with unimproved alleys and older homes. They estimate a total linear footage of alley reconstruction in the Parkview Neighborhood to be 4,770 linear feet. The total construction cost is estimated to be \$440,000, but Public Works recommended an additional 25 percent be budgeted, for a budget total of \$550,000.

Correcting these deficiencies is seen as critical to the overall success of the revitalization effort. Without basic infrastructure improvements, the ability to attract private redevelopment investment into the Parkview Neighborhood will be severely hampered.

VISION FOR THE FUTURE: New curbs, gutters, and sidewalks are in place. These improvements have made the area much more competitive for infill development. The completion of the sidewalk system has made it much safer for children on their journey to school and visits with friends. The residents are comfortable strolling to the new neighborhood park and riding their bikes to community services and activities. The streets and sidewalks promote interaction among neighbors and improvements have encouraged neighbors to take special care of their front yards ~ often people are at work in their flowerbeds over the weekend and are interested and excited about their beautiful neighborhood.

RECOMMENDATION: Because of the magnitude of the costs necessary to meet the need, improvements will likely be phased. Improvements should be phased based first on the amount they contribute to the safety of



children going to and from Juniper Academy and other pedestrians and, secondly, on how they support redevelopment projects. The following are recommended, in order, as the highest priorities.

- Ellis Street - Safety - Sidewalks and crossings
- Parkview Avenue - Parkview Redevelopment
- Grange Street - The "Woods" Development
- Freebridge Street - Safety - Sidewalks
- Favretto Street - Mixed Use Site Redevelopment
- Mark Street - Commercial Redevelopment

The Parkview Neighborhood infrastructure is functioning properly and potential system failures were not found. The systems should be upgraded to current standards as a part of any focused redevelopment effort.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Strategies should be developed with the Parkview Neighborhood Committee for phasing of improvements in specific areas or corridors. Consideration should be given to economic and quality of life benefits in the selection process.
2. Conduct a public workshop to share with the community the proposed design and work through individual locational issues prior to the preparation of construction documents.
3. Public Works should refine the infrastructure analysis and cost estimates for the specific road segments that meet the neighborhood priority requirements and have adequate project funding to proceed.
4. Prepare construction documents, bid, and construct improvements.
5. Where possible, construct improvements in conjunction with other development.

S E C T I O N 7

COMMUNITY SERVICES



7. Community Services

7.1 Public Safety

GOAL: Provide a safe, healthy, and secure living environment where residents, businesses, and visitors interact and communicate to ensure the safety and well-being of everyone in the neighborhood.

EXISTING CONDITIONS: The City of Redding Police Department has a Neighborhood Policing Unit (NPU) serving the Parkview Neighborhood. The NPU provides input on police-related matters in the area. Residents and businesses are able to directly page the officers assigned to their neighborhood, ensuring open, timely communication among neighbors and the officers. The Parkview residents know and trust these officers, and the officers are familiar with the neighborhood's issues.

Officers report to the Parkview Neighborhood Committee about current criminal activity, help organize neighborhood clean-ups, and act as intermediaries with other city departments. NPU officers report that the level of service is "high"; however, the types of crimes in the area are completely different from years past. The neighborhood still has a high rate of criminal activity, but most crimes are misdemeanors like petty theft or vandalism. While calls for services decreased slightly from 1998 (2,030) to 1999 (2,008), the neighborhood's calls for service compared to the City increased from 4.4% to 4.5% (2,030 out of 46,058 to 2,008 out of 44,853).

The Parkview NPU has an office in the Parks and Recreation building at South Market and Parkview serving as the sub-station. They would like to move to a more central location which would offer better access to Parkview Neighborhood residents. The City has been working with the NPU to establish the sub-station along Parkview in a converted and rehabilitated house.



Current location of the Neighborhood Police Unit Sub-Station on Parkview Avenue

The NPU continues to develop additional community oriented problem-solving strategies as the criminal activity changes over time and to implement new programs to address the root cause of criminal activity. The officers, in conjunction with the Parkview Neighborhood Committee and the Probation Department, have created a "Neighborhood Accountability Board. The Neighborhood Accountability Board hears cases in lieu of the Juvenile Court for misdemeanor crimes. Another program that has been initiated is the Redding Crime Free Multi – Housing Program. Presently there is one multi-family complex in the Parkview Neighborhood participating in the Crime-Free Housing Program.

IMAGE FOR THE FUTURE: A BBQ co-sponsored by the Parkview Neighborhood Committee and the Neighborhood Police Unit brings the residents and business owners together to celebrate another successful community clean-up day. This semi-annual event has become a great success, with more and more volunteers participating every year. The NPU still operates a small sub-station out of the Multi-Service Center; however, the calls for service have decreased dramatically, and they have begun to focus even more energy on additional outreach efforts and community building activities in partnership with the new non-profit Parkview Neighborhood Association. Residents are very excited about the positive changes in the neighborhood and the feeling of safety they now appreciate.

RECOMMENDATION: Maintain the Neighborhood Police Unit in the Parkview Neighborhood until such time as calls for services decrease substantially, and the neighborhood is better organized to address crime



and other community issues pro-actively.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Police Department should locate a Neighborhood Police Unit substation within the Parkview Neighborhood.
 - Locate the substation at a place more accessible to Parkview Neighborhood residents, such as a converted house near the proposed Parkview Neighborhood Park. Also consider placing the future potential office at the Multi-Service Center.
 - Develop rehabilitation cost estimates for the substation.
 - Request funding for substation rehabilitation.
 - Rehabilitate facility and relocate the NPU offices.
2. Recruit multi-family property owners, managers, and tenants to participate in the Crime Free Multi-Housing Program.
3. Recruit the U.S. Department of Housing and Urban Development as a partner to assure enforcement of HUD rental policy on drug-related criminal activity.
4. Work in partnership with HUD and the Housing Authority to do statewide criminal background checks on applicants in subsidized housing. Work with rental property owners to participate in the background checks of applicants.
5. Establish a Parkview Neighborhood Accountability Board in partnership with the Probation Department and the Neighborhood Committee.
6. Develop, in partnership with the City Planning Department and the Redevelopment Agency, citywide standards for crime prevention through environmental design to help prevent criminal activities.
 - Identify areas where overgrowth definitely prevents surveillance opportunities.
 - Identify areas where additional barriers or controls would ensure the safe access to an area or prohibit access to an area.
7. Send a team of officers, residents, school staff, and community-based organizations to the Regional Community Policing Institute-Sacramento training to further implement community oriented policing and problem-solving strategies in the Parkview Neighborhood.
8. Hold a Youth Crime Prevention Fair in partnership with the Parkview Neighborhood Committee, Juniper Academy, Cypress Elementary School, and community/neighborhood youth.
9. Assist the Parkview Neighborhood Committee to organize the neighborhood for the National Night Out event.
10. Help to coordinate and provide feedback to block captains regarding community safety and ongoing outreach.

7.2 Crime Prevention Design Concepts



An overgrown and unmaintained access.

GOAL: Implement fundamental design concepts and adopt guidelines for neighborhood development and improvements that will help ensure the safety, health, and well-being of the community. Promote an understanding that good design can encourage community activity and reduce crime, while poor design can allow inappropriate behavior to happen more easily.

EXISTING CONDITIONS: Parkview Neighborhood has been prey to inconsistent and inefficient development practices over the last 40 years. This has meant that parcels are of inconsistent depths and widths, many non-conforming uses have evolved, and underdevelopment has plagued the health of the neighborhood. The neighborhood's

infrastructure needs have not been met, leaving many streets without curbs, gutters, sidewalks, and street lighting, encouraging the use of cut-through paths because of the lack of connectivity. Many streets, parcels, and properties are overgrown and unmaintained.

IMAGE FOR THE FUTURE: Neighborhood residents walk along tree-lined streets, with ample sidewalks to the new mini-park established on Junior Street. The park combines a tot-lot play area and a mini-basketball court, comfortable for young and old. An elderly woman sits on the periphery of the tot-lot as small children swing and enjoy the slide, occasionally glancing over at the dozen or so youth actively involved in a game of basketball. The border of small greenery and blooming spring flowers separates the spaces, and a PNC volunteer is weeding in the flower bed, chatting happily with a father holding an infant.

Many of the once vacant lots have been redeveloped into single family homes where children ride their bikes along the sidewalk and a mother watches out her kitchen window. Vacant lots that have not yet been developed are regularly maintained to ensure that foliage doesn't become overgrown. Families are comfortable sitting on their front porches reading, watching their children play, and conversing with their neighbors.

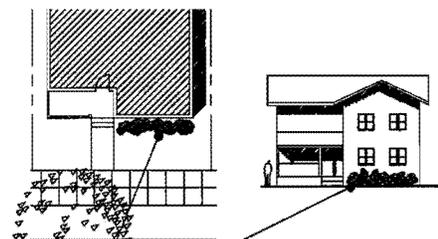
RECOMMENDATION: With the assistance of the NPU and PNC, the City should assess current criminal activity and its relationship to the existing environment and opportunities for criminal activity. Use this assessment to create a priority matrix of redevelopment and design initiatives for specific areas in the neighborhood that are negatively impacting the safety and health of the residents.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Identify key participants in the assessment of current criminal activity and its relationship to the built and non-built environment. Participants should include representatives from the City, NPU, Public Works, Planning, Redevelopment, Housing, and the PNC.
2. Sponsor a training/workshop on Crime Prevention through Environmental Design. Invite other community representatives and neighborhood groups.
3. Inventory and determine the priority redevelopment/development sites and areas (not just CSET properties) as they impact the goal of reducing the incidence of criminal activity.
4. Work with the City, and Public Works, as well as volunteers from the community, to focus funding and revitalization efforts on the prioritized areas determined through the assessment process.
5. Utilize the development of the mini-park on Junior Street as an opportunity to show an example of good design aimed at ensuring the safe and harmonious use of the park by all age groups.
6. PNC should create opportunities for frequent neighborhood activities by sponsoring block parties, children's events in the park, and neighborhood clean-up days.
7. The City should adopt design and development guidelines for all future projects in the Parkview Neighborhood that use the following basic principles:



Example of NO eyes on the street. Windows facing the street are bedroom/bath and curtains remained closed.



Foundation planting area with species less than 36" in height

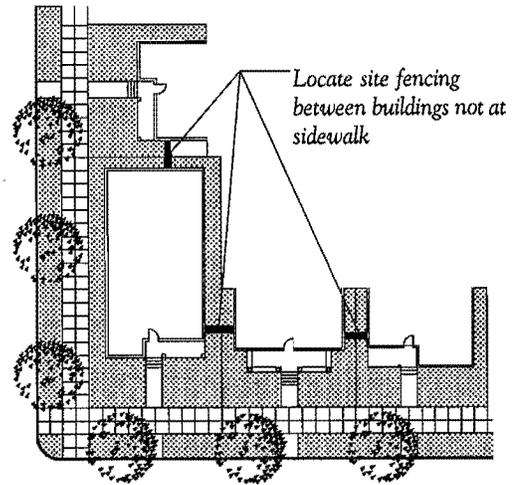


VISIBILITY

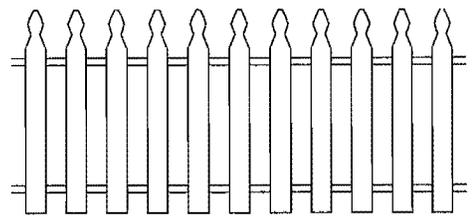
- New housing projects should promote “eyes on the street” where windows facing the street are high activity areas like kitchens, living rooms, and porches.
- Garages should be placed off the alley wherever possible to promote activity and eyes on the alley.
- Create visibility to and from circulation areas in larger complexes and commercial spaces. Interior corridors should be visible from the street or interior courtyard. Locate stairways adjacent to common facilities where they are visible and encourage frequent use.
- The first floor of a building fronting or siding on a street should have a minimum of 30percent of its length in windows. Window sills in storefronts should not be higher than 36” above the sidewalk.
- Except in industrial areas, security grills or rolling shutters over doors or windows are discouraged.
- Activities, such as cafeterias and customer service areas, should be located at street level adjacent to sidewalk areas in commercial / retail zones.
- Visibility is critical in creating a safe environment. The landscape shall be designed to meet City standards with safety in mind. Landscape plantings should minimize potential for creating areas which may facilitate criminal activity, such as areas with poor visibility or potential for ambush or hiding.

DEFINITION OF SPACES

- A clear definition of space will ensure that residents understand when and where they are transitioning from public to private space. For example: the street and sidewalk are very public spaces, the porch fronting the street a semi-private space.
- Define public/private spaces utilizing shrubbery, fences or signs to clearly delineate a transition between spaces.
- In commercial or multi-family projects, use landscape forms, such as hedges, trellises, fountains, and arbors to create public spaces that present the project to the community and clearly define public and private spaces.
- Access to public space should be clearly delineated and access to private space should be controlled with fencing, elevation changes, and secure measures.
- Use trees with high canopies and low shrub materials to allow visibility throughout the property.
- Fences used to control access to the interior of the site should be located between the buildings as much as possible, rather than running continuously at the front of the property.
- Avoid the creation of outdoor spaces that are inappropriately scaled for their use or that do not have a clearly defined use.



Visibility is limited. There are no “eyes on the street” due to solid wall and shrubs that enclose the front yard.



Example of fencing with a minimum of 50% transparency.

NEIGHBORHOOD INTERACTION

- The use of low fences and shrubs to encourage natural surveillance shall clearly delineate private and public spaces. Natural surveillance also expands territorial concern beyond the front or back yard and into the street

or alley. The extended concern for the activities in the open/public areas provides the neighborhood with the “eyes on the street” that are necessary to ensure safety of all residents.

- In order to encourage neighborhood interaction, fences in the front yard should not exceed 3.5 feet and must be at least 50percent transparent. Wrought / ornamental iron fences are preferred over chain-link.
- Foundations plantings should be installed that are less than 24” in height when mature, relative to the height of the finish floor.

PUBLIC SPACES

- Provide natural barriers like shrubs, trees, arbors, or low hedges between conflicting activities (but don’t reduce surveillance options).
- Redesignate unsafe areas into safe areas by relocating high surveillance safe activities to the unsafe place.
- Consider uses of the space, when people will be present, overlapping activities, and the relationships of time, use, and behavior.
- Create opportunities for space to be included in a greater field of activity.

7.3 Parkview Neighborhood Committee

GOAL: Continue to build on the present successes and strengths of the Parkview Neighborhood Committee by expanding the committee to include youth and business owners, establishing general neighborhood membership opportunities, and remaining engaged in bringing a strong voice to the policy decisions impacting neighborhoods.

EXISTING CONDITIONS: The Parkview Neighborhood Committee (PNC) was established in April 1999. The committee currently consists of 10 members. The five officers were recently re-elected to serve a second year, and the five steering committee members will be reappointed to hopefully encourage some new community member participation. The Committee has remained an active and strong voice in the revitalization of Parkview. They have helped to ensure that the community’s voice is heard and have advocated strongly on behalf of neighborhood residents. The PNC currently publishes and distributes a newsletter to residents called the “Parkview Point.” This monthly newsletter provides information and updates on community events, Juniper Academy, NPU activities, and what’s happening in the neighborhood. The Committee is anxiously awaiting the arrival of the Revitalization Plan.

IMAGE FOR THE FUTURE: The Parkview Neighborhood Association (PNA) has been established as a private non-profit corporation. With a staff of two full-time employees and an active Board of Directors, they have been successful in organizing the community and coordinating a number of successful new programs and events. Their membership and support has grown dramatically in the last few years as additional home ownership opportunities have arisen in the neighborhood and the transient nature of the area has been reduced. They have actively partnered with the NPU to ensure that new development follows design guidelines that will help prevent criminal activities. They have offices in the new Multi-Service Center, where they are able to regularly interact with Juniper Academy youth and staff, NPU officers, and social service providers. The PNA has been actively seeking funding to support housing opportunities, community events such as the neighborhood clean-up day, and the neighborhood park, and they have become active in supporting the revitalization efforts of other neighborhoods. The Association is in the process of exploring additional opportunities and anticipates adding additional staff with increased funding.

RECOMMENDATION: Build the capacities of the neighborhood committee toward becoming a well-organized neighborhood association and explore the short-term goal of attaining formal non-profit status and a long-term goal of becoming a Community Development Corporation that will have a strong voice in the revitalization of the neighborhood and provide assistance to other neighborhoods.



IMPLEMENTATION ACTION: The following actions are recommended:

1. The City should assign a full-time VISTA worker to staff and train committee members in mobilization and community development, creating working committees, member recruitment, running effective meetings, fund raising, and consensus building.
2. The City should appoint a staff to participate as a liaison to the Parkview Neighborhood Committee. This person can provide regular updates to the PNC regarding City projects, programs, upcoming policy discussions, and a regular voice from the PNC reporting to the City on the activities of the group.
3. The PNC should partner with the City to establish a “Community Bulletin Board”. The VISTA and PNC members should routinely update the board, possibly located at the Parkview Market.
4. Survey existing members to determine their reason for joining, their highest priorities, their skills, what part of the neighborhood they live in, and what they want from the committee.
5. The City and the PNC should explore funding opportunities to expand PNC’s involvement in the Parkview neighborhood revitalization efforts through the attainment of non-profit status.
 - Determine the benefits of becoming a non-profit.
 - Determine personnel needs and funding requirements for personnel.
 - Explore funding / development partnerships that could best be managed by a non-profit.
 - Explore becoming a Community Development Corporation (CDC) as a long-term revitalization goal.
6. Develop a membership recruitment flyer that can be easily reproduced and distributed throughout the neighborhood (i.e., placed at local businesses, or school can to send home with kids).
7. Engage additional youth, rental property owners, and business owners in the Neighborhood Committee.
8. Establish a Block Captain Program.
9. Develop a “Top Ten Great Reasons to Live and Shop in Parkview,” which could be used as a marketing brochure to highlight the assets of the area for prospective home owners.
10. Participate in the analysis and development of the Parkview Multi-Service Center.
11. Participate in the development of the Parkview Neighborhood Accountability Board.
12. Assist the NPU and Probation Department to recruit volunteers to serve on the Neighborhood Accountability Board.
13. Co-sponsor a Youth Crime Prevention Fair in partnership with the NPU.
14. Organize, in partnership with NPU, a National Night Out Event.
15. Organize a “Welcome Wagon” program for new residents.
16. Incorporate as a private non-profit organization:
 - The City should fund a part-time staff person to launch the non-profit.
 - Organize the Board of Directors.
 - Apply for non-profit status.
 - Hire personnel.
 - Apply for additional funding resources for projects and personnel from private foundations and State and local programs to assist in the revitalization of the Parkview Neighborhood.

7.4 Social Services

GOAL: Provide a coordinated and accessible delivery of services to community members through the creation of a Multi-Service Center, where families and individuals find support and opportunities to ensure their basic needs are met and to foster increased community involvement that leads to a greater sense of community.

EXISTING CONDITION: There are a number of agencies providing services to residents of the Parkview Neighborhood (Appendix C). Many people expressed concern about the lack of a coordinated/integrated services delivery system. Juniper Academy serves the vast majority of Parkview Neighborhood youth.

The school has plans to add additional programs and facilities and is very interested in collaborating with the community, City of Redding, and Shasta County to meet the needs of families in the area, thereby assuring children stay in school and new students enter school ready to learn. The Academy plans to add a Healthy Start program in Fall 2000. They have applied for "After School Safe Neighborhood" and 21st Century grants to provide other after-school programs.

The Shasta County Health Improvement Partnership (HIP) is a community health advocate that works with difficult-to-reach populations within neighborhoods. The Partnership recently received a grant to: train neighborhood leaders for advocacy in education and employment, conflict resolution, abuse prevention, and youth-specific substance abuse prevention. HIP is interested in coordinating and meeting with the PNC, City, and social service providers to complete a "mini" asset mapping process for the Parkview Neighborhood.

Simpson College has formally provided the City of Redding with a Letter of Intent proposing a pilot community service program for Parkview Neighborhood. The program would place students of Simpson College in housing units in Parkview for one year. Activities that could be supported by these students include tutoring, mentoring, community organizing, activities for youth, clean-up and housing rehabilitation efforts, and community outreach. The major components of the program are "Building Community Leaders" and "Building Community Vision." These components include actions such as helping to develop pride and establish trust among neighbors, acting as role models for residents, encouraging cooperation and consensus building among neighbors, helping to create a vision and plan for the neighborhood, and promoting the overall participation of residents in the revitalization process.

Public and private agencies serving the neighborhood are very willing to develop better ways to collaborate to meet the needs of residents living in the area.

IMAGE FOR THE FUTURE: The Parkview Neighborhood Community Center has grown from its interim location at Juniper Academy into a valued Multi-Service Center for the entire community. The Center consists of the NPU sub-station where youth are able to regularly interact with officers in a mentoring program, a Family Resource Center where mothers and young children frequently are seen discussing child care needs/resources, health and nutrition, and upcoming workshop opportunities, and a State-licensed child care facility.

The PNC is having a special luncheon to honor its Parkview Neighborhood volunteer of the year. Jimmy, age 15, has been handing out the "Parkview Point" for the past 10 months, is active on the PNC board, and especially enjoys helping coordinate the special Youth Activities at the new center. The office staff is preparing for the after-school events (today it's Basketball and Math tutoring), and 15-20 people are meeting or waiting to meet with social service representatives from many different organizations. The Center is buzzing with the sounds of children and the voices of adults and youth activities throughout the days and into the evenings.

RECOMMENDATION: Centralize social, community, recreational, and child care services into a neighborhood Multi-Services Center located in the Parkview Neighborhood.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. A working group of the County Department of Health and Human Assistance, Juniper Academy, City Community Services Department, community-based organizations, and representatives from the Parkview Neighborhood Committee should be created to discuss an interim Multi-Services Center at Juniper Academy.



2. Survey Probation, Children Protective Services, Police Department domestic violence calls for services, Mental Health and substance treatment, and Public Assistance to look at the number of multiple system users living in the neighborhood.
3. Identify resources to facilitate the operation of an interim facility at Juniper Academy. Issues should include staffing, hours of operation, security, overhead cost, and opportunities for use by the community.
4. Determine feasibility of building a permanent Multi-Service Center. The study should include:
 - project scope and cost estimates
 - identification of pre-development funding resources
 - capital funding resources
 - funding gap analysis
 - determination of cash flow needs
 - facility specifications
 - operation of a child care facility
5. Develop Memoranda of Understanding (social contracts) with social service providers to staff and operate programs out of the Center to share resources and space, coordinate, and collaborate to best meet the needs of the community.
6. If feasible, construct, staff, and operate the Multi-Services Center as a community asset for the Parkview Neighborhood.
7. Contract with a child care provider to lease the space in the Center for the purpose of providing high quality child care to the neighborhood.
8. Parkview Neighborhood Committee, in partnership with the City, should develop a community service program to link service needs with product donors and volunteers (community service participants, such as juvenile offenders from the Neighborhood Accountability Board process) to complete community service projects. Utilize VISTA volunteer to coordinate and supervise the program and house it at the Multi-Service Center.
9. Determine the need for additional quality child care for the neighborhood.
 - In conjunction with determining the feasibility of the Multi-Service Center, generate a survey of families in the neighborhood to discover child care needs, concerns, and current resources. Survey should include information on the number of families without quality child care, without consistent child care, or TANF (Temporary Assistance to Needy Families) affected families who would like quality neighborhood child care but must go outside the neighborhood because there is a lack of local child care options.
 - If there is an unmet need for neighborhood child care demonstrated by the survey, identify resources, partnerships, and opportunities to develop a neighborhood child care facility (possibly a child care co-op) in conjunction with the Multi-Service Center.
11. Develop a partnership strategy to maximize funding opportunities for the Multi-Service Center and Child Care Facility. Partnerships may be appropriate with Healthy Start, Head Start, Early Childhood Services, Juniper Academy, and others.

7.5 Juniper Academy

GOAL: Provide ongoing support to neighborhood youth/families by providing safe, high quality, successful educational opportunities, and continue to coordinate and collaborate with the community to remain an integral component in the revitalization of the Parkview Neighborhood.

EXISTING CONDITIONS: In 1995 the community and the Redding School Board made a future-focused decision to transform the then-school into an Academy, based on socio-economic factors in the neighborhood and in support of the new partnership with the Redding Police Department Neighborhood Police Unit program. The Redding School District is currently funding a position at the Redding Police Department to



ensure that crime prevention through youth outreach is successful. The NPU officer regularly interacts with students through the after-school tutorial program. NPU officers provide tutorial assistance throughout the District. Juniper Academy does not have officers on campus this year.

With its transformation to an Academy, Juniper adopted policies to support uniforms for all students. They also created additional after-school tutoring programs, comprehensive reading programs, and added laundry facilities to ensure that all students had access to clean, comfortable uniforms.

Juniper Academy is working very hard to become an integral and committed neighborhood partner. They have plans to add additional programs and facilities, and they are very interested in working with the community and eliciting suggestions from the City of Redding for such projects. They bring many opportunities to the plate and can offer a number of services benefitting students and the neighborhood. This is evidenced by their sponsorship of the First Annual Juniper Christmas Craft Fair, which was a huge success and represents the kind of partnership that the Neighborhood and the Academy have developed.



Juniper Academy: Christmas Craft Fair sponsored by the Academy and the Parkview Neighborhood Committee

IMAGE FOR THE FUTURE: Juniper Academy's student population has stabilized, indicating a reduction in the transient nature of families residing in Parkview Neighborhood. The Academy functions as an integral community asset and has been successful in securing additional funding and recreational opportunities for the community. The new athletic fields, routinely filled to capacity, the expanded Gymnasium/Recreation Center, and the community garden bring many residents together. The Academy continues to successfully implement tutoring, mentoring, and after-school activities for neighborhood youth.

RECOMMENDATION: Continue growing community partnerships to help ensure strong foundations for neighborhood youth.

IMPLEMENTATION ACTIONS: The following actions are recommended:

1. Work with community members, the City, and social service providers to site an interim Multi-Service Center at Juniper Academy.
 - Participate in the working group.
 - Identify opportunities and concerns regarding the interim facility and the prospect of a future new facility on the Academy campus.
2. Complete an analysis and campus master plan for the Academy site. The plan should include the following elements:
 - Scope of field enhancements desired
 - Scope of gymnasium/swimming complex and the recreational opportunities that will be provided
 - Feasibility of Multi-Service Center on-site
 - Placement of the Recreation Facility, athletic fields, Multi-Service Center, and Community Gardens
 - Access to the river for educational opportunities
 - Analysis of parking and circulation
 - Analysis of cost and resources
 - Identification of community partnerships



3. Continue to expand and implement programs that provide enrichment opportunities for Parkview youth.
 - Implement the Healthy Start program proposed for Fall of 2000, providing after-school recreation and tutoring, health, fitness and nutrition information, parenting classes, and family literacy activities.
 - Seek additional grant resources like the “After School Safe Neighborhoods” and the “21st Century Grant” to continue to offer additional educational enrichment opportunities for Parkview youth.
 - Coordinate with the Parkview Neighborhood Committee and the Neighborhood Police Unit to leverage volunteers for community service projects.

S E C T I O N 8

IMPLEMENTATION

8. Implementation

The following Implementation Matrix, Table 8-1, identifies recommended projects, their suggested priority (final priority will be established after consultation with the community and city staff), who should be responsible for implementation and the estimated cost for improvements and programs. Recommended implementation steps or actions are contained in the body of the plan and will vary as projects or programs evolve.

Potential funding sources are presented in Appendix B. Between now and the completion of the Community Review Process the consultant team will work with city staff to identify funding sources and develop a five-year implementation program.

**Table 8-1
Implementation Matrix**

Project	Priority	Implementation Leader	Potential Funding Source	Estimated Cost ¹
Land Use & Urban Design				
South side of Parkview Avenue Redevelopment - Mixed Use Site	High	Redevelopment	CDBG Housing Set-a-Side Fund	\$ 850,000
Scattered Residential Sites (30 properties)	High	Redevelopment and Private	HOME Housing Set-a-Side Fund	\$ 2,109,500
Architectural Plans for Scattered Residential Sites	High	Redevelopment	Housing Set-a-Side Fund	\$ 40,000
The "Woods" Residential Site	High	Redevelopment and Private	Housing Set-a-Side Fund	\$ 1,490,000
Parkview Neighborhood Park and Junior Street Residential Site	High	Redevelopment and Parks	CDBG - HOME Housing Set-a-Side Fund	\$ 2,300,000
Parkview Riverfront Trail and Park	High	Redevelopment and Parks	State Parks Bond - CDBG - RRA Capital Funds	\$660,000
Use Permits for Nonconforming Uses	Moderate	Planning and Private	General Fund	Administrative ²
Commercial Sites Redevelopment	Moderate	Public Works, Redevelopment and Private	CDBG	See Infrastructure Improvements
Entrances	Moderate	Redevelopment and Public Works	CDBG - Other Grant Funds	\$ 702,000 In Addition to Infrastructure Improvements
Neighborhood Signs and Lighting	Moderate	Public Works and PNC	CDBG - Other Grant Funds	\$ 250,000
Total Land Use and Urban Design				\$8,401,500



Project	Priority	Implementation Leader	Potential Funding Source	Estimated Cost ²
Housing				
Homeowner Rehabilitation Program (6 loans with an average loan of \$ 20,000 per year.)	High	Housing	CDBG HOME Housing Set-a-Side Fund	\$ 600,000
Community Safety Evaluation Team	High	Code Enforcement	General Fund	Existing Program
Code Enforcement	High	Code Enforcement	CDBG General Fund	Existing Program
Acquisition/Rehabilitation (Assist 12 units per year with average assistance of \$25,000)	High	Housing	HOME Housing Set-a-Side Fund	\$1,500,000
Down Payment Assistance (Assist 5 buyers per year with an average assistance of \$20,000)	High	Housing	HOME Housing Set-a-Side Fund	\$500,000
Minor Clean-up (2 clean-ups annually with an average cost of \$7,100)	High	Housing and PNC	CDBG	\$71,000
Good Neighborhood Cleanup Program (Assist 25 units per year with an average cost of \$ 3,000)	High	Housing	Housing Set-a-Side Fund	\$ 375,000
Paint Voucher Program	High	Housing	Housing Set-a-Side Fund	\$ 75,000
Neighborhood Alley Maintenance	High	Redevelopment City Departments	CDBG	\$ 30,000
First Time Homebuyer Single Family Acquisition/ Rehabilitation (Assist two buyers annually with purchase and rehabilitation of home)	Moderate	Housing	HOME Housing Set-a-Side Fund	\$210,000
Lease-Purchase Program	Low	Housing	HOME Housing Set-a-Side Fund	\$ 6,250
Total Housing				\$3,367,250



Project	Priority	Implementation Leader	Potential Funding Source	Estimated Cost ¹
Transportation and Circulation				
Parkview Avenue Enhancements - See Land Use and Urban Design - Entrances	See Land Use and Urban Design - Entrances	See Land Use and Urban Design - Entrances	See Land Use and Urban Design - Entrances	See Land Use and Urban Design - Entrances
Transit Improvements	High	Redevelopment and RABA	RABA	\$ 9,000
Traffic Study	High	Redevelopment Public Works	CDBG	\$ 50,000
Parkview Traffic Improvements	High	Redevelopment Public Works	Unknown	\$ 50,000
Other Network Improvements	Moderate	Private Redevelopment Public Works	Unknown	Unknown Subject to DDA Negotiations
Favretto Improvements	Low	Public Works	Unknown	See Infrastructure Improvements
Eastside Road Extension	Low	Public Works	Unknown	Beyond the Planning Horizon
Total Transportation and Circulation				\$ 109,000

Project	Priority	Implementation Leader	Potential Funding Source	Estimated Cost ¹
Infrastructure				
Infrastructure Improvements	Varies	Public Works	CDBG Other Funding	\$ 8,069,000
Total Infrastructure				\$ 8,069,000



Project	Priority	Implementation Leader	Potential Funding Source	Estimated Cost ¹
Community Services				
VISTA Recruitment for PNC coordination (\$15,000 allowance per year for two years)	High	Housing	Unknown	\$30,000
Recruit youth, business owners and renters to serve on Parkview Neighborhood Committee (allowance: membership flyers, annual picnic)	High	PNC	PNC	\$5,000
Neighborhood Child Care Survey	High	Juniper Academy	Juniper Academy	\$10,000
Develop citywide Crime Prevention through Design standards: private consultant fees	High	City Planning	CDBG	\$25,000
Locate NPU sub-station in Parkview Neighborhood (acquisition and rehabilitation)	Moderate	Police	Unknown	\$125,000
Feasibility Study for Multi-Service Center	Moderate	PNC	Unknown	\$35,000
Community outreach/training: Community Policing, faires, events, Welcome Wagon, etc. (\$7,500 allowance per year)	Moderate	NPU / PNC	Grant Funds	\$37,500
Juniper Academy Master Plan	Moderate	Juniper Academy	Juniper Academy	\$35,000
Install a Community Bulletin Board at a Neighborhood Commercial Center	Moderate	PNC	PNC	\$7,500
Establish PNC as a Non-Profit (legal and filing fees)	Moderate	PNC	PNC	\$2,500
Establish a Block Captain Program (\$10,000 per year allowance)	Moderate	PNC	Unknown	\$50,000
Establish the Parkview Neighborhood Accountability Board	Moderate	NPU / PNC	NPU / PNC	Administrative
Total Community Services				\$362,500

GRAND TOTAL **\$20,309,250**

1. Preliminary order of magnitude cost estimates to be refined with project implementation.
2. Administrative: Activities that are a standard part of the organizations (Implementation Leader) function.



Neighborhood Priorities:

The following list reflects the neighborhood's preference for prioritizing of projects and actions.

1. Code enforcement throughout the neighborhood.
2. Park development in general.
3. Demonstration project of interior park/housing project (Junior Street).
4. Demonstration project on Parkview Avenue.
5. Housing rehabilitation neighborhood wide, and a new housing project within the 15 acre "Woods" property.
6. Traffic study extended to include entire neighborhood.



Notes:

A P P E N D I X A

HOUSING AND HOUSEHOLD DEMOGRAPHICS



Appendix A ~ Housing and Household Demographics

Population

Demographic projections used in this study were provided by National Decision Systems of San Diego, Ca. That firm has recently merged with Claritas and continues to provide estimates and projections of demographic data.

The population of the Parkview Neighborhood has increased slightly by 0.3 percent over the past 9 years. The minimal increase corresponds with the decrease in household size. The Parkview Neighborhood is anticipated to increase at a rate of 1.8 percent per annum over the next five years, reaching 1,815 persons in 2005.

The City of Redding's population increased 18.4 percent, from 66,462 to 78,675 persons from 1990 to 1999. The population of Redding is projected to continue increasing at 1.5 percent per year over the next five years to 84,581 persons by 2004.

TABLE 1 POPULATION				
Year	Number	Change	% Change	Simple Annual % Change
PARKVIEW NEIGHBORHOOD				
1990	1,656			
2000	1,662	6	0.3%	0.0%
2005	1,815	153	9.2%	1.8%
CITY OF REDDING				
1990	66,462			
1999	78,675	12,213	18.4%	2.0%
2004	84,581	5,906	7.5%	1.5%
Source: 1980, 1990 Census; National Decision Systems				

Currently, 30.7 percent of the population in the Parkview Neighborhood is between 0 and 13 years of age and this age group is expected to increase to 31.7 percent through 2004. The second largest age cohort is the 25-44 group with 29.4 percent of the population in 1999. Together, the under 14 years and 25-44 group comprise 69.1 percent of the population, which indicates a strong presence of families.

Additionally, the younger cohorts (i.e., 14-24 years) are expected to increase through 2004, while the older cohorts (i.e., 55-64 and 65+ years) are anticipated to decrease in the Parkview Neighborhood. The median age in 1999 is estimated to be 28.5, which is an increase of 0.3 years since 1990. However, over the five-year projection period, the median age is expected to decrease to 27.1, which corresponds with an increase in the 0-24 age cohorts.

The lack of senior housing in the Neighborhood could partially account for a decrease from 1999-2004 in the older cohorts. People are living longer, seniors-only single family developments and rental complexes offering several levels of care are becoming increasingly popular and may account for a decline in the older



population. Other factors may include safety, price of housing, and personal choice.

TABLE 2 POPULATION BY AGE						
AGE COHORT	1990		2000		2005	
	Number	Percent	Number	Percent	Number	Percent
PARKVIEW NEIGHBORHOOD						
0-4	199	12.0%	199	12.0%	231	12.7%
5-13	303	18.3%	311	18.7%	345	19.0%
14-17	83	5.0%	106	6.4%	122	6.7%
18-24	136	8.2%	133	8.0%	151	8.3%
25-34	311	18.8%	233	14.0%	236	13.0%
35-44	229	13.8%	256	15.4%	250	13.8%
45-54	118	7.1%	176	10.6%	236	13.0%
55-64	104	6.3%	96	5.8%	100	5.5%
65-74	84	5.1%	80	4.8%	80	4.4%
75+	73	4.4%	81	4.9%	65	3.6%
Median Age	28.2		28.5		27.1	
CITY OF REDDING						
0-4	5,440	8.2%	6,215	7.9%	6,428	7.6%
5-13	9,087	13.7%	11,487	14.6%	12,011	14.2%
14-17	3,333	5.0%	4,327	5.5%	4,990	5.9%
18-24	6,254	9.4%	6,058	7.7%	7,020	8.3%
25-34	10,737	16.2%	10,542	13.4%	10,150	12.0%
35-44	9,966	15.0%	12,273	15.6%	11,841	14.0%
45-54	6,537	9.8%	10,070	12.8%	12,180	14.4%
55-64	5,472	8.2%	6,373	8.1%	8,061	9.5%
65-74	5,494	8.3%	5,743	7.3%	5,667	6.7%
75+	4,141	6.3%	5,586	7.1%	6,259	7.4%
Median Age	33.5		35.7		36.6	

Source: 1990 Census; National Decision Systems

In 1990, the Parkview Neighborhood was 50.7 percent Male and 49.3 percent Female. The ratio has shifted slightly to 50.6 percent Male and 49.4 percent Female in 1999. The Male percentage is projected to increase over the next five-year period to 50.9 percent in 2004 and the Female group will decrease to 49.1 percent.

TABLE 3 POPULATION BY GENDER – PARKVIEW NEIGHBORHOOD						
GENDER	1990		1999		2004	
	Number	Percent	Number	Percent	Number	Percent
Male	840	50.7%	841	50.6%	924	50.9%
Female	816	49.3%	821	49.4%	891	49.1%

Source: 1990 Census; National Decision Systems



Parkview Neighborhood Strategic Revitalization Plan

Parkview Neighborhood is predominately White, with 79.9 percent of residents estimated in this category. An estimated additional 7.2 percent are Hispanic, 6.0 percent are Asian/Pacific Islander, and 5.4 percent are American Indian.

RACE	1990		2000 Estimate	
	Number	Percent	Number	Percent
White	1,522	74.9%	1,328	79.9%
Black	35	1.7%	25	1.5%
Asian/Pacific Islander	392	19.3%	100	6.0%
American Indian	75	3.7%	90	5.4%
Hispanic Origin	118	5.8%*	120	7.2%
Other	8	0.4%	N/A	N/A

Source: 1990 Census; Department of Education - Education Demographics
 *1990 Census does not separate Hispanic Origin from Race categories, but includes it in addition

Households

The formation of households is impacted by a variety of factors. The aging of the population, young adults leaving home, and divorce are some of the many circumstances that can cause household growth that does not parallel population growth.

The number of households in the Parkview Neighborhood has increased by 3.2 percent between 1990 and 2000. Currently, 620 households are estimated to reside in Parkview, an average increase of 0.3 percent per year. Further, households are projected to increase in the Parkview Neighborhood by 73 households over the next five years, an annual average increase of 2.4 percent.

Since 1990, the City of Redding has had an increase of 6,293 households or 24.2 percent, which results in a 1999 estimated total of 32,347 households. The City of Redding is projected to increase at a slightly lower rate over the next five years and reach 35,517 households by 2004. The projected increase of households represents an average yearly change of 2.0 percent.

Year	Number	Change	% Change	Simple Annual % Change
PARKVIEW NEIGHBORHOOD				
1990	600			
2000	620	20	3.3%	0.3%
2005	693	73	11.8%	8.2%
CITY OF REDDING				
1990	26,054			
1999	32,347	6,293	24.2%	2.7%
2004	35,517	3,170	9.8%	2.0%

Source: 1980, 1990 Census; National Decision Systems; Department of Finance



The average household size decreased in the Parkview Neighborhood from 2.77 in 1990 to 2.68 in 2000. The average household size is projected to continue to decline to 2.62 through 2004. In 2000, City household sizes are 0.27 persons smaller than in the Parkview; this may be attributed to the strong presence of family-aged persons in Parkview and a lower median age. The City of Redding is experiencing a similar trend in household sizes, with a 1999 average size of 2.41 expected to decline to 2.37 in 2005.

TABLE 6 PERSONS PER HOUSEHOLD						
Household Size	1990		2000		2005	
	Number	Person	Number	Person	Number	Person
PARKVIEW NEIGHBORHOOD						
1 Person	152	25.3%	162	26.2%	184	26.5%
2 Person	184	30.6%	193	31.1%	215	31.0%
3-4 Person	181	30.2%	186	30.0%	210	30.3%
5+ Person	83	13.8%	79	12.7%	85	12.2%
Average Size	2.77		2.68		2.62	
CITY OF REDDING						
1 Person	6,705	25.7%	8,831	27.3%	10,122	28.5%
2 Person	9,416	36.1%	11,548	35.7%	12,609	35.5%
3-4 Person	7,680	29.5%	9,510	29.4%	10,264	28.9%
5+ Person	2,253	8.6%	2,458	7.6%	2,487	7.0%
Average Size	2.48		2.41		2.37	
Source: 1990 Census, National Decision Systems						

Tenure is one of the primary factors used in calculating the demand for rental units and for-sale housing in a community. In 1990, a majority of the households (55.8 percent) were renters in the Parkview Neighborhood and that proportion has been steadily increasing over the last nine years. Currently, an estimated 370 households (59.7 percent) rent in the Parkview Neighborhood. The proportion of renters is anticipated to further increase to 59.8 percent of the households in 2005. With the implementation of this plan, it is anticipated that the renter rate can be stabilized and decreased to 55.0 percent during the five-year planning period. As renters increase in Parkview, homeownership programs should be advertised in the Neighborhood, and incentives (rehabilitation loans and grants) should be made to keep current owners in the Neighborhood.

In 1990, the City of Redding had 53.7 percent homeowners and 46.3 percent renters. In the City of Redding, renters are projected to experience a decline from 45.0 to 44.7 percent over the next five years.

TABLE 7 HOUSEHOLDS BY TENURE						
Tenure	1990		2000		2005	
	Number	Person	Number	Person	Number	Person
PARKVIEW NEIGHBORHOOD						
OWNER	265	44.2%	250	40.3%	279	40.2%
RENTER	335	55.8%	370	59.7%	414	59.8%
CITY OF REDDING						
OWNER	13,989	53.7%	17,778	55.0%	19,641	55.3%
RENTER	12,065	46.3%	14,569	45.0%	15,876	44.7%
Source: 1990 Census, National Decision Systems						



The majority of households (57.1 percent) in the Parkview Neighborhood have annual incomes of less than \$24,999 in 1999. In the City of Redding, 44.7 percent of households have a 1999 income below \$24,999. In 1999, 23.8 percent of households in the City have incomes from \$40,000 to \$74,999, whereas in Parkview Neighborhood the same income range only accounts for 19.4 percent of households.

From 1990 to 1999, the median income of Parkview Neighborhood increased from \$19,019 to \$20,952, a small increase of 10.2 percent. The City median income had a more substantial increase of 12.1 percent, from \$25,628 to \$28,718 during the same time period. The 1999 estimated median income of \$20,952 in Parkview Neighborhood is \$7,766 less than that of the City of Redding (\$28,718), a 27.0 percent difference.

INCOME RANGE	PARKVIEW NEIGHBORHOOD				CITY OF REDDING			
	1990		1999		1990		1999	
	Number	%	Number	%	Number	%	Number	%
\$0-\$9,999	187	26.1%	163	20.2%	4,403	16.9%	4,367	13.5%
\$10,000-\$14,999	108	15.0%	143	17.7%	3,100	11.9%	3,655	11.3%
\$15,000-\$19,999	77	10.7%	84	10.4%	2,892	11.1%	3,461	10.7%
\$20,000-\$24,999	74	10.3%	71	8.8%	2,345	9.0%	2,976	9.2%
\$25,000-\$29,999	41	5.7%	63	7.8%	2,058	7.9%	2,329	7.2%
\$30,000-\$34,999	53	7.4%	40	5.0%	2,032	7.8%	2,232	6.9%
\$35,000-\$39,999	33	4.6%	45	5.6%	1,824	7.0%	1,973	6.1%
\$40,000-\$49,999	73	10.2%	62	7.7%	2,762	10.6%	3,364	10.4%
\$50,000-\$59,999	22	3.1%	65	8.0%	1,746	6.7%	2,588	8.0%
\$60,000-\$74,999	44	6.1%	30	3.7%	1,381	5.3%	2,394	7.4%
\$75,000-\$99,999	9	1.3%	28	3.5%	912	3.5%	1,650	5.1%
\$100,000+	5	0.7%	13	1.6%	573	2.2%	1,359	4.2%
Median Income	\$19,019		\$20,952		\$25,628		\$28,718	
Average Income	\$26,373		\$29,406		\$40,342		\$45,015	

Source: 1990 Census, National Decision Systems



**TABLE 9
HOUSEHOLDS BY INCOME GROUP – 1999**

INCOME GROUP	INCOME RANGE	PARKVIEW NEIGHBORHOOD		CITY OF REDDING	
		Number	Percent	Number	Percent
Very Low Income (<50% of median)	\$0 - \$18,750	370	45.7%	10,610	32.8%
Low Income (51-80% of median)	\$18,751 - \$30,000	155	19.2%	6,178	19.1%
Median Income (81-100% of median)	\$30,001 - \$37,500	63	7.8%	3,202	9.9%
Moderate Income (101-120% of median)	\$37,501 - \$45,000	54	6.7%	2,685	8.3%
Above Moderate (>120% of median)	\$45,000 +	167	20.6%	9,672	29.9%

Source: HUD 1999 Area Median Income; National Decision Systems

Senior Demographics

An estimated 225 seniors (persons age 65 or over) currently reside in the Parkview Neighborhood, an increase of 32 since the 1990 Census. Over the next five years, the senior population is anticipated to decrease slightly to 196 persons.

The situation is the same with senior households. The 1999 estimate of senior households in Parkview Neighborhood is 136 and is anticipated to decrease to 124 by 2004.

**TABLE 10
SENIOR POPULATION AND HOUSEHOLDS**

	1990	2000	2005	Average Annual Change (1990-2005)
Population	132	170	146	14/10.6%
Households	92	103	95	3/3.3%

Source: 1990 Census; National Decision Systems

Over the 1990-2004 period, senior households will experience a slight gain. As the population lives longer, there has been an increase in the options for seniors in the types of housing available. When seniors age and can no longer care for their yard, there are seniors-only developments that offer a range of single family and rental units. Often there are levels of assistance available to the seniors and a community area for gathering. The Parkview Neighborhood has no senior housing and thus does not retain some of the seniors that may move into places providing either some level of assistance or a more congregate environment. It is suggested that senior-specific rentals be developed to retain some of the senior population in the Parkview Neighborhood.



**TABLE 11
SENIOR HOUSEHOLDS BY INCOME GROUP – 1999**

Income Group	Income Range ¹	PARKVIEW NEIGHBORHOOD	
		Number	Percent
Very Low Income (<50% of median)	\$0 - \$15,000	67	49.4%
Low Income (51-80% of median)	\$15,001 - \$24,000	35	25.4%
Median Income (81-100% of median)	\$24,001 - \$30,000	6	4.4%
Moderate Income (101-120% of median)	\$30,001 - \$36,000	6	4.7%
Above Moderate (>120% of median)	\$36,000 +	22	16.1%

¹median income for a two person household

Almost half (49.4 percent) of senior households are Very Low Income and an additional 25.4 percent fall into the Low Income category. Only 9.1 percent of seniors are in the Median and Moderate Income categories and the remaining 16.1 percent are in the Above Moderate category.

Housing

In 1999, the California Department of Finance estimated that there are 33,751 housing units in the City of Redding; 65.6 percent are single-family units, 13.3 percent have two through four units, 13.5 percent had five or more units, and 7.6 percent were mobile homes.

During the months of July and August 1999, the City of Redding Staff performed a Housing Condition Survey of the Parkview Neighborhood. A total of 620 residential units were located. Of the 620 residential units found, 64.0 percent are single-family units, 23.9 percent are 2-4 housing units, 11.3 percent are larger multifamily units (5+ units) and 0.9 percent are mobile homes.

The Parkview Neighborhood housing stock has fewer mobile homes, but a higher percentage of two to four unit multifamily housing than the City of Redding.

**TABLE 12
HOUSING UNITS BY TYPE**

TYPE OF HOUSING UNIT	PARKVIEW NEIGHBORHOOD		CITY OF REDDING	
	Number	Percent	Number	Percent
Single Family	397	64.0%	22,143	65.6%
Two - Four Units	148	23.9%	4,484	13.3%
Five or More Units	70	11.3%	4,544	13.5%
Mobile Homes	5	0.8%	2,580	7.6%
TOTAL	620	100.0%	33,751	100%

Source: City of Redding Housing Conditions Survey, 1999; Department of Finance



The Parkview Neighborhood can be broken up into two distinctive components: east and west of the canal. Parkview west of the canal contains a larger share of the housing, 62.1 percent, opposed to 37.9 percent in the eastern side. While both areas contain a comparable number of single-family housing units, 195 east and 202 west of the canal, the west area has 178 multifamily units while east of the canal has only 40 multifamily units.

**TABLE 13
HOUSING UNITS BY TYPE**

UNIT TYPE	West of ACID Canal		East of ACID Canal	
	Number	Percent	Number	Percent
Single Family	202	52.5%	195	83.0%
2 - 4 Units	124	32.2%	24	10.2%
Five+ Units	54	14.0%	16	6.8%
Mobile Home	5	1.3%	0	0.0%
TOTAL	385	100%	235	100%

Source: City of Redding Housing Condition Survey, 1999

Housing Condition Methodology

City Staff conducted the Housing Condition Survey during July and August 1999. Using Assessor Parcel Maps, every street in the neighborhood was surveyed and information from the "Housing Condition Inventory" form (See Attachment A) was gathered for every residential unit in the City that was visible from the street or alley. Each residential structure was scored according to structural criteria approved by HUD. There are five structural scoring categories: foundation, roofing, siding, windows, and electrical. An additional scoring category is frontage/alley improvements, which includes the existence of curbs, gutters, and site drainage. The scores were recorded and the address was noted on Assessor's Parcel Maps. Scores were then totaled for each unit and a designation of the condition of the unit is made as follows:

GOOD

9 or fewer points: no repairs needed, or only minor repair, such as exterior painting or patching a small area of the roof.

FAIR

10 to 15 points: one or two minor repairs needed, such as patching and painting of siding, replacement of front door, or roof patching.

POOR

16 to 39 points: need major repair, either one item such as replacing the roof or siding or an accumulation of several minor repairs.

SUBSTANDARD

40 to 55 points: major repairs are needed to two or more of the surveyed items.

BLIGHT

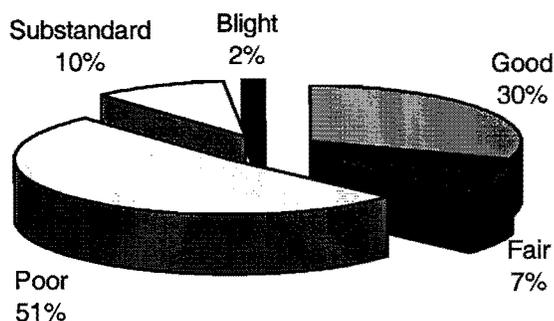
56 or more points: the costs of repair would exceed the cost to replace the residential structure.



Parkview Neighborhood Strategic Revitalization Plan

It should be noted that the condition designation of the unit is indicative of the extent of exterior repair needed; the degree of repair is explained in the above definitions for each condition designation. Of all units surveyed, 30.2 percent are in good condition (no repairs needed) while 6.5 percent are in fair condition needing minor repairs and an additional 51.5 percent are in poor condition and need major repairs. Concurrently, 10.1 percent of the residential units in the Parkview Neighborhood are in substandard condition and 1.7 percent of the residential units are blight.

CHART 1 - Parkview Housing Conditions



Source: City of Redding Housing Condition Survey, 1999

The portion of the neighborhood east of the canal has a higher rate of units needing rehabilitation, 68.1 percent, in contrast with 65.1 percent west of the canal. Approximately 26.4 percent of the housing units east of the canal are in sound condition while only 0.9 percent are dilapidated. In contrast, 32.7 percent of the housing units in the western portion of the Parkview neighborhood are in sound condition while 2.2 percent are dilapidated.

**TABLE 14
HOUSING UNITS BY CONDITION**

CONDITION	West of ACID Canal		East of ACID Canal		TOTAL	
	Number*	Percent	Number*	Percent	Number	Percent
Good	120	32.7%	62	26.4%	182	30.2%
Fair	22	6.0%	17	7.2%	39	6.5%
Poor	177	48.2%	133	56.6%	310	51.5%
Substandard	40	10.9%	21	8.9%	61	10.1%
Blight	8	2.2%	2	0.9%	10	1.7%

Source: City of Redding Housing Condition Survey, 1999

*conditions were not available for every unit

In sum, of the single-family housing units in the Parkview Neighborhood, 24.8 percent are in good condition. However, 1.3 percent of the single-family housing units are blighted and 73.9 percent are in need of some degree of rehabilitation. Of the duplex through fourplex (2-4) units, 31.8 percent are in good condition and 68.2 percent are in need of rehabilitation; none need replacement. Finally, 48.6 percent of the multifamily units are in good condition while none are blight. A total of 51.4 percent of the multifamily units require rehabilitation.



**TABLE 16
HOUSING CONDITION SUMMARY**

TYPE OF CONDITION	Single Family		2-4 Units		5+ Units		Total*	
	Number	%	Number	%	Number	%	Number	%
Good	95	24.8%	42	31.8%	35	48.6%	182	30.2%
Fair	37	9.7%	2	1.5%	0	0.0%	39	6.5%
Poor	206	53.4%	67	50.8%	37	51.4%	310	51.5%
Substandard	40	10.8%	21	15.9%	0	0.0%	61	10.1%
Blight	7	1.3%	0	0.0%	0	0.0%	10	1.7%
TOTAL	385	100.0%	132	100.0%	72	100.0%	602	100.0%

Source: City of Redding Housing Conditions Survey, 1999

*conditions were not available for all housing units

Household Survey

The Household Survey was conducted within the Parkview Neighborhood Planning Boundaries to gather basic household information regarding income, household composition, size of the residence, household conditions, and amenities. The Survey provided the residents an opportunity to voice their opinions regarding the challenges facing their neighborhood and their overall satisfaction with their home.

On August 9, 1999, the survey and a return envelope were sent to 620 residences in the Parkview Neighborhood along with a letter stressing the importance and potential benefits of the survey. 98 completed surveys were returned. In order to obtain a more accurate picture of the neighborhood, a random door-to-door sampling was conducted choosing every 5th address from the housing database. If a household had already responded, the next non-response residence was chosen. The sampling consisted of 100 homes. The majority of the people were not home when visited, so a survey, envelope, and reminder note were left at the residence. Out of the 100 homes, 26 completed surveys were obtained.

SURVEY SUMMARY

Household Size

Of the 129 households responding to the survey, more than half, 57.4 percent, are two, three and four person households. Additionally, larger households with five or more persons comprise only 5.4 percent and one-person households account for 37.2 percent. In summary, there is a concentration of one, two, three, and four person households in the Parkview Neighborhood.



**TABLE 21
TOTAL HOUSEHOLD SIZE**

HOUSEHOLD SIZE	Number	Percent
1 Person	48	37.2%
2 Person	41	31.8%
3 Person	20	15.5%
4 Person	13	10.1%
5 Person	3	2.3%
6 Person	2	1.6%
7 Person	1	0.8%
8 Person	1	0.8%
TOTAL	129	100%

Source: 1999 Parkview Neighborhood Survey

Household Income

Of the survey respondents, 20.0 percent have an income from \$0-\$7,900 and 21.8 percent have an income from \$7,901-\$13,200. The third largest income group are those that earn more than \$33,500 (20.9 percent). Approximately 48.7 percent of the survey respondents earn less than 50 percent of the area median income of \$37,500.

**TABLE 22
HOUSEHOLDS BY INCOME**

INCOME RANGE	Number	Percent
\$0-\$7,900	22	20.0%
\$7,901-\$13,200	24	21.8%
\$13,201-\$16,000	4	3.6%
\$16,001-\$18,500	7	6.4%
\$18,501-\$21,500	6	5.5%
\$21,501-\$24,500	9	8.2%
\$24,501-\$27,500	4	3.6%
\$27,501-\$30,500	7	6.4%
\$30,501-\$33,500	4	3.6%
\$33,500 +	23	20.9%
TOTAL	110	100%

Note: Total is based on number of respondents.

Source: 1999 Parkview Neighborhood Survey



Tenure

More than half (55.0 percent) of the survey respondents are homeowners; the remaining 45.0 percent rent.

TABLE 23 HOUSEHOLD TENURE STATUS		
TENURE	Number	Percent
Owners	71	55.0%
Renters	58	45.0%

Source: 1999 Parkview Neighborhood Income Survey

Source of Income

The largest source of income in the surveyed area comes from wages, with a total of 34.4 percent of the survey respondents indicating that they are employed. The next largest sources of income are Social Security Retirement and Retirement Income, respectively representing 31.9 percent and 10.6 percent of the surveyed population's income. The fewest sources of income reported come from Military and Other benefits, 1.3 percent and 2.5 percent respectively.

TABLE 24 HOUSEHOLDS BY SOURCE OF INCOME		
SOURCE OF INCOME	Number	Percent
Work	55	34.4%
Retirement	17	10.6%
Public Assistance	6	3.8%
Social Security	51	31.9%
Self-Employed	11	6.9%
Investments	9	5.6%
Child Support	5	3.1%
Military	2	1.3%
Other	4	2.5%
TOTAL	160*	100%

Source: 1999 Parkview Neighborhood Survey
 * Some households have multiple income sources, thus the total exceeds the number of households surveyed

Seniors in Household

Seniors (person aged 55 or older) were present in 47.3 percent of the households surveyed. Specifically, 41.1 percent had one senior in the household and 3.1 percent had two seniors in the household.



**TABLE 25
SENIORS IN HOUSEHOLDS**

SENIORS IN HOUSEHOLDS	Number	Percent
1 Senior	53	41.1%
2 Seniors	4	3.1%
Total Seniors	61	47.3%

Source: 1999 Rio Parkview Neighborhood Survey

Parkview Housing Market

1. Single Family Housing Sales

During the 1991 to 1999 period, the median sales in the City of Redding remained steadily in the \$110,000 to \$115,000 region while the Parkview Neighborhood median fluctuated from \$59,800 in 1991 to a low of \$40,000 in 1996 and a high of \$186,750 in 1998. This disparity in the Parkview prices is mainly a result of the Neighborhood being a small market with an annual average of 5.8 home sales, so one or two high or low sales can cause the median to either skyrocket or plummet.

The low overall sales prices in Parkview compared with the City of Redding reflect both an aging housing stock that has not received much preventative maintenance over the years. In addition, the majority (66.8 percent) of properties in the area is in need of moderate clean up which lends a deteriorated appearance to the Neighborhood. Also, as with most older units, much of the single family housing in Parkview consists of smaller units (two or three bedroom, one bathroom), single car garages or carports, and few of the amenities of newer homes such as interior laundry rooms and built-in microwaves that appeal to many homebuyers looking to “buy up” in the housing market.

**TABLE 26
SINGLE FAMILY SALES STATISTICS**

YEAR	PARKVIEW NEIGHBORHOOD			CITY OF REDDING	
	Number of Sales	Median Sales Prices	Average Sales Price	Median Sales Price	Average Sales Price
1999 ¹	3	\$57,000	\$57,667	\$114,375	N/A
1998 ²	2	\$186,750	\$186,750	\$113,975	\$127,078
1997	4	\$47,750	\$44,800	\$113,000	\$127,214
1996	10	\$40,000	\$39,500	\$111,000	\$122,622
1995	2	\$51,750	\$51,750	\$115,725	\$123,853
1994	9	\$55,000	\$56,022	\$115,275	\$124,952
1993	5	\$62,000	\$57,180	\$114,550	\$127,178
1992	10	\$59,250	\$58,990	\$110,750	\$122,750
1991	7	\$59,800	\$63,186	\$112,875	\$122,233

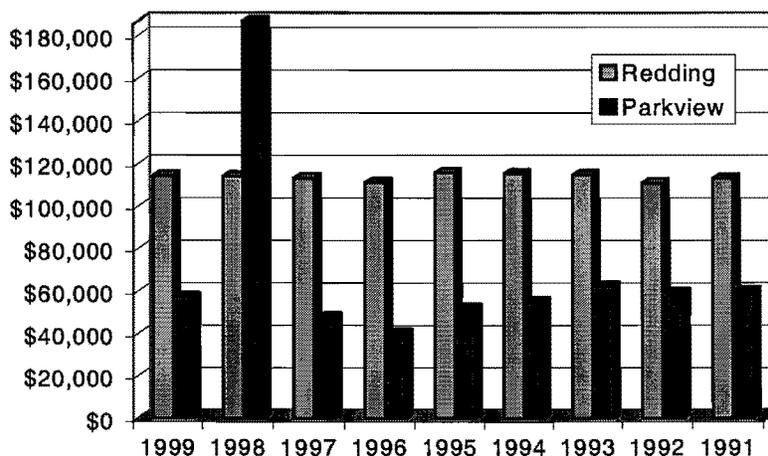
Source: Shasta County Assessor Office

¹Year-to-date October 1999

²Only year a sale exceeded \$83,000 during the 1991-99 period



**CHART 2
SINGLE FAMILY MEDIAN SALES PRICES**



Source: Shasta County Assessors Office

Based on the sales information for Parkview and the affordability analysis of home purchase prices, the average home in Parkview is easily affordable to Low, Median, and Moderate Income Households. The Very Low Income Household (45.7 percent of Parkview households) may struggle to afford the average home in Parkview, as a household earning 50 percent of median can afford a maximum sales price of \$60,264.66 and the median sales price in 1999 was \$57,000. This means if the Very Low Income Household does not have the five percent down payment or only qualifies at a higher interest rate, they would not be able to afford to buy a home. An effective First Time Home Buyer Program would bridge the affordability gap and make home ownership possible for many of the low-income households.

**TABLE 27
MAXIMUM HOME PURCHASE AFFORDABILITY CHART**

INCOME GROUP	Housing Payment ¹	Maximum First Mortgage ²	5% Down Payment	Maximum Home Price
Very Low Income (<50% of median)	\$18,750 x 0.30 = \$468.75	\$57,251.43	\$3,013.23	\$60,264.66
Low Income (51-80% of median)	\$30,000 x 0.30 = \$750.00	\$91,602.29	\$4,821.17	\$96,423.46
Median Income (81-100% of median)	\$37,500 x 0.30 = \$820.31	\$114,502.86	\$6,026.47	\$120,529.33
Moderate Income (101-120% of median)	\$45,000 x 0.30 = \$1,125.00	\$137,403.43	\$7,231.76	\$144,635.19

¹Housing Payment = Income Level x 30% ("affordable" housing payment); payment includes estimated 0.125% monthly property tax and insurance

²Assume a 30-year, fixed rate conventional mortgage at 7.75%



2. Rental Units

In contrast with the City of Redding as a whole where rentals are fairly evenly distributed between apartment units and smaller duplex through fourplex units, the majority of rental units in Parkview are older duplex, triplex, and single-family homes.

The lower rental rates in the Parkview Neighborhood can be partially attributed to the older housing stock, deferred maintenance, and lack of amenities (covered parking, swimming pools, and storage). The other factor in the low rents is that Parkview Neighborhood as a whole is considered a less desirable place to live.

**TABLE 28
RENTAL RATE COMPARISON**

# OF BEDROOMS	CITY OF REDDING		PARKVIEW NEIGHBORHOOD		Median Difference	Average Difference
	Median Rent	Average Rent	Median Rent	Average Rent		
Studio	\$275	\$277	\$245	\$250	-\$30 / -10.9%	-\$27 / -9.7%
One	\$335	\$348	\$300	\$302	-\$35 / -10.4%	-\$46 / -13.2%
Two	\$450	\$467	\$425	\$426	-\$25 / -5.6%	-\$41 / -8.8%
Three	\$650	\$671	\$650	\$582	\$0 / 0.0%	-\$89 / 13.3%
Four	\$750	\$795	\$750	\$750	\$0 / 0.0%	-\$45 / -5.7%

Source: Rental Network Database, September 1999

3. Unit Size

The majority of rental units in Parkview are studios and one-bedroom units, accounting for 9.3 and 43.0 percent of the rental stock, respectively. Another 36.9 percent of rentals are two bedroom units, 10.3 percent are three bedroom units, and 0.5 percent are four bedroom units. The preponderance of smaller studio, one, and two bedroom units reflects the household sizes in Parkview Neighborhood, with 57.3 percent of households having one or two persons.

4. Vacancy

The Redding Rental Network reported nine active rentals in the Parkview Neighborhood out of 165 units in their database, a rate of 5.5 percent. A survey of 57 multifamily units in Parkview found three vacancies, resulting in a multifamily unit vacancy of 5.3 percent. Rental managers and owners said their turnover rates ranged from eight months to four years. The average turnover rate is estimated to be one to one and a half years.



Housing Development Opportunities

Parkview Neighborhood Factors

1. Total Households, 1999 620
2. Household Growth, 1999 - 2004 73
3. Owner Rate 40.3%
Stabilized Tenure to increase homeownership 55.0%
4. Renter Rate 59.7%
Stabilized Renter Tenure 45.0%
5. Unit Size
 - One Bedroom 32.4%*
 - Two Bedroom 45.1%*
 - Three Bedroom 16.2%*
 - Four Bedroom 6.3%*
6. Income Level
 - Very Low 45.7%*
 - Low 19.2%*
 - Median 7.8%*
 - Moderate 6.7%*
 - Above Moderate 20.6%*

Each of the following “demands” (Single Family, First Time Home Buyer, Rental Units, and Senior Units) represents one of two types of demand in the Parkview Neighborhood: existing demand and demand for growth.

The Single Family and Rental Unit Demands are based on the projected growth in Parkview Neighborhood and use tenure rates that will stabilize the ratio of owners to renters. This growth represents the portion of the Redding Housing Market that the Parkview Neighborhood is anticipated to capture.

Due to the size of the Redding Housing Market in relation to the amount of available land in the Parkview Neighborhood, the numbers of the Housing Market over-represent the actual demand in the Neighborhood. To provide an accurate reflection for housing recommendations for the next five years, the anticipated growth for the Parkview Neighborhood was developed into demand figures that should guide new construction in the Neighborhood.

The First Time Home Buyer and Senior Unit Demands are based on existing households in the Parkview Neighborhoods and represent housing needs that are currently not being filled.



1. Single Family Demand by Price Range

Household Growth x Stabilized Owner Tenure = Total Single Family Demand
73 households x 55.0 percent = 40 unit demand

Total Single Family Demand x Income Range = Single Family Demand by Price
Single Family Homes less than \$60,265
40 units x 45.7 percent = 18 units

Single Family Homes from \$60,266 to \$96,423
40 units x 19.2 percent = 8 units

Single Family Homes from \$96,424 to \$120,259
40 units x 7.8 percent = 3 units

Single Family Homes from \$120,260 to \$144,635
40 units x 6.7 percent = 3 units

Single Family Homes above \$144,635
40 units x 20.6 percent = 8 units

2. First Time Home Buyer Program

Another aspect of housing need is the need to assist low-income entry level homebuyers. These households could be caught between increasing rents and the difficulty of saving money for a down payment, while preferring an opportunity to own a home and accumulate equity.

Generally, households rent in a family-type neighborhood like Parkview because they cannot afford to buy a home. By utilizing the City's Down Payment Assistance Program, some of these renter households are potential homeowners. However, often these lower income households are faced with credit issues, no down payment, and other obstacle to obtaining a loan. On the average, not more than 50 percent of households eligible for a first-time homebuyer program with sufficient income for mortgage payments are qualified to buy a house.

Households earning less than 80 percent of the area median income are generally eligible for this type of program. It is estimated that in order to purchase a home that meets the criteria of the first time homebuyer program, a household needs to make at least \$16,000. This means that renter households in the income range of \$16,000 to \$34,800 are most likely to take advantage of this program. Also, the demand for first time homebuyers is not based on the projection of growth for the area, but rather the current renter statistics and total households in the Neighborhood.

The demand for the Single Family First Time Home Buyers is based on the number of renter households that are income-eligible, along with their household size. Income eligibility is based on the loan a household can receive, plus the City's prospective down payment assistance program. For example, a household earning \$18,750 per year can afford \$468.75 per month in total housing costs. Assuming a portion (12.5 percent) of that goes toward taxes and insurance, the household has \$410.16 available for a mortgage payment. Based on 30-year mortgage with a 7.75 percent fixed interest rate, this household receives a maximum loan of \$57,251.43.



First Time Home Buyer Demand

Total Households x Renter Rate x Income Eligible x Qualification Rate = FTHB Demand
620 households x 59.7 percent x 23.5 percent x 50.0 percent = 43 units

4. Rental Unit Demand

Projected Households x Stabilized Renter Rate = Rental Unit Demand
73 Projected Households x 45.0 percent Renters = 33 Rental Units

Rental Demand by Income Level

Rental Unit Demand x Income Range x Unit Size = Unit Demand by Income Level

Very Low Income

33 Rental Units x 45.7 percent = 15 Very Low Income Units
One Bedroom: 15 x 32.4% = 5 units
Two Bedroom: 15 x 45.1% = 6 units
Three Bedroom: 15 x 16.2% = 2 units
Four Bedroom: 15 x 6.3% = 1 unit

Low Income

33 Rental Units x 19.2 percent = 6 Low Income Units
One Bedroom: 6 x 32.4% = 2 units
Two Bedroom: 6 x 45.1% = 3 units
Three Bedroom: 6 x 16.2% = 1 unit
Four Bedroom: 6 x 6.3% = no unit

Median Income

33 Rental Units x 7.8 percent = 3 Median Income Units
One Bedroom: 3 x 32.4% = 1 unit
Two Bedroom: 3 x 45.1% = 1 unit
Three Bedroom: 3 x 16.2% = 1 unit
Four Bedroom: 3 x 6.3% = no unit

Moderate Income

33 Rental Units x 6.7 percent = 2 Moderate Income Units
One Bedroom: 2 x 32.4% = 1 unit
Two Bedroom: 2 x 45.1% = 1 unit
Three Bedroom: 2 x 16.2% = no unit
Four Bedroom: 2 x 6.3% = no unit

Above Moderate Income

33 Rental Units x 20.6 percent = 7 Above Moderate Income Units
One Bedroom: 7 x 32.4% = 2 units
Two Bedroom: 7 x 45.1% = 3 units
Three Bedroom: 7 x 16.2% = 2 units
Four Bedroom: 7 x 6.3% = no units



5. Senior Rental Housing Demand (see Senior Demographics for factors)

There is no existing senior-designated housing in the Parkview Neighborhood, so the demand looks at the need for units among the seniors living in Parkview.

Senior Households x Senior Renter Rate = Senior Rental Units
 103 Senior Households x 26.3 percent = 27 Senior Rental Units

Very Low Income

27 Senior Rental Units x 49.4 percent = 13 units

Low Income

27 Senior Rental Units x 25.4 percent = 7 units

Median Income

27 Senior Rental Units x 4.4 percent = 1 units

Moderate Income

27 Senior Rental Units x 4.7 percent = 1 units

Above Moderate Income

27 Senior Rental Units x 16.1 percent = 4 units

HOUSING DEMAND - REDDING CITY-WIDE DEMAND FACTORS

1.	Total Households, 1999	32,347
2.	Household Growth, 1999 - 2004	3,170 (9.6%)
3.	Owner Rate	55.0%
4.	Renter Rate	45.0%
5.	Unit Size	
	<i>One Bedroom</i>	34.2%
	<i>Two Bedroom</i>	50.1%
	<i>Three Bedroom</i>	13.7%
	<i>Four Bedroom</i>	2.0%
6.	Income Level	
	Very Low	32.8%
	<i>Low</i>	19.1%
	<i>Median</i>	9.9%
	Moderate	8.3%
	<i>Above Moderate</i>	29.9%

Each of the following demands (Single Family, First Time Home Buyer, Rental Units, and Senior Units) represents one of two types of demand throughout Redding: existing demand and demand for growth. The



Single Family and Rental Unit Demands are based on the projected growth in the City and use tenure rates that will stabilize the ratio of owners to renters. The First Time Home Buyer and Senior Unit Demands are based on existing households in the City and represent housing needs that are currently not being filled.

Single Family Demand by Price Range

Household Growth x Stabilized Owner Tenure = Total Single Family Demand
3,170 households x 55.0 percent = 1,744 unit demand

Total Single Family Demand x Income Range = Single Family Demand by Price
Single Family Homes less than \$60,265
1,744 units x 32.8 percent = 572 units

Single Family Homes from \$60,266 to \$96,423
1,744 units x 19.1 percent = 333 units

Single Family Homes from \$96,424 to \$120,259
1,744 units x 9.9 percent = 173 units

Single Family Homes from \$120,260 to \$144,635
1,744 units x 8.3 percent = 145 units

Single Family Homes above \$144,635
1,744 units x 29.9 percent = 521 units

First Time Home Buyer Program

Another aspect of housing need is the need to assist low income entry level homebuyers. These households could be caught between increasing rents and the difficulty of saving money for a down payment, while preferring an opportunity to own a home and accumulate equity.

By utilizing the City's Down Payment Assistance Program, some renter households are potential homeowners. However, often these lower income households are faced with credit issues, no down payment, and other obstacle to obtaining a loan. On the average, not more than 50 percent of households eligible for a first-time homebuyer program with sufficient income for mortgage payments are qualified to buy a house.

Households earning less than 80 percent of the area median income are generally eligible for this type of program. It is estimated that in order to purchase a home that meets the criteria of the first time homebuyer program, a household needs to make at least \$16,000. This means that renter households in the income range of \$16,000 to \$34,800 are most likely to take advantage of this program. Also, the demand for first time homebuyers is not based on the projection of growth for the area, but rather the current renter statistics and total households in the City.

The demand for the Single Family First Time Home Buyers is based on the number of renter households that are income-eligible, along with their household size. Income eligibility is based on the loan a household can receive, plus the City's prospective down payment assistance program. For example, a household earning \$18,750 per year can afford \$468.75 per month in total housing costs. Assuming a portion (12.5 percent) of that goes toward taxes and insurance, the household has \$410.16 available for a mortgage payment. Based on



30-year mortgage with a 7.75 percent fixed interest rate, this household could receive a maximum loan of \$57,251.43.

First Time Home Buyer Demand

Total Households x Renter Rate x Income Eligible x Qualification Rate= FTHB Demand

32,347 households x 45 percent x 31.5 percent x 50.0 percent = 2,293 units

Rental Unit Demand

Projected Households x Stabilized Renter Rate = Rental Unit Demand

3,170 Projected Households x 45.0 percent Renters = 1,427 Rental Units

Rental Demand by Income Level

Rental Unit Demand x Income Range x Unit Size = Unit Demand by Income Level

Very Low Income

1,427 Rental Units x 32.8 percent = 468 Very Low Income Units

One Bedroom: 468 x 34.2% = 160 units

Two Bedroom: 468 x 50.1% = 234 units

Three Bedroom 468 x 13.7% = 64 units

Four Bedroom 468 x 2.0% = 10 unit

Low Income

1,427 Rental Units x 19.1 percent = 273 Low Income Units

One Bedroom: 273 x 34.2% = 93 units

Two Bedroom: 273 x 50.1% = 137 units

Three Bedroom 73 x 13.7% = 37 units

Four Bedroom 273 x 2.0% = 6 units

Median Income

1,427 Rental Units x 9.9 percent = 141 Median Income Units

One Bedroom: 141 x 34.2% = 48 units

Two Bedroom: 141 x 50.1% = 71 units

Three Bedroom 141 x 13.7% = 19 units

Four Bedroom 141 x 2.0% = 3 units

Moderate Income

1,427 Rental Units x 8.3 percent = 118 Moderate Income Units

One Bedroom: 118 x 34.2% = 40 units

Two Bedroom: 118 x 50.1% = 59 units

Three Bedroom 118 x 13.7% = 16 units

Four Bedroom 118 x 2.0% = 3 units



Above Moderate Income

1,427 Rental Units x 29.9 percent = 427 Above Moderate Income Units

One Bedroom: 427 x 34.2% = 146 units

Two Bedroom: 427 x 50.1% = 214 units

Three Bedroom: 427 x 13.7% = 59 units

Four Bedroom: 427 x 2.0% = 8 units

Senior Housing Demand

This demand does not account for any existing seniors designated complexes located in the City.

Senior Households x Senior Renter Rate = Senior Rental Units

6,851 Senior Households x 28.6 percent = 1,959 Senior Rental Units

Very Low Income

1,959 Senior Rental Units x 26.6 percent = 521 units

Low Income

1,959 Senior Rental Units x 13.8 percent = 270 units

Median Income

1,959 Senior Rental Units x 7.8 percent = 153 units

Moderate Income

1,959 Senior Rental Units x 7.1 percent = 139 units

Above Moderate Income

1,959 Senior Rental Units x 44.7 percent = 876 units

A P P E N D I X B

POTENTIAL FUNDING RESOURCES



Appendix B ~ Potential Funding Resources

B.1 Introduction

The following discussion outlines potential funding sources for improvements and programs proposed in the Parkview Neighborhood Strategic Revitalization Plan, including any pertinent issues and constraints related to each.

The City of Redding will need to use a variety of funding sources to implement the Parkview Neighborhood Strategic Revitalization Plan. These include funding provided directly by private property owners, usually in conjunction with new development projects; Redevelopment Agency tax increment funding; state and federal funding, such as Community Development Block Grants (CDBG); Transportation Efficiency Act for the 21st Century (TEA21) funds; developer contributions; and potential grant funding (as available).

B.2 Private Funding

Private funding can take the form of a range of personal capital expenditures, exactions, dedications, and contributions made by property owners and developers to pay for specific new projects that serve their properties. As an alternative to providing required funding up-front, property owners and developers are often willing to participate in assessment districts or other special taxing arrangements that provide a long-term financing mechanism for costly projects.

B.3 Redevelopment Tax Increment Revenues

In 1990, the City of Redding adopted a redevelopment project area, the Market Street Project, that incorporates all of the area west of the ACID canal excluding Sharon Avenue.

Briefly, the redevelopment “tax increment,” mechanism works as follows. When a redevelopment project area is adopted, the existing assessed valuation of property within that area is established as the “base year” assessed value. Any increases in assessed value within the project area over and above the “base year” are referred to as property “tax increment” which accrues to the redevelopment agency and other eligible “pass through” civic entities to carry out the programs envisioned in the adopted redevelopment plan. This “tax increment” revenue is the primary source of revenue available to undertake redevelopment programs in California.

The underlying premise of tax increment financing is that property tax revenues are not likely to increase as much or as rapidly in blighted areas as in other portions of a community. Therefore, any increase in revenues from such areas after a redevelopment plan is adopted is largely attributable to the effects of the redevelopment program in eliminating blighting conditions and stimulating private investment and should accrue to the redevelopment agency. (However, other taxing entities such as schools, counties, and special districts may also continue to receive a share of tax revenues either through negotiated or statutory agreements.)

California Redevelopment Law (CRL) requires that at least 20 percent of tax increment revenues collected by a redevelopment agency be placed in a housing “set-aside” fund, to be used for increasing, improving, and preserving the community’s supply of low and moderate income housing. The remaining tax increment may be used for activities and projects which help to eliminate blight and encourage private investment within the redevelopment area, such as land assembly and write down of land costs for development projects, demolition assistance, and construction of site improvements. Tax increment may also be used to construct streets, utilities, parks, and other public improvements necessary for carrying out the redevelopment plan. Redevelopment funds can be used to fund existing development’s share of improvements



that are not necessary to serve new development exclusively.

1. Redevelopment Capital Projects Fund

Based on information provided by the Redding Redevelopment Agency, it is estimated that approximately \$800,000 is available annually in the Agency's capital projects fund for all projects in the Market Street Redevelopment Project Area.

2. Redevelopment Housing Set-Aside Fund

Based on Agency financial projections, it is expected that this fund will collect \$1.2 million in new revenues in 2000/2001. The Housing Set-Aside Fund represents a significant source of annual revenue that can be used for preservation and development of housing for low- and moderate-income households. Within the Parkview Neighborhood, potential uses of these funds could include assisting with on- and off-site improvements, providing assistance for the development of new housing anywhere in the Plan Area that would be targeted for low- and moderate-income households, and providing funds to assist with rehabilitation of housing occupied by low- and moderate-income households.

B.4 TEA21 Funds

One potential federal funding source might come from Transportation Efficiency Act for the 21st Century (TEA21). The Act was initially passed in 1990, and ISTEA funds were made available for two three-year funding cycles. Available funds under both cycles have been committed, and the Act has recently been reauthorized for additional funding cycles.

TEA21 funds can be used to construct a wide variety of transportation improvements, including transit and intermodal facilities; highways, streets and roads; park-and-ride lots; bicycle and pedestrian projects; and transportation control measures. TEA21 will generally fund up to 80 percent of a project's total cost, with the remaining 20 percent funded through a local matching grant.

The City could apply TEA21 funding to pay for some of the transit, streetscape, traffic calming, and trailway improvements. The SCRTPA allocates (based on population) approximately \$200,000 to the City of Redding. The City has currently allocated these monies for pavement replacement for many years to come.

B.5 TDA Funds

The Transportation Development Act is a one-quarter cent sales tax enacted statewide to fund various transportation activities. The state appropriates funds annually to local agencies using a population-based formula. The City programs the allocation of these funds several years in advance.

While this funding source is primarily intended to finance transit system capital projects and operations, the City can apply to spend a portion of its TDA allocations on different types of roadway, pedestrian, and bike improvements, if the City first makes findings that other transit needs which can reasonably be addressed have been met.

B.6 . Grant Funding Sources

Other state and federal grant funding sources may be available to fund a portion of the various improvements proposed in the Plan area. While specific funding sources and dollar amounts have not been researched as part of this background report, it is anticipated that potential additional funding sources could be pursued by appro-



appropriate departmental staff within the City of Redding or other local agencies, as opportunities to do so arise during the course of implementing the Parkview Neighborhood Strategic Revitalization Plan.

B.7 Special Assessment Districts

A special assessment is a charge imposed on real property for a public improvement (or service) directly benefiting that property. The rationale for a special assessment is that the assessed property has received a special benefit over and above that received by the general public.

Special assessments are distinguished from real property taxes by a number of factors. Unlike taxes (including special taxes, such as Mello Roos taxes), the sum of a special assessment cannot exceed the cost of the improvement or service it is financing. Furthermore, special assessments cannot be levied against those properties that do not benefit from the improvements being financed. Conversely, property within an assessment district that benefits from the improvements being financed must pay a portion of the assessment.

California statutes give local governments the authority to levy a number of special assessments for specific public improvements such as streets, storm drains, sewers, streetlights, curbs and gutters, and landscaping. Some of the most commonly used statutes include the Municipal Improvement Act of 1913 (authorizing assessments, with bonds issued under the Improvement Bond Act of 1915) and the Landscaping and Lighting Act of 1972, as summarized below.

It should be noted that passage of Proposition 218 in November 1996 has imposed additional requirements and limitations on the use of special assessment districts, raising various legal issues that will likely require future court rulings for resolution. The changes brought about by Proposition 218 are also summarized below.

Assessment districts can be useful financing mechanisms to pay for improvement costs attributable to both new development and to existing development, as long as a strong nexus exists between benefits that taxpayers receive and the assessment they are asked to pay. Assessment districts are one of the mechanisms available for the City's use that will allow up-front construction of costly improvements using bond proceeds, to be secured by property within the district and repaid by property owners over time.

For all assessment districts, but particularly when bonds are to be issued, there is a need for the City to consider whether the proposed assessment district will be of a sufficient size to justify the costs for district administration and costs associated with bond issuance. Where funds from existing sources are not available to pay existing development's share of necessary improvements, including all benefiting properties in an assessment district may be one of the few feasible ways to fund an improvement; however, this will require existing development to take on a greater tax burden.

1. Municipal Improvement Act of 1913/Improvement Bond Act of 1915

The 1913 Act authorizes cities and counties to levy assessments against properties within a district to fund acquisition, engineering, and construction costs for the following types of improvements: transportation systems; street paving and grading; sidewalks, parks, parkways and landscaping; recreation areas; sanitary sewers and drainage systems; street lighting; fire protection and flood protection; water supply systems; facilities for providing water service, electrical power, and gas service; and seismic safety and fire code upgrade requirements.

The Improvement Bond Act of 1915 does not authorize assessments, but instead provides a vehicle for issuing bonds (including variable interest bonds) to be repaid through assessments levied under the 1913 Act (as well as a number of other benefit assessment statutes). Assessment bonds are not a direct obligation



of the issuing agency, and are not considered a personal or corporate indebtedness of the respective property owners paying the assessments. The bonds are secured by a public lien on the individual parcels (i.e., property benefiting from the improvements). Under the 1915 legislation, the local legislative body may also issue “bond anticipation” notes prior to actual bond sale - in effect borrowing money against the assessment bonds being proposed for sale.

2. Landscaping and Lighting Act of 1972

The 1972 Act enables assessments to be imposed to finance the following:

- Acquisition of land for parks, recreation and open space;
- Installation or construction of landscaping, street lighting, ornamental structures, and park and recreational improvements; and
- Maintenance of any of the above improvements.

Public facilities such as community centers or municipal auditoriums are specifically excluded from being financed through a landscaping and lighting district, unless approved by the property owners owning 50 percent of the area of assessable lands within the proposed district.

B.8 Community Development Block Grant Program

The City of Redding is a Community Development Block Grant (CDBG) “entitlement” community, meaning that the City need not compete for Federal funds from the U.S. Department of Housing and Urban Development to use for various community development purposes. Eligible uses can include certain public improvements/facilities, social services, economic development, and housing rehabilitation and development activities primarily benefiting low- and moderate-income households. The City receives approximately \$ 1,000,000 annually and conducts an assessment of applications from February through March. Recommendations are considered for approval by the City Council in May.

The Housing Investments Partnership Program (HOME) was created through the Crantson-Gonzales National Affordable Housing Act of 1990. The objectives of HOME are to provide decent affordable housing to lower-income households, to expand the capacity of nonprofit housing providers, to strengthen the ability of state and local governments to provide housing, and to leverage private sector participation. Eligible activities under HOME include first-time homebuyer assistance, homeowner rehabilitation, new home construction, acquisition and rehabilitation of housing, and tenant-based rental assistance. The City of Redding has successfully competed for HOME funding since 1992 through the State and is eligible for up to \$1,000,000 on an annual basis.

B.9 General Revenues

The likelihood of securing General Fund contributions for project implementation in the Parkview Neighborhood in coming years is small, due to budgetary constraints. Based on this, it is assumed that the General Funds will not provide significant financing for Strategic Plan improvements related to the Parkview Neighborhood Strategic Revitalization Plan. Other nondevelopment impact fee revenues, such as Redevelopment tax increment, assessment district proceeds, special grants, CDBG, and other revenues not collected from new development, may be the primary source relied upon to pay for the existing City’s share of new improvements.

A P P E N D I X C

SOCIAL SERVICES RESOURCE GUIDE



Appendix C ~ Social Services Resources Guide

C.1 Introduction

We have included the following discussion because we believe that community development consists of more than just bricks and mortar. In order to create a sustainable, healthy, and pro-active community, we must also focus on the health and well-being of the people within that community. The services that help ensure an individual's or family's basic needs are met have a great impact on the general health and appearance of the community. Parkview Neighborhood has a number of services available to its residents. These services will help to make Parkview Neighborhood a successful community in the future.

The neighborhood wants to see a more coordinated system of service provision established both by providers and consumers. Many service providers and residents have shown an interest in the idea of a Multi-Service Center, where all providers have resources available from one location.

The list of programs below is not meant to be an exhaustive list of services. It is simply a listing of the comprehensive and local resources available to Parkview Neighborhood Residents, either within their neighborhood or in close proximity. Those service providers located in the Parkview Neighborhood or directly involved with the Neighborhood are indicated with an asterix.

C.2 Health Improvement Partnership *

530-245-6859

The Shasta County's Health Improvement Partnership is a community health advocate that works with difficult-to-reach populations in the neighborhood. The Health Improvement Partnership has been attending neighborhood meetings and exploring further involvement. The Partnership has a public health nurse assigned to develop a project in the neighborhood. They would also like to be involved in some community development activities, such as training neighborhood leaders, youth activities, and parent/pre-parenting focus.

A recent Request for Proposals will provide \$200,000 for neighborhood-based prevention programs focusing in three areas. These areas are: 1) Training of neighborhood leaders for advocacy in education and employment; 2) Activities focusing on conflict resolution and abuse prevention; and 3) Activities for youth specific to substance-abuse prevention. The Redding School District has submitted a proposal for two days of after-school programming. Parkview Neighborhood will benefit from this grant, if received by the District, since Juniper Academy will expand its after-school programs for Parkview Neighborhood children.

HIP could be a successful sponsor of a service providers forum for the Parkview Multi-Center concept and should be approached to fill such a position on behalf of the neighborhood.

C.3 Juniper Academy *

530-225-0045

The vast majority of local Parkview Neighborhood youth attend Juniper Academy. With its transformation to an Academy, Juniper Academy adopted policies to support uniforms for all students. They also created additional after-school tutoring programs, comprehensive reading programs, and added laundry facilities to ensure that all students had access to clean, comfortable uniforms.



Juniper Academy has plans to add additional programs and facilities and is very interested in working with the community and eliciting suggestions from the City of Redding for such projects. These projects include:

- Expanding athletic programs, updating fields, providing outreach for Little League programs, enhancing access to the river for educational purposes, and actively recruiting business partners as part of their “Juniper Night” project to raise funds for school sponsored programs.
- Juniper also plans to add a Healthy Start program in fall 2000. This program will provide after-school recreation and tutoring, health, fitness and nutrition information, parenting classes, and family literacy activities. These services will be available to all Juniper students and families. A recent planning grant commitment will help ensure the program meets the needs of the children and families it is meant to serve.
- Juniper Academy, in partnership with the University of Davis, is developing a garden project on their campus. Preliminary funding options have been identified for this project. They will also be partnering with People of Progress to provide space for the relocation of the Community Garden currently located at Smile Place.
- A partnership with Redding Little League has led to the spring 2000 development of two championship ballparks for boy’s baseball and girl’s softball on the Juniper campus. This project will include storage facilities, a concession stand, and lighting of the fields. Juniper Academy has also been approached by the Redding Soccer League to develop fields on the Academy campus.
- Additional grant applications: “After School Safe Neighborhoods” and the “21st Century Grant” are in process. Both of these proposals would provide after-school programs for Juniper students, including tutoring, recreation, and enrichment.
- The school is interested in working with community members, the City, and social service providers to site an interim Multi-Service Center at Juniper Academy. They have the capacity to offer space to service providers and the ability to help coordinate the operation of the Center. They are open to providing assistance on many levels in order to enhance the quality of life for the students, and welcome conversations that will lead to this goal.

Juniper Academy is working very hard to become an integral and committed neighborhood partner. They bring many opportunities to the plate and can offer a number of services benefitting students and the neighborhood. This is evidenced by their sponsoring the First Annual Juniper Christmas Craft Fair, a huge success which represents the kind of partnership that the Neighborhood and the Academy have developed.

C.4 Northern Valley Catholic Social Services **530-241-0552**

Northern Valley Catholic Social Service currently provides home-based social services to people throughout Shasta County. Some participants reside in Parkview. The services provided are case management for pregnant/parenting teens and foster youth. Work retention and work experience services are also provided to CalWorks clients. Most other services are located at the main office in Redding or at StillWater Learning Program (SLP) on Veda Street. SLP is a day treatment program for people with severe and persistent mental illness. SLP is located very close to Parkview.

New home-based prevention services began for high-risk families in Redding on August 1, 1999. NVCSS will be hiring a community organizer to reach out to specific high risk communities such as Parkview. The



community organizer will work with members of the neighborhoods to establish leadership in the community, perform needs assessments, and work with the community to find their own solutions. This will be a two-year project with a start date that is still unknown, but expected within the next six months.

NVCSS plans to build a Vocational Training Program Center within the next two years across the river from Parkview.

The agency tries to fill whatever service gaps exist, and Parkview is one of many areas in the county that receives some of their services. Therefore, they would like to have a counseling center in the neighborhood where residents could get mental health services and information and referrals to their future vocational services.

NVCSS is also a major developer of housing for people of special populations, i.e., people with developmental disabilities, people with mental illness, low-income families and individuals, and the frail elderly. In addition, NVCSS provides housing counseling programs for first-time homebuyers and foreclosure prevention. NVCSS could be an integral player in and partner to the City in providing affordable housing and home ownership counseling services in conjunction with existing City of Redding housing programs.

C.5 Shasta County Mental Health

530-225-5940

Shasta County Mental Health offers a range of services to the citizens of the Redding, including the Parkview Neighborhood. These services include psychotherapy, case management, medication, employment, and housing services. They currently provide rehabilitative service for a number of consumers residing in the area.

Shasta County Medical Health would like to become more actively involved in providing housing and support services to the mentally ill consumers who live in the area. Staff would be reassigned to needed areas, working closely with the community.

Shasta County Mental Health in conjunction with North Valley Catholic Social Service would like to develop "a neighborhood approach" to service delivery and wants to continue to work with the community to develop integrated housing projects. They would also like to help Juniper Academy explore the possibility of becoming a Healthy Start School.

C.6 Shasta Private Industry Council

530-245-1532

The Shasta Private Industry Council (PIC) helps people get back to work. Through its adult dislocated worker and youth programs, they can assist people with GED and/or high school diplomas, vocational and on-the-job training, and job placement. They currently have over 60 partner agencies.

The PIC has recently moved their Community Employment Center to 1201 Placer Street. This is approximately 5 blocks from the northern end of the Parkview Neighborhood.

C.7 Head Start

530-241-1036

Head Start provides services to lower-income children, ages birth-five years, through infant / toddler centers and neighborhood preschools. They provide transportation to and from their facility for all



participants. They also have a Home Base Model program that provides services to children and parents together. Currently there are no Head Start programs in the Parkview Neighborhood. Head Start of Shasta County is in the process of identifying the neighborhood needs as a part of their planning process for the 2000-2003 term. They would be interested in collaborating with the State Preschool to provide full day care for eligible families. A good location for their services would be a community building (Multi-Service Center) in the Parkview Neighborhood. They will continue to gather information throughout the remainder of this year.

C.8 Legal Services of Northern California 530-241-3565

Legal Services of Northern California (LSNC) provides free legal assistance to low-income community members. Assistance is available for housing, benefits denial, health rights, civil rights, community legal education, advocacy and support for persons with disabilities, and a senior hotline. They will begin to focus resources on Parkview Neighborhood due to the disproportionate number of requests for services from this neighborhood. Most of the assistance is in the area of evictions, unsafe housing, and discrimination. They are currently developing a pro bono program for local attorneys to do community development work.

C.9 Good News Rescue Mission* 530-241-5754

Good News Rescue Mission provides Christian-based social services to anyone in need. This includes shelter for families and individuals, daily meals, free access to a medical clinic, donated household items, a 12-month residential drug and alcohol program, and gospel service every evening.

The Missions involvement in the Parkview neighborhood began when the NPU requested volunteers for the Neighborhood Clean-Up Unit. Partnering with the Redding Police Department, they gathered volunteers to do weed abatement and trash pick-up, provide yard upkeep to neighborhood seniors, and assist in “deconstructing” a homeless camp. They continue to participate in general neighborhood clean-up activities in Parkview. Participants in the 12-month residential drug and alcohol program complete this work. They would like to continue providing this assistance.

C.10 Department of Community Services 530-225-4100

The Department of Community Services manages park development and recreation programming for the City of Redding. These services are dependent upon residential development fees to pay for new parks and general fund dollars to pay for recreation programming. There is no activity in the Parkview Neighborhood at this time. They would like to be involved in the process of defining community goals and recommendations. They would like to be instrumental in working with the Parkview Neighborhood to help the neighborhood realize its goals. They have people with experience, information, and resources who are available to assist with this process.

C.11 VISTA Volunteers* 530-225-4045 (c/o City of Redding)

There are 10 VISTA volunteers assigned to projects in Shasta County. One volunteer has been assigned to work specifically in the Parkview and MLK neighborhoods. The VISTA worker is currently focusing on



the Parkview Neighborhood. The volunteer has completed an assessment of the physical characteristics of the neighborhood and is establishing a database with this information. She is responsible for organizing the neighborhood, building networks, and fostering community pride. She disseminates information, ensures the publication of a newsletter, "The Parkview Point," and organizes neighborhood meetings. She is gathering block leaders who can assist in disseminating information, newsletters, and motivating individuals and families to get involved in the neighborhood's improvement. She organized the "Make a Difference Day" for the Parkview Neighborhood on October 23, 1999.

There are a number of additional activities that could be sponsored by VISTA. These include the feasibility analysis coordination for the Multi-Service Center, a survey of community needs in conjunction with the Multi-Service Center feasibility, the child care needs survey, and the other essential community services assessments.

C.12 Shasta County Probation

530-245-6264

All probation officers are working with NPU to follow up on anonymous and non-anonymous tips from neighborhood residents. Neighbors are less reluctant to contact the NPU or probation officers regarding neighborhood issues since NPU and probation officers began conducting house visits to follow up on residents concerns.

C.13 Local Inter-Agency Family Treatment Team (LIFTT)

530-245-6414

LIFTT is a county inter-agency program providing intensive case management services to families. Inter-agencies include: Children Protective Services (CPS), Probation, Shasta County Mental Health, and the Shasta County Office of Education. Services are provided as needed to families in Shasta County with children already receiving services by one of these agencies. The program works daily with eligible families in their home for a two-three month period. LIFTT provides referrals to other services available in the community.

C.14 People of Progress*

530-243-3811

People of Progress has been active in Redding for 26 years. They provide food, clothing, medication assistance, transportation, and referrals. They are the main partners in the Shasta Homeless Shelter Coalition helping homeless families. They also provide voice mail services for people who have no phone. People of Progress operate two thrift stores in Redding, carrying everything from building supplies to furniture and clothing.

The Community Gardens, located at Smile Place, is one of three community gardens in Redding. In total, these gardens provide over 150 plots for neighborhood residents to grow fresh produce. The Smile Place garden has been a community asset for many years. Gardeners pay a small annual fee and have access to a plot 24 hours a day, seven days a week. With the proposed revitalization of the Parkview Neighborhood, the Smile Place garden may find a higher and better use as an "Open Space" for the entire neighborhood to share. The Parkview Neighborhood Committee has been in contact with the City to provide the opportunity to place a small park at this location. The neighborhood is very interested in having a recreational opportunity in their neighborhood. Given this status, the garden is planning to move to Juniper Academy by October 2000.



C.15 Living Hope Compassion Ministries* **530-243-8066**

Living Hope has been active in the Parkview neighborhood for five years. They provide food, clothing, fresh produce, bread, and holiday gatherings for community members. Lunch is also served three days per week. All donations for their programs come from the community. Families in need are welcome to visit Living Hope. In September they served over 400 families through their clothing program, over 300 families through the food pantry and farmer's market, and over 240 individuals in their weekly lunch program.

They would like to incorporate after-school care, computer training, community aerobics classes, and healthy lifestyle workshops into their current services. They held the Harvest Festival for Halloween as a safe alternative to trick-or-treating for Parkview children.

C.16 Shasta Housing Development Corporation **530-243-0172**

Shasta Housing Development Corporation creates rental and home ownership housing opportunities for low / moderate-income families in Redding. This organization develops approximately 100 units per year. They create primarily multi-family housing, but have also completed home ownership projects and would be interested in a mix of housing options for the Parkview Neighborhood. They believe there are a number of excellent opportunities in Parkview to increase access to decent, safe, and affordable housing. They would like to be a partner in the redevelopment process.

Shasta Housing Development Corporation should partner with the City, and other non-profits to assess all current housing programs, where there are overlaps and gaps, and how housing providers can best work together.

C.17 Front Line International Church* **530-246-1780**

Front Line is a Parkview Neighborhood church that provides clothing, meals, and youth activity programs. Programs include the "Blessings Closet" where over 400 families a month are provided access to clothing, a coordinated gathering of blue / white uniforms for Juniper Academy students who are in need, a Breakfast and Dinner service to homeless families and individuals several days per week, a women's and men's outreach program for felons, the "Adopt a Block" project where 10-50 volunteers every Saturday clean up the sidewalks and streets of Parkview, and a "Saturday Night" youth activities program where resident youth from 5th - 12th grade can gather in a safe and secure environment. Front Line is interested in becoming even more involved in community activities.

C.18 Simpson College **530-224-5600**

Simpson College has formally provided the City of Redding with a Letter of Intent proposing a pilot program targeting the Parkview Neighborhood. This program would place students of Simpson College in housing units in Parkview Neighborhood for a full one-year commitment to promote positive influences that would support residents in need. This would include at a minimum tutoring students at Juniper Academy, providing activities for youth, organizing youth clean-up groups, doing minor repairs, and in general conducting community outreach.



The major components of the pilot program are: “Building Community Leaders” and “Building Community Vision.” These components include actions such as helping to develop pride and establish trust among neighbors, acting as role models for residents, encouraging cooperation and consensus building among neighbors, helping to create a vision and plan for the neighborhood, and promoting the overall participation of residents in the revitalization process. The program is in the early stages; however, there is a great opportunity for success and many Simpson College students are interested in participating.

C.19 Early Childhood Services ~ Child Care **225-2975**

The Early Childhood Services organization is a private non-profit that provides updated lists of child care providers licensed in the State of California to the community. Currently, there are no certified child care facilities in the Parkview Neighborhood. The organization acts as a resource center for families by providing information on choosing child care providers, and provides book lending library free of charge to the public. The organization is very interested in working with the community to ensure that the Parkview Neighborhood residents have access to quality, safe, child care.

A P P E N D I X D

PARKVIEW IMPROVEMENTS

10/10/00

**Parkview Improvements
Preliminary Estimate**

		Concrete Curb and Gutter	Sidewalk	ADA Ramps	Valley Curb	Street Grade	Sanitary Sewer	Water	Drainage Inlets	Storm Drain Pipe	Asphalt Concrete Paving	Total Cost
Street	From/To	Proposed LF	Proposed SF	Proposed EA	Proposed LF	Adjust SF	Proposed LF	Proposed LF	Proposed EA	Proposed LF	Proposed SF	Individual Section
Parkview	Market/Angelo		600	1				250			5200	\$45,469.13
Parkview	Angelo/Favaretto		200					300			6300	\$44,669.63
Parkview	Favaretto/Lanning		560					300			6300	\$49,057.13
Parkview	Lanning/Akard							500			6300	\$63,357.13
Parkview	Akard/Leland							350			6300	\$47,513.38
Parkview	Leland/Sate										76440	\$127,941.45
Parkview	State/Russel	300	800	1	50		450	450	2	75	6600	\$148,206.91
Parkview	Russel/Freebridge	270	1080	2			320	320			7000	\$110,983.44
State	Angelo/Favaretto	600	2400	4				300			11200	\$122,339.75
State	Favaretto/Lanning	450	1800	3	40			350			11200	\$112,488.19
State	Lanning/Akard	450	2000	1				350			11200	\$105,988.19
State	Akard/Leland							350			11200	\$55,714.75
State	Leland/Parkview							820			31320	\$139,034.35
Fell	Market/Favaretto	540	2160	3				330			10240	\$114,862.95
Fell	Favaretto/Lanning	40	880					350			11200	\$68,471.00
Fell	Lanning/Akard							200			8000	\$34,515.00
Fell	Akard/Leland	590	2400					350			10880	\$114,390.09
Reviso	Freebridge/Hamilton	830	3320	4		13280					16600	\$270,945.19
Hamilton	Freebridge/end	1100	4400								18560	\$140,549.18
Severtson	Leland/end	660	2640	2		10560					6600	\$200,806.13
Junior	Lanning/Leland		400					380			11840	\$64,829.70
Leland Ct	Leland/end	700	2800	2	350	11200					4560	\$233,405.74
Sharon	Begin/Russel	1940	7760	2							17600	\$228,642.38
Weldon	Freebridge/Mahan		2160									\$26,325.00
Weldon	Mahan/Dove	390	2160	2								\$52,223.44
Grange	Market/Favaretto	500	2000	3							12600	\$79,995.50
Grange	Favaretto/Lanning	700	2800	3							14400	\$102,914.50
Grange	Lanning/Leland	320	1280	2				500			7920	\$104,012.35
Grange	Leland/end	300	1200	1				250			8280	\$73,171.15
Rio	Freebridge/Anita										6400	\$10,712.00
Rio	Anita/Mahan		2080								9600	\$41,418.00
Ashley	Dove/end										10800	\$18,076.50
Ellis	Market/Mark	330	1320	3							12600	\$63,075.19
Ellis	Mark/Sporting		1040	1							26280	\$59,708.03
Ellis	Sporting/Anita		1000									\$12,187.50
Ellis	Anita/Dove		1200									\$14,625.00
Sutter	Market/Mark	520	2680	4							13320	\$93,550.60
Sutter	Mark/end	420	1680	2							14400	\$71,998.88
Geary	Market/Mark	700	2800	4							13680	\$104,756.28
Geary	Mark/end	320	1280	4							12600	\$65,126.75
Newport	Dove/Dove										29440	\$49,275.20
Angelo	Market/Parkview	780	3120	2	32						18560	\$117,067.93
Favoretto	Grange/Fell	1100	4400	1	64			600			19200	\$212,592.25
Favoretto	Fell/State	1600	6400	2	64			800			25600	\$297,241.75
Favoretto	State/Parkview	200	800	2	32			340			11200	\$82,933.50
Mark	Wyndham/Geary	1100	4400	4	32	17600			2	100	17600	\$364,451.75
Mark	Geary/Sutter	600	2400			9600	300	300	2	350	9600	\$280,435.19
Mark	Sutter/Ellis	450	1800						2	340	12240	\$99,685.14

10/10/00

**Parkview Improvements
Preliminary Estimate**

Street	From/To	Concrete Curb and Gutter	Sidewalk	ADA Ramps	Valley Gutters	Street Grabs	Sanitary Sewer	Water	Drainage Inlets	Storm/Drain Pipes	Asphalt Concrete Paving	Total Cost
		Proposed LF	Proposed SF	Proposed EA	Proposed LF	Adjust SF	Proposed LF	Proposed LF	Proposed EA	Proposed LF	Proposed SF	
Mark	Ellis/end	880	3520			14080			2	470	16200	\$317,238.19
Lanning	Grange/Junior			2	32			540	2	570	16640	\$146,821.51
Lanning	Junior/Fell							300			8000	\$45,077.50
Lanning	Fell/State	180	720	1	32			600			19840	\$119,819.70
Lanning	State/Parkview	500	2000		32			340			9600	\$104,021.13
Akard	Fell/State							350			16640	\$64,819.95
Akard	State/Parkview							350			10240	\$54,107.95
Leland	Grange/Junior	340	2280		32			530			16640	\$131,160.58
Leland	Junior/Severtson	80	320	2	32			120			3840	\$35,433.45
Leland	Severtson/Fell							240			7680	\$38,204.40
Leland	Fell/State		480	2	32		370	540			17280	\$137,756.78
Leland	State/Parkview	250	1000					330			10240	\$76,878.26
Russel	Freebridge/Parkview	2530	10600	6	64							\$280,495.31
Sporting	Ellis/end										25920	\$43,383.60
Freebridge	begin/Rio		520									\$6,337.50
Freebridge	Rio/Weldon	340	1360								11840	\$53,657.83
Freebridge	Weldon/Hamilton	190	760								17600	\$48,368.94
Freebridge	Hamilton/Revilo	130	520								6400	\$23,651.06
Freebridge	Revilo/Parkview	600	2400								18560	\$90,783.55
Anita	Ellis/Rio										25600	\$42,848.00
Mahan	begin/Rio		4200								17280	\$80,109.90
Mahan	Rio/Weldon		1480								10240	\$35,176.70
Dove	begin/Ellis										21600	\$36,153.00
Dove	Ellis/Ashley											
Dove	Ashley/Valentine	350	2200	2								\$50,679.69
Dove	Valentine/Weldon	400	1600	2								\$45,906.25
Valentine	begin/Ellis		4880								23040	\$98,038.20
Valentine	Ellis/Dove	1200	5000								28800	\$170,079.00
Estimated Item Quantity Totals		26770	132040	82	920	76320	1440	13280	12	1905	978680	\$7,518,767.99
Estimated Unit Prices		\$25.00	\$6.00	\$1,500.00	\$35.00	\$5.50	\$50.00	\$65.00	\$1,500.00	\$41.00	\$1.03	
Estimated Item Prices		\$669,250.00	\$792,240.00	\$123,000.00	\$32,200.00	\$419,760.00	\$72,000.00	\$863,200.00	\$18,000.00	\$78,105.00	\$1,008,040.40	
Minor Items (25%)		\$167,312.50	\$198,060.00	\$30,750.00	\$8,050.00	\$104,940.00	\$18,000.00	\$4,500.00	\$19,526.25			
Total Item Cost + Minor Items		\$836,562.50	\$990,300.00	\$153,750.00	\$40,250.00	\$524,700.00	\$90,000.00	\$863,200.00	\$22,500.00	\$97,631.25	\$1,008,040.40	
Contingencies (25%)		\$209,140.63	\$247,575.00	\$38,437.50	\$10,062.50	\$131,175.00	\$22,500.00	\$215,800.00	\$5,625.00	\$24,407.81	\$252,010.10	
Total Item Construction Cost		\$1,045,703.13	\$1,237,875.00	\$192,187.50	\$50,312.50	\$655,875.00	\$112,500.00	\$1,079,000.00	\$28,125.00	\$122,039.06	\$1,260,050.50	
Total Construction Cost		\$5,783,667.69										
Preliminary Engineering (15%)		\$867,550.15										
Construction Engineering(15%)		\$867,550.15										
Total Project Cost		\$7,518,767.99										

*Alley Costs: Total budget for alley rehabilitation throughout the Parkview Neighborhood is estimated to be \$ 550,000