

Executive Summary

This Opportunities and Constraints memo presents an analysis of the existing conditions in Downtown Redding as background for the upcoming Downtown Redding Specific Plan Update. It focuses on three main topics: Land Use, Urban Design, and Transportation. It also looks closely at the adopted 2001 Specific Plan and analyzes what works well and what aspects should be considered for change.

KEY FINDINGS

The analyses of the existing conditions results in the following findings:

LAND USE AND URBAN DESIGN

- Downtown Redding has the potential to be a more vibrant, pedestrian-oriented destination. There are opportunities to improve the public realm of Downtown, providing greater connections to the Riverfront and making the pedestrian experience more enjoyable.
- There are many opportunity sites in Downtown Redding on vacant sites; existing buildings with architectural and historical character could be repurposed for permanent or temporary uses.
- The existing complexity of regulations in Downtown Redding may be impeding development.

TRANSPORTATION

Findings from the recently adopted Downtown Redding Transportation Plan will be incorporated into the Specific Plan Update. Some conclusions from review of that plan include:

- Vehicular circulation is prioritized in Downtown Redding over pedestrian or bicycle circulation; both could be improved with coordinated and modified signals, vehicular access on the Market Street Promenade, and road diets.
- There are opportunities to take advantage of the small Downtown block pattern to better connect pedestrians and bicyclists to destinations within Downtown, and to the Sacramento River.
- There is ample parking Downtown, but there is a perception that parking is limited; there is opportunity to provide better access to parking facilities and improve their conditions.

ADOPTED SPECIFIC PLAN

- The adopted 2001 Downtown Specific Plan set the stage for a number of improvements to Downtown's vitality, including improvements to pedestrian realm, public space, and wayfinding.

EXECUTIVE SUMMARY

- There is opportunity to review and streamline land use regulations and design guidelines in the Downtown districts and the permitting process.

KEY RECOMMENDATIONS

- Make Downtown a destination by improving the public open spaces, enhancing pedestrian connectivity, and activating the dormant sites during the day and night. Build on the proposed vehicular access on the promenade, other recent streetscape improvements, and the walkable Downtown blocks to improve the pedestrian realm.
- Focus on key opportunity sites to reactivate space with temporary or permanent uses, such as new development and open space, to complement the land uses and urban design on the surrounding parcels.
- Build upon the initiatives identified in the Downtown Redding Transportation Plan that re-introduce vehicular access through the Market Street Promenade. Improve the existing vehicular circulation with signalization timing. Work with Caltrans to address the state-owned highways to make them more pedestrian- and bicycle-friendly.
- Perform a parking analysis to address perceived and real parking supply issues and develop a Downtown parking strategy.
- Update the Downtown Specific Plan area to address recent development and consider solutions to simplifying the development and permitting process in Downtown.