Workshop Summary

This meeting was conducted on March 30, 2017 (4 – 7 pm) at City Hall Community Room, Redding, CA.

MEETING PURPOSE AND OVERVIEW

On Thursday, March 30, 2017 approximately 150 community members attended the community workshop for the Downtown Redding Specific Plan Update process. The purpose of the meeting was three-fold:

- Provide an overview of the Specific Plan Update process
- Present open space, pedestrian and bicycle connectivity, and land use alternatives
- Receive feedback from attendees on circulation and land use alternatives in order to identify a preferred alternative

Paul Hellman welcomed everyone and introduced the City staff and officials present, as well as the planning team. Then Bruce Brubaker of PlaceWorks presented an overview of the planning process and objectives. He then presented draft guiding principles and the land use and circulation alternatives. At the end of the presentation Bruce explained that all participants should visit four stations in the room to ask questions and provide their feedback on the alternatives. He encouraged attendees to fill out the comment card before leaving. Four stations were set up around the room to show open space, pedestrian connectivity, bicycle connectivity, and land use alternatives. Because it was an open house format, the presentation was repeated two more times throughout the evening, allowing people to ask questions and give feedback at the stations for 45 minutes in between each presentation.
SUMMARY OF FEEDBACK AT STATIONS

The stations were facilitated by City staff and members of the consultant team, and included boards with information on each topic (see Appendix A: Station Boards). The commonalities of the feedback at the stations are summarized on the following pages in text and on a map for each station. Individual’s comments are included in the comment cards (see Appendix B: Comment Cards).

FEEDBACK ON OPEN SPACE

- Most people wanted a hybrid of the two alternatives: a large gathering place to hold events (family-friendly concerts, days on the green, festivals, community movie nights, etc.) and a few smaller pocket parks to offer respite while walking through the Downtown area.

- People who favored the smaller open spaces like the idea of having several options to stop for a rest or enjoy an ice cream cone, for example. They also felt the smaller parks would be easier to maintain.

- People who favored one large park believe it is what Downtown Redding needs and think its long-term maintenance would be more feasible. They also had the opinion that most people wouldn’t have much opportunity to utilize the small parks.

- Safe, well-maintained, and welcoming spaces were top priorities.

- The current state of Carnegie Park was noted as a concern; the lack of feeling of safety and illicit behavior there makes many worried that another large green space would suffer the same fate.

- People would like a variety of amenities, such as water features, playground equipment, a stage, public art, trash cans, and drinking fountains to make it more attractive to all people, including children.

FEEDBACK ON PEDESTRIAN CONNECTIVITY

- Most people preferred Alternative 2 (8 votes for Alternative 1; 31 votes for Alternative 2), but wanted to see the full length of Market Street improved.

- There was strong support for prioritizing improvements to the Downtown Core first, before expanding beyond.

- Pedestrian safety, remediation of unsafe walking conditions, and providing lighting and shade throughout Downtown were top priorities.
OPEN SPACE PRIORITIES - COMMUNITY WORKSHOP FEEDBACK

**Support for a single large park as a gathering place to host family-friendly events, festivals, and community movie nights, to attract more visitors, including children.**

**People believe that long-term maintenance of a large park is more feasible.**

**Priority:** Hybrid of two alternatives with a few smaller pocket parks which offer respite while walking through Downtown area and provide several options for recreation.

**Concern:** Illicit behavior and safety are the key challenges.

**Concern:** Current state of Carnegie Park.

Support for a variety of park amenities such as water features, playground equipment, a stage, public art, trash cans, and drinking fountains.

Source: City of Redding, 2016
PEDESTRIAN CONNECTIVITY PRIORITIES - COMMUNITY WORKSHOP FEEDBACK

**Priority 1:**
Focus pedestrian improvements within this area.

**Concern:**
- Land slopes down between East and Pine — consider how this impacts walkability.
- East Street is fast street because it connects to HWY 44.

**Concern:**
Unsafe intersections for pedestrians.

**Priority 2:**
Include full length of Market Street as pedestrian corridor connecting to Riverside Drive.

**Concern:**
Unsafe intersections for pedestrians.

Support for including Oregon Street in network since it features several new businesses.

Consider including Sacramento St in network.

Consider extending Yuba St improvement to existing eastern pedestrian path.

Consider extending Yuba St improvement to existing western pedestrian path.

Existing pedestrian path.

ConCern:
Unsafe intersections for pedestrians.

Consider locating major events and fairs within these bounds, as opposed to closing off Placer Street, which is what's currently done.

Source: City of Redding, 2016
Improvements should link destinations, such as coffee shops, retail, entertainment, breweries and most places in the Downtown Core. Suggestion to define hubs of activity and provide links between the hubs. Consider pedestrians’ sequence of activities in Downtown and provide the means to walk between each activity.

Issues and concerns regarding Downtown pedestrian experience and walkability include: narrow sidewalks, inadequate trees/shading, lengthy wait times at crosswalks, safety, and inadequate trash receptacles. Some suggested using Crime Prevention through Environmental Design (CPTED) principles to remediate these issues, which includes increasing surveillance through the design of buildings and public realm.

Oregon Street improvements should be prioritized within the Plan Area since there are several new businesses at northern end, as well as the new Courthouse that will increase pedestrian activity.

The Downtown Plan should focus pedestrian improvements on streets that are already highly utilized, and not along secondary streets.

Some examples of walkable Downtowns mentioned by community members include Chico and Palm Springs.

**FEEDBACK ON BICYCLE CONNECTIVITY**

Many people expressed their top priority was creating a bicycle loop through Downtown back to Sundial Bridge along the water.

Another top priority is connecting Continental Street to Yuba Street, however there was no consensus on exact route.

There was strong support for closing Riverside Drive to vehicles and making it a river trail.

There was strong support for making bicycle routes easy, direct and safe.

Many people support the development of bike boulevards or neighborhood greenways that connect Downtown to neighborhoods, as shown on plan, for example on Shasta Street.

Bike parking security was a priority; people liked concept of a bike corral.
Some concern was expressed about traffic movements being maintained through Downtown, for example, on Placer Street to Highway 44.

Some people expressed interest in restoring two-way traffic for bike and vehicles.

**FEEDBACK ON LAND USE**

- Attendees overwhelmingly preferred allowing a mix of uses throughout the entire Plan Area.
- People expressed concern not to require more retail development than what the real estate market demands, so there won’t be empty storefronts.
- There was strong support to focus retail at the ground floor in the CBD. Other areas near the CBD should have ground-floor retail where pedestrian activity is high.
- Retail should be allowed, but not required, in areas further from the Downtown Core.
- There was strong support for capitalizing on existing activity centers by focusing new development near those areas. Activity centers include the Promenade, the area around California and Shasta streets over to Market Street (proposed Business Incubator and restaurants), the area around Pine and Yuba streets (cafés and pubs), and the area around Market and Sacramento streets (Cascade Theater and restaurants).
- Participants are not in favor of chain restaurants and stores in Downtown, but they are okay if they are sensitive to context (e.g., no drive-throughs).
- People suggested consideration of views in three directions from taller buildings in Downtown: east to Lassen, north to Shasta and west to mountains.
- Some people were concerned about land uses that attract more disadvantaged people to Downtown (e.g., social services, shelters, etc.), but others said services need to be accessible to transit, which is best Downtown.
- Some noted that Downtown will need another food market if there are more residents.
BICYCLE CONNECTIVITY PRIORITIES-
COMMUNITY WORKSHOP FEEDBACK

**Priority 1:** Continental St. to Sundial Bridge along water

**Priority 2:** Continental St. to Yuba St. (No Consensus on exact Route)

**Priority 3:** Riverside Drive closure and conversion to river trail

**Concern:** Lack of bike facilities on Market St. in Downtown

Support for secure bike parking

Support for neighborhood bikeways/greenways

Support for extending Eureka Wy. to Continental St. or Connecting Eureka St. to Yuba St. via East St.

Existing Class II (DRTP)

Proposed Class II (DRTP)

Proposed Class III (DRTP)

Proposed Class IV (DRTP)

Proposed Buffered Class II (DRTP)

Proposed Buffered Class II (DRTP)

Proposed Class II (DRTP)

**Priority 2:** Alternative to Route Along Riverside Dr. to Diestelhorst Bridge

**Priority 3:** Alternative to Bike Route Along Pine St.

**Priority 2:** Alternative to Route Along Center St. and Division St.

Support for neighborhood bikeways/greenways

Source: City of Redding, 2016

Note: DRTP- Downtown Redding Transportation Plan

Additional Routes to be Considered

Facilities Already Funded For Construction

Priority Bikeway Alternative Routes

Priority Bikeway Routes

Existing Bikeway Routes

Areas of Consideration

Community Suggestions

Community Workshop Feedback

Downtown Core

2001 Downtown SP Boundary

Union Pacific Railroad

Sacramento River Trail

Note: DRTP- Downtown Redding Transportation Plan

0 125 250 500 1,000 Feet
LAND USE PRIORITIES - COMMUNITY WORKSHOP FEEDBACK

PRIORITY 1: Mixed-use should be allowable throughout Plan Area

All buildings should have ground-floor retail inside this area

Require retail at ground floor on pedestrian corridors in this area

Ground-floor retail not required outside of boundary

Source: City of Redding, 2016

Community Workshop Feedback

Community Suggestions