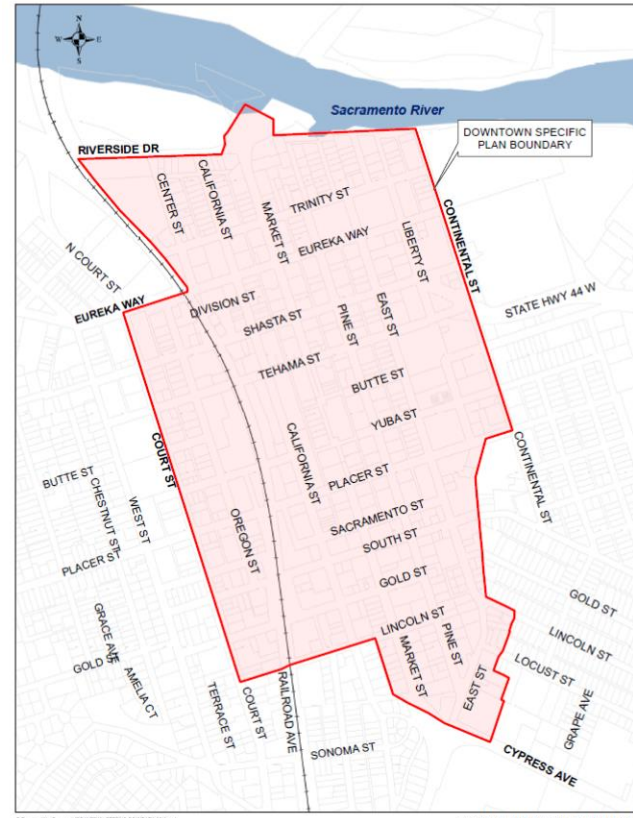




# Downtown Redding Community Survey

2017



DOWNTOWN SPECIFIC PLAN AREA  
City of Redding



# Survey Overview

## What we wanted to know

- How do people interact with the Downtown?
- What are attitudes and opinions about living in Downtown?
- What are attitudes and opinions about working in Downtown?
- What is the prioritization of ideas for Downtown?

## Who responded

- 1,617 individuals responded to the survey
- More females than males
- Respondents tended to be slightly higher income

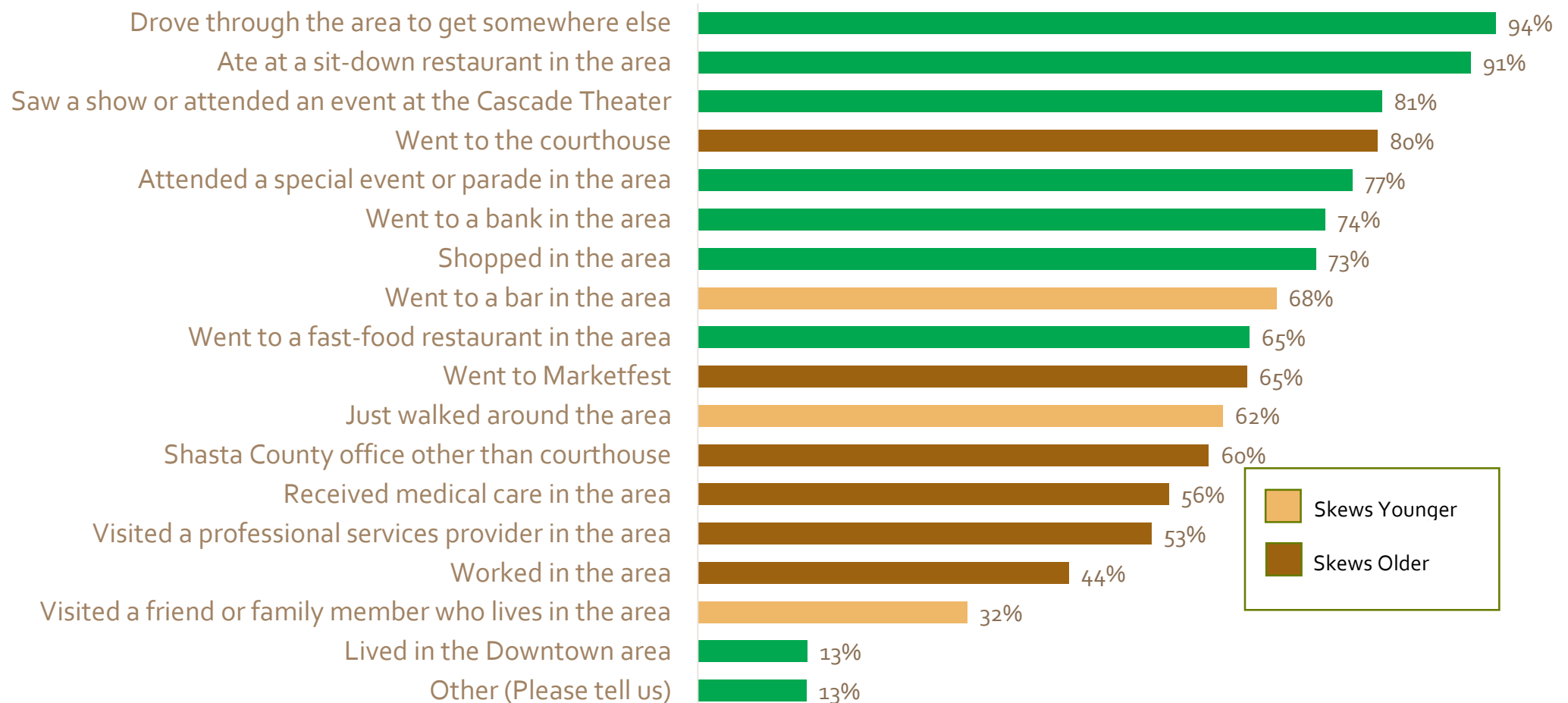
# The averages...

- Average age – **47 years old**
- Median time living in Redding – **20 years**
- Median HH income - **\$75,000**
- Percent with children under 15 – **31%**
- Zip Codes where respondents live:
  - **96001 – 30%**
  - **96002 – 26%**
  - **96003 – 39%**
  - **96019 – 5%**

# Almost everyone who responded had significant experience with the Downtown area



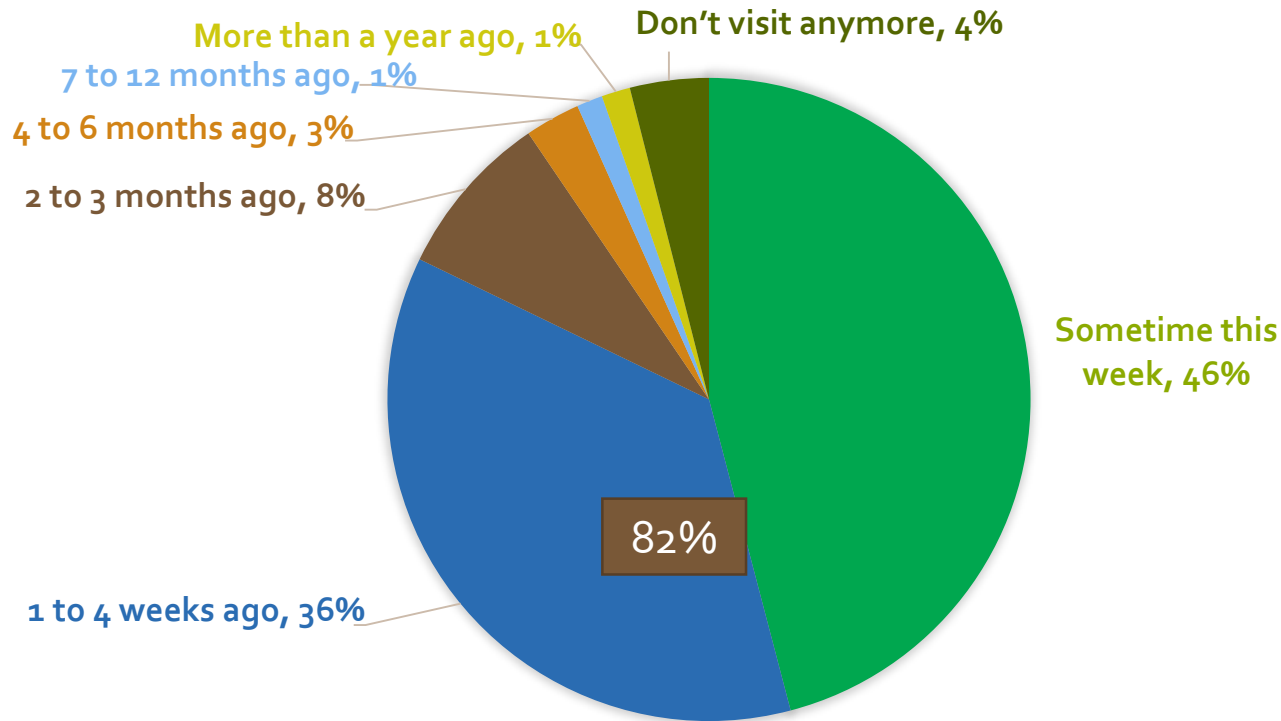
What have you EVER done in Downtown Redding?



# Current Interaction with Downtown

- Most respondents have recently visited Downtown
- We definitely drive to Downtown
- But we use a variety of parking options

When was the last time you made a special trip to Downtown Redding?



How did you travel to Downtown Redding?

Drove my own car	89%
Someone else drove	6%
Other	5%

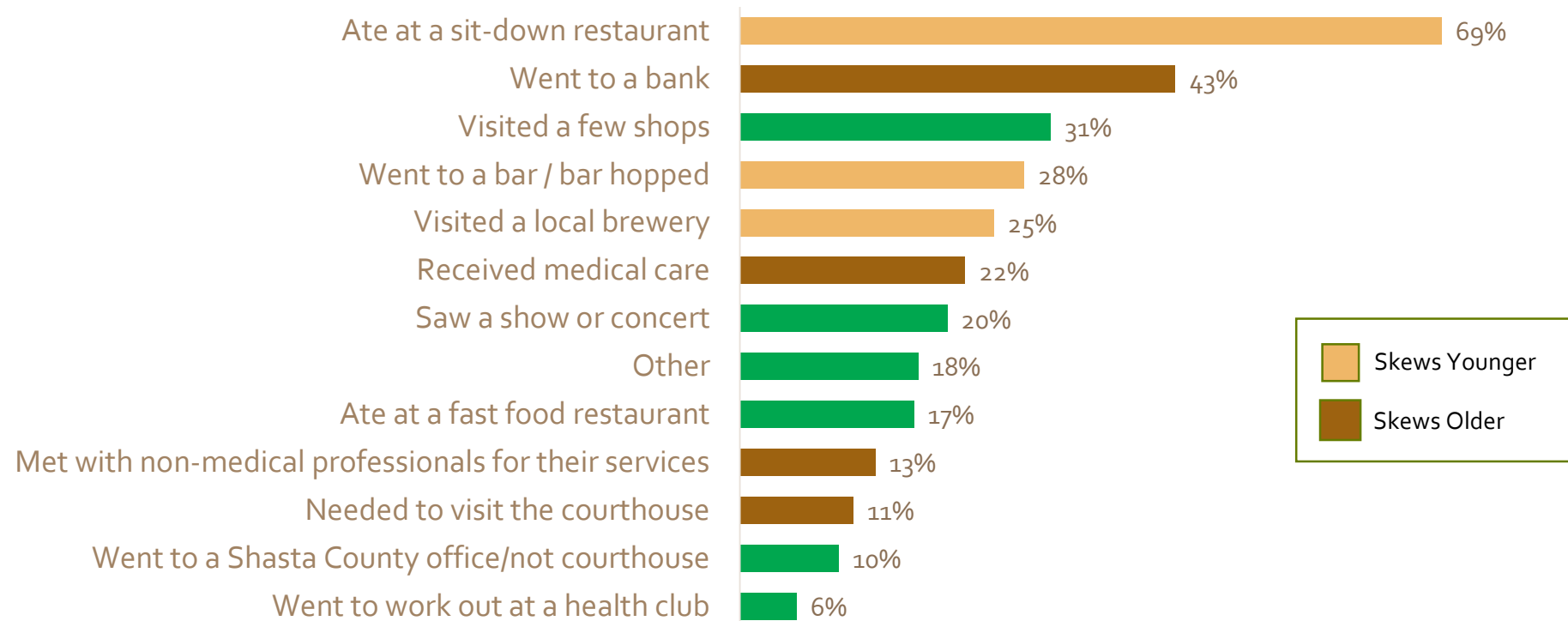
Where did you **park your car** once you arrived?

On the street	42%
Downtown parking garage	30%
Area business lot	29%
Area public lot	10%
Other	6%

# Recent Downtown visitation

Of those who have visited Downtown in the past month...

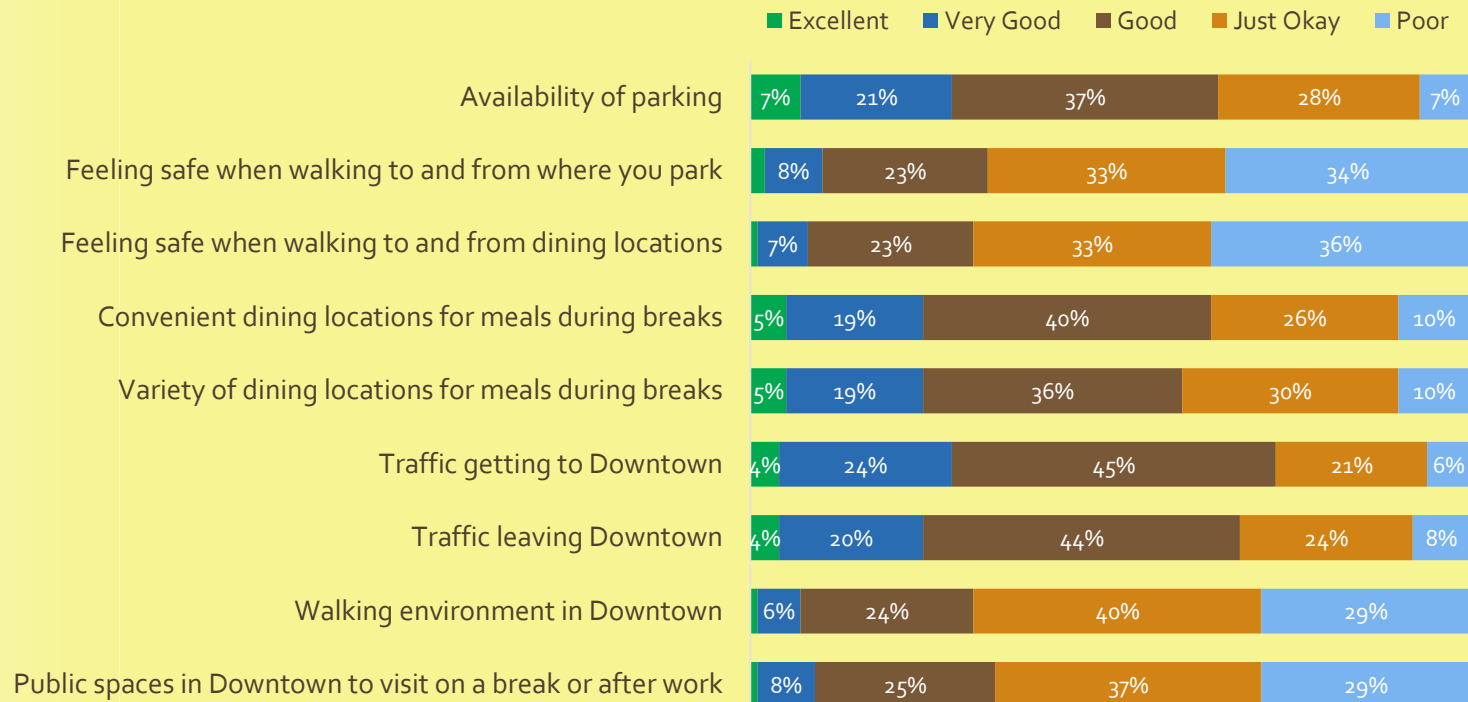
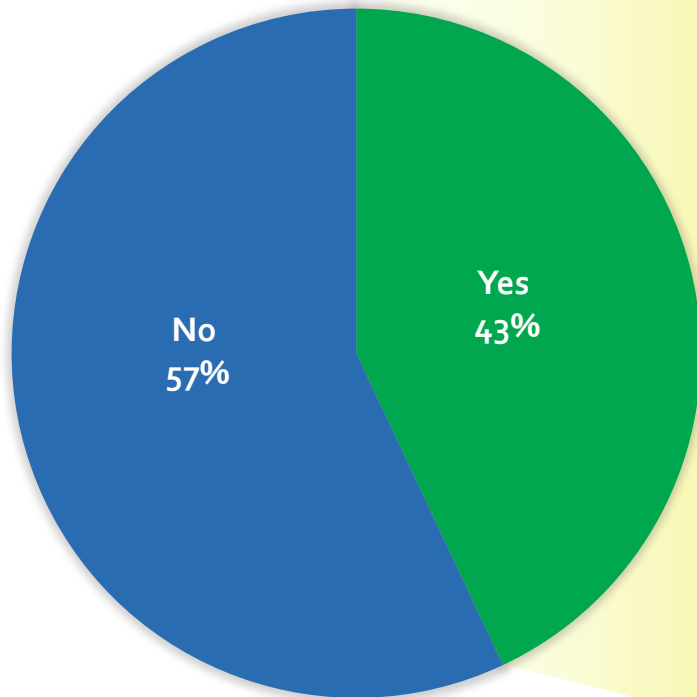
- 60% of respondents made 4 or more trips
- Eating at a sit-down restaurant and banking were the most mentioned reasons for visiting Downtown
- For those under 35, visiting a bar/brewery and shopping were mentioned more often than banking



# Many respondents currently work in Downtown

- While traffic was viewed most positively by Downtown workers, all factors were given low ratings

Do you currently work in Downtown Redding?



# Downtown Housing Preference

Of those who DO NOT currently live downtown...

- 25% would consider living there
- Live/Work lofts, Townhomes, and Mixed Use housing were the most appealing

51%



### Live/Work Lofts

Units consisting of commercial/office/light industrial and residential components, where persons can both live and work

28%



### Traditional Apartment Complex

Residential complex containing units of varying sizes (e.g., studio, 1-bedroom, and 2-bedroom units) designed for individuals, couples, roommates, and small families

48%



### Townhomes

Two- or three-story attached rental or condo units typically containing between two and four bedrooms

24%



### Studio/Micro Apartments

Very small units designed for individuals and couples

44%



### Mixed-Use Development

Building or group of buildings containing a mix of commercial and residential uses

17%



### Studio/Micro Apartments (Mid-Rise)

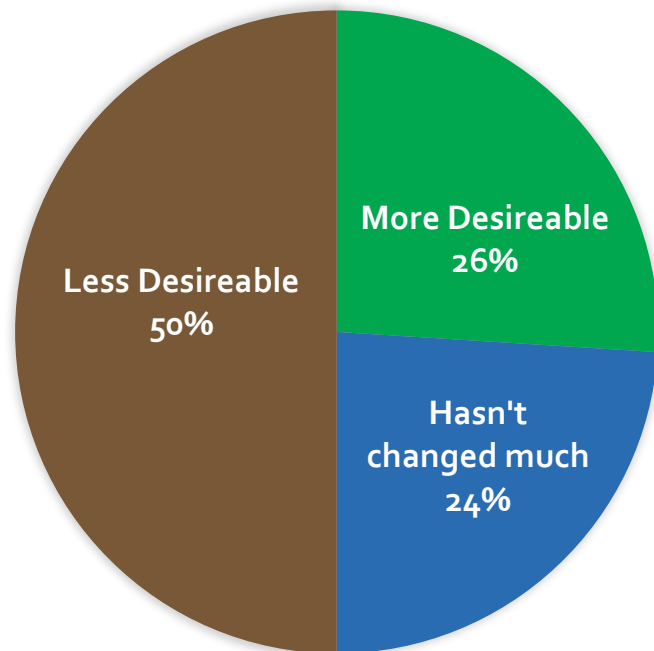
Very small units in a mid-rise building designed for individuals and couples



# Downtown Desirability

- About half of respondents who have lived in Redding six or more years felt that Downtown had become less desirable over time
- Safety was an issue, especially during evening hours

Over the past few years, would you say that Downtown Redding has become...



Do you feel that Downtown Redding is safe?

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Before 5 pm	13%	50%	28%	10%
5 pm to 9 pm	2%	19%	45%	34%
After 9 pm	1%	4%	25%	70%

# Prioritization of Development Ideas



There was broad opinion on what aspects of Downtown should receive priority.

- Almost every respondent felt that alleviating homelessness in Downtown Redding should be the top priority
- Redevelopment of underutilized and vacant property was also often selected as top priority

Top 10 Areas Rated as Top Priority

