

1. Land Use and Neighborhood Appearance

Background

For the purposes of the revitalization process, the approximately 149-acre MLK, Jr. Neighborhood study area was divided into a primary core area and three sub-parts. The core area is the largest portion of the study area in terms of size (58 acres) and contains over 99% of the neighborhood's residential units and population. It extends from Schley Avenue in the north to just past Grandview Avenue in the south. It is bordered by the commercial frontage of Railroad Avenue on its east side and approximately West Street to the west. The interface between the commercial uses along Railroad Avenue and the residential uses to the east is abrupt in many locations with little or no buffering treatment. Storage areas, parking lots, and commercial operations can be found immediately adjacent to both multi-family and single-family homes.



Commercial storage yard adjacent to multi-family units.

The core area contains both the MLK, Jr. Park and Center, as well as a 3.5-acre piece of City surplus property and .87 acres currently owned by the Redding Redevelopment Agency along Linden Avenue between Railroad Avenue and West Street. The core area is classified on the City of Redding General Plan as a mix of residential, ranging from 2.0 - 20 units per acre, office, commercial, and public land types. Over 64% of the land area in the core is designated for residential uses. Currently, there are 230 residential units in the core area. Of these, approximately 65% are single-family houses and 35% multi-family units. Approximately 22% of the land in the core area is designated for commercial uses, all located along Railroad Avenue. These uses range from retail and office uses to wholesale and warehouse type uses. Approximately 27 acres of land within the core is currently undeveloped, the majority, 25 acres, being vacant residential land. A portion of the vacant land is currently divided into individual lots appropriate for single-family home development. A few parcels of appropriate size for multi-family development also exist in this area. Other vacant parcels will need to be combined together in order to meet current minimum development standards prior to development occurring.

The sub-areas were included in the overall study area for several reasons, including physical proximity to the core area, shared use of common travel corridors, potential opportunity for development that would benefit the neighborhood, and to acknowledge the neighborhood's sense of identity. This last element, the neighborhood's sense of identity particularly applies to Sub-area A, the office and medical area to the north and northwest of the core area. Sub-area A includes Mercy Hospital and the doctor's office park to the west of the hospital. The hospital was specifically identified during the public meetings as being a positive "part" of the neighborhood. Many residents listed the hospital's close proximity as a neighborhood asset and a point of reference when describing the location of the neighborhood. Sub-area A also includes the office uses north of Schley Avenue and south of Sonoma Street. This small wedge of office uses primarily related to the medical field has emerged over the past 10 - 15 years, often through the conversion of older single-family homes. New development in this area has also occurred, both through demolition of existing older residential units and the merger of small vacant parcels into larger more developable pieces.

