

## Neighborhood Profile (Today)

The core Martin Luther King, Jr. (MLK) neighborhood is located in southwest Redding and covers an approximately 58-acre area, roughly bounded by Schley Avenue in the north, Railroad Avenue in the east, West Street in the west, and Grandview Avenue in the south. The MLK study area for the purposes of the revitalization activity is larger, approximately 149 acres, and includes the core neighborhood as well as certain properties to the north, south, and west of the core. These associated areas consist of related business areas and vacant land with the potential for development to occur that is beneficial to the neighborhood.

The majority of the MLK core neighborhood is developed with residential uses, both single-family and multi-family in nature. Commercial uses can be found primarily along the Railroad Avenue corridor. Most of the commercial uses are not neighborhood-serving, with the exception of several churches. The last remaining neighborhood grocery store, Grandview Market, recently closed. It is estimated that approximately 562 persons currently reside within the MLK neighborhood. The majority of the residents are renters (75.6%) rather than home owners (24.4%). Many are lower-income families. The neighborhood residents reflect a diverse mix of cultures, including White, Hispanic, Black, Asian, and American Indian ethnicities.



*Karaoke in the Park*

The MLK, Jr. Memorial Center and Park, located on Sheridan Street in the neighborhood, currently provide both recreational and social programs and amenities for the neighborhood and wider community. The City-owned Center, constructed in 1965, exhibits some signs of deferred maintenance and design obsolescence. The Center's programming is under the direction of the Shasta County Multi-Cultural Council, a newly formed 501c3 non-profit organization.

The Council acts in an advisory capacity to the City of Redding Recreation Division regarding the operation of the Center. The Park provides a recreational amenity primarily utilized by neighborhood residents. The size of the Park (3.08 acres) limits to a certain extent the type of features located in it, however, a desire has been expressed to have additional amenities added, such as a children's water feature and walking paths.



*MLK, Jr. Park*

The MLK neighborhood has experienced a significant amount of property neglect over the past decade. Much of the existing housing stock is in poor condition. The quality of neighborhood public amenities, such as lighting, streets, sidewalks, curbs, and public landscaping is generally indicative of an older, less affluent neighborhood. Little or no new development is occurring on a regular basis. Residents and property owners have expressed a desire to improve both the physical appearance of the neighborhood and the overall quality of life within the neighborhood. Identified problem areas include safety, transient activities, petty crime/nuisance behavior, illegal trash dumping, noise pollution, traffic/circulation problems, and neglected properties in the neighborhood.