



# Town of Paradise Planning Commission Meeting Agenda 6:00 PM – January 21, 2025

**Town of Paradise Council Chamber – 5555 Skyway, Paradise, CA**

**Planning Commission Staff:**

Susan Hartman, Community Development Director  
Melanie Elvis, Town Clerk

**Planning Commission Members:**

Charles Holman Chair  
Kim Morris, Vice Chair  
Lynn Costa, Commissioner  
Carissa Garrard, Commissioner  
Zeb Reynolds, Commissioner

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES OF AMERICA**

**ROLL CALL**

**1. APPROVAL OF MINUTES**

- 1a. Approve the Regular Meeting Minutes of November 19, 2024 Planning Commission meeting.

**2. COMMUNICATION**

- 2a. Recent Council Actions
- 2b. Staff Comments

**3. PUBLIC COMMUNICATION**

Comments are limited to a maximum of five minutes duration. If more time is needed, please request staff to place the subject on an agenda for a future Commission meeting.

**\*\*\* PUBLIC HEARING PROCEDURE \*\*\***

- A. Staff comments
- B. Open the hearing to the public
  - 1. Project applicant
  - 2. Parties for the project
  - 3. Parties against the project
  - 4. Rebuttals
- C. Close hearing to the public
- D. Commission discussion
- E. Motion
- F. Vote

NOTE: Pursuant to Planning Commission Resolution No. 96-001, any person may speak before the Commission regarding the matter under consideration for a maximum of five minutes unless granted additional time by the Chair. "In accordance with the Americans with Disabilities Act, if you need a special accommodation to participate, please contact the Community Development Dept., at 872-6291 at least 48 hours in advance of the meeting."

**4. CONTINUED PUBLIC HEARING - None**

## 5. PUBLIC HEARING

5a. Item to be determined to be exempt from environmental review:

**Town of Paradise General Plan Amendment/Rezone Application (PL24-0128):** Planning Commission consideration of a resolution recommending Town Council approval of a Town-initiated amendment to the Town of Paradise General Plan land use designation affecting a privately owned +/-1.52 acre cluster of properties from Public Institutional (PI) to Central Commercial (CC) and change the zoning for the same properties from Community Facilities (CF) to Central Business (CB) to remove the zoning previously assigned to Paradise Irrigation District when their corporation yard was located on these parcels and rezone to the adjacent Central Business zoning district. No development is proposed, only a zoning change. The project site is located at 5680, 5690, & 5704 Black Olive Dr, Paradise and further identified as Assessor Parcel Nos. 052-204-001, 002, & 012. (ROLL CALL VOTE)

5b. Item to be determined to be exempt from environmental review:

**PARADISE MUNICIPAL CODE:** Planning Commission consideration of a resolution that, if adopted, would recommend Town Council adoption of proposed text amendments to the zoning regulations in Paradise Municipal Code (PMC) Title 17 (Zoning Ordinance) and Title 5 (Business Taxes, Licenses, and Regulations). If adopted by the Town Council, the amendments would: 1. identify the boundaries of a Walkable Downtown Core within the Central Business zoning district; 2. amend the land use regulations within the Central Business zoning and the Walkable Downtown Core; 3. amend the vending license regulations to allow food trucks in the Central Business zone; and 4. amend the temporary use permit regulations to allow farmers markets in the Central Business zone. (ROLL CALL VOTE)

## 6. OTHER BUSINESS

## 7. COMMITTEE ACTIVITIES

## 8. COMMISSION MEMBERS

8a. Identification of future agenda items (All Commissioners/Staff)

## 9. ADJOURNMENT

STATE OF CALIFORNIA ) COUNTY OF BUTTE )	SS.
I declare under penalty of perjury that I am employed by the Town of Paradise in the Town Clerk's Department and that I posted this Agenda on the bulletin Board both inside and outside of Town Hall on the following date: _____	
TOWN/ASSISTANT TOWN CLERK SIGNATURE	



# Town of Paradise Planning Commission Meeting Minutes 6:00 PM – November 19, 2024

---

## Town of Paradise Council Chamber – 5555 Skyway, Paradise, CA

**CALL TO ORDER** by Chair Holman at 6:01 p.m. who led the pledge of Allegiance to the Flag of the United States of America.

**PLANNING COMMISSIONERS PRESENT:** Lynn Costa, Carrissa Garrard, Kim Morris, Zeb Reynolds, and Chair Charles Holman.

**PLANNING COMMISSIONERS ABSENT:** None

### 1. APPROVAL OF MINUTES

- 1a. **MOTION by Morris, seconded by Holman**, approved the Regular Meeting Minutes of the October 15, 2024, Planning Commission Meeting. Roll call vote was unanimous.

### 2. COMMUNICATION

- 2a. Community Development Director Susan Hartman provided an overview of recent Town Council actions including approving 270 properties for weed abatement; directing staff to bring back a draft ordinance to partner with Pioneer Community Energy; directing staff to bring back an ordinance for the following zoning amendments in the Downtown: Adding a drive-in theater/outdoor amphitheater land use to the CB and Walkable Downtown Core; making some uses easier in the CB and Walkable Downtown Core; removing auto repair and laundry services from the CB and Walkable Downtown Core; removing single and two-family residential land uses from the Walkable Downtown Core; restricting multiple-family residential and accessory dwellings to only upper floors in the Walkable Downtown Core; amending Title 5 to allow food trucks to vend in the CB and the Walkable Downtown Core; allowing year-round farmers markets in the CB and the Walkable Downtown Core; allowing special events such as flea markets limited to 3-days in a row and not more than 21 days in a year in the CB and Walkable Downtown Core; and expanding the Walkable Downtown Core boundary to include the a section of land north of Community Park between Cedar and Fir Streets east of Black Olive Drive formally owned by the Paradise Irrigation District; and directing staff to bring back a draft amendment to the weed abatement ordinance increasing the perimeter fuel break on properties greater than 1.5 acres to 50 feet.

**3. PUBLIC COMMUNICATION - None**

**4. CONTINUED PUBLIC HEARING - None**

**5. PUBLIC HEARING**

- 5a. Community Development Manager Anne Vierra presented the proposed Temporary Use Permit Revocation recommendation for 6848 Quail Way, providing Commission a history of the defensible space and permit condition violations on the property.

Chair Holman opened the public hearing at 6:14 p.m.

Terry and Hilary Johnson spoke in opposition to the revocation, citing the progress they have made in clearing the property to the Town's standards.

Chair Holman closed the public hearing at 6:24 p.m.

**MOTION by Morris, seconded by Holman**, to table discussion on the revocation of the 6848 Quail Way Temporary Use Permit for 120-days and to continue the public hearing at the March Planning Commission meeting. Roll call vote was unanimous.

- 5b. Community Development Manager Anne Vierra presented the California Concrete Site Plan Permit Application. Ms. Vierra reminded Commission that this project is subject to a 7-day appeal period, and if approved, no permits can be issued before that time.

Chair Holman opened the public hearing at 6:44 p.m.

There were no public comments.

Chair Holman closed the public hearing at 6:45 p.m.

**MOTION by Reynolds, seconded by Morris**, approved the California Concrete Site Plan Review Permit for the loading, unloading and storage of aggregate materials for mixing concrete at individual job sites. This use was approved on a 5-acre lot zoned Industrial Services (IS) located on American Way, identified as Assessor Parcel Number 055-180-098 with the general conditions as specified below. Roll call vote was unanimous.

**GENERAL CONDITIONS**

1. If any land use for which a site plan review permit has been granted and issued is not established within three years of the site plan review permit's effective date, the site plan review permit may become subject to revocation by the Town of Paradise.
2. Development on the property shall comply with the site development regulations outlined in Paradise Municipal Code (PMC) Section 17.23.400, and all state and federal regulations.
3. All activities within the business shall be conducted in a manner that is in compliance with the Town's Noise Ordinance Regulations (PMC Chapter 9.18).

4. The hours of operation must comply with any adopted curfew.
5. Secure Town of Paradise design review approval for any new business or identification signs prior to the establishment of such signs.
6. Any business signage, including banners and portable signs, must comply with the standards in PMC Chapter 17.37.

**CONDITIONS TO BE MET PRIOR TO THE COMMENCEMENT OF THE LAND USE**

7. The septic easement recorded under official records serial number 1987-0010484, affecting the southwesterly portion of the parcel, is to be marked off and protected from use or vehicle traffic or provide proof of abandonment of the easement.
8. Approved numbers or addresses shall be placed in such a position as to be visible from the street or road fronting the property.
9. The contractor's name and phone number shall be posted at all times. The sign shall include characters 12 inches high with a minimum 1" brush stroke and be visible from the road.
10. Comply with the Town of Paradise post construction standards for stormwater. Before storage of materials on the site, the applicant shall provide an Erosion and Sediment Control Plan for the temporary site use, including fencing, stockpile/soil management, tree protection, etc.

**CONDITIONS TO BE MET FOR THE DURATION OF THE LAND USE**

11. Maintain the lease of a commercial office within Paradise town limits. Any changes to the location of the office with require notification to the Town Planning Division.
12. Maintain a valid business license with the Town of Paradise.
13. No materials or vehicles shall be stored or parked within the building setbacks and/or easements. Aggregate over 50 cubic yards requires a grading permit.
14. No mixing or production of concrete shall take place at the site.
15. Encroachment permits are required if proposing to access via the public portions of American Wy or McKale Rd.
16. Erosion control measures shall be taken to control dust and movement of material on/off site per Town of Paradise requirements. Cleanup of any debris, such as mud and gravel, in the roadway throughout the day as needed.
17. For emergency purposes, washout bins or facilities are required to be well-kept to

prevent pollution, especially near water sources

18. All fire apparatus access roadways must be maintained unobstructed and drivable by fire apparatus throughout the duration of the land use. Access roadways shall be capable of holding an imposed load of 75,000 pounds including in adverse weather conditions.
19. Required portable fire extinguishing apparatuses shall be visible and accessible from any portion of the property.
20. Water shall be provided by either PID meter or construction meter on hydrant. Applicant shall comply with the requirements of Paradise Irrigation District.
21. Any proposed lighting to the site must be submitted for design approval prior to installation.
22. Upon submittal of permits for any structure, submit landscaping plans for review to the Development Services Department, Planning Division in accordance with Paradise Municipal Code requirements consisting of a minimum of 5% of the developed area and install approved landscape materials in a manner deemed satisfactory to the town Planning Director. Landscape Plans shall be designed in accordance with the requirements of the State of California Model Water Efficient Landscape Ordinance (MWELO). No 4-way (close-in) inspection on any structure shall receive approval prior to landscape plan approval, and no final building inspection or occupancy shall be permitted until the landscape materials have been installed (or bonded to guarantee installation).
23. Changes to the approved project and defined project area may require a modification to the Site Plan Review permit. Consult with the Town Planning Division prior to making changes.

- 5c. Senior Planner Amber DePaola presented the Anderson Conditional Use Permit Application. Ms. DePaola reminded Commission that this project is subject to a 7-day appeal period, and if approved, no permits can be issued before that time.

Chair Holman opened the public hearing at 6:55p.m.

There were no public comments.

Chair Holman closed the public hearing at 6:56 p.m.

**MOTION by Gerrard, seconded by Holman**, approved the Anderson Conditional Use Permit Application (PL24-00101) for construction sales and services land use to include a workshop and office, encompassing three parcels totaling 2.20 acres, zoned Community Commercial (CC) and located at 8680, 8670 and 8662 Skyway, and further identified as Assessor Parcel Nos. 051-102-036, -037 and -038, with the general conditions as specified below. Roll call vote was unanimous.

**GENERAL CONDITIONS**

1. If any land use for which a use permit has been granted and issued is not established within three years of the use permit's effective date, the conditional use permit may become subject to revocation by the Town of Paradise.
2. Outside light fixtures associated with the project shall be designed to not exceed a height of sixteen feet above finished grade and shall be shielded to prevent the direct projection of light onto adjoining and nearby properties.
3. Maintain the property in a manner consistent with the Town of Paradise Design Standards and the commercial property maintenance standards found in Paradise Municipal Code (PMC) Section 8.04.010.G.
4. All activities associated with the proposed construction sales and services shall be conducted in compliance with the Town of Paradise Noise Control Ordinance (PMC Chapter 9.18)
5. The property owner shall be required to establish and maintain solid waste collection services for the project property, provided by the franchised solid waste hauler, for the duration of the construction sales and service land use. A trash enclosure under separate permit is required.
6. Secure Town of Paradise design review approval for any new business sign prior to the establishment of such signs on the site.

**CONDITIONS TO BE MET PRIOR TO ISSUANCE OF BUILDING PERMIT(S)**

**SITE DEVELOPMENT**

7. Secure the issuance of an encroachment permit from the Town Public Works Department for the upgrade of any driveway encroachments to the Town's private driveway standard in a manner deemed satisfactory to the Town Engineer.
8. Submit a detailed Soil Erosion and Sediment Control Plan to the Town Public Works Department for approval by the Town Engineer PRIOR to the start of any earthwork. Show all erosion control devices and sedimentation basins required by Paradise Municipal Code Section 15.04.280.
9. The applicant shall comply with Chapter 8.56 "Stormwater Quality" of the Paradise Municipal Code (PMC). This includes compliance with Section 3.2 Discretionary (Plan Check) Projects Town's Post-Construction Standards Plan (Plan) which states that the applicant shall provide information about the project. The information shall determine the status of the project and applicable requirements under the Plan. The applicant shall fully comply with the Plan.

10. If disturbed project area exceeds one-acre, a Notice of Intent will need to be filed with the Regional Water Quality Control Board for a Stormwater Pollution and Prevention Plan (SWPPP).
11. No storage activities within the drainage easement, and no fencing to shall impede movement of water through drainage way.
12. All driveways and culverts to be updated to current standards.
13. Gates will need to be placed back away from the edge of the right of way. Vehicles must not obstruct the right of way.
14. Deed 30' from centerline of Rocky Lane and 40' from centerline of Skyway in a manner deemed satisfactory to the Town Engineer or provide a recorded document showing this requirement has been met.
15. Submit three (3) copies of an engineered site plan and grading plan related to the project site's proposed new features (i.e. parking facility, walkways, and culvert installation) to the Public Works Department (engineering division) for approval and pay applicable fees per the current fee schedule. Approval of the detailed site plan by the Town Engineer is required **PRIOR TO COMMENCEMENT** of site work for the project.

**SANITATION**

16. Barricade septic tanks from vehicle traffic and stockpiling in a manner deemed satisfactory to the Town Onsite Sanitary Official.

**CONSTRUCTION**

17. Meet the requirements of the Town Building Official regarding submittal of construction plans, building permit application, and all applicable town adopted construction code requirements. Use of a temporary commercial job trailer will require application and issuance of a temporary use permit in addition to a building permit.
18. Pay any applicable development impact fees, including Paradise Unified School District Fees, prior to issuance of building permits for project construction in accordance with Paradise Municipal Code requirements.

**CONDITIONS TO BE MET PRIOR TO FINAL BUILDING INSPECTION AND OCCUPANCY**

**SITE DEVELOPMENT**

19. Required landscape plans for the proposed project shall be designed by a licensed Landscape Architect OR licensed installer to provide for landscaping comprising a



minimum of ten percent of the developed area of the site. Landscape Plans shall be designed in accordance with the requirements of the State of California Model Water Efficient Landscape Ordinance (MWELO). Plan approval is required PRIOR to 4-way inspection. Site landscaping shall provide screening to neighboring residential properties and be installed or bonded prior to final building inspection. Landscaping and any site fencing must meet Paradise Municipal Code (PMC) Section 8.58 "Defensible Space and Hazardous Fuel Management".

20. The trash enclosure shall meet the requirements of the Town of Paradise design standards for the Clark Road and Community Commercial design guidelines, as well as the Northern Recycling & Waste Services requirements.
21. Equipment and storage areas shall be shielded from off-site view to the north and west with six-foot-tall sight obscuring fencing, or similar screening feature such as landscaping, in a manner satisfactory to the Town Planning Director and consistent with town zoning regulations.
22. Meet all requirements of the Engineering Division in accordance with written project review comments dated October 8, 2024, constructing all necessary site, drainage, access, and other facilities improvements as required by the Town Engineer. All construction shall be in conformance with generally acceptable engineering and construction practices.

**SANITATION**

23. Complete any requirements of the Town Onsite Sanitary Official regarding the installation, operation, and maintenance of the septic system.

**FIRE PROTECTION**

24. Meet all applicable project fire code requirements, as determined by the Town Fire Marshal.
25. A Knox emergency access key box is required at the main building entrance doorway with the specific mounting location approved by the Town Fire Marshal.

**UTILITIES**

26. Meet any requirements of the Paradise Irrigation District (PID) in accordance with written communication from PID staff regarding the Anderson Builder's Use Permit Application, received by the Planning Department October 8, 2024, and on file with the Town Development Services Department.

**6. OTHER BUSINESS** - None

**7. COMMITTEE ACTIVITIES** – None

**8. COMMISSION MEMBERS**

8a. Future agenda items:

Community Development Director Susan Hartman reviewed the downtown zoning recommendations that will be brought back to Commission in January.

**9. ADJOURNMENT**

Vice Chair Morris adjourned the meeting at 7:07 p.m.

Date Approved:

By:

Attest:

\_\_\_\_\_  
Charles Holman, Chair

\_\_\_\_\_  
Melanie Elvis, Town Clerk



**Town of Paradise**

**Planning Commission Agenda Summary**

**Agenda Item: 5(a)**

**Date: January 21, 2025**

**ORIGINATED BY:** Susan Hartman, CDD/Planning Director  
**REVIEWED BY:** Jim Goodwin, Town Manager  
**SUBJECT:** Town of Paradise General Plan Amendment and Property Rezone Application (PL24-000128)

**COMMISSION ACTION REQUESTED:**

1. Conduct duly noticed public hearing; and,
2. Adopt Planning Commission Resolution No. 2025-01, "A Resolution of the Paradise Planning Commission Recommending Town Council Adoption of a Paradise General Plan Land Use Map Amendment and Rezoning of Certain Real Property Within the Town of Paradise (TOP: PL24-00128)." (ROLL CALL VOTE)

**Background:**

The Town of Paradise has initiated a Paradise General Plan land use designation amendment from Public Institutional (PI) to Central Commercial (CC) and a zone change from Community-Facilities (C-F) to Central Business (C-B) affecting a  $\pm 1.52$ -acre cluster of properties located at 5680, 5690, & 5704 Black Olive Drive. Prior to 2014, Paradise Irrigation District's (PID) corporation yard was located on three (3) adjoining parcels on Black Olive Dr, just north of the Paradise Community Park. In 1984, these parcels were zoned Central Business but, at the time of the 1994 General Plan update, PID was using them for their corporation yard so the General Plan designation and zoning were updated at that time to Public Institutional/Community Facilities since that zoning was targeted for public and public institutional land uses such as government offices, schools, cemeteries, hospital and medical facilities, and utility services. PID has since moved their operations to a consolidated facility on Clark Rd and sold the properties on Black Olive Drive to a private owner.

**Analysis:**

The subject properties are adjacent to, but not included in, the current boundaries of the downtown Central Business zoning district and were previously identified as part of both the Downtown Revitalization Area and the (now defunct) Town of Paradise Redevelopment Area. While these parcels have historically been included in the redevelopment vision for the Town's business community, they do not currently have the appropriate zoning to accommodate their rebuild potential within the adjacent downtown corridor. As mentioned above, the current zoning supports public agency land uses and does not allow for even basic commercial development such as retail, restaurants, food sales, or multi-family development.

The Town's Police Department, Fire Department, Fleet Shop, and Public Works Yard are already situated on a nearby block in the downtown; the Paradise Recreation & Park District has a long-term lease with Butte County for their facility on Skyway, and Paradise Irrigation District has their

newly developed facility on Clark Rd which demonstrates that there is not a need to maintain these parcels solely for public agency use. In fact, the Central Business zoning still allows for government offices, schools, medical offices, and utility services but has the added benefit of also permitting a wide range of commercial office and business uses.

During the Town's public outreach efforts in 2024 to update the vision for the development of the downtown, these three parcels were identified as properties that would provide a public benefit by being rezoned back to Central Business, also requiring a General Plan land use amendment to Central Commercial, to further support the redevelopment of the downtown following the Camp Fire. This action would reinstate the zoning held by these parcels prior to 1994.

Surrounding land use is characterized by developed residential property to the north, the Community Park to the south, the Yellowstone Kelly Heritage Trail to the east, and vacant commercial (downtown) property to the west.

The proposed project application has been evaluated in accordance with the requirements of the California Environmental Quality Act (CEQA) and it was determined that there is no possibility adoption and implementation of the rezone would result in a direct and significantly adverse effect on the environment as there is no project associated with this action. Therefore, the proposed general plan amendment and rezone can be found to be exempt from the requirements of CEQA, pursuant to CEQA Guidelines section 15061 (b)(3) [General Rule Exemption].

Given the circumstances outlined above, Town staff is supportive of the Planning Commission endorsing the proposed application and adopting a formal recommendation to the Town Council for approval of a Paradise General Plan land use map designation amendment and zone change for the affected properties. Therefore, attached to this staff report for your consideration and recommended adoption is a proposed Planning Commission Resolution No. 2025-01 and its related Exhibits "A" and "B".

**Financial Impact:**

If ultimately adopted by the Town Council, the costs associated with updating the Town's zoning maps through the Chico State Geographical Information Center (GIC) would be covered by the Town's existing contract with the GIC.

**ATTACHMENTS FOR  
TOP GPA/REZONE**

1. Project vicinity map.
2. Notice sent to the affected property owner regarding the Town-initiated rezone.
3. Notice sent to surrounding property owners and the Paradise Post for the January 21, 2025 public hearing.
4. Mailing list of property owners and agencies notified of the public hearing.
5. Notice of Exemption prepared for the TOP rezone project.
6. Town of Paradise Resolution No.2025-01 “A Resolution of the Paradise Planning Commission Recommending Town Council Adoption of a Paradise General Plan Land Use Map Amendment and Rezoning of Certain Real Property Within the Town of Paradise (TOP: PL24-00128).”



**APPLICANT:** Town of Paradise

**OWNER:** Norman & Else Madsen Revocable Trust

5680, 5690, & 5704 Black Olive Dr

**PROJECT DESCRIPTION:**

Planning Commission consideration of a resolution recommending Town Council approval of a Town-initiated amendment to the Town of Paradise General Plan land use designation affecting a privately owned +/-1.52 acre cluster of properties from Public Institutional (PI) to Central Commercial (CC) and change the zoning for the same properties from Community Facilities (CF) to Central Business (CB) to remove the zoning previously assigned to Paradise Irrigation District when their corporation yard was located on these parcels and rezone to the adjacent Central Business zoning district. No development is proposed, only a zoning change.

**ZONING:** CF to CB

**GENERAL PLAN:** PI to CC

**FILE NO.** PL24-00128

**ASSESSOR PARCEL NO.** 052-204-001, 002, & 012

**MEETING DATE:** 01/21/2025



**Town of Paradise**  
Community Development Department  
Building Resiliency Center  
6295 Skyway  
Paradise, CA 95969  
(530) 872-6291 x411

---

December 17, 2024

Norman & Else Madsen Revocable Trust  
Norman & Else Madsen, Trustees  
1296 Hagen Rd  
Napa, CA 94558

Subject: Town-initiated Rezoning on Community Facilities Parcels, 5680 & 5704 Black Olive Dr, APNs 052-204-001, 002, & 012

Dear Mr. & Mrs. Madsen,

As part of the Town's post-Camp Fire efforts to support the rebuild of the Town's commercial districts and create a walkable downtown, the Town of Paradise is initiating a rezone of certain properties to C-B zoning (Central Business). The C-B zoning category will *increase* the potential commercial uses permitted on the above-referenced parcels.

The Town is working on updating its Downtown Master Plan and began a series of public engagement sessions in early 2024 in the form of public hearings, visioning session at the Community Park, and online surveys. The results of this effort culminated into an identified Walkable Downtown Core located within a portion of the C-B zoning district with modified allowable land uses which the Town Council will be reviewing for formal adoption in February and March 2025.

Your properties on Black Olive Drive, where the previous Paradise Irrigation District corporation yard was located, have been identified as properties to extend the C-B zoning district to as well as the Walkable Downtown Core. Due to the nature of the public agency activities that existed on the Black Olive properties at the time of the 1994 General Plan, the zoning assigned to those parcels was intended for public and public institutional land uses which accommodates uses such as government offices, cemeteries, schools, hospitals, post offices, and public transit facilities. Rezoning the properties to the Central Business District will open more commercial oriented development opportunities such as restaurants, retail services, hotel/motel/bed & breakfast, food sales, outdoor recreational facilities, and multi-family developments (top floor of mixed use).

Rezoning requires a public hearing process during which you, or a neighboring landowner, have an opportunity to provide testimony, either for or against the proposed rezone, to both the Paradise Planning Commission and the Paradise Town Council at their respective public hearings.



**Town of Paradise**  
Community Development Department  
Building Resiliency Center  
6295 Skyway  
Paradise, CA 95969  
(530) 872-6291 x411

---

Proposed rezoning meeting schedule:

January 21, 2025, 6:00 pm	Planning Commission Meeting (Recommendation)
February 11, 2025, 6:00 pm	Town Council Meeting (Introduction of rezone, adoption of General Plan Amendment)
March 11, 2025, 6:00 pm	Town Council Meeting (Adoption of rezone)

All meetings will be held at 6:00 pm at Paradise Town Hall (5555 Skyway, Paradise) in the Council Chambers. Additionally, Town Council meetings are broadcast live on the Town’s YouTube channel at <https://www.youtube.com/channel/UCahySuEER2uUrqJ6G5ET-Xg>. Meeting agendas can be found on the Town’s website at <https://www.townofparadise.com/meetings>.

Please feel free to contact this office with any questions you may have at (530) 872-6291 x424.

Sincerely,

Susan Hartman  
Community Development Director  
[shartman@townofparadise.com](mailto:shartman@townofparadise.com)



**NOTICE OF PUBLIC HEARING  
PARADISE PLANNING COMMISSION**

**NOTICE IS HEREBY GIVEN** by the Paradise Planning Commission that a public hearing will be held on Tuesday, January 21, 2025 at 6:00 p.m. in the Paradise Town Hall Conference Room, 5555 Skyway, Paradise, CA, regarding the following matter:

- a. Item determined to be exempt from environmental review under CEQA Guidelines section 15061(b)(3) (General rule exemption)

**TOWN OF PARADISE GENERAL PLAN AMENDMENT/REZONE APPLICATION (PL24-00128):**

Planning Commission consideration of a resolution recommending Town Council approval of a Town-initiated amendment to the Town of Paradise General Plan land use designation affecting a privately owned +/-1.52 acre cluster of properties from Public Institutional (PI) to Central Commercial (CC) and change the zoning for the same properties from Community Facilities (CF) to Central Business (CB) to remove the zoning previously assigned to Paradise Irrigation District when their corporation yard was located on these parcels and rezone to the adjacent Central Business zoning district. No development is proposed, only a zoning change. The project site is located at 5680, 5690, & 5704 Black Olive Dr, Paradise and further identified as Assessor Parcel Nos. 052-204-001, 002, & 012.

The project file is available for public inspection at the Development Services Department, Building Resiliency Center, 6295 Skyway, Paradise. If you challenge this project in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Paradise Planning Commission at, or prior to, the public hearing. For further information please contact the Development Services Department at (530) 872-6291, extension 424.

SUSAN HARTMAN  
Planning Director

APN	Owner	Owner 2	Mailing Address
052-241-011-000	MCDANIEL CHARLES P		4117 RETREAT CT, MODESTO CA 95356
052-241-010-000	JONES RICHARD E & KARLEE J		82 WEST SUTER RD, PARADISE CA 95969
052-204-006-000	SAKSCHIEWSKI DAVID & KORENE		PO BOX 377, CORNING CA 96021
052-204-005-000	DECHTER LORRAINE		5721 SCOTTWOOD RD, PARADISE CA 95969
052-204-004-000	EPPERSON THEODORE G JR		2824 OSBORNE RD, CAMERON PARK CA 95682
052-204-003-000	MORRIS JASON A		509 RHAPIS DR, CHICO CA 95928
052-204-002-000	MADSEN NORMAN B & ELSE M REVOCABLE TRUST	C/O MADSEN NORMAN & ELSE TRUSTEES	1296 HAGEN RD, NAPA CA 94558
052-204-001-000	MADSEN NORMAN B & ELSE M REVOCABLE TRUST	C/O MADSEN NORMAN & ELSE TRUSTEES	1296 HAGEN RD, NAPA CA 94558
052-203-032-000	TOWN OF PARADISE		--
052-202-013-000	HORNING M C JR		4425 JAMBOREE RD SUITE 250, NEWPORT BEACH CA 92660
052-202-007-000	PARADISE COMMUNITY COUNCIL INC		PO BOX 1853, PARADISE CA 95967
052-202-006-000	BERNDT DE PINEDA RHONDA L		6221 CLARK RD, PARADISE CA 95969
052-202-004-000	COLLETT MARY MARGARET REV LIVING TRUST	C/O COLLETT MARY M TRUSTEE	5699 BLACK OLIVE DR, PARADISE CA 95969
052-202-003-000	COLLETT MARY MARGARET REV LIVING TRUST	C/O COLLETT MARY M TRUSTEE	5699 BLACK OLIVE DR, PARADISE CA 95969
052-202-002-000	SMITH VICKY L		290 PACIFIC DR, PARADISE CA 95969
052-202-001-000	WILLIAMS FAMILY SURVIVORS TRUST ETAL	C/O WILLIAMS SANDEE TRUSTEE	10104 CORRIE CT, TRUCKEE CA 96161
052-143-010-000	HOWE MATTHEW		4939 CO RD 99W, ORLAND CA 95963
052-143-002-000	CALDWELL FAMILY TRUST	C/O CALDWELL CRAIGH & CHERYL CO-TRUSTEES	1269 ORO-CHICO HWY, DURHAM CA 95938
052-143-001-000	CORDEIRO LIVING TRUST	C/O CORDEIRO RAYMOND L & TERESE M TRUSTEES	1327 PERRY CT, TRACY CA 95377
052-142-016-000	MILBAUER FAMILY TRUST	C/O MILBAUER BRIAN & ELIZABETH TRUSTEES	15174 COUTOLENC RD, MAGALIA CA 95954
052-142-008-000	CERVANTES SHANIECE ROSARIO & MELGAR-FILGUERA MARIO		2825 ALBATROSS WAY, SACRAMENTO CA 95815
052-142-007-000	MACHADO DARLA KAY		5243 BLACK OLIVE DR, PARADISE CA 95969
052-142-006-000	MANWILL GARALD R & SHAUNA L		P O BOX 1733, PARADISE CA 95967
052-142-005-000	CASTRO JANET		3585 ROUND BARN BLVD APT 236, SANTA ROSA CA 95403
052-204-001-000	MADSEN NORMAN B & ELSE M REVOCABLE TRUST	C/O MADSEN NORMAN & ELSE TRUSTEES	1296 HAGEN RD, NAPA CA 94558

Paradise Unified School District  
6696 Clark Road  
Paradise, CA 95969

Paradise Irrigation District  
6332 Clark Road  
Paradise, CA 95969

Paradise Recreation & Park Dist.  
6626 Skyway  
Paradise, CA 95969

Paradise Ridge Chamber of  
Commerce  
6161 Clark Road Ste. 1  
Paradise, CA 95969

Paradise Board of Realtors  
6161 Clark Road Ste. 2  
Paradise, CA 95969

Pacific Gas & Electric  
Laird Oelrichs, Land Agent  
350 Salem St.  
Chico, CA 95928

Butte County Planning  
Courier

Paradise Cemetery District  
980 Elliott Road  
Paradise, CA 95969

Butte Co. Air Quality Mgmt. Dist.  
629 Entler Ave., Suite 15  
Chico, CA 95928

Butte Environmental Council  
313 Walnut St., Ste. 140  
Chico, CA 95928

# NOTICE OF EXEMPTION

**To:** File

**From:** Town of Paradise, Development Services Department,  
Planning Division, 6295 Skyway, Paradise, CA 95969

**Project Title:** Town of Paradise GPA/Rezone

**Project Applicant:** Town of Paradise

**Project Location:** 5680, 5690, & 5704 Black Olive Dr

**Project Description:** General Plan Amendment and Rezone to reinstate the Central Business zoning previously assigned to a cluster of properties prior to 1994.

**Approving Public Agency:** Town of Paradise

**Person or Agency  
Carrying Out Project:** Town of Paradise

**Exempt Status:**  
 Ministerial (Section 15268)  
 Emergency Project (Section 15269)  
 Categorical Exemption (Section 15302)  
 General Rule Exemption (Section 15061)

**Reason for Exemption:** The amendments do not constitute a project under CEQA, no physical activity is planned and there is no possibility of a significant environmental effect.

**Contact Person:** Susan Hartman, Planning Director  
(530) 872-6291 x424

**Signature:**   
\_\_\_\_\_

**Date:** \_\_\_\_\_ 01/08/2025 \_\_\_\_\_

**TOWN OF PARADISE  
PLANNING COMMISSION**

**RESOLUTION NO. 2025-01**

**A RESOLUTION OF THE PARADISE PLANNING COMMISSION RECOMMENDING TOWN  
COUNCIL ADOPTION OF A PARADISE GENERAL PLAN LAND USE MAP AMENDMENT  
AND REZONING OF CERTAIN REAL PROPERTY WITHIN THE TOWN OF PARADISE  
(TOP; PL24-00128)**

**WHEREAS**, the Paradise Planning Commission has conducted a public hearing, pursuant to the California Planning and Zoning Law, concerning a proposed amendment to the Paradise General Plan and property rezone; and

**WHEREAS**, said public hearing also included review of potential environmental impacts, pursuant to the California Environmental Quality Act; and

**WHEREAS**, Sections 65353, 65354 and 65854 of the California Government Code require the Planning Commission to conduct a public hearing and notify the Town Council in writing of its recommendation; and

**WHEREAS**, the Planning Commission has considered the analysis and recommendation of the Community Development Department (Planning Division) and has considered the comments made at a public hearing conducted by the Planning Commission on January 21, 2025; and

**WHEREAS**, the Planning Commission has determined that an amendment to the Paradise General Plan Land Use Map for a Central Commercial (C-C) land use designation and its related zone change to a Central Business (C-B) zoning district affecting properties located at 5680, 5690, & 5704 Black Olive Drive and further identified as AP Nos. 052-204-001, 052-204-002, and 052-204-012, as proposed, is in the public interest.

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

**SECTION 1.** The Planning Commission of the Town of Paradise hereby finds:

- a. That the proposed project is exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15601 (General Rule Exemption).
- b. That the general plan land use designation and zoning district requested to be assigned to the project property via the general plan amendment/rezone project application (PL24-

**RESOLUTION NO. 2025-01**

00128) is appropriate and reasonable because it would assign a Central Commercial (C-C) General Plan land use designation and Central Business (C-B) zoning to properties situated at a location with characteristics that satisfy the 1994 Paradise General Plan policies that are applicable to central business land use development.

**SECTION 2.** The Planning Commission of the Town of Paradise hereby recommends to the Town Council approval of the project application for Paradise General Plan Land Use Map amendment and its related zone change known as the TOP (PL24-00128) application for properties identified as AP Nos. 052-204-001, 052-204-002, and 052-204-012 as described in Exhibit “A” and shown in Exhibit “B” attached hereto and made a part hereof by reference.

**PASSED AND ADOPTED** by the Planning Commission of the Town of Paradise this 21<sup>st</sup> day of January 2025, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**NOT VOTING:**

---

Charles Holman, Chair

**ATTEST:**

---

Melanie Elvis, Town Clerk/Elections Official



**Town of Paradise**

**Planning Commission Agenda Summary**

**Agenda Item: 5(b)**

**Date: January 21, 2025**

**ORIGINATED BY:** Susan Hartman, Planning Director  
**REVIEWED BY:** Scott Huber, Town Attorney  
**SUBJECT:** Public Hearing to Consider Adoption of a Resolution Recommending Town Council Adoption of Text Amendments to Title 17 (Zoning) and Title 5 (Business Licenses) of the Paradise Municipal Code Relating to the Downtown

**COMMISSION ACTION REQUESTED:**

1. Conduct duly noticed public hearing; AND
2. Adopt Planning Commission Resolution No. 2025-02, "A Resolution of the Paradise Planning Commission Recommending Town Council Adoption of Text amendments to Title 5 and Title 17 of the Paradise Municipal Code Relative to the Central Business Zoning District; Vending Licenses; Farmers Markets; and the Walkable Downtown Core". OR
3. Provide alternative direction to staff.

**Background:**

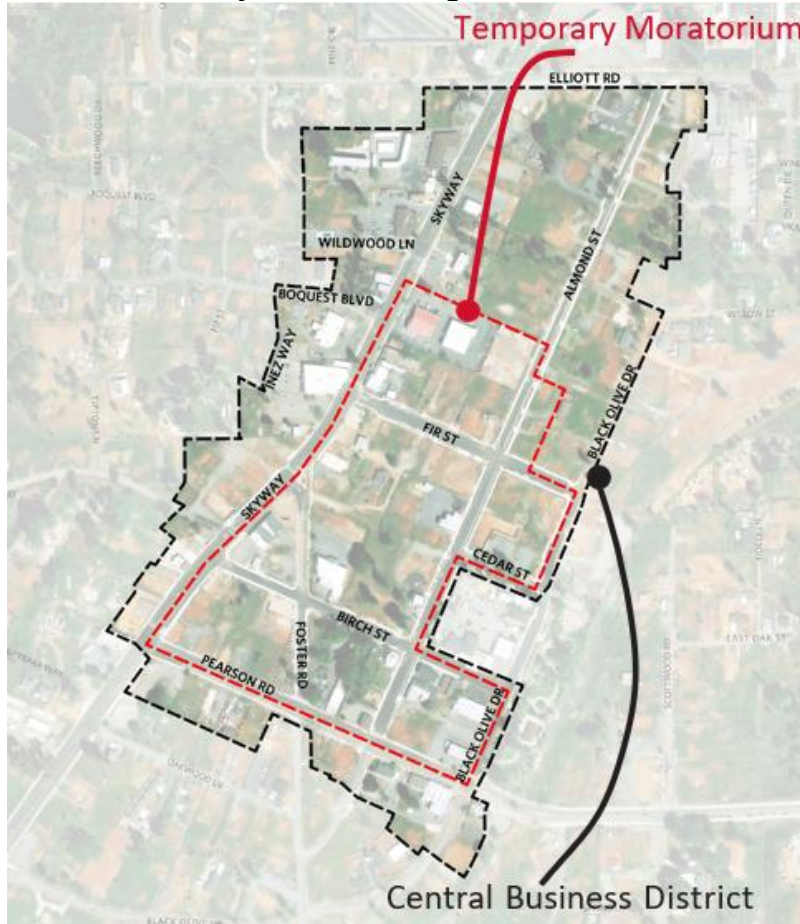
At the April 9, 2024 Town Council meeting, the Town Council requested a future agenda item, scheduled for a special council meeting on April 22, 2024, to discuss preserving the vision for the Town's commercial downtown core. On April 22, 2024, the Town Council conducted a public hearing at a special council meeting to discuss the zoning in the downtown and the potential impacts of the continued construction of residential land uses on the Town's vision for a revitalized and walkable downtown commercial district. At the conclusion of the hearing, the Town Council gave direction to staff to prepare an urgency ordinance for a moratorium on residential-type land uses in the Central Business (CB) Zoning District to be brought back to the regularly scheduled May 14, 2024 Council meeting.

On May 14, 2024, the Town Council adopted Ordinance No. 635 establishing a 45-day moratorium relating to the establishment of single-family, two-family, and multi-family residences within the entire Central Business (CB) zoning district. Additionally, Council authorized staff to enter into an agreement with Urban Design Associates (UDA) for an initial assessment of downtown Paradise to refine the area included in the downtown urgency ordinance. UDA reviewed the current conditions with staff and provided an estimation on the amount of commercial space appropriate for a walkable downtown that can be supported by the existing and projected population, based on the 2022 Commercial Market Analysis by Economic & Planning Systems, to help refine the area included in the moratorium.

At the June 18, 2024 Council meeting, prior the expiration of the initial 45-day moratorium, Ordinance No. 635 was extended an additional 10 months and 15 days to allow for a larger Phase II downtown strategy document from UDA that would serve as a conceptual master plan with recommendations for permanent zoning amendments to be brought back to the Council for

consideration. In addition, the boundary of the housing moratorium was reduced to a more focused area encompassing primarily the southern half of the Central Business Zoning District (outlined in red below) and referred to as the Walkable Downtown Core (WDC).

**Current boundary of the housing moratorium under extended Urgency Ordinance No. 635:**



An in-person community workshop was held on Saturday, August 10, 2024, at the Paradise Community Park to solicit feedback from residents on proposed infill uses, types of retail businesses they'd like to see, preferred building styles, and what their priorities for the downtown area were. For those who were unable to attend the in-person workshop, an online survey with like questions was launched in September which had 550 respondents.

Feedback collected from both the drop-in session and the online survey is summarized below:

Question	In-Person Responses (51)	Online Responses (550)
Paradise resident?	Yes – 73%	Yes – 77%
Desired types of uses in the Downtown? (Top 5 listed)	<ol style="list-style-type: none"> <li>1) Live/work (2-story)</li> <li>2) Arts &amp; Culture Event Space</li> <li>3) Food Truck Clusters</li> <li>4) Bed &amp; Breakfast</li> <li>5) Open Air Farmers Markets</li> </ol>	<ol style="list-style-type: none"> <li>1) Open Air Farmers Markets</li> <li>2) Food Truck Clusters</li> <li>3) Arts &amp; Culture Event Spaces</li> <li>4) Cultural Exhibits &amp; Museums</li> <li>5) Sports &amp; Health Clubs</li> </ol>
Question	In-Person Responses (51)	Online Responses (550)



Desired types of retail in the Downtown? (Top 5 listed)	<ol style="list-style-type: none"> <li>1) Restaurants</li> <li>2) Ice Cream/Soda Shop</li> <li>3) Brew Pubs</li> <li>4) Coffee Shops</li> <li>5) Bakeries</li> </ol>	<ol style="list-style-type: none"> <li>1) Restaurants</li> <li>2) Ice Cream/Soda Shop</li> <li>3) Bakeries</li> <li>4) Coffee Shops</li> <li>5) Brew Pubs</li> </ol>
Where would you like to see things happen? (opportunity areas)	<ol style="list-style-type: none"> <li>1) Fir Street / Skyway</li> <li>2) Almond St / Fir Street</li> </ol>	<ol style="list-style-type: none"> <li>1) Almond St / Fir Street</li> <li>2) Fir Street / Skyway</li> </ol>
Maximum building height?	2-story	2-story
What type of building? (Free standing, attached, or strip mall)	Free standing	Free standing
What type of architectural style?	Main street style (like downtown Chico)	Main street style (like downtown Chico)
What mix of uses? (Horizontal, vertical, or no mixed use)	Vertical mixed use (residential above commercial)	No mixed use (no housing, only commercial uses)
Additional events in the Downtown?	<ol style="list-style-type: none"> <li>1) Christmas lighted truck parade</li> <li>2) More Johnny Appleseed themed events</li> <li>3) More parades</li> </ol>	<ol style="list-style-type: none"> <li>1) Christmas lighted truck parade</li> <li>2) Longer seasons for events (into the cooler seasons)</li> <li>3) Art festivals</li> </ol>
What are your priorities for Downtown?	<ol style="list-style-type: none"> <li>1) More destination shops for visitors</li> <li>2) Walkable streets</li> <li>3) Bistros, places to hang out, cocktails, and outdoor dining</li> </ol>	<ol style="list-style-type: none"> <li>1) Bistros, places to hang out, cocktails, and outdoor dining</li> <li>2) Shade and trees</li> <li>3) Walkable streets</li> </ol>

**Analysis:**

The attached updated commercial market analysis was completed in October 2024 from Peloton Research and Economics. This market analysis aimed to estimate rebuilding timelines and project what the correlating demand for commercial uses would be, in approximate square feet of business space, and additionally determine how much of that square footage could be supported in the downtown.

Generally, every 1,000 residents help support approximately 30,000 to 45,000 square feet of commercial uses. With over 10,500 current residents, the 331,000 square feet of post-fire occupied retail space identified in the previous 2022 market study by EPS has a population base to support it. In the updated Peloton study, it is estimated that by 2060 the projected residential growth of Paradise could support an additional 410,000 square feet of commercial space with 190,000 square feet of that projected for the downtown.

Utilizing that market analysis data and comparing it to the 33 acres of undeveloped land available in the downtown, which has capacity to accommodate more than 200,000 square feet of commercial space, shows that the downtown has the ability to support the current and future projected commercial square footage needs with a large portion of that being located in the walkable downtown core (moratorium area) which in itself currently has 13.61 acres of vacant land.

While the Town continues to recover, Peloton presented some short-term (years 2025-2030) and

long-term (2030-2060) activation strategies for the downtown and walkable downtown core. In the short-term, to bring a renewed interest to the downtown and attract local visitors, suggestions for areas around the Fir St/Almond St intersection and the Birch St/Foster Rd intersection included:

- Hosting weekly events such as farmers' markets, food truck gatherings, and outdoor entertainment.
- Utilize existing street and sidewalk infrastructure to create pedestrian-friendly zones and encourage foot traffic.
- Introducing pop-up retail and temporary community uses to fill vacant spaces, generate excitement and test market demand.

In the long-term, to support sustainable growth and reflecting Paradise as a livable community, the suggestions included:

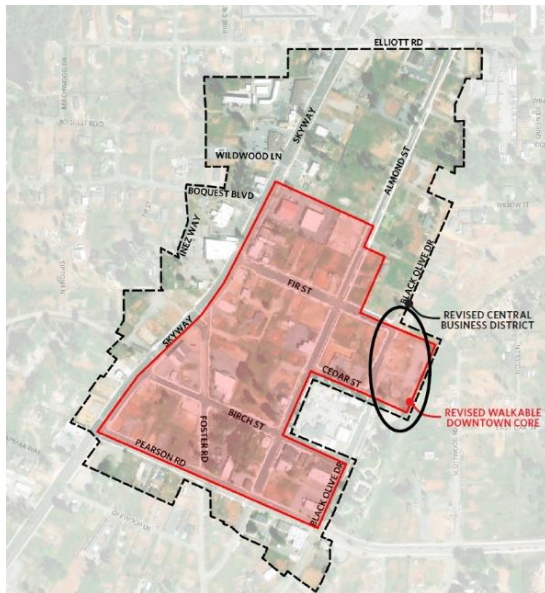
- Encourage mixed use development with ground-floor retail and upper-floor residential.
- Promote public plazas and outdoor seating areas to foster community interaction.
- Emphasize pedestrian and cycling infrastructure.

### Recommendations

To support the development of the downtown, with a walkable downtown core, UDA and staff analyzed the existing zoning standards and looked for ways to best support the vision of the downtown based on the public's feedback and the market analysis.

#### ➤ **Walkable Downtown Core (WDC) boundaries**

Based on feedback from stakeholders and the public, it is recommended that the boundaries of Central Business (CB) District, including the walkable downtown core (WDC), be extended to include the three parcels that used to house the PID corporation yard, just north of the Community Park.



#### ➤ **Use Recommendations for the CB District**

Responding to consistent comment from community members about the need to remove obstacles for development, there is a recommendation to make some of the land uses that currently require some level of entitlement (use permit) permitted by right. Those include:

- Body piercing/tattoo shop
- Bed and breakfast
- Club or lounge

- Cocktail lounge
- Commercial recreation (indoor)
- Cultural service
- Daycare facility
- Financial services
- Food sales
- Liquor sales
- Manufacturing (custom)
- Medical offices
- Park and recreation
- Parking facility (public)
- Restaurant

➤ **Uses Recommended to be added to the CB District**

Temporary uses can be a good early activator while the market continues to recover and new permanent uses that make the downtown a desirable place to visit are encouraged. Those recommended uses to be added to the CB District include:

- Temporary uses listed in Paradise Municipal Code section 17.32.100 not currently permitted in the CB zone such as:
  - Outdoor special sales, outdoor art and craft shows or exhibits, swap meets, farmers markets, flea markets, and parking lot sales.
  - Seasonal retail sale or agricultural or horticultural products raised off premises.
- Drive-in theater/outdoor amphitheater.
- Food truck vending.

➤ **Uses Recommended to be removed from the CB District**

What we heard from the public is that there is not a desire for the following land uses in the downtown:

- Auto repair
- Laundry services
- Any other uses that generate noxious fumes or excessive noise

➤ **Use Recommendations for the Walkable Downtown Core (WDC)**

Similar to the CB zoning district, which encompasses the greater downtown area, there are uses in the WDC recommended to be permitted by right instead of requiring any type of entitlement (use permit). Those include:

- Body piercing/tattoo shop
- Bed and breakfast
- Club or lounge
- Cocktail lounge
- Commercial recreation (indoor)
- Cultural service
- Daycare facility
- Dwelling, accessory (with permitted primary use) \*for upper floors only
- Financial services
- Food sales
- Liquor sales
- Manufacturing (custom)
- Medical offices
- Multiple-family residence \*for upper floors only
- Park and recreation

- Parking facility (public)
- Restaurant

➤ ***Uses Recommended to be added to the WDC***

Mirroring the recommended additions to the greater downtown area, the WDC is also recommended to allow:

- Temporary uses listed in Paradise Municipal Code section 17.32.100 not currently permitted in the CB zone such as:
  - Outdoor special sales, outdoor art and craft shows or exhibits, swap meets, farmers markets, flea markets, and parking lot sales.
  - Seasonal retail sale or agricultural or horticultural products raised off premises.
- Drive-in theater/outdoor amphitheater.
- Food truck vending.

➤ ***Uses Recommended to be removed from the WDC***

What we heard from the public is that there is not a desire for the following land uses in the WDC:

- Auto repair
- Laundry services
- Any other uses that generate noxious fumes or excessive noise
- Dwelling, accessory (with permitted primary use) \*on ground floors
- Multiple-family residence \*on ground floors
- Single-family residence
- Two-family residence

These zoning, temporary use, and business license text amendments were brought to the Town Council at their November 12, 2024 meeting for feedback and consensus. At the conclusion of the meeting, staff was given direction to move forward with the proposed zoning text amendments.

At the direction of the Town Council, staff has developed the attached resolution document (and its attached exhibits “A” & “B”) that, if adopted by the Planning Commission, would recommend Town Council adoption of text amendments to the Town’s Zoning Ordinance in order to accomplish the objectives outlined in the preceding discussion (added text in the attached “Exhibit A” is shown as shaded).

Planning staff, and the Town Attorney have determined, that the nature of the proposed text amendments is sufficiently minor in that there is no possibility adoption and implementation of the amendment would result in a direct and significantly adverse effect on the environment. Thus, the proposed amendment can be found to be exempt from the requirements of the California Environmental Quality Act [CEQA], pursuant to CEQA Guidelines section 15061 (b)(3) [General Rule Exemption].

**Financial Impact:**

If the ordinance amendments are ultimately adopted, future General Fund revenues would be reduced due to the reduction in required use permits.

**ATTACHMENTS:**

1. Notice of public hearing for the proposed text amendments.
2. CEQA Notice of Exemption dated December 16, 2024.
3. Planning Commission Resolution No. 2025-02, “A Resolution of the Paradise Planning Commission Recommending Town Council Adoption of Text amendments to Title 5 and Title

17 of the Paradise Municipal Code Relative to the Central Business Zoning District; Vending Licenses; Farmers Markets; and the Walkable Downtown Core”.

4. Peloton Commercial Market Opportunity Assessment, October 2024

**NOTICE OF PUBLIC HEARING  
PARADISE PLANNING COMMISSION**

**NOTICE IS HEREBY GIVEN** by the Paradise Planning Commission that a public hearing will be held on Tuesday, January 21, 2025 at 6:00 p.m. in the Paradise Town Hall Conference Room, 5555 Skyway, Paradise, CA, regarding the following matter:

- a. Item determined to be exempt from environmental review under CEQA Guidelines section 15061(b)(3) (General rule exemption)

**PARADISE MUNICIPAL CODE:** Planning Commission consideration of a resolution that, if adopted, would recommend Town Council adoption of proposed text amendments to the zoning regulations in Paradise Municipal Code (PMC) Title 17 (Zoning Ordinance) and Title 5 (Business Taxes, Licenses, and Regulations). If adopted by the Town Council, the amendments would: 1. identify the boundaries of a Walkable Downtown Core within the Central Business zoning district; 2. amend the land use regulations within the Central Business zoning and the Walkable Downtown Core; 3. amend the vending license regulations to allow food trucks in the Central Business zone; and 4. amend the temporary use permit regulations to allow farmers markets in the Central Business zone.

The project file is available for public inspection at the Development Services Department, Building Resiliency Center, 6295 Skyway, Paradise. If you challenge this project in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Paradise Planning Commission at, or prior to, the public hearing. For further information please contact the Development Services Department at (530) 872-6291, extension 424.

SUSAN HARTMAN  
Planning Director

# NOTICE OF EXEMPTION

**To:** File

**From:** Town of Paradise, Development Services Department,  
Planning Division, 6295 Skyway, Paradise, CA 95969

**Project Title:** PMC Title 17 [Zoning] & Title 5 [Business Licenses]  
Text Amendments

**Project Applicant:** Town of Paradise

**Project Location:** N/A

**Project Description:** Amendments to the Town zoning ordinance and business license ordinance relating to the permitted uses within the Central Business zoning district and the Walkable Downtown Core.

**Approving Public Agency:** Town of Paradise

**Person or Agency  
Carrying Out Project:** Town of Paradise

**Exempt Status:** \_\_\_\_\_ Ministerial (Section 15268)  
\_\_\_\_\_ Emergency Project (Section 15269)  
\_\_\_\_\_ Categorical Exemption (Section 15302)  
 X  General Rule Exemption (Section 15061)

**Reason for Exemption:** The amendments do not constitute a project under CEQA, no physical activity is planned and there is no possibility of a significant environmental effect.

**Contact Person:** Susan Hartman, Planning Director  
(530) 872-6291 x424

**Signature:**   
\_\_\_\_\_

**Date:** \_\_\_\_\_ 12/16/2024 \_\_\_\_\_

**TOWN OF PARADISE PLANNING COMMISSION  
RESOLUTION 2025-02**

**A RESOLUTION OF THE PARADISE PLANNING COMMISSION RECOMMENDING  
TOWN COUNCIL ADOPTION OF TEXT AMENDMENTS TO TITLE 5 AND TITLE 17 OF THE  
PARADISE MUNICIPAL CODE RELATIVE TO THE CENTRAL BUSINESS ZONING DISTRICT;  
VENDING LICENSES; FARMERS MARKETS; AND THE WALKABLE DOWNTOWN CORE**

**WHEREAS**, the Town of Paradise is legally required to direct and regulate land development and land uses via zoning regulations and other means that are consistent with its current Paradise General Plan as well as current state planning and zoning law; and

**WHEREAS**, during the aftermath of the Camp Fire and our recent community downtown visioning the Town Council adopted direction to town staff relative to some potential code changes to help support the economic recovery and rebuild of the Town’s commercial sector; and

**WHEREAS**, the Town planning staff advise that text regulations within Chapters 5.11, 17.20 and 17.32 of the Paradise Municipal Code (PMC) warrant amendment in order to: 1) become internally consistent with all other existing PMC statutes; 2) become consistent with and further implement the Paradise General Plan, particularly its land use element; 3) amend and/or create statutes that support development of commercial projects; and if adopted, would assist in the Camp Fire recovery efforts; and

**WHEREAS**, the Planning Commission conducted a duly noticed public hearing on January 21, 2025 to study and consider recommending Town Council adoption of text amendments to PMC Chapters 5.11, 17.20, and 17.32 as proposed by Town staff; and

**WHEREAS**, the public review also included review and determination that the proposed PMC text amendment is an activity that is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15061(b)(3) [general rule exemption] because there is no possibility that the amendment would result in a significantly adverse effect upon the environment; and

**WHEREAS**, the Planning Commission has considered the recommendation of the Town staff, etc., as well as input received during the public hearing; and on the basis of the foregoing, has determined that the text amendments to PMC Chapters 5.11, 17.20, and 17.32, are warranted at this time in order to aid in the rebuild efforts following the Camp Fire.

**NOW, THEREFORE, BE IT RESOLVED BY THE PLANNING COMMISSION OF THE TOWN OF PARADISE** as follows:

The Planning Commission hereby recommends to the Town Council of the Town of Paradise, adoption of the proposed text amendments to PMC Chapters 5.11, 17.20, and 17.32 as set forth in “**Exhibit A**” and the boundaries of the Walkable Downtown Core as shown in “**Exhibit**



**RESOLUTION NO. 2025-02**

**B"** attached hereto and made a part of by reference; and recommends to the Town Council that the proposed Paradise Municipal Code text amendments are not subject to the requirements of the California Environmental Quality Act (CEQA) in accordance with the general rule categorical exemption provisions of CEQA Guidelines section 15061.

**PASSED AND ADOPTED** by the Planning Commission of the Town of Paradise this 21<sup>st</sup> day of January 2025 by the Following Vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

---

Charles Holman, Chair

**ATTEST:**

---

Melanie Elvis, Town Clerk/Elections Official

EXHIBIT "A"

**SECTION 1.** Section 5.11.035 shall be deleted from Chapter 5.11 [Vending-Hawking-Peddling-Sales] of the Paradise Municipal Code as follows:

**~~5.11.035 Paradise Downtown and other areas.~~**

~~Except as otherwise provided in this chapter, any license issued by the planning director authorizing vending, hawking, peddling, or sales activity upon outdoor locations within the town adopted Paradise Downtown Revitalization Master Plan Area [Downtown] shall be subject to the following conditions:~~

- ~~A. All licensed hawking, peddling and vending sales activities upon outdoor locations within the Downtown shall be restricted to four (4) consecutive days or less and must be directly linked to a special community event sponsored by either a non-profit group/organization and/or a public entity recognized by the Town of Paradise.~~
- ~~B. Other than those activities linked to a special community sponsored event, any, and all licensed hawking, peddling and vending sales activities upon outdoor locations outside the Downtown shall be subject to all other provisions of this chapter.~~
- ~~C. Notwithstanding items A. and B., licensed full-time vending in the Downtown area shall be allowed if the vendor's commissary or brick and mortar restaurant is in the Downtown area. No vending licenses under this subsection shall be issued or in effect after December 31, 2023.~~

**SECTION 2.** Subsection "B" of Section 17.20.100 [Specific Purposes] of the Paradise Municipal Code shall be amended to read as follows:

**17.20.100 Specific purposes.**

The following purposes apply to the specific commercial zones.

- B. The central-business zone is intended for land areas located within the central commercial (downtown or core) area of Paradise and that provide for commercial retail and service uses, public uses, professional and administrative office uses, and multiple-family residential uses. The central-business zone is consistent with the central-commercial (C-C) land use designation of the Paradise general plan and it is potentially consistent with the town-commercial (T-C) Paradise general plan land use designation. Within the central-business zone, the Walkable Downtown Core (WDC) shall be established by this title and have the boundaries shown on the Walkable Downtown Core map which is adopted concurrently herewith.

**SECTION 3.** Section 17.20.200 of Chapter 17.20 [Neighborhood-Commercial (N-C), Central-Business (C-B) and Community-Commercial C-C Zones] of the Paradise Municipal Code shall be amended to read as follows:

**RESOLUTION NO. 2025-02**

**17.20.200 Permitted and conditional uses.**

In the neighborhood-commercial, central-business and, community commercial zones, and the walkable downtown core, the following land uses are permitted where indicated by the letter "P," and are uses permitted subject to town issuance of a conditional use permit where indicated by the letter "C." Uses indicated by the letter "S" are permitted uses with town approval and issuance of a site plan review. Uses identified with the letter "A" are permitted land uses upon town approval and issuance of an administrative permit.

P/C/S				Uses
N-C	C-B	WDC	C-C	
-	P	P	A	Administrative service
S	A	A	-	Agricultural employee housing, limited residential
C	-	-	C	Auto body repair
C	S	-	A	Auto repair
-	S	S	A	Auto sales (indoor)
-	-	-	S	Auto sales (outdoor)
S	A P	P	P	Bed and breakfast
-	- P	P	C	Body piercing/tattoo shop
P	P	P	P	Business office
-	A	A	P	Business services
-	S	S	S	Business/trade school
-	-	-	C	Campground
-	-	-	S	Car washing
-	S P	P	S	Club or lodge
-	C P	P	S	Cocktail lounge
C	C P	P	S	Commercial recreation (indoor)
-	- P	P	C	Commercial recreation (outdoor)
C	-	-	C	Community care facility
-	-	-	S	Convalescent service
C	-	-	C	Construction sales and service
A	P	P	P	Consumer repair
-	A P	P	A	Cultural service
C	C P	P	S	Day care facility
-	P	P	C	Drive-in theater/outdoor amphitheater
P	P	P*	P	Dwelling, accessory (with permitted primary use) *only upper floors in WDC
-	C	C	C	Educational facility
-	-	-	C	Emergency shelters
-	-	-	S	Equipment repair
P	P	P	P	Family daycare home
-	A P	P	P	Financial services
S	A P	P	P	Food sales
-	-	-	C	Fuelwood sales
-	C	C	S	Funeral home
P	P	P	P	Guidance service (limited)
-	-	-	C	Kennel (indoor)
-	-	-	S	*Large collection recycling facility
-	-	-	C	Large retail project
-	C	-	S	Laundry services
-	-	-	C	*Light processing recycling facility

**RESOLUTION NO. 2025-02**

C	€ P	P	P	Liquor sales
S	§ P	P	P	Manufacturing (custom)
-	-	-	C	Manufacturing (light)
S	A P	P	P	Medical offices
-	-	-	C	Mobile home park
-	-	-	S	Mobile home sales
-	S	S	S	Motel or lodging
-	S	P*	S	Multiple-family residence (*only upper floors in WDC)
P	P	P	P	Open space
-	§ P	P	C	Park and recreation
-	A P	P	A	Parking facility (public)
-	S	S	S	Parking facility (private-commercial)
S	A	A	P	Personal improvement
S	P	P	P	Personal services
S	A	A	P	Pet services
-	P	P	P	Pet shop
S	S	S	S	Postal facility
P	P	P	P	Professional office
-	C	C	C	Public assembly
-	C	C	C	Religious assembly
-	C	C	S	Research services
-	-	-	S	Residential, group
C	A P	P	P	Restaurant
S	P	P	P	Retail services
A	A	A	A	*Reverse vending machine
S	A	A	S	Safety service
-	-	-	S	Service station
S	A	-	-	Single-family residence
A	A	A	A	*Small collection recycling facility
-	-	-	C	Towing service/vehicle impound
-	A	A	S	Transportation service
-	C	C	C	Transportation terminal
-	S	-	S	Two-family residence (density applied)
P	P	P	P	Utility service (minor)
C	C	C	C	Utility service (major)
-	C	C	S	Veterinary service
-	-	-	C	Warehouse (general)
-	-	-	P	Warehouse (limited)
-	A	A	A	Wastewater treatment/disposal utility

\* Refer to Chapter 17.40.

**SECTION 4.** Subsections “G” and “I” of Section 17.32.100 [Temporary Use Regulations] of the Paradise Municipal Code shall be amended to read as follows:

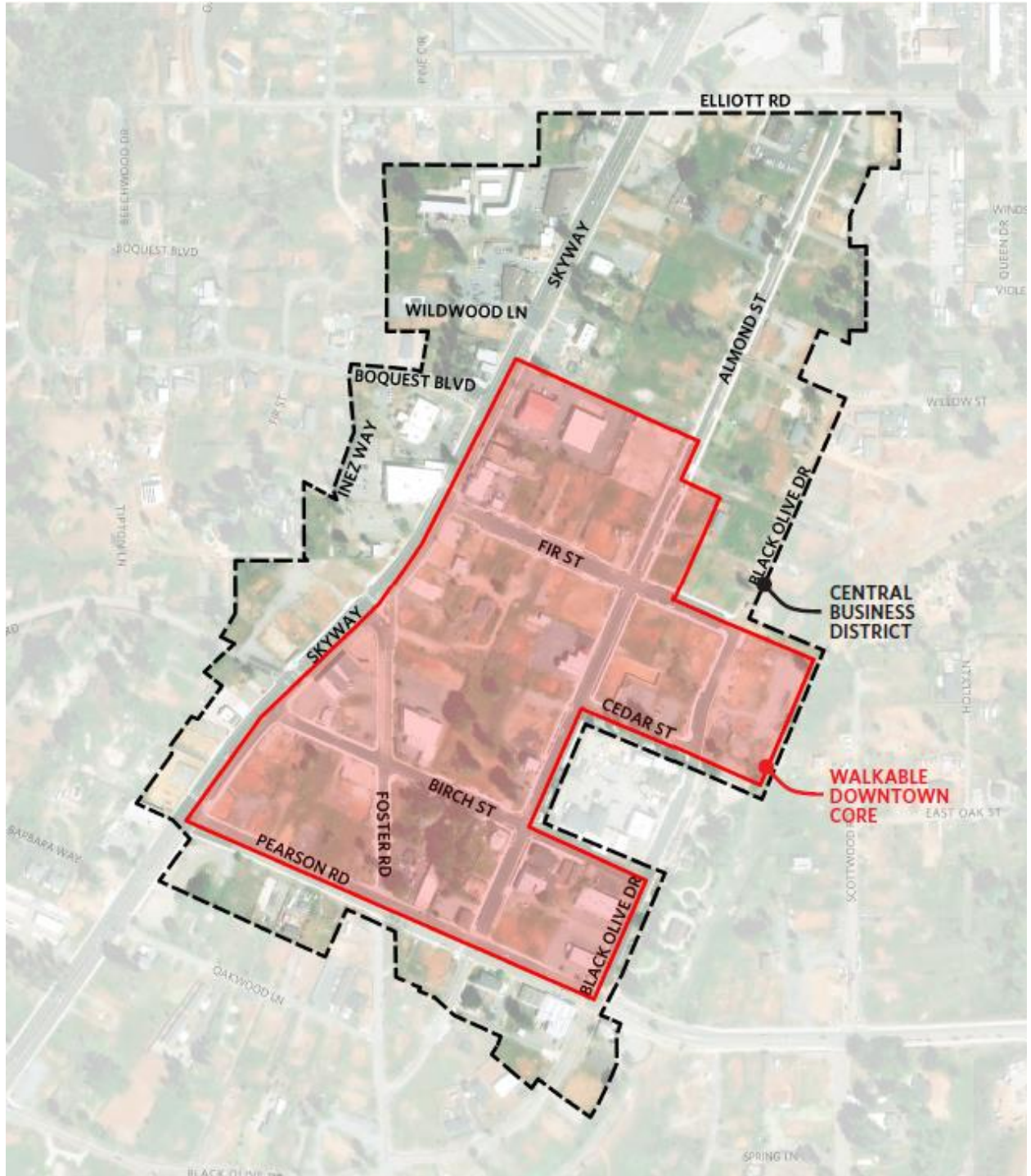
**17.32.100 Temporary use regulations.**

The following temporary land uses shall be allowed subject to the regulations set forth within this chapter. Note: All temporary land uses that include food sales require a permit from the Butte County department of public health.

## RESOLUTION NO. 2025-02

- G. Outdoor special sales, outdoor art and craft shows or exhibits, swap meets, farmers markets, flea markets, parking lot sales, or similar sales activities, limited to sites in C-C, C-B, C-F and C-S zoning districts, and the walkable downtown core, and to operation for not more than three (3) consecutive days or more than a total of twenty-one (21) days in the same year: permitted and subject to the business licenses regulations of Chapter 5.11 of this code.
- I. Seasonal retail sale of agricultural or horticultural products, including farmers markets, raised off the premises and limited to sites in C-C, C-B, C-F or C-S zoning districts, and the walkable downtown core: permitted and subject to the business licenses regulations of Chapter 5.11 of this code.

EXHIBIT "B"



# Commercial Market Opportunity Assessment for the Town of Paradise Downtown Master Plan Paradise, California

September 24, 2024

*Submitted to:*

**Barry Long, CEO**  
Urban Design Associates (UDA)  
*On behalf of the Town of Paradise*  
3 PPG Place, 3rd Floor  
Pittsburgh, PA 15222

*Submitted by:*

Richard Hunt, Principal  
125 W. Third Street  
Suite 250  
Chico, CA 95928  
(530) 228-0922  
[rfh@pelotonrecon.com](mailto:rfh@pelotonrecon.com)

TABLE OF CONTENTS

SECTION	TITLE	PAGE
	Table of Contents .....	i
1	Executive Summary .....	1
	1.1: Study Objective .....	1
	1.2: Methodology and Approach .....	1
	1.3: Executive Summary of Findings .....	2
2	Population and Household Growth to 2060 .....	5
3	Retail Market Conditions in Paradise .....	7
	3.1: National Market Conditions.....	7
	3.2: Market Conditions in Paradise.....	8
	3.3: Retail Space Demand & Occupancy Status .....	8
	3.4: Retail Leakage to Chico.....	10
4	Taxable Retail Sales in Paradise .....	11
	4.1: General Trends .....	11
	4.2: Per Household Sales Composition .....	11
	4.3: Key Insights .....	12
5	Retail Spending and Commercial Space Demand .....	14
	5.1: Paradise Resident Retail Spending .....	14
	5.2: Paradise Retail and Commercial Space Demand .....	15
6	Paradise CBD Property Overview .....	16
	6.1: CBD and Moratorium Boundary .....	16
	6.2: Vacant Land Analysis .....	16
7	Traffic Counts and Impacts.....	18
	7.1: Impact on Retail Demand .....	18
	7.2: Strategic Planning for Increased Foot Traffic.....	18
8	Employment and Worker Dynamics in Paradise.....	19
9	Central Business District (CBD) Operations.....	20
10	Short-Term Activation Strategies for the CBD (2024-2030).....	21
11	Long-Term Development Strategy for the WDC (2030-2060) .....	21
12	Rural-Oriented Mixed-Use Planning .....	21



TABLE OF CONTENTS - *Continued*

SECTION	TITLE	PAGE
13	Retail Space Demand and Programming - CBD.....	22
14	Public Outreach and Community Priorities.....	25
	14.1: Key Community Feedback from the Public Outreach Session.....	25
	14.2: Alignment of Community Feedback with Study Recommendations.....	26
15	Alignment with Original Land Use Goals and General Plan Objectives .....	27
16	Conclusion.....	28

## 1. Executive Summary

### 1.1 Study Objective

This report is prepared based on the **Peloton Research + Economics (Peloton Research)** conducted between August and September 2024, which serves as an updated and extended analysis of the Town of Paradise's retail and commercial sectors. It builds upon the *Commercial Market Analysis* initially prepared by **Economic Planning Systems (EPS)** in February 2022 and offers **extended projections to 2060**. This document aims to provide **Urban Design Associates (UDA)** with detailed information that will aid in the development of a master plan for Downtown Paradise.

The focus of this report is to offer a realistic, long-term outlook on population dynamics, taxable retail sales, retail demand, the vacancy landscape, challenges, opportunities, and development recommendations. Emphasis is placed on the revitalization of the Central Business District (CBD), focusing on the creation of a **Walkable Downtown Core (WDC)** to facilitate sustainable economic growth, improved retail offerings, and enhanced employment opportunities.

### 1.2 Methodology and Approach

#### EPS Study (2022) Overview

The EPS Study was conducted during 2021 and provided to the Town of Paradise in February 2022 as a preliminary response to assess the Town's economic potential post-Camp Fire. The study involved:

- **Retail Sales Trends Analysis:** Historical analysis of retail sales by category from 2009-2020.
- **Retail Leakage Assessment:** Identification of retail categories with unmet demand and leakage to neighboring markets, particularly Chico.
- **Population and Household Projections:** Population growth and retail space needs estimated to 2030 using data from the California Department of Finance (DOF) and the Butte County Association of Governments (BCAG).
- **Retail Space Locations and Occupancy Status:** A list of spaces from CoStar was included to identify occupied and vacant retail spaces within **Paradise and Magalia**.
- **Retail Space Demand Calculation:** EPS projected a need for **140,000 square feet** of new retail space by **2030**, assuming an optimistic **80% retail capture rate**.
- **Economic Development Focus:** EPS provided some high-level recommendations of economic development strategies for the Town overall.

## Peloton Study (2024) Methodology

Peloton Research updated the EPS findings by incorporating newer, more granular data:

- **Recent Population and Housing Data:** Reviewed data from DOF, BCAG, and CalTrans, showing strong in the Town of Paradise (the highest rate of growth in the State of California).
- **Community Engagement:** Community outreach meeting at Depot Park in August 2024 followed by field research to help understand local needs, desires, and conditions more accurately.
- **Survey of Vacant Parcels in the CBD:** Conducted a site survey in the CBD to identify vacant properties and calculate total available acreage.
- **Updated Surveys of Retail Operations:** Detailed surveys of retail businesses in **Paradise** and **Magalia**, providing an accurate current snapshot of occupancy and commercial activity.
- **Taxable Retail Sales Data:** Data from the California Department of Tax and Fee Administration (CDTFA) and the Town of Paradise Finance Department to capture taxable sales trends through 2023.
- **Revised Population and Retail Demand Projections:** Long-term projections through **2060**, utilizing a more conservative **65% retail capture rate**.

This update represents a conservative approach based on recent data and better alignment with rebuilding realities, population shifts, regional competition, and local market context, providing a realistic foundation for planning future commercial growth in Paradise.

## 1.3 Executive Summary of Findings

### Population and Household Growth: Expanded Projections to 2060

- The DOF estimated the Town's total population as 10,691 as of January 1, 2024. Based on this figure, the Town added 1,486 residents from 2023 to 2024, for a **growth rate of 16.14%, the fastest growth rate of any city in California**.
- Peloton Research has projected the population of Paradise to continue a strong growth trajectory to 2060. Key population highlights from 2030 to 2060 include:
  - 2030 = 14,637 residents
  - 2045 = 20,501 residents
  - 2060 = 26,573 residents
- A sustained increase in household size since 2019 suggests a larger number of family households with children have entered the market at a faster rate than households comprising singles and couples.

### Industry Employment and Workforce Dynamics

- More workers are commuting to Paradise for work every day versus those commuting to other markets. The influx of daily workers has helped support retail and commercial growth in the community.
- In 2021, **2,374 workers commuted to Paradise for work**, while 1,722 residents commuted to jobs elsewhere. This net inflow of workers contributes to the local economy and helps to fill the gap left by residents who previously worked locally.
- **Retail and Construction** employment has continued to grow due to ongoing rebuilding.
- Key industry sectors to target for future growth should include the **Healthcare** and **Services** sectors to expand options for local residents.
- The community is expected to see improvements in labor force participation as housing unit growth supports new household formation and local job opportunities return.

### Retail Market Conditions

- Retail occupancy in Paradise should solid improvement from 2022 to 2024, with **vacancy rates dropping from 40% (2022) to 28.6% (2024)**.
- Notable retail changes in the Town include the opening of **True Value Hardware, Ross Dress for Less**, and **Five Below**, while **Big Lots** and **Rite Aid** closed.
- Taxable retail sales in Paradise grew from **\$42.3 million in 2019 to \$87.8 million in 2023**.

### Retail Spending and Demand Analysis

- Average household spending is projected to grow from **\$29,386 in 2025 to \$73,531 by 2060**, offering significant opportunities for local retailers.
- Addressing retail leakage to outside markets is crucial, especially in categories like general merchandise and food services.

### Retail and Commercial Space Demand: CBD Focus

- The **EPS Study (2022)** anticipated **140,000 square feet** of new retail space in the Town of Paradise by **2030** with the CBD capable of supporting up to **73,000** of that total.
- **Peloton Research (2024)** has estimated remaining retail space demand of **117,285 square feet** for the Town of Paradise by **2030** with **44,395 square feet** of potential space demand for the CBD.
- Looking forward to **2060**, Peloton Research has estimated **409,556 square feet** of new retail space demand for the Town of Paradise by **2060**, with **188,219 square feet** of that total projected for the **Downtown Core**.

- The Peloton Research study identified **33.6 acres of vacant land without buildings in the CBD** (versus the 6.5 acres identified in the EPS study), which is more than adequate to support the projected retail demand of up to 200,000 square feet by 2060, utilizing only a portion of the available land in the CBD.
- The updated retail demand estimates reflect a more conservative **65% retail capture rate** and consider the significant retail leakage to Chico, which captures nearly two-thirds of taxable retail spending in Butte County. Peloton Research recommendations are aimed at reducing this leakage through targeted retail development in Paradise that meets local consumer needs, focusing on building a vibrant, pedestrian-friendly downtown.

**Infrastructure Development as a Growth Enabler**

- **Sewer System:** The completion of the sewer system by 2030 would provide a strong incentive for more intensive commercial uses, such as restaurants, cafes, brewpubs, hospitality uses, and mixed-use residential buildings to locate in the CBD. These uses are considered essential to a vibrant downtown.
- **Road, Sidewalk, and Streetscape Improvements:** The existing upgraded roads, sidewalks, and pedestrian amenities within the CBD enhance accessibility, making it more attractive to developers, businesses, and visitors.
- **Reduced Costs:** The presence of sewer and street improvements means developers can bypass significant infrastructure costs, which often serve as a barrier to development in smaller communities.

**Potential Uses for the CBD**

- Peloton Research identified potential retail and commercial uses for the CBD, aiming for up to 200,000 square feet of development by 2060. These include:

**Proposed Uses by Business Type  
Town of Paradise CBD  
2025 to 2060**

Business Type	Square Footage Range	No. of Locations	CBD Sq. Feet
Food Co-Op / Specialty Grocery Store	10,000 - 15,000	1	15,000
Café / Coffee Shop	1,200 - 2,000	3	6,000
Community Health and Wellness Center	8,000 - 10,000	1	10,000
Outdoor Recreation Supply Store	7,000 - 10,000	1	10,000
Artisan Market / Craft Store	4,000 - 6,000	1	6,000
Small-Scale Entertainment Venue	5,000 - 10,000	1	10,000
Retail Incubator / Pop-Up Space	7,000 - 10,000	1	10,000
Boutique Hotel / Bed & Breakfast	20,000 - 25,000	1	25,000
Co-Working Space / Office Suites	10,000 - 12,000	1	12,000
Destination Restaurant / Brewpub	8,000 - 12,000	1	12,000
Personal Service & Studio Spaces	12,000 - 15,000	12	15,000

Source: Peloton Research + Economics, 2024

These uses are designed to cater to both local residents and visitors, create employment opportunities, and provide a diverse range of retail, service, and community-oriented offerings. The aim is to enhance the appeal of the CBD as a destination while addressing community needs.

## 2. Population and Household Growth: Updated Projections to 2060

### BCAG Revisions

The findings in this report incorporate the updated population and household growth projections released by the **Butte County Association of Governments (BCAG)** in **March 2023**, which significantly revised the earlier post-Camp Fire projections (2018-2045) that formed the basis for 2030 population figures used by EPS. The revisions for 2022 to 2045 highlight the challenges Paradise has faced in rebuilding and a slowing pace of recovery compared to original estimates. **Table 1** shows the difference in Population and Housing Unit estimates between the two forecast periods.

**Table 1**

**Changes in BCAG Forecast Numbers to Year 2045**  
2018 vs 2022 Base Year Population and Housing Unit Figures  
Town of Paradise

#### Population Forecast

Forecast Period	2020	2025	2030	2035	2040	2045
Population 2018-45	4,631	14,101	18,867	21,446	22,562	23,503
Population 2022-45	4,710	11,024	13,356	15,088	15,324	15,491
<b>Difference =</b>	<b>79</b>	<b>(3,077)</b>	<b>(5,511)</b>	<b>(6,358)</b>	<b>(7,238)</b>	<b>(8,012)</b>

#### Housing Unit Forecast

Forecast Period	2020	2025	2030	2035	2040	2045
Housing Units 2018-45	1,766	4,851	5,860	6,624	7,018	7,310
Housing Units 2022-45	2,436	5,297	6,417	7,249	7,362	7,443
<b>Difference =</b>	<b>670</b>	<b>446</b>	<b>557</b>	<b>625</b>	<b>344</b>	<b>133</b>

Source: BCAG - Post-Camp Fire Growth Forecast 2018-2045, Regional Growth Forecasts 2022-2045; Peloton Research + Economics, 2024

### BCAG Revised Population and Housing Unit Forecasts

- **BCAG (2018-2045 forecast)** initially projected that Paradise would reach **18,867** residents by **2030** and **23,503** by **2045**. New figures for 2022-2045 show:
  - Population by **2025** revised to **11,024** (down by **3,077** from initial estimates).
  - Population by **2030** revised to **13,356** (a reduction of **5,511** from previous forecast).
  - Population by **2045** revised to **15,491** (a reduction of **8,012** compared to the original forecast).

- BCAG made changes to population figures to be more in-line with DOF estimates and forecasts.
- BCAG adjusted housing unit counts upward from previous forecasts. BCAG (2018-2045 forecast) projected 5,860 housing units by 2030 and 7,310 by 2045. New figures from their 2022-2045 forecast show:
  - Housing units by **2025** revised to **5,297** (up by **446** from initial estimates).
  - Housing units by **2030** revised to **6,417** (up by **557** from previous forecast).
  - Housing units by **2045** revised to **7,443** (an increase of **133** units compared to the original forecast).
- BCAG adjusted household sizes downward to reconcile the change in population with the projected growth in housing units.

### Population Projections (2024-2060) – Peloton Research

Using the updated BCAG data for Paradise and DOF State-level projections for Butte County as a foundation, Peloton Research extended population projections through **2060 (See Table 2)**:

- **2024 Population Estimate: 10,691** residents (per **DOF** estimate January 1, 2024).
- Projected Growth:
  - **14,637 residents by 2030**: Peloton Research is projecting higher growth than that in BCAG’s 2023 update, though these figures remain conservative and account for rising cost constraints in the market.
  - **26,573 residents by 2060**: Reflecting long-term recovery and potential acceleration post-2030 enabled by an operational wastewater system.

Table 2

#### Paradise Household Population Projection 2024 to 2060

Household Counts	2024 [1]	2025	2030	2035	2040	2045	2050	2055	2060
Household Population =	10,691	11,797	14,637	16,672	18,477	20,501	22,525	24,549	26,573
Total Households =	4,124	4,719	6,099	7,249	8,399	9,319	10,239	11,159	12,079
New Households Per Period =	317	595	1,380	1,150	1,150	920	920	920	920

[1] Population estimate for 2024 from DOF Official State Estimates, January 1, 2024.

Source: Peloton Research + Economics, 2024

### Housing Units and Household Projections (2024-2060) – Peloton Research

- **Current Housing Units (2024)**: Paradise had **4,779** housing units by **2024**, an increase from **2,323** units at the beginning of **2019**. This growth reflects new single-family homes and multi-family units added since the Camp Fire.

- **Household Size Adjustments:** The average household size has been adjusted based on updated estimates. Previous projections by BCAG assumed household sizes would reach 3.24 persons per household by 2035, but recent data revised this down to 2.5 persons per household in 2025, stabilizing at 2.2 persons per household from 2036 to 2060.
- **Future Housing Units by 2060:** An adjustment to annual housing unit and household counts was also made to reflect future changes in the number of units delivered over 35 years (shown in the following table as occupied housing units delivered per year):

**Base Assumptions for Population & Household Projections**  
 Peloton Research + Economics  
**Town of Paradise**  
**2025 to 2060**

Forecast Time Period	New Units Per Year	Vacancy Rate %	Average HH Size
2025	400	8%	2.5
2026-2030	300	8%	2.4
2031-2035	250	8%	2.3
2036-2040	250	8%	2.2
2041-2045	200	8%	2.2
2046-2050	200	8%	2.2
2051-2055	200	8%	2.2
2056-2060	200	8%	2.2

Note: New units shown as occupied units or households.

- Peloton Research projects 400 occupied units annually from 2025, decreasing gradually to 200 units per year by 2041-2060 as access to easily buildable lots and land becomes more challenging.

These revised household projections provide a more conservative yet realistic outlook for residential recovery and growth. Peloton Research has extended the forecast to 2060 to account for future infrastructure improvements, an evolving economic landscape, opportunities for infill development, and long-term rebuilding timeline.

### 3. Retail Market Conditions in Paradise (2022-2024)

#### 3.1 National Market Conditions

- **COVID-19 Impacts:** Nationally, the retail and commercial sectors have been heavily influenced by the COVID-19 pandemic, which disrupted traditional retail patterns. Online retail gained significant market share, leading to a decline in foot traffic at physical retail locations.
- **Recovery Trends:** The Federal Reserve’s tightening monetary policy has also affected commercial leasing, as interest rate increases have made financing more expensive, impacting new developments. Despite these challenges, retail markets are showing signs of adaptation, with a focus on experiential retail and community-based commercial hubs.



- **Labor Costs and Supply Chains:** Rising labor costs and supply chain disruptions have increased the operational costs for businesses, which directly impacts the profitability and growth potential of small retail operators, particularly in rural areas like Paradise.

### 3.2 Market Conditions in Paradise

- **Post-Fire Recovery:** Since the 2018 Camp Fire, Paradise has shown stronger than expected growth, due in part to new roadway infrastructure, schools, and an active building community delivering competitively priced housing units to a diverse range of household types.
- **Current Retail Conditions:** As of 2024, Paradise has shown positive signs of retail recovery, with a rise in retail occupancies and the arrival of several key retailers, such as True Value Hardware and Grocery Outlet. However, the overall retail/commercial landscape is still impacted by retail leakage to Chico, which continues to capture a majority of regional spending in Butte County.

### 3.3 Retail Space Demand and Occupancy Status

- Retail market conditions in Paradise have undergone changes since the initial study conducted by EPS in 2022. The EPS Study reported a total of 551,675 square feet of retail space, with an overall **vacancy rate of 40%**. The Peloton Research Study (2024) updated the data as follows:
  - **Occupied space** increased from 331,013 square feet (2022) to 395,152 square feet (2024).
  - **Vacant space** decreased from 220,662 square feet (2022) to 158,181 square feet (2024).
- In September 2024, Peloton Research revisited the list of retail spaces and surveyed the properties to update their occupancy status. Occupied space increased to 395,152 square feet while **the vacancy rate declined significantly from 40% to 28.6%**. See **Table 3** for 2022 vs 2024 comparison.

**Table 3**  
**Retail Space Occupancy Status**  
**Town of Paradise**  
 2022 & 2024 Comparison

	EPS/CoStar	Peloton
Retail Space Status	2022 Analysis	9/2024 Survey
Occupied (Sq. Ft.)	331,013	395,152
Vacant (Sq. Ft.)	220,662	158,181
Total in Survey (Sq. Ft.)	551,675	553,333
<b>Vacancy Rate (%)</b>	<b>40.0%</b>	<b>28.6%</b>

Source: *Commercial Market Analysis*, EPS, 2022; Peloton Research, 2024

- A number of large vacant spaces in the 193,070 square foot **Paradise Plaza Shopping Center** and the empty **Paradise Cinema** building were key contributors to the vacancy at that time.
- More notable changes in occupied space include a new **True Value Hardware** store to replace the Holiday Market space in Paradise Shopping Center, the addition of **Ross Dress for Less** and **Five Below** stores to the Paradise Plaza shopping center.
- Significant new vacancies include the loss of **Big Lots** at Paradise Plaza, and the loss of **Rite Aid** at 6007 Clark Rd., among others.

See **Appendix** for list of store openings, closures, and vacant spaces from survey.

- A limited number of retail spaces in vacant buildings are located in the Paradise Central Business District (CBD), including the 9,210 square foot former **Skyway Feed and Pet Supply** store at 5990 Foster Rd.



- Retail properties in the **Secondary Market**, comprised entirely by **Magalia** properties in the **2022** commercial analysis, were reported by CoStar to have a **vacancy of 70%** (62,439 square foot vacant out of 89,214 square feet available).
- Peloton Research completed a survey of retail properties in Magalia in **August 2024** and found **100% occupancy** of 93,851 square feet in the market (Notes: the list of properties was not exhaustive, though many properties on the original CoStar list were either non-existent parcels, vacant land, or residential homes).

- Despite headwinds in the retail markets during and following the Covid Pandemic, Magalia’s retail market is showing solid signs of recovery with local support.
- Asking retail lease rates in Paradise vary based on size of space size, quality, age, and location. Surveyed lease rates currently range \$0.75 to \$1.89 per square foot. These rates are competitive in Butte County and favor potential tenants looking for existing space. **Note: the relatively low asking rents in Paradise makes the construction of new retail spaces at current building costs challenging.**

These improvements in occupancy reflect recent retail openings and show progress in filling vacant retail spaces. However, challenges remain, particularly concerning the impact of retail leakage to nearby markets like **Chico**.

### 3.4 Retail Leakage to Chico

- **Chico** serves as a major retail hub for **Butte County**, capturing **62% of total taxable retail sales**. Paradise retains a relatively small share of retail activity, leading to substantial retail leakage.
- In specific categories, such as Food Services & Drinking Places, Clothing & Accessories, and General Merchandise, **Chico captures more than 70%** of spending within Butte County.

**Table 4** shows total taxable retail spending for the City of Chico and Town of Paradise and their percentage share of Butte County sales in 2023.

**Table 4**

**Share of Butte County Total Taxable Retail Sales  
City of Chico and Town of Paradise  
2023**

Business Category	Chico Share		Paradise Share	
	2023 Taxable \$	% of County	2023 Taxable \$	% of County
Motor Vehicle and Parts Dealers	\$312,280,789	68.6%	\$7,368,104	1.6%
Home Furnishings and Appliance Stores	\$98,019,062	66.3%	\$2,951,860	2.0%
Building Mtrl & Garden Equip. & Supplies	\$210,165,814	54.2%	\$14,579,737	3.8%
Food and Beverage Stores	\$124,295,908	59.9%	\$12,110,030	5.8%
Gasoline Stations	\$142,185,204	52.5%	\$18,095,438	6.7%
Clothing and Clothing Accessories Stores	\$144,588,534	76.6%	\$1,558,389	0.8%
General Merchandise Stores	\$287,721,432	74.4%	\$5,326,375	1.4%
Food Services and Drinking Places	\$287,547,865	72.5%	\$12,485,027	3.1%
Other Retail Group	\$214,154,368	43.0%	\$13,316,740	2.7%
<b>Total Retail and Food Services</b>	<b>\$1,820,958,976</b>	<b>62.0%</b>	<b>\$87,791,700</b>	<b>3.0%</b>
All Other Outlets	\$649,390,314	46.4%	\$14,823,716	1.1%
<b>Total All Outlets</b>	<b>\$2,470,349,290</b>	<b>56.9%</b>	<b>\$102,615,416</b>	<b>2.4%</b>

Source: California Department of Taxation and Fee Administration (CDTFA); Peloton Research, 2024

- In 2023, Paradise contributed 3% of the County's taxable sales in the retail and food services category versus the 62% contributed by Chico. Paradise's biggest contribution was in the gasoline station business category (6.7%) thanks to on-going spending by workers during the rebuild.
- Reducing the leakage to Chico, especially in the apparel and food and service categories. will be critical to supporting the development of Paradise's retail market.
- *A positive trend not yet reflected in the 2023 taxable sales data is the impact of sales from the new **Ross Dress for Less**. Sales at the store are expected to more than double current tax revenue from apparel sales in the Town of Paradise in 2024 and 2025.*

#### 4. Taxable Retail Sales Activity – Paradise (2015 through 2Q 2024)

Table 5 provides a historical review of taxable retail sales in the Town of Paradise from 2015 until the end of the 2<sup>nd</sup> Quarter of 2024. The devastating impacts of the Camp Fire can be seen in the years 2019 and beyond. The following are some highlights of the data and trends presented in this Table with special focus on the impacts of average household spending during the rebuilding process.

##### 4.1 General Trends:

- **Overall Decline in Sales (2018):** The data highlights the substantial economic impact of the Camp Fire in 2018. There is a clear and steep drop in total retail sales from \$145 million in 2017 to just \$42 million in 2019, representing a significant contraction in the retail economy during this period.
- **Recovery (2020-2023):** From 2020 onward, the Town of Paradise began showing signs of recovery in taxable retail sales. By 2023, total taxable sales for all outlets reached approximately \$102 million, more than double the post-fire figures in 2019 but still below pre-fire levels.
- **Growth in Key Categories:** Key categories such as Building Materials and Garden Equipment, Food and Beverage Stores, and Food Services and Drinking Places demonstrated strong growth post-fire. For example, sales in building materials jumped from \$5.5 million in 2019 to nearly \$14.6 million in 2023, likely due to the rebuilding process in the town. Similarly, food services grew steadily from \$2.3 million in 2019 to \$12.5 million by 2023, indicating growing demand as the population returned and more businesses reopened.
- **Sustained Growth in Gasoline Sales:** The Gasoline Stations category remained relatively stable post-fire and has consistently been a significant portion of total retail sales, even through 2023.
- **Significant Decline in Other Categories:** Categories like Clothing and Clothing Accessories Stores have struggled to recover, reflecting the broader challenges the Town of Paradise faces in rebuilding and attracting discretionary retail spending.

#### 4.2 Per Household Sales Composition (2018 vs. 2023):

- **Overall Sales Per Household:** The data shows a substantial increase in overall sales per household, which jumped from **\$12,572** in **2018** to **\$26,954** in **2023**. This reflects a more than twofold increase, driven by higher per capita retail activity in a market with fewer residents and possibly due to rebuilding and reconstruction efforts that increase local demand for certain products (like building materials and gasoline).
- **Building Materials & Garden Equipment Sales:** The increase in sales per household for **Building Materials** from **\$1,169** in 2018 to **\$3,830** in 2023 highlights the critical role of the rebuilding process. It suggests that a significant portion of household spending was directed toward reconstruction efforts.
- **Gasoline Sales:** The taxable gasoline sales per household also show notable growth, from **\$2,791** in 2018 to **\$4,753** in 2023. This increase reflects the higher commuting rates and likely the return of workers and businesses to Paradise as infrastructure improved.
- **Food and Beverage Stores:** Another key takeaway is the steady growth in sales per household in the **Food and Beverage** category, rising from **\$1,403** per household in 2018 to **\$3,181** in 2023. This indicates a return to more stable consumer patterns, with residents purchasing more food and beverages locally as the population recovers.
- **Discretionary Spending Decline:** The growth in categories such as Clothing and Accessories and General Merchandise Stores has been more subdued, reflecting lower local demand for non-essential goods. For example, **Clothing sales** saw modest growth in per-household spending, from just **\$55** in 2018 to **\$409** in 2023, still indicating slow but improving recovery in discretionary spending.

#### 4.3 Key Insights:

- **Recovery Fueled by Rebuilding:** The growth in specific categories, such as building materials and gasoline, can largely be attributed to the ongoing reconstruction of Paradise post-fire. These industries are directly tied to the reconstruction efforts, which have spurred sales growth.
- **Challenges in Discretionary Spending:** Despite some recovery in essential categories like food and gasoline, categories tied to discretionary spending—such as Clothing and General Merchandise—have been slower to recover, showing lower per-household spending levels. This suggests that while essential services are stabilizing, Paradise has more work to do in fostering broader retail recovery, especially in attracting visitors or reestablishing demand for discretionary goods.
- **Retail Sales Per Household:** The significant increase in retail sales per household underscores the reliance on smaller populations making higher-value transactions as rebuilding continues. However, this may also indicate a lack of competition in some sectors, with fewer businesses capturing a larger share of limited consumer spending.

Table 5

Town of Paradise  
Annual Taxable Retail Sales by Business Type [1]  
2015 through 2Q 2024

Business Type	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		Sales % Per HH [4]		Sales \$ Per HH [4]		
										1st 6 Months	2nd 6 Months	2018	2023	2018	2023	
Motor Vehicle and Parts Dealers	\$11,139,450	\$11,110,785	\$11,908,275	\$11,486,063	\$5,757,190	\$5,732,267	\$6,405,132	\$6,860,977	\$7,368,104	\$7,368,104	\$3,316,625	\$3,316,625	8.0%	7.2%	\$898	\$1,935
Home Furnishings and Appliance Stores [2]	\$4,542,671	\$5,455,816	\$6,108,336	\$4,885,352	\$2,262,309	\$3,442,904	\$3,270,759	\$3,107,221	\$2,951,860	\$2,951,860	\$0	\$0	3.4%	2.9%	\$366	\$775
Building Mtrl. & Garden Equip. & Supplies Dealers	\$14,513,176	\$14,762,058	\$15,485,641	\$13,694,992	\$5,516,028	\$9,863,901	\$11,767,338	\$13,330,304	\$14,579,737	\$14,579,737	\$7,893,528	\$7,893,528	9.5%	14.2%	\$1,169	\$3,830
Food and Beverage Stores	\$17,410,721	\$18,307,899	\$19,903,929	\$18,578,338	\$5,135,946	\$7,561,047	\$8,785,259	\$11,649,341	\$12,110,030	\$12,110,030	\$6,027,604	\$6,027,604	12.9%	11.8%	\$1,403	\$3,181
Gasoline Stations [3]	\$34,640,025	\$31,733,922	\$33,937,511	\$33,529,779	\$8,801,848	\$11,523,128	\$18,091,124	\$18,093,281	\$18,095,438	\$18,095,438	\$9,326,615	\$9,326,615	23.4%	17.6%	\$2,791	\$4,753
Clothing and Clothing Accessories Stores	\$682,805	\$651,585	\$551,040	\$513,513	\$276,117	\$210,817	\$258,879	\$338,468	\$1,558,389	\$1,558,389	\$1,626,680	\$1,626,680	0.4%	1.5%	\$5	\$409
General Merchandise Stores	\$14,475,876	\$13,718,903	\$12,531,049	\$8,838,931	\$1,180,193	\$1,900,801	\$2,124,713	\$3,027,738	\$5,326,375	\$5,326,375	\$2,463,030	\$2,463,030	6.2%	5.2%	\$1,166	\$1,399
Food Services and Drinking Places	\$24,814,794	\$25,116,317	\$26,366,953	\$23,226,357	\$2,303,930	\$5,113,721	\$8,155,417	\$11,579,137	\$12,485,027	\$12,485,027	\$6,235,585	\$6,235,585	16.2%	12.2%	\$1,999	\$3,279
Other Retail Group	\$17,686,649	\$17,836,755	\$18,257,413	\$16,259,174	\$11,019,037	\$12,337,711	\$17,180,701	\$16,683,750	\$13,316,740	\$13,316,740	\$7,093,053	\$7,093,053	11.3%	13.0%	\$1,425	\$3,498
<b>Total Retail and Food Services</b>	<b>\$139,906,167</b>	<b>\$138,694,040</b>	<b>\$145,050,147</b>	<b>\$131,012,499</b>	<b>\$42,252,598</b>	<b>\$57,686,297</b>	<b>\$76,039,322</b>	<b>\$84,670,217</b>	<b>\$87,791,700</b>	<b>\$87,791,700</b>	<b>\$43,982,720</b>	<b>\$43,982,720</b>	<b>91.3%</b>	<b>85.6%</b>	<b>\$11,273</b>	<b>\$23,061</b>
All Other Outlets	\$16,123,169	\$16,843,066	\$16,285,329	\$12,518,377	\$5,459,803	\$5,195,741	\$8,044,963	\$14,781,355	\$14,823,716	\$14,823,716	\$7,326,931	\$7,326,931	8.7%	14.4%	\$1,299	\$3,894
<b>Total All Outlets</b>	<b>\$156,029,336</b>	<b>\$155,537,106</b>	<b>\$161,335,476</b>	<b>\$143,530,876</b>	<b>\$47,712,401</b>	<b>\$62,882,038</b>	<b>\$84,084,285</b>	<b>\$99,451,572</b>	<b>\$102,615,416</b>	<b>\$102,615,416</b>	<b>\$51,309,651</b>	<b>\$51,309,651</b>	<b>100.0%</b>	<b>100.0%</b>	<b>\$12,572</b>	<b>\$26,954</b>

Source: California Department of Tax & Fee Administration (CDTFA); Peloton Research + Economics, 2024

[1] Taxable sales reported by the CDTFA vary slightly from that internally reported by the Town of Paradise, Finance Department due to timing of some taxable income receipts and late collections.

[2] Home Furnishings and Appliance Store sales in 2021-2023 were not disclosed to confidentially (small number of operators present) so estimates were imputed using 2020 base taxable sales figures carried forward at a 5% annual declining rate. Sales for the first 6 months of 2024 were kept repressed and sales activity added to Other Retail Group.

[3] Gasoline Station sales were not disclosed for 2022, so a sales estimate was imputed average the 2021 and 2023 sales.

[4] Occupied households in 2018 = 12,411 and 2023 = 3,807.

These trends should inform future development strategies aimed at continuing the town's economic recovery while expanding retail offerings to support broader, more diversified economic growth. Successful expansion of sales in the Clothing and Clothing Accessories category in the Town, beyond that of spending seen during 2015 through 2022, shows categories with underserved or overlooked demand can be filled with improved retail offerings.

## 5. Retail Spending and Space Demand Analysis

**5.1. Paradise Resident Retail Spending.** Retail spending in Paradise is influenced by both local household incomes, spending percentage, and regional dynamics. These factors were reviewed historically to examine local resident spending on an annual basis. Assumptions can be made regarding how much local retail and commercial operations capture of the average household income of local residents annually. New households are assumed to spend at a similar rate over time with incomes adjusted to inflation. New household growth can translate into increased demand for new retail and services. Understanding how much of this growth will occur over time helps prospective examine where opportunities may exist to meet demand.

Some primary findings regarding Paradise resident incomes and spending are identified as follows:

- Based on a review of Census American Community Survey data, the average household income was estimated as \$74,432 in 2022. Using CPI adjustments for 2023 (up 5.1%) and 2024 (up 4.2%), average household incomes were estimated as \$78,228 in 2023 and \$81,514 in 2024.
- A review of annual household retail spending by Paradise residents revealed the following estimate for 2025 (**Table 6**):

**Table 6**  
Town of Paradise  
Retail Demand by Industry  
In 2025 Dollars [1]

Industry Sector of Business	Average Spending Per Household [2]	Total Retail Spending Potential	% of Household Spending
Motor Vehicle & Parts Dealers [3]	\$462.50	\$2,182,523	2.0%
Furniture and Home Furnishings Stores	\$914.71	\$4,316,526	4.0%
Electronics and Appliance Stores	\$256.94	\$1,212,484	1.1%
Bldg Material & Garden Equipment & Supplies Dealers	\$1,325.09	\$6,253,120	5.8%
<b>Food and Beverage Stores</b>	<b>\$4,698.60</b>	<b>\$22,172,673</b>	<b>20.7%</b>
Health and Personal Care Stores	\$691.45	\$3,262,968	3.0%
<b>Gasoline Stations</b>	<b>\$3,000.79</b>	<b>\$14,160,710</b>	<b>13.2%</b>
Clothing and Clothing Accessories Stores	\$933.96	\$4,407,378	4.1%
Sporting Goods, Hobby, Music, and Bookstores	\$382.59	\$1,805,439	1.7%
<b>General Merchandise Stores</b>	<b>\$3,638.54</b>	<b>\$17,170,260</b>	<b>16.0%</b>
Miscellaneous Store Retailers	\$527.21	\$2,487,893	2.3%
Nonstore Retailers	\$2,361.68	\$11,144,764	10.4%
<b>Food Services &amp; Drinking Places</b>	<b>\$3,509.07</b>	<b>\$16,559,312</b>	<b>15.5%</b>
<b>Totals =</b>	<b>\$22,703</b>	<b>\$107,136,051</b>	<b>100.0%</b>

Source: Esri 2024 Consumer Spending databases derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 U.S. Economic Census. Peloton Research + Economics, 2024

[1] 2022 base year spending dollars indexed to 2025 forecast, CPI-U California Index, All Urban Consumers, 2022-2025, DOF May 2024.

[2] Total and average household spending figures were based on consumer economic survey data applied to the forecast of 4,719 households in Paradise in 2025.

[3] Motor Vehicle & Parts Dealers is shown without vehicle purchases. Only parts & repairs included.

- Inflation adjusted household spending shows Paradise residents are expected to spend approximately \$22,703 of annual income (in 2025 dollars).
- The largest retail category for spending is Food & Beverage at 20.7%, General Merchandise Stores at 16%, and Food Service & Drinking Places (15.5%).
- Total retail spending by local households was \$51.2 million based on 2,257 households at the time of the 2022 survey, though this figure is expected to grow to \$107.1 million by 2025, based on a projected 4,179 households in Paradise.
- It's important to note a considerable percentage of this spending does not occur in Paradise due to leakage to other markets, primarily Chico.

**5.2. Paradise Retail and Commercial Space Demand.** The projected demand for retail and commercial space in the Paradise has been revised in the Peloton Research Study (2024):

- The EPS Study (2022) estimated demand for 140,000 square feet of new retail space in Paradise by 2030. Peloton Research determined 117,285 square feet of demand remains for the Town to 2030.
- Peloton Research estimates 409,556 square feet of new retail space demand will be needed in Paradise by 2060.
- The Downtown Core is projected to capture approximately 188,219 square feet of retail and commercial uses by 2060.

This extended forecast considers the pace of population growth, and revised household income projections. With an increased focus on making Paradise's downtown area a central hub for community activity, the CBD is projected to capture a significant portion of this retail space demand.

The new projections are based on household growth outlined earlier in Table 2. Key adjustments to the EPS forecast include a lower local capture percentage of 65% of household spending, more in-line with historic spending levels. Local households are expected to spend 35% of annual income on retail and commercial services. The CBD is expected to capture 30% of new retail demand generated from local spending capture in 2023 and 2024. This percentage capture for the CBD increases to 50% from 2035 to 2060 due to the amount of currently available vacant land, projected completion of a new wastewater system, and existing street and sidewalk infrastructure in place. Table 7 shows potential space demand based on revised growth projections.

Table 7

Paradise Potential Retail Space Demand  
New Household Driven Demand at Varying Capture Rates  
2024 to 2060

	2024	2025	2030	2035	2040	2045	2050	2055	2060	
Household Counts										
Household Population =	10,691	11,797	14,637	16,672	18,477	20,501	22,525	24,549	26,573	
Total Households =	4,124	4,719	6,099	7,249	8,399	9,319	10,239	11,159	12,079	
New Households Per Period =	317	368	1,380	1,150	1,150	920	920	920	920	
Per HH Annual Retail Spending =	\$28,530	\$29,386	\$32,139	\$37,257	\$43,192	\$50,071	\$56,322	\$63,428	\$73,531	
Total New HH Annual Spend =	\$5,878,558	\$11,358,790	\$28,828,291	\$27,849,908	\$32,285,677	\$29,942,358	\$33,680,769	\$37,930,084	\$43,971,363	
Average Sales Per Sq Foot =	\$350	\$361	\$418	\$484	\$562	\$651	\$755	\$875	\$1,014	
Paradise Space Demand =	16,796	31,508	68,981	57,484	57,484	45,987	44,622	43,347	43,347	Cumulative
Estimated Downtown Capture =	30%	30%	40%	50%	50%	50%	50%	50%	50%	409,556
Potential DT Space Demand =	5,039	9,453	27,592	28,742	28,742	22,994	22,311	21,674	21,674	188,219

Source: Peloton Research + Economics, 2024



Reducing **retail leakage** is critical to retaining local spending within Paradise, particularly in categories where Chico captures a large share. Strategies to achieve this include expanding **general merchandise, apparel, and food and beverage** offerings, and enhancing the **pedestrian-friendly environment** of the CBD.

## 6. Paradise CBD Property Overview

### CBD and Moratorium Boundary

The CBD in Paradise includes a mix of commercial properties, vacant parcels, and a moratorium on residential development within a defined boundary. The Peloton Research Study reviewed the moratorium boundary to determine land use capable of supporting a walkable core, which would serve as a focal point for revitalization efforts and future growth.

### Vacant Land Analysis

The **EPS Study (2022)** originally reported **6.5 acres** of vacant land in the CBD. However, a recent review of available parcels in the CBD by Peloton Research required an update of this figure to **33.6 acres of vacant land without buildings**, significantly increasing the potential for future development. This revised estimate includes parcels that were initially overlooked or misclassified.

The **33.6 acres** of vacant land provides sufficient capacity to support **150,000 to 200,000 square feet** of projected retail and commercial development in the CBD by **2060**, using only a portion of the available land. A **Floor Area Ratio (FAR)** of **0.3** would allow for considerable flexibility, enabling a mix of uses including retail, dining, office, and community space.

#### Downtown Paradise CBD Boundary

Business sites: 17.25 acres  
Single-family: 2.87 acres  
Mixed-use: 0.29 acres  
Multi-family: 0.69 acres  
Vacant (without buildings): 33.61 acres  
Vacant (with vacant buildings): 0.86 acres  
TOTAL DOWNTOWN PARADISE PARCEL AREA: 55.57 acres

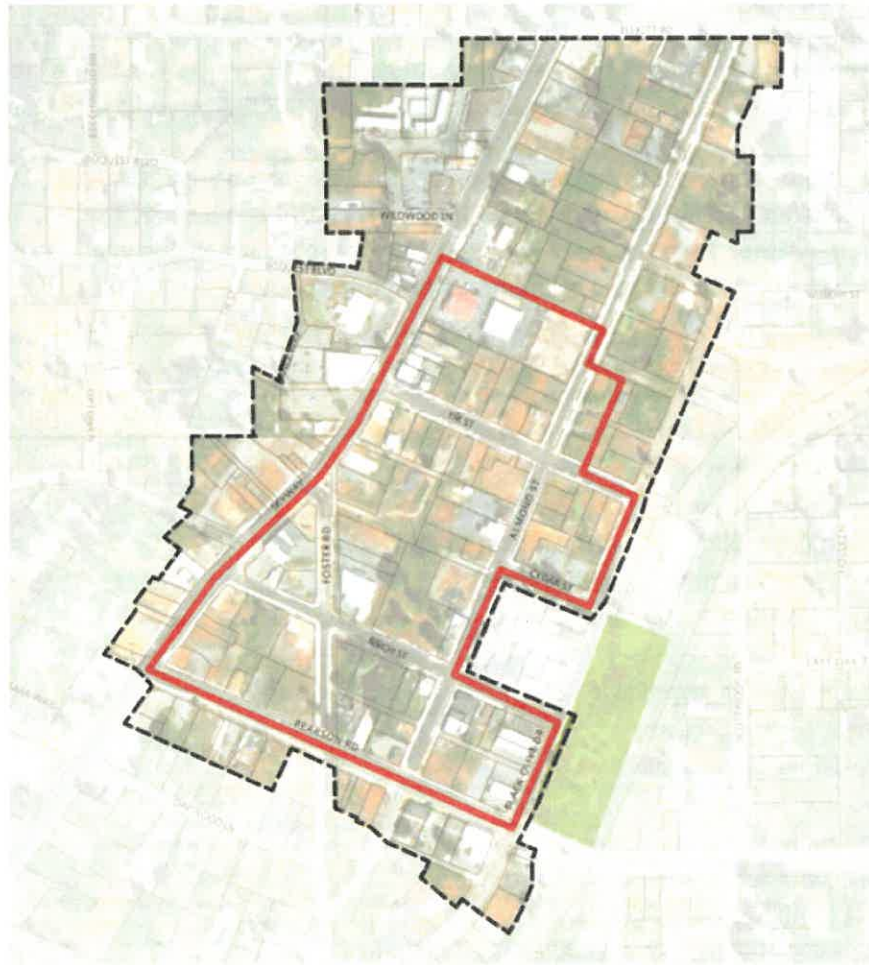
#### Moratorium Area – Walkable Core

Business sites: 6.35 acres  
Single-family: 1.36 acres  
Mixed-use: 0.29 acres  
Multi-family: 0.1 acres  
Vacant (without buildings): 13.61 acres  
Vacant (with vacant buildings): 0.86 acres  
TOTAL MORATORIUM PARCEL AREA: 22.57 acreage

- This updated estimates of acreage in the CBD and compact Moratorium Boundary are considerably greater than that reported in the EPS and reveals sufficient vacant land of 13.6 acres capable of supporting substantial commercial development in a Walkable Core (note: this is more than double the 6.6 acres of vacant land originally estimated for the entire CBD).
- The vacant land identified can support various retail and commercial uses in buildings totaling a minimum of 165,000 square feet at a low 0.3 Floor Area Ratio (FAR). More capacity is available at higher FARs and with the addition of mixed-use building types.

### Downtown Paradise Property Overview

The following is an aerial overview of the Commercial Business District with an outline of the current Interim Urgency Moratorium Boundary (black dashes) and a recommended boundary for a smaller, consolidated Moratorium Boundary to support a Walkable Development Core (red outline).



## 7. Traffic Counts and Impacts: Pre- and Post-Camp Fire

Traffic data collected by BCAG reveals significant changes in **Average Daily Traffic (ADT)** on major roads in Paradise, reflecting shifts in population and infrastructure use before and after the **2018 Camp Fire**.

### Pre- and Post-Fire ADT Statistics:

- **Skyway Rd.** (North of Neal Rd.): Decreased from **22,253 ADT (2017/18)** to **16,075 ADT (2022/23)**.
- **Pearson Rd.** (East of Skyway Rd.): Decreased from **9,647 ADT (2017/18)** to **6,148 ADT (2022/23)**.
- **Elliott Rd.** (East of Skyway Rd.): Decreased from **8,718 ADT (2017/18)** to **3,189 ADT (2022/23)**.

The significant reduction in average daily traffic levels has a direct impact on retail viability in the CBD. Reduced traffic implies lower visibility for retail establishments, fewer passersby, and potentially lower sales, particularly for businesses that rely on impulse visits and high visibility.

### 7.1. Impact on Retail Demand

- **Lower Traffic, Lower Sales Potential:** With ADT levels on **Skyway** reduced from **28,000** to **10,000** vehicles, the potential for retail businesses to attract customers from through traffic has declined significantly. Retailers evaluating locations in the CBD are likely to view these reduced traffic levels with some concern, particularly for businesses that rely on high visibility and accessibility.
- **Need for Community-Centric Retail:** Given the current traffic volumes, the focus for retail development should shift toward **community-centric retail**—businesses that are destination-driven rather than relying solely on passing traffic. Examples include specialty stores, local grocery stores, cafés, and services that meet the daily needs of local residents.

### 7.2. Strategic Planning for Increased Foot Traffic

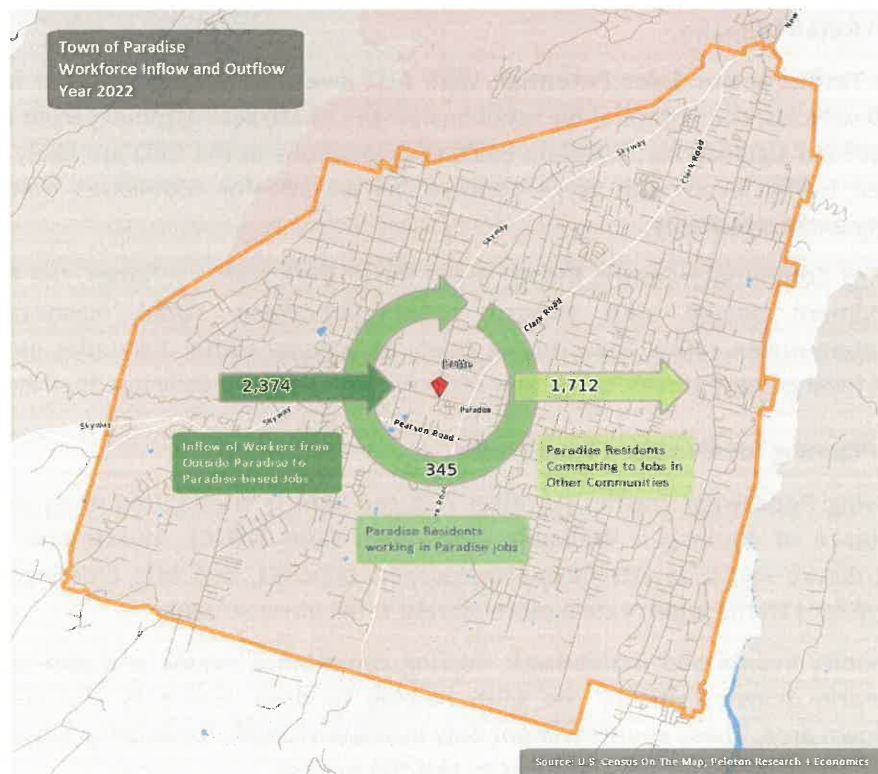
- **Improving Pedestrian Traffic:** To offset reduced vehicle traffic, this study emphasizes the importance of creating a **Walkable Downtown Core (WDC)**. Investments in pedestrian infrastructure—such as attractive streetscapes, benches, and safe crossings—will help to improve foot traffic and create a more vibrant retail environment.
- **Community Events and Activations:** Hosting **community events** and **pop-up markets** can temporarily boost traffic to the CBD, helping to draw residents and visitors into the downtown area. These events will not only increase visibility for existing businesses but also create opportunities for new retailers to test the market.

## 8. Employment and Worker Dynamics in Paradise: Current and Historical Analysis

Employment dynamics in Paradise have shifted significantly between **2018 and 2021**:

- In **2018**, **8,575 Paradise residents** were employed, with **2,133** working within Paradise itself.
- By **2021**, the number of employed residents had dropped to **2,057**, with only **345** working locally, representing a substantial decrease in local employment opportunities.
- The **2021 workforce** saw a higher influx of non-resident workers commuting to Paradise (more workers commuting in than commuting out), compensating for the local employment loss.
- The completion of a new wastewater system and improvements to public infrastructure are expected to create a favorable environment for future job growth in sectors such as **food services, retail, and professional services**.

The following diagram shows the inflow, outflow, recirculation of workers to jobs inside and outside of the Town of Paradise in 2021.



See Appendix for more information regarding Paradise industry employment and worker dynamics.

- As shown in the diagram, **2,374 workers come from outside Paradise to fill jobs in the Town**. There were 345 Paradise residents who stayed and worked in local jobs, while 1,722 held jobs in other communities outside the Town.
- In 2021, **Paradise had more workers coming into the community for jobs than leaving for jobs elsewhere**. This influx is a boost to the local economy that helps offset the loss of local residents with local jobs. Moving forward, the Town will need to focus on rebuilding major industry to promote economic stability beyond rebuilding activity. Long-term healthcare resources will be needed in the community to attract and maintain residents and with these resources comes quality paying jobs. Other opportunities are found in the attraction of more remote workers to help bring more working residents into the community as other local job opportunities develop.
- The emphasis moving forward is on supporting industry diversity to reduce the economic vulnerability of Paradise and **encourage local employment opportunities**, fostering a stronger community.

## 9. Central Business District (CBD) Operations

The CBD played an important role historically in the Town of Paradise as home to a broad range of business types and business categories (*see Appendix for a brief history of the CBD's context*). Prior to the Camp Fire, businesses in the CBD provided 10% of taxable retail sales to the Town. There are considerably fewer operators in the district at this time, though the present businesses still contribute approximately 7% of taxable sales. Peloton Research conducted a survey of businesses in the CBD and made some of the following observations:

- Peloton Research surveyed businesses in the CBD during the last week of August 2024 and found 43 operators of varying sizes located in 36 buildings within the commercial core. The majority of these businesses are located along Skyway. (*see Appendix for a current list*)
- A range of business types are located in the CBD including restaurants, apparel stores, bike shop, coffee shop, shoe store, graphic design, gifts and crafts store, secondhand store, yoga studio, tire shops, collision repair, hair and nail salons, financial advisors, hydroponic sales, storage facilities, lube and oil service, real estate offices, candy store, home furnishings, and acupuncture, among numerous others.
- The broad mix of business types and presence of important public services including the Paradise Police and Fire Departments, Building Resiliency Center, and Boys & Girls Club Teen Center help support the community environment and dynamics to facilitate and encourage new infill development in the Downtown core in the future.
- As noted previously, 31.6 acres of vacant parcels were determined, primarily along the interior streets of the CBD. More businesses were present and active on Skyway.

## 10. Short-Term Activation Strategies for the CBD (2024-2030)

Short-term strategies focus on activating the Walkable Downtown Core (WDC) to draw residents and visitors back to the CBD. Recommendations include:

- Hosting **weekly events** such as **Farmers' Markets**, **food truck gatherings**, and **outdoor entertainment**.
- Utilizing existing street and sidewalk infrastructure to create pedestrian-friendly zones, improve safety, and encourage foot traffic.
- Introducing **pop-up retail** and temporary community uses to fill vacant spaces, generate excitement, and test market demand.

These activation efforts are intended to enhance visibility, attract local visitors, and build a sense of community in the CBD as the town continues to recover. *See Diagram on following page for overview of potential activation areas.*

## 11. Long-Term Development Strategy for the Walkable Downtown Core (2030-2060)

The **long-term strategy** for the WDC is focused on transforming the area into a vibrant, mixed-use environment that caters to both residents and visitors. Key elements include:

- Encouraging mixed-use development with ground-floor retail and upper-floor residential when feasible to help provide necessary critical mass to support retail operations.
- Promoting **public plazas** and **outdoor seating** areas to foster community interaction and provide space for events.
- Emphasizing **pedestrian and cycling infrastructure**, including improved crosswalks, bike lanes, bike racks, and connections to local trails.

These strategies aim to support sustainable growth and continue to help support the broader position of Paradise as a thriving, livable community.

## 12. Rural-Oriented Mixed-Use Planning

While mixed-use development is commonly associated with urban settings, there is potential for rural-oriented mixed-use in Paradise, especially within the CBD. Key considerations include:

- Emphasizing second-floor residential units above retail spaces, which may become more feasible over time as infrastructure (e.g., sewer system) is improved.
- Recognizing that higher rents needed to support mixed-use buildings may not be immediately achievable but could become viable as the population grows and demand increases. Incubating spaces may be a necessity in the early stage of redevelopment.

### Notes on Activation Areas in the CBD

- The high number of vacant parcels along Almond Street, Fir Street, Birch Street, and Foster Road in the Downtown Commercial Business District receive limited amount of daily traffic and will require **concentrated areas of new development and increased visibility draw new economic activity.**
- The intersections of Skyway and Pearson Road, Pearson Road and Almond Street, Skyway and Fir Street, and Elliott Road and Almond Street should be focal points for new development to activate the primary entrance areas to the Commercial Business District. Monuments, signage, and other features should be located at these entrances to help establish a new identity for the district.
- The limited traffic along the interior streets and the presence of streets, sidewalks, and curbs in the Walkable Urban Core provide opportunities for outdoor public events. Early activation in the area can include weekly food truck rallies, Farmers Market (1 day per week to start), and music events.



### 13. Retail Space Demand and Programming - CBD

As discussed in previous sections, the primary objective of this study is to evaluate the potential for retail and commercial spaces in the CBD from 2024 to 2060. This findings in this study are being used to inform a new Downtown Master Plan that will help facilitate the development and redevelopment of a viable commercial core. The findings from the analysis of future commercial space demand showed approximately 188,000 square feet could potentially be provided in the CBD to meet future demand generated by community growth. Based on this figure and a review historical and recent spending activity, Peloton Research is providing the following breakdown of proposed uses by business type for the CBD to 2060:

#### 1. Food Co-Op / Specialty Grocery Store

- **Description:** A **food co-op** or specialty grocery store would serve as a community-centric destination offering locally- and regionally sourced, organic, or unique food items. This aligns with the town's desires for more healthy living and lifestyle choices.
- **Square Footage Range:** 10,000 - 15,000 sq. ft.

#### 2. Café / Coffee Shop with Outdoor Seating

- **Description:** A **café or coffee shop** with outdoor seating would provide a social hub in the CBD. This type of business encourages community engagement and caters to both locals and visitors.
- **Square Footage Range:** 1,200 - 2,000 sq. ft. (per café)

#### 3. Community Health and Wellness Center

- **Description:** A **community health and wellness center** offering fitness classes, wellness services (such as yoga, massage therapy), and perhaps a small retail section for health products would serve local residents and align with the town's emphasis on **healthy lifestyles**.
- **Square Footage Range:** 8,000 - 10,000 sq. ft.

#### 4. Outdoor Recreation Supply Store

- **Description:** This store would provide **camping gear, bicycles, fishing supplies,** and other outdoor goods, catering to the town's vision of becoming a **recreation-focused destination**. This type of retail aligns with Paradise's identity as a gateway to nature and outdoor experiences.
- **Square Footage Range:** 7,000 - 10,000 sq. ft.

#### 5. Artisan Market / Craft Store

- **Description:** An **artisan market** that showcases **local crafts, handmade goods,** and **art** can draw in tourists and support local artisans. It is reminiscent of the eclectic stores that previously thrived in Paradise and helps maintain the town's unique charm.
- **Square Footage Range:** 4,000 - 6,000 sq. ft.



#### 6. Small-Scale Entertainment Venue

- **Description:** A **small performance venue** for live music, community theater, or art exhibits could contribute to the cultural vibrancy of the CBD. This venue could double as a community meeting space, enhancing the social fabric of Paradise.
- **Square Footage Range:** 5,000 - 10,000 sq. ft.

#### 7. Retail Incubator / Pop-Up Space

- **Description:** A **retail incubator** that supports small businesses and **pop-up retail spaces** provides an opportunity for new, local entrepreneurs to establish their businesses. This flexibility encourages economic growth and diversity in retail offerings.
- **Square Footage Range:** 5,000 - 10,000 sq. ft.

#### 8. Boutique Hotel or Bed & Breakfast

- **Description:** A **boutique hotel or bed & breakfast** would cater to tourists, encouraging overnight stays and supporting downtown businesses. This type of use directly aligns with goals to make Paradise a tourist-friendly location.
- **Square Footage Range:** 20,000 - 25,000 sq. ft.

#### 9. Co-Working Space / Office Suites

- **Description:** A **co-working space or office suites** for small businesses, remote workers, and local entrepreneurs would serve to activate underutilized buildings in the CBD. It would provide professionals with shared work environments, contributing to local economic vitality.
- **Square Footage Range:** 10,000 - 12,000 sq. ft.

#### 10. Destination Restaurant or Brewpub

- **Description:** A **destination restaurant or brewpub** could serve as an anchor for the CBD, creating a draw for both residents and visitors. Such a business would help extend the time visitors spend in the area, especially if coupled with evening entertainment.
- **Square Footage Range:** 8,000 - 12,000 sq. ft.

#### 11. Personal Service & Studio Spaces

- **Description:** These spaces provide opportunities for hair and nail salons, martial arts studios, and variety of other services providing personal care and instruction to operate in the CBD.
- **Square Footage Range:** 12,000 - 15,000 sq. ft.

Additional spaces may be filled by professional business practices, including spaces for medical and dental practitioners. All of these uses can be met from 2025 to 2060 in less than 200,000 square feet of commercial and retail spaces in the CBD. The following is a summary of potential uses and their contribution to retail and commercial spaces to fit the program for the CBD.

**Proposed Uses by Business Type  
 Town of Paradise CBD  
 2025 to 2060**

Business Type	Square Footage Range	No. of Locations	CBD Sq. Feet
Food Co-Op / Specialty Grocery Store	10,000 - 15,000	1	15,000
Café / Coffee Shop	1,200 - 2,000	3	6,000
Community Health and Wellness Center	8,000 - 10,000	1	10,000
Outdoor Recreation Supply Store	7,000 - 10,000	1	10,000
Artisan Market / Craft Store	4,000 - 6,000	1	6,000
Small-Scale Entertainment Venue	5,000 - 10,000	1	10,000
Retail Incubator / Pop-Up Space	7,000 - 10,000	1	10,000
Boutique Hotel / Bed & Breakfast	20,000 - 25,000	1	25,000
Co-Working Space / Office Suites	10,000 - 12,000	1	12,000
Destination Restaurant / Brewpub	8,000 - 12,000	1	12,000
Personal Service & Studio Spaces	12,000 - 15,000	12	15,000

Source: Peloton Research + Economics, 2024

These uses are designed to cater to both local residents and visitors, create employment opportunities, and provide a diverse range of retail, service, and community-oriented offerings. The aim is to enhance the appeal of the CBD as a destination while addressing community needs.

**14. Public Outreach and Community Priorities**

In August 2024, Urban Design Associates (UDA), with participation from Peloton Research, held a public open house in Paradise to gather community feedback regarding the future development of the CBD. The outreach event involved interactive planning boards with questions about the downtown's future, inviting participants to contribute their thoughts, agreements, disagreements, and additional ideas on provided sticky notes. This direct community engagement provides insight into the priorities and desires of Paradise residents and serves as a foundation for the master planning process.

**14.1 Key Community Feedback from the Public Outreach Session**

The following key priorities and themes emerged from the public open house:

- **Need for "Destination" Shops for Visitors**

Community members expressed a desire for more **destination shops** that can attract both locals and tourists. Specialty retail stores, artisan markets, and unique boutiques were identified as potential uses that could enhance the draw of downtown Paradise.

- **Walkable Streets**

There was significant support for making the CBD **walkable**, emphasizing the need for safe, comfortable streets that are pedestrian friendly. This includes well-maintained sidewalks, crosswalks, and streetscape improvements.

- **Bistros, Cafés, and Outdoor Dining Spaces**

Participants highlighted a need for more social spaces, including **bistros**, **cafés**, and establishments that offer **outdoor dining**. A variety of places to "hang out" was noted as important to create a lively downtown atmosphere, especially during evenings.

- **Entertainment and Music Venues**

The community also voiced a desire for entertainment options, such as music venues and performance spaces, to make downtown an attractive place to visit during the evenings and weekends.

- **Shade and Trees**

Residents noted the importance of adding shade and trees to the downtown streetscape, making public spaces more comfortable during hot summer days and contributing to the natural character of Paradise.

- **Parking Considerations**

The availability of parking was mentioned as an important consideration, with participants suggesting that the parking needs of future visitors and residents be addressed in planning decisions.

#### 14.2 Alignment of Community Feedback with the Peloton Research Study Recommendations

The findings from the public outreach directly align with and support the recommendations set forth in this updated study by Peloton Research. Below is a summary of how specific feedback has been integrated into the proposed recommendations:

1. **Destination Shops for Visitors**

- This study and recommendations emphasize **specialty retail**, **artisan markets**, and **boutiques** as key elements of the CBD. These "destination" shops are designed to attract both residents and tourists, enhancing downtown's role as a regional draw.

2. **Walkable Streets**

- The concept of a **Walkable Downtown Core (WDC)** was identified in this study as part of the master planning process. Improvements include sidewalk enhancements, traffic calming measures, and the creation of a pedestrian-friendly environment to support a walkable environment.

3. **Bistros, Cafés, and Outdoor Dining**

- The study includes recommendations for developing **bistros**, **cafés**, and **restaurants with outdoor seating**. This aligns with the community's desire for more social spaces to gather, eat, and enjoy the downtown environment.

4. **Entertainment and Music Venues**

- The addition of a small-scale entertainment venue is highlighted as part of the CBD activation strategy. This venue could host live music, theater performances, or

community gatherings, directly responding to the feedback about entertainment options.

#### 5. Shade and Trees

- Streetscape improvements, including the addition of **shade trees** and **green infrastructure**, should be included as part of the master planning process for the CBD to help make it more comfortable and pedestrian friendly. These features will enhance the visual appeal of the streetscape while also providing shade.

#### 6. Parking Considerations

- Though not discussed directly as part of the market study, parking will be given serious consideration in the master planning process to help ensure that adequate spaces are available for visitors and residents. Substantial on-street parking is currently available to support current business activity. Opportunities for shared parking and designated parking lots would be future considerations to support future growth.

The community feedback gathered from the August 2024 public outreach has provided valuable insights that are being directly integrated into the master planning process for Downtown Paradise.

### 15. Alignment with Original Land Use Goals and General Plan Objectives

The Peloton Research Study (2024) aimed to ensure that recommendations for the Downtown Master Plan align with the original goals and land use objectives set in the Town of Paradise General Plan (1994) and subsequent updates in 2002 and 2007. Key alignments include:

- **Creating a Central Commercial Area:** The updated recommendations emphasize creating a distinct Walkable Downtown Core (WDC), which aligns with the original General Plan's goal of developing a Central Commercial Area with mixed-use capabilities.
- **Encouraging Tourism and Specialty Retail:** The introduction of dining, entertainment, and specialty retail aims to position Paradise as a visitor destination, fulfilling the objectives of attracting tourists and specialty uses.
- **Mixed-Use Development:** The proposed mixed-use retail and residential units align with the 2007 Land Use Policy updates, which encouraged higher-density development within the central area.
- **Expanding Recreational and Community Facilities:** Plans for new public spaces and plazas contribute to the town's identity as a lifestyle community, reflecting a high level of service in terms of open space and community-oriented development.

## Conclusion

The Peloton Research Study (2024) offers a detailed update to the commercial and retail landscape of the Town of Paradise, focusing on the Central Business District (CBD). Building upon the EPS Study (2022), this report provides revised projections and comprehensive recommendations extending to 2060. The study addresses significant changes in population dynamics, retail demand, property occupancy, and economic activity following the 2018 Camp Fire.

Key findings include:

- The CBD has the potential to accommodate 150,000 to 200,000 square feet of retail and commercial development, supported by 33.6 acres of vacant land.
- Traffic trends indicate a need for short-term activation strategies to counteract decreased ADT and drive foot traffic back to the CBD.
- Mixed-use development and pedestrian-friendly improvements are key to achieving the long-term vision for a vibrant, walkable downtown.
- The Walkable Downtown Core provides an opportunity to create a village-scale mixed-use environment that encourages local spending, new job opportunities, and growth in tourism.
- The desire of the community to create more opportunities for community events and gathering spaces to help enhance community attraction and livability.

This recent study builds on these foundational goals, adapting them to the new realities and challenges facing Paradise as it recovers from the Camp Fire.



**TOWN OF PARADISE  
DOWNTOWN MASTER PLAN  
COMMERCIAL MARKET OPPORTUNITY ASSESSMENT**

**APPENDIX**

<b>Section</b>	<b>Title</b>
A-1	Butte County and Town of Paradise Population Estimates 2014-2024
A-2	BCAG Population and Housing Unit Forecasts 2018-45 and 2022-45
A-3	CA DOF and CalTrans Forecast Comparison 2020-2050
A-4	Butte County Historical Labor Force and Unemployment Stats
A-5	Town of Paradise – Businesses and Employment by Industry
A-6	Town of Paradise – Workforce and Commute Dynamics
A-7	Town of Paradise – Business Closures and Openings
A-8	Town of Paradise and Magalia Retail Space Survey Update
A-9	Paradise Central Business District (CBD) – Business Survey – Sept 2024
A-10	Brief Historical Context of Paradise CBD
A-11	Employment and Economic Potential for Downtown Paradise
A-12	Comparative Analysis: EPS Study vs. Peloton Study Research Findings

## Section A-1

Butte County  
California Department of Finance  
Historical Population Counts  
2014 to 2024  
Total Population

Geography	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Chg '14 to '24
Biggs	1,837	1,920	2,095	2,129	2,171	2,260	2,076	1,989	1,991	1,951	1,853	16
Chico	85,213	85,164	84,796	85,073	85,072	101,431	100,850	103,016	105,517	107,639	109,589	24,376
Oroville	16,678	16,972	18,902	19,088	19,259	22,817	21,061	20,343	19,432	18,841	18,129	1,451
<b>Paradise</b>	<b>26,078</b>	<b>26,077</b>	<b>25,952</b>	<b>26,064</b>	<b>26,041</b>	<b>4,213</b>	<b>4,315</b>	<b>6,068</b>	<b>7,720</b>	<b>9,205</b>	<b>10,691</b>	<b>-15,387</b>
Butte Co. Incorporated	137,123	137,591	139,328	140,108	140,470	138,966	136,005	138,884	142,056	144,871	147,197	10,074
Balance of Co.	88,614	89,809	88,870	90,304	91,304	88,297	80,085	68,519	64,128	61,708	58,731	-29,883
<b>Butte County Total</b>	<b>225,737</b>	<b>227,400</b>	<b>228,198</b>	<b>230,412</b>	<b>231,774</b>	<b>227,263</b>	<b>216,090</b>	<b>207,403</b>	<b>206,184</b>	<b>206,579</b>	<b>205,928</b>	<b>-19,809</b>

Source: DOF E-5 & E-8 Reports, 2024; Compiled by: Peloton Research + Economics, 9/2024

Town of Paradise  
Population Estimates - 2014-2024

Data from California Department of Finance (DOF) E-5 & E-8 Reports

Year	POPULATION			HOUSING UNITS							Vacancy Rate	Persons Per HH
	Total	Household	Group Quarters	Total	Single Detached	Single Attached	Two to Four	Five Plus	Mobile Homes	Occupied		
2014	26,078	25,670	408	13,291	9,275	368	1,069	419	2,160	12,119	8.8%	2.12
2015	26,077	25,669	408	13,360	9,345	372	1,055	422	2,166	12,179	8.8%	2.11
2016	25,952	25,544	408	13,439	9,423	376	1,044	425	2,171	12,234	9.0%	2.09
2017	26,064	25,656	408	13,533	9,501	380	1,040	428	2,184	12,342	8.8%	2.08
<b>2018</b>	<b>26,041</b>	<b>25,633</b>	<b>408</b>	<b>13,627</b>	<b>9,586</b>	<b>385</b>	<b>1,032</b>	<b>431</b>	<b>2,193</b>	<b>12,411</b>	<b>8.9%</b>	<b>2.07</b>
2019	4,213	4,213	0	2,323	1,592	36	507	188	0	2,030	12.6%	2.08
2020	4,315	4,315	0	2,436	1,667	38	520	191	20	2,118	13.1%	2.04
2020*	4,710	4,710	0	2,493	1,704	37	512	190	50	2,172	12.9%	2.17
2021	6,068	6,068	0	3,001	1,963	37	516	246	239	2,627	12.5%	2.31
2022	7,720	7,720	0	3,702	2,390	37	558	266	451	3,226	12.9%	2.39
2023	9,205	9,205	0	4,365	2,823	37	650	266	589	3,807	12.8%	2.42
<b>2024</b>	<b>10,691</b>	<b>10,691</b>	<b>0</b>	<b>4,729</b>	<b>3,134</b>	<b>49</b>	<b>664</b>	<b>274</b>	<b>608</b>	<b>4,124</b>	<b>12.8%</b>	<b>2.59</b>

\* U.S. Census Count as of 4/1/2020.

Compiled by: Peloton Research + Economics

Household Occupancy Characteristics  
Town of Paradise  
2018 & 2022

Household Size	2018		2022	
	Households	% of HHs	Households	% of HHs
1-person household	3,908	35.2%	1,034	34.3%
2-person household	3,910	35.2%	1,304	43.3%
3-person household	1,489	13.4%	373	12.4%
4-or-more-person household	1,811	16.3%	302	10.0%
Occupied housing units	11,118	100.0%	3,013	100.0%
<b>Households with 1- to 2- persons</b>	<b>7,818</b>	<b>70.3%</b>	<b>2,338</b>	<b>77.6%</b>

Source: American Community Survey, 5-Year Estimates, 2014-2028, Table S2501. Data is subject to margins of error. Peloton Research + Economics, 2024



## Section A-2

### Butte County Association of Governments (BCAG) Population and Housing Units Forecasts 2018-2045 compared with 2022-2045 forecasts

**Population 2018-2045  
BCAG - Post Camp Fire Study - Forecast**

Jurisdiction	2018**	2020**	2025	2030	2035	2040	2045	Total Increase 2018-2045	Percent Increase 2018-2045	Compounded Annual Growth Rate (CAGR) 2018-2045
Biggs	1,985	1,852	2,041	2,196	2,303	2,444	2,565	580	29.2%	0.95%
Chico	92,286	110,326	111,921	111,513	115,374	119,963	123,520	31,234	33.8%	1.09%
Gridley	6,863	6,402	7,332	8,085	8,547	9,128	9,602	2,739	39.9%	1.25%
Oroville	17,896	19,440	19,621	20,052	20,550	21,457	22,524	4,628	25.9%	0.86%
<b>Paradise</b>	<b>26,256</b>	<b>4,631</b>	<b>14,101</b>	<b>18,867</b>	<b>21,446</b>	<b>22,562</b>	<b>23,503</b>	<b>-2,753</b>	<b>-10.5%</b>	<b>-0.41%</b>
Unincorporated	81,088	67,640	75,040	80,621	83,046	86,466	91,237	10,149	12.5%	0.44%
Total County	226,374	210,291	230,056	241,333	251,266	262,018	272,950	46,576	20.6%	0.70%

<b>Paradise Avg HH Size =</b>	<b>2.62</b>	<b>na</b>	<b>2.91</b>	<b>3.22</b>	<b>3.24</b>	<b>3.21</b>	<b>3.22</b>
-------------------------------	-------------	-----------	-------------	-------------	-------------	-------------	-------------

\*\* DOF E-5 City/County Population and Housing Estimates (Updated May 2020)  
Compiled by: Peloton Research + Economics, 2024

**Population 2022-2045  
BCAG - Medium Scenario**

Jurisdiction	2020*	2022**	2025	2030	2035	2040	2045	Total Increase 2022-2045	Total Increase 2022-2045	Compounded Annual Growth Rate (CAGR) 2022-2045
Biggs	1,963	1,939	1,988	2,137	2,306	2,356	2,392	453	23%	0.92%
Chico	101,703	102,892	106,276	113,371	120,717	122,796	124,278	21,386	21%	0.82%
Gridley	7,326	7,205	7,454	8,148	8,900	9,124	9,285	2,080	29%	1.11%
Oroville	20,009	18,863	19,196	20,214	21,322	21,657	21,896	3,033	16%	0.65%
<b>Paradise</b>	<b>4,710</b>	<b>7,705</b>	<b>11,024</b>	<b>13,356</b>	<b>15,088</b>	<b>15,324</b>	<b>15,491</b>	<b>7,786</b>	<b>101%</b>	<b>3.08%</b>
Unincorporated^^	75,921	63,004	64,859	69,119	73,605	74,903	75,827	12,823	20%	0.81%
Total County	211,632	201,608	210,797	226,345	241,939	246,160	249,169	47,561	24%	0.93%

<b>Paradise Avg HH Size =</b>	<b>1.93</b>	<b>2.08</b>	<b>2.08</b>	<b>2.08</b>	<b>2.08</b>	<b>2.08</b>	<b>2.08</b>
-------------------------------	-------------	-------------	-------------	-------------	-------------	-------------	-------------

\* DOF E-8 City/County Population & Housing Estimate as of April 1, 2020 published May 7, 2021 and revised November 16, 2023  
\*\* DOF E-5 City/County Population & Housing Estimate published May 7, 2022  
Compiled by: Peloton Research + Economics, 2024

**Section A-2**  
*continued*

**Housing Units 2018-2045**  
**BCAG - Post Camp Fire Study - Forecast**

Jurisdiction	2018**	2020**	2025	2030	2035	2040	2045	Total Increase	Percent Increase	Compounded Annual Growth Rate (CAGR) 2018-2045
								2018-2045	2018-2045	
Biggs	692	696	729	776	830	891	936	244	35.3%	1.12%
Chico	39,810	41,738	44,651	47,495	50,497	53,718	56,106	16,296	40.9%	1.28%
Gridley	2,517	2,540	2,714	2,940	3,190	3,472	3,682	1,165	46.3%	1.42%
Oroville	7,333	7,391	7,657	8,035	8,455	8,936	9,293	1,960	26.7%	0.88%
<b>Paradise</b>	<b>13,091</b>	<b>1,766</b>	<b>4,851</b>	<b>5,860</b>	<b>6,624</b>	<b>7,018</b>	<b>7,310</b>	<b>-5,781</b>	<b>-44.2%</b>	<b>-2.13%</b>
Unincorporated	35,910	31,991	33,756	35,643	37,669	39,890	41,537	5,627	15.7%	0.54%
Total County	99,353	86,122	94,358	100,749	107,265	113,925	118,864	19,511	19.6%	0.67%

\*\* DOF E-5 City/County Population and Housing Estimates (Updated May 2020)  
Compiled by: Peloton Research + Economics, 2024

**Housing Units 2022-2045**  
**BCAG - Medium Scenario**

Jurisdiction	2020*	2022**	2025	2030	2035	2040	2045	Total Increase	Total Increase	Compounded Annual Growth Rate (CAGR) 2022-2045
								2022-2045	2022-2045	
Biggs	676	677	694	746	805	823	835	158	23%	0.92%
Chico	44,358	45,793	47,299	50,457	53,726	54,652	55,311	9,518	21%	0.82%
Gridley	2,570	2,606	2,696	2,947	3,219	3,300	3,358	752	29%	1.11%
Oroville	7,691	7,783	7,921	8,340	8,798	8,936	9,034	1,251	16%	0.65%
<b>Paradise</b>	<b>2,436</b>	<b>3,702</b>	<b>5,297</b>	<b>6,417</b>	<b>7,249</b>	<b>7,362</b>	<b>7,443</b>	<b>3,741</b>	<b>101%</b>	<b>3.08%</b>
Unincorporated^^	32,211	30,988	31,900	33,996	36,202	36,840	37,295	6,307	20%	0.81%
Total County	88,942	91,549	95,807	102,903	110,000	111,913	113,277	21,728	24%	0.93%

\* DOF E-8 City/County Population & Housing Estimate as of April 1, 2020 published May 7, 2021 and revised November 16, 2023  
\*\* DOF E-5 City/County Population & Housing Estimate published May 7, 2022  
Compiled by: Peloton Research + Economics, 2024

**Section A-2**  
*continued*

**Changes in BCAG Forecast Numbers to Year 2045**  
2018 vs 2022 Base Year Population and Housing Unit Figures  
**Town of Paradise**

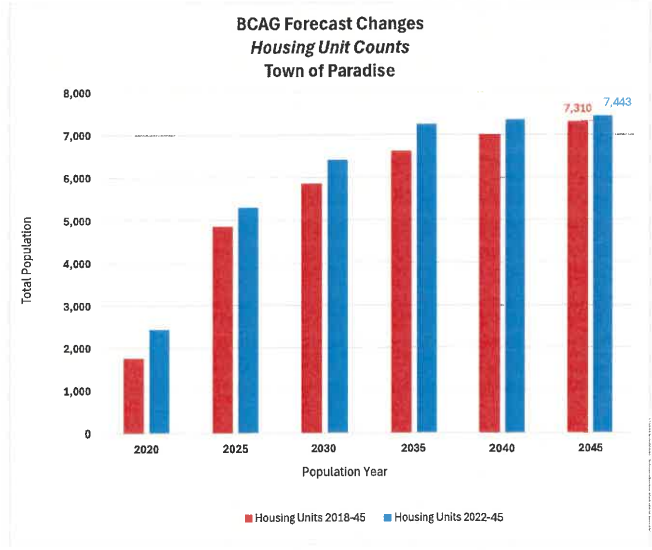
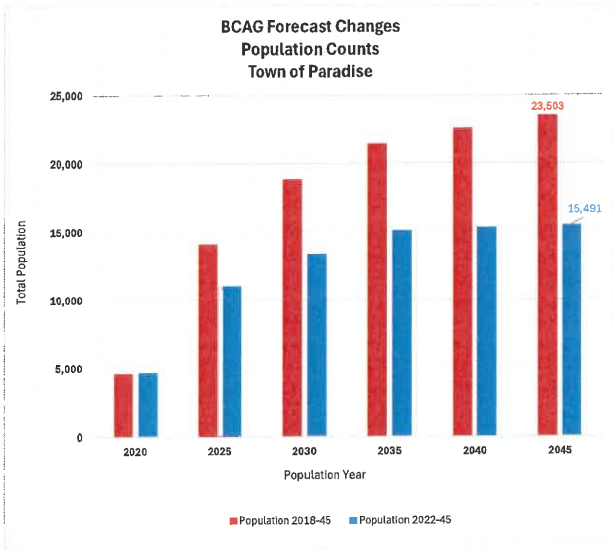
**Population Forecast**

Forecast Period	2020	2025	2030	2035	2040	2045
Population 2018-45	4,631	14,101	18,867	21,446	22,562	23,503
Population 2022-45	4,710	11,024	13,356	15,088	15,324	15,491
<b>Difference =</b>	<b>79</b>	<b>(3,077)</b>	<b>(5,511)</b>	<b>(6,358)</b>	<b>(7,238)</b>	<b>(8,012)</b>

**Housing Unit Forecast**

Forecast Period	2020	2025	2030	2035	2040	2045
Housing Units 2018-45	1,766	4,851	5,860	6,624	7,018	7,310
Housing Units 2022-45	2,436	5,297	6,417	7,249	7,362	7,443
<b>Difference =</b>	<b>670</b>	<b>446</b>	<b>557</b>	<b>625</b>	<b>344</b>	<b>133</b>

Source: BCAG - Post-Camp Fire Growth Forecast 2018-2045, Regional Growth Forecasts 2022-2045; Peloton Research + Economics, 2024



### Section A-3

## California Department of Finance (DOF) and CalTrans Population Forecasts Comparison of 2020 to 2050 Forecast Period

### Variations in California Department of Finance and CalTrans Population Forecasts for Butte County Comparison Period 2020 to 2050

CA Department of Finance (DOF) Report P-2A: Total Estimated and Projected Population for California and Counties: July 1, 2020 to 2060

Geography	DOF Estimates		Forecast Period								Annual Growth Rate
	2020	2022	2025	2030	2035	2040	2045	2050	2055	2060	2020 to 2050
Butte County	210,426	206,932	208,768	211,002	216,702	224,028	232,443	242,078	252,730	264,113	0.47%

DOF - Report P-2A: Population Projections by County, (2019 Baseline - Interim Update), March 8, 2024 Forecast

Caltrans Population Projections - Butte County - 2020 to 2050

Geography	DOF Estimates		Forecast Period								Annual Growth Rate
	2020	2022	2025	2030	2035	2040	2045	2050	2055	2060	2020 to 2050
Butte County	210,426	206,932	210,928	219,955	218,861	218,814	219,726	221,362	NA	NA	0.17%

CalTrans - Butte County Economic Forecast - January 8, 2024

Compiled by: Peloton Research + Economics, 2024

## Section A-4

### Butte County and Jurisdictions Historical Labor Force and Unemployment Stats 2014 to 2023

#### Butte County Civilian Labor Force - Annual Count 2014 to 2023

Area	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Butte County</b>	<b>101,100</b>	<b>101,100</b>	<b>101,600</b>	<b>102,000</b>	<b>101,800</b>	<b>98,000</b>	<b>93,200</b>	<b>92,000</b>	<b>91,500</b>	<b>91,900</b>
Biggs city	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,000	1,000	1,000
Chico city	46,700	47,200	47,600	48,300	48,700	53,700	52,400	51,700	51,600	51,900
Concow CDP	100	100	100	100	100	100	100	100	100	100
Durham CDP	2,800	2,800	2,800	2,800	2,800	2,700	2,600	2,500	2,500	2,500
Gridley city	3,000	3,000	3,000	3,000	3,000	2,900	2,800	2,700	2,700	2,700
Magalia CDP	4,100	4,100	4,100	4,100	4,100	3,900	3,800	3,700	3,700	3,700
Oroville city	7,400	7,400	7,400	7,400	7,400	7,100	6,800	6,700	6,600	6,700
Oroville East CDP	3,100	3,100	3,100	3,200	3,100	3,000	2,900	2,900	2,800	2,800
Palermo CDP	2,100	2,100	2,100	2,200	2,100	2,100	2,000	1,900	1,900	1,900
<b>Paradise town</b>	<b>11,100</b>	<b>11,100</b>	<b>11,200</b>	<b>11,200</b>	<b>11,100</b>	<b>2,000</b>	<b>1,800</b>	<b>1,800</b>	<b>1,800</b>	<b>1,800</b>
South Oroville CDP	1,300	1,300	1,300	1,300	1,300	1,300	1,200	1,200	1,200	1,200
Thermalito CDP	2,700	2,700	2,700	2,700	2,700	2,600	2,500	2,500	2,400	2,400

#### Butte County Unemployment Rates - Annual Average (%) 2014 to 2023

Area	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Butte County</b>	<b>8.7</b>	<b>7.2</b>	<b>6.6</b>	<b>5.8</b>	<b>5.1</b>	<b>5.1</b>	<b>9.4</b>	<b>6.9</b>	<b>4.5</b>	<b>5.2</b>
Biggs city	12.1	10.1	9.3	8.2	7.1	7.2	12.9	9.6	6.3	7.4
Chico city	7.3	6	5.1	4.5	3.9	3.8	7.9	5.4	3.4	4.2
Concow CDP	6.7	5.8	5	4.9	4.1	4.2	7.2	5.5	3.6	4.5
Durham CDP	9.9	8.2	7.5	6.6	5.7	5.8	10.6	7.8	5.2	6
Gridley city	9.5	7.8	7.2	6.3	5.5	5.6	10.1	7.5	4.9	5.7
Magalia CDP	9.4	7.7	7.1	6.2	5.4	5.5	10	7.4	4.9	5.6
Oroville city	10.8	8.9	8.2	7.2	6.3	6.4	11.5	8.5	5.6	6.5
Oroville East CDP	9.9	8.2	7.5	6.6	5.8	5.8	10.6	7.8	5.2	6
Palermo CDP	9.2	7.6	7	6.1	5.3	5.4	9.8	7.3	4.8	5.5
<b>Paradise town</b>	<b>7.6</b>	<b>6.3</b>	<b>6.4</b>	<b>5.4</b>	<b>4.9</b>	<b>10.1</b>	<b>8.8</b>	<b>8.2</b>	<b>6</b>	<b>7.9</b>
South Oroville CDP	3.6	3	2.7	2.4	2.1	2.1	4	2.8	1.9	2.1
Thermalito CDP	11.2	9.3	8.6	7.5	6.5	6.6	12	8.9	5.9	6.8

Source: California Employment Development Department (EDD). Labor Market Information, March 2023 Benchmark

Note: Data are not seasonally adjusted. Totals may not add due to rounding. CDP = Census Designated Place.

Compiled by: Peloton Research + Economics, 2024

**Section A-4**

*Continued*

**Butte County Labor Force and Employment Figures**  
 Month of August 24

**Butte County Labor Force Data**  
**Cities and Census Designated Places (CDP)**  
**August 2024 - Preliminary**  
*Data Not Seasonally Adjusted*

Area Name	Labor Force	Employment	Unemployment	
			Number	Rate
<b>Butte County</b>	92,700	86,800	5,800	6.3%
Biggs city	1,000	900	100	8.7%
Chico city	52,500	49,600	2,900	5.6%
Concow CDP	100	100	0	4.5%
Durham CDP	2,600	2,400	200	7.1%
Gridley city	2,800	2,600	200	6.8%
Magalia CDP	3,700	3,500	200	6.7%
Oroville city	6,700	6,200	500	7.8%
Oroville East CDP	2,900	2,700	200	7.1%
Palermo CDP	2,000	1,800	100	6.6%
<b>Paradise town</b>	<b>1,800</b>	<b>1,700</b>	<b>200</b>	<b>9.0%</b>
South Oroville CDP	1,200	1,100	0	2.6%
Thermalito CDP	2,500	2,300	200	8.1%

Note: CDP is "Census Designated Place" - a recognized community that was unincorporated at the time of the 2018-2022 5-Year American Community Survey (ACS).

Source: CA Employment Development Dept. - Labor Information Division 9/24

## Section A-5

### Town of Paradise Businesses and Employees by Major Industry Classification 2023

Town of Paradise Business by Industry Summary	Counts
Total Businesses:	511
Total Employees:	3,429
Total Population:	5,115
Employee/Population Ratio (per 100 Residents)	67

Business/Employer by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	27	5.3%	84	2.4%
<b>Construction</b>	<b>47</b>	<b>9.2%</b>	<b>106</b>	<b>3.1%</b>
Manufacturing	17	3.3%	77	2.2%
Transportation	18	3.5%	74	2.2%
Communication	1	0.2%	45	1.3%
Utility	1	0.2%	45	1.3%
Wholesale Trade	6	1.2%	43	1.3%
<b>Retail Trade Summary</b>	<b>97</b>	<b>19.0%</b>	<b>722</b>	<b>21.1%</b>
Home Improvement	6	1.2%	29	0.8%
General Merchandise Stores	6	1.2%	55	1.6%
<b>Food Stores</b>	<b>11</b>	<b>2.2%</b>	<b>168</b>	<b>4.9%</b>
Auto Dealers & Gas Stations	12	2.3%	72	2.1%
Apparel & Accessory Stores	2	0.4%	6	0.2%
Furniture & Home Furnishings	5	1.0%	8	0.2%
<b>Eating &amp; Drinking Places</b>	<b>23</b>	<b>4.5%</b>	<b>240</b>	<b>7.0%</b>
Miscellaneous Retail	32	6.3%	144	4.2%
<b>Finance, Insurance, Real Estate Summary</b>	<b>48</b>	<b>9.4%</b>	<b>229</b>	<b>6.7%</b>
Banks, Savings & Lending Institutions	5	1.0%	41	1.2%
Securities Brokers	9	1.8%	23	0.7%
Insurance Carriers & Agents	2	0.4%	6	0.2%
<b>Real Estate, Holding, Other Investment Offices</b>	<b>32</b>	<b>6.3%</b>	<b>159</b>	<b>4.6%</b>
<b>Services Summary</b>	<b>214</b>	<b>41.9%</b>	<b>1,825</b>	<b>53.2%</b>
Hotels & Lodging	3	0.6%	27	0.8%
Automotive Services	19	3.7%	52	1.5%
Movies & Amusements	14	2.7%	43	1.3%
<b>Health Services</b>	<b>36</b>	<b>7.0%</b>	<b>557</b>	<b>16.2%</b>
Legal Services	3	0.6%	10	0.3%
<b>Education Institutions &amp; Libraries</b>	<b>14</b>	<b>2.7%</b>	<b>659</b>	<b>19.2%</b>
Other Services	125	24.5%	477	13.9%
<b>Government</b>	<b>9</b>	<b>1.8%</b>	<b>174</b>	<b>5.1%</b>
Unclassified Establishments	26	5.1%	5	0.1%
<b>Totals</b>	<b>511</b>	<b>100.0%</b>	<b>3,429</b>	<b>100.0%</b>

Source: ESRI; Data Axle; Bureau of Labor Statistics, 2022-2024; Peloton Research + Economics

**Section A-5**  
*Continued*

**Town of Paradise**  
**Industry Employment of Workers**  
2018 & 2022 Comparison

<b>Industry of Employment</b>	<b>2018</b>	<b>2022</b>	<b>2018-22 Change</b>
Civilian employed population 16 years and over	9,788	1,932	-7,856
Agriculture, forestry, fishing and hunting, and mining	235	42	-193
Construction	646	203	-443
Manufacturing	676	151	-525
Wholesale trade	221	13	-208
<b>Retail trade</b>	<b>1,323</b>	<b>211</b>	<b>-1,112</b>
Transportation and warehousing, and utilities	396	99	-297
Information	199	50	-149
Finance and insurance, and real estate and rental and leasing	495	79	-416
Professional, scientific, and management, and administrative and waste management services	638	160	-478
<b>Educational services, and health care and social assistance</b>	<b>3,116</b>	<b>470</b>	<b>-2,646</b>
Arts, entertainment, and recreation, and accommodation and food services	971	270	-701
Other services, except public administration	503	114	-389
Public administration	369	70	-299

Source: American Community Survey (ACS), 5-Year Estimates Subject Tables, Table S2405, 2022  
Compiled by: Peloton Research + Economics, 2024



## Section A-6

### Town of Paradise Workforce Dynamics – 2018 and 2021 Comparison

**Town of Paradise**  
**Where Paradise Residents Go For Work**  
*Share of Paradise Residents Job Locations*  
*Top 10 Job Destinations for 2021*

Paradise Resident Location of Work	2018		2021	
	Count	Share	Count	Share
Chico city, CA	2,266	26.4%	623	30.3%
Paradise town, CA	2,133	24.9%	345	16.8%
Oroville city, CA	521	6.1%	154	7.5%
Butte Valley CDP, CA	208	2.4%	68	3.3%
Durham CDP, CA	147	1.7%	55	2.7%
Magalia CDP, CA	159	1.9%	40	1.9%
Sacramento city, CA	203	2.4%	33	1.6%
Yuba City city, CA	93	1.1%	32	1.6%
Redding city, CA	161	1.9%	25	1.2%
San Francisco city, CA	96	1.1%	25	1.2%
<i>Other</i>	2,588	30.2%	657	31.9%
<b>Total Jobs =</b>	<b>8,575</b>	<b>100.0%</b>	<b>2,057</b>	<b>100.0%</b>

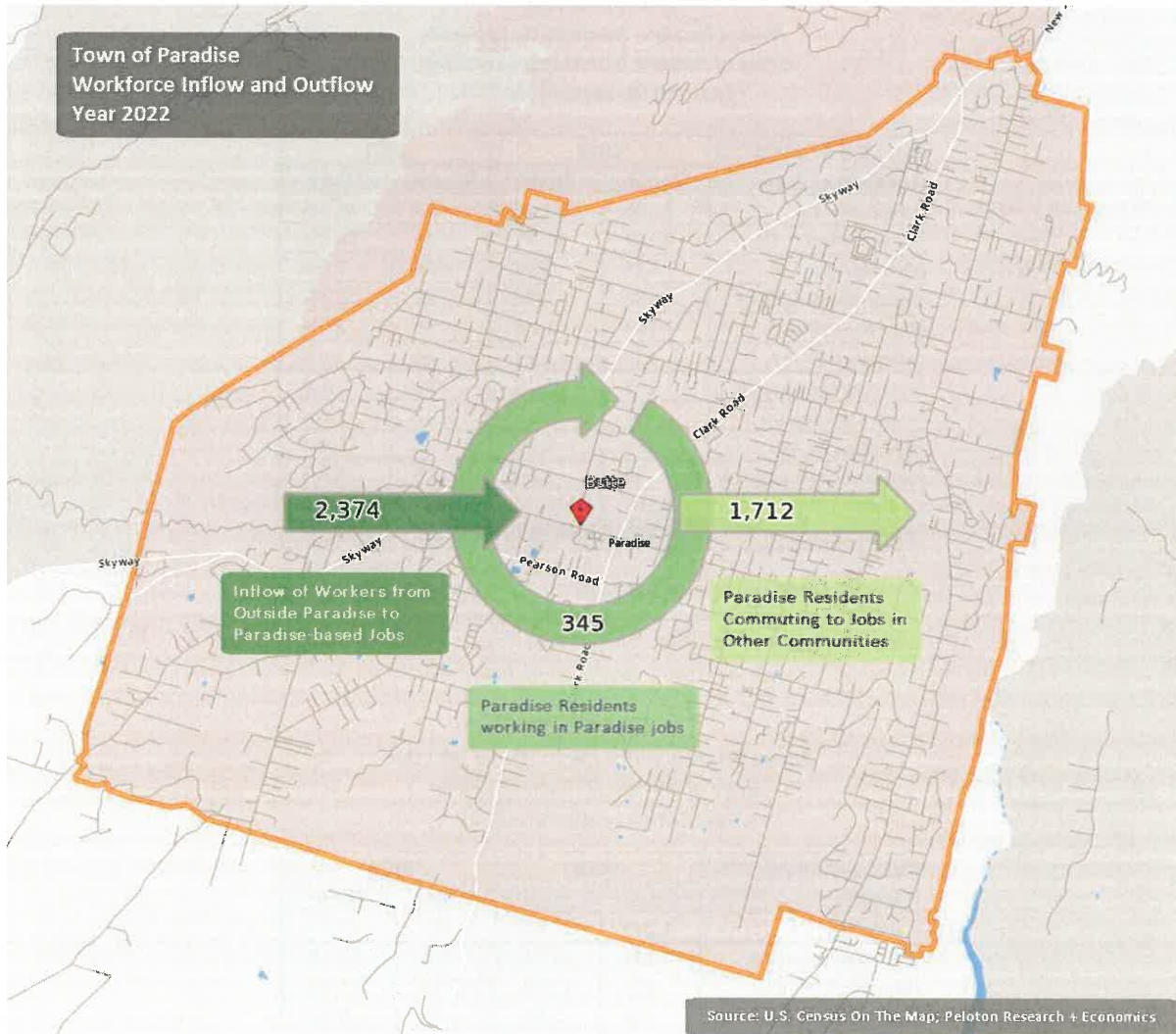
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).  
Peloton Research + Economics, 2024

**Town of Paradise**  
**Where Workers with Paradise-Based Jobs Live**  
*Share of Workers by Home Location*  
*Top 10 Draw Locations for 2021*

Worker's Home Location	2018		2021	
	Count	Share	Count	Share
Chico city, CA	1,244	19.8%	667	24.5%
Paradise town, CA	2,133	34.0%	345	12.7%
Magalia CDP, CA	815	13.0%	338	12.4%
Oroville city, CA	159	2.5%	103	3.8%
Butte Valley CDP, CA	60	1.0%	52	1.9%
Durham CDP, CA	114	1.8%	50	1.8%
Thermalito CDP, CA	69	1.1%	43	1.6%
Yuba City city, CA	68	1.1%	34	1.3%
Redding city, CA	47	0.7%	33	1.2%
Orland city, CA	13	0.2%	29	1.1%
<i>Other</i>	2,796	44.6%	1,025	37.7%
<b>Total Jobs =</b>	<b>6,274</b>	<b>100.0%</b>	<b>2,719</b>	<b>100.0%</b>

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).  
Peloton Research + Economics, 2024

**Section A-6**  
*Continued*



## Section A-7

Since the completion of the **EPS Commercial Market Study in February 2022**, the retail and commercial real estate market in Paradise has experienced both setbacks and opportunities, reflecting broader trends in economic recovery as well as local factors specific to the rebuilding efforts post-Camp Fire. Below, we outline key closures, openings, and market changes that have taken place in Paradise's commercial real estate landscape, providing a snapshot of how the retail sector has evolved over the past two years.

### **Closures of Major Retailers and Businesses**

Several larger retailers and key businesses have closed their doors, contributing to significant shifts in the retail landscape. These closures have largely been driven by continued economic challenges, such as rising operational costs, including mandatory minimum wage increases and insurance premiums, as well as the ongoing shift toward online shopping. The following notable closures have impacted Paradise:

- **Holiday Market Closure:**
  - **Address: 6848 Skyway Road**
  - **Closed: January 2023**
  - Following the closure of Holiday Market, only two grocery stores remain in Paradise: **Save Mart** and **Grocery Outlet**.
- **Rite Aid Closure:**
  - **Address: 6007 Clark Road**
  - **Building Size: 17,340 square feet**
  - **Status:** Currently vacant and listed for lease or sale.
  - The closure of Rite Aid left a large anchor retail space empty in a prominent location, contributing to the local vacancy rate.
- **Chase Bank Closure:**
  - **Address: 6669 Clark Road**
  - **Building Size: 5,386 square feet**
  - **Status:** Vacant and recently put up for auction.
  - The closure of Chase Bank not only left another large building vacant but also reduced local access to banking services.
- **Big Lots Store Closure:**
  - **Address: 6646 Clark Road**
  - **Building Size: 34,034 square feet**
  - **Status:** Offered for lease, pending final store closure.
  - **Big Lots**, which was one of the larger retail operators in Paradise, announced its closure as part of a larger **bankruptcy restructuring** affecting **75 stores in California**, including locations in **Paradise and Chico**. This closure represents another significant loss for the retail mix in the area.

## Section A-7

### *Continued*

#### **New Store Openings and Positive Developments**

Despite these closures, there have also been several positive developments, with new store openings and businesses occupying previously vacant spaces. These openings have contributed to a gradual decline in vacancy rates and represent a shift toward a different type of retail and service offering:

- **True Value Hardware Store Opening:**
  - **Address: 6848 Skyway Road** (former Holiday Market space)
  - **Building Size: 20,900 square feet**
  - **Status:** Occupied by True Value Hardware
  - The opening of **True Value Hardware** has helped fill a large vacant space, bringing an important retail category back to the community.
- **Five Below and Ross Dress For Less:**
  - **Location: Paradise Plaza on Clark Road**
  - **Status:** Newly opened stores
  - The addition of **Five Below** and **Ross Dress For Less** has filled a gap in the market for **apparel** and **general merchandise**, adding variety to the retail options in Paradise.
- **Grocery Outlet Reopened:**
  - **Address: 6800 Skyway Road** (former CVS space)
  - **Building Size: 20,000 square feet**
  - **Status:** Reopened in **October 2021**
  - The reopening of **Grocery Outlet** has provided a more affordable grocery option for residents and helped support local access to essential goods.
- **Edward Jones Financial Advisor Office:**
  - **Address: 6311 Skyway Road** (former Knit Wits yarn supply space)
  - **Building Size: 1,520 square feet**
  - **Status:** Occupied by Edward Jones
  - This new office provides local financial services, catering to community members in need of financial planning and advice.
- **Green Paradise Café:**
  - **Address: 6201 Skyway Road**
  - **Building Size: 800 square feet** (mixed-use building)
  - **Status:** Occupied by Green Paradise Café
  - A new restaurant with a focus on **local, organic ingredients**, **Green Paradise Café** has helped add to the local food options, creating an attractive destination for both residents and visitors.

## Section A-7 *Continued*

### **Current Vacant Spaces in the Downtown Core**

In addition to the closures and new openings, there remain several vacant spaces in the **Downtown Core (CBD)**. Many of these properties have been on the market for some time, reflecting the challenges that come with rebuilding and attracting tenants in a rural setting:

- **5990 Foster Road:**
  - **Building Size: 9,200 square feet**
  - **Status:** Former **Paradise Feed & Pet Supply store**, available for lease.
- **605 Birch Street:**
  - **Building Size: 894 square feet** (mixed-use building)
  - **Status:** Sold in 2019 for **\$50,000**, currently vacant.
- **5337 Black Olive Drive:**
  - **Status:** Former **Ridge Therapy & Fitness** building, not listed for sale or lease.
- **770 Birch Street:**
  - **Building Size: 880 square feet**
  - **Status:** Former **Nail Salon**, interior refinished, not listed for sale or lease.
- **6333 Skyway Road:**
  - **Building Size: 2,092 square feet**
  - **Status:** Former financial services building, offered for sale at **\$275,000**.
- **6405 Skyway Road:**
  - **Building Size: 1,976 square feet**
  - **Status:** Former **Dirt to Doorknobs** business, listed for sale at **\$249,500**.
- **6268 Skyway Road:**
  - **Building Size: 1,640 square feet**
  - **Status:** Retail space between **Nic's** and **Paradise Bikes**, listed for sale at **\$359,000**.
- **6294 Skyway Road:**
  - **Building Size: 1,404 square feet**
  - **Status:** Former **gym and yoga studio**, recently sold for **\$147,000**.

## Section A-8

### Town of Paradise Vacant Space Survey Update – September 2024

Town of Paradise  
Market Analysis  
Existing Retail Supply Located in and Near the Primary Market Area

Location	Property Details	Retail Building Area Sq. Ft.	Year Built	Notes
<b>Town of Paradise</b>				
<b>Occupied Retail Space</b>				
6848 Skyway	Paradise Shopping Center (True Value Hardware, TriCounty Bank)	55,000	1965	Holiday Market replace with True Value Hardware
6636 Clark Rd	Paradise Plaza (SaveMart Grocery Store)	37,110	1978	
5720 Clark Rd	Ace Hardware	27,063	1965	
6600 Clark Rd	Paradise Plaza (Tractor Supply)	24,973	1978	
6606 Clark Rd	Paradise Plaza (Divided into Ross & Five Below)	24,522	1979	Ross & Five Below appear to take 24,522 sq ft.
5921 Clark Rd	James Square (The Patty Wagon, misc. retailers)	20,514	1979	
6800 Skyway	Grocery Outlet (Formerly CVS)	19,300	1992	
6626 Clark Rd	Paradise Plaza (Mountain Mike's, Paradise Fitness, Dollar Tree)	15,786	1978	
7576 Skyway	Walgreens	13,700	1996	
6574 Clark Rd	Dollar General	9,002	2014	
6616 Clark Rd	Paradise Plaza (Subway, Smoke Shop)	2,172	1978	
6625 Skyway	Dollar General Reopened	9,421	2013	
208 Pearson Rd	Snoop Sisters	8,300	1950	
6308 Skyway	Les Schwab Tires	8,156	1978	
7368 Skyway	O'Reilly Auto Parts	8,135	2013	
6295 Skyway	Building Resiliency Center (Former B of A)	7,881	1976	
5923 Clark Rd	Shadowbrook Plaza (Occupied Suites)	7,814	1980	Total Plaza = 9,492
7126 Skyway	Former Country Harvest Building (Leased portion)	7,650	1977	Total 9,450 in building
7967 Skyway	Debbie's Restaurant	6,200	1978	
7542 Skyway	Auto Zone	5,400	1997	
6678 Clark Rd	Bank of America	5,183	1981	
6930 Skyway	Wells Fargo	4,500	1975	
5990 Clark Rd	Now Napa Auto Parts	4,480	1983	
5995 Skyway	Big O Tires	4,439	1991	
672 Pearson Rd	Now Mechanics Bank	4,200	1976	Was Rabobank N.A.
6616 Clark Rd	Paradise Plaza (Leased Portion of 6616)	4,007	1979	Was 6,244 sq foot
6160 Center St	Former Subaru Repair - Now Warehouse/Storage	3,660	1995	
5837 Clark Rd	Laundromat	3,600	2007	
7575 Skyway	Arco Gas & Maxx for Less Mart	3,600	1982	
5835 Clark Rd	Former Westside Pizza. Under new lease. Business unknown.	3,576	2008	Was Westside Pizza
633 Pearson Rd	Treasure Cove Thrift Store	3,500	1963	
5859 Clark Rd	Taco Bell	2,520	1995	
6256 Skyway	Nic's Restaurant	2,500	1952	
6400 Skyway	Simplistic Real Estate	2,500	1960	
6344 Skyway	Starbucks	2,482	2018	
5309 Skyway	76 Gas + Convenience Mart	2,301	NA	
8279 Skyway	Small engine repair	2,300	1946	
7515 Skyway	Upholstery cleaning	2,100	1974	
6420 Clark Rd	Jiffy Lube	2,100	1987	
6067 Skyway	Engineering firm	1,901	1948	
8247 Skyway	Antique Store	1,860	1939	
5542 Clark Rd	Sakura Sushi #2	1,665	1953	Former Old Barn Kitchen
5725 Clark Rd	Backyard Shed dealer - open	1,650	NA	
6311 Skyway	Now Edward Jones Financial	1,520	1952	Was Knit Wits, Financial Advisors
491 Pearson Rd	Consignment Store	1,206	1954	
6627 Clark Rd	Integrity Restoration & Remodeling LLC	882	1950	
475 Pearson Rd	Gold Nugget Museum office	880	1960	
8229 Skyway	Gas and Liquor	800	1960	
770 Birch St	Outfitted for new unknown business	774	1930	Was Nail Studio
6901 Skyway	Dutch Bros. Coffee	367	2009	
<b>Total Occupied Retail Space</b>		<b>395,152</b>		<b>Previous Study reported occupied total as 331,013</b>

Source: Commercial Market Analysis , EPS, 2022; Peloton Research + Economics, 2024

## Section A-8 Continued

### Paradise Vacant Retail Space

Location	Property Details	Retail Building Area Sq. Ft.	Year Built	Notes
<b>Town of Paradise</b>				
<b>Vacant Retail Space</b>				
6646 Clark Rd	Paradise Plaza (Former Big Lots Store - Closing)	34,043	1979	
6608 Clark Rd	Paradise Plaza (Next to New 5 Below)	32,457	1979	
6007 Clark Rd	Former Rite Aid - Currently Vacant and for Lease or Sale	17,326	2010	Currently Vacant and for Lease or Sale
6626 Clark Rd	Paradise Plaza (Suites A, N, P For Lease)	10,368	1979	
6701 Clark Rd	Former Cinema	25,152	1999	
5990 Foster Rd	Former Skyway Feed & Pet Supply - Offered for lease at \$6,900/mo.	9,210	1957	Listed by Coldwell Banker
6640 Clark Rd	Paradise Plaza	5,974	1979	
6669 Clark Rd	Former Chase Bank - Building up for auction October 2024	5,386	1984	Vacant and scheduled for auction in October
6653 Clark Rd	Vacant Retail across from Paradise Plaza	4,640	1980	
6616 Clark Rd	Paradise Plaza (2,237 sq foot for lease)	2,237	1979	Was 6,244 sq foot
6331/6333 Skyway	Vacant Retail - For Sale for \$275,000	2,100	1957	Listed by Coldwell Banker
6405 Skyway	Former Dirt to Doorknobs building for sale at \$249,500	1,976	1977	Listed by Coldwell Banker
7126 Skyway	Former Country Harvest (1,800 available for lease)	1,800	1977	Total 9,450 in building
5923 Clark Rd	Shadowbrook Plaza (Suite J available)	1,678	1980	Total Plaza = 9,492
6268 Skyway	Building next to Nic's for sale at \$359,000	1,640	NA	
6294 Skyway	Former Dance Center - Building sold for \$147,000 in June 2024	1,300	NA	
605 Birch St	Building Sold for \$50,000 in Dec. 2019. Windows taped.	894	NA	
<b>Subtotal Vacant Space</b>		<b>158,181</b>		<b>Previous study showed 220,662 vacant</b>
<b>Total Occupied and Vacant Retail Space in Paradise</b>		<b>553,333</b>		<b>Previous was 551,675</b>

*Some removed locations from previous study noted below:*

6405 Clark Rd	Vacant Lot, formerly Bank of the West	4,812	1979	Vacant lot not building
6044 Skyway	Vacant lot	4,134	1948	No building
5145 Pentz Rd	Vacant Retail	1,242	NA	Property is a Home
6523 Clark Rd	Vacant Retail	880	1960	No building

Source: Commercial Market Analysis, EPS, 2022; Peloton Research + Economics, 2024

### Retail Space Occupancy Status Town of Paradise 2022 & 2024 Comparison

Retail Space Status	EPS/CoStar	Peloton
	2022 Analysis	9/2024 Survey
Occupied (Sq. Ft.)	331,013	395,152
Vacant (Sq. Ft.)	220,662	158,181
Total in Survey (Sq. Ft.)	551,675	553,333
<b>Vacancy Rate (%)</b>	<b>40.0%</b>	<b>28.6%</b>

Source: Commercial Market Analysis, EPS, 2022; Peloton Research, 2024

## Section A-8

*Continued*

### Secondary Market – Magalia Area - Vacant Space Survey Update – September 2024

Town of Paradise  
Market Analysis  
Existing Retail Supply Located in the Secondary Market Area

Location	Property Details	Retail Building Area Sq. Ft.	Year Built	Notes
<b>Secondary Market Area</b>				
<b>Magalia Area</b>				
<b>Occupied Retail Space</b>				
14001 Lakeridge Cir	Holiday Market	28,000	1989	Former Mechanics Bank
14115 Lakeridge Cir	Rite Aid	17,000	2018	Was not in the original list
140004 Lakeridge Cir	Dollar General	9,026	2015	
14154 Skyway	Oakridge Shopping Center	6,800	1978	Was 4,725 sq feet
14144 Lakeridge Ct	Small center - Cookies Ridge Fitness, Smoke Shop, etc.	6,160	1998	
3772 Durham Pentz Rd	Clear Creek Crossing Gast Station	6,000	1985	
14137 Lakeridge Cir	Paradise Pines Med Center & Pharmacy	4,950	NA	Was not in the original list
14115 Lakeridge Cir	Happy Day Restaurant	4,600	NA	Was not in the original list
14468 Skyway	Construction Company	3,040	1974	
14439 Skyway	Red Lion Plaza	2,880	1978	
14618 Skyway	Fastrip Gas + Chuck's Place Convenience	2,691	1979	
13915 S Park Dr	Izzy's and Innova Disc Golf Shop	1,600	1973	
13990 Lakeridge Cir	Valero	1,104	1989	
<b>Subtotal Occupied Retail Space</b>		<b>93,851</b>		<b>Previous Study showed 26,775</b>
<b>Vacant Retail Space</b>		<b>0</b>		<b>Previous study showed 62,439</b>
<b>Total Occupied and Vacant Retail Space in Secondary Market Area</b>		<b>93,851</b>		<b>Previously reported as 89,214</b>
<i>Some removed locations from previous study noted below:</i>				
15305 Skyway	Vacant Retail	5,900	NA	Doesn't Exist
14086 Skyway	Vacant Lot	5,440	1978	Doesn't Exist
14028 Lakeridge Cir	Vacant Retail	3,600	2009	Doesn't Exist
14449 Skyway	Vacant Retail	3,360	1956	House
14096 Lakeridge Cir	Vacant Retail	2,000	2008	House
13721 Skyway	Vacant Retail	1,488	1928	House
5260 Miocene Cir	Critter Care Center	1,200	NA	Doesn't Exist
14096 Lakeridge Cir	Building 2	1,000	2008	House
		<b>Total</b>	<b>23,988</b>	<b>Total square footage that was mistakenly included in original study.</b>

Source: Commercial Market Analysis, EPS, 2022; Peloton Research + Economics, 2024



## Section A-9

### Paradise Central Business District (CBD) – Business Survey – September 2024

TOWN OF PARADISE

SURVEY OF DOWNTOWN COMMERCIAL CORE PARCELS AND ACTIVE BUSINESS LOCATIONS

September 2024

Survey by: Peloton Research + Economics

No.	APN	Business Name/Operator	Street Address	Business Type
1	052-221-006-000	Collision Masters And Framework	117 & 119 Pearson Rd	Auto Repair Shops
2	052-221-012-000	Old Republic Title	145 Pearson Rd	Business Services
3	052-225-017-000	Sharrett Bookkeeping & Income Tax Service	162 Pearson Rd	Business Services
4	052-225-004-000	Snoop Sisters Vintage & More	202 & 208 Pearson Rd	Receivables/Master Outlets
5	052-222-017-000	Paradise Real Estate Professionals	205 Pearson Rd	Business Services
6	052-223-029-000	Joy Lyn's Candies	220 Pearson Rd	Specialty Stores
7	052-222-011-000	Paradise Art Center	5564 Almond St	Specialty Stores
8	052-222-012-000	Luis Quantum Integrations	5574 Almond St	Personal Services
9	052-222-001-000	American Homes and Land Realty	5580 Almond St	Business Services
10	052-201-015-000	Lyons Express Lube & Oil	5605 Almond St	Auto Repair Shops
11	052-201-030-000	Newton Bracewell Cremation & Funeral Service	5691 Almond St	Morticians And Undertakers
12	052-121-016-000	Wildwood Mini Storage	5831 Wildwood Ln	Business Services
13	052-221-007-000	Competitive Edge Beauty Salon	5922 Foster Rd	Personal Services
14	052-193-019-000	Big O Tires	5995 & ptn 6009 Skyway	Automotive Supply Stores
15	052-193-022-000	Rancho Engineering	6067 Skyway Rd	Business Services
16	052-192-015-000	Skyway Antique Mall	6118 Skyway Rd	Receivables/Master Outlets
17	052-192-015-000	Antiques Of Paul Hilton	6118 Skyway Rd	Art/Gift/Novelty Stores
18	052-192-015-000	Busy Street Antiques & Collectables	6118 Skyway Rd	Home Furnishings
19	052-192-015-000	Elyrose D Zavagno	6118 Skyway Rd	Specialty Stores
20	052-192-015-000	Genesee Salamon	6118 Skyway Rd	Specialty Stores
21	052-192-015-000	Louise E Sypnicki	6118 Skyway Rd	Specialty Stores
22	052-192-015-000	Patricia A Zinn	6118 Skyway Rd	Specialty Stores
23	052-192-015-000	Rohn Roderick's Antiques Collectables	6118 Skyway Rd	Second-Hand Stores
24	052-130-044-000	Green Paradise Café	6201 Skyway Rd	Casual Dining
25	052-141-016-000	Nics - Shares Bldg with Bobbi's	6256 Skyway Rd	Casual Dining
26	052-141-016-000	Bobbis Boutique - Shares Bldg with Nic's	6264 Skyway Rd	Family Apparel
27	052-130-032-000	Woodworths & Travel Connection	6265 Skyway Rd	Specialty Stores - Jewelry
28	052-141-032-000	Ink Majors Body & Art Tattoo	6276 Skyway Rd	Personal Services
29	052-141-032-000	Paradise Bikes - Shares with Yesterdays	6282 Skyway Rd	Sporting Goods/Bike Stores
30	052-141-032-000	Yesterdays Paradise - Shares with Paradise Bikes	6284 Skyway Rd	Specialty/Second-Hand Stores
31	052-141-006-000	Les Schwab Tire Center	6308 Skyway Rd	Automotive Supply Stores
32	052-121-028-000	Edward Jones	6311 Skyway Rd	Business Services
33	052-121-035-000	Argus Lending	6331 Skyway Rd	Business Services
34	052-141-030-000	Starbucks	6344 Skyway Rd	Quick-Service Restaurants
35	052-121-047-000	Cozy Diner	6371 Skyway Rd	Casual Dining
36	052-121-011-000	Buffy's Gift Barn	6393 Skyway Rd	Art/Gift/Novelty Stores
37	052-122-030-000	Ridge Hydroponics - Same Building as Cell Repair	6402 Skyway Rd	Garden/Agricultural Supplies
38	052-121-043-000	Elements Of Health	6407 Skyway Rd	Medical/Biotech - Acupuncture
39	052-122-030-000	Ridge Cell Repair - Same Building as Hydroponics	6408 Skyway Rd	Garden/Agricultural Supplies
40	052-121-044-000	Ridge Builders Construction Company	6451 Skyway Rd	Contractors
41	052-121-045-000	Sinclairs Auto & Tow	6475 Skyway Rd	Auto Repair Shops
42	052-122-033-000	Barney O'Rourke's Restaurant	740 Elliott Rd	Casual Dining
43	052-222-003-000	Yowzers Custom T-Shirts (primarily .com)	774 Birch St	Non-Store Retailers

Green highlight is a small operator sharing a retail outlet (same parcel).

Grey highlights are separate operators in one divisible building (same parcel).

**Section A-9**  
*Continued*

**TOWN OF PARADISE**  
**SURVEY OF DOWNTOWN COMMERCIAL CORE PARCELS AND ACTIVE BUSINESS LOCATIONS**  
**Other Uses in the Downtown Core**

Survey by: Peloton Research + Economics

APN	Business Name/Operator	Street Address	Zip Code	Business Type
052-225-020-000	Building appears empty - Blinds down for years	186 - 190 Pearson Rd	95969	May be owned by RE Professionals at 205 Pearson
052-222-006-000	Former Physical Therapy Practice - 1 Bldg on 2 parcels	5537 Black Olive Dr	95969	May be owned by Oroville Hospital
052-222-005-000	Former Physical Therapy Practice - 1 Bldg on 2 parcels	5543 Black Olive Dr	95969	May be owned by Oroville Hospital
052-221-010-000	4-Plex of 1Bd/Ba units Offered for-sale	5577 Almond St	95969	2,021 Sq Feet for \$350,000
052-203-029-000	Paradise Police Department	5595 Black Olive Dr	95969	Police Station
052-203-033-000	Fire Safety Council used this home as public center	5619 Black Olive Dr	95969	Owned by Town of Paradise
052-203-032-000	Home on corner of Black Olive and Cedar	5631- A Black Olive Dr	95969	Appears to be owned by Town of Paradise
052-142-020-000	Previously built home - pre-fire	5851 Black Olive Dr	95969	Single-story, approx 1,312 sq feet, built 2005
052-201-018-000	Newer small home setback between Skyway & Newton Bracewell	6044 Foster Rd	95969	Approx 1,122 sq feet, built in 2023
052-192-006-000	1-story grey building - empty - says "job site"	605 Birch St	95969	Former Tattoo and Hair Salon
052-130-043-000	Boys & Girls Club - Teen Center - Share Bldg with Hometech	6241 Skwway Rd	95969	Teen Center
052-130-043-000	Homotech Charter School - Shares Building with B&G Club	6249 Skyway Rd	95969	School
052-141-017-000	Empty storefront adjacent tattoo parlor and Paradise Bikes	6268 Skyway Rd	95969	Listed For Sale 1,640 sq feet at \$359,900
052-130-045-000	Building Resiliency Center and Planning & Enginnering	6295 Skwway Rd	95969	Planning Department
052-142-011-000	Manufactured Home built in 2021	727 Hamma Dr	95969	Approx. 1,188 sq feet
052-203-026-000	Paradise Fire Department Station 81	767 Birch St	95969	Fire Station
052-222-002-000	Renovated Space - Not sure what use is	770 Birch St	95969	Was a former nail salon before fire

Grey highlights are separate operators in one divisible building (same parcel).

## Section A-10

### **Historical Context of Downtown Paradise (CBD)**

Prior to the Camp Fire in 2018, the **Paradise Commercial Center District** was characterized by a diverse range of retail, service businesses, office spaces, and some limited residential uses. The district was known for its eclectic mix of businesses, which included:

- **Antique and Second-Hand Stores:** The district was particularly famous for its **antique shops, thrift stores, craft stores,** and other used merchandise dealers. This unique concentration of antique and second-hand stores made Paradise a destination for **antiques enthusiasts** from both within and outside the region.
- **Diverse Retail Offerings:** The district featured a mix of **convenience stores, home goods retailers** (e.g., furniture, HVAC, backyard supplies), and **personal services** such as **salons, massage therapy,** and **fitness centers**. There were also several small **restaurants**, like **Nic’s** and **La Comida**, providing a local culinary touch that was appreciated by residents and visitors.
- **Automotive and Repair Services:** **Automotive repair shops, collision centers,** and **used car dealerships** were spread throughout the CBD, coexisting alongside other service businesses like **legal and accounting offices**.
- **Variety of Small Businesses:** Other notable businesses included **bookstores, music stores, pet supply shops, jewelry repair,** and **yarn stores**. These businesses collectively contributed to the rich commercial fabric of downtown Paradise.

The **Commercial Center** supported a mix of smaller operators, largely due to an **inventory of older properties** that had relatively **low lease rates**. The town also waived **business licensing requirements** at times to attract more operators. This approach fostered a **vibrant but informal commercial district**, where small business owners could operate without substantial overhead costs.

## Section A-11

### Employment and Economic Potential for Downtown Paradise

#### Overview of Employment Trends and Industry Jobs

##### Industry Jobs Breakdown

The economic base of **Paradise** has historically been built on a mix of service-oriented industries, retail, healthcare, and light manufacturing. Following the **Camp Fire** of 2018, there were substantial shifts in employment due to business closures and population displacement. As of **2024**, key employment sectors include:

- **Healthcare and Social Assistance:** Representing the largest segment of employment in the town. With ongoing rebuilding efforts, healthcare services have been instrumental in supporting both returning residents and workers involved in reconstruction.
- **Retail Trade:** Retail employment has decreased significantly since the fire, but there is positive momentum with new businesses such as **True Value Hardware**, **Grocery Outlet**, and **cafés** reopening in the CBD.
- **Construction:** Construction jobs have increased substantially as rebuilding efforts continue. This has driven short-term economic growth, though much of this labor force is transient and may not remain once reconstruction slows.
- **Professional Services and Small Offices:** Businesses such as **financial advisors**, **legal offices**, and **real estate agencies** have started to return, contributing to a moderate recovery in employment in the services sector.

#### Employment Dynamics: Inflow, Outflow, and Local Economic Potential

##### Worker Outflow and Inflow

- **Outflow of Workers:** Approximately **1,722 residents** of Paradise commute to nearby cities, including **Chico** and **Oroville**, for employment. This results in significant **retail leakage** as workers often spend their disposable income in these larger employment centers, where they access goods and services.
- **Inflow of Workers:** Despite the large reduction in population following the Camp Fire, **2,374 people** commute into Paradise for employment, primarily in construction, healthcare, and service-related jobs, providing daily support to local retail establishments.

##### Unemployment and Employment Recovery

- **Unemployment Rate:** As of **2024**, Paradise has an **unemployment rate** of approximately **7.9%**, which remains one of the highest in **Butte County**. However, employment growth in construction, healthcare, and small businesses has helped to gradually lower this rate from its peak in the aftermath of the fire.
- **Employment Recovery:** Employment recovery has been uneven across sectors. While healthcare and construction have seen significant gains, retail and hospitality sectors are only beginning to rebuild. The slower return of these sectors impacts disposable income and the attractiveness of downtown retail opportunities.

## Section A-11

*Continued*

### Implications for Retail Demand and Economic Activity

#### Disposable Income and Spending Power

- **Reduced Spending Power:** The worker outflow to other cities results in reduced disposable income available to local businesses in Paradise. Commuters often spend on goods and services in their workplace communities, resulting in reduced local economic activity.
- **Opportunities for Spending Retention:** The development of **destination shops, specialty retail, and entertainment venues** as recommended in this plan is aimed at creating compelling reasons for residents and workers to spend more locally. Increasing the quality and variety of retail and dining options is essential for retaining a greater share of the community's spending power.

#### New Businesses and Employment Opportunities

- **New Retail and Service Opportunities:** The opening of new businesses like **Green Paradise Café** and the **True Value Hardware** store provide new employment opportunities and help encourage additional retail and service businesses to open. The addition of **Five Below** and **Ross Dress for Less** at **Paradise Plaza** helps fill an existing gap for apparel and general merchandise, which may also create jobs and increase foot traffic.
- **Potential for Growth in Professional Services:** Increased availability of office space in the CBD provides opportunities for growth in **professional services** (e.g., legal, financial, and real estate). These types of businesses bring consistent daytime traffic, which can help support cafés, restaurants, and other small retail businesses that rely on lunch and daytime activity.

#### The Role of Infrastructure Improvements

- **Sewer System as a Catalyst:** Completion of a **sewer system** in the CBD would allow food and beverage establishments to open, which would in turn increase local employment and attract foot traffic to the downtown area. Restaurants, bars, and cafés are labor-intensive businesses, which would help further reduce unemployment and stimulate economic activity in the CBD.

#### Labor Force Attraction and Retention

- **Live-Work Opportunities:** Mixed-use developments that incorporate **residential units above retail or office space** can help attract and retain a working population within the CBD. This type of development will be crucial to supporting long-term economic growth, as it helps anchor professionals and service workers downtown, contributing to a more vibrant retail environment.
- **Co-Working and Business Incubators:** The recommendation to introduce a **co-working space or business incubator** in the CBD will support entrepreneurship, allowing small business owners and startups to establish themselves locally. This, in turn, may help diversify employment opportunities in Paradise beyond construction and healthcare.

## Section A-11

### *Continued*

#### **Economic Potential and Retail Demand Forecast**

##### **Short-Term Economic Potential (2024-2030)**

- **Construction-Led Growth:** Construction will continue to be a major driver of economic activity in the short term, with retail spending supported by the transient workforce. However, retaining spending locally will depend on providing attractive retail options that appeal to both residents and temporary workers.
- **Growth in Service Employment:** The expansion of **health and wellness services** and **professional offices** in the CBD will support employment and increase daytime activity, contributing to potential growth in the food and beverage sector.

##### **Long-Term Economic Growth and Retail Demand (2030-2060)**

- **Population Growth and Infrastructure:** As the population grows to a projected **26,573 by 2060** and infrastructure improvements are completed, retail demand is expected to increase significantly. The presence of a wastewater system would enable new restaurants, brewpubs, and bistros to open, supporting demand for increased employment and spending.
- **Workforce Dynamics Supporting Retail:** Retaining a portion of the commuting workforce and attracting new residents through mixed-use and residential development will enhance disposable income available for retail spending. The **Walkable Downtown Core (WDC)** concept is expected to drive foot traffic, increase visitor spending, and improve the overall economic activity of the CBD.

#### **Summary of Employment Dynamics and Their Impact on CBD Development**

The employment and labor force dynamics in Paradise directly influence the **economic potential** for new retail and commercial uses in the CBD. The rebuilding effort has created unique opportunities for growth, particularly in construction and healthcare. However, there is a clear need to diversify employment and attract businesses that will help retain more of the local workforce and their disposable income in town. By focusing on creating a vibrant retail environment, adding professional services, and supporting entrepreneurial growth through co-working and small offices, the CBD can become a more economically resilient core for Paradise.

Key takeaways include:

- **Increasing Local Spending:** Retaining local spending will depend on providing quality retail, dining, and entertainment options that meet the needs of residents and the local workforce.
- **Employment as a Driver for Retail Demand:** The mix of construction, healthcare, and service jobs provides a foundation for spending, but growth in **professional services** and **retail employment** will be critical for sustained demand.
- **Infrastructure Development:** The completion of critical infrastructure projects like a new **sewer system** would help unlock further opportunities for employment growth in the food and hospitality sectors, supporting long-term retail demand in the CBD.

## Section A-12

### Comparative Analysis: EPS Study vs. Peloton Study Research Findings

#### Areas of Agreement

- **Infrastructure as a Foundation:** Both the **EPS Study** and the **Peloton Research Study** agree that improving infrastructure, particularly the addition of a **sewer system**, is a foundational step needed to unlock more intensive commercial and retail growth in Paradise. Without adequate utilities, efforts to attract businesses, particularly in the **food and beverage** sector, will be significantly hindered.
- **Focus on the Central Business District (CBD):** Both studies emphasize the importance of the **Central Business District (CBD)** as the focal point for Paradise’s redevelopment efforts. A vibrant CBD is critical for community cohesion, economic resilience, and providing residents with access to essential goods and services.
- **Phased Development Approach:** Both studies advocate for a **phased approach** to growth, recognizing the rural character of Paradise and the challenges posed by a limited population base. The **EPS Study** initially suggested building gradually, and the **Peloton Study** expands on this concept by incorporating a longer timeline to **2060**, allowing for incremental infrastructure improvements and more sustainable growth.

#### Key Differences in Findings and Projections

- **Population and Housing Projections:** The **EPS Study (2022)** relied on early projections from **BCAG** for population return and rebuilding. The study estimated **18,800** residents by **2030** would be driven by larger households. **Peloton Research**, using **BCAG (2023)** revised data, adjusted the figures to **14,637** residents by **2030** and **26,573** by **2060**, more in-line with the current pace of rebuilding.
- **Retail Capture Rates and Space Demand:** The **EPS Study** used an **80% capture rate** for retail spending, while **Peloton Research** adjusted it to **65%**, reflecting continued competition from Chico and the slow rebuilding of infrastructure in Paradise. Consequently, **Peloton Research** projects **69,981 square feet** of retail space needed in Paradise by 2030, compared to **140,000 square feet** by **2030** in the **EPS Study**. Peloton Research further estimates **409,556 square feet** of retail space needed in Paradise by **2060** with **188,291** of that targeted to the CBD.
- **Approach to Mixed-Use Development:** The **EPS Study** advocated for more ambitious mixed-use developments similar to urban centers. **Peloton Research** revises this by recommending smaller, village-scale mixed-use projects that align better with Paradise’s rural setting and projected population cap.

#### Summary of Key Findings and Recommendations

The **Peloton Research Study (2024)** provides a comprehensive update to the **EPS Study (2022)**, integrating more recent data, a realistic assessment of current retail activity, and longer-term projections through **2060**. The report emphasizes a phased and community-focused approach toward the successful development of a **Walkable Downtown Core (WDC)**.