



**Town of Paradise  
Notice of Special Meeting and  
Agenda for  
Town Council and Staff Workshop  
8:00 AM – February 16, 2024**

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

**NOTICE OF SPECIAL MEETING  
PARADISE TOWN COUNCIL**

**TOWN COUNCIL/STAFF WORKSHOP**

**8:00 AM – 1:00 PM – FEBRUARY 16, 2024**

**NOTICE IS HEREBY GIVEN** pursuant to Government Code Section 54956, that at the call of a majority of the Town Council, a Special Meeting of the Town Council has been set for Friday, February 16, 2024, at 8:00 a.m., in the Town of Paradise Council Chambers, located at 5555 Skyway, Paradise, California, for the following purpose:

1. Annual Planning Workshop for the Town Council and staff.
  - a. Message from the Town Manager
  - b. Link to Long Term Recovery Plan  
[https://www.townofparadise.com/sites/default/files/fileattachments/recovery/page/2071/final\\_ltrp\\_update\\_11.1.22.pdf](https://www.townofparadise.com/sites/default/files/fileattachments/recovery/page/2071/final_ltrp_update_11.1.22.pdf)

Members of the public may address the Paradise Town Council only on the items listed on the special meeting agenda. The Council is prohibited by law from considering any other business at this meeting.

This meeting is not being livestreamed; the public is invited to attend in person.

Dated: February 8, 2024

DINA VOLENSKI, CMC  
Town Clerk

[Disabled persons may request reasonable modifications or accommodations relating to the use of telephonic or electronic observation and participation prior to the Council meeting by contacting the Town Clerk at \(530\) 872-6291 ext. 102.](#)



**Town of Paradise**  
**Council Agenda Summary**  
**Date: February 16, 2024**

**ORIGINATED BY:** Jim Goodwin, Town Manager  
**SUBJECT:** February 16, 2024, Planning Session  
**LONG TERM RECOVERY PLAN:** Yes  
**COUNCIL ACTION REQUESTED:**

1. No action required.

**Background:**

The Town of Paradise has done a fantastic job creating and implementing a Long-Term Recovery Plan for the town following the 2018 Camp Fire. Achieving the goals and objectives in any long-term plan requires frequent review. The planning session on February 16 is designed as the first in a series of annual planning activities to be conducted with the purpose of celebrating accomplishments, refining objectives, and making course corrections when required. This session will be facilitated and conducted in five parts:

- Updates from staff on 2023 Accomplishments and 2024 Objectives.
- Identifying the most important next steps for accomplishing recovery and any obstacles that could impact success.
- Specific discussion regarding the Downtown Core vision (Background memo attached).
- Specific discussion regarding the upcoming General Plan update (Background memo attached).
- A final Q/A session with staff.

Please review the attached background memos and the Long-Term Recovery Plan prior to the session. While this background information will not be reviewed in the meeting, it is provided to help prepare you for the day.

Scott Winter will serve as our facilitator for the morning. Scott is an authority in leadership training, organizational development, and strategic facilitation, serving a diverse clientele in the United States and internationally. He has orchestrated and led numerous meetings, conferences, strategic planning sessions, board retreats, and educational workshops, consistently exceeding expectations across various sectors.

Following the session, I anticipate capturing the ideas, as appropriate, into an annual action plan providing closer tracking of accomplishments and potential obstacles to achieving the goals of the Long-term Recovery Plan.

**Attachments**

- Background Memorandum on the Downtown Core
- Background Memorandum on the General Plan update
- Link to updated 2022 Long-Term Recover Plan  
[https://www.townofparadise.com/sites/default/files/fileattachments/recovery/page/2071/final\\_ltrp\\_update\\_11.1.22.pdf](https://www.townofparadise.com/sites/default/files/fileattachments/recovery/page/2071/final_ltrp_update_11.1.22.pdf)



**TOWN OF PARADISE  
COUNCIL PLANNING SESSION  
FEBRUARY 16, 2024**

**SUBJECT: DOWNTOWN CORE BRIEFING MEMO**

**BACKGROUND:**

The Downtown core has been studied and supported by various plans over the years including the 1986 Downtown Revitalization Master Plan, the updated 2000 Downtown Revitalization Master Plan, the 2010 Design Standards, the 2019 Long-term Recovery Plan, the updated 2022 Long-term Recovery Plan, and the updated 2022 Design Standards. Goals and objectives from those plans include, but are not limited to:

- Design a walkable central business district (2019 & 2022 Long-term Recovery Plan [LTRP])
- Town Hall to be co-located with police and fire in a hardened facility that could anchor the revitalization of downtown (2019 LTRP & 2000 Downtown Revitalization Master Plan)
- Establish a supportive transportation system, including adequate public parking, enhanced public transit, and pedestrian and bicycle facilities in the downtown area (2000 Downtown Revitalization Master Plan)
- Encourage moderate income residential development in the downtown (2000 Downtown Revitalization Master Plan)
- Use good design to “create a place” that attracts pedestrians, promotes mixed-use developments, encourages commerce, and aesthetically improves the character of Paradise, as a charming mountain community (2022 Downtown Design Standards)

Zoning in the downtown supports a mix of residential (both single family and multi-family) as well as retail businesses, restaurants, business offices, personal services (barber/beauty shops, seamstress, dry cleaning) and public assembly facilities.

**POLICY CHOICES:**

The 2000 Downtown Revitalization Master Plan has a list of 11 recommendations/action items to achieve the goals and objectives for downtown revitalization, keeping in mind that the downtown was primarily built-out and very little new construction happened in that area since the Plan’s inception in 2000. It was geared towards infrastructure improvements and façade renovations.

Knowing that the future of the downtown will be centered on new construction and not existing renovations with the likely reality of a sewer soon, an updated master plan for the downtown

would allow the Town to assess the current policies and ordinances to better support and promote the future vision. Potential policies to assess could include:

- Parking facilities in the downtown
- Development standards in the downtown (percentage of lot coverage, percentage of landscaping, floor area ratio, etc.)
- Level of entitlement (use permit) required for single-family and multi-family residential developments
- Pedestrian only areas in the downtown

### **DISCUSSION:**

To achieve the vision of a central Downtown, should the Town exercise greater control over the rebuilding of the Downtown Core than currently exists? What would be encouraged or discouraged?

Should the Town work with an outside consultant experienced in redevelopment to help guide staff, and help facilitate public input, in the preparation of an updated downtown master plan? What types of questions do we need to be asking to achieve this vision?

Should the Town consider, if grant funding were available, acquiring properties and preparing pre-mastered commercial building shells for the downtown (suggestion from the Housing Advisory Committee)?

Is there a downtown entrance façade/gateway that the Town should be considering?

Is the municipal civic center still a goal of the Town's?

Should all residential rebuilds in the downtown core be approved with an administrative permit, or should there be a greater level of discretionary review such as requiring use permits?

In general, if this is the Town's vision, what actions or policies might the Town Council consider to protect and move the vision forward?



**TOWN OF PARADISE  
COUNCIL PLANNING SESSION  
FEBRUARY 16, 2024**

**SUBJECT: 1994 GENERAL PLAN UPDATE BRIEFING MEMO**

**BACKGROUND:**

A General Plan is each local government’s blueprint for meeting the community’s long-term vision for the future and is required for each jurisdiction by the State of California. The last comprehensive update to the Town of Paradise General Plan was in 1994. Since then, per state law, the Housing Element has been updated every 5-8 years in accordance with the timeframes set by HCD (State Dept of Housing & Community Development). Paradise’s General Plan is comprised of 7 elements:

- Land Use (the element most thought of as ‘the general plan’ since it guides what kinds of land uses should be encouraged/discouraged [in a broad sense] and the distribution of those land uses townwide)
- Circulation
- Housing
- Noise
- Safety
- Open Space/Conservation/Energy
- Education & Social Services

Both the Housing & Safety Elements were recently updated post-fire. Once the Safety Element is formally adopted by Council in March (approved by Board of Forestry in January 2024), the Town will be prepared to begin updating the remaining 5 elements under a new consultant contract which is anticipated to be a 3-year process – like the timeframe it took to update the Housing & Safety Elements, two of the most time intensive elements. The parts of a General Plan, and the topics to be covered, are guided by state law.

Within the Open Space/Conservation/Energy Element, Pentz Rd is locally designated as a Scenic Highway Corridor (measured 100’ from the centerline of Pentz Rd on both sides) along its entire length within Town limits. That corridor encourages natural vegetation and the environmental beauty of that area and goes as far as to restrict certain land uses and structures to help protect it. However, goals and policies within the updated Safety Element will weigh heavily upon the update of the Open Space/Conservation Element as current fire prevention goals involving defensible space and wildfire buffers may conflict with those earlier corridor policies.

**POLICY CHOICES:**

Notable policies and implementation measures listed in the 1994 General Plan include, but are not limited to:

- Expanding the industrial park area (LUP-36)
- ½ acre minimum residential lot size (LUP-47)

- Limiting land uses in the Gateways and Scenic Highway Corridors [lower Skyway, lower Clark Rd, lower Pentz, and lower Neal Rd] (LUI-30 & OCEI-1)
- Consolidate library with TOP (ESI-16)
- Study feasibility of consolidating PID with TOP (LUP-24)
- Annexing developed properties beyond Town limits to share cost of service delivery within the Paradise region (LUP-23)

Policies and implementation measures likely to be discussed in the updated General Plan for the next 15–20-year period are:

- Supporting higher residential densities along the sewer service area.
- Encouragement of new technology-based businesses and/or business parks.
- Policies supporting the development of additional medical facilities.
- Potential increase in the amount of industrial square footage available (pre-fire it was 165,000 sq ft compared to the 869,000 sq ft of retail space [2022 Commercial Market Rate Analysis]).
- Distribution of lower intensity industrial land uses into the Community Commercial and Agricultural zones (not Downtown) to free up area in the Industrial Zone for higher intensity uses such as rock and gravel yards, tree processing, and commercial composting.
- Policies regarding any changes in current regulations to support the enactment of wildfire buffers along the east canyon and south end of town. Perhaps developing incentives to not build in the highest risk areas (fire modeling is currently underway).
- Consideration of vacant lots smaller than ½ acre (current policy) to move development in towards the center of town, closer to evacuation routes and services.

### **DISCUSSION:**

The 1994 General Plan gives direction towards the possible consolidation with PID and the Butte County Library. Do you feel those are still priorities for the Town moving forward?

Are there any categories of commercial land uses that you find are lacking and would like to see considered in the update?

“Upzoning” is a term commonly used to describe a change to the zoning code to increase the amount of development allowed. Is the concept of exploring higher densities, possibly up to 3 units, on residentially zoned land, which can provide more rental opportunities on the ridge and help the Town meet its regional housing unit allocations from the State, an idea the Town may wish to consider?

Pre-fire there were 30 mobile home parks in Paradise, all located on multiple acres of property – many of the last vestiges of big parcels in town. Should the Town be looking at policies and goals for future land use of those areas if the parks are not reopened?

Considering the post-fire landscape, is the continued designation of a Scenic Highway Corridor with more restrictive development policies something the Town should continue to pursue?

Are you aware of any types of commercial or business investment that has been limited by current land use policies? What types of businesses? What policies should be changed?