



# Town of Paradise Planning Commission Meeting Agenda 6:00 PM – June 16, 2026

Doug LaMalfa Town Council Chambers – 5555 Skyway, Paradise, CA

**Planning Commission Staff:**

Susan Hartman, Community Development Director  
Melanie Elvis, Town Clerk

**Planning Commission Members:**

Charles Holman Chair  
Shawn Shingler, Vice Chair  
Kate Anderson, 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 Regular Meeting Minutes of the February 17, 2026 Planning Commission meeting. (ROLL CALL VOTE).

**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 determined to be exempt from environmental review under CEQA Guidelines Section 15301 (Existing Facilities) and 15304 (Minor Alterations to Land)

**Elfers Park N Sell Site Plan Review Permit (PL-UPE-26-0001):** Planning Commission consideration of a request to establish an outdoor auto sales land use and recreational vehicle and boat storage accessory land use on a paved vacant property, previously occupied by a church, located at 7874 Skyway, Paradise, California 95969 and identified by Assessor's Parcel Number (APN): 051-153-001. (ROLL CALL VOTE)

**6. OTHER BUSINESS**

6a. Approve and referral of the Vision and Guiding Principles to the Town Council regarding the 2045 Paradise General Plan Update. (ROLL CALL VOTE)

**7. COMMITTEE ACTIVITIES**

**8. COMMISSION MEMBERS**

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

**9. ADJOURNMENT**

STATE OF CALIFORNIA )	SS.
COUNTY OF BUTTE )	
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 – February 17, 2026

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

**CALL TO ORDER** by Chair Holman at 6:00 p.m. who led the Pledge of Allegiance to the Flag of the United States.

**PLANNING COMMISSIONERS PRESENT:** Kate Anderson, Carissa Garrard via Teams, Zeb Reynolds via Teams, Shawn Shingler and Charles Holman, Chair

**PLANNING COMMISSIONERS ABSTENT:** None

### 1. APPROVAL OF MINUTES

- 1a. **MOTION by Anderson, seconded by Holman**, approved the Regular Meeting Minutes of December 16, 2025, Planning Commission meeting. AYES: Anderson, Garrard, Reynolds, Shingler and Holman; NOES: None; ABSENT: None; ABSTAIN: None

### 2. COMMUNICATION

- 2a. Community Development Director Susan Hartman provided an overview of recent Town Council actions including the Building Division Corrective Action Plan update, approval of the BRINC drones 1- year trial for the police department, awarding Knife River Construction the On & Off System Road Rehabilitation Project, and the authority for the Town Manager to sign for the Right-Of-Way Acquisition Documents for the Skyway-Pentz Intersection Improvements.

### 3. PUBLIC COMMUNICATION – None

### 4. CONTINUED PUBLIC HEARING – None

### 5. PUBLIC HEARING – None

### 6. OTHER BUSINESS

- 6a. Community Development Director Susan Hartman provided an overview of the Planning Commission Annual Report for calendar year 2025 regarding the present implementation status of the 1994 Paradise General Plan.

**MOTION by Holman, seconded by Anderson**, accepted and referred the Planning Commission Annual Report for calendar year 2025 to the Town Council regarding the present implementation status of the 1994 Paradise General Plan. Roll call vote was unanimous.

- 6b. Community Development Director Susan Hartman provided an overview of the Planning Commission Annual Report for calendar year 2025 regarding

the implementation status of the 1994 Paradise General Plan Housing Element.

**MOTION by Holman, seconded by Shingler, MOTION by Holman, seconded by Anderson,** accepted and referred the Planning Commission Annual Report for calendar year 2025 to the Town Council regarding the present implementation status of the 1994 Paradise General Plan Housing Element. Roll call vote was unanimous.

**7. COMMITTEE ACTIVITIES – None**

**8. COMMISSION MEMBERS**

- 8a. Community Development Director Susan Hartman provided an overview of upcoming agenda items regarding a subdivision map, and a change in direction concerning the Children’s Community Charter School expansion.

**9. ADJOURNMENT**

Chair Holman adjourned the meeting at 6:42 p.m.

Date Approved:

By:

Attest:

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

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



**Town of Paradise**  
**Planning Commission Agenda Summary**      **Agenda Item: 5(a)**  
**Date: June 16, 2026**

**ORIGINATED BY:** Melissa Frausto, Associate Planner  
**REVIEWED BY:** Susan Hartman, Community Development Director

**SUBJECT:** Request for Approval of a Site Plan Review Permit to Establish an outdoor auto sales business and RV and boat storage land use 7874 Skyway; APN 051-153-001

**COMMISSION ACTION REQUESTED:**

1. Conduct duly noticed public hearing; AND
2. Adopt findings and conditions of approval for the Site Plan Review Permit application (PL-UPE-26-0001) to establish an outdoor auto sales business and RV and boat storage.

**General information:**

**Applicant:** James Elfer – Property Owner

**Site Address:** 7874 Skyway, Paradise, California 95969

**Assessor’s Parcel Number (APN):** 051-153-001

**Purpose:** To establish an outdoor auto sales business and RV/boat storage.

**Zoning Designation:** Community-Commercial (C-C)

**General Plan Designation:** Town-Commercial (T-C)

**Existing Land Use:** Vacant

**Surrounding Land Use:** *North:* Commercial business, and a private road, zoned C-C  
*East:* Vacant mobile home park zoned Town-Residential, 1-acre minimum (TR-1)  
*South:* Paradise Mini Storage and a developed residential property, zoned C-C and TR, respectively  
*West:* Skyway a public arterial street

**Parcel Size:** +/-0.89 acres

**CEQA Determination:** Categorically Exempt – CEQA Section 15301 (Class 1) and Section 15304 (Class 4)

**Other:** An appeal of the Planning Commission's decision can be made within seven (7) days of the decision date.

## Background & Project Overview:

The property owner and the project applicant, James Elfers, is requesting approval of a Site Plan Review (SPR) Permit from the Town of Paradise to establish the "Park N Sell", an outdoor auto sales land use and an accessory recreational vehicle (RV) and boat outdoor storage (Project). The Project is proposed on a mostly paved, approximately 0.89-acre vacant site previously occupied by a church, located at 7874 Skyway, Paradise, California 95969, and is identified by Assessor's Parcel Number (APN): 051-153-001 (Site). Ingress and egress to the Site will be provided directly off Skyway, a public street, and will utilize the existing driveway.

The Site allocates its spatial footprint to separate the primary use, secondary use, and landscaping as follows:

- Auto Sales and Display Footprint: Occupies roughly 52 percent of the property area (20,159.57 sq. ft.). This area features a dynamic, flexible inventory layout not to exceed a maximum of 40 standard passenger vehicles, which includes eight dedicated display spaces oriented to face Skyway.
- Storage Yard Footprint: Occupies 34 percent of the rear and interior property sections (13,181.26 sq. ft.). This area would not exceed 22 RV and boats to prevent overcrowding and ensure adequate clearance.
- Landscaping Footprint: Occupies 14 percent of the remaining property area (5,427.58 sq. ft.) to provide aesthetic green space which exceeds the Town's minimum 10% requirement.

The Park N Sell would operate by renting parking spaces to private owner-sellers and renting vehicle storage spaces for RV and boat to owners. Currently, the paved lot features 52 marked stalls. As stated above, the Applicant proposes a maximum capacity of 40 passenger vehicles within the sales layout area, which includes eight dedicated display vehicles oriented to face Skyway. The vehicle inventory at Site would remain inherently flexible within the designated sales area because capacity would be determined by vehicle size rather than fixed parking spaces and the total number of vehicles on-site is expected to fluctuate based on the mix of passenger cars, boats, and recreational vehicles. Additionally, the subject parcel will be used as a storage for up to 22 large and small recreational vehicles and boats. The Park N Sell will have approximately 1 to 2 employees and will work remotely and onsite (as needed), with the Applicant as the emergency contact. The Applicant's contact information would be displayed onsite. Days of operation are Sunday through Saturday from 8:00 AM to 6:00 PM. The Site will have a total of four parking spaces for visitors and employees, including an Americans with Disabilities Act (ADA) compliant space.

For site security, the Site will be enclosed by a perimeter chain-link fence with privacy mesh screening. The Applicant proposes to repair damaged sections of the existing perimeter fencing. Site access will be controlled by 3 manual steel swing gates equipped with municipal-accessible Knox Box locks. Removable steel bollards spaced 6 feet apart will secure the display vehicles facing Skyway. Additionally, the Project will utilize the existing poles and lighting infrastructure, and mount 2 security cameras that will record continuously 24 hours a day, 7 days a week.

The Applicant proposed to make asphalt improvements by repairing cracks. The Applicant also proposes landscaping over approximately 14 percent of the total Site area. The Applicant would be required to submit detailed landscaping plans to the Town of Paradise for formal review and approval in accordance with Paradise Municipal Code (PMC) Chapter 15.36 - *LANDSCAPE MATERIALS*. Furthermore, the Applicant proposes a business sign along Skyway measuring approximately 5 feet high by 6.5 feet wide. This signage will be subjected to the Town of Paradise Sign Design Review approval process for design and compliance approvals prior to installation in

accordance with PMC Chapter 17.41 - *DESIGN REVIEW STANDARDS AND DESIGN REVIEW*. Lastly, the existing onsite septic system is proposed to be formally abandoned and decommissioned in compliance with PMC Article VI - *ABANDONMENT*.

The Applicant will comply with PMC Chapter 8.58 - *DEFENSIBLE SPACE AND HAZARDOUS FUEL MANAGEMENT*, actively maintaining a compliant defensible space and vegetation clearance across the entire Site to reduce fire hazards. To achieve this, the Applicant will be responsible for removing dry vegetation, weeds, and combustible debris on a continuous, year-round basis. Additionally, the Project design incorporates dedicated, 20-foot-wide fire access areas that will remain completely unobstructed at all times as shown on the Site Plan (see Attachment 6). Clear access aisles within the vehicle sales areas will be established at intervals of approximately 10 to 20 vehicles to ensure adequate clearance and rapid emergency response. All stored or displayed vehicles will remain fully operable and physically capable of moving under their own power at all times, and any form of vehicle stacking or double-parking will be prohibited on-site. Furthermore, a properly rated, visible, and easily accessible portable fire extinguisher will be securely mounted within the vehicle parking area.

### **Environmental Review:**

This Project can be found exempt from the California Environmental Quality Act (CEQA) under Section 15301 (Class 1) and Section 15304 (Class 4), as the project consists of a minor alteration of existing Site, such as repairing cracks in the asphalt and portions of the existing fence, and installation of the gates, privacy screening, security cameras, bollards and sign. In addition, the Project also includes new landscaping that does not require any tree removal.

### **Analysis:**

The SPR Permit process allows the Town to review a project to determine consistency with the zoning code, policies of the general plan, compatibility with the surrounding area, and that it would not impair the health, safety, and welfare of the residents of the Town. In order to approve a SPR Permit, these four specific findings must be made in the affirmative:

#### General Plan Consistency

As described above, the property is designated T-C as described by the Town's General Plan Land Use Element, which allows "*a full range of locally- and regionally oriented commercial uses, including retail, retail centers, wholesale, storage, hotels and motels, restaurants, service stations, automobile sales and service, light fabrication, professional and administrative offices, churches and public uses*", or a combination thereof. The General Plan provides the following Land Use goals, policies and objectives that are relevant to the proposed Project:

- LUG-1: *Manage growth with a balance of land uses.*
- LUG-2: *Accommodate a rate of growth consistent with the physical and infrastructural limitations in Paradise.*
- LUG-3: *Provide for an orderly, well-planned community.*
- LUO-2: *Stimulate and accommodate commercial/industrial growth while maintaining the current quality of life.*
- LUP-12: *The character of future development should be compatible with the Town's service delivery abilities and shall not result in service level declines.*
- LUP-20: *New land use development shall not cause the levels of police and fire protection to fall below the service levels established by this plan.*
- LUG-9: *Encourage compatible mixed uses in commercial areas.*

- LUG-22: *Bring a greater mix of goods and services to Paradise.*
- LUG-32: *Assure that all land uses in the Town conform to the goals and policies of the General Plan.*

The proposed Project is consistent with the aforementioned goals, policies, and objectives of the General Plan Land Use Element. By revitalizing an underutilized, paved vacant property within an established commercial corridor, the Project manages growth and provides an orderly, well-planned development. The proposed Project introduces a greater mix of compatible goods and services to Paradise residents and stimulates local commercial growth without degrading the Town's current quality of life. Because the Project relies on existing site conditions, it accommodates growth within the Town's physical and infrastructural limits. Furthermore, the integration of 24/7 video monitoring and Knox box locks ensures the development remains compatible with existing municipal capabilities, preventing any service level declines for local police and fire protection. Ultimately, the proposed Project is expected to provide additional services for Paradise residents, strengthen local economic activity, and attract customers from within the Town.

#### Zoning Code Consistency

The Site is regulated by PMC Chapter 17.20 - *NEIGHBORHOOD-COMMERCIAL (N-C), CENTRAL-BUSINESS (C-B), AND COMMUNITY-COMMERCIAL (C-C) ZONES* of Title 17-ZONING. PMC Section 17.20.200 allows outdoor automobile sales within the C-C zoning district, subject to Town approval and issuance of an SPR Permit. In general, these standards are intended to ensure orderly development by regulating site development such as building setbacks and maximum impervious areas. As the Project utilizes a mostly paved, pre-existing vacant lot, no new impervious areas are proposed, and it complies with maximum impervious surface limitations and does not require new grading or asphalt installation. The Project layout accommodates standard C-C setbacks along the Skyway frontage and interior lot lines, maintaining a clean and orderly visual transition that aligns with the intent of PMC Chapter 17.20.

Furthermore, the accessory RV and boat outdoor storage qualifies as a permissible accessory commercial use under PMC Section 17.20.300 - *Accessory uses*. Per Subsection A of this section, a commercial use not otherwise listed as a permitted use in the zone is allowed as an accessory activity if it meets three distinct criteria:

1. **Convenience of Clients/Customers:** The storage component is operated as an extension of the primary facility, offering convenience to clients and customers looking for consolidated vehicle services.
2. **Spatial Footprint Restriction:** This PMC section mandates that the accessory use must occupy less than 35 percent of the total developed area of the principal use. The proposed RV and boat storage yard encompasses 34 percent of the property, adhering to this statutory spatial threshold.
3. **Integral Operation:** The storage area is located and operated as an integral part of the primary "Park N Sell" business under a single unified management structure, ensuring it does not comprise a separate, unpermitted business entity or isolated activity.

Additionally, the proposed Project would require compliance with PMC Chapter 17.37 - *SIGN REGULATIONS*. The proposed 5-foot by 6.5-foot commercial sign would be placed along the Skyway frontage and would meet the required front setback of 50 feet from the centerline of the public road easement. This sign will be processed under a separate Town of Paradise Sign Design Review application for approval.

### Surrounding Area Compatibility

The Site is situated along Skyway within a commercial corridor characterized by a mix of undeveloped parcels or developed with similar surrounding land uses (automobile services, mini storage) and other general commercial uses. The Project is compatible with the historic and current land use patterns of this specific segment of Skyway. Prior to the Camp Fire, the immediate vicinity directly supported similar commercial activities. A private vehicle sales facility historically operated on the property immediately north of the subject Site, while an RV and boat storage facility was located directly to the south. The proposed Project effectively restores these historically compatible, demand-driven services to the Skyway corridor. By re-establishing these uses on an underutilized, paved lot, the Project integrates with the existing commercial uses and aligns with the neighborhood's long-standing operational character.

Since no active mechanical servicing, auto body repair, or localized fleet detailing is proposed on Site, the land use generates a lower environmental and noise footprint than a standard automotive dealership. This makes it an appropriate, lower intensity use for the surrounding area.

### Health, Safety, and Welfare

Primary ingress and egress will occur via an existing driveway off Skyway, a public street. Because the Park N Sell relies on private-party vehicle placement rather than a high-turnover retail business, local traffic circulation and access safety along Skyway will experience negligible impacts.

Additionally, the Site is currently an unmonitored vacant property, the proposed security features offer a public safety benefit to the immediate neighborhood, including the following:

- The perimeter will be secured with chain-link fencing lined with privacy mesh screening. Access points will feature locked dual swing gates. These gates will be integrated with standard Knox Box locks, granting emergency personnel entry.
- Removable steel bollards spaced 6 feet apart will reinforce the display area facing Skyway. This provides an effective physical barrier against vehicle theft or runaways without permanently altering the Site.
- The Project will utilize the Site's existing utility poles and lighting networks to mount security cameras. These cameras will record continuously 24 hours a day, 7 days a week, providing deterrence against vandalism.

The Applicant is proposing to abandon the existing onsite septic system since no building facilities are proposed and does not require a permanent office or public restroom facilities on Site. The abandonment of the septic system will be executed under a separate permit in accordance with PMC Chapter 13.04 - *SEWAGE DISPOSAL*. By abandoning the system prior to operation, the project eliminates any risk of environmental contamination, system failure, or structural damage to wastewater infrastructure caused by vehicle traffic across the lot.

The proposed Project enhances public safety by establishing required fire prevention protocols in compliance with PMC Chapter 8.58 - *DEFENSIBLE SPACE AND HAZARDOUS FUEL MANAGEMENT*. The continuous removal of dry vegetation, weeds, and combustible debris prevents the Site from becoming a fire hazard. Emergency response capabilities are provided through the integration of dedicated, unobstructed 20-foot-wide fire access area as shown on the Site Plan (see Attachment 6). Safe vehicle spacing would be established with clear access aisles at intervals of 10 to 20 vehicles, prohibiting vehicle stacking, and ensuring all inventory remains completely operable for relocation if necessary.

Finally, to facilitate safe customer visits, the Applicant proposes three standard customer parking spaces and one ADA-compliant space. This off-street parking satisfies PMC Section 17.38.300 – *Schedule of off-street parking requirements* which requires a minimum of four off-street parking spaces for new commercial land use.

**Recommendation:**

Adopt the required findings for approval as provided by staff and approve the Park N Sell Site Plan Review Permit application (PL-UPE-26-0001) to allow establishment of the outdoor auto sales land use and accessory RV/boat storage as described above, subject to the following conditions:

**Required Findings for Approval:**

- a. Find that the proposed Project is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15301 (Class 1) and Section 15304 (Class 4) of the CEQA guidelines.
- b. Find that, **as conditioned**, is consistent with PMC Title 17 - *ZONING* and consists with the land use designation, development goals, objectives, and policies of the Town of Paradise General Plan.
- c. Find that, **as conditioned**, is compatible with surrounding land uses and would not be detrimental to the health, safety and general welfare of the residents of the Town of Paradise.

**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. The authorized land uses shall be conducted in substantial compliance with the project description and supporting documentation submitted to the Town by the Applicant. Any substantial modifications, deviations, or changes to the approved operation without prior written approval from the Town may result in a violation of the permit.
- 3. All sales vehicles parked on-site must be removed from the property at least every six months for a minimum of 24 consecutive hours. The Applicant must maintain an inventory log tracking vehicle identification numbers (VINs), arrival dates and departure dates, and made available to Town officials upon request.
- 4. The Park N Sell is limited to the project site address and shall not be transferable to another geographic location.
- 5. The business model shall remain strictly a space-rental operation for private owner-sellers and personal RV/boat storage. No traditional commercial fleet or commercial dealership vehicle processing is permitted under this approval.
- 6. At no time shall the number of vehicles on site exceed a maximum of 40 vehicles within the auto sales area (including up to 8 front-facing display vehicles) and a maximum of 22 vehicles within the RV/boat storage yard.

7. Vehicles offered for sale shall be confined entirely in the designated areas identified in the Site Plan, dated May 14, 2026, and display a legible 'For Sale' sign that includes valid contact information. The long-term storage of RV and boats shall be confined entirely within the designated area identified in the Site Plan, dated May 14, 2026.
8. No sign, bollards, display of vehicles shall be placed no closer than 50 feet from the centerline of the Skyway and 0 feet from all other property lines.
9. Vehicles shall remain operable and capable of being moved at all times.
10. Stacking or double-parking of vehicles is prohibited.
11. Vehicles shall not block any part of the public right of way.
12. The Applicant shall provide access aisles at intervals of approximately 10 to 20 vehicles.
13. The visitor parking spaces shall be striped and clearly marked for "visitor parking only"; and that at no time shall visitor parking vehicles be stacked, double parked, or left standing in tandem in front of, adjacent to, the fire apparatus access area. Required off-street parking area shall be maintained and accessible and shall not be used for auto sales for the duration that the Park N Sell is operational.
14. The Applicant shall maintain a minimum of 20 feet wide fire apparatus access area with a 13 feet 6-inch vertical clearance. Fire apparatus access areas shall remain unobstructed at all times. Roadway features, such as speed bumps, speed humps, speed control dips, etc., shall not be installed on fire apparatus access areas.
15. The Site shall at all times comply with PMC Chapter 5.58 - *Defensible Space and Hazardous Fuel Management*.
16. The perimeter of the Site shall be enclosed by a secure chain-link fence equipped with a privacy mesh screening, maintained in good condition at all times.
17. Security cameras shall record continuously 24 hours a day, 7 days a week. Surveillance footage must be archived for a minimum of 30 calendar days and made available to local law enforcement upon request.
18. All activities associated with the Park N Sell shall be conducted in compliance with PMC 9.18 - *NOISE CONTROL*.
19. No automotive maintenance, mechanical repairs, bodywork, part stripping, painting, or vehicle washing shall be conducted on the premises.
20. All outdoor lighting shall be downlighted, design and positioned in a manner so as not to unreasonably illuminate or cause glare onto adjacent or nearby streets and/or properties. Said lighting fixtures shall be directed away from the adjacent residential property lines to protect residential integrity of the area. New light standards shall not exceed a height of eighteen feet above finished grade.
21. Signs or structures subject to the Town's adopted design standards and criteria in the Town of Paradise are subject to design review. The Applicant must obtain approval

through the Town of Paradise Planning Division prior to any installation, construction, or modification.

22. There shall be no special advertising, banners, flags, pennants, ballons attached to vehicles, tents, sales events or other promotional activities unless a Temporary Use Permit is first obtained to authorize said displays.
23. Within 180 calendar days of issuance of the business license, the Applicant shall secure approval of a detailed landscaping plan covering at least 10% of the total site area by the Planning Division. The plan must comply with all applicable State Model Water Efficient Landscape Ordinance (MWELO) standards.
24. The Site shall be permanently maintained in an orderly fashion through the provisions of regular landscaping, maintenance, removal of trash or debris, and removal of graffiti within 24 hours from time of occurrence.

## **CONDITIONS TO BE MET PRIOR TO COMMENCEMENT OF BUSINESS OPERATIONS**

### **GENERAL**

25. A Town business license, applied through the Town's permitting software GovWell (<http://app.govwell.com/paradise>) is required. The license shall be renewed for the duration the business is operated. Operations shall not commence until the issuance of a business license for the project.

### **SITE DEVELOPMENT**

26. The Applicant shall install and maintain an active digital security camera system. Cameras must record continuously 24/7. Footage shall be retrievable for a minimum of 30 days.

### **SANITATION**

27. The existing onsite septic system shall be abandoned in compliance with the Town of Paradise Onsite Wastewater Management standards and to the satisfaction of the Town's Onsite Sanitary Official. A final inspection and sign-off from the Town building/septic inspector are required prior to final project occupancy.

### **FIRE PROTECTION**

28. All access gates providing access to the Site shall be installed and equipped with Town-approved Knox Box or Knox Control Key Switch installed. Obtain Knox Box lock through <https://www.knoxbox.com/>. The specific mounting location shall be approved by the Town Fire Marshal.
29. The Applicant shall securely mount a property rated, visible, and easily accessible portable fire extinguisher within the vehicle display area.
30. The Applicant shall clearly identify the fire apparatus access areas as directed by the Fire Marshal.

## **CONDITIONS OF LAND USE**

31. Maintain compliance with the conditions of Conditional Use Permit PL-UPE-26-0001 which

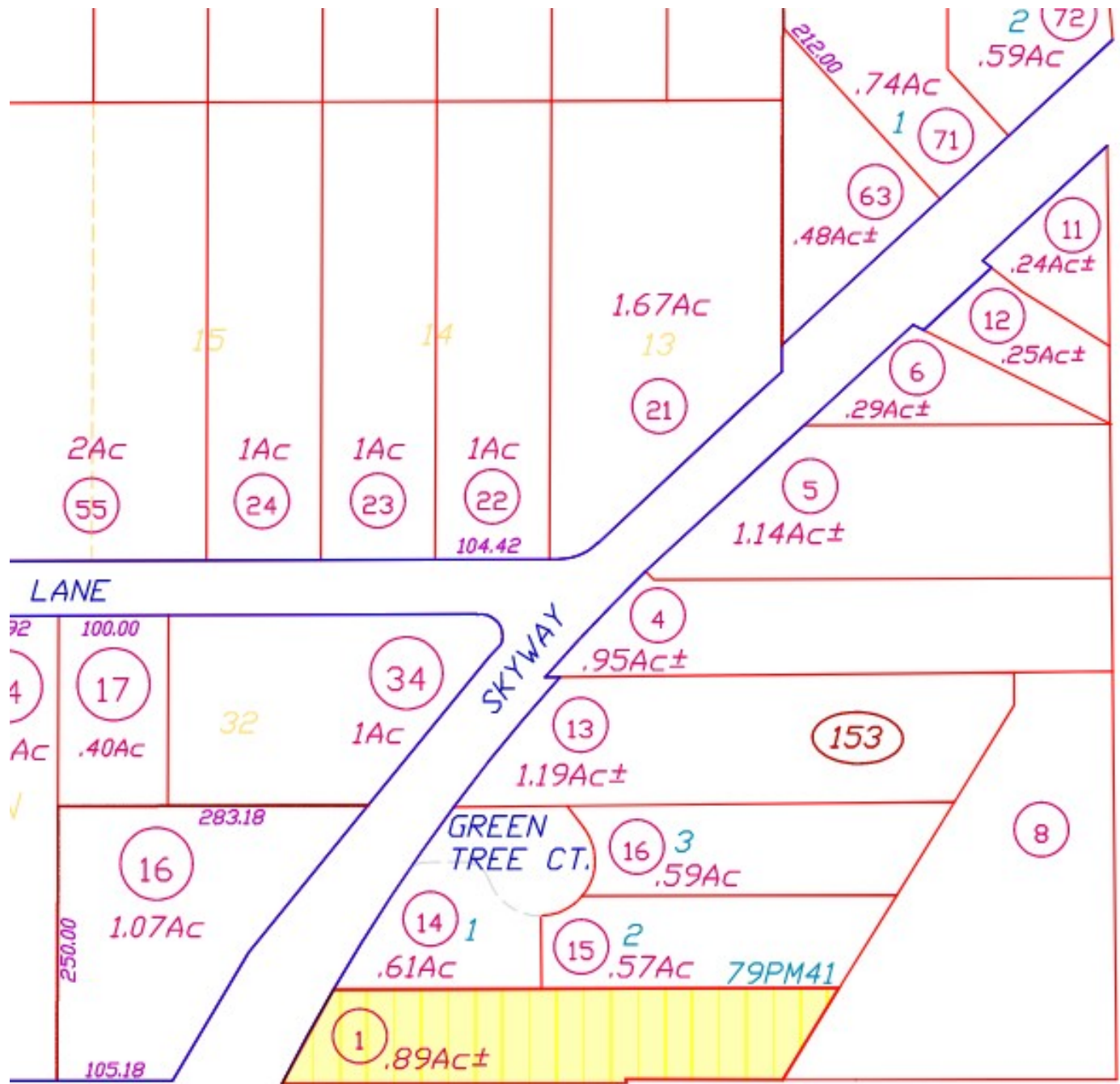
authorized the establishment of the Park N Sell and RV/boat storage.

32. Installation of the approved landscape must be completed and inspected by the Planning Division within one (1) year of Site Plan Review approval.
33. Any changes to the business operation, as described in these documents, shall be subject to review and approval by the Planning Director to determine substantial conformance with these documents, to determine that adequate parking shall continue to be provided for onsite uses, and to ensure compatibility with the surrounding uses.
34. The Site shall be left free of debris, litter, or other evidence of use upon completion or removal of the use.
35. At no time may the RV and boat storage land use operate independently of the auto sales. Should the Park N Sell business cease operations, the vehicle storage land use must also cease operations.

**List of Attachments for PL-UPE-26-0001**

**Park N Sell Site Plan Review Permit**

1. Project Site Vicinity Map
2. Notice sent to surrounding property owners and the Paradise Post for the June 16, 2026, Public Hearing
3. Mailing list of properties notified of the June 16, 2026, Public Hearing
4. CEQA Notice of Exemption Form
5. Project Description
6. Proposed Site Plan



APPLICANT: James Elfers		Site Address: 7874 Skyway
OWNER: Dos Hijos Living Trust, James Elfer Trustee		
PROJECT DESCRIPTION: The proposed project proposes outdoor auto sales and long-term recreational vehicle and boat storage.		
ZONING: Community Commercial (CC)	GENERAL PLAN: Town Commercial (TC)	FILE NO. PL-UPE-26-0001
ASSESSOR PARCEL No: 051-153-001		MEETING DATE: June 16, 2026

**TOWN OF PARADISE PLANNING COMMISSION  
NOTICE OF PUBLIC HEARING**

**NOTICE IS HEREBY GIVEN** by the Planning Commission that a public hearing will be held on **Tuesday, June 16, 2026 at 6:00 p.m.** in the Town Hall Council Chambers, located at 5555 Skyway, Paradise, California 95969, regarding the following project:

- a. Item determined to be exempt from environmental review under CEQA Guidelines Section 15301 (Existing Facilities) and 15304 (Minor Alterations to Land)

**Elfers Park N Sell Site Plan Review Permit (PL-UPE-26-0001):** Planning Commission consideration of a request to establish an outdoor auto sales land use and recreational vehicle and boat storage accessory land use on a paved vacant property, previously occupied by a church, located at 7874 Skyway, Paradise, California 95969 and identified by Assessor's Parcel Number (APN): 051-153-001.

The project file is available for public inspection at the Development Services Department, Town of Paradise, Building Resiliency Center at 6295 Skyway, Paradise, California 95969. 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 Town Planning Director at, or prior to, the public hearing. For further information please contact the Planning Division at (530) 872-6291 ext. 435.

SUSAN HARTMAN  
Planning Director

**7874 SKYWAY SPR MAILING LIST**

APN	Mailing Address
051-142-005-000	5555 SKYWAY, PARADISE CA 95969
051-142-015-000	14486 COUTOLENC RD, MAGALIA CA 95954
051-164-058-000	545 WIRTHS WY, PARADISE CA 95969
051-164-054-000	545 WIRTHS WAY, PARADISE CA 95969
051-164-052-000	1080 LISA LN, PARADISE CA 95969
051-164-051-000	1080 LISA LN, PARADISE CA 95969
051-164-050-000	1080 LISA LN, PARADISE CA 95969
051-164-027-000	1080 LISA LN, PARADISE CA 95969
051-164-024-000	1061 LISA LN, PARADISE CA 95969
051-163-039-000	510 SEQUOYAH AVE, CHICO CA 95926
051-163-003-000	178 YUGEN, IRVINE CA 92618
051-163-002-000	510 SEQUOYAH AVE, CHICO CA 95926
051-153-016-000	2485 NOTRE DAME BLVD #370-31, CHICO CA 95928
051-153-015-000	PO BOX 215, PARADISE CA 95969
051-153-014-000	99731 S BANK CHETCO RIVER RD, BROOKINGS OR 97415
051-153-013-000	220 S COLE ROAD, BOISE ID 83709
051-153-008-000	220 S COLE ROAD, BOISE ID 83709
051-153-004-000	646 NORTHWESTERN AVE, WOOSTER OH 44691
051-153-001-000	1876 DEVONSHIRE DR, CHICO CA 95928
051-152-034-000	5305 COUNTRY CLUB DR, PARADISE CA 95969
051-152-017-000	5305 COUNTRY CLUB DR, PARADISE CA 95969
051-152-016-000	2790 FEATHER RIVER BLVD, OROVILLE CA 95965
051-152-014-000	PO BOX 143, PARADISE CA 95967
051-142-001-000	14242 MANATEE CIR, MAGALIA CA 95954

# Notice of Exemption

## Appendix E

**To:** Office of Planning and Research  
P.O. Box 3044, Room 113  
Sacramento, CA 95812-3044

County Clerk

County of: Butte

155 Nelson Avenue

Oroville, California 95965

**From:** (Public Agency): Town of Paradise

6295 Skyway

Paradise, California 95969

(Address)

Project Title: Elfers Park N Sell

Project Applicant: James Elfers

Project Location - Specific:

The project is located at 7874 Skyway, Paradise CA, 95969 and identified by APN: 05

Project Location - City: Paradise Project Location - County: Butte

Description of Nature, Purpose and Beneficiaries of Project:

Establish an outdoor auto sales land use and RV and boat accessory land use on a paved vacant property.

Name of Public Agency Approving Project: Town of Paradise

Name of Person or Agency Carrying Out Project: James Elfers

Exempt Status: **(check one):**

- Ministerial (Sec. 21080(b)(1); 15268);
- Declared Emergency (Sec. 21080(b)(3); 15269(a));
- Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
- Categorical Exemption. State type and section number: Existing Facilities-Section 15301 & Minor Alterations to Land-Section 15304
- Statutory Exemptions. State code number: \_\_\_\_\_

Reasons why project is exempt:

This Project can be found exempt from the California Environmental Quality Act (CEQA) under Section 15301 (Class 1) and Section 15304 (Class 4), as the project consists of a minor alteration of existing facilities and new landscaping.

Lead Agency

Contact Person: Susan Hartman Area Code/Telephone/Extension: 530-872-6291 x.411

**If filed by applicant:**

1. Attach certified document of exemption finding.
2. Has a Notice of Exemption been filed by the public agency approving the project? Yes No

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Title: \_\_\_\_\_

Signed by Lead Agency      Signed by Applicant

Authority cited: Sections 21083 and 21110, Public Resources Code.  
Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.

Date Received for filing at OPR: \_\_\_\_\_

March 31, 2026

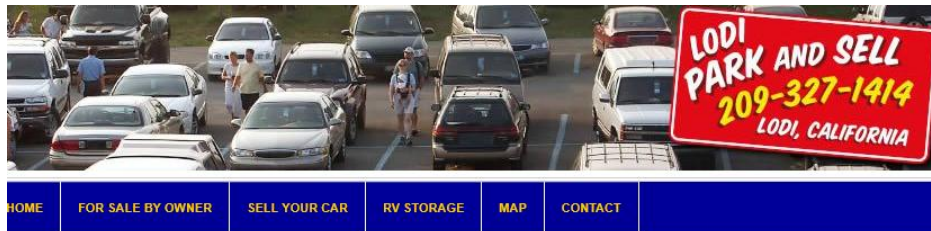
To: Susan Hartman, TOP Planning  
RE: Commercial Project Description  
Park N Sell - 7874 Skyway  
BY: James F. Elfers Business Owner

## Project Description

Paradise Park N Sell combines a well-established business model (owner sold vehicles consolidated in a publicly accessible lot) with an opportunity to convert an existing large parking lot into this business concept. My informal market research has made me confident there is a local market, if limited, for a Ridge-specific Park N Sell similar to those that exist in Chico, Oroville, and elsewhere.

There are still many empty RV's and trailers purchased after the Camp Fire, and some of them parked less than legally. You also see cars and trucks parked on shopping center lots that front Skyway and Clark with For Sale signs- illegally. Having an option to consolidate these into one area would be a community benefit. Many people also cannot easily take time off from work and could simply direct a prospect to look at the vehicle.

Please note that this is a large lot with parking for over 100 vehicles, and it is unlikely the Park N Sell front area by itself will ever take more than 50 spaces. Many Park Sell lots also adopt a second income stream from the ability to store boats and RV's, usually in the very back of the lot (see below). This would be the only fully paved and lighted storage that I am aware of in town, and especially unique will be the 24/7 security cameras that will be owner accessible via an app and have Cloud recording.



- INVENTORY
- BOATS
- USED CARS
- COMMERCIAL
- CLASSIC CARS
- VANS AND MINIVANS
- MOTORCYCLES
- RVs, MOTORHOMES, TRAILERS
- SUVs, CROSSOVERS
- TRUCKS
- SEARCH



**RV Storage in Lodi CA Month to Month**

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This business plan does not contemplate an office, septic tank, solar panels, sprinklers, etc. because it simply is not needed. And, although some Park N Sell lots will have staff involved to start a vehicle, test drive, or even transact the sale, the model I will employ simply rents a parking space. It is up to the owner to show the vehicle to any prospect and test drive, transact the title and funds, etc.. I will charge no commission, just a flat storage fee. All vehicles will be required to show proof of California minimum liability insurance. Trailered vehicles will have to show that the vehicle towing them has coverage (which typically will extend to the vehicle being towed). To comply with the TOP guidelines to allow a 35% storage area as a complimentary part of the same business, the hours of operation for the sales lot and storage lot would be the same (8 AM to 6 PM).

### **Scope Of Work:**

No building of any kind is contemplated, and the septic tank will either be fenced off or abandoned with a TOP permit and inspection. However the typical post-fire cavity exists where the previous church building stood, and the following work and installations are contemplated:

- 1) Cut existing jagged asphalt edges to achieve clean edge prior to backfill.
- 2) Backfill existing hole to within 6 inches of grade, about 12-15 cubic yards of dirt projected.
- 3) Finish backfilling hole to grade with #2 road base followed by decorative covered gravel.
- 4) Spot seal any cracks in the existing asphalt surface, possibly apply top seal coat all areas.
- 5) Install removeable steel bollards, between 7 and 9 total, such that front perimeter is secure.
- 6) Install three (3) steel swing gates, using KNOX locks so that TOP Fire can access at any time.
- 7) Install solar powered lights on three existing poles marked on plot plan.
- 8) Install three security cameras on each of three existing poles.
- 9) Clear storms drain, repair any original fencing.
- 10) Purchase and plant low-water consumption plants.
- 11) Install sign, request final operating permit.

Note: The only way to meet the 10% landscaping requirement is to dedicate the entire previous church area to landscaping, using compacted decorative gravel bordered by live plants (see rendering). But this would mean the closest display vehicle parking to Skyway is over 120 feet away, much too far for effective viewing by Skyway traffic. Therefore, it is essential (and hereby requested) that up to 5 vehicles be allowed to park on the compacted colored gravel area as seen in the rendering, closer to Skyway.

**Without this there are no effective display vehicles seen from Skyway.** This is why removeable bollards will be used here in lieu of fencing- to have good sight lines but still maintain security.

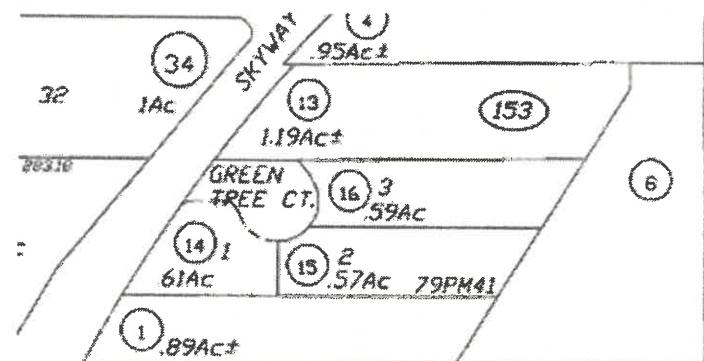
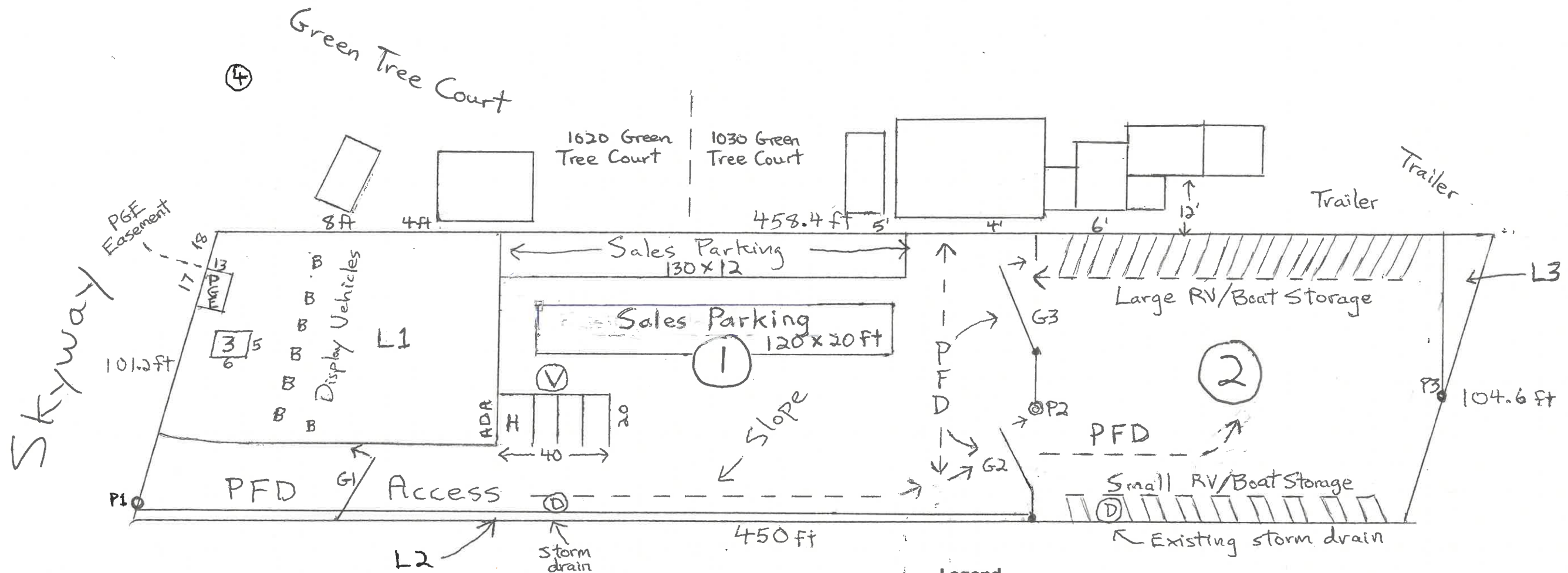
I hope I can get some support and approval for this business and close escrow. It is especially important that I can also store vehicles and that a few can be parked on the gravel hardscape. Paradise Park N Sell should be a useful community asset for many years.

Sincerely,  
Captain James F. Elfers

7874 Skyway, Paradise CA 95969

APN: 051-153-001

Submitted by Applicant: James F. Elfers 695 Madrone Way, Paradise CA  
Plot Plan for Paradise Park n Sell (Permit)



Butte County Assessor's Map  
Book 51, Page 15

**Legend**

- 1= Primary sales area, about 52% of total area
  - 2= Storage area, about 34% of total area
  - 3= Sign, see inset and rendering. 5 X 6.5 feet
  - 4= Existing hydrant (fire flow report performed)
  - B= Removeable steel bollards, about 6 ft apart
  - L1, L2, L3= Landscaped areas, about 14% of total area
  - G1, G2, G3= Swing gates, all to have PFD compliant KNOX locks
  - P1, P2, P3= Existing poles/posts, all to have lights and security camera
  - V= Visitor parking (4 dedicated spaces but plenty more available)
  - H= ADA Parking
- Note:** NO construction to be performed. Other than "L1" all areas are already asphalt paved. Posts for cameras and lights exist.

James F. Elfers  
03/31/26  
5/14/26 update



TOWN OF PARADISE  
DEVELOPMENT SERVICES  
5555 SKYWAY, PARADISE CA 95969

JOB \_\_\_\_\_

SHEET NO. \_\_\_\_\_ OF \_\_\_\_\_

CALCULATED BY \_\_\_\_\_ DATE \_\_\_\_\_

CHECKED BY \_\_\_\_\_ DATE \_\_\_\_\_

SCALE ~~1" = 20'~~ (1 square = 5 feet)  
1" = 40' 1 square = 10 feet



**Town of Paradise**  
**Planning Commission Agenda Summary**      **Agenda Item: 6(a)**  
**Date: June 16, 2026**

**ORIGINATED BY:** Susan Hartman, Planning Director  
**REVIEWED BY:** Jennifer Macarthy, Town Manager  
**SUBJECT:** Review of the Draft Vision and Guiding Principles for the 2045 General Plan Update and Consider Adoption of a Resolution Recommending Town Council Adoption

**COMMISSION ACTION REQUESTED:**

1. Consider the Draft Vision Statement and Guiding Principles for the 2045 General Plan Update; AND
2. Adopt Planning Commission Resolution No. 2026-01, "A Resolution of the Planning Commission of the Town of Paradise Recommending Town Council Approval of the Vision and Guiding Principles for the Paradise 2045 General Plan Update"; OR
3. Direct staff to make further changes to the Vision and Guiding Principles.

**Background:**

The Town of Paradise 2045 General Plan Update (Paradise 2045) is a comprehensive update of the Town of Paradise 1994 General Plan, save the recently updated Housing Element and Safety Element, outlining the Town's vision through 2045. It will establish goals, policies, and implementation programs to guide decisions on a range of issues, including land use, economic development, transportation, hazards, public facilities, health and safety, and resource conservation. Public outreach and community engagement are essential components of the Paradise 2045 Program and multiple opportunities for public input are anticipated at key milestones.

Vision Statement and Guiding Principles

One of the initial tasks of the Paradise 2045 initiative, after the preparation of the Existing Conditions reports for public view, was to develop a communitywide vision along with supporting guiding principles. The Vision Statement describes the future of Paradise as the community would like it to be in 2045. The Vision Statement will be at the forefront of the General Plan to set the tone for the entire document. Guiding Principles, referred to as 'Central Goals' in the 1994 General Plan, provide direction for decision-making as the General Plan is implemented over time. The Guiding Principles will remind local leaders and Town staff of the ideals that are most important to the community.

Visioning Outreach Process

To develop the draft Vision Statement and Guiding Principles, the Paradise 2045 project team facilitated multiple public engagement opportunities between March and April 2026 to get feedback on the community's values, priorities, and desires for the future of Paradise. Each event asked questions seeking input on the Vision Statement and Guiding Principles. These outreach

efforts included pop-up events at shopping centers and the park, community workshop at Town Hall, and an online survey.

The community workshop and survey were advertised through posters at Town Hall and the Building Resiliency Center, an email blast from the Town, flier posting on the Town's Facebook page and website, email blast from the Chamber of Commerce, a news interview with KRCC, and social media shares from cooperator agencies such as PUSD, PRPD, Chamber of Commerce, and the Rebuild Paradise Foundation.

## **Analysis:**

### Pop-up Events Public Input

On Saturday, March 21, 2026, the project team hosted two pop-up tables to promote the project, survey, and upcoming workshop, and gather input on community values. The first was located outside of Save Mart on Clark Road in the morning and the second was located at Bille Park in the afternoon. The pop-up featured a board with an introduction to Paradise 2045 and a short sticker dot activity, asking participants to identify "What values or ideals *they* would like to see the General Plan uphold or support." (Community Visioning Survey question #8). Across the two locations, a total of 26 community members took part in the board exercise.

- Top priorities: Affordability and Education & Youth
- Moderate priorities: Sense of Place/Small Town Identity, Sustainability and Environmental Stewardship, Community Health, Safety, and Equity
- Lower priorities: Local History, Transparent Decision Making, Community Cohesion

The discussions that took place during these events were informal and directed people to the community visioning workshop, the online survey, and the project website to learn more about the project and provide input.

### Community Workshop Public Input

On April 2, 2026, the Town of Paradise hosted the first community workshop for Paradise 2045, the comprehensive update to Paradise's General Plan. The event was held in the Council Chambers at Paradise Town Hall and served to kick off the project with the community and gather input for the Community Vision that will guide the General Plan Update. The evening workshop offered dinner and childcare and largely centered around a presentation and group discussion. There were 12 members of the public who attended the workshop.

Following a welcome statement and project overview, participants broke into small groups to discuss two main questions:

1. What do you like most about Paradise? What would you like to see supported, preserved, or enhanced as part of this planning effort?
2. What are the challenges facing the community? What would you like to see changed to make Paradise a better place to live and work?

Following the small group discussions, a representative from each group shared key ideas discussed in their group with the full workshop.

### Project Survey Public Input

The project team developed an online community visioning survey to gather broad input on the community vision. The survey launched on March 20, 2026, and was open through April 19, 2026. The survey launch coincided with the pop-up events held the following day, which worked to promote both the survey and the workshop, and was live for another two weeks following the workshop.

The survey consisted of 15 questions, including nine questions related to values, priorities, and a vision for the future, and 6 questions pertaining to demographics and communication preferences. A total of 151 community members participated in the survey. For detailed outreach responses, please refer to the attached Community Visioning Event Set Summary.

Community input that was gathered over the course of the outreach process helped to identify key issues, goals, and aspirations for Paradise in 2045. That information was then used to create a Draft Vision that expresses a shared image of our future and sets the tone for the entire General Plan. In addition to that Draft Vision is a set of Guiding Principles that will shape how the Goals and Policies of the General Plan are applied to achieve the Vision. The *Alignment of Draft Vision Statement and Guiding Principles with the Community Input* table below presents the Draft Vision and Guiding Principles in the first column, with the second column providing the relevant community input for reference.

<b>Alignment of Draft Vision Statement and Guiding Principles with Community Input</b>	
<b>VISION STATEMENT</b>	<b>RELEVANT COMMUNITY INPUT</b> Sources: Survey, Community Workshop, Pop-up events
In 2045, Paradise is a charming mountain town where forested landscapes, local shops, neighborhood gathering places, and a strong sense of community shape everyday life.	Strong sense of place and small-town identity was the highest rated 'value or ideal' the public wanted the General Plan to uphold as part of the survey as well as identified as something to support, preserve, and enhance during the community workshop.
The town has rebuilt thoughtfully, honoring its history while investing in a safer, more resilient future that supports thriving businesses, families, and community life.	Respect for local history, support for small businesses and wildfire safety/disaster preparedness were rated highly on the survey while livability for residents was identified in the community workshop.
Residents of all ages enjoy opportunities for recreation, education, and community connection, along with access to the services and amenities need to lead healthy and fulfilling lives. As ever, Paradise is a community where people can build lasting roots across generations.	Feedback from all outreach efforts supported opportunities for recreation, education, and amenities.
<b>GUIDING PRINCIPLES</b>	
<b>Small-Town Character</b> Preserve Paradise's peaceful, small-town identity and strong sense of place by ensuring growth and development respect the town's history, culture, natural setting, and human scale. Maintain and enhance the qualities that make Paradise distinct and foster a welcoming and connected community.	Public comments (workshop and survey write-ins) consistently cited 'small-town character' as a positive aspect about Paradise that they wanted to see preserved, keeping it rural in nature.
<b>Natural Environment</b> Restore and protect Paradise's natural landscapes as defining elements of the Town's identity that support livability, outdoor	The natural beauty and mountain setting of the Town was one of the highest rated qualities people liked best about Paradise. Many write-

<p>recreation, and tourism. Reduce wildfire risk by establishing and maintaining defensible space, fire-resistant landscaping, and vegetation management programs. Promote native vegetation, sustainable landscaping, and environmental stewardship to enhance the town’s ecological health, resilience, and long-term safety.</p>	<p>in comments were received about planting more trees to restore the natural landscape.</p>
<p><b>Economic Vitality</b> Foster a thriving local economy that serves residents’ daily needs, attracts visitors, and reinforces Paradise’s distinct character. Reduce barriers to business development, entrepreneurship, and job creation, and support small businesses in creating a diverse mix of shops, restaurants, and services. Expand opportunities for residents to both live and work in Paradise and strengthen the local economic base by attracting and retaining employers that offer higher-wage career opportunities. Encourage the growth of existing and future light industrial businesses that strengthen long-term economic resilience and community self-sufficiency.</p>	<p>Support for small businesses was the top-rated survey response and vocalized by many in the workshop. Additionally, promoting economic development was identified as something to make Paradise a better place to live and work.</p>
<p><b>Infrastructure</b> Build, enhance, and maintain critical infrastructure systems such as roadways, pedestrian and bicycle facilities, stormwater, wastewater, water, and other utilities that support community safety, resilience, economic vitality, and quality of life for current and future residents.</p>	<p>Many comments spoke about the need for building more infrastructure (lights, sidewalks, sewer) as well as maintaining existing roadways. “Well maintained roadways” was the 2<sup>nd</sup> rated topic for the General Plan to prioritize as part of the survey responses.</p>
<p><b>Community Health</b> Promote access to healthcare, emergency response services, wellness services, senior care, and other essential community health resources and supportive programs that optimize health and quality of life for residents of all ages.</p>	<p>A significant number of respondents called for the return of a hospital or, at a minimum, a 24-hr urgent care facility as necessary for attracting families and retaining residents.</p>
<p><b>Resilience and Preparedness</b> Strengthen Paradise’s ability to prepare for, respond to, and recover from wildfire and other hazards through proactive planning, fire-safe development, sound forest management, resilient infrastructure, and effective evacuation systems. Balance safety, environmental stewardship, and livability to support long-term community resilience.</p>	<p>This guiding principle is not only in line with the Town’s recently adopted General Plan Safety Element but supports the community’s request for prioritization of ‘wildfire safety, disaster preparedness, and public safety services’ in the General Plan update.</p>
<p><b>Vibrant Downtown</b> Cultivate a vibrant, walkable downtown that serves as the heart of community life and welcomes residents and visitors alike. Encourage gathering spaces, shaded streets,</p>	<p>Many, but not all, supported the vision of a walkable downtown with a variety of shopping and dining options.</p>

outdoor dining, public art, community events, and development that celebrate local character and promote social connection.	
<b>Community Life</b> Expand recreational facilities, community events, and programs that foster active living and strengthen community connection for residents of all ages. Promote access to workforce development, cultural activities, and community services that provide meaningful opportunities for youth, seniors, families, and people of all abilities to engage, grow, and thrive.	Themes that surfaced across multiple responses included a desire for indoor and outdoor recreational facilities (indoor pool, bowling alley, skate park, bike park), more youth-oriented spaces and programming, and community-based volunteer activities.
<b>Housing</b> Support a range of housing types and affordability levels that address the needs of current and future residents while respecting Paradise’s small-town character and scale. Encourage well-designed development that contributes to the beauty, livability, and long-term quality of the community.	Multiple comments support single family development over high-density multi-family housing, while some encouraged other types of affordable housing such as starter homes and condominiums.
<b>Governance</b> Promote transparent, accountable, and inclusive decision-making that builds trust and reflects community priorities. Ensure residents have meaningful opportunities to participate in shaping policies, plans, and investments that affect the future of Paradise.	Many residents want approval processes to be clearer, more transparent, and streamlined, as well as being responsive to public input.

The Planning Commission serves as the advisory body to the Town Council on matters related to the Town’s growth and development. This includes advising on the ongoing update of the General Plan.

Staff recommend that the Planning Commission review the Draft Vision Statement and Guiding Principles for the General Plan Update, consider public feedback, and recommend that the Town Council adopt the Resolution approving the Draft Vision and Guiding Principles.

This action is not considered a project under the California Environmental Quality Act (CEQA), as it does not result in a direct or reasonably foreseeable indirect physical change to the environment pursuant to CEQA Guidelines section 15378(b)(5). An Environmental Impact Report (EIR) will be prepared for the full General Plan Update.

**Financial Impact:**

There is no financial impact for the approval and recommendation of the Vision and Guiding Principles for the 2045 General Plan Update.

**ATTACHMENTS:**

1. Vision Event Set Summary.
2. Planning Commission Resolution No. 2026-01, “A Resolution of the Planning Commission of the Town of Paradise Recommending Town Council Approval of the Paradise 2045 General Plan Vision Statement and Guiding Principles”.

# Paradise 2045 Community Visioning Event Set Summary



Spring 2026

## Introduction

From March 20 through April 19, 2026, the Paradise 2045 project team facilitated a series of engagement activities with the community – including a community-wide survey, pop-up events, and a community workshop – to gather insights on community values, priorities, and desires for the future of Paradise. These insights from the community will be reflected in the Community Vision and Guiding Principles that will be memorialized in and provide guidance to the updated General Plan. Engagement opportunities through this event set were promoted on the project website ([Paradise2045.com](http://Paradise2045.com)), through mass email messages, and through an article and TV segment on the KRCR news network.

## Survey

The project team developed an online community visioning survey to gather broad input on the community vision. The survey launched on March 20, 2026, and was open through April 19, 2026. The survey launch coincided with the pop-up events (described below) held the following day, which worked to promote both the survey and the workshop (described below), and was live for another two weeks following the workshop.

The survey consisted of 15 questions, including nine questions related to values, priorities, and a vision for the future, and 6 questions pertaining to demographics and communication preferences. A total of 151 community members participated in the survey.

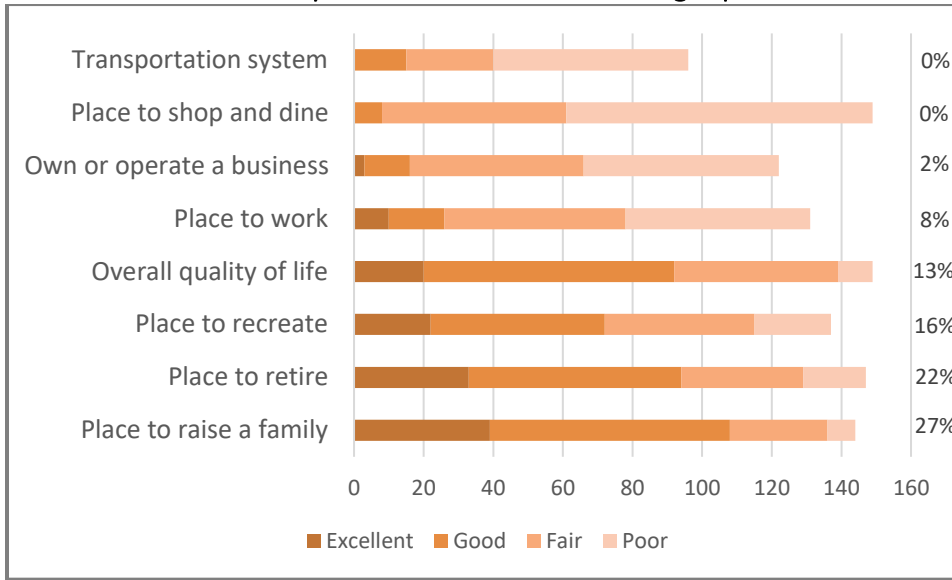
Following is a summary of the results, including a summary of open-ended and “other” questions. Appendix A includes a complete record of responses to the open-ended questions or “other” answer choice responses. Where percentages are shown, the percentages are based on the total number of respondents to the question. Where questions allow participants to select more than one response, percent totals may exceed 100 percent. Since all questions were optional, each question shows the number of survey participants who responded to the question, shown as “N = #.”

## Survey Results

### Part 1: Values and Priorities

Questions 1 through 10 focused on gathering local sentiments regarding various aspects of the town today and identifying assets, challenges, priorities, and values to help inform the General Plan Vision and Guiding Principles and other aspects of the Plan, as well as improvements to downtown Paradise.

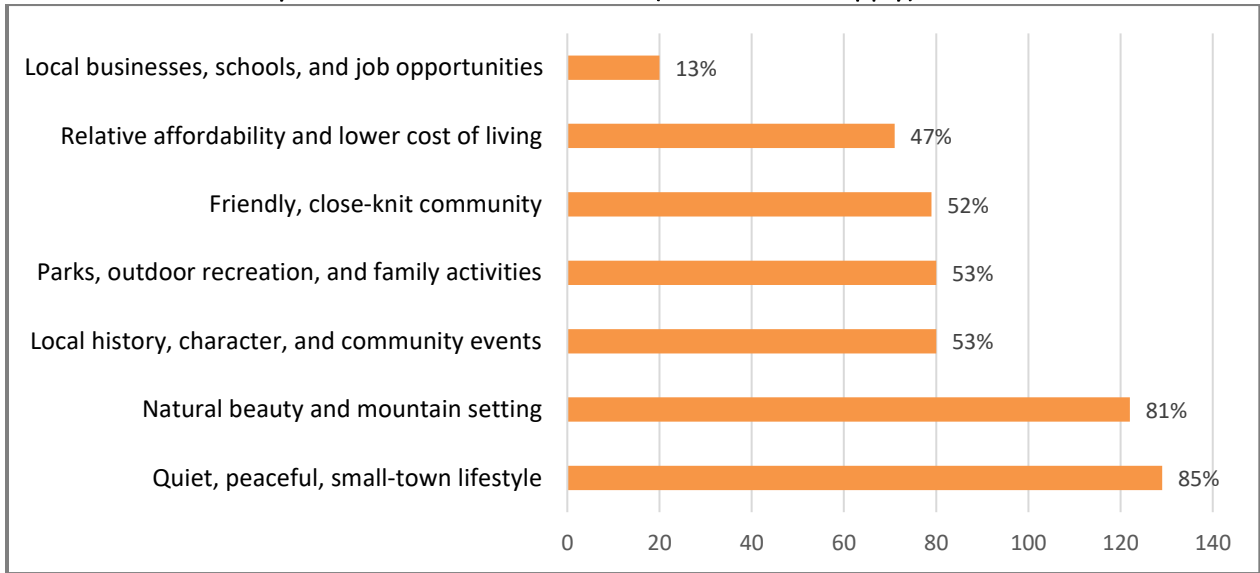
**Question 1: How would you rate each of the following aspects of Paradise?**



Percentages shown after each item denote the share of respondents who marked the item Excellent.  
Note: Respondents who selected 'Not Sure' or 'Prefer Not to Answer' are excluded. Total responses (N) = 151.

Respondents rated Paradise highly as a place to raise a family (75 percent Excellent or Good) and as a place to retire (64 percent Excellent/Good). Overall quality of life was also rated positively (62 percent Excellent/Good). Ratings were significantly less positive for the transportation system (16 percent Excellent/Good), owning/operating a business (13 percent Excellent/Good), and shopping and dining (5 percent Excellent/Good).

**Question 2: What do you like best about Paradise? (Select all that apply)**



\*N = 151

Response choices related to quiet, small-town lifestyle and natural beauty were the most frequently selected attributes respondents indicated they like best about Paradise. Response choices pertaining to local history and character, recreational opportunities, and community friendliness were each selected by roughly half of respondents, followed closely by affordability. Local businesses, schools, and job opportunities were selected least often.

**Question 3: If the Town government could change one thing to make Paradise a better place to live now and/or in the future, what change would you like to see?**

Of 151 respondents, 129 provided a short-answer response, 21 selected "not sure," and 3 indicated they didn't want anything to change. The open-ended responses can be categorized into three overarching themes summarized as follows:

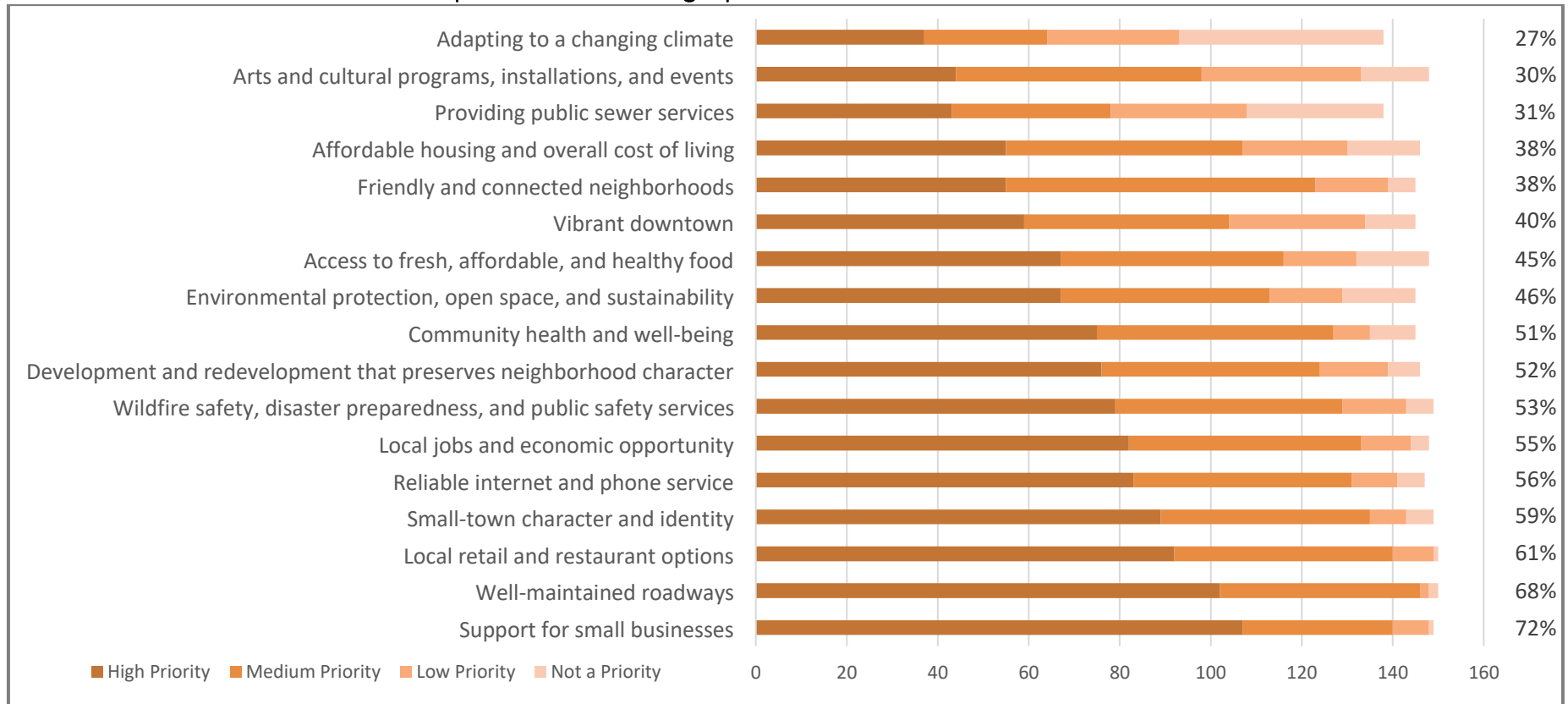
- More than a third of respondents called for more restaurants, retail, and grocery options (with Safeway mentioned by name repeatedly) and many emphasized the need to reduce regulatory burdens, fees, and red tape that they feel discourage businesses from opening or rebuilding.
- Many respondents identified the need to address infrastructure gaps, and in particular the sewer/wastewater system, to support downtown business development and sidewalks (especially along Bille Road, Elliott Road, Pentz Road, and near schools).
- A significant number of respondents called for the return of Feather River Hospital or, at a minimum, a 24-hour emergency room or urgent care facility, citing this as necessary for attracting young families and retaining residents.

Beyond these dominant themes, several other ideas appeared across multiple responses:

- Planting trees and restoring the town's natural landscapes
- Limiting or regulating multi-family and manufactured housing
- Improving road quality
- Providing more family and youth-oriented recreational activities
- Adding community entertainment amenities like a swimming pool, bowling alley, movie theater, or skating rink

A smaller set of responses emphasized keeping Paradise rural and resisting what they described as attempts to make it "like Chico" or other larger cities.

**Question 4: How should the General Plan prioritize the following topics?**



Percentages shown after each item denote the share of respondents who marked the item as a High Priority.

Note: Respondents who selected 'Not Sure' or 'Prefer Not to Answer' are excluded. N=151.

Support for small businesses was marked as a High priority for the General Plan by the greatest number of respondents (72 percent) and marked as High or Medium by a combined total of 94 percent of respondents. Well-maintained roadways received the greatest support as either a High or Medium priority (97 percent combined), and was marked as a High priority by 68 percent of respondents. Adapting to a changing climate had the lowest combined High/Medium support at 46 percent.

### **Question 5: Are there other issues not listed in question 4 that are important to you?**

Sixty-nine respondents added comments to supplement the Question 4 response list. Following is a summary of the most common themes:

- Medical services and the hospital were the most commonly raised new issue, with respondents calling specifically for the return of Feather River Hospital, a 24-hour emergency room, and expanded senior care and living facilities.
- Sidewalks and pedestrian safety were the second most common theme, with specific mentions of dangerous conditions on Bille Road, Wagstaff, and near schools – noted as equity and accessibility issues for seniors and people with disabilities.
- Tree planting and town beautification came up repeatedly, with several respondents expressing concern that new construction is replacing Paradise's forested character with gravel and asphalt.

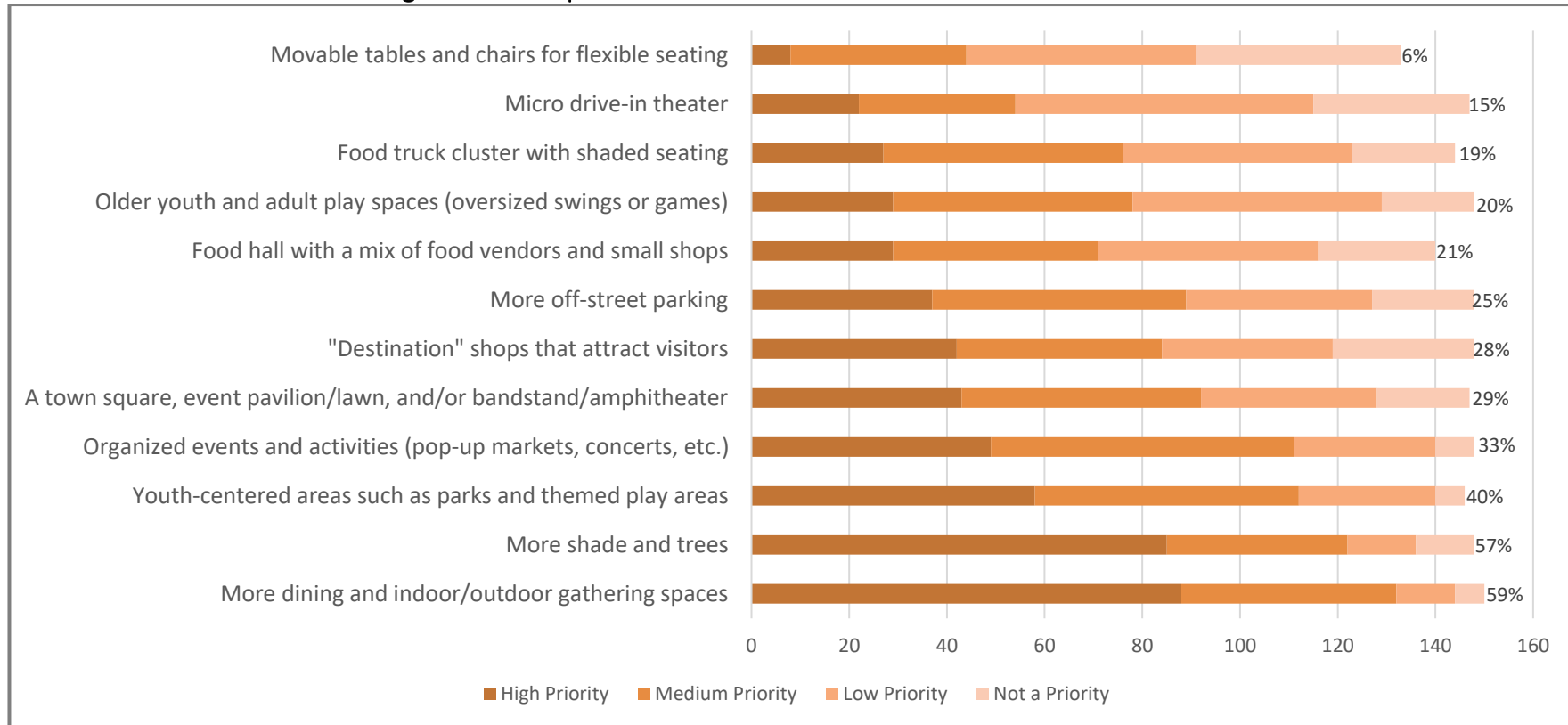
Other themes that surfaced across multiple responses include:

- Concerns about water cost and supply
- Opposition to the volume of affordable housing and apartment construction
- A desire for more youth-oriented spaces and programming
- Calls for greater government accountability and transparency
- Traffic calming and road maintenance

A few respondents raised ideas not reflected elsewhere in the survey, including support for the following:

- An indoor community swimming pool
- Agricultural opportunities on larger parcels
- Better public transit
- Limits on liquor and smoke shop openings

**Question 6: How should the following elements be prioritized for downtown Paradise?**



Percentages shown after each item denote the share of respondents who marked the item as a High Priority.

Note: Respondents who selected 'Not Sure' are excluded. N=151.

More dining and indoor/outdoor gathering spaces was the top priority for downtown, with 59 percent calling it a High Priority and 88 percent calling it a High or Medium Priority combined. More shade and trees (82 percent High/Medium) and organized community events (75 percent High/Medium) also ranked highly. The movable tables and chairs concept received the lowest level of support at 33 percent High/Medium.

**Question 7: Are there other priorities for downtown Paradise not listed in Question 6 that are important to you?**

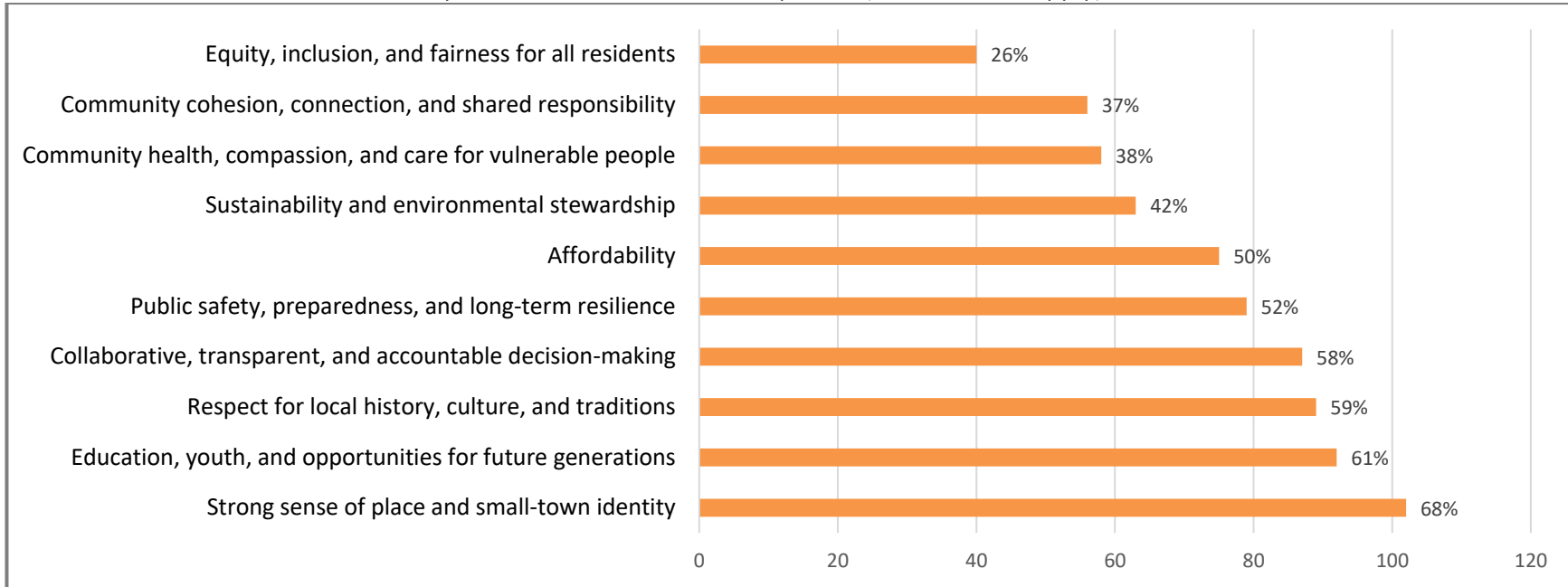
Fifty-three respondents added write-in priorities for downtown. Following is a summary of the most commonly named infrastructure needs to address:

- Safe and well-maintained sidewalks, specifically along Skyway and Clark
- Trees and shade to support both the downtown experience and the town's visual identity
- Safe and accessible public restrooms
- Well-lit streets at night

Beyond infrastructure, several themes emerged around programming and character:

- Respondents frequently mentioned wanting a bowling alley, skate park, bike park, water feature, and activities for teens and middle schoolers.
- Several respondents called for architectural and aesthetic consistency that honors Paradise's mining and small-town history.
- Multiple respondents called for the wastewater system as a prerequisite for attracting downtown businesses.
- A few respondents suggested requiring vacant lot owners to rebuild or sell.
- A small share of respondents pushed back on the downtown development concept altogether, questioning whether a formal downtown is viable given Paradise's dispersed layout, expressing concern about the cost and sustainability of downtown investment, or asking that development stay off Skyway in favor of a quieter pedestrian-oriented area.

Question 8: What values or ideals would you like the General Plan to uphold? (Select all that apply)



\*N = 151

A strong sense of place and small-town identity was the most frequently selected value respondents desired the General Plan to uphold. The response choices related to education and youth opportunities, respect for local history and culture, and collaborative and transparent decision-making were also top selections.

**Question 9: Is there anything else you want decision-makers to understand about your hopes or concerns for the future of Paradise?**

Fifty-six respondents offered closing comments. Following is a summary of common themes raised by respondents:

- Concern that Paradise is at a crossroads with current decisions about housing density, business development, infrastructure investment, and the pace of recovery shaping the town's character for a generation
- The need for medical services (particularly a hospital) to meet core community needs
- The need for wastewater infrastructure to meet service demands
- Desire for tree planting and the restoration of Paradise's green, forested appearance, considered central to the town's identity and its ability to attract residents and visitors
- A call for follow-through and trustworthy governance, including skepticism that community input would meaningfully influence decisions

Distinct ideas not widely brought up elsewhere include the following:

- Desire for higher-wage manufacturing or light industrial jobs on the Clark Road industrial corridor
- Goal for Paradise to become a self-sufficient community rather than a bedroom suburb of Chico
- Concern about the affordability of recreational activities for families
- Interest in establishing an academic or youth workforce development center
- Desire for improved water quality and lower water bills
- Interest in increasing access to Paradise Lake
- A preference for mailing surveys to residents rather than relying on digital outreach

Additionally, responses reflected a divide between those who want Paradise to grow more ambitiously and attract new investment and residents, and those who want it to remain small, rural, and distinct from larger California cities.

**Question 10. Would you like to be emailed about project updates and more opportunities to share your opinion?**

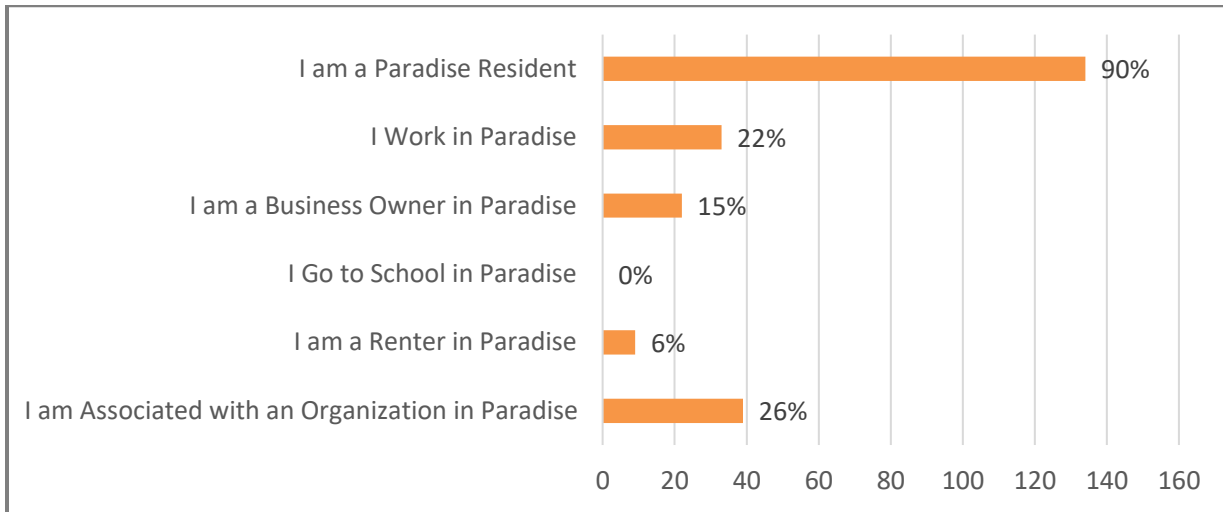
78 participants selected “yes” and provided their email addresses to opt into emails.

**Part 2 – Who Responded**

Survey questions 11 through 15 were optional and asked participants about themselves to identify how well the survey reached all segments of the community. The results reveal the following:

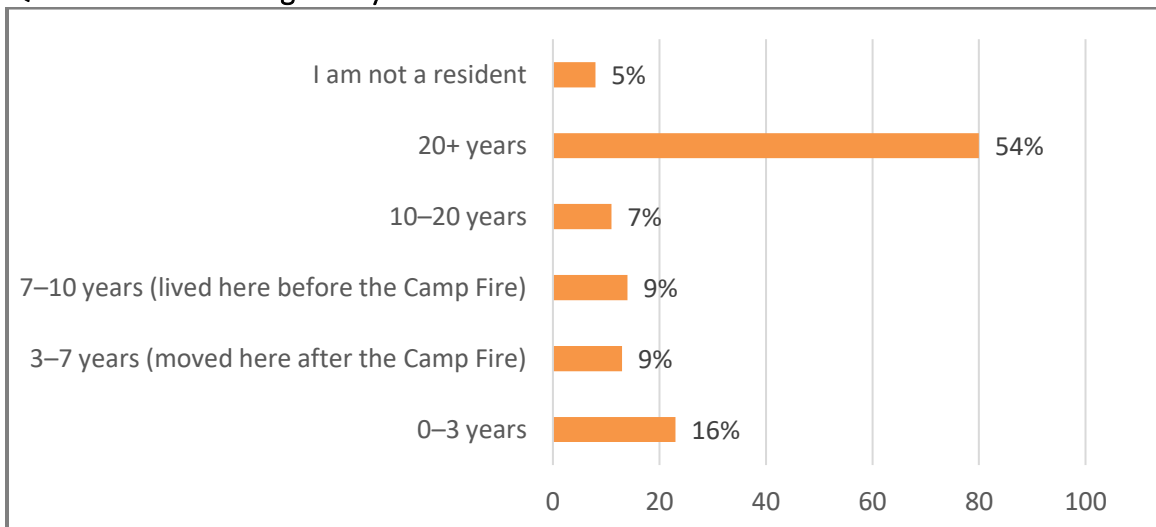
- A majority of respondents are residents of Paradise and more than 50 percent of respondents have lived in the town for more than 20 years. A quarter of respondents moved to Paradise after the Camp Fire.
- A third of respondents are aged 65 years or older. About 11 percent of respondents are younger than 35.
- Respondents reported an array of income levels.
- All respondents selected ‘English’ as their language spoken at home and only two respondents selected ‘Spanish’ as well.

Question 11. Which of the following describes you best? Select all that apply.



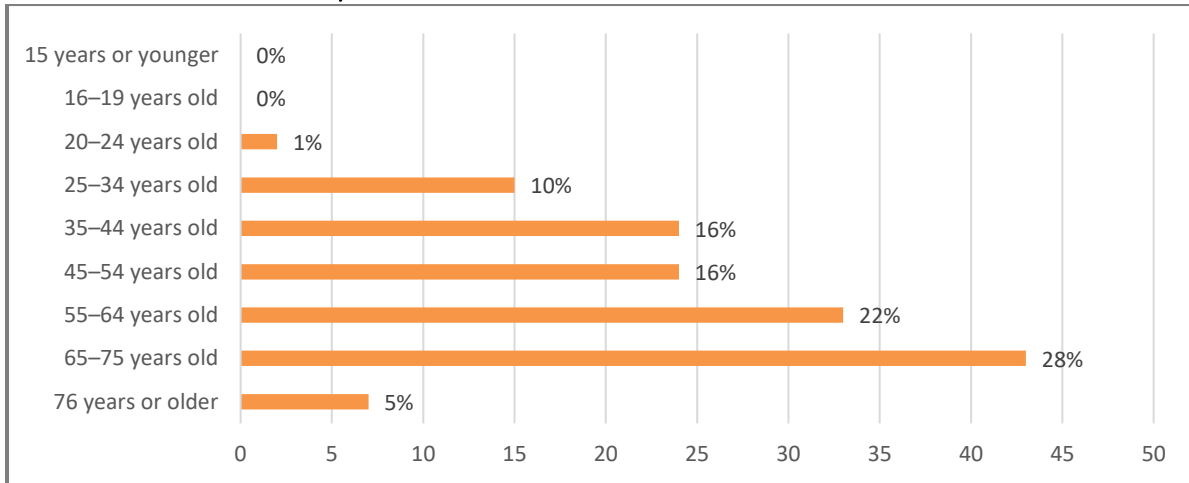
\*N = 149

Question 12. How long have you lived in Paradise?



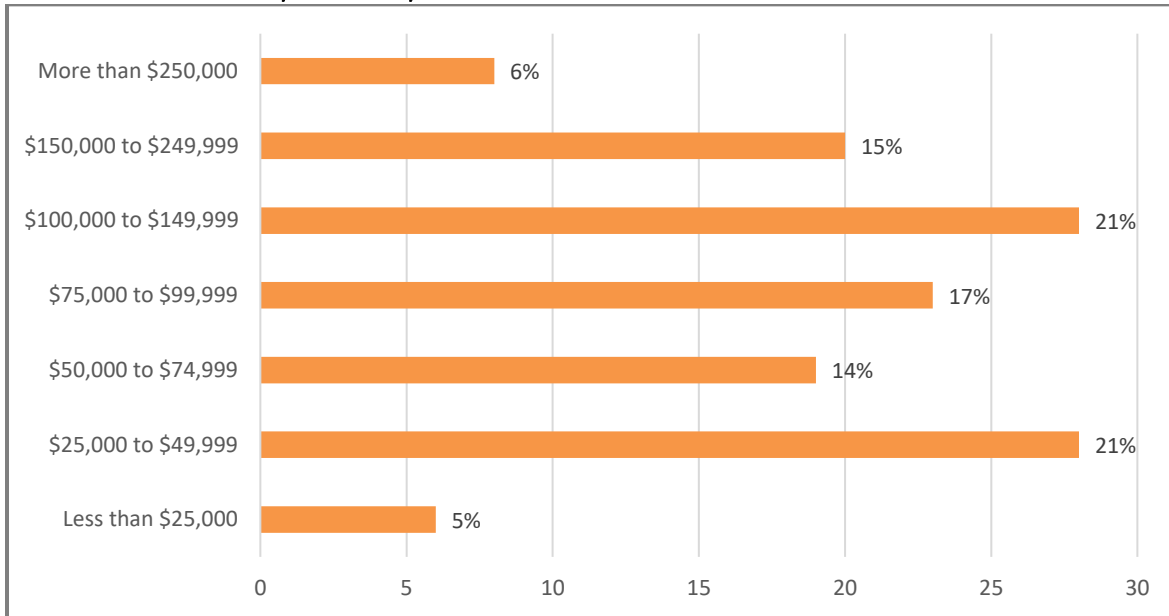
\*N = 149

**Question 13. How old are you?**



\*N = 148

**Question 14. What is your family or household annual income?**



\*N = 132

**Question 15. What language do you speak at home? Select all that apply.**

Out of 147 respondents, all selected 'English', and two of those selected both 'English' and Spanish. No respondents selected the 'Ukrainian', 'Russian', 'Hmong', or 'Other' options.

## Pop-Up Events

On Saturday, March 21, 2026, the project team hosted two pop-up tables to promote the project, survey, and upcoming workshop, and gather input on community values. The first was located outside of Save Mart on Clark Road from approximately 9 a.m. to noon and the second was located at Bille Park from approximately 1 p.m. to 4 p.m. The pop-up featured a board with an introduction to Paradise 2045 and a short sticker dot activity, asking participants to identify “What values or ideals *they* would like to see the General Plan uphold or support.” (Community Visioning Survey question #8). Across the two locations, a total of 26 community members took part in the board exercise. Those community members expressed the following priorities, as shown in **Figure 1**:

- Top priorities: Affordability and Education and Youth
- Moderate priorities: Sence of Place/Small Town Identity, Sustainability and Environmental Stewardship, Community Health, Safety, and Equity
- Lower priorities: Local History, Transparent Decision Making, Community Cohesion

The discussions that took place during these events were informal and directed people to the community visioning workshop, the online survey, and the project website to learn more about the project and provide input.

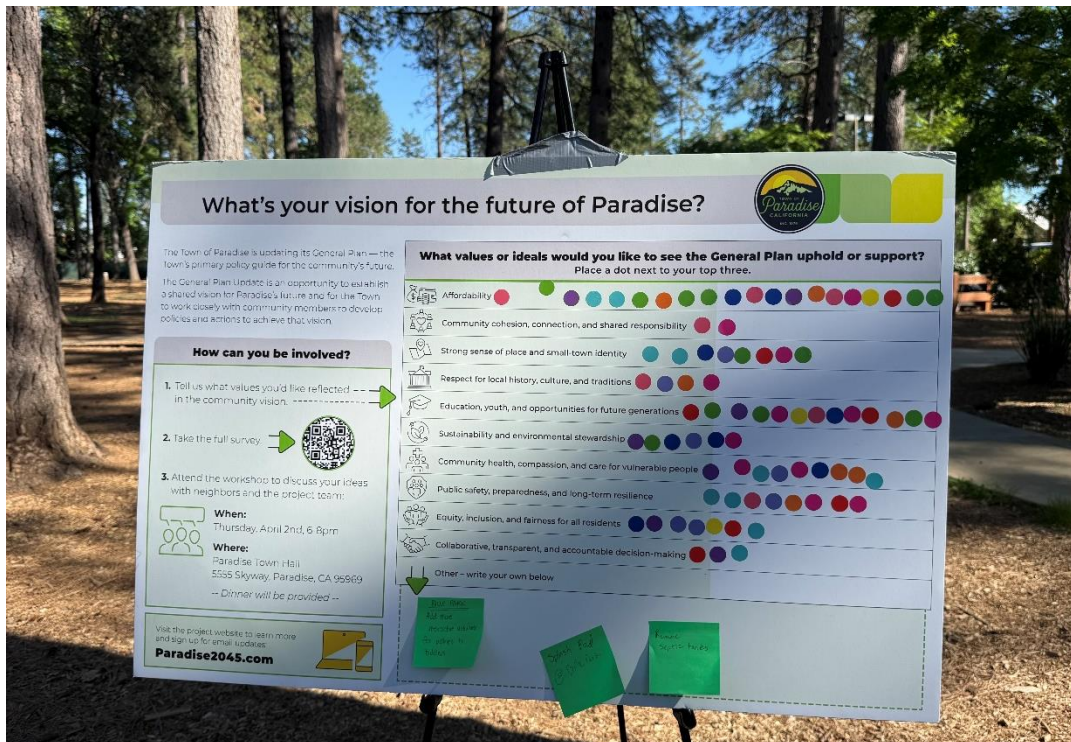


Figure 1: Community Visioning Pop-Up Event Board.

## Workshop

On April 2, 2026, the Town of Paradise hosted the first community workshop for Paradise 2045, the comprehensive update to Paradise’s General Plan. The event was held in the Council Chambers at

Paradise Town Hall and served to kick off the project with the community and gather input for the Community Vision that will guide the General Plan Update. The workshop offered dinner and childcare and largely centered around a presentation and group discussions.

## ***Attendees***

### Community Members

Twelve members of the public attended the workshop.

### Town Staff

The following Town representatives attended the in-person workshop: Susan Hartman, Community Development Director (Planning & Wastewater); Tony Lindsey, Community Development Director (Building & Code Enforcement); Anne Vierra, Community Development Manager; Melissa Frausto, Associate Planner; Jesse Ballou, Assistant Planner; Kate Anderson, General Plan TAC member/Planning Commissioner; and Al McGreehan, General Plan TAC member/PRPD Board Member.

### PlaceWorks

Two representatives from PlaceWorks, the firm working with the Town to prepare the General Plan Update, were in attendance: Tanya Sundberg, Principal, and Jessica Mendoza, Associate.

## ***Overview***

Upon arrival, meeting attendees were invited to respond to the question “what makes Paradise special?” by sharing their response on a note card. Responses highlighted Paradise’s friendly people and community spirit, small town feeling, natural environment, and affordability and location.

To start the meeting, Susan Hartman welcomed and thanked participants for joining. Tanya Sundberg then delivered a presentation to introduce the project. The presentation explained what a General Plan is and why it is important. It also introduced the Zoning Code that will be updated in tandem with the General Plan and the Environmental Impact Report (EIR) that will be prepared, in accordance with State law, to evaluate the potential environmental impacts of implementing the updated General Plan and Zoning Code. The presentation then introduced the process the project team will follow to update the General Plan and the various opportunities for community involvement. Next, the presentation introduced a set of background reports and a summary Briefing Book that assess current conditions in the town—these are now available on the project website, [Paradise2045.com](http://Paradise2045.com). Finally, the presentation discussed the current phase of work and focus of the meeting’s discussion, which is the community’s vision for the future of Paradise. Based on input gathered in this phase of engagement, the project team will prepare the vision statement to describe what the community wants the future of Paradise to be 20 years from now by highlighting the shared community values expressed by the community.

Following the presentation, project staff answered questions from participants and then introduced two discussion questions, which participants broke into small groups to discuss.

## **Question-and-Answer Session**

During the Question-and-Answer period, a participant asked how previous community work and input are being incorporated into the effort. Project staff responded that all previous community engagement activities and plans are being reviewed by the team and will be taken into consideration when preparing the update to the General Plan.

## **Small Group Discussion Summary**

Workshop participants were divided into two groups with six to seven community members in each. Both groups were supported by two members of the project team who facilitated the discussions and took notes. Additional Town staff participated in the discussions to help facilitate dialogue and provide input. Participants were encouraged to discuss their perspectives while notetakers recorded responses on large flip-chart paper.

The two discussion questions are presented below, each followed by a bulleted list of ideas community members shared in their responses. Responses were not necessarily unanimously supported by all attendees.

### ***What do you like most about Paradise? What would you like to see supported, preserved, or enhanced as part of this planning effort?***

- Participants especially like and would like to preserve...
  - “The Ridge” identity, including the connection between Paradise and Magalia.
  - Small-town character that is welcoming, open, and friendly.
  - Strong sense of community, including through local gathering places (e.g., parks community center), events, and citizen groups.
  - Affordable housing options.
  - Local businesses and markets.
  - Area’s history and historic architecture.
  - Scenic qualities, including sunsets and night skies.
  - Access to and enjoyment of the natural environment.
  - Low levels of traffic and noise.
  - Good air and water quality.
  - Wildlife.
  - Safe environment with low crime and a strong first responder presence.
- Participants would like to see opportunities for thoughtful growth and positive change that build Paradise’s potential, and appreciate the opportunity to be part of rebuilding the community.

### **What are the challenges facing the community? What would you like to see changed to make Paradise a better place to live and work?**

- Participants highlighted the need for expanded medical and emergency medical services.
- Participants expressed desire for a more collaborative approach to code and fire safety regulations enforcement, focusing on assistance rather than penalties. Related ideas called for the Town or other organizations to:
  - Provide resources to help residents meet requirements.

- Recognize affordability challenges and reduced program funding.
- Highlight programs such as fuels reduction efforts.
- Plan for replanting vegetation that supports wildfire prevention.
- Participants shared interest in expanded community-based initiatives, including requests for the Town to:
  - Support community gardens and increased volunteer support for people who cannot garden themselves.
  - Support partnerships with Regenerating Paradise and Paradise Stronger.
- Participants cited the need to improve infrastructure, specifically calling for the Town to:
  - Address high costs of septic and wastewater treatment systems and complete the sewer project to support commercial development.
  - Improve water distribution infrastructure to support safe drinking water.
  - Increase street lighting, while balancing concerns about preserving dark skies.
  - Add more sidewalks and improve options for walking and biking.
  - Continue to install electric vehicle charging stations.
- Participants would like to see more community amenities and noted the following specific desires:
  - Expand essential services such as childcare centers and car washes.
  - Increase availability of family-friendly dining options, including restaurants with extended hours.
- Participants noted community engagement challenges regarding participation fatigue and the need to maintain long-term involvement.
- Participants shared a desire for increased youth engagement, suggesting that the Town...
  - Provide internships and hands-on learning opportunities.
  - Create fun, community-based volunteer activities.
  - Expand programs and spaces for teens, especially high school students.
- Participants identified a need to promote economic development, calling for the Town to:
  - Create opportunities and spaces for small businesses to start and grow, including by streamlining permit processes.
  - Attract small manufacturing and local businesses while providing support to businesses who are already here.
  - Encourage the return of former businesses, such as the Paradise Brewery.
  - Support education and workforce development programs through partnerships with the high school and Butte College.
- Participants would like to see enhancements supporting tourism and quality of life and suggested that the Town...
  - Focus on livability to attract visitors and residents.
  - Support Blue Zone-type projects.
  - Develop a walkable, mixed-use downtown.
  - Strengthen arts and culture opportunities, such as through an arts district.
  - Better utilize and promote existing community assets.
  - Improve town gateway features and overall visual quality of the community.
  - Increase marketing to attract new residents and businesses, including new residents who may work tech jobs from home.

- Bring higher paying jobs to the town to attract and retain residents.

Following the discussions, a representative from each group shared key ideas discussed in their group with the full workshop.

### ***Next Steps and Closing***

Following the discussion groups, the project team briefly went over next steps and upcoming milestones for the project, including a call to action for all participants to take the community visioning survey, share the survey with friends and neighbors, and visit the project website ([Paradise2045.com](http://Paradise2045.com)) to sign up for project update emails. Finally, the project team shared that the next round of engagement is expected to take place in July.

The meeting concluded with the project team thanking participants for their time.

## Appendix A: Survey Open-Ended Responses

The complete record of responses to the open-ended and "other" questions in the Paradise 2045 Community Visioning Survey is listed as follows. Minor spelling and grammatical corrections have been made to improve readability.

### Question 2: What do you like best about Paradise? – "Other" write-in responses

- Way better than Chico, but since the fire it is hard to afford life up here.
- Please plant trees, make it beautiful, make it environmentally friendly, make it cooler.
- Less trash around town.
- The Police Department is phenomenal.
- Nothing stands out at this time.
- Currently it is not a small town outgrowing itself, which would create a never-ending stream of public works projects.
- Fewer people.
- More conservative values.

### Question 3: If the Town government could change one thing to make Paradise a better place to live now and/or in the future, what change would you like to see?

- More flexibility for lot owners to develop land over time since costs have risen so much. I have 2 lots now and prices for water, insurance and power are crazy. On top of that we have so much red tape to get things going.
- Please plant trees. Make paradise beautiful again.
- Commercial infrastructure built out and sponsored by the Town along Almond. Businesses can't afford to both build and open a business, plus it gives the Town the opportunity to have a cohesive "look". Also, please limit multi-family housing and manufactured homes.
- Work as hard as they can to get the wastewater system going.
- I think it's important to be able to grow your own food so if it was easier to raise your own farm animals on your property (less rules on what animals you can't have) then that would be great. I think there are a lot of people wanting to grow their own food and step away from processed foods but how can you if you can't raise your own meat because of zoning.
- Transparency from the town on the building audit and other corruptible issues noted.
- Make it easier to do business in town.
- Hospital.
- Get more businesses to open up in Paradise.
- More fast food, more grocery stores, and a hospital.
- Get the sewer system implemented, give tax and building incentives for new businesses to develop. Create family entertainment and more park lands. Maybe a new sports compound once the population increases.
- You should consider the safety of our children by adding sidewalks, speed bumps, and better crosswalks. The amount of speeding and unsafe drivers has made it so people can't even enjoy walking or being outside.

- There has been great improvement in code enforcement, but I would like to see weed abatement efforts even more robust. Please get commercial property owners to clean up/improve vacant lots and get rid of the chain link fences.
- Downtown Sewer project to see completion ASAP.
- Plant trees.
- Quit trying to legislate change, it only places stumbling blocks in growth.
- If we could increase our population, we could have more retail and dining options.
- Let downtown rebuild and reduce costs and fees associated with rebuilding.
- More kid friendly activities and opportunities. So many young families in Paradise with not much to do. Indoor play place, kid friendly coffee shops, more restaurants with weekend and evening hours. Something with outdoor seating like the commons in Chico for families to enjoy. Also, I would love a Trader Joe's or Safeway so we won't have to drive to Chico for groceries.
- Support more small businesses and bring industrial opportunities to the lower Clark industrial complex!
- Sidewalks!
- More medical facilities, more inviting/affordable for small businesses to open/operate.
- There's lots: sewage for businesses, more restaurants, more family entertainment. Better organized children's events, more grocery options, better schools, less livestock restrictions.
- More shops and dining options.
- More restaurants, more entertainment for adults, cigar lounge, upscale bar.
- Plant trees.
- Once and for all to successfully design, install, and operationally maintain a STEP wastewater system along with "purple pipe" treated effluent made available as irrigation water to serve primarily an agreed upon "walkable downtown area" for the community.
- Less ordinances regarding adjacent lot uses.
- Ease of building process.
- I want more street lights on some of the other cross streets—Billie, Elliott, and Wagstaff.
- Bring more fast food places in. I know they are waiting for more people and the sewer system, but this will draw a lot of customers including young people.
- Please plant trees, make it beautiful, make it environmentally friendly, make it cooler.
- Plant and put in more trees.
- More and better sidewalks.
- More businesses: create a walkable, charming downtown area.
- Wastewater system with beneficial recycling.
- Cancel the sewer project. Don't approve multi-family housing beyond the State required minimum.
- Housing/insurance prices.
- The political environment is toxic and disparaging.
- Make it easier for businesses to open. Clean up all the ugly temporary fences through the town and especially on Skyway. Crack down on contractors with no ties to the town that keep slapping together houses in three months with many problems.
- I don't feel that the Town is welcoming to new businesses. We should be encouraging them any way we can.

- Overall but controlled growth with incentives to encourage the return of or new businesses.
- Pave private roads.
- We badly need the Downtown Sewer and we need a hospital back up here! Need sidewalks on Sawmill, Edgewood, North and South Libby. Lower the cost of building permits. I like the Roe Road Extension idea. Instead of having meetings during my workday, at least record them or have them at 6pm.
- Make it easier for families to rebuild their homes! We won't get investment in this community until the population has risen—so help people out more to rebuild.
- Better local healthcare must be addressed, especially in case of emergency. Begin with another ambulance, then create a stand-alone Emergency Department, followed by expansion into a hospital as the population increases.
- More store and food options.
- Encouragement of lot mergers/purchase of multiple neighboring parcels to increase overall parcel size while reducing population density. I am concerned about there eventually being too many people on the ridge, particularly with State multi-family dwelling regulations.
- I would like to see the town purchase vacant lots for municipal green space throughout the town instead of putting all the houses back. The corner of Billie and Coral is a great example.
- It seems like an idealized pursuit of a new imagined future identity after the fire ran into the living past, a past that still lives.
- Get rid of the good old boys club, and quit trying to make this into a Bay Area city.
- Invite more businesses.
- Quit overspending on Town employees. Be prepared before the settlement money runs out. The enforcement-to-resident ratio is far too high. It's not sustainable.
- Plant trees for the next generations. Redwoods recovered well after the fire. Improve sidewalks around all the schools.
- Work to improve the diversity of the community and cultivate an atmosphere of acceptance. Provide alternatives for drug use.
- Stop the building of low income housing.
- Attract more stores that are not specialty boutiques. We have nowhere to buy normal everyday things. More walkable retail areas. Let's get more parks finished everywhere—hiking and activity trails.
- Downtown walking mall with cafes, restaurants, arts and theatre.
- Better driving and less texting while driving. We need a hospital! Sidewalks by all the schools, especially the high school.
- Lot clean ups, new roads, restaurants, ER department, and labor and delivery!
- Maybe make it easier for businesses to operate and residents to build.
- Improve quality, integrity, and efficiency of the planning department.
- Encourage more festivals, concerts, and fun activities.
- Growth in businesses.
- Road repair on Pentz.
- Be more business friendly.
- Affordable, quality medical care. We need hospital services up here. We need a Medicare Advantage plan to afford senior medical care.

- We need to stay away from the designated downtown area and work on creating a welcoming atmosphere for businesses. The road situation needs to improve drastically—there are very few smooth roads to travel on.
- Complete the sewer project so as to enable our "new downtown" to crystallize.
- More dining out options.
- Reconsider perceptions of fire risk in Paradise based on evidence. Governmental decisions based on fear result in bad governance. There should be a balanced approach using wisdom and real forest management expertise.
- Be more reasonable/less heavy handed with business rebuild or remodeling projects. Make it easier for businesses to rebuild/remodel in Paradise. Also, the sewer project obviously will help attract new businesses.
- No RV, trailer, etc. parking in front of residences and no parking of multiple cars like a parking lot. All modular homes must have a front porch and a garage. All properties must have some type of landscaping. No fences you cannot see through beyond the facade of the house.
- Less focus on affordable housing (apartments) and more focus on commercial infrastructure and single family homes.
- Make it easier and more appealing for businesses to come to Paradise and open up.
- Limit affordable housing to specific areas. Bring the hospital back.
- Sewer system and reduced fees and paperwork for new businesses.
- Get new people running the town to make actual changes.
- Widen streets, improve street drainage and culverts.
- Septic system/plant so we can bring in more businesses.
- Keep Sacramento's politics out of Paradise.
- More walkable/bikeable.
- Create an infrastructure that makes it sustainable for businesses to afford to do business in Paradise. Support local businesses that remain and/or have rebuilt after the fire.
- Better accountability of building inspectors.
- Continue to clean up vacant lots, incentivize landowners to break up old concrete foundations and fencing. Expansion of parks including Billie and Pentz/Wagstaff.
- Maybe more restaurants.
- Get investors to build on Skyway for retail and restaurants. Incentivize businesses to open and stay open.
- Stores such as Big Lots—affordable and diverse. Hospital services. Car wash.
- Bring more business into the town. Make it easy for them.
- Create and effectively implement a dynamic, comprehensive, and realistic economic development plan.
- Keep Paradise small town and don't let it turn into a busy, traffic-filled mess like the rest of California. Support our parades and festivals and create more community events.
- Bring back the bowling alley, movie theater, skating rink, or something similar.
- We need a hospital.
- Have a limit on permitting manufactured homes being brought in—encourage stick-built construction. This town is turning into a trailer park.
- More dining like Nic's. Clothing shops. More of a "downtown" area.

- Sidewalks on both sides of all the main roads (Bille, Elliott, etc.) and solar street lights.
- Take Paradise back to being more rural/agricultural in character.
- More outdoor recreation. Remove old fences and unused retaining walls. Restore the natural landscape to all properties. Our town needs to look more natural and beautiful in order for residents and prospective residents to invest in the town.
- Make property owners responsible for maintaining empty lots. If the lot is not currently on the MLS, enforce penalties through higher property taxes so the town can clear weeds.
- Would be great if more businesses would open on Skyway and Clark and medical facilities improve—at least more doctors and better hours for urgent care. Reopening Feather River Hospital would be outstanding.
- Quit trying to make it like the city. Keep it small and quaint. Protecting property values is one of the biggest priorities after the fire.
- Restaurants.
- Recreation with water, grants to maintain the trees growing back.
- Pave Skyway from the welcome sign to Magalia.
- Make small businesses easier to run.
- More businesses.
- Sewer/wastewater treatment plant.
- Stricter limits on multifamily housing, especially apartment buildings.
- We need real jobs/careers and medical facilities/services.
- Kids' center with low-cost activities, water/splash park, year-round pool.
- Stop the waste of funding on things that don't impact people in the right way. People want sidewalks to walk from their homes, not a trail they have to drive to.
- Leave Paradise alone. It's a mountain area. Don't make it like a big city.
- A cohesive aesthetic guideline for new building facades, preferably reflecting the mining and agriculture history. Weaverville, Oroville, and Auburn are great examples.
- Elected mayor, not a council-member-elected mayor.
- Not make it so hard for businesses to open.
- More shops, privately owned and operated, farmers markets, and local markets.
- A hospital. Young people and families will not want to move here without emergency care. The town will struggle without a hospital.
- Quit approving apartment buildings.
- Hold the building department accountable.
- Stop all the low-income housing apartment units. Too many lower-income residents will not help regrow/redevelop Paradise in a positive, economic way.
- More trees and restaurants.
- Clean up and remove fences around empty/burned lots. It still looks like a disaster zone in places more than seven years later.
- Quit acting like we are so resilient—just get back to living, fix our roads and stop building/wasting money on things like "the hope center" that no one uses.
- We need more businesses here. We need more shopping and restaurants.
- More restaurants.

- Sewer! Attract more mainstream/upper range restaurants and shops. Enforce property owners to clean vacant lots and remove old signage.
- Stop trying to make our town like Chico or other cities. We live here for a simpler way of life.
- Less regulations.
- More grocery stores.

**Question 5: Are there other issues not listed in Question 4 that are important to you?**

- There are many dangerous sidewalks in this town that need to be repaired and maintained, especially on Bille Road between Skyway and Clark, and Wagstaff between Skyway and Clark. They are not accessible to seniors or the disabled, and even able-bodied people could easily trip and fall.
- Along with trees, please help Safeway to come home. And a decent restaurant!
- Fixing the damage done by the incompetent building employees hired by the Town that allowed harm to come to many here.
- Regarding development, we should be very careful not to overbuild. Population growth/density matching or exceeding what we had pre-Camp Fire would set us up for another difficult mass evacuation scenario. As we rebuild, let's protect against that with strategic building and reasonable population numbers.
- Please plant trees and get Safeway back.
- Town beautification efforts.
- Bolster business to provide local well-paying jobs.
- Kids' space—free, always open, covered or not.
- Trees.
- The expensive water bills.
- Affordable housing that isn't an apartment.
- I would like more sidewalks for families to safely take walks.
- Quit building low-income apartments; that is a transient population.
- Please plant trees, make it beautiful, make it environmentally friendly, make it cooler.
- Roadways: more street sweepers to clean gutters. More sidewalks.
- Bowling alley, skating rink, golf course would be nice for the community.
- Cancel the sewer project. Don't approve multi-family housing beyond the State required minimum.
- Encouraging young families to come and providing housing and end-of-life care to the elderly. Politicians to stop being so secretive. Creating an inclusive political environment for transparency and accountability.
- Accountability and transparency at the city level.
- Make it more affordable.
- More for kids to do.
- Not adding any new taxes or assessments.
- As corridors are maintained to ensure fire safety, look for fire-safe ways to maintain natural beauty.
- Stop building low-income housing.
- Slow down traffic!

- Good, responsive government.
- Some of the new drivers are very neglectful of our road laws. Texting and driving has also been a problem. Maybe the high school needs to bring back driver safety programs.
- Indoor community swimming pool.
- Better schools/teachers.
- Another guardrail on Pearson by the canyon.
- Escalating the Gold Nugget complex project to bring in tourism. Tourism will support the local economy and small businesses.
- Yes—I would like to see some emphasis on moral-based sustainability and a clearer sense of what type of culture and future Paradise is striving to achieve.
- Safety: strong police presence and crime deterrence. Fire safety. Better alarm system. Controlling development of low-income apartment complexes. Ensuring new homes being built are inspected thoroughly.
- Cognizant of limited water supply.
- Bring businesses to Paradise! Restaurants, pharmacy, etc.
- Health/emergency services to the ridge. Senior living facilities.
- Getting a hospital to locate here.
- A more cohesive feeling downtown.
- Addressing the light pollution problem.
- I know you don't deal with the schools, but there are social challenges going on in middle and high school that need to be addressed for the future of the community.
- Activities slanted to young people and senior adults.
- Community and property safety.
- Affordable housing should not only mean apartments. It should mean starter homes and condominiums.
- Bringing back a hospital and providing safe sidewalks for families to walk to schools.
- Stimulating agricultural opportunities such as grazing to control vegetation on larger parcels.
- Curb appeal for homes.
- Medical care—24-hour urgent care or a hospital.
- Better healthcare, specifically.
- No over-regulation. No big government. Let us be and don't tax us to death.
- We need a hospital back in Paradise.
- Limit liquor and smoke shop store openings.
- Stop wasteful spending—ripping up roads multiple times. Sidewalks are a must!
- Planting native trees, bushes, and flowers. Better public transport.
- Community-based businesses.
- Need more food options, need more family-oriented activities.
- This is a Foothill Mountain community. New builds are surrounded by gravel and asphalt. I've lived here since 1970—if the builds keep going this direction this is never going to look like Paradise again. We have to plant trees, allow greenery and shrubs.
- Marketing the town as a place where people want to live and work.
- Keep the small town vibe we all love and moved here for.

- No—I think the town should have left it like it was and let the home owners come back if they wanted to so they could rebuild their home.
- A full-service hospital.
- Hospital.
- Need more food options, need more family-oriented activities.

**Question 7: Are there other priorities for downtown Paradise not listed in Question 6 that are important to you?**

- Once again, sidewalk maintenance. If we want a walkable downtown, we need safe sidewalks on Skyway and Clark roads especially.
- Trees. Restaurants.
- A safer way to cross Skyway.
- Keep it off Skyway.
- Sustainability of small local businesses.
- Keep up the great policing!
- Our downtown needs to bring visitors and create an experience for the family. Considering something for all age groups in walking distance.
- Trees please.
- Skate/bike park.
- Trees, more please.
- Safe public restrooms, well-lit streets and sidewalks at night.
- Please plant trees, make it beautiful, make it environmentally friendly, make it cooler.
- Walkable, charming downtown.
- Wastewater system to support business.
- Don't approve multi-family housing on commercial lots. Need more opportunities for commercial and the Town to make rules navigable for those businesses.
- A designated spot for all food trucks in town is an amazing idea. People would gather and be supporting small businesses rather than food trucks taking up empty lots everywhere.
- More youth centers: jumping places, indoor and outdoor pools, and indoor playgrounds.
- Better enforcement of traffic laws.
- Sewer!
- Stay true to the history and small-town identity.
- We don't have a "downtown" like most towns—even pre-fire, everything was scattered.
- Make it easier to stop and park.
- A water feature like a fountain for children and adults to play in on hot summer days.
- Paradise has several pavilions/performing arts centers—Billie Park and Downtown Park. The trees are growing back! Parking gets busy, but there are plenty of ways to get around it.
- Instead of more bus service, a clean energy trolley running down Skyway from Magalia through Paradise would serve locals and tourists while minimizing traffic congestion.
- A sustainable business model that will invite new businesses to start or relocate to Paradise. Requirements for those who own vacant lots in downtown to rebuild or sell.
- Creating a walkable downtown area with outdoor dining, shops, etc. that is NOT on Skyway (which is too busy and loud to be enjoyable).

- There is no downtown Paradise—never was. It is all destination driven.
- History plaques, mosaics, statues.
- Centralized food trucks is a good idea.
- We need the bowling alley back.
- Getting more indoor and outdoor activities for middle and high school aged kids: remote control car venues, dirt bike tracks, skate parks, mini golf, batting cages, water features, indoor playground, indoor and outdoor dog park.
- Brewery!
- The bike trail needs shade trees. I think red maples would be beautiful, visible from Skyway. Residents could "purchase" trees if the town could water them.
- Trees and shade should not be limited to the downtown area.
- Permanent structures for restaurants instead of food trucks spread throughout town.
- Nationwide, downtowns are dying. Why would Paradise spend money to build a downtown that has a very slim chance of surviving?
- Businesses willing to guarantee they will move downtown. Collect deposits on permits.
- Integration of services within shops, etc.
- Don't do two-story downtown like cities do. Keep it small and quaint. Old mining theme. Keep it to the roots of Paradise.
- A walkable downtown.
- An actual parking lot that will have plenty of parking.
- More grocery store options. Save Mart is too expensive and Grocery Outlet doesn't always have what we need.
- Accessible parking for the walking trail.
- Bowling alley, standalone theater, skate park, community gardens.

**Question 9: Is there anything else you want decision-makers to understand about your hopes or concerns for the future of Paradise?**

- In a decent timeline.
- Please remember that water supply is limited.
- Clean drinking water—not full of chemicals.
- Consider the industrial area down Clark Road for the sewer project and also the area west of Ewald Court.
- Keeping lot owners accountable for maintaining their lots.
- Again, don't over-populate or over-develop. Create green spaces all around town for recreation and in case of evacuation. Pave private roads. Keep pushing for an emergency room.
- Plant trees please before senior citizens are dead.
- My husband and I are heavily considering moving to the Redding area. We love it up here but this town is progressing too slowly for our young growing family. It seems like youth in this town is struggling. We need more family and young adult entertainment.
- Skate park.
- Please plant trees.
- Please spend less time acting like an HOA about everyone's lots, and focus on a sustainable affordable future for our residents.

- Since we are getting a younger generation to our town, family activities and safety are going to need to be a high priority.
- Without a wastewater system, Paradise cannot thrive.
- Multi-family and high density housing is reshaping the town for the worse. Increasing the population for ultimate build-out is a bad idea due to volume of existing and future services.
- I hope you actually take into account this survey.
- Sustainable employment opportunities. No one can afford to live on service sector jobs and that's all there is up here. The cost of fuel makes it very difficult to drive to Chico or Oroville for jobs. Find a way to develop an industrial complex for manufacturing/light industrial jobs up here.
- Please avoid any developers and excessive growth with respect to population. There needs to be some flexibility to adjust as the town changes.
- I just miss our town the way it used to be. This is not a good place to live anymore, even though I've been back for five years. If I had known, I would never have rebuilt.
- Understanding of the long-standing history of the area, including the environmental influences and pre-gold rush inhabitants. Increasing respect for diversity will bring more people to the area.
- Beauty in public and private spaces—native plants, shade trees, landscaping features.
- Please keep the history alive. Paradise has changed. I love my small-town life. Please keep residents safe and make realistic decisions for our town's future.
- I fear Paradise has or will lose its small town vibe, but could be replaced by a vibrant destination area if the right mix of businesses will come in.
- I struggle with some of the questions as they are loaded with differing topics. I would like to see some form of an academic center that really focuses on the younger generations and would collaborate with businesses and organizations to act as labs connected to in-class teaching.
- Decent medical care.
- Lower water bills. Free access to Paradise Lake.
- Have follow-through and build trust with the community. No one trusts the people running the town.
- Make it a town that has a strong base for raising humans to be inclusive, kind, active, creative, empathetic, involved, respectful, supportive, giving, and smart.
- Let's not make this town a city. Keep the concrete jungle away from our mountain town.
- The beauty of Paradise is its history and its small-town charm. I would like to see the town concentrate on community events that bring in revenue, youth and family events, and supporting small businesses and entrepreneurs, but limiting big business. I would like to see housing more affordable, but not so affordable that it is taken advantage of. It's important to limit traffic, congestion, and crime.
- I wish the town would have higher-level dreams for the long-term future. We should aspire to lose the "poverty ridge" reputation. We could be a desirable bedroom community for Chico.
- These surveys should be on fliers mailed to residents. Not everyone looks on Facebook.
- Think of what a safe community looks like for young families. We will be the ones still around by 2045 and eventually with our grandchildren.

- Paradise is not a place that people stumble across. It's important to attract people to the town who otherwise have no reason to be here. We need outstanding bistros or cocktail bars—something where the atmosphere is hard to turn down when the alternative is overcrowded downtown Chico.
- Paradise will never have a bright future for downtown. In my life I avoid hectic situations and mostly buy online.
- We are now a bedroom community to Chico. If we want the town to survive we need to make it appealing for newcomers to move here. Businesses will return when the population can support it.
- We are not the Bay Area or Sacramento or Chico! Keep Paradise the small rural town it always has been, no matter how many city people move here.
- Don't steal from taxpayers. Hold yourselves accountable for the commitments you make.
- I am concerned that Paradise is turning into a suburb of Chico with more mobile homes being installed in every neighborhood rather than stick-built homes. I want to see Paradise become self-sufficient with industry, medical care, education, and infrastructure. We have a superb opportunity to rebuild this town for the present and future. We cannot live in the past and force the town to go back to what it once was.
- To live here, since it is cheaper than Chico or Oroville, remember the families and children that want to enjoy the area within reason of cost. Arcades, mini golf, movies cost more than most can afford to attend.
- Sidewalks on Pearson, Pentz, Skyway. Better accountability for wasteful spending.
- Just let Paradise grow on its own. Quit trying to make it a big city that it is not.
- Whatever is done to the roads needs to be done at a town level. To attract families, we need parks, a standalone theater, and a bowling alley. I'm beyond frustrated that the bowling alley was overtaken. Please harness and own the history of Paradise and have the buildings reflect it.
- Hospital.
- Equity and inclusion should be approached thoughtfully and not destroy our small-town character. We should also focus on practical governance rather than ideological narratives.
- Make it a pleasant, beautiful, clean town with trees and flowers and nature—which is why people came here in the first place. If we start making it too easy for anyone to live somewhere without doing the work, it gets taken advantage of and becomes unappealing.
- Support those rebuilding instead of charging them for everything during the planning/building/final process.
- It feels like we are missing a huge opportunity to reinvent our town (while keeping true to its history). While much has been done to recover from the fire, so much more needs to be done: sewer, attraction of businesses, clean up, etc.

**Question 11: Which of the following describes you best? – "Other" write-in responses**

- Property owner in Paradise.
- Financial expert, farmer, community leader, and single father of three children.
- I want this to be my forever home.
- Homeowner, writer, artist.

- I was previously a resident.
- I own property in Paradise.
- I am raising two babies here.
- I live just outside of the Town limits.
- Magalia resident.
- My business is a 501(c)(3) and is done all online, so it may not fit into the questions about businesses as intended.
- Raised children, worked in area over 30 years, retired here.
- I am retired in Paradise.
- My kids go to school in Paradise.
- I've lived in Paradise for 48 years—this is my home.
- I live in Magalia, but most of my business is in Paradise: shopping, dining, and auto parts.
- I lived in Paradise for 35 years. After the fire I moved to Magalia. I still shop in town and participate in events.
- I am a homeowner and past business owner.
- My parents moved us to Paradise when I was four years old, in 1970.
- I own land and would like to rebuild.

**PARADISE PLANNING COMMISSION  
RESOLUTION NO. 2026-01**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE TOWN OF PARADISE  
RECOMMENDING TOWN COUNCIL APPROVAL OF THE VISION AND GUIDING  
PRINCIPLES FOR THE PARADISE 2045 GENERAL PLAN UPDATE**

**WHEREAS**, the Town of Paradise Town Council prioritized the comprehensive update of the Town of Paradise General Plan, including an Environmental Impact Report, to address changes in regional and state policy, community preferences, to plan for growth over the next 20 years, and support and enhance the Town's quality of life; and

**WHEREAS**, on August 12, 2025; the Paradise Town Council authorized a professional services agreement with PlaceWorks as the consultant team and directed staff to prepare and commence with the General Plan Update work program; and

**WHEREAS**, from March 20, 2026 to April 19, 2026, staff used various outreach channels, such as a dedicated website, social media, and emails to engage the public and stakeholders. Specific activities included pop-up events, a community workshop, and an online survey. The input gathered was used to create the draft General Plan Vision and Guiding Principles for the next 20 years, to support and enhance the Town's quality of life. The Vision Statement and Guiding Principles will be at the forefront of the General Plan to set the tone for the entire document. Guiding Principles provide direction for decision-making as the General Plan is implemented over time. The Guiding Principles will remind local leaders and the Town staff of the ideals that are most important to the community; and

**WHEREAS**, the input received from the public through the Town's outreach efforts was considered and used to create the Draft Vision Statement and Guiding Principles attached hereto as Exhibit A (Vision Statement Guiding Principles); and

**WHEREAS**, the public review also included review and determination that approval of the Vision and Guiding Principles is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15378(b)(5) as this action is not considered a project under CEQA; and

**WHEREAS**, the Planning Commission has considered the analysis and recommendations of town staff; has accepted public input and has duly considered the proposed Vision Statement and Guiding Principles for the Paradise 2045 General Plan Update.

**NOW, THEREFORE, BE IT RESOLVED** by the Town of Paradise Planning Commission as follows:

**SECTION 1.** The Planning Commission hereby recommends that the Town Council concur that the approval of the Vision and Guiding Principles of the Paradise 2045 General Plan Update are not subject to the requirements of the California

**TOWN OF PARADISE  
PARADISE PLANNING COMMISSION  
RESOLUTION NO. 2026-01**

Environmental Quality Act (CEQA) in accordance with the categorical exemption provisions of CEQA Guidelines section 15378(b)(5); and

**SECTION 2.** The Planning Commission further recommends that the Town Council approve the Vision and Guiding Principles for the Paradise 2045 General Plan Update which is set forth in Exhibit “A” attached hereto.

**PASSED AND ADOPTED** by the Planning Commission of the Town of Paradise this 16<sup>th</sup> day of June 2026, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

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Charles Holman, Chair

**ATTEST:**

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Melanie Elvis, Town Clerk

# Paradise General Plan

## Draft Vision & Guiding Principles

### Vision

In 2045, Paradise is a charming mountain town where forested landscapes, local shops, neighborhood gathering places, and a strong sense of community shape everyday life. The town has rebuilt thoughtfully, honoring its history while investing in a safer, more resilient future that supports thriving businesses, families, and community life. Residents of all ages enjoy opportunities for recreation, education, and community connection, along with access to the services and amenities needed to lead healthy and fulfilling lives. As ever, Paradise is a community where people can build lasting roots across generations.

### Guiding Principles

#### Small-Town Character

Preserve Paradise's peaceful, small-town identity and strong sense of place by ensuring growth and development respect the town's history, culture, natural setting, and human scale. Maintain and enhance the qualities that make Paradise distinct and foster a welcoming and connected community.

#### Natural Environment

Restore and protect Paradise's natural landscapes as defining elements of the Town's identity that support livability, outdoor recreation, and tourism. Reduce wildfire risk by establishing and maintaining defensible space, fire-resistant landscaping, and vegetation management programs. Promote native vegetation, sustainable landscaping, and environmental stewardship to enhance the town's ecological health, resilience, and long-term safety.



### **Economic Vitality**

Foster a thriving local economy that serves residents' daily needs, attracts visitors, and reinforces Paradise's distinct character. Reduce barriers to business development, entrepreneurship, and job creation, and support small businesses in creating a diverse mix of shops, restaurants, and services. Expand opportunities for residents to both live and work in Paradise and strengthen the local economic base by attracting and retaining employers that offer higher-wage career opportunities. Encourage the growth of existing and future light industrial businesses that strengthen long-term economic resilience and community self-sufficiency.

### **Infrastructure**

Build, enhance, and maintain critical infrastructure systems such as roadways, pedestrian and bicycle facilities, stormwater, wastewater, water, and other utilities that support community safety, resilience, economic vitality, and quality of life for current and future residents.

### **Community Health**

Promote access to healthcare, emergency response services, wellness services, senior care, and other essential community health resources and supportive programs that optimize health and quality of life for residents of all ages.

### **Resilience and Preparedness**

Strengthen Paradise's ability to prepare for, respond to, and recover from wildfire and other hazards through proactive planning, fire-safe development, sound forest management, resilient infrastructure, and effective evacuation systems. Balance safety, environmental stewardship, and livability to support long-term community resilience.

### **Vibrant Downtown**

Cultivate a vibrant, walkable downtown that serves as the heart of community life and welcomes residents and visitors alike. Encourage gathering spaces, shaded streets, outdoor dining, public art, community events, and development that celebrate local character and promote social connection.

### **Community Life**

Expand recreational facilities, community events, and programs that foster active living and strengthen community connection for residents of all ages. Promote access to workforce development, cultural activities, and community services that provide meaningful opportunities for youth, seniors, families, and people of all abilities to engage, grow, and thrive.

### **Housing**

Support a range of housing types and affordability levels that address the needs of current and future residents while respecting Paradise's small-town character and scale. Encourage well-designed development that contributes to the beauty, livability, and long-term quality of the community.

### **Governance**

Promote transparent, accountable, and inclusive decision-making that builds trust and reflects community priorities. Ensure residents have meaningful opportunities to participate in shaping policies, plans, and investments that affect the future of Paradise.

