



Town of Paradise

Planning Commission Meeting Agenda

6:00 PM – October 20, 2026

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

Planning Commission Staff:

Susan Hartman, Community Development Director
Melanie Elvis, Town Clerk

Planning Commission Members:

Charles Holman Chair
Kate Anderson, Vice Chair
Shawn Shingler, Commissioner
Carissa Garrard, Commissioner
Zeb Reynolds, Commissioner

CALL TO ORDER

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

ROLL CALL

1. APPROVAL OF MINUTES

- [1a.](#) Approve the Regular Meeting Minutes of the September 15, 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 | C. Close hearing to the public |
| B. Open the hearing to the public | D. Commission discussion |
| 1. Project applicant | E. Motion |
| 2. Parties for the project | F. Vote |
| 3. Parties against the project | |
| 4. Rebuttals | |

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 - None

6. OTHER BUSINESS

- 6a. 1. Consider the Draft Land Use Alternatives Study Areas and Policy Needs for the 2045 General Plan Update; and, 2. Adopt Planning Commission Resolution No. 2026-02, "A Resolution of the Planning Commission of the Town of Paradise Recommending Town Council Approval of the Draft Land Use Alternatives and Policy Needs for the Paradise 2045 General Plan Update"; or, 3. Direct staff to make further changes to the Draft Land Use Alternatives Study Areas and/or Policy Needs. (ROLL CALL VOTE)

7. COMMITTEE ACTIVITIES

8. COMMISSION MEMBERS

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

9. ADJOURNMENT

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



Town of Paradise

Planning Commission Meeting Minutes

6:00 PM – September 15, 2026

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 joined via Teams, Charles Holman

PLANNING COMMISSIONERS ABSTENT: Zeb Reynolds and Shawn Shingler

1. APPROVAL OF MINUTES

- 1a. **MOTION by Anderson, seconded by Holman**, approved the Regular Meeting Minutes of August 18, 2026, Planning Commission meeting. AYES: Anderson, Garrard, and Chair Holman; NOES: None; ABSENT: Reynolds and Shingler; ABSTAIN: None

2. COMMUNICATION

- 2a. Community Development Director Susan Hartman provided an overview of recent Town Council actions, including updates to the Emergency Notification System, approval of a contract with North State Planning and Development Collective through Chico State for population data, an update to the Building Corrective Action Plan allowing builders only one strike for egregious violations, and the establishment of a new fund for proceeds from fire apparatus use.

3. PUBLIC COMMUNICATION – None

4. CONTINUED PUBLIC HEARING- None

5. PUBLIC HEARING

- 5a. Casey Murray, Senior Planner, provided a presentation on details of the action being requested to construct a new 1,280 square foot residence that burned in the Camp Fire located at 6428 Rocky Lane, and announced that there would be a 7-day appeal period if approved, and the hearing was noticed and no public comments were received.

Chair Holman opened the public hearing at 6:09 p.m.

Commissioner Anderson questioned the zoning being neighborhood commercial and if that had any issues with the home being built.

Michael Magneson, septic contractor, stated that he is having a hard time getting equipment safely off a trailer in the middle of the street, and is utilizing the empty lot next door, and would like a phone number to ask for permission.

Chair Holman appreciates the house being set back from the road a good distance.

Chair Holman closed the public hearing at 6:13 p.m.

MOTION by Anderson, seconded by Garrard, approving to construct a new 1,280 square foot, three-bedroom, two-bathroom residence replacing a residence that burned in the Camp Fire on a 0.48-acre parcel zoned Neighborhood Commercial (N-C), located at 6428 Rocky Ln, Paradise, CA 95969 and identified by Assessor's Parcel Number (APN): 050-340-062 AYES: Anderson, Garrard, and Chair Holman; NOES: None; ABSENT: Reynolds and Shingler; ABSTAIN: None

GENERAL CONDITIONS

1. If any land use for which a Site Plan Review (SPR) permit has been granted and issued is not established within three years of the permit's effective date, the permit may become subject to revocation by the Town of Paradise.
2. The property owner shall comply with all other State and local Code provisions, including those of the Town of Paradise's Building Division, Public Works & Engineering Department, Fire Department, and Onsite Wastewater Division. The property owner is responsible for contacting these departments to verify the applicable requirements and need for any permits.
3. Any changes to the site, as described in these documents, shall be subject to review by the Planning Director to determine substantial conformance with these documents. Minor changes may be approved administratively by the Town Planning Director upon submitting a written request for such changes if the requested changes are consistent with the overall intent of the project, and its approval action. Any requested changes deemed by the Planning Director to be major or significant shall require a formal SPR modification review by the Planning Commission and the payment of the appropriate processing fees.

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

General

4. Complete the requirements of the Town Building Official and Fire Marshal regarding submittal of construction plans, building permit application, and all applicable town adopted construction code requirements.
5. Pay any applicable development impact fees prior to issuance of building permits for project construction in accordance with Paradise Municipal Code requirements.

6. Meet the requirements of PMC Section 8.58.060 including the use of noncombustible materials within 5 feet of the proposed structure.
7. Deed 30' from centerline of Rocky Lane in manner deemed satisfactory to the Town Engineer or provide a recorded document showing this requirement has been met.
8. Secure the issuance of an encroachment permit from the Engineering Division and complete all necessary work associated with the upgrade of the existing driveway encroachment along the Rocky Lane in a manner deemed satisfactory to the Town Engineer.

Grading and Drainage

9. If disturbing more than 50 cubic yards of soil outside of the building footprint, secure a grading permit and meet the requirements of the Engineering Division.
10. Submit an Erosion and Sediment Control Plan for review by the Engineering Division.

Sanitation

11. Apply for, and secure, the required Onsite Wastewater Division permit(s) to abandon the existing septic system and install a new system to meet the requirements of the Town Onsite Sanitary Official for the septic system serving the dwelling. The proposed septic system must maintain a 25-foot setback from the public water main located in Rocky Lane.

CONDITIONS TO BE MET PRIOR TO FINAL BUILDING INSPECTION AND OCCUPANCY

Utilities

12. Meet the requirements of the Paradise Irrigation District (PID) regarding any required water meter upgrade, in accordance with the written comments from PID staff dated August 19, 2026, and on file with the Town Community Development Department.

Site Development

13. In accordance with PMC Section 12.08.130 - *Display of addresses*, approved numbers or addresses shall be displayed upon the building or land in such a manner as to be visible from the street or road upon which the land or building fronts and minimum height of numbers to be used shall be three (3) inches and of contrasting color from the basic background. Display of address shall be posted at the time of the final inspection and maintained continuously thereafter.
14. All flammable vegetation shall be removed to the standards listed in Paradise Municipal Code Chapter 8.58 *Defensible Space and Hazardous Fuel Management* at a minimum distance of one hundred (100) feet from all structures or to the property

line, whichever is less.

15. Complete the construction of the driveway encroachment to the satisfaction of the Town Engineer.

Sanitation

16. Complete construction and installation of the Town reviewed and approved sewage treatment and disposal system. Installation shall meet the standards of the Town Onsite Sanitary Official.

6. OTHER BUSINESS – None

7. COMMITTEE ACTIVITIES – None

8. COMMISSION MEMBERS

- 8a. Future agenda items include the General Plan Update for Land Use Scenarios and Policy Needs in October, a six-lot subdivision on Clark Road in November, and a review of a proposed new PRPD maintenance facility on Clark Road in the future.

9. ADJOURNMENT

Chair Holman adjourned the meeting at 6:15 p.m.

Date Approved:

By:

Attest:

Charles Holman, Chair

Jacquelyn Perazzo, Deputy Town Clerk



Town of Paradise

Planning Commission Agenda Summary

Agenda Item: 6(a)

Date: October 20, 2026

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

COMMISSION ACTION REQUESTED:

1. Consider the Draft Land Use Alternatives Study Areas and Policy Needs for the 2045 General Plan Update; AND
2. Adopt Planning Commission Resolution No. 2026-02, "A Resolution of the Planning Commission of the Town of Paradise Recommending Town Council Approval of the Draft Land Use Alternatives and Policy Needs for the Paradise 2045 General Plan Update"; OR
3. Direct staff to make further changes to the Draft Land Use Alternatives Study Areas and/or Policy Needs.

Background:

The Paradise 2045 General Plan Update is a comprehensive update of the Town's 1994 General Plan, excluding the recently updated Housing and Safety Elements. The update will establish a long-term vision through 2045, with goals, policies, and implementation programs addressing land use, economic development, transportation, hazards, public facilities, community health and safety, and resource conservation. Public outreach and community engagement are integral to the process, with opportunities for input at key milestones.

Project Phases

The Paradise 2045 initiative began in September 2025 with preparation of existing conditions reports addressing post-fire redevelopment, community characteristics, mobility, sustainability and resilience, public safety services, water and wastewater, stormwater infrastructure, and economic and fiscal conditions. Community engagement then informed a vision and guiding principles, which the Town Council approved in July 2026.

The current third phase evaluates potential land use alternatives and associated policy needs. These alternatives are preliminary "what-if" scenarios intended to explore possible future development patterns, such as expanded employment-generating uses or alternative uses for former mobile home park properties.

The analysis will inform preparation of an updated General Plan Land Use Map. Land use designations establish the general distribution and types of future uses throughout the Town. Potential changes must also be evaluated in relation to transportation, infrastructure capacity, safety, and compatibility with surrounding uses.

Analysis:

Land Use Analysis Approach

The project team initially identified 16 study areas, including individual sites, commercial nodes, and corridors where future investment, redevelopment, revitalization, or changes in land use may warrant consideration. These areas were presented for public review and feedback.

Engagement Outreach

Outreach included the project website (Paradise2045.com), email notifications distributed through the Building Resiliency Center, mailed notices to churches and service organizations, communication with the Paradise Citizens Alliance, and the Town's social media channels.

Pop-up Events Public Input

On July 8, 2026, the project team hosted concurrent outreach tables at VFW Hall bingo night and the Town's Party in the Park booth. Both locations offered a map-based activity inviting participants to identify study areas that should be modified or removed and to suggest other potential changes.

These informal conversations also directed participants to the community workshop, online survey, and project website for additional information and opportunities to comment.

Following the events, a display board was available at the Building Resiliency Center from July 9 through July 31, 2026. A combined 78 responses were collected through the pop-up events and the Building Resiliency Center display.

Community Virtual Workshop Public Input

On July 16, 2026, the Town hosted a virtual community workshop on the land use alternatives. The event included a presentation and facilitated small-group discussions using questions consistent with the online survey. Eleven community members attended, compared with 12 participants at the preceding in-person visioning workshop.

Following the project overview, participants discussed two primary questions:

1. Should the study area boundaries be modified, or should the area be removed?
2. What changes, if any, would participants like to see in the area?

Each group reported its principal ideas to the full workshop. Comments were documented on virtual whiteboards and considered alongside the survey responses.

Project Survey Public Input

The project team conducted an online community survey from July 6 through August 5, 2026. The survey complemented the July outreach events and remained available for approximately three weeks after the virtual workshop.

The survey asked whether study area boundaries should change or areas should be removed, what changes respondents would like to see, and whether additional study areas should be considered. Six additional questions addressed demographics and communication preferences. A total of 151 community members participated. Detailed outreach results are provided in the attached Community Changes Event Set Summary.

Workshop and Survey Key Themes

The workshop and survey identified the following recurring priorities:

- Expand commercial businesses and everyday services
- Improve walkability, biking, and corridor safety

- Clean up and beautify properties and corridors
- Expand parks, recreation, and open space
- Explore alternative uses for former mobile home park sites
- Support employment-generating commercial and light industrial uses
- Restore and expand medical and senior-care services

Incorporating Public Input

In response to community feedback, the project team refined the initial 16 study areas to 12. Changes included consolidating adjacent areas with overlapping issues and removing areas already acquired for specific purposes or better addressed through Town-wide policies. A new study area along Pearson Road was also added in response to community priorities.

Land Use Alternatives

Three land use scenarios were developed to evaluate potential development patterns and respond to the themes identified through public engagement:

- Scenario 1: Existing General Plan
- Scenario 2: Commercial Focus
- Scenario 3: Light Industrial Focus

These scenarios are intended to compare potential land use patterns, identify trade-offs, and inform future policy decisions. They are alternatives for further study, not a selection of a preferred land use map.

Policy Needs

The attached General Plan Land Use Alternatives and Policy Needs document identifies policies applicable across all three scenarios for the 12 study areas. For example, improving the appearance of the Pearson Road corridor (Study Area 8, between Skyway and Clark Road) is a shared priority regardless of the land use scenario ultimately selected.

The document also identifies scenario-specific policy needs. For example, a commercial-focused scenario for Middle Clark Road (Study Area 6) includes policies supporting pedestrian-oriented commercial development that may not be necessary under a light-industrial-focused scenario.

Planning Commission Review

The Planning Commission advises the Town Council on land use and community development matters, including the General Plan Update.

Staff recommends that the Planning Commission review the proposed study areas, land use scenarios, and policy needs; consider the community feedback; and adopt Resolution No. 2026-02 recommending that the Town Council approve these materials for further analysis. This action would not select a preferred scenario or adopt a final land use designation.

Environmental Review

The proposed action is a preliminary planning and administrative step that does not authorize development or result in a direct or reasonably foreseeable indirect physical change to the environment. Staff therefore consider it not a project under CEQA Guidelines Section 15378(b)(5). Environmental review, including preparation of an Environmental Impact Report, will be undertaken as part of the full General Plan Update.

Next Steps

Following Town Council confirmation of the study areas, scenarios, and policy needs for further study, the project team will evaluate transportation and vehicle miles traveled, greenhouse gas emissions, safety, community health, and economic and fiscal effects. Findings will be shared

during the next phase of public engagement and presented to decisionmakers to inform selection of a preferred land use scenario and related policies.

Financial Impact:

No direct financial impact is anticipated from the Planning Commission's recommendation concerning the draft land use alternatives and policy needs. Subsequent General Plan work will proceed through the established update process.

ATTACHMENTS:

1. Community Changes Event Set Summary.
2. Planning Commission Resolution No. 2026-02, "A Resolution of the Planning Commission of the Town of Paradise Recommending Town Council Approval of the Draft Land Use Alternatives Study Areas and Policy Needs for the Paradise 2045 General Plan Update".
3. Planning Commission Resolution No. 2026-02 Exhibit "A", General Plan Land Use Alternatives and Policy Needs

Paradise 2045 Community Changes Event Set (2) Summary



Summer 2026

Introduction

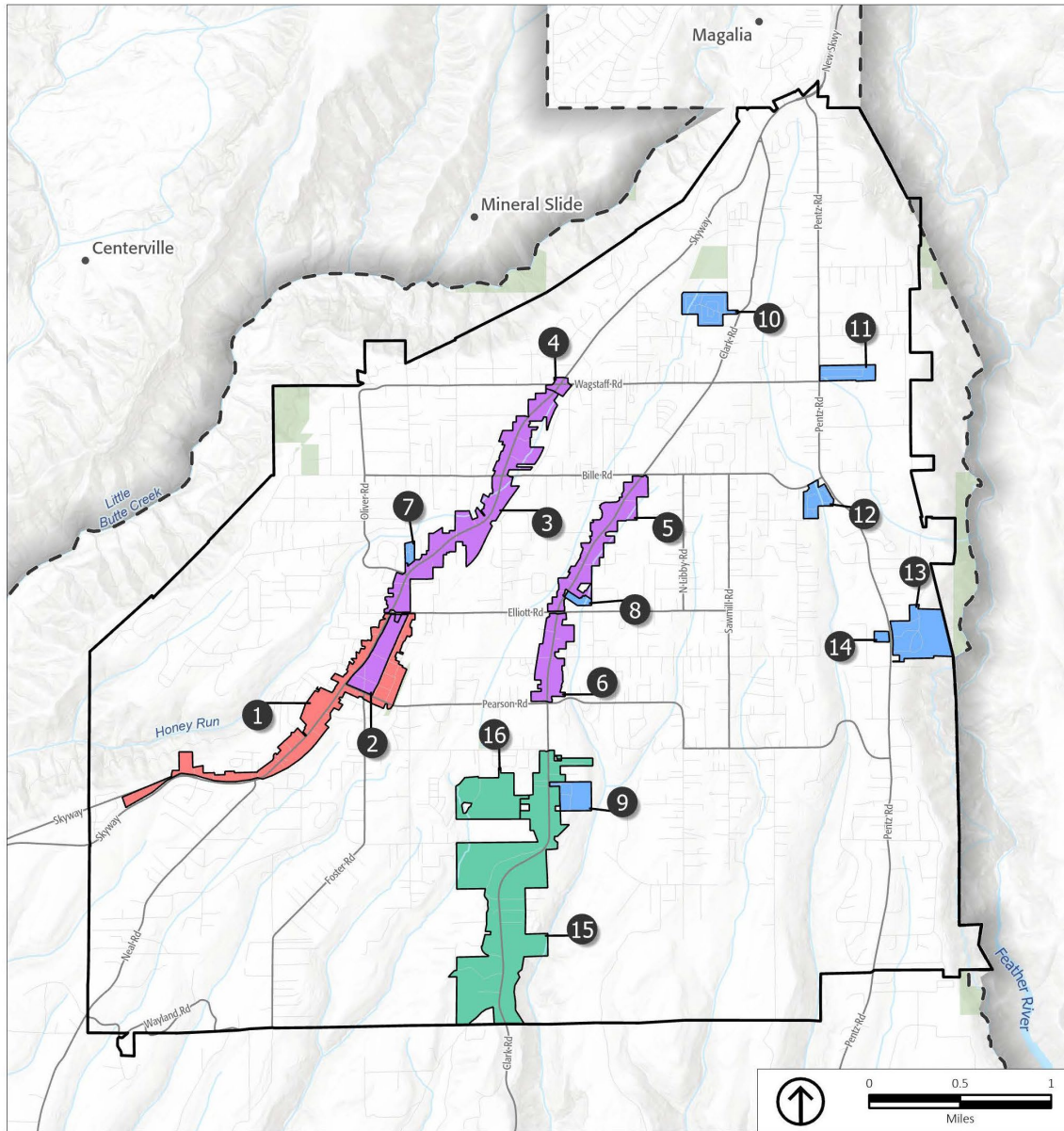
From July 6 through August 5, 2026, the Paradise 2045 project team facilitated a second set of engagement activities with the community, including a community-wide survey, pop-up events, and a virtual community workshop. These activities aimed to gather insights on how Paradise should grow and change over the next 20 years. Building on the community values and priorities identified through the Community Visioning Event Set, this round of engagement focused on gathering feedback on a set of proposed study areas: places in town where future change, improvement, revitalization, investment, or new development may be considered through the updated General Plan. Engagement activities requested feedback on whether these are the right places to consider for potential changes, as well as the types of changes the community would like to see in the draft study areas or in new areas suggested by the community. Input gathered through this event set will inform the land use and development scenarios and policy options to be presented to the community during the next phase of the project.

Engagement opportunities through this event set were promoted on the project website (Paradise2045.com), through mass email messages, and promotions at pop-up events. In addition, to broaden community participation, Town staff coordinated with local churches, the Paradise Rotary Club, and service organizations to distribute event flyers and e-blasts, while also using the Town's email database, social media channels, and other community groups to promote upcoming engagement opportunities.

Study Areas

The map on the following page shows 16 initially proposed study areas the project team identified as places where change might be desired. The study areas are organized into four categories, based on the reasons they were identified. Each category is described briefly following the map, followed by a list of each study area.

Proposed Study Areas



Source: Chico State University, 2025; Esri, 2022; OpenStreetMap, 2023; PlaceWorks, 2025; Town of Paradise, 2025

Sewer Service Area Phase 1

- 1 Conceptual Phase 1 Sewer Service Area

Key Commercial Nodes and Corridors with Opportunities for Improvement

- 2 Downtown
- 3 Middle Skyway
- 4 Intersection of Skyway and Wagstaff
- 5 Middle Clark Road
- 6 Lower Clark Road

Areas Facing Deeper Challenges Redeveloping

- 7 Evergreen Mobile Home Park
- 8 Old Town Plaza
- 9 Pinecrest Mobile Home Park
- 10 Apple Tree Village Mobile Home Park
- 11 Ridgewood Mobile Home Park
- 12 Eden Roc Estates
- 13 Feather River Hospital
- 14 Eastwoods Professional Park

Areas with Environmental Constraints

- 15 Lower Clark Road to town limit
- 16 Former Paradise Community Village Phase 2
- Town Boundary
- SOI/Planning Area
- Parks and Open Space

Proposed Study Area Categories and Descriptions

Sewer Service Area Phase 1

Included to optimize the benefits of the Town's phase 1 sewer service project implementation while balancing other priorities and planning needs.



Sewer Service Area:

Study Area 1: Conceptual Phase 1 Sewer Service Area

Key Commercial Nodes and Corridors with Opportunities for Improvement

Areas with opportunities to enhance their commercial success and general appeal and support rebuilding efforts, economic growth, and community hubs.



Key Commercial Nodes and Corridors with Opportunities for Improvement:

Study Area 2: Downtown

Study Area 3: Middle Skyway

Study Area 4: Intersection of Skyway and Wagstaff Road

Study Area 5: Middle Clark Road

Study Area 6: Lower Clark Road

Areas Facing Deeper Challenges Redeveloping

Areas destroyed by the Camp Fire that may benefit from targeted policies to support rebuilding to their former use or transformation to a new use.



Areas Facing Deeper Challenges Redeveloping:

Study Area 7: Evergreen Mobile Home Park
 Study Area 8: Old Town Plaza
 Study Area 9: Pinecrest Mobile Home Park
 Study Area 10: Apple Tree Village Mobile Home Park
 Study Area 11: Ridgewood Mobile Home Park
 Study Area 12: Eden Roc Estates
 Study Area 13: Feather River Hospital
 Study Area 14: Eastwoods Professional Park

Areas with Environmental Constraints

Areas identified for potential land use changes that better align with each area's environmental constraints.



Areas with Environmental Constraints:

Study Area 15: Lower Clark Road to Town Limit

Primary site constraints:

- Soils not conducive to onsite wastewater
- Site is within the airport influence area, which limits allowed/compatible development

Study Area 16: Former Paradise Community Village Phase 2

Primary site constraints:

- Areas of soil not conducive to onsite wastewater
- High costs of infrastructure improvements needed to Village Parkway and traffic signal that may be needed at the intersection of Village Parkway and Clark Road

Survey

The project team developed the Paradise Community Changes Survey to gather community input on the proposed study areas and associated land use scenarios and policy needs. The survey was open from July 6 through August 2, 2026, with hard-copy responses accepted through August 5. The survey launch coincided with the pop-up events (described below) and remained open after the virtual workshop (described below) held on July 16, 2026.

The survey was organized into two parts. Part 1 asked respondents for input about the 16 proposed study areas. For each study area, respondents were asked two open-ended questions: (1) whether the study area boundaries should be changed or the study area removed, and (2) what changes, if any, they would like to see in that area. In areas where the boundaries could not be changed, such as the sewer service area or areas composed of a specific parcel or set of parcels facing post-fire redevelopment challenges, Question 1 was modified after the initial survey launch to ask simply:

“Should the study area be removed?” A final question in Part 1 asked whether there were additional areas that should be considered as study areas. Part 2 included six questions pertaining to demographics and communication preferences. A total of 151 community members participated in the survey.

Unlike the Community Visioning Survey conducted in spring 2026, this survey was composed almost entirely of open-ended, short-answer questions. This section includes a narrative synthesis of response themes for each study area, supplemented by charts, where applicable. Counts and percentages are included selectively where they help convey the relative prominence of a response theme; other recurring themes are summarized qualitatively. **Appendix A** includes a complete record of open-ended responses. Please note that percentages may not sum to 100 percent due to rounding.

Survey Results

Conceptual Phase 1 Sewer Service Area

Study Area 1: Conceptual Phase 1 Sewer Service Area

Question 1: Should the study area be removed?

Answered: 125

Skipped: 26

- Retain the study area: 66 (53%)
- Remove the study area: 27 (22%)
- No clear position stated: 32 (26%)

Summary of Open-Ended Responses:

- A number of respondents questioned the cost-effectiveness of the sewer project relative to the small number of parcels it would initially serve, with several calling for the project to be paused, reconsidered, or replaced with a lower-cost alternative.
- Some respondents suggested extensions to the service boundary farther north on Skyway toward Bille Road, Wagstaff Road, Almond Street, or Central Park Drive.¹

Question 2: What changes would you like to see in this area, if any?

Answered: 102

Skipped: 49

Summary of Open-Ended Responses:

- Roughly a quarter of those who answered the question (23 respondents) called for more restaurants, shops, and other commercial businesses in the downtown core.
- Several respondents expressed skepticism about the sewer project’s cost and long-term financial viability, with several suggesting alternative wastewater approaches such as a septic tank effluent pump system or decentralized treatment.

¹ The General Plan Update will not have a direct impact to the sewer service project, including the service area boundaries.

Key Commercial Nodes and Corridors with Opportunities for ImprovementStudy Area 2: Downtown**Question 3: Should the boundaries be changed or the study area removed?***Answered: 117**Skipped: 34*

- Keep boundaries as proposed: 51 (44%)
- Change boundaries and/or remove: 36 (31%)
- No clear position stated: 30 (26%)

Summary of Open-Ended Responses:

- Several respondents suggested extending the boundary east to Black Olive Drive.
- Several respondents called for including the west side of Skyway, in addition to the east side, so the study area covers both sides of the corridor.

Question 4: What changes would you like to see in this area, if any?*Answered: 103**Skipped: 48*Summary of Open-Ended Responses:

- Many respondents called for a more walkable design with sidewalks, street trees, benches, and outdoor dining, as well as the return of more restaurants and small shops.

Study Area 3: Middle Skyway**Question 5: Should the boundaries be changed or the study area removed?***Answered: 96**Skipped: 55*

- Keep boundaries as proposed: 58 (60%)
- Change boundaries and/or remove: 12 (13%)
- No clear position stated: 26 (27%)

Summary of Open-Ended Responses:

- A majority of respondents supported keeping the study area as proposed.
- Respondents requesting changes were split between extending the boundary farther north toward Wagstaff and shortening it to end at Bille Road.
- A handful of respondents considered this area and the Skyway/Wagstaff intersection area redundant or a lower priority than other corridors.

Question 6: What changes would you like to see in this area, if any?*Answered: 77**Skipped: 74*Summary of Open-Ended Responses:

- Several respondents called for the area to remain zoned for commercial use only, specifically opposing additional apartments or mobile home parks.
- Property cleanup was a recurring request, including removing overgrown weeds, deteriorated fencing, and old business signage.
- Several respondents suggested adding more restaurants, retail, and other businesses, along with improving sidewalks and bike lanes.

Study Area 4: Intersection of Skyway and Wagstaff Road**Question 7: Should the boundaries be changed or the study area removed?***Answered: 93**Skipped: 58*

- Keep boundaries as proposed: 52 (56%)
- Change boundaries and/or remove: 16 (17%)
- No clear position stated: 25 (27%)

Summary of Open-Ended Responses:

- Several respondents questioned whether the area should be a distinct study area because it is redundant with Middle Skyway or already fully developed.
- Most respondents who supported a change favored removing the area entirely rather than adjusting its boundaries.

Question 8: What changes would you like to see in this area, if any?*Answered: 71**Skipped: 80***Summary of Open-Ended Responses:**

- Roughly half of respondents indicated that no changes were needed.
- Among respondents who suggested changes, continued commercial or light industrial use was the most common preference, along with some requests for road and intersection safety improvements and general aesthetic upgrades.

Study Area 5: Middle Clark Road**Question 9: Should the boundaries be changed or the study area removed?***Answered: 92**Skipped: 59*

- Keep boundaries as proposed: 55 (60%)
- Change boundaries and/or remove: 15 (16%)
- No clear position stated: 22 (24%)

Summary of Open-Ended Responses:

- A majority of respondents supported keeping the boundary as proposed.
- Among those requesting changes, extending the area south to Pearson Road or east to Wagstaff Road were the most common suggestions.

Question 10: What changes would you like to see in this area, if any?

Answered: 75

Skipped: 76

Summary of Open-Ended Responses:

- Rebuilding a grocery anchor, specifically the former Safeway and Rite Aid, was the most frequently requested change.
- Several respondents asked that the area remain zoned for commercial use only and opposed apartments.

Study Area 6: Lower Clark Road

Question 11: Should the boundaries be changed or the study area removed?

Answered: 89

Skipped: 62

- Keep boundaries as proposed: 59 (66%)
- Change boundaries and/or remove: 11 (12%)
- No clear position stated: 19 (21%)

Summary of Open-Ended Responses:

- Several respondents suggested studying this area and Middle Clark Road together as a single corridor rather than as two separate study areas.

Question 12: What changes would you like to see in this area, if any?

Answered: 70

Skipped: 81

Summary of Open-Ended Responses:

- Common themes in responses included desires to limit future development to commercial uses only and opposition to apartments or additional mobile home parks.
- Several respondents supported general property cleanup and beautification.
- Sidewalk improvements along the corridor were a common suggestion.

Areas Facing Deeper Challenges Redeveloping

Study Area 7: Evergreen Mobile Home Park

Question 13: Should the study area be removed?

Answered: 82

Skipped: 69

- Retain the study area: 48 (59%)
- Remove the study area: 14 (17%)
- No clear position stated: 20 (24%)

Summary of Open-Ended Responses:

- A majority of respondents favored retaining the study area.

Question 14: What changes would you like to see in this area, if any?

Answered: 70

Skipped: 81

Summary of Open-Ended Responses:

- Opposition to rebuilding another mobile home park or low-income housing on the site was common. As an alternative, respondents favored commercial or mixed-use development.
- Several respondents suggested recreation-oriented alternative uses, such as a water park, skate park, or sports/athletic complex.

Study Area 8: Old Town Plaza

Question 15: Should the study area be removed?

Answered: 83

Skipped: 68

- Retain the study area: 57 (69%)
- Remove the study area: 11 (13%)
- No clear position stated: 15 (18%)

Summary of Open-Ended Responses:

- A majority of respondents favored retaining the study area.

Question 16: What changes would you like to see in this area, if any?

Answered: 72

Skipped: 79

Summary of Open-Ended Responses:

- Bringing back a grocery store, with Safeway or WinCo specifically named by several respondents, was the leading request, raised by 13 respondents.
- There was general support for restaurants, retail, and mixed-use redevelopment.
- There were requests for recreation-oriented uses if commercial redevelopment does not occur.

Study Area 9: Pinecrest Mobile Home Park

Question 17: Should the study area be removed?

Answered: 80

Skipped: 71

- Retain the study area: 40 (50%)
- Remove the study area: 26 (33%)
- No clear position stated: 14 (18%)

Summary of Open-Ended Responses:

- Support for removing the study area was higher here than for any other mobile home park area, with 26 of 80 respondents favoring removal.

- Three respondents noted that Achieve Charter School has purchased the property and is planning a TK–8 school, suggesting that the study area may be outdated as currently written.

Question 18: What changes would you like to see in this area, if any?

Answered: 53

Skipped: 98

Summary of Open-Ended Responses:

- Respondents generally opposed another mobile home park or additional low-income housing.

Study Area 10: Apple Tree Village Mobile Home Park

Question 19: Should the study area be removed?

Answered: 78

Skipped: 73

- Retain the study area: 46 (59%)
- Remove the study area: 19 (24%)
- No clear position stated: 13 (17%)

Summary of Open-Ended Responses:

- A majority of respondents favored retaining the study area.

Question 20: What changes would you like to see in this area, if any?

Answered: 63

Skipped: 88

Summary of Open-Ended Responses:

- Given the site's proximity to existing recreation facilities, several respondents suggested expanding adjacent park amenities, such as the dog park, ball fields, and horse arena, rather than rebuilding housing.
- Respondents generally opposed redevelopment of a mobile home park or other low-income housing.
- Some respondents expressed support for single-family or senior housing instead.

Study Area 11: Ridgewood Mobile Home Park

Question 21: Should the study area be removed?

Answered: 76

Skipped: 75

- Retain the study area: 42 (55%)
- Remove the study area: 21 (28%)
- No clear position stated: 13 (17%)

Summary of Open-Ended Responses:

- A majority of respondents favored retaining the study area.

Question 22: What changes would you like to see in this area, if any?

Answered: 55

Skipped: 96

Summary of Open-Ended Responses:

- As with Apple Tree Village, several respondents suggested connecting the site to the adjacent Noble Park to expand recreational space rather than rebuilding housing.
- Opposition to additional mobile home parks or low-income housing was common.

Study Area 12: Eden Roc Estates

Question 23: Should the study area be removed?

Answered: 75

Skipped: 76

- Retain the study area: 41 (55%)
- Remove the study area: 19 (25%)
- No clear position stated: 15 (20%)

Summary of Open-Ended Responses:

- A majority of respondents favored retaining the study area.

Question 24: What changes would you like to see in this area, if any?

Answered: 51

Skipped: 100

Summary of Open-Ended Responses:

- Several respondents noted that this site is more complex than the other mobile home park areas because individual lots are privately owned, while a few noted that the property has reportedly already been sold to a developer with redevelopment plans.
- Open space, park, or low-density single-family uses were common suggestions among those proposing an alternative use.
- Opposition to additional low-income or manufactured housing was raised repeatedly.

Study Area 13: Feather River Hospital

Question 25: Should the study area be removed?

Answered: 79

Skipped: 72

- Retain the study area: 56 (71%)
- Remove the study area: 5 (6%)
- No clear position stated: 18 (23%)

Summary of Open-Ended Responses:

- The majority of respondents supported retaining the study area.

Question 26: What changes would you like to see in this area, if any?

Answered: 90

Skipped: 61

Summary of Open-Ended Responses:

- The return of hospital or emergency medical services was the most common theme identified in the study area responses, raised by 77 percent of respondents who answered this question. Many respondents identified a hospital or emergency room as a top community priority, citing drive times to Chico or Oroville for emergency care as problematic.
- A smaller number of respondents felt the site was no longer suited to a full hospital and suggested alternative medical or senior-care uses, such as an assisted living facility, medical offices, or a health clinic.

Study Area 14: Eastwoods Professional Park

Question 27: Should the study area be removed?

Answered: 70

Skipped: 81

- Retain the study area: 40 (57%)
- Remove the study area: 14 (20%)
- No clear position stated: 16 (23%)

Summary of Open-Ended Responses:

- Several respondents noted that they did not know the location or were unsure what was there.
- A majority of respondents favored retaining the study area.

Question 28: What changes would you like to see in this area, if any?

Answered: 47

Skipped: 104

Summary of Open-Ended Responses:

- Respondents who answered generally supported continued medical or professional office use, with several explicitly linking the area's future to the outcome of Feather River Hospital (study area 13).

Areas with Environmental Constraints

Study Area 15: Lower Clark Road to Town Limit

Question 29: Should the boundaries be changed or the study area removed?

Answered: 68

Skipped: 83

- Keep boundaries as proposed: 31 (46%)
- Change boundaries and/or remove: 20 (29%)
- No clear position stated: 17 (25%)

Summary of Open-Ended Responses:

- Of the respondents suggesting a change or removal, most suggested removal.

Question 30: What changes would you like to see in this area, if any?

Answered: 53

Skipped: 98

Summary of Open-Ended Responses:

- Sentiment was more divided here than for most other areas, with several respondents supporting continued light industrial use and others citing the site's steep slopes and constraints as reasons to remove the study area or substantially limit development.
- Several respondents suggested recreational or open-space alternatives, such as a golf course, sports fields, or park, particularly those who felt the site's slope constraints limit other development.

Study Area 16: Former Paradise Community Village Phase 2

Question 31: Should the boundaries be changed or the study area removed?

Answered: 60

Skipped: 91

- Keep boundaries as proposed: 31 (52%)
- Change boundaries and/or remove: 19 (32%)
- No clear position stated: 10 (17%)

Summary of Open-Ended Responses:

- Sentiment was somewhat mixed, with 52 percent supporting the boundaries as proposed and 32 percent supporting a boundary change or removal.

Question 32: What changes would you like to see in this area, if any?

Answered: 47

Skipped: 104

Summary of Open-Ended Responses:

- Open space, park, or recreational use, such as a community park, sports fields, or trails, was the most common preference.
- Several respondents noted the site's soil constraints make it poorly suited for housing.
- Opposition to additional affordable or low-income housing on the site was raised repeatedly.

Additional Study Areas

Question 33: If there are any additional areas you would like to see included as study areas, describe the area(s) and the desired changes.

Answered: 55

Skipped: 96

Summary of Open-Ended Responses:

- Most respondents reiterated priorities reflected elsewhere in the survey rather than proposing entirely new study areas.
- A handful of respondents identified specific parcels or sites as candidates for new study areas or public uses, including:

- Oak Creek Park: respondents requested improved trails and tree restoration or replanting at the existing park.
- Former Stratton's Market parcel (APN 053-230-020-000): respondents suggested converting the parcel into a neighborhood park and emergency assembly point for evacuations.
- Undeveloped land along the town's northeast boundary between Paige Lane and Merrill Road: respondents suggested the Town acquire the land and convert it to a park, which could also serve as a multi-mile firebreak.
- Bille Park: respondents asked for the continuation of previously planned enhancements, expressing concern that work appears to have paused ahead of the project's 2028 completion target.
- Several respondents raised traffic and safety concerns at specific intersections. Specific suggestions included redesigning the Skyway/Clark intersection and adding a traffic signal at Bushman/Clark to deter racing.
- Several respondents called for prioritizing the Skyway and Clark corridors between Pearson and Bille Roads for near-term investment.

Part 2 – Who Responded

The following summarizes responses to the demographic and communication-preference questions in Part 2 of the survey.

Question 34: Which of the following describes you best? (Select all that apply)

Answered: 111

- I am a Paradise resident: 100 (90%)
- I am associated with an organization in Paradise: 27 (24%)
- I work in Paradise: 24 (22%)
- I am a business owner in Paradise: 23 (21%)
- Other: 17 (15%)
- I am a renter: 3 (3%)
- I go to school in Paradise: 0 (0%)

Question 35: How long have you lived in Paradise?

Answered: 110

- 20+ years: 61 (55%)
- 3-7 years (moved here after the Camp Fire): 13 (12%)
- 10-20 years: 13 (12%)
- 0-3 years: 10 (9%)
- 7-10 years (lived here before the Camp Fire): 10 (9%)

- I am not a resident: 3 (3%)

Question 36: How old are you?

Answered: 110

- 65-75 years old: 33 (30%)
- 45-54 years old: 24 (22%)
- 35-44 years old: 20 (18%)
- 55-64 years old: 20 (18%)
- 76 years or older: 7 (6%)
- 25-34 years old: 6 (5%)
- 24 years or younger: 0 (0%)

Question 37: What is your family or household annual income?

Answered: 97

- \$100,000 to \$149,999: 30 (31%)
- \$75,000 to \$99,999: 16 (16%)
- \$25,000 to \$49,999: 14 (14%)
- \$50,000 to \$74,999: 13 (13%)
- \$150,000 to \$249,999: 12 (12%)
- More than \$250,000: 11 (11%)
- Less than \$25,000: 1 (1%)

Question 38: What language do you speak at home? (Select all that apply)

Answered: 108

- English: 107 (99%)
- Spanish: 3 (3%)
- Other: 2 (2%)
- Ukrainian: 0 (0%)
- Russian: 0 (0%)
- Hmong: 0 (0%)

Question 39: Would you like to be emailed about project updates and more opportunities to share your opinion?

Answered: 57 of 151 total respondents

- Provided an email address to stay involved: 55
- Declined: 2

Pop-Up Events

On Wednesday, July 8, 2026, the project team hosted pop-up tables at two separate events to promote the project, survey, and upcoming workshop, and gather input on proposed study areas and associated land use scenarios and policy needs. The project team hosted a table at Party in the Park from approximately 5:30 p.m. to 8:30 p.m. and a table at the Veterans of Foreign Wars (VFW) Auxiliary Bingo Night at the Paradise Veterans Hall. The pop-up boards at both events featured the same activity focused on study areas. The activity featured a board displaying a map of the 16 proposed study areas. Participants were encouraged to review the study areas and share their priorities, ideas, and concerns for each area, helping identify common themes and location-specific feedback. Participants were asked two questions: “Should the study area boundaries be changed or removed?” and “What changes would you like to see in each area?”

Following these events, one board was posted at the Building Resiliency Center through July 31, 2026, allowing community members to provide input outside of the pop-up events. Across both live events and the posting at the Building Resiliency Center, the boards collected 78 responses. In the board comments, community members expressed the following priorities:

- **Top priority areas:** Revitalizing the former Feather River Hospital Area and Downtown
- **Moderate priority areas:** Old Town Plaza, Evergreen Mobile Home Park, and Apple Tree Village Mobile Home Park
- **Area identified for removal:** Conceptual Phase 1 Sewer Service Area

The discussions that took place during these events were informal and primarily focused on directing participants to the appropriate opportunities to provide input. In the substantive discussions, participants generally responded by vocalizing their support for, or concerns about, specific study areas rather than providing detailed feedback on boundary changes or potential improvements. While both Party in the Park and the Bingo Night events were well attended, participants had limited capacity and/or interest to engage in the planning activity, suggesting that future events may be more successful focusing on promoting other opportunities to engage at a future date, such as through surveys or workshops, rather than seeking input in real time.

Figure 1. Community Changes Pop-Up Event Board (Party in the Park and Building Resiliency Center)

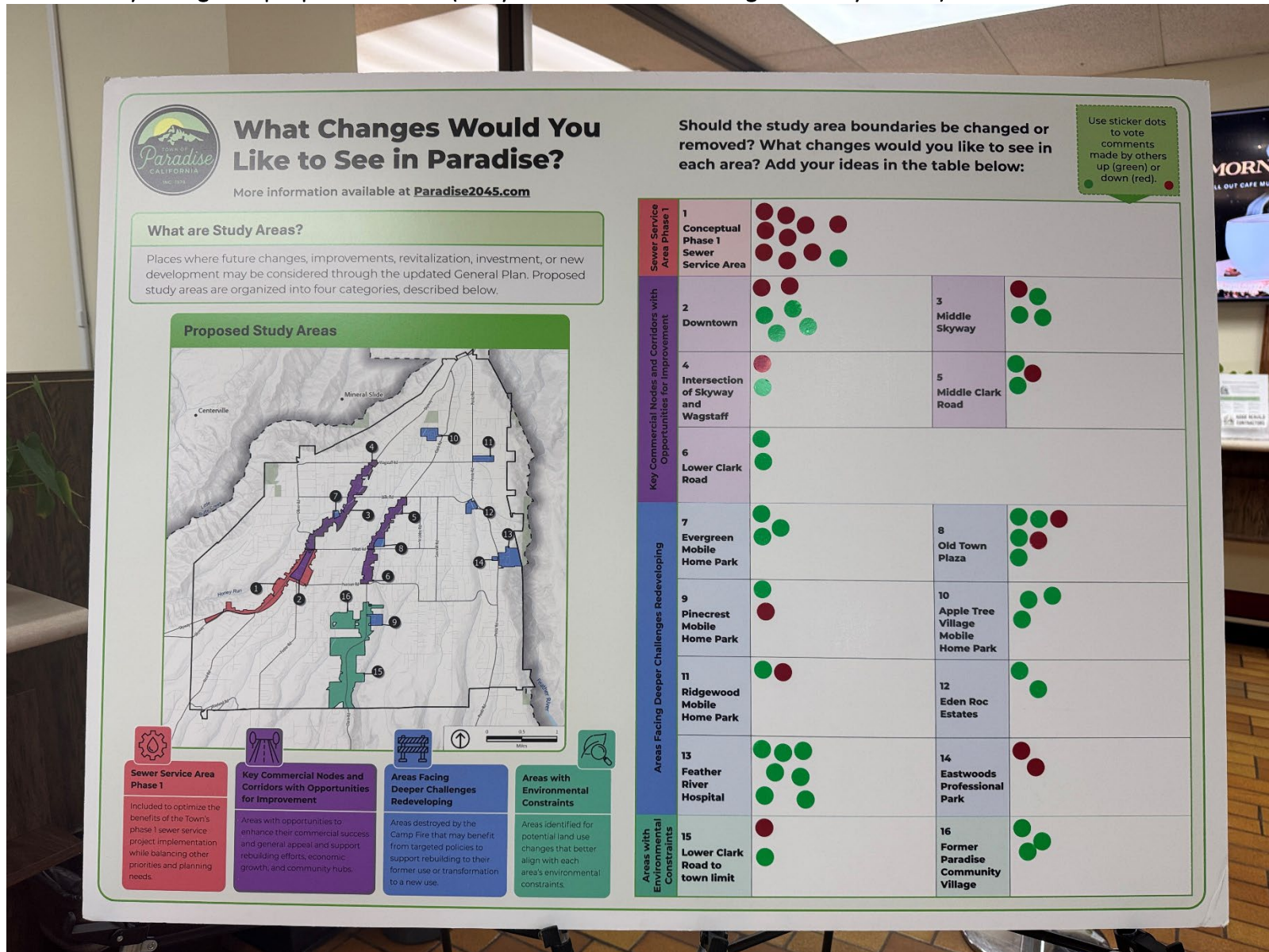


Figure 2. Community Changes Pop-Up Event Board (VFW Auxiliary Bingo)



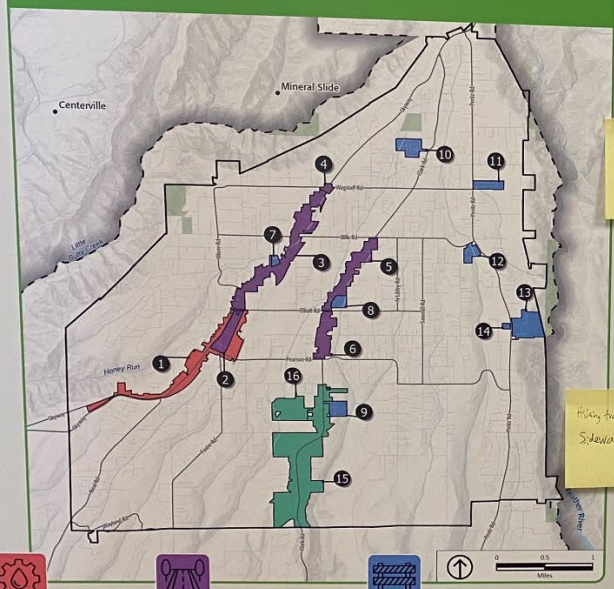
What Changes Would You Like to See in Paradise?

More information available at Paradise2045.com

What are Study Areas?

Places where future changes, improvements, revitalization, investment, or new development may be considered through the updated General Plan. Proposed study areas are organized into four categories, described below.

Proposed Study Areas




Sewer Service Area Phase 1
Included to optimize the benefits of the Town's phase 1 sewer service project implementation while balancing other priorities and planning needs.


Key Commercial Nodes and Corridors with Opportunities for Improvement
Areas with opportunities to enhance their commercial success and general appeal and support rebuilding efforts, economic growth, and community hubs.


Areas Facing Deeper Challenges Redeveloping
Areas destroyed by the Camp Fire that may benefit from targeted policies to support rebuilding to their former use or transformation to a new use.


Areas with Environmental Constraints
Areas identified for potential land use changes that better align with each area's environmental constraints.

Should the study area boundaries be changed or removed? What changes would you like to see in each area? Add your ideas in the table below:

Use sticker dots to vote comments made by others up (green) or down (red).

1 Conceptual Phase 1 Sewer Service Area	● ●	
2 Downtown	● ● ● <i>Trader Joe's</i>	3 Middle Skyway <i>More restaurants</i>
4 Intersection of Skyway and Wagstaff	5 Middle Clark Road <i>More commercial areas Public + outdoor dining</i>	
6 Lower Clark Road	<i>Bakery / Tea Room</i> <i>More commercial areas Public + outdoor dining</i>	
7 Evergreen Mobile Home Park	9 Pinecrest Mobile Home Park <i>Pocket Park / Garden / Open Space</i>	8 Old Town Plaza
11 Ridgewood Mobile Home Park	<i>Park / Garden</i>	10 Apple Tree Village Mobile Home Park
13 Feather River Hospital	● ● ● <i>Hospital</i>	12 Eden Roc Estates <i>Park / Garden / Open Space</i>
15 Lower Clark Road to town limit	14 Eastwoods Professional Park	
16 Former Paradise Community Village		

Return to "Town" character

Hiking trails / Sidewalks

Virtual Workshop

On July 16, 2026, the Town of Paradise hosted a virtual community workshop for Paradise 2045 focused on community changes and the proposed study areas. The workshop was held via Zoom from 6:00 to 8:00 p.m. and included a presentation, question-and-answer session, small-group breakout discussions, and summary reports back to the full group.

Attendees

Community Members

Eleven members of the public attended the workshop, including Councilmember Ron Lassonde and representatives of the following groups and organizations: Insurance Advocacy Committee, Paradise Art Center, and Regenerating Paradise. Residents in attendance varied in how long they had lived in Paradise and included a mix of individuals who had first moved to town pre- and post-Camp Fire.

Town Staff

The following Town representatives attended the virtual workshop: Susan Hartman, Community Development Director (Planning & Wastewater); Tony Lindsey, Community Development Director (Building & Code Enforcement); Anne Vierra, Community Development Manager; and Melissa Frausto, Associate Planner.

PlaceWorks

Four representatives from PlaceWorks, the consultants working with the Town to prepare the General Plan Update, were in attendance: Tanya Sundberg, Principal in Charge; Andrea Howard, Project Manager; Jose Ayala, Assistant Project Manager; and Jennifer Hugoo, Zoom meeting host.

Overview

The workshop opened with an icebreaker in which attendees shared their name, affiliation with the Town, and favorite place in Paradise. Participants represented a mix of long-time, multigenerational residents, those whose families relocated to Paradise in the years before the Camp Fire, and more recent residents of Paradise. Some pre-Camp Fire residents came back to town right away while others returned later.

Following a welcome, the project team delivered a presentation introducing the Paradise 2045 project, the draft Vision and Guiding Principles developed following the first event set, the proposed study areas, and the format of the breakout group discussions to follow. The presentation introduced the three breakout group discussion questions:

1. For each study area, should the boundaries be changed or the study area removed?
2. For each study area, what changes would you like to see in this area?
3. Are there any additional areas you would like to see included as study areas? Describe the area(s) and desired changes.

Question-and-Answer Session

One substantive question was raised during the Question-and-Answer Session: “Will property owners be notified and given an opportunity to provide input?” The participant asked whether the project team had engaged individual property owners, noting that property owners have a vested interest in potential changes affecting their properties. The participant also raised concerns about the feasibility of developing existing AR-1, AR-3, and industrially zoned areas due to steep slopes and unstable soils. They suggested exploring additional agricultural zoning in appropriate areas to support productive land uses and fire prevention through grazing.

The project team explained that these suggestions could be considered as potential study areas, including related zoning and General Plan land use changes, and encouraged the participant to raise them during the breakout discussion. Town staff further noted that property owners would be notified once the Town identifies specific areas where potential changes or rezoning may be considered and has a better understanding of community interest in those areas.

Breakout Group Discussion Summary

Following the presentation, participants were divided into two breakout groups. Each group was supported by a facilitator and note taker who used a Zoom Whiteboard to record feedback. Participants discussed the proposed study areas and potential changes to support future development, investment, revitalization, and other improvements throughout Paradise.

During the breakout exercise, participants were encouraged to discuss the study areas that most interested them. For each study area, participants considered:

- **Boundaries:** Whether the study area boundaries should be adjusted or the area removed from consideration.
- **Desired Changes:** What improvements, investments, revitalization, or new development participants would like to see in the area.
- **Additional Areas:** Whether there were other areas in the community that should be considered as study areas, including what changes or improvements participants would like to see in those areas.

Breakout Group Feedback

Study Area 1 – Conceptual Phase 1 Sewer Service Area

Participants discussed potentially expanding or combining this study area with the Downtown study area, including extending the boundary south along Pearson toward Community Park. Questions were raised about how the current boundaries were established, how sewer improvements would be funded, and how sewer and potential stormwater improvements would be phased. Participants expressed interest in using expanded sewer service to support additional commercial opportunities, including restaurants and other businesses that may not be feasible without sewer infrastructure. The area was also identified as an opportunity to improve the entrance to Paradise and create a stronger gateway into Town. Suggested improvements included additional landscaping, temporary park or

open-space amenities, and a more cohesive “Gateway to the Ridge” identity, with Hope Plaza cited as an example.

Study Area 2 – Downtown

Participants envisioned a more walkable and distinctive Downtown area, with potential expansion toward Recreation Drive and a broader walkable core generally extending from Pearson to Elliott and Black Olive. There was interest in creating an “Old Town” character that would give Downtown the feel of a more established community, with places such as Placerville, Folsom, Grass Valley, and Nevada City identified as potential models. Targeted design standards could help ensure that new development contributes to this character.

Participants also identified opportunities to strengthen Downtown as a destination through arts, cultural, entertainment, tourism, and mixed-use development. Ideas included Arts and Crafts festivals, additional galleries, the potential Theater on the Ridge, restaurants and other visitor- and community-serving destinations, and residential uses that could support commercial activity. Participants also discussed relocating some administrative and public safety facilities away from the walkable core to reduce conflicts between emergency vehicles and pedestrians, shoppers, and tourists. At the same time, there was interest in filling vacant lots before relocating existing uses and pursuing some development opportunities ahead of sewer availability where feasible. Paso Robles was referenced as a potential model for a successful mixed-use downtown.

Study Area 3 – Middle Skyway

Participants raised questions about the potential for future sewer service in the Middle Skyway area, noting that it is not currently included in Phase 1 of the sewer service area. No additional changes or improvements were identified.

Study Area 4 – Intersection of Skyway and Wagstaff

No specific feedback was provided regarding potential changes or improvements to this study area.

Study Area 5 – Middle Clark Road

Participants identified potential for additional commercial development in the Middle Clark Road area, particularly uses that could strengthen the Town’s tax base. Additional residential development was also viewed as an opportunity. The former Rite Aid site was specifically identified as a potential location for a future hospital.

Study Area 6 – Lower Clark Road

No specific feedback was provided regarding potential changes or improvements to this study area.

Study Area 7 – Evergreen Mobile Home Park

No specific feedback was provided regarding potential changes or improvements to this study area.

Study Area 8 – Old Town Plaza

No specific feedback was provided regarding potential changes or improvements to this study area.

Study Area 9 – Pinecrest Mobile Home Park

Participants suggested removing Pinecrest Mobile Home Park from the study areas because the property was purchased by Achieve Charter School and is planned for redevelopment. The discussion also raised broader questions about the inclusion of mobile home parks as study areas. Participants considered whether these properties should continue to be supported as mobile home parks or whether redevelopment to other uses, including lower-income housing, could be appropriate. The discussion also questioned whether Paradise needs additional mobile home parks or whether other forms of affordable housing may better meet the community's needs.

Study Area 10 – Apple Tree Village Mobile Home Park

No specific feedback was provided regarding potential changes or improvements to this study area.

Study Area 11 – Ridgewood Mobile Home Park

No specific feedback was provided regarding potential changes or improvements to this study area.

Study Area 12 – Eden Roc Estates

No specific feedback was provided regarding potential changes or improvements to this study area.

Study Area 13 – Feather River Hospital

Participants discussed a range of potential futures for the former Feather River Hospital site. There was interest in understanding whether the site could support a hospital again as Paradise's population grows, as well as whether the existing location would remain the preferred site or whether a future hospital should be located elsewhere in Town. Participants noted that accessibility would be an important consideration for any future hospital location and raised questions about previous plans and the feasibility of an emergency-room-only facility.

If a future hospital is not feasible, participants identified several potential alternative uses for the large campus, including light industrial, residential, restaurants, shops, and greenspace. Light industrial uses were viewed as potentially appropriate because they could take advantage of the existing campus while generating relatively limited traffic. Participants also emphasized the importance of creating attractive public spaces and amenities as part of any future redevelopment.

Study Area 14 – Eastwoods Professional Park

No specific feedback was provided regarding potential changes or improvements to this study area.

Study Area 15 – Lower Clark Road to Town Limit

Participants generally supported maintaining or expanding industrial opportunities along this corridor, particularly light industrial uses that could provide employment while remaining compatible with surrounding areas. The former Safeway site was identified as a potential location, and there was interest in potentially expanding the area westward. Participants noted that this study area alone would not be sufficient to meet the Town's full light industrial needs.

An alternative vision for the area was to maintain it for agricultural uses and grazing. Participants noted that grazing could provide vegetation management and create a fire-safety buffer that could support

development elsewhere in Town. More broadly, insurance costs were identified as a significant challenge affecting development throughout Paradise.

Study Area 16 – Former Paradise Community Village Phase 2

Participants noted that the fragmented ownership of the property could present challenges for future redevelopment. Previous efforts by Regenerative Paradise to explore a potential project for the site were also noted. No specific future use or improvement was identified.

Additional Study Areas

Participants expressed interest in identifying additional areas for light industrial development. The discussion focused on creating opportunities for a type of light industry that could provide well-paying jobs without creating negative impacts that can be associated with heavier industrial uses. Potential locations included Lower Clark Road, Silicon Ridge, upper Clark Road/Skyway near the Cobblestone development and former Safeway, and the Skyway corridor between Elliott and Wagstaff, where participants noted the presence of vacant lots.

Participants also saw an opportunity to leverage Paradise's access to high-quality Wi-Fi and remote-work infrastructure to attract technology-oriented or other clean, employment-generating businesses.

Breakout Group Reports Back

Following the breakout discussions, representatives shared key ideas with the full workshop. Participants identified opportunities to improve the appearance of Paradise's entry along Skyway and to determine how and where the sewer system should be connected and located. They supported exploring light industrial uses along South Clark near Heinke Farms and expanding local workforce and trade-school opportunities. Participants also suggested senior or assisted-care uses at the former hospital site, while considering opportunities to expand medical services closer to Clark Road. For manufactured home communities, participants proposed exploring alternative models, such as transitioning some parks to HOA-based developments.

Participants also emphasized the need for additional light industrial opportunities to provide higher-paying local jobs, strengthen the tax base, and create opportunities for younger generations to remain in the community. Potential locations included Clark Road and the former Feather River Hospital site. Participants further supported creating a more walkable downtown and expanding the sewer service area, while recognizing that some existing administrative and service uses may not align with a walkable downtown and could potentially relocate over the longer term as the community continues to build out.

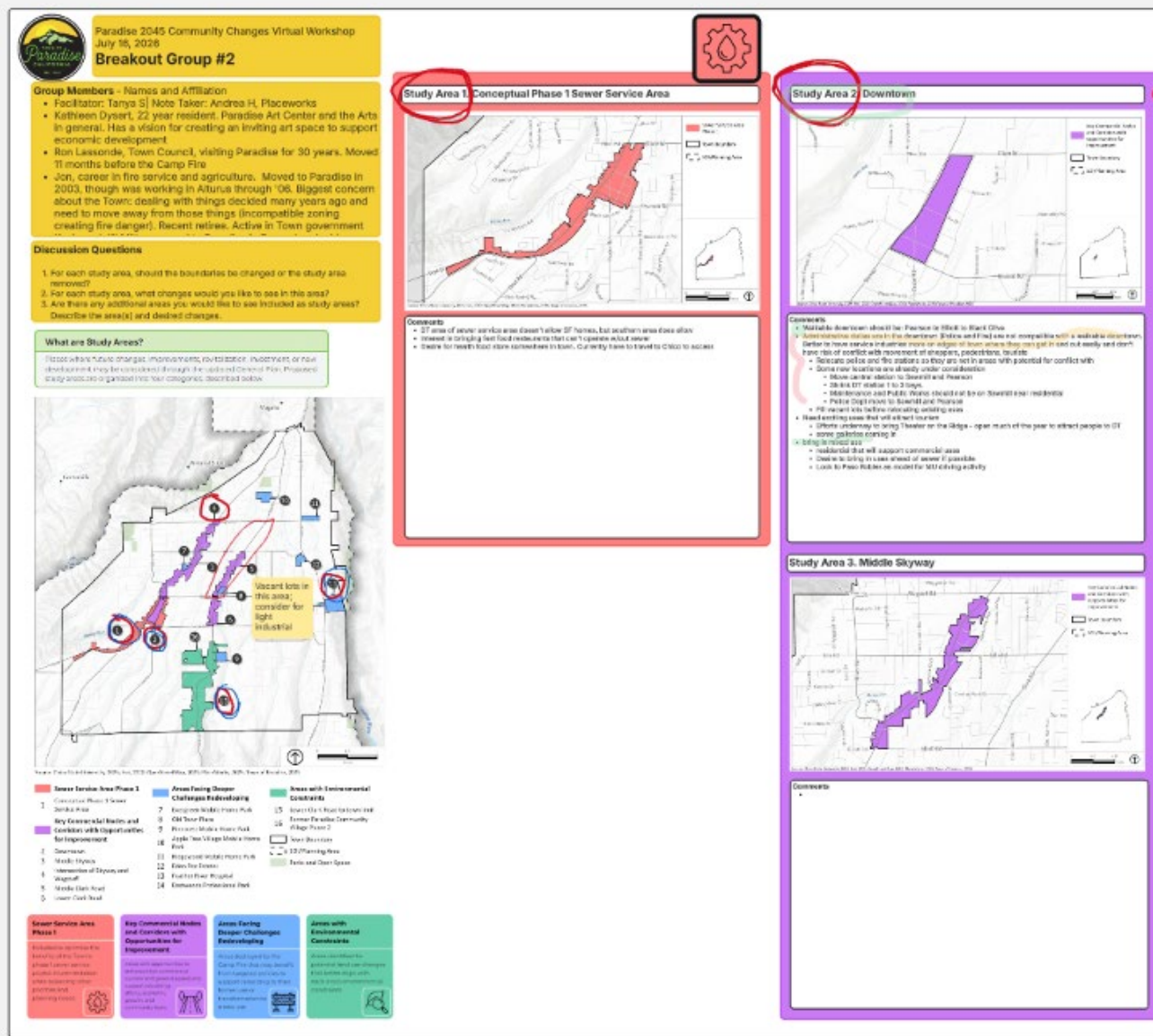
Next Steps and Closing

At the end of the meeting, the project team presented on the planned next steps. The project team encouraged attendees to complete and share the survey, which asks the same questions discussed during the workshop and provides an opportunity to offer additional feedback. Residents were also encouraged to share the survey with friends, family, and neighbors who could not attend the workshop and to stay informed through the Paradise 2045 website and mailing list.

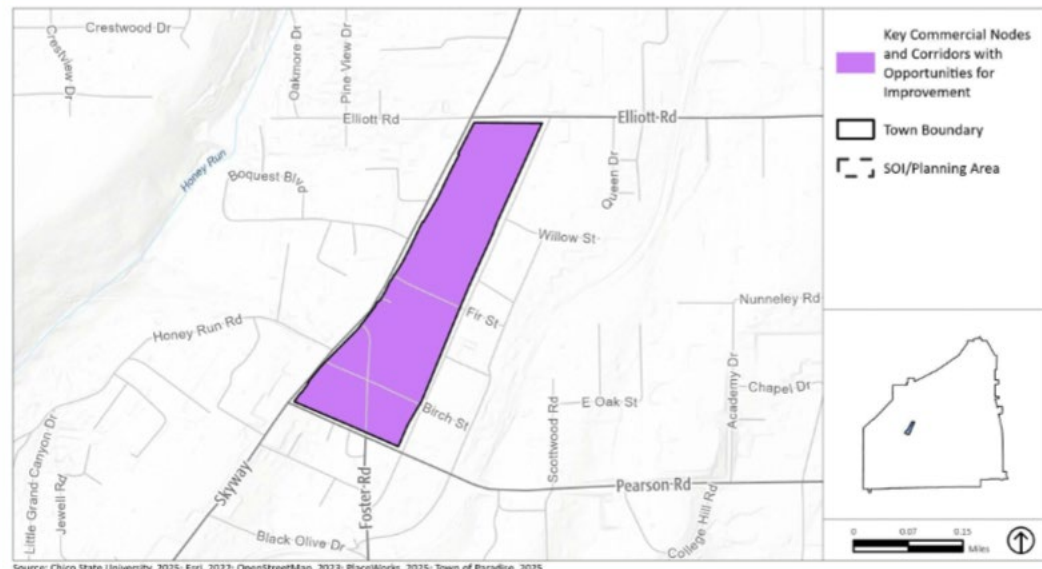
The next phase of the project will use feedback from the workshop and community survey to develop draft land use scenarios and policy needs for the selected study areas. These draft scenarios and needs will be presented to the Planning Commission and Town Council this fall, followed by an evaluation of their benefits and impacts. Next spring, the team will return to the community to share the evaluation results and gather input to identify a preferred land use scenario and set of policy approaches, which will ultimately inform the General Plan land use map and policies.

In closing, Community Development Director Susan Hartman thanked participants for their time and emphasized that the General Plan is intended to reflect the community's vision for Paradise and be a document residents can be proud of.

Figure 3: Zoom Whiteboard Breakout Group Activity



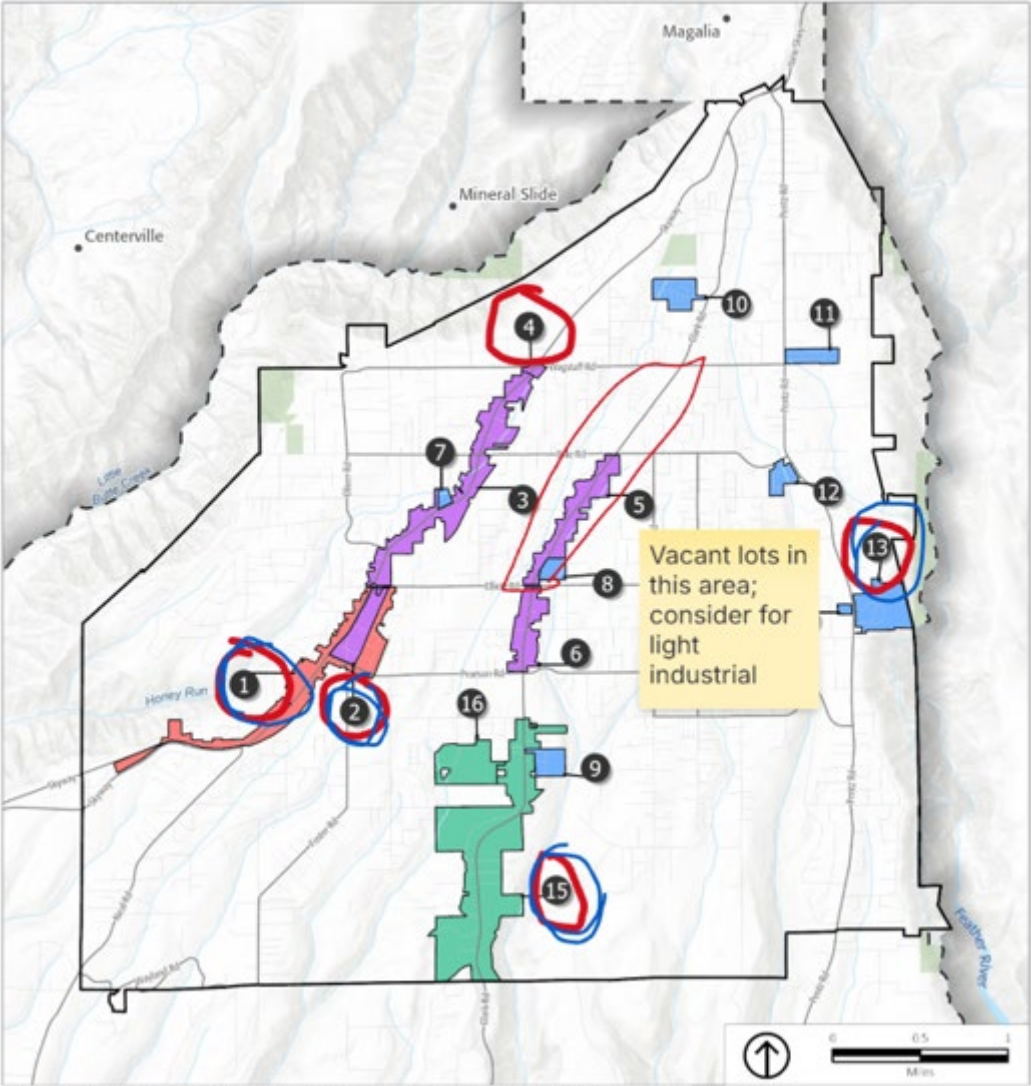
Study Area 2. Downtown



Comments

- Potentially expand down to area near Recreation Drive.
- This area as a **walkable area of Town**, bring back some of the nostalgia/mystique of more established, mature communities. "Old Town" feeling, "Gold Nugget", (Placerville, Folsom, Grass Valley, Nevada City as examples)
- **Targeted design standards** so that new buildings could "feel" old, intentionally designed
- This can be an area for Arts & Crafts festival
 - Use this area to promote the Town as a destination
- Comment on **combining with SA #1**
 - Genesis is to focus on the core Downtown commercial.
 - Would still be served by sewer.

Figure 4: Zoom Whiteboard Breakout Group Activity



Source: Chico State University, 2025; Esri, 2022; OpenStreetMap, 2023; PlaceWorks, 2025; Town of Paradise, 2025

Appendix A: Survey Open-Ended Responses

The complete record of responses to the open-ended questions in the Paradise Community Changes Survey is listed as follows. Minor spelling and grammatical corrections have been made to improve readability. In order to save space, individual single-word 'Yes', 'No', or 'None' responses are listed once with the total number of responses in brackets.

Study Area 1: Conceptual Phase 1 Sewer Service Area

Question 1: Should the study area be removed?

- No [47]
- Yes [8]
- No....we desperately need to have sewer service in the downtown area!
- No, because enough money has already been spent studying the sewer subject. Let's just move forward so we can bring in more restaurants, businesses & fast food before this town dries up.
- No we need this
- You've already spent so much money on this. Why would you remove it and start over? Just get it done so we can get some businesses in before this town dries up. Clark Road should also be included in the sewer system from Pearson Road up to Wagstaff Road. If the fire would of never happened we would still have the businesses/restaurants/fast food operating as they were. Why can they not come back in as they were before?
- No, study area should remain as proposed.
- Once the sewer is up and running, I like to see the effectiveness reviewed, including additional business investment.
- yes stop spending money on wasteful studies. Do something real not just consulting
- No change
- no. we need a "pedestrian mall" downtown similar to grass valley or Nevada city
- Yes the Study should be removed
- I dont see this project beneficial to the town. only providing limited sewer will drive the effected properties value to increase to exuberant amounts. and honestly dont feel it will draw in enough business to off set the cost.
- Waste of money.
- No, I believe it is worth investing into.
- No, the study area should remain and be pursued
- Change the boundries.
- No, this is the ideal location to create a walkable down town district

- No. If it is necessary to have sewer for business to return.
- Keep study area as is
- Should stay
- Change north boundary -
- Go to Almond
- Change
- It should expand with time we all know the sewer system is a problem that all towns and city deal with
- Wouldn't it be better to move it into residential areas? Not downtown where no one is?
- I'm a renter in the Paradise shopping center. I'd like to see that included but how will fees be assessed? I don't want to be included in the sewer if there are costs associated that would be assessed to me. Currently the landlord pays to manage the septic.
- If it's possible to extend the boundary up to the True Value Shopping Center, it would add several restaurants and the Terry Ashe Rec Center.
- Seems like a good starting point.
- A very good start! For bio-waste and safety from pathogens in the water table, I believe a sewer system is necessary. I would think the town will continue adding properties over time with a sewer system for all of Paradise and Magalia.
- Is this area limited because of cost? Should it be considered to go all the way to Wagstaff?
- The boundaries are fine for further investigation. I'm not sure a final decision regarding the sewer system should be made at this time.
- Sewer for businesses is important
- This process should be stopped. It is too expensive for the few lots it serves. If the project were to be completed today it would only serve a couple dozen business, most of which don't have a need. For the next 30 years who will cover the cost of operations of this system until maybe half the parcels are built out? This project bleed the town dry, bankrupt the landowners in this area or substantially burden taxpayers throughout the town to support a system that has no demand or businesses to hook up to it.
- Stay as is if that's where most likely to be feasible.
- No sewer
- It would be great if the sewer can serve more area or have the potential to expand in the future. At least up to Wagstaff on Skyway and across Pearson.
- Yes, start higher up at The intersection of Central Park Drive in Skyway. My biggest concern is the type of sewer program that we install. Connecting to Chico would be a huge, costly mistake and benefits them more far more than starting with a small development Of wastewater treatment of our own treatment system in Paradise.

- My biggest concern is the type of serious system that's adopted. Boundaries for phase one look fine, as a starting point.
- Removed
- No, it's a great start to really see what impact it will really have to the existing infrastructure.
- Why does it go so far down? Shouldn't it be from Neal rd up? Thought it was to support businesses in the "downtown" area
- I am unsure.
- No sewer if it prices out small businesses or involves PG&E.
- Yes. Build sewer.
- Yes... it's too large
- yes, should go down Pearson Rd
- Don't care
- Pass on it
- Yes, change the boundaries. Should not go below Neal road. Should go above Elliott, at least to Billie rd.
- Removed
- To make the most impact, I think the northern boundary should go up to Bille Rd. The proposed "downtown" around Almond may not really develop into much. I would stay focused on the Skyway and Clark main corridors. Going south to the Town limits isn't necessary for business, only if that is where the treatment plant will be.
- Yes, it needs to be expanded.
- No, keep it how it is.
- Downtown needs some kind of plan for septic waste and the study area reflects the area that I am aware has an issue with lot size and soil per ability.
- Everything below Pearson
- Continue coverage north on Skyway to Maxwell.
- It should be all of the town, or none of it
- Please explain the methodology for identifying this designated area. The end points appear to be arbitrary in that the boundary could have been extended to a capture additional service properties.
- Seems like a reasonable area for sewer service.
- Not necessarily. I, like many others, have a strong concern that this area will not provide enough revenue to sustain an MBR plant with surface water discharge. MBRs are expensive to operate and surface water comes with MANY regulations that add significant cost. Subsidizing the treatment plant O&M costs only goes so far.

- I would like to see the study area expanded to further up Skyway
- We've paid for two studies about this subject!
- i think it's fine
- So basically only the "town" offices and the hospital?
- Ideally I'd like to see it go up to the Oliver signal. That would bring in Terry Ashe Center, Dollar General and the old Jack in the Box property. that are would help bring additional commercial businesses.
- Basic plan as shown is fine. Any small tweaks to this plan are fine. The goal is to move the ball forward.
- Sewer is not going to work. Discontinue all expenses related to the sewer. Make boundary "0"
- The area should either be expanded or moved more north on skyway.
- If possible provide more coverage on Skyway to improve chance of business development
- Has there been a study done to determine if SEWER is the reason the downtown is struggling??? Seems like right now, there is room downtown for expanded septic by combining properties.
- I think the phase 1 service area should extend from Neal Road to Billie Road and not below Neal Road.

Question 2: What changes would you like to see in this area, if any?

- None [14]
- No change [2]
- Additional commercial businesses coming back because now they have sewer service. What happened to the plan for the 'walkable core' between Community Park and Almond that Chico State students did? It was presented at a public meeting not too long after the fire.
- Continue studying area for best sewer option
- I think it should include Clark rd connecting at Pearson
- It feels like it's been the same circle of discussion for years. Let's see some action
- Clean it up. Take down old signs.
- I would like to see some of the unoccupied buildings/lots in this area be used for new businesses. This is an important focal point of our town and is the main "drag."
- Doesn't effect me
- More shops, restaurants, and activity places.
- The sewer district should include all the parcels zoned multifamily that are just on the east edge of the zone on Elliott Road, James Drive and Camino Apartments.
- Continued business growth, including thoughtful building plans for facilities.

- It looks like crap 8 years later, still tons of temp fences all over the place even remnants of burned items. I don't like the town telling anyone what to do really so I think the free market dictates what happens. You guys have no power to open businesses, only private money and owners can do that. Let the free market dictate what happens. You'd have to be a lunatic to try and open say a restaurant in Paradise with the amount of grief and roadblocks the town would put in someone's way. I would never do it. Then half the town would be complaining about it anyway.
- Almond st. Walkable Downtown built
- more restaurants, bakeries, pubs, less industrial
- The town keeps trying to push this sewer project which is a waste of money. It is also causing businesses to be pushed away from their community and is keeping new businesses from coming into town.
- the funds to be put towards somthe more beneficial tobthe WHOLE town
- Why expand so far away from skyway corridor? Expand up, serve more business.
- Septic systems supported a population of over 20k before the fire. Current population is less than half that. You have to build up a population before you can substantiate the need for a sewer system.
- Owners of vacant commercial lots should clean up their lots and remove chainlink fencing. 2. The section between Pearson to Neal could be a good location for restaurants and hotels.
- Phase 1 collection system — the right question to ask while it's still cheap to ask it The General Plan should be built around the town we can reasonably expect, not the town we lost. That principle matters more for the sewer than for any other system, because the sewer is the one piece of infrastructure whose operating cost does not shrink when the customer base does. A gravity collection system's O&M is set by what's in the ground, not by how many homes are connected to it: miles of main to jet and root-cut, manholes to inspect and rehabilitate, lift stations to power, staff, and eventually rebuild, wet wells to pump, and hydrogen sulfide corrosion to chase. Those costs arrive in full on day one and are then divided among however many customers actually connect. If Phase 1 buildout comes in slower than projected — and eight years after the fire, that is the honest expectation — the per-connection O&M bill goes up, not down. Every year of slower-than-planned rebuild makes the rate worse for the people who did rebuild. A STEP (Septic Tank Effluent Pump) collection system inverts that relationship. Cost scales with connections, because most of the system is the connection: a tank and a small pump per property, small-diameter sealed pressure mains, no lift stations, no manholes, no root intrusion, no jetting program. Add a customer and you add that customer's O&M. Don't add the customer, don't add the cost. STEP is not maintenance-free — pumps are a consumable and tanks need periodic service — but that maintenance is distributed, predictable, and arrives only alongside the revenue that pays for it. In a town rebuilding at an uncertain pace, that is not a marginal efficiency. It is the difference between a rate structure that survives a slow buildout and one that doesn't. There is a second reason to look hard at this now: inflow and infiltration. Paradise sits on fractured volcanics with a shallow lava cap, and we take a year's rain in a few months. Gravity

collection admits groundwater and stormwater through joints, manholes, and laterals — that isn't a criticism of gravity design, it's how gravity systems behave everywhere. Wet-weather peak flow is what sizes the treatment plant, the pumping, and the disposal capacity. Every gallon of rainwater that enters the collection system is a gallon the town must treat and dispose of in the wettest weeks of the year, when disposal is hardest and most expensive. A sealed STEP system does not have that problem, and a plant sized to STEP flows is a smaller, less costly plant to build and to run — permanently. I am not asking the Town to abandon the adopted project. I am asking that the General Plan not foreclose the cheaper outcome. Specifically: Keep Phase 1 compatible. Write site selection and facility criteria so that a STEP collection configuration, an MBR process, and Title 22 recycled water reuse remain available in later phases rather than being designed out by decisions made this year. Evaluate the peaking factor. Ask the engineers to put a number on wet-weather I&I peaking under Paradise conditions for each collection alternative, and to carry that number through to plant sizing, disposal capacity, and 20-year O&M cost per connection. Publish the evaluation. Produce the written evaluation of community-submitted alternatives that Council directed, so residents can see how the alternatives were weighed. Design decisions made now set the operating cost for the next fifty years. Once the mains are in the ground, the arithmetic is fixed. This is the only moment when asking costs nothing

- No changes
- Expand the area to cover Black Olive and Maxwell Dr.
- Looks okay to me
- The initial service area should be from Billie to Neal Roads.
- None, I think proposed sewer infrastructure would bolster major commercial upgrades and new companies
- Sewer further east on Pearson.
- Nope looks right to me.
- Expansion of sewer project to include more residential properties
- The areas do impact homeowners. Reconsider study to the growing business district only.
- Expanded up skyway to Bille Road
- Allow previous owners to rebuild their single family homes. Downtown was still downtown the way it was pre-fire.
- Somehow offer incentives for businesses to locate within this area
- None really
- No
- I believe the study should stop at the Adventist Health.
- Extend up Skyway to Billie

- Just more area covered so homes can potentially connect like if the areas between Scottwood and Roe were able to connect it would add so many residents and just widen the current range a bit
- Less low income housing
- extend up Skyway to Billy Rd
- expand to include shopping center
- I have no idea
- Go up to Billie Rd
- Clark road
- Have the sewer go to Bille and Skyway at the very least.
- Move boundaries into residential areas. One step of the ladder at a time. Start with all of Pearson, then Elliot and so on....
- I would also prefer to see more study done on the step system. It seems that is more scalable and easier on residents and roads.
- Go beyond Elliott
- A huge project. Be great to get a Federal grant to increase Phase 1 from lower Neil Road up to Billie and include all residences on both sides of Skyway to Clark to Pearson. Phase 2 would go from Clark at Pearson to Pentz up to Billie including all of Sawmill and cross streets Nunnely and Elliott and residences in between. And so on...
- All of Paradise. To plan for anything less is short sided.
- Accept new businesses, promote easier access for businesses
- I would like Paradise to remain a small town. Low income apartments won't support a Merriam Park style down town. The clientele don't have the disposable income needed to support that.
- Nothing
- Some sort of sewer system to start with and then expend if possible.
- Country homes
- N/A
- Nothing
- It seems wise to start higher up for phase 1, say at where side Skyway intersect with Central Park. A lot of of those businesses are already established and could benefit sooner. I remember the country French Café operating where Jen's place is currently. He was pumping his septic nearly every day just to survive before he closed the restaurant. A lot of those businesses established like the preschool and Dutch Bros and the hotel and the bar and all the little hair salons and grocery stores should benefit from phase one I believe.

- A friend of mine had a restaurant in the shopping center, which is now Jen's place. The old cafe was Pumping his septic every day near the end of his closure of the country French café. Seems to me it would be wise to start a little higher on the Skyway and cover the entities from Central Park down. That would cover Dutch Bro Mijos, the grocery stores, hair, salons, daycare's, hotels all of those places that demand more sewage processing.
- Rather than spending millions and millions on sewer why not spend money on cheaper well placed engineered septic systems for restaurants who want to come to that area? Not all businesses need sewer. The main complaint was for restaurants. So when a restaurant applies for permit then they should have an allowance for engineered rather than all this sewer crap. This is a total mountain town. We don't need big corporations coming up here. That's Chico.
- Once completed what will be the impact to local businesses? How will you measure against to see if it works with what is already in place? Does the town have the Money To Convert what's already in place?
- the sewer is a gateway to corp business
- Start at Neal rd and go up
- I heard that businesses would be charged \$2M each to hookup to sewer. This would price out small businesses which is unacceptable and conflicts with the guide to keep small town vibe. I also heard PG&E would be involved in the infrastructure. Hire them. Don't do business with PG&E. They are not trustworthy, nor affordable. Other towns and cities in California have replaced PG&E and so can we. Paradise deserves that more than anywhere.
- Gold Nugget Museum, Izzy's Plaza, other businesses provided sewer
- Some sort of theme based exterior that is cohesive and similar to Grass Valley or Nevada city
- Extend to Bille Rd and Skyway, stay focused mainly on immediately adjacent to Skyway
- Expand for business up Skyway to Bille and up Elliot to Maxwell. This would include the rest of the business, the recreation department, and the High School.
- I'd like to see it actually happen. Paradise has been talking about this for 50 years...it's time to move or stop spending money on a dead end.
- I have heard there has been some pushback about the two potential pond sites studied and I agree they are not ideal based on adjacent land use and zoning types. Ideal location would be near industrial property like American Way, but transporting that far through that terrain may be cost prohibitive. Has the town considered the large are behind Ewald off of Clark (to the west of Ewald)? What about combining smaller sets of parcels (3-5 for example) and having multiple "community septics" closer to or within downtown?
- Plant trees
- Instead head east skyway, Pearson, elliot then head towards Clark road
- I do not believe that a sewer system is a good investment for the town.

- I do not want to see the roads dug up again It has been non-stop since the fire What happened to the dig once law? As far as the sewer goes, I think it's too late and should've been done years ago
- How about identifying a designation area for the bio waste to be processed, before establishing a sewer district. The drawings look impressive, but they don't provide what the community needs to know when making investment decisions.
- Reasonable service area granted the treatment center doesn't impose on current paradise occupants making them smell sewer every time they step outside and that the entry to paradise also doesn't smell like Sewer!
- Elliott to Pearson. Eliminate the Skyway to below Neal for this first Phase.
- Can the whole project
- Obviously, everyone wants to see it go more to Pearson or to Clark, but that all adds cost. I think decentralized treatment systems might be the route to go now. Paradise just doesn't have a viable local discharge location.
- Expand the study area
- Include the whole town!! I'm sure we have grant money leftover from the fire.
- Maybe it should be expanded to include PES and PHS
- Additional commercial businesses which would bring in restaurants.
- Eliminate it. We are close to \$20 M invested and no better off.
- The elephant in the room: the phase 1 service area is not serving the main thoroughfare of the city now. Imperative to move north on skyway.
- Designated some lots for parking instead of narrowing Skyway
- N/A
- Great as is

Study Area 2: Downtown

Question 1: Should the boundaries be changed or the study area removed?

- No [38]
- Yes [9]
- Is there a reason the boundary doesn't include the west side of Skyway? Empty lots and old buildings could use attention too.
- Yes, it should include both sides of Skyway.
- Yes removed. Until people can afford to develop this area what is there to study
- Expand the boundaries to include Black Olive and the community park, and the south side of Pearson

- Yes, the boundaries should be changed. Although, every time this goes back to the drawing board what is it costing the town? So little progress has been made since the fire.
- Add area over to Black Olive
- Study area as proposed makes sense. Potential to add secondary study areas as this develops to create linked "nodes" of activity along other commercial zones in Paradise.
- The boundaries should include the west side of Skyway and North to Bille.
- Seems like this area should be expanded to cover both sides of Skyway along this corridor
- no, this should be the pedestrian mall. remove cars like Grass Valley did downtown. should be restaurants, pubs, ice cream shops.
- maybe extend to Black Olive drive to be considered downtown
- Change boundaries
- Nearly all of Paradise is going to be in a Rural Opportunity Zone in 2027. Keep the zone and entice investment from a tax savings perspective.
- Ok as is
- I think that the boundary should be expanded.
- The boundaries should be changed.
- no this is the downtown corridor
- The boundary should be moved to encompass both sides of Skyway, north of Pearson Road, not just the east side of skyway
- Keep the study area as it is.
- That is a good starting point
- Study area should be kept
- study should stay
- Extend eastern boundary to include Black Olive
- Extend north to Billie Road.
- Changed.
- This is something that is very unclear to the gener
- Change
- Yes changed
- Should go out to Black Olive
- Changed
- This should be extended to Black Olive.
- A good location to focus on. Side streets will provide traffic relief. A deep comprehensive study to ensure the quaint Town appeal isn't changed by too many parking lots. Surely

parking will be an issue. Solvang has a main drag through town. A lot of seasonal tourists and traffic. Review their diagonal parking along this main corridor. Possibly add some additional diagonal parking on side streets. Then smaller parking areas can be aesthetically placed so as not to take away from the small town mountain appeal. Possibly the parking lots can eventually have paid event parking for very crowded popular events. A good resource too as the Town may see a population increase with the newly rebuilt Ponderosa Elementary to open soon.

- I would consider including the properties all the way to Black Olive Dr.
- In my opinion, this should capture the west side of Skyway as well.
- Hate the idea that "downtown" is facing the main thoroughfare through town, but it is what it is.
- Choking down the Skyway killed people
- I think the boundary is good starting point as a core downtown area.
- I would include area to include all the way to Black Olive Dr in the same area highlighted.
- I love the idea of a walkable downtown with outdoor space mixed with restaurants and venues.
- Maybe changed
- Possibly! What's in play for what you already have in the boundaries? Will the new system be in place prior too? Is there money set aside for this study area?
- undecided due to lack of understanding tho concerned this will negatively affect commuting traffic
- Keep these boundaries
- Changed
- Include Pearson and more near park and fire station
- yes, should be extended to at least to Black Olive and perhaps down Pearson
- The whole "downtown" in Paradise is a bit of a pipe dream. I can't quite imagine needing a lot of economic development there.
- I thought the plan was to move the downtown area to Black Olive and Pearson area.
- The boundaries should go all the way to the park.5
- No keep as is.
- Change boundary- encompass both east and west sides of skyway as that is the "Vegas strip" of Paradise and there are a fair amount of empty lots on the west side.
- What about Clark Rd??
- Changed
- There is not enough information in the short description on the previous page. What exactly is relevant to this commercial area but not others nearby? Is this the footprint of the

"walkable downtown?" If so, I would consider including a little more of the side streets and not just Skyway- more of Pearson and Elliot where there is currently commercially zoned property.

- Why just limit to a node? Expand everywhere and allow opportunities for more people and investment.
- Maybe a bit further up Skyway be added.
- Yes again going along Pearson
- It appears that this map is not complete. This map omits both sides of Skyway, and significant properties that are within an organic area of the downtown area / district. I'm not sure why this map was drawn this way.
- No looks good.
- Removed
- No, this is the core Downtown. I like it the way it is, how it has always been.
- Expand the opportunity corridor
- Why not both sides of the skyway divider?
- Quit screwing around
- it's fine
- Skyway made into 4 lanes again. I don't consider that area and key commercial area - more like a run down (always been that way) area with the exception of Les Schwab and Starbucks
- This is good, but also include Black Oliver
- Remove the study area. Millions in improvements have been done to this area. Yet "0" development has taken place
- Looks good but more north makes more sense.
- Yes. Downtown should include both sides of Skyway. Almond is a bust.

Question 2: What changes would you like to see in this area, if any?

- None [13]
- Commercial businesses including shops so that visitors would be interested in walking from one end to the other. And please install a permanent 'how fast are you going' monitor to alert drivers they are exceeding the speed limit. Clearer parallel parking markings to show opportunities for parking on Skyway to patronize businesses.
- Bring back small businesses as it was pre fire. We want our small town feel back. We don't want or need Bay Area, big city or even Chico ideas. We moved to this mountain to be away from all of that
- Looks good
- It's nothing as it is so Maybe just do something. Again spinning circles. All you have focused on is lower income Housing

- Incentives for building new commercial buildings and incentives for small businesses to open in the downtown area.
- I believe both sides of Skyway need to be apart of the walkable downtown area.
- Same--Commercial development as in question #2
- Mixed use, allow small residential as well as small business.
- No major changes, just upgrades that make sense for the character of the area.
- Sidewalks, store fronts, outdoor dining, boutique shopping,
- More investment and cleanup. Additional support for businesses North of Elliott that will not have sewer access yet.
- I'm not sure why you guys made this area look better than the main skyway coming into town. If I were a visitor I would think what a dump looking place this is upon first entering "Paradise"
- Build up little shops walking down town on Almond st
- no or limited cars
- Stop changing what already was just because of the fire. People's livelihood depends on continuity.
- For a start, clean up and level vacant lots and remove chainlink fencing. 2. Another good place for a hotel, restaurant and small specialty shops. Plus an outdoor music venue if noise is not an issue.
- First infrastructure such as wastewater and underground utilities. Do things in the proper order. Don't repave a road then tear it up to install items
- More effort should be put into developing downtown.
- Nothing is happening there. Waive all fees and offer grants or incentives to build.
- No changes needed
- Modify zoning to include more commercial uses such as "personal improvement" similar to cc zoned areas.
- Include the West side of Skyway
- Maybe to include Pearson to Birch between almond and black olive?
- Include the business area west of Skyway.
- More restaurants and businesses.
- Please consider peak times for school traffic and accessibility
- Make it easier instead of more difficult for proposed businesses to get going anywhere within the town of Paradise. Abandon the sewer project or go with the step system to gradually grow with the community. If you wanted a downtown sewer system you should have done it seven years ago. Stop making everything harder. Abolish many unnecessary new rules that you've made since the fire. You're ruining our small town, one rule at a time. Host more

community events. Keep the Party in the Park year around except get rid of the realtor advertising that blocks the stage.

- Add more restaurants, shops, or other neighborhood services. Install street trees and benches. Perhaps develop a mix of housing and local businesses here. Preserve the area's existing character while making safety and accessibility improvements. Hold regular community events to bring more people together in the area.
- Incentives for businesses to locate here especially small independent and local businesses. Cutesy type businesses
- ADA compliant sidewalks all over town
- Love to see businesses back on Skyway. The original downtown.
- Better and more businesses like restaurants and places to buy food
- add improved sidewalks, trees, benches, lighting. More retail/shop improvement and remove old debris/ old signs from pre existing places
- The new sidewalks and streetlights are great!
- Businesses actually build there.
- Expand zoning across Skyway at Pearson and Honey Run, maybe a small, more natural looking plaza where the furniture store used to be. Maybe mimic the council circle that's at Bille Park with benches and picnic tables.
- No low income housing
- Up to Bille Rd
- The light at Black olive is bad. That narrowing down into one lane to get into downtown causes road problems. Its should be 2 lanes.
- I think the downtown should continue to the Depot park
- Downtown needs to extend to Black Olive to include Community Park and expand commercial opportunities.
- More family-type shops for young kids and teens. Small fee commuity activities and fun learning center like calligraphy, learning America's history, caring for pets, etc. A place for all youth from any background. Possibly a youth center for weekends and during the week, after school safe and fun place. Employ Butte College and CSUC students as activity leaders. Maybe opportunity for retired seniors too. Always a full background check.
- A master planned downtown. Not a mix of unmatching ugly new commercial development.
- Capture the West side of Skyway.
- New store fronts fix broken sidewalks and old concrete
- The area should be enlarged to include the area of the Phase 1 Sewer Service Area (northern side of Skyway and south to Black Olive Drive)
- I view the downtown area to extend skyway to Clark and Pearson to Elliott (roughly)

- Built new businesses, make it more attractive
- Bring the boundaries over to Black Olive
- With so many empty buildings on Skyway, why would people purchase a lot in this area, build a building, and then try to open a business. Seems like a lot of work and money when we already have so many empty buildings.
- Thai focus should be down both sides of Almond that is the walkable down town. Skyway is a freeway and the small connecting streets aren't flat. Initial build out should focus on both sides of Almond.
- More focus on side streets not facing Skyway.
- Country Roads
- A nice Cafe
- N/A
- Revitalize old buildings, clean burnt lots. Hold old buildings up to code. Create a similar uniform look through downtown. Make it more walkable. Encourage restaurants/cafes/ bars here
- My concern is those that own property and plan to return, or have already rebuilt homes modular in this area. If zoning changes are made these people need to be appropriately Compensated for the zoning changes if they can no longer rebuild in the area.
- More business and something open after work.
- Move away from Skyway and utilize towards Black Olive
- A theme commercial area? Meaning a cohesive theme of retail generating stream for town tax bases? Along with infrastructure and community needs this should be a priority.
- Both sides of Skyway with traffic slowed
- I am hoping this will still be in part for the Art Commissions vision for an artist mecca.
- If area is increased to include Pearson, fix sidewalk
- arts district, restaurants, cafes, perhaps a small movie theater
- Expand out to Black Olive and down Pearson to follow our historic "downtown"
- 0
- I would like to see the focus for the new (previous) downtown area be between Pearson and Elliot and Almond and Black Olive. It would be nice to walk around cute little stores next to the Train park and Joy Lyns.
- Rehab older buildings. If property is vacant, they should remove chain link fences and lease the land to the town for parking.
- Increased businesses instead of empty lots- with focus on small businesses still. A vet clinic would be great! Also we need our feed store back!!!

- Stop vehicle traffic on Birch and Fir streets for walkable areas. Check out downtown Grass Valley...great example.
- Not enough information, but if this is the walkable downtown area, the roads, sidewalks, and right of way landscaping look nice (I would remove the Callery Pears beside Station 81 and plant a few large shade trees that don't produce messy fruit or have issues with limb drop-maybe Zelkovas?). I think the sewer/septic issue may be hindering development, but possibly other steps could be simplified or incentives created for commercial development in this area.
- Eliminate confined boundaries
- Add the area further up Skyway. Up up Bilie.
- Not much-buildings already there
- So much opportunity here. A good reference for example would be downtown Grass Valley, ca.
- Change the roads again If you want to add a parking lot off the main road, then do it
- Reevaluate the zoning criteria and methods for establishing a downtown development district.
- Better parking and safety for pedestrians.
- N/A
- Expand the commercial opportunities
- Include the whole town
- Increased commercial industry. A walkable downtown area that ties to the Park.
- Include the area bounded by Willow, Black Olive, Pearson, and Almond streets. In other words, the 3 white blocks shown in the map, just East of the purple area.
- Eliminate
- Looks good but more north makes more sense.
- Push downtown up to Maxwell
- Small parcels combined to allow for septic and parking
- Add the other side of skyway
- Widen to Black Olive

Study Area 3: Middle Skyway

Question 1: Should the boundaries be changed or the study area removed?

- No [45]
- No change [4]
- Not sure....looks like it includes a fair number of properties that need attention.

- At what point are you all just continuing to wait at money on studies. The town looks horrible as you drive in, even on town owned land
- Not sure
- yes remove it
- not clear on what the study would be for or why?
- Within this boundary
- Drop the zone or expand the road into Magalia, especially over Paradise Lake.
- Ok as is
- Change boundaries
- I think that the boundary should be expanded.
- I don't think this is a key area at this time. However, for the future it does make sense to incorporate this.
- Who even came up with this? Obviously they don't even know Paradise. The town basically goes from below Neal Rd. All the way to the Welcome to Magalia sign. Everyone and everywhere counts. These "zones " as you like to call them mean nothing and just aim to divide and separate our community. Cmon man. Do better.
- Keep study area
- stay
- Bad survey
- If we have to have a sewer..should go to Bille rd
- No skyway is what people see
- Don't know what this means
- Boundaries are good
- Boundaries are good so increased businesses do not affect neighborhood streets. Bring back the business corridor lost from the fire. Keep the small mountain, slow paced feel of the community before the fire.
- None
- Keep these boundaries for study
- Yes
- Yes, anything above Billie is a waste of time.
- Stay the same.
- No Boundaries, how much is this purple sketch costing people of paradise?
- Yes, my humble opinion is that the boundaries should start at Bille and continue down through to Pearson

- Remove
- Not at this time! concentration on building the back-bone of the community needs to be in place. The way to build is to recognize a Foundation for the town. I understand to low-income housing, but if you don't have infrastructure in place, your defeating the purpose of Building. Please need support and jobs...
- Why can't that area be a part of the septic system? Lot more business activity then the weird triangle on skyway
- The most important area is Skyway from Pearson to Bille, to Wagstaff is ok, but at least for now, there isn't much there and never was.
- No it is fine.
- No, keep as is.
- Remove
- Clark RD?
- Same as section 2- what is the focus of this study area more specifically?
- Study area removed
- Looks good.
- Removed
- Same thing here, leave as is.
- Expand the study
- i think it's fine
- Removed
- Ideally this would be from Oliver on up to Wagstaff.
- Middle skyway is the ticket!
- This area would be important as Paradise grows. Maybe not right now as much.
- Shorten area to end at Bille. We want to decrease commerce on Skyway and increase it in walkable areas.

Question 2: What changes would you like to see in this area, if any?

- None [14]
- N/A [4]
- Clearing of weeds and overgrowth and removal of old, deteriorated fencing. Incentives for businesses and housing to locate along this corridor (and any of the others) would help encourage development. Are all parcels zoned commercial? Is there any leeway for adjustments? A mix of commercial and residential would increase community feel.

- This should remain commercial zoning. No apartments or mobile home parks. We have plenty of areas for this. Keep it commercial only. Clean it up. Get rid of weeds, tree stumps and old business signs.
- Retail and restaurants
- We need side walks on both sides of skyway. Bike lanes for kids to ride
- This area should remain commercial. No more large apartment complexes should be allowed in the study zone.
- Would love to see the skating rink return with real ice! Paradise on Ice brought many people to Paradise who supported local businesses.
- Proposed changes/improvements to support local business
- additional commercial and retail
- See my previous comments.
- Very bad looking for the most part. I don't like you guys telling property owners what to do so I'm not sure what it would take to get it looking good again. I fear 20 years from now it's still going to have old burned up fences and signs never taken out etc...
- Grants acquired to pay for sewers to attach to businesses so no cost to businesses
- Fix and widen Skyway between Bille and Wagstaff
- better pedestrian access
- Stop allowing residential buildings on commercial property, we have thousands of empty residential lots. Our prime skyway corridor needs to have businesses.
- See above!
- Family friendly activities would be good in this area. A small park? Roller rink? Bicycle course? Bowling alley?
- Why are we leaving clark road off the area?
- Property cleanup and renovation should be a main priority.
- This area should be a part of the initial study area.
- Encourage growth. Be open to new ideas. Don't let little things bother you. Plant trees. Let people do what they want so long as it doesn't hurt anyone else.
- Add more restaurants, shops, or other neighborhood services! Install sidewalks(!), street trees, and benches. Develop a mix of housing and local businesses. Preserve the area's existing character while making safety and accessibility improvements. Hold regular community events to bring more people together in the area.
- No changes
- ADA compliant sidewalks all over town
- More businesses like restaurants and stores to get home goods and other such things at

- Ensure walkable with bike lane
- More business
- More accessible sidewalks or just adding sidewalks in some areas.
- Nothing
- Honestly another park would be choice at the old trailer park. I'm a big fan of natural spaces.
- No low income housing
- Area should be included in phase one sewer district.
- Near term, require property owners to provide better street appeal of vacant land.
- Keep small town mountain appeal.
- Should be included as part of downtown.
- Let new businesses rebuilt
- Focus on areas below Billie rd. Where infrastructure already exist. Clark is actually a better place for this type of commercial development. Aside from downtown.
- City go home
- Extending the sewer to this area. Cleaner, maintained spaces.
- Again any zoning changes that would prohibit fire survivors from rebuilding homes in this newly established business district should be appropriately compensated
- Better roads
- We don't need to do anything with that area.
- What is the finger on Lucky John about? Why such a small sliver?
- 0
- Extend south to Pearson and merge with area 2
- This are should be included in the sewer plan
- More new housing and skyway paved.
- Increased restaurant focus- both chain and small business
- Tree lined streets...think like Chico's Esplanade. More traffic signals to slow traffic and create ease of access to shopping areas.
- Same as section 2- septic resolution, incentives for commercial development?
- Would like more business, restaurants, great location for a car wash or new grocery store
- Expand
- I prefer this area coverage map!
- Restaurants, Office buildings and retail shops.
- No change. Any small tweaks are fine.

- Remove
- Nope, keep the same!
- Downtown pushed to Maxwell - midway okay - what about Clark?
- Combined properties to allow for septic and parking
- Put this infrastructure onto Clark Road around where the Safeway plaza was. Get businesses off Skyway Highway

Study Area 4: Intersection of Skyway and Wagstaff Road

Question 1: Should the boundaries be changed or the study area removed?

- No [41]
- Removed [9]
- Not sure why the west side is included since it has the Sinclair station and the northwest corner has the thrift/re-sell store. Just a note that this building is the only one at that intersection remaining from old time Paradise and a lot of us have memories of it. Incentives to fix it up, maybe paint a mural on the Wagstaff side, or grant for painting at least, would help keep folks from saying it should be torn down. I see that another service station is rebuilding on the southeast corner. Maybe eventually another bar/restaurant would locate where the 'Old Mine' was years ago.
- Yes removed this area is developed
- Again why keep Waiting money
- Remove this area for now & focus on the lower Skyway areas previously shown.
- Why is this a “study area” in addition to middle Skyway? Redundant.
- No more studies. Stop wasting money
- No changes
- same
- No comment
- Low priority
- Boundaries are fine.
- Study removed. The entire town should be considered as an opportunity for improvement. Have you looked around lately? Our town is maybe 20% of what it once was. The grandiose plans are nothing but dreams of greedy individuals looking to get rich. Encourage affordable housing and focus on building a community of “good people” which includes diversity, acceptance and likely a better understanding of different cultures.
- No change
- Keep study area and improve
- stay

- Remove study area
- No changes
- Removed, but taken into serious consideration as a backup plan.
- I have no idea This is a terrible survey
- Also don't understand what the issue or question is here
- Same, keep small mountain town appeal. Small businesses. BETTER restaurants. Keep some pine trees please. Paradise needs a retail box-type store center. Does not have to be Walmart. Keep the Ace Hardware location. Kmart was loved by almost everybody.
- None
- Keep this study area
- Yes, removed.
- Removed. Picking 4 parcels in an outlying area is ineffective. Capitalism will take care of this when there's demand.
- Depends what proposal is being made for this area.
- Don't waste another dime
- I think this study area looks
- Study removed
- No, if area is going to be used for commercial use! No more liquor stores, churches. You want to build a tax base... start thinking about what services we lack and build from there
- I would remove that for now. It isn't a major zone at least for me and when it snows it can get locked in which would make it less desirable to business owners to place their shop there, if they know that can happen.
- Keep as is
- What is the study focus here? Does the intersection need improvement for flow of traffic or pedestrian crossing? I haven't noticed an issue here and the surrounding properties seem to be developed.
- Study area removed
- No, these always seem to have been gas stations and liquor stores.
- Looks good
- i think it's fine
- quit wasting time/money on "studies"
- Keep this boundary as is.
- No change. Any small tweaks are fine.
- three corners are already developed. Change nothing. Stop spending money on worthless studies

- Not sure if this should be a primary service area. Maybe secondary.
- Remove this study area.

Question 2: What changes would you like to see in this area, if any?

- None [21]
- Same as others areas - businesses locating there. Zoning evaluation for parcel size and use would be helpful.
- Light industrial would work here.
- Attract a business to the northeast corner
- Nothing needs to be changed except single family homes being built by reputable contractors
- Action!
- This area may be a good place to continue light industrial growth
- Definitely continue as commercial area along and allow light industrial.
- --
- It is close to the walking path and could be more of a draw with a small, more park-like area, perhaps with picnic area and some shade.
- See previous comments
- Also a terrible looking area
- 3-4 lanes
- Let's put a roundabout here and pretend it's a major intersection with a monument in the middle dedicated to remembrance of the Campfire. Just kidding?
- Keep commercial or light industrial
- No changes needed
- More restaurants and businesses.
- I would love to see more permaculture designs, more trees, ponds, natural water storage. Instead of making it super difficult for anyone to accomplish anything, the town should be hosting brainstorming sessions, idea workshops. Gather different age groups and ask what they would like to see and for Gods sake, elect some youth onto the Town Council to give the kids a chance.
- Add more restaurants, shops, or other neighborhood services. Install sidewalks (as necessary/needed), street trees, and benches. Develop a mix of housing and local businesses. Preserve the area's existing character while making safety and accessibility improvements. Hold regular community events to bring more people together in the area -- I rarely go to this area of town
- Road and intersection upgrades

- ADA compliant sidewalks all over town
- None really
- Too far from other commerce
- Improved area for food trucks/ retail/ restaurants and gas stations. Improve visual appeal, trees/ street lighting side walks, cleanliness, etc.
- I not sure exactly boundary but it should include the rental guys just passed this intersestion
- Let it develop itself as interest demands. The traffic light is sufficient for safety needs.
- Run down gas station to reopen or be fully torn down, finish road work in the area so it's not so bumpy
- Not two gas stations competing with one another. Also better signaling and barriers to keep errant a**holes from using shortcuts and running the red.
- No low income housing
- Widen the road on Skyway between Bill and Skyway.
- Any new businesses to be built with character. Like Joy Lyn's Candies, lodge look, or Bavarian. Maybe Dutch theme, Irish village theme. Done with class for total appeal. And appropriately landscaped. Parking in back to not detract from clean, charming mountain town.
- Rezone for business
- This is an outlier and a waste of resources. Upper Paradises retail needs are served by the Kmart shopping center on Clark rd.
- Leave it be
- More maintained and attractive landscaping around the buildings and along the road.
- Why are we studying this area? 🧐
- Fix the toad
- something besides more gas stations
- 0
- Gas stations
- nothing at this time
- This area seems satisfactory to me.
- N/A
- Good location for fast food
- It just needs to be better turning lanes and options, especially coming out of parking lot Method is generally unsafe
- N/A [2]
- Move forward

- This could develop into a nice corner and location for retail, gas stations, quick in and out commercial needs.
- Future commercial development. Probably beyond 2045
- Beautification along all of Skyway Highway. We need a sense that we have entered the town of Paradise, and od when we are leaving the town of paradise...Something that pulls every area into a whole Unity, in looks and purpose.

Study Area 5: Middle Clark Road

Question 1: Should the boundaries be changed or the study area removed?

- No [46]
- Removed [4]
- Yes [2]
- No comment.....again, opportunity for residential and commercial development
- Yes Noth to wagstaff
- Let's focus on developing what's clearly commercial with commercial and not apartments
- no more studies
- No change
- concentrate on one main business district. this should be more business/medical. concentrate Elliott to Pearson on restaurants
- Lost a major anchor here when Rite Aid moved out and the Safeway shopping center was destroyed in the Camp fire.
- Ok as is
- Boundaries are fine.
- No change
- Yes extended down to Pearson
- Study removed. Commercial nodes, corridors and opportunities for improvement are everywhere!
- Keep study area
- Extend south to Pearson.
- How should I know
- Clark rd would be ok
- Don't understand the question
- Always loved the Safeway shopping center. Maybe Paradise can have a smaller version of Trader Joe's. Might be a good location for public tennis or pickleball courts. Paradise should also have a dog park. Maybe some of the Senior VIPS can be responsible for locking and

unlocking courts. Another wandering walking path for residents from Wagstaff to Elliott utilizing part of the public sidewalk. Add a few benches for kids, disabled, and elderly.

- None
- Changed
- Yes it should run to below Pearson
- Stay
- Leave it
- Extend down to Pearson Rd
- Yes, the study area should start at Wagstaff
- This is a main thoroughfare, many fast food places were in that area up and down Clark. Needs to get going with the same.
- Yes, they should be increased
- Need more clarification on what the focus of the study area is. Return of commercial development?
- Nothing really to add here, always seemed to be offices and medical.
- Looking good
- Stay
- This is a fair coverage plan
- i think it's fine
- Leave these boundaries.
- No change. Any small tweaks are fine.
- Nothing. Quit spending money on telling people what to do with their land
- Not a huge fan of this area. Focus on skyway.
- Change
- Later development
- No changes

Question 2: What changes would you like to see in this area, if any?

- None [16]
- No [2]
- Recognition that there were acres of apple orchards in this area in the early 20th century. Maybe encourage a local service group or Scouts to refurbish the historical marker at the old stagecoach stop, including providing a well marked turnout for visitors.
- Commercial zoning only. No apartments, mobile home parks or family homes if they were not there before the fire.

- Fast food restaurants return the car wash
- More trees planted to bring back our small town mountain feel
- Bike lanes
- Clark is prime commercial land. Why they allowed apartments to be built right on that area of Clark is crazy. We have so many other areas that are suitable residential areas for these complexes, not in a prime commercial area. A nice strip mall, fast food or new restaurants would be great.
- Old Town Plaza should be used for something! Green space/walking trails? I live in this area and would love to see this area used. If nothing else, I would like to see the former Rite Aid building used for a grocery store or cafe. In my dreams, it would be a health food store with a cafe included.
- Create a safer walkable and/or bikeable corridor from the bike path to Clark, probably along Central Park
- More development support.
- Still looks very bad after 8 years since the fire
- Promote businesses to populate area and have grants to cover permit and septic fees and hookups
- Rebuild Safeway shopping center on lower Clark road. Let's get another anchor store back in the Rite Aid location. Remember enticement of rural opportunity zone funds.
- Allow more variety of business.
- This is a good area for medical services and professional offices. I'm hoping Feather River Health will continue to expand their footprint in this area.
- More property renovation.
- More retail
- How about a new bowling alley, a car wash would be great, another public pond would be cool, a botanical garden highlighting local plants and trees would be awesome, more public places to swim would be nice. Archery range, pee wee golf course, maybe we could get Safeway, Burger King to come back. How about a plant or warehouse that makes custom metal buildings or quantities huts? I don't know, let your imagination run wild! We're not here for a long time, just here for a good time. What about an amphitheater?
- Add more restaurants, shops, or other neighborhood services! -- such as car wash! Bookstores (used/new), coffee shops, etc. Install sidewalks, street trees, and benches. Develop a mix of housing and local businesses. Preserve the area's existing character while making safety and accessibility improvements. Hold regular community events to bring more people together in the area.
- Encourage large scale businesses like before in this area.
- ADA compliant sidewalks all over town

- Businesses like a car wash and better grocery stores like a Trader Joe's
- Improve cleanliness and appeal for local businesses, could use a clean up and curb appeal
- I think it should be expanded all the way to wagstaff with savemart and the other business on both sides of clark
- More businesses and or residential to return here. Feels like a waste land until you get to SaveMart. I would like ti see this area be big open family style businesses as it feels more open than Skyway which has a more compact smaller vibe to it
- No low income housing
- Anything!!! We need the CAR WASH BACK
- If middle skyway is Elliott to Wagstaff it seems Middle Clark should be too
- As mentioned, bring back Safeway shopping center, add walking paths with benches. Recreation and dog park. Other shopping kept in the small mountain town appeal.
- Replanting of fire resistant plants/trees
- Extend the study area east to Wagstaff Road
- No necessary changes.
- Promote business growth
- That is all the same style Comercial space.
- Additional office spaces, shopping centers. Well maintained landscaping
- I'm assuming cost is why to boundaries stopped at Elliott Rd
- Encourage business development here. Clean up burnt lots. Incentivize businesses
- More business. No apartments.
- Again wasting money "studying" this area
- more business that meet people's needs! How are you going to accommodate all new people moving here if you have only 1 pharmacy in town...
- residential
- Expand down to Pearson
- Walmart or target
- 0
- The shopping center at Bille and Wagstaff should be part of the Middle Clark.
- A vet clinic would be great!
- Tree lined streets. Two lanes North and South all the way to Skyway intersection.
- The town is still rebuilding, so there may not yet be the population base needed for some businesses to be financially productive, but what thresholds/ incentives could encourage more commercial development and what are community needs/wants?

- Good location for affordable food and fast food options for highschool students to patron. I believe the town needs to support businesses coming back and not make it difficult to do so such as mild parking lot issues, etc.
- N/A
- Keep it going
- Nine
- grocery store brought back and the rite aid building in use
- There is a lot of potential for the properties on both sides of Clark Rd in this area.
- No change
- Pearson to Wagstaff
- Considered as paradise grows

Study Area 6: Lower Clark Road

Question 1: Should the boundaries be changed or the study area removed?

- No [48]
- Removed [3]
- Yes [2]
- No comment.....again, opportunity for residential and commercial development
- Extend South to Bushman
- We have main roads, along main roads is where businesses should be. Let's not make it housing in prime commercial
- The area of Pearson between Nunneley and Clark, on both sides of the road should be included
- Could be removed for now. The library is open. We now have the Community Center. PAC is great.
- Most of this area is already developed. Perhaps a pedestrian/bike rest area somewhere along the way to make it more appealing. Could be something at the library area? This is probably the least important area presented so far in the way of change
- Same as middle Clsrk
- Remove it
- Consider expanding zone to extend further S below Pearson into the currently vague "industrial" zone
- See upper Clark.
- Low priority

- No. This area of town sustained major losses and it feels like the gas station, Safeway, Round Table Pizza, the nutrition shop, liquor store all need to be encouraged to come back. There's much room for growth and improvement over there..
- No change
- Study area kept
- it should stay
- Removed but taken into serious consideration as a second backup
- How should I know. You provide no facts or information at all. This is an awful survey. You should be embarrassed.
- Yes it is only a comical district
- Looks good JUST keep it green, keep it Paradise.
- None
- Keep this study area as is
- This should continue slightly below person and be combined with middle Clark.
- Stay
- I don't think
- Another important corridor, restaurants and fast food used to be there and in Area 5, priority for us now.
- Again, would be helpful to have more details on what specifically is identified as needing study within this area?
- No, another good commercial area
- Looks good
- Yes, good start for development
- i think it's fine
- Leave this boundary
- No change. Any small tweaks are fine.
- Nothing
- Shouldn't be focused on now.
- Considered for near future development
- No changes

Question 2: What changes would you like to see in this area, if any?

- None [16]
- Commercial zoning only. No apartments, mobile home parks or family homes if they were not there before the fire.

- Apply for grant funding for refurbishment of signage for the library and beautification activities along the east side.
- Sidewalks and trees. Entrance to the town should be beautiful
- No changes needed
- Bike lanes
- Pearson to be included as part of the business corridor
- This should also remain commercial. It would be a great area for a hospital, but I don't know of an area that's large enough for one. Upper Skyway near Clark and Skyway would be another available area for a hospital. Why can it not go back on the old location on Pentz?
- --
- Same as middle Clark
- Same thing. Looks terrible all along here.
- Promote businesses to populate with incentives like permit and septic hookup fees covered by grants
- This zone is “the other” main entrance to town and long term it could be designed to be welcoming and attractive rather than the “back door” look
- See upper Clark.
- More cafes and shops as the population grows.
- OK i see you included Clark in a later slide
- No
- I would give existing parcel owners a timeline to either build something on it or start replanting native trees and plants over there..
- Add more restaurants, shops, or other neighborhood services -- we need maybe another vet in the area? Install FULL sidewalks!! (not the mish mash of here's a sidewalk, no sidewalk, here's another sidewalk, etc.), street trees! and benches. Develop a mix of housing and local businesses. Preserve the area's existing character while making safety and accessibility improvements. Hold regular community events to bring more people together in the area.
- can't think of anything
- ADA compliant sidewalks all over town
- None really
- Same improvement as previous Clark recommendation
- I believe this area should have more street lights
- Its use is good at this point and does not need to be altered
- Again, seeing homes and businesses returning. 2 large commercial locations sitting vacant. Library get a facelift and James Square also perk up a bit Remove old Chevron signage.

- More! Parks! Or greenspaces!! We need to be able to reconnect with nature right down the street. Demonstration gardens, reminders of what used to grow here. A community garden!
- More commercial, no low income housing
- Any business really.
- If the land is available, another nice mobil home park to replace some lost in the fire. The Adventist Church may have input. Much better parking for the library. Other small businesses. Add an El Pollo Loco and Del Taco. Keep sidewalks for pedestrians. A federal grant for modern affordable child day care. A huge affordability issue for middle income parents. Available for all working parents not just low income
- Should be included as part of Downtown.
- Promote business growth
- They serve the same type of commercial purpose.
- Well maintained landscaping, additional food or commercial spaces.
- Disregard answer to upper Clark Rd. I didn't realize they would be separated.
- I'm not sure, I really do need more information about the entire project.
- More business. No apartments.
- Concentration for this town should be on Downtown infrastructure... should all be done in phases...
- Mush in together with Middle Clark Road It makes sense to me that all of this would be one area of study and work
- Walmart or target and a park possibly.
- 0
- A gas station would be fantastic at this part of town
- Tree lined streets
- Commercial properties are somewhat more developed here. What thresholds/incentives are needed to encourage more? Possible improvements to the Library parking lot if that is in town jurisdiction and not county?
- Na -again established businesses for the most part
- Good locations for affordable and fast food options for highschool students to patron
- N/A
- Keep doing
- this area seems great
- Just bring back some of the commercial that was lost.
- No change
- Take out

- Grocery. Gas. Restaurants
- Creation New spots for goods and services And, creative shops

Study Area 7: Evergreen Mobile Home Park

Question 1: Should the study area be removed?

- No [39]
- Yes [7]
- Removed [4]
- No change [2]
- No this is drainage problem.
- This was housing before and could have become housing, instead housing came in prime areas.
- It's redundant. Already included with Skyway.
- No info
- No. It should be developed
- Ok as is
- Not sure
- Why not let it be a mobile home park or a tiny home village? Put a pond in the middle or design it around a rehab facility model or something. Maybe a classy retirement home community or something.
- Study area stay
- it should stay
- ??
- Yes no more affordable housing units
- Don't know what you're asking
- No, keep boundaries. So much of Paradise was so charming with its little wandering streets and serene living areas. Mobile parks have changed but people still love the smaller homey park. Keeping rents affordable is always number one priority. Yes, bring back some of our adorable quaint mobil parks. A small fenced dog park and seperate play yard for children is always important. They were such a part of Paradise adding character and charm.
- No comment
- Yes, removed
- The mobile home park already exist. The town is wasting its time to metal with this. State will likely override anything the Town tries to do and it's inappropriate to mess with these land owners for a existing use.

- Remove, does the population support a mobile home park in the middle of town?
- This doesn't seem to be a town issue for this particular area. This seems to be for the owner to look into
- I would love to see this area return to the Old Hospital, hotel and stagecoach of its history
- No. If this area worked before it should be upgraded to support people who want to live there. Has a survey been commenced to see if there is a NEED with all this affordable housing being built?
- irrelevant already in progress
- No opinion, I don't have any vested interest in mobile home parks. Probably shouldn't be a priority for the town. I would remove, without knowing what type of "challenges" are in play.
- I do not know enough about this area.
- Keep
- Remove this area
- Get rid of the mobile home park completely! Driving into town it's one of the first eye soars.
- Leave this boundary
- Let owners pick what they want to do. Stop dictating what "consultants" think should be done
- Main corridor. Consider for development in the near future

Question 2: What changes would you like to see in this area, if any?

- None [10]
- This is prime commercial property. Do not allow a mobile home park, apartment or single family homes here.
- Perfect place for a motel and RV spot - plant lots of trees!
- Return of a mobile home park
- Park no development
- This area would be a good green space or park
- This should be commercial, not a mobile home park in our downtown area.
- --
- This is a large enough area to be a mixed use node with residential, retail, restaurant or food truck space and entertainment. A stop sign or stop light would be beneficial if this were developed. Also close to walking path .
- Quit wasting time and money on studies and move forward with finding a reputable developer to do the job.
- hopefully the owner will clean up or someone will come in and make something nice looking there. I doubt it. Paradise makes it very hard to get anything done

- Last I talked to that area owner, he wanted to rebuild the trailer park but not have to use HUD loans that mandate it being open to low income. Work with him.
- The town does not need any more low income housing
- Was this someone's livelihood your taking away? By considering rezoning it?
- This would be a good place for family activities, indoor or outdoor. Better to have a sports complex or water park, or something like that to bring in visitors, rather than another mobile home park.
- Offer incentives to build there.
- Remove it.
- No mobile home parks! Support the development of something that would support children and draw families to the ridge.
- Let some creative people with capital build something cool and enhance the community.
- Install sidewalks, street trees, and benches. Develop a mix of housing and local businesses. Preserve the area's existing character while making safety and accessibility improvements.
- A water park or skate park. Or an athletic center with swimming pools kind of like the old Sporthaven and Beyond Fitness.
- Please do not allow this type of business on Skyway. It was an eyesore before and it would be again. Plus it would increase traffic congestion for people who commute
- Larger housing options like homes over 2,000 SF on bigger lots
- Already too many mobile homes.
- Improve/ redevelop
- this would be a cool gathering place instead of mobile park. I do like the history of what it use to be too.
- Remove the mobile home park. What an eyesore on our main road.
- I would LIVE to see this space get filled with a large outdoor area for kids to enjoy. Skate park? Splash pad? Something - if not at least cleaned and rebuilt as the Mobil home park I guess
- I don't think I answered these correctly.
- Anything but low income housing
- Pump track
- Just keep it Paradise. NO apartment or condo boxes. Small 2 bedroom craftsman or cottage homes like once were there. Walkable paths throughout designated "small" communities. Narrow paved streets. Nothing like The Neighborhood in Chico. Keep the quaint charm.
- Rezone for permanent multi family units.
- Does this have to be a mobile home park? Can low to moderate rate apartments, condos, or townhomes be built?

- Red Robin Restaurant
- No comment
- Rebuild upper and middle skyway first
- Invest in something that will add to our Towns business population and clean that area up
- Apartments, or houses.
- reuse for a different development
- I would remove this. Especially since modular homes are now scattered through town...which was a mistake to allow.
- If this is not developed by the owner, it would be a great asset for the Town to acquire and develop with a return to old Paradise theme. there were places like this in San Jose that include A small theme park like area a restaurant a Car Wash a Park
- No more low income housing!
- Put in a playground
- Mobile home parks and multi-family residence areas should allow tiny homes and earthships (built to code). Off grid housing must be an option somewhere in town. The allowance of fire resistant building materials just as cob houses must be an option, instead of only mold-prone & fire-prone materials that have proven hazardous.
- Does it *have to be a mobile home park?
- 0
- New housing
- Drive -In Theater, or a development like Meriam Park area work/live/entertainment complex.
- The town does already have several mobile home parks and may not have the population base or demographics to support the same amount of them thst were here before the fire. What does the property owner and surrounding property owners want? Could this parcel be re-zoned for apartments, duplexes, commercial, a larger private home or two, etc?
- No more parks
- No low income housing
- With so many apartments and low income housing I do not believe the town should be investing in additional funds for mobile home parks when the current mobile parks are not at capacity
- Commercial / mixed-use.
- N/A
- Change to multi purpose zoning
- please don't put low income housing or another mobile home park there

- I thought this was a state controlled property, due to the trailers that it over saw. If the Town can remove it from the State oversight, then allow it to be developed into a commercial park with retail and restaurants.
- No change
- Some kind of permanent, recreational area, theater, bowling alley, miniature golf

Study Area 8: Old Town Plaza

Question 1: Should the study area be removed?

- No [48]
- Yes [4]
- No change [2]
- Removed [2]
- Yes, it should be removed. Quit wasting money on a study. Leave it as is.
- Do Not allow housing here it's the only commercial space we have that's prime to be developed
- Yes, it needs to be rebuilt, so help that happen!
- Keep this in the study
- Ok as is
- Keep as retail
- No, this was an important part of having shopping on this side of town pre fire.
- Remove study.
- no!
- Study area needed
- I don't know what the challenge is so it's hard to say.
- ??
- No. Over time all of Paradise will be studied. And with the hope of sewer, as each area comes back to what it was, sewer will be a huge improvement.
- Keep this study area as is
- Yes, removed
- Leave it alone. Private capital will develop this when needed as a demand sees fit.
- Stay the same
- Again this seems to be an area that the owner of the land should be looking into
- Boundaries seem appropriate to me

- Yes, expand so we can bring in resources we really need! Another Grocery store, pharmacy, etc! Right now everything is so spread out.
- This was a very important shopping center before the fire. It is prime real estate for multiple businesses, I'm not sure why none have rebuilt there, but it should be a priority to get some in there.
- No. I loved this area, since growing up in Paradise. Hopefully more commercial comes back to this lot soon.
- It's fine. Do Not put mobile or manufactured anything in that spit!! Build back up for stores but NO more low income stores!!!
- Until the town buys it they should have no say regarding new development.
- Support development here
- No changes

Question 2: What changes would you like to see in this area, if any?

- None [9]
- This should be built back with similar businesses as it was before the fire. No apartments, mobile parks or single family homes.
- Once the population gets bigger, another plaza like before makes sense.
- Strip mall retail and food
- Bring back small strip mall like it was pre fire
- This should be on the owner.
- This area was a good location for grocery stores, restaurants and basic shopping. It served a large area on the east side of town.
- If it is not to be redeveloped/built, could it be a green space or walking area? Small community park?
- Add a splash pad for kids
- Could be better designed commercial area that has a more pedestrian friendly parking lot and store spaces that are less strip mall. Provide financial encouragement to retailers to want to come back to this area.
- Quit wasting time and money on studies and move forward with finding a reputable developer to do the job.
- Still looks horrible 8 years later, probably will be the same 20 years from now
- Promote businesses to come rebuild with incentives of grants covering permits and septic hook up costs
- Think new thoughts here such as an arts hub that creates a destination for town and guests to want to visit, studios, shared arts work spaces, community learning center for arts and

crafts, ceramics, wood shop spaces, food trucks and give guests a reason to come up the hill or even set up shop here in town

- Let the shopping center come back.
- This would be a good place for an assisted living/skilled nursing facility in a park-like setting. Some of us older folks don't want to end up in Chico. ;-)
- Forget about it.
- Allow for division of property into smaller commercial lots.
- Hopefully a modified rebuild.
- Stop trying to put square blocks into round holes. People are smart. If you allow someone to do what they want it'll be better than nothing.
- Add more restaurants, shops, or other neighborhood services, such as a major bank! - Chase or, Wells; not all of us use BofA or want to use a credit union/smaller local bank. AND we need at least one large national grocery store/big box store. Install sidewalks, street trees, and benches as needed. Develop a mix of housing and local businesses. Preserve the area's existing character while making safety and accessibility improvements. Hold regular community events to bring more people together in the area.
- Athletic center with swimming pools kind of like Sporthaven and Beyond Fitness.
- This is a location for large businesses.
- ADA compliant sidewalks all over town
- Grocery store and fun things to do
- Sidewalk and bike lane
- Retail, additional grocery/ drive thru coffee/ gas station/ much needed. We need more options and something open past 8pm for everyday needs.
- No changes
- I'd like to see retail growth again. Or change to residential if there is builder interest.
- Leave business zone. Please don't turn this in to affordable housing apartments or another trailer/mobile home park. We have too many.
- This is a great location and I would just love to see a plaza return but we have vacancies as is. An actually affordable grocery store could return here, like WinCo
- No low income housing
- open space
- None. Bring back Safeway Shopping Center. Kids, students loved Paradise. Having a place like this grocery center provided them a place to shop. Also if the senior one-day drive program remains, convenient shopping is most necessary for this population.
- Incentivize Safeway to return.
- Could this be a good spot for mixed use - grocery, retail, office space?

- Would love to see Safeway or another choice for groceries in town. Winco would be fantastic.
- Rebuild new businesses, make it more attractive
- An all family recreational area, pickleball, water park or swimming pool, etc, somewhere the youth can hang out safely.
- I would remove this area
- My biggest concern for this area is the lack of upkeep from owners management. It always seems to be overgrown and Weed, etc. not maintained.
- Better parking. Better looking.
- No low income housing
- My guess would be that this property needs sewer to grow, so growth would require changing the rules, splitting the parcel, or moving the sewer to this spot quicker
- Walmart or target
- 0
- It would be nice to have additional business return to this area.
- I wish Safeway would come back
- More railroad cars
- Any improvement
- Bring Safeway complex back
- The current population and demographics, along with changes in the commercial atmosphere with time may mean we currently have to many parcels zoned commercial or those parcels may be spread in areas that don't fit business owners' needs/ wants currently. Does this area need to be re-zoned to better fit needs? Or other incentives? Or more resident population growth needed first? Etc.
- Remove barriers and encourage development. Quit being a problem
- Keep in mind our history. Gold mining. Frontier town. Give it some it some rustic feel.
- Office or manufacturing
- Mixed use development.
- Connect this to sewer if possible through Elliott, grabbing the high school and this area. Always remember this as a great commercial area. I know getting over here with the sewer project will be very expensive though.
- Change the zoning to multi purpose
- bring back a strip mall with big name stores like before
- Buildings updated and stay as a retail center.
- No change

- Grocery Gas Restaurants
- Return as a shopping hub or possible recreational facility or grounds - preserve the trees
- Another good And services area, grocery store, Bakery, Dessert spot, Café, Restaurants

Study Area 9: Pinecrest Mobile Home Park

Question 1: Should the study area be removed?

- No [34]
- Yes [10]
- Removed [6]
- No change [2]
- Yes, it should be removed. Quit wasting money on a study. Leave it as is.
- Isn't this becoming a school? Sure will Add to traffic
- Yes, it appears to be in use and is inhabited.
- yes stop wasting our money on studies
- IDK
- Keep study here
- Ok as is
- Yes. Remove
- yes remove
- Yes, but taken into serious consideration as a back up
- Yes! Achieve Charter School purchased this property. It is being cleared and plans to build a TK-8th grade school with community use fields is being developed.
- ??
- Is it possible to change the boundaries of a privately owned property. This survey doesn't make much sense.
- No preference
- No comment
- Yes removed
- Remove study area
- As much as I don't like this area, the town needs to keep its nose out of this business.
- Same answer...remove
- I believe this area really does need to be looked at for alternative use

- Possibly? With insurance being a challenge is it really feasible to have another Mobile home park? With the existing parks in place, doesn't seem to be much interest.
- 0
- As before, I have no vested interest in mobile home parks. Would those areas be better off being sold for regular housing or apartments? What is the current draw for mobile home dwellers? Do we need these parks today?
- I do not know enough about this area.
- No opinion here
- Remove! build stick built houses instead! No more more manufactured anything! The town is becoming a dumping ground for manufactured homes and trailer parks
- This study is already outdated. Charter School as already bought it and will be breaking ground in 2 years
- ??? Not sure how this important here

Question 2: What changes would you like to see in this area, if any?

- None [11]
- A mobile park should be allowed to return or some other type of family living.
- No comment.....not sure where this is since map doesn't include names of cross streets.
- Small par 3 golf course
- This is the owners policy
- --
- Quit wasting time and money on studies and move forward with finding a reputable developer to do the job.
- Seems like this is not the best spot for intense housing in future but mindful of the "taking" if not approved to rebuild
- Why are you trying to remove mobile home parks? As a senior even tough I don't live in one, having a space instead of living in a low cost apartment is more accessible for an elderly and more private. Let the mobile home parks stay.
- Re-zone for light industrial if possible.
- Forget about it.
- No more mobile home parks! They are not held to the same WUI codes. With homes closer than 30ft from one another, it isn't safe! In a stick built home, you can't even have a detached shed within 30ft. We need to attract more middle class working citizens and families, not government funded low income housing.
- I don't really know what the problems/issues are regarding mobile home parks here in Paradise... is there no interest by incoming population? Is this considered low-income housing whereby the town would want to preserve its availability even if under-utilized?

- The cross streets do not show on this map so it is hard to make a suggestion
- Not another mobile home park...affordable housing options
- Too many mobile homes already
- Rezone it so it's not a mobile home park. Too many in town
- Hopefully not ANOTHER Mobil home park. Maybe more apartments (not low income but just regular old apartments)
- No low income housi
- None! We are building a school here!
- open space
- That the industrial district
- Not sure. The mobil home parks were a nostalgic part of Paradise. Seems good especially with future sewer to keep a few of the locations. Always loved the drive around the many diverse streets, residences, streets hiding from view. Added so much to the enchanted garden affect Paradise had. And all ages of children from age 5 to 25 loved living in Paradise. Impoverished youth were as accepted as those more fortunate. That part of Paradise was so very special..
- Are there affordable housing alternatives to mobile homes? Condos or apartments.
- No preference
- No comment
- Rebuild Skyway first
- Develop into condo community
- With the lack of trees and coverage in our area now post fire I believe we have too many of these mobile home parks that are on major thorough affairs. It would be nice Reduce or move them to specific areas
- Keep it nice.
- No more low income!
- Mobile home parks and multi-family residence areas should allow tiny homes and earthships (built to code). Off grid housing must be an option somewhere in town. The allowance of fire resistant building materials just as cob houses must be an option, instead of only mold-prone & fire-prone materials that have proven hazardous.
- 0
- Get rid of the mobile home park.
- Affordable housing..
- No more parks
- No low income housing. No older mobile homes even in state controlled parks

- Zone for growth
- No more mobile home parks - there are already toooo many. No more low income apartments - there are already tooooo many!
- Keep the modular homes with in Parks like this one.
- No change
- N/A
- Something that will serve the people in this community, with entertainment opportunities

Study Area 10: Apple Tree Village Mobile Home Park

Question 1: Should the study area be removed?

- No [38]
- Yes [8]
- Removed [7]
- No change [2]
- Yes, it should be removed. Quit wasting money on a study. Leave it as is.
- Again, this could have been apartments. The area across from CMA should not have been
- No--more housing is needed in Paradise and this has the potential to be developed in a positive manner.
- Same as others
- Remove this from study
- Ok as is
- N/A
- ??
- Are they rebuilding?
- No preference
- No comment
- Yes removed.
- Remove study area
- The town needs to stay out of this, when there's demand private Capital develop this parcel again fully
- Same answer...remove
- Important area of study

- No. This town needs to either embraced the new “low-income housing models, OR have another “Mobile Home park” project in place!!! This would be 4th in place... look how the existing are being used.
- 0
- Same comments as other 2 mobile home parks, not a priority at all for me. Not sure if we need them.
- No strong opinion here either.
- Build back stick built homes. The town is flooded with manufactured and trailer!
- Whatever the owner wants
- Not needed right now

Question 2: What changes would you like to see in this area, if any?

- None [10]
- A mobile park should be allowed to return or some other type of family living.
- Once population increases, this would be great for tiny or small manufactured homes.
- Probably a better option for small par 3 golf course
- This is the owners problem
- This area is 25 acres and would be an excellent mixed use park for the community.
- as above
- This would be a good area for a recreation facility. It is close to the walking path, the movie church and shopping. It is not fronted on a busy street so it could be family friendly.
- Quit wasting time and money on studies and move forward with finding a reputable developer to do the job.
- I thought after Subdivision was getting built there? What happened to that?
- Allow full rebuild of manufactured housing here with new spacing or resilience requirements
- This location could become a nice neighborhood
- Convert to recreational use. More green space in town is a plus!
- Forget about it.
- Same answer, no more mobile home parks!
- same questions here as the other mobile home parks... Perhaps there are currently too many? Would apartments be more attractive to new/current residents? Does a Planned Urban Development make sense in these areas?
- Water park or skate park
- An appropriate location for this type of business
- None really

- Too many mobile homes
- its a large property that would be nice to have a couple small business to be included with the mobile park
- Maybe it should be single family or apartments instead of a mobile park
- No longer zoned for mobile home park
- Not sure, never really see or notice this area
- No low income housing
- open space
- Lot split for signal family housing
- If a mobil park can't be restored this also was a unique part of Paradise. Keep the equestrian park. Maybe add boarding stables and open pasture. Great opportunity for people of all ages to experience the joy of horse ownership and horseback riding. Operate somewhat like PID. You must pay your monthly boarding fee or face a property lien. And those renters would have to vacate. Make riding trails available throughout paradise. THAT would be cool! Possibly a community garden and 4H livestock area for kid's 4H projects. The foster care population might also gain a rewarding teaching experience not afforded to that population. A kinder community.
- It should require secondary egress/access.
- Generally, I am in favor of moving away from mobile homes parks for permanent house structures.
- Local sports field facility.
- No comment
- Rebuild upper and middle Skyway first
- Develop into a condo community or SFR's
- Again, maybe reimagined use for this property if owners are appropriately compensated
- Keep it nice.
- No more low income!
- Mobile home parks and multi-family residence areas should allow tiny homes and earthships (built to code). Off grid housing must be an option somewhere in town. The allowance of fire resistant building materials such as cob houses must be an option, instead of only mold-prone & fire-prone materials that have proven hazardous.
- This would be a good level place for a municle type aqua center.Similar to what Beyond Fitness was.Lap pool, enclosed pool for year round swimming,jacuzzi ,sauna, Snack barHave the town and schools build the pools. Have PID manage the water/chemicals,have PRPD manage programs.Access from bike path and Clark Rd.Moor rd park,dogpark,horse arenas,fire station are all an attractions.I realize this will never happen.
- I'm uncertain as to what's standing in the way of development of these properties

- Didn't it get sold?
- 0
- I think this area could be used to increase the park area for the ball fields, dog park, horse arena and include soccer fields and courts.
- Get rid of the mobile home park
- Expand dog park, horse area, and ballparks area to include skate and bike park, and water interactive water features.
- No more parks
- Senior housing only
- No changes
- just leave it be - no more mobile home parks/no more low income housing
- Keep the modular homes in Parks like this one.
- No change
- Develop as needed
- N/A
- Bike park or skate park or outdoor activity Park

Study Area 11: Ridgewood Mobile Home Park

Question 1: Should the study area be removed?

- No [35]
- Yes [9]
- Removed [8]
- Yes, it should be removed. Quit wasting money on a study. Leave it as is.
- At least this is off the main area
- Not sure. I have not been up that way recently.
- IDK
- Remove from study
- Ok as is
- No keep study area
- No. Same answer. If the land area can be used for a better community use, including residential single story small houses, that would be good. Hate to see mega wealth estates crowd our once pristine unique community that allowed a closeness not found in many places. No need to wish you lived somewhere else! Everybody loved this community and their place in the community.

- No preference
- No comment
- Yes removed
- Again, this is none of the Town's business.
- Important area of study as homes have already been
- ?????????? really!
- removed turn back into agriculture
- 0
- Same as all the other mobile home park questions, I don't know that they are a priority at all.
- I do not know enough about this area.
- I see new mobile homes going in here, I don't think anything should change.
- No change
- Build stick built homes!!
- Whatever the owner wants
- I don't understand how these areas are on the survey
- No changes

Question 2: What changes would you like to see in this area, if any?

- None [9]
- A mobile park should be allowed to return or some other type of family living.
- Add this to the Noble Park to the north and make this a recreation destination - soccer fields, fitness trails, etc.
- Return trailer park
- This is the owners problem
- --
- The mobile home parks should be redeveloped. Paradise needs a variety of housing types to support growth of population.
- It's already being redeveloped. Let it happen.
- Allow rebuild with new guidelines
- Open space, recreation or ag zoning.
- Same answer.
- same questions here
- Skate park
- An appropriate location for this type of business

- Leave as is
- Too many mobile homes
- Update and revamp
- I think the PRPD should buy it and expand the Noble park. Make it another gathering place book store/ coffee place.
- It is coming along now isn't it?
- No longer mobile home park please
- None noted
- No low income housing
- open space
- All modular homes should be required to be in specified areas. They should not be allowed to be placed with stick homes.
- No mega estates. New hospital? Small affordable 2 bedroom homes. Add another orchard.
- No preference
- No comment
- Rebuild upper and middle Skyway first
- Make it into a community park
- Keep it nice
- No more low income housing!
- There are so many mobile home parks that burned in the fire. How about a skatepark for kids so they have a place to go instead of Being board out of their minds
- Mobile home parks and multi-family residence areas should allow tiny homes and earthships (built to code). Off grid housing must be an option somewhere in town. The allowance of fire resistant building materials such as cob houses must be an option, instead of only mold-prone & fire-prone materials that have proven hazardous.
- 3-D printed housing development?
- 0
- Get rid of the mobile home park
- Apartments for seniors
- No more parks
- No low income housing or older mobile homes
- With so many apartments and low income housing I do not believe the town should be investing in additional funds for mobile home parks when the current mobile parks are not at capacity. Especially in close proximity to tourist attraction and city/family staple Bille park

- N/A
- No
- Keep the modular homes in Parks like this one.
- Removed
- Whatever. Housing developed as needed
- A small artisan market area with fresh produce, Baked goods, Health food store

Study Area 12: Eden Roc Estates

Question 1: Should the study area be removed?

- No [37]
- Yes [8]
- Removed [6]
- Yes, it should be removed. Quit wasting money on a study. Leave it as is.
- Not sure (I will let those living in that area provide feedback.)
- My understanding is that all these lots are individually owned, making this a difficult property to redevelop. It seems like a waste of effort to focus any time or money on this when there are so many other areas of need.
- IDK
- Same as area 11
- Ok as is
- Not sure
- N/A
- Property has been sold. Developer has plans. Do what the developer wants
- No preference
- No comment
- Yes removed
- This one's an interesting one. This might be appropriate for the town to be involved in. The private Lott ownership may require some Town organization on this.
- Remove is this another mobile home park...the description and area don't state.
- This is an important area of study and especially due to what seems like historic low water tables in this area should not Return to original development
- removed let be natural
- 0

- I believe this is senior housing which we probably need and can support. However, I am not sure how much money the Town should throw at something like this.
- I do not know enough about this area.
- removed the property has been sold and they can do what they want as owners
- I have no opinion here. I never had paid attention to what was next to Pentz Road Market
- No change
- Keep manufactured and mobile homes on that side of town only. Make all manufactured homes move to the east side
- Really?? How is this about the Towns development???

Question 2: What changes would you like to see in this area, if any?

- None [11]
- A mobile park should be allowed to return or some other type of family living.
- Again, it was a lovely mobile home park which, in these days of high housing costs, would be great to have again with tiny and manufactured homes. Lots of trees still here to I would think it would be considered an attractive spot for development.
- Tiny home community for seniors only on limited income
- This is the owners problem
- This is another area that would make a nice park or green space
- --
- I live adjacent to this one and would like to see it changed somehow. It is my understanding individual lots on the property are privately owned. If that understanding is correct, the first step is for town legal counsel to find a remedy for the owners that will facilitate the sale of the entire property for further development.
- Ask the owners what to do not the citizens
- Low density housing (1-2 acre parcels), or open space/recreation.
- Start improving the area
- same questions here
- Nature area with walking trail and pond. Duck pond 2.0.
- no suggestions
- Bike lane
- Not another senior mobile home or manufactured housing area please
- No low income housing
- open space
- Same answer as previous.

- This should be rezoned to single family small units.
- Great place for a housing development.
- No preference
- No comment
- Rebuild upper and middle Skyway first
- a condo community
- Keep it nice
- No more low income
- Mobile home parks and multi-family residence areas should allow tiny homes and earthships (built to code). Off grid housing must be an option somewhere in town. The allowance of fire resistant building materials such as cob houses must be an option, instead of only mold-prone & fire-prone materials that have proven hazardous.
- 0
- Brand new houses.
- open space with dog park
- No more parks
- No low income housing or older mobile homes
- With so many apartments and low income housing I do not believe the town should be investing in additional funds for mobile home parks when the current mobile parks are not at capacity
- Zone it accordingly
- This one is a tough property to keep developed, due to the creek running through. But, jeep the modular homes in Parks like this one.
- Removed
- Developed privately as needed
- Do not make this commercial. This should be residential
- N/A
- Anything except a Mobile home Park or one of the manufactured home Parks that push units close together. Tiny House Village that would attract people From all over who don't want to spend their whole lifepaying amortgage, whowant to live in community, with community Grass, and common areas that everyone takes care of, as a co-op

Study Area 13: Feather River Hospital

Question 1: Should the study area be removed?

- No [45]

- Yes [3]
- No change [4]
- NO!!
- Keep study open on this area
- No the area needs to be redeveloped to accommodate the town
- I don't think we're going to get a real hospital back here until we have more population.
- Ok as is
- Why isn't the hospital being rebuilt? Surely that place made enough money in the past to at least rebuild maybe a smaller facility.
- NO!
- NO NO NO NO NO
- stay
- Yes, unless new hospital is imminent
- Keep study area
- ??
- Study
- NO!
- Again, don't understand how the boundaries can be changed. Would like a hospital though!
- Whatever Feather River Wants To Do
- Definitely keep this study area
- If the town has the ability to attract a hospital back into this area, this would be huge for the community.
- Boundaries stay the same
- possibly! What's keeping people from coming back to our town is the lack of a Hospital! Why provide a Study when there is a TRUE need for a Hospital.
- Stay if used for medical
- We obviously need more health care here, one prime reason I selected Paradise to retire to was the fact that they had their own hospital. Now that it is gone and FRAH has no plans to rebuild, we should cater to someone who will. Indian Health? Considering the amount of money required to build a hospital these days, I'm not sure this is a realistic goal at our current population. It's all about the money.
- Expanded if anything, and a primary focus!
- Should be at the forefront of the rebuild. At this point, save the money from the sewer at put it towards the Hospital renovation to bring it back.

- They said they were building back HOLD them to it
- Bring them back! By any means necessary!
- Hospital is impotent. Yes, bring it back as a small hospital and develop as needed. Just like it happened prior to the fire

Question 2: What changes would you like to see in this area, if any?

- None [6]
- No changes other than the hospital being rebuilt. If that's not feasible maybe another senior living area.
- BRING THE HOSPITAL BACK!!! At least the emergency room. Planning needs to begin now since knowing it will be restored is a really strong incentive for moving to Paradise and as the population grows, it will be increasingly needed.
- Medical service are critical to the town we need to at least have an emergency service
- As fast as our population is growing, to say a hospital will never come back is far fetched. In 20 years time, a new hospital could be built by a company that see the potential. People from all over the county came to FRH because it was the best. During sports, I have seen kids taken from PHS fields to FRH. At some point in the next 20 years, I believe a hospital will be built and the current location is ideal
- This is the owners problem
- IMO the location is too remote to be a main hospital campus in the future. Other possibilities like an assisted living facility or mixed use community center and park would be better.
- Can this facility be used for anything? I was at the meeting when Adventist Health administrators explained that it could never be used as a hospital again. Can it be doctor offices or any other medical/ non medical uses?
- It'd be nice to have a hospital again
- Emergency medical facilities, as everyone knows, are very needed in this area.
- I would like to see a hospital/health facility return with an operating Emergency Room. This is a priority to me.
- Eminent domain. Town should take that land for Greenway and lease it out to landscaping company like Enloe to rebuild it
- Change zones to encourage medical professional services in a more central zone and convert this property to mixed use with a community park on this side of town and housing parcels west of community fire protection zone.
- At least get emergency services back here!
- encourage rebuilt hospital!
- We need a hospital
- Open the hospital back up, at least the new emergency department! We need jobs!!!

- If the hospital is never coming back, this could be an area for an assisted living/skilled nursing facility.
- Open opportunities for uses of this area. Broaden zoning to allow more uses and to include commercial property in the area west of Pentz road.
- ideally health care.
- I don't see a hospital rebuilding at this site ever. Please demo the buildings! They are only rotting further. Or find funding/attract a medical institution to turn them into medical offices?
- Tax the rich. Feed the poor. Respect everyone. Do the right thing. Stop wasting your time in church and find a fun hobby instead.
- Re-establish a new medical facility/ED/hospital
- Jeesh this is crazy that they won't reopen the hospital. Doesn't this cause older folks (or anyone for that matter, e.g., families with infants/toddlers) to reconsider moving here if the nearest hospital is in Chico or Oroville? I thought the State gave Paradise the okay to at least reopen the ER, yes? Can we get that open or an Urgent Care that is on the eastern side of town (Adventist urgent care is on the west side of town). I assume the goal is to get the hospital up and running again vs. tearing it down and building housing etc. My guess is that the proximity to "urgent" medical care is a high up on the list of priorities for both businesses and potential residents and that this would be a good reason to NOT open a business or move here.
- It is essential to get this site up and running again. With many younger families moving up here we need this hospital or at least an urgent care set up here. My kid had an accident on his bike last month and it's crazy that we have to drive so far for emergencies.
- That is pretty obvious. I wonder what Adventist Health did with what I am sure were literally billions of dollars they received from the fire. I thought a resolution was passed state wide that under certain circumstance an emergency room could stand alone without a hospital. We need an emergency center on the ridge. A clinic open only during business hours and not on weekends is not cutting it!
- Eventually a working network of drs it's getting swamped right now
- We all know we need a hospital and it is sad that Adventist Hospital took their money and put it elsewhere. A convalescent home in paradise would be amazing. So many of us right now are having to drive to Chico to take care of our parents. Convalescent care is going to become a bigger need as our age population comes.
- A hospital
- keep it as medical facility
- Sidewalk and bike lane
- Bring back the hospital!!
- This is a great sadness for the town. How long before a healthcare provider would consider it feasible?

- A functioning hospital even at limited capacity. Would be nice to support young families having babies on the ridge instead of driving off to Chico
- Revitalized.
- A hospital, no low income housing
- WE NEED AN ER
- open space
- Bring back an hospital
- Bring back the hospital! People loved Adventist Health! And having a local hospital. Again, the time might be right to appeal for federal dollars! Before 2028 and earmarked money for special community circumstances goes away.
- A working hospital.
- Development of a comprehensive health complex
- We already have spent too much money on studies regarding a Hospital.
- We need more medical offices. This site seems so far away from the commercial corridor of Paradise.
- Would like our hospital back.
- Rebuild
- I don't believe it should be considered as a hospital any longer. The location is not optimal for easy access. It can be considered for senior housing or assisted living.
- I'd like to see an open hospital. It would provided many needed jobs and boost local growth.
- Rebuild and reopen the hospital
- Whatever we do as a Town, we should NEVER ok a behavioral/mental health facility there, or anywhere in our Town. I say that because a few yrs ago it was mentioned. There were investors from Chico wanting to steer head it .. probably to avoid what Chico is now faced with, an absolute disaster!!
- Remove rest of hospital buildings if they cannot be refurbished for use.
- repurpose the building for other healthcare purposes such as clinics or prompt care.
- This should be a health center
- Tear it down. Make it pretty
- Rebuild it
- Bring the hospital services back!!!!
- Nine, other then some sort of medical facility open for the Ridge
- If Adventist doesn't want to re-open the hospital, can they sell it to someone who does? We need a hospital on the Ridge.

- What if anything can we do to get hospital service back on the ridge. Oroville is a disaster and Enloe is far
- Open it back up if the hospital didn't spend the fire money on another hospital.
- A hospital for Ridge residents
- Bring back the hospital or at the least establish a small emergency room. Make this the priority over anything else.
- I would be very nice to have the hospital return.
- Bring back the hospital to full operating status. And helicopter pad.
- I don't know what it would take, but this is Prime Land that is set up for a Hospital. We need a hospital, Adventist Health took millions of Camp Fire Trust Money, lied to everyone about coming back and spent the money buying other properties in other towns. Paradise needs to work on getting a Hospital up here.
- Please build an actual hospital. Medical care is difficult to come by in this area. Consider a large hospital for pediatrics as well, no other area has anything!
- walkable shopping and restaurants, galleries, living space. See what San Diego did with old Navy Hospital site.
- Quit worrying about boundaries and worry about bringing hospital and services back
- It would be great to bring it back!
- None -bring back another hospital
- Bring back the hospital
- Would love to bring some medical care back to the ridge
- An emergency room hospital to come back so that we can have over retirement homes and rehabilitation options that we need for our elderly community
- Demolition of the hospital
- Move this item to the front of the list for allocating funds for rebuild. The birth center there was widely renown in the area for being top quality. Bring that back.
- Offer other medical entities a proposal to reopen
- If no commercial interest in this existing property, replace with private homes, gas station, corner store
- We need a hospital back here on the ridge, so we can continue to have this community grow. This is one of the top 2 items for this community. We need a thriving commercial industry, but we also need a hospital.
- No change
- Bring back the hospital
- Please figure out how to reopen the hospital even if only as emergency and limited services

- Small hospital with ER
- Being hospital back!
- While laws may not permit this to remain a hospital, keeping it as medical/professional offices would be a great use of the facility. Another possibility is some sort of educational campus. What is NOT ideal would be a kind of substance use treatment facility/halfway house/inpatient behavioral health unit -- please DO NOT do that to our community.
- The hospital to be up and running in the community. There is so much infrastructure there that could still be used without having to start all the way over. How do we get this State to not make this Difficult or impossible

Study Area 14: Eastwoods Professional Park

Question 1: Should the study area be removed?

- Yes [10]
- No [33]
- No change [2]
- Removed [2]
- Not sure. I'm not familiar with this area.
- Why does it need to be studied? Redundant considering proximity to Hospital.
- IDK
- Keep in study
- stay
- Keep study area
- ??
- ?
- Town just wants to spend money on studies. Do what the owner wants and quit managing other peoples property.
- No preference
- No comment
- Yes removed
- The Town needs to mind their own business here and stay out of this one.
- Unaware of this place
- No. There is a need but start with the basis... like developing downtown, build a shopping center... etc!!!!
- 0

- I'm not familiar with that part of Town, not sure what was there and if it is important. I doubt it is important to me, sort of out of the main traveled parts of town.
- I do not know enough about this area.
- Why not
- No opinion here
- it's fine move all the other trailers over to that spot
- Not needed anytime soon
- Remove

Question 2: What changes would you like to see in this area, if any?

- Continue as it was as medical offices or immediate care. This would be a great area for a daycare/childcare.
- Not familiar with that location.
- This is the owners problem
- --
- Allow it to become mixed use, residential, commercial
- Rebuild the hospital and they will come.
- Move this professions area to central location ala other medical professional zone
- Ask the owners not citizens
- Depends on what happens with Feather River Hospital grounds. People on that side of town might like a small grocery store there. Another community park would not hurt!
- None [10]
- Broaden zoning uses to allow more uses here, or re-zone to CC
- would it make sense to move occupants to the more central business district of Skyway/Clark? I'm not all that familiar with this area, but is it more agricultural and residential here?
- Prompt care.
- I am not familiar with this location
- I believe it would be nice for the neighborhood to have a small shopping over there too
- No low income housing
- open space
- Same answer as before
- Has anyone met with the owners and ask them what they want to see?
- No preference

- No comment
- Rebuild Skyway and Feather River Hospital first
- Keep it nice.
- Ya'll are thinking way ahead here. The youth need things to do up here. Bille park is nice but the youth need more to do. There was nothing before the fire, now there is really nothing. If you want the town to survive bring in families. They want things for kids to do. Not just little kids but all ages. I have teens that have nothing to do up here. The movie theater turned into a church and is showing kid movies, the bowling alley is a church. You need families and things for them to do.
- Bring businesses up
- 0
- Water park / splash pad
- Not sure
- Develop as much as possible
- Leave as professional
- No opinion here
- We will need Dr offices once the hospital comes back.
- No change
- Possibly open to home development
- Develop as needed
- Keep as is
- As the hospital is up and running, this could still be a professional Park, where private practices are run, and naturapathic services are offered

Study Area 15: Lower Clark Road to Town Limit

Question 1: Should the boundaries be changed or the study area removed?

- No [29]
- Yes [7]
- Removed [9]
- Keep in study
- Low priority
- Meh, whatever.
- No opinion
- stay

- Study removed
- N/A
- Remove study area
- ??
- Ok. Sounds like whatever it is doesn't work
- This was poorly planned years ago. Remove steep slopes from Industrial Zoning. Take it to AG and place a Wildland Fire Protection Overlay
- Study area should be removed
- Yes removed
- If the town wants to see any type of manufacturing businesses or industrial commercial, they need to figure out how to support this area and provide additional areas in town for this type of industry. Industrial areas are severely restricted in the Town Of Paradise and the space provided for it is not conducive to many uses preventing limited growth in this area. This is limiting employment opportunities as well.
- We already know this is a problematic area, I wouldn't waste too much time studying it further.
- I do not know enough about this area.
- Expand
- Just leave it for what it has been. The garbage service and other industrial businesses.
- keep
- No changes
- No change
- Then it needs to be connected to sewer

Question 2: What changes would you like to see in this area, if any?

- None [9]
- These would be great areas for light industrial, parks, golf course or sport complexes.
- Encourage property owners to maintain property until population increases enough to justify additional development.
- Industrial area
- No changes or parks. It's not usable land
- Continued development for light industrial needs appropriate to its limitations.
- Continued development as industrial and other businesses that can increase employment rates in Paradise.
- Quit wasting time and money on studies and move forward with finding a reputable developer to do the job.

- Add this area to phase 2 wastewater with a pumping station? Keep light industrial and contractor spaces while creating setbacks on Clark for community “first impressions “ efforts on this significant town entrance
- Golf course again?
- Give everything below Bushman rd to the county
- Maintain as light industrial.
- Seems fine for current zoning and usage
- Seems like a great spot for a free green waste dump and or an old school wrecking yard. I think folks up here would use a nice pick and pull used car parts place.
- Golf Course returned.
- Not sure what the site constraints mean in real life situations, but does Paradise already have large areas for larger entertainment/activities? For example, a baseball/football or soccer field (could be in the form of a stadium), a bowling alley, skating rink, mini golf. Along with a park/plazas. So, something that attracts a lot of people (from outlying areas also) but that is not residential housing. Food options and facilities would be needed.
- No opinion
- I think what it could be is all town facilities should be there. it already has animal shelter and I believe garbage trucks. so maybe public works dept be down here too. maybe even some storage places.
- Park
- Keep it industrial
- No low income housing
- Possibly a good use area for riding trails, stables and pasture. As stated before, community garden, 4H, baseball park, etc. Build a pond with a fresh water source stocked for fishing. Add a paid park entrance and ranger. Safe place for raptors and owls. Keep as protected non-build area.
- Most of these areas are too steep for development. Take everything over 25% slope and make it AG for grazing.
- No preference
- N/A
- Rebuild Skyway and Hospital first
- ag or industrial businesses
- Do we need to develop that area?
- Seems like another area held back by no sewer
- 0

- I do think we need soccer field and like I previously stated I think they could be developed by Moore Field
- Build a rodeo grounds.
- This area should be into a green area to grow food, have water storage, parks and recreation. A green belt for the town.
- move all "industrial" business to that are...ie: rock/gravel yards, construction equipment storage yards, etc.
- Get rid of constraints. Airport? Cmon.
- Commercial manufacturing on east side of Clark
- Allow more engineered septic systems
- No changes
- Open the area up for development
- We do need a sewer in this area to attract more fabrication industry for the Town.
- No change
- Need more information
- No commercial Development. Residential Only
- This would be a nice area for a golf course, maybe enlarged from the one that was previously there. The industrial Park needs beautification *In big ways*. This area is the entrance into Paradise from Clark Road.

Study Area 16: Former Paradise Community Village Phase 2

Question 1: Should the boundaries be changed or the study area removed?

- No [23]
- Removed [12]
- Yes [6]
- Remove this study area.
- IDK
- Ok as is
- Not sure
- Keep study area
- ??
- Changed
- This is the only property that the town has an ownership interest in. Park
- Yes removed

- Leave it alone, private capital will decide what's supposed to happen here.
- No. Why expand if you have already determined Challenges! Hone in on One development at a time!
- If there is a slope that leads to an area that can allow lagoons and/or septic tanks, then use gravity flow and expand the boundary to the downhill location.
- 0
- If builders want to build there, they should have to deal with the consequences of there not being good septic leach line areas. I am not familiar with that area, so I can't fairly dictate what should be done. We need low cost housing, but not if we have to spend a ton of Town money to do it.
- I do not know enough about this area.
- No opinion here
- give it to parks and rec to build a nice family park and community gardens walk trail.
- No changes
- No change

Question 2: What changes would you like to see in this area, if any?

- None [8]
- Traffic signals should of been installed at the time of the original construction and the cost should of been paid by the investors at that time.
- Green space maybe? Plant lots of trees.....
- City park
- We do not need any more "affordable housing". The town has more than met the state mandated quota. The town is allowing too many affordable housing complexes which is making our town less desirable for most people to want to move here
- This was going to be playing fields and parks. What happened to the original plan
- Green space or community park
- --
- Quit wasting time and money on studies and move forward with finding a reputable developer to do the job.
- Area seems inappropriate to rebuild using original planning.
- So you're saying it's not buildable? Dont build till you can afford it, put money aside for an agreed project.
- A neighborhood park/recreation area or assembly area during emergencies.
- Finally! The perfect spot for Paradise motocross racetrack! Whohoo! Racers, start your engines!

- Is it possible to incorporate this area with study area 15?
- Spend the money elsewhere
- let it be open space but the town has to keep with weed abatement.
- No low income housing
- open space
- Not sure. If non-buildable, designate for recreation. Low fee use. Possibly certain days free. Another park like Billie Park.
- Rezone to recreational use.
- N/A
- Rebuild Skyway and Hospital first
- Turn it into a sport complex
- Unsure
- Mobile home parks and multi-family residence areas should allow tiny homes and earthships (built to code). Off grid housing must be an option somewhere in town. The allowance of fire resistant building materials such as cob houses must be an option, instead of only mold-prone & fire-prone materials that have proven hazardous. One option for wastewater is haul away, which is common for RV parks. If there is a slope that leads to an area that can allow lagoons and/or septic tanks, then use gravity flow and expand the boundary to the downhill location.
- I would like to see an innovative, multi-use community with innovative building, energy production, and wastewater techniques as well as cafes, daycare, a clinic, and a hospice facing the Sutter Buttes designed by the Mechoopda.
- We'll need sewer for something here too, like a large apartment complex or senior complex. I'm seeing a pattern of needing that to expand ASAP
- 0
- Maybe the plans for this development need to be moved elsewhere. What about in the old town square area.
- Build a baseball park.
- open space, soccer fields, skate and bike park.
- Remove any and all barriers to development. Incentivize investment
- No more low income housing
- No opinion here
- Tell parks and recs to stop sitting on the millions they got for improvements! Nothing has been done over 7 years? what the hell is wrong with them??
- I'd like to see it developed into what is was originally planned for years ago.

- No change
- Need more information
- Anything not conducive to building could be a firebreak/open space
- If developing this means a new light, I don't support it

Additional Study Areas

Question: If there are any additional areas you would like to see included as study areas, describe the area and the desired changes.

- None [6]
- No [5]
- We just need the town to move forward. So little has been done and so many businesses that wanted to rebuild or come to Paradise have walked away, gone to other towns or just given up. Let's welcome the businesses with open arms and help them get established. This town needs the income to survive. The population needs to grow. Current residents need businesses to come in so they want to stay. Future residents will come if we have the businesses/ infrastructure to make this town desirable.
- I think we need to look at better developed bike lanes and sidewalks for kids to be able to get around town. Most streets in town do not allow for kids to ride without being in road.
- The area south of Paradise owned by Walmart to be protected from Walmart and other big box stores and fast food coming in.
- Not at this time.
- Find a place in paradise that we can add a water play park for children to use during the summer
- More mixed use appropriate to each area. Creating walkable neighborhoods that have access to retail and restaurants/food trucks.
- Quit wasting time and money on studies and move forward with finding a reputable developer to do the job. It's been 8 years, get on with it!
- Town needs and efficient grant writer...
- Quit wasting the tax dollars on things like the reflecting wall. That is a horrible location. The roads need to be fixed
- Town hall, we need an all new council who works for the people of this town and listens to criticism without shaming!
- Remove lime Saddle Marina access charges for residents of Paradise.
- APN: 053-230-020-000 (formerly Stratton's Market) would be a great place for a neighborhood park and assembly point for Zone 7 during an emergency/evacuation.
- Thank you

- ADA compliant sidewalks all over town, I have witnessed many disabled individuals have to be in the middle of the road because the sidewalks aren't usable with walkers, power chairs or just fall risk individuals. They deserve equal ability to get around town when the bus or a vehicle just isn't an option
- Oak Creek Park, with trails and tree growth
- All of Billie road. Sidewalk support needed either being re done or no sidewalk at all. No way to access Billie park via walking from town.
- No, quit building low income housing, it draws low income people, you will increase crime and lower property values. God forbid you build nice housing to attract working people who aren't dirtbags, we have enough of that already.
- No idea what that was about
- Do your best to keep Paradise much like the community it was. Avoid over building apartments and condos. Good opportunity to utilize challenged building areas to keep as recreation, parks, community uses like 4H. Gain fees for operation costs and upkeep or use as a large regional park. Maybe the Town could get federal grant money as a part of the designated parks system. Overall appreciate the hardwork, brain storming efforts, and commitment in people's hearts to bring Paradise back.
- Pearson between Clark and skyway. Enhance curb appeal
- Town Of Paradise should focus on reducing rules and supporting development. This continuous idea that they're "helping" is a delusion. The town often is frustrating, irritating, irrational, and let staff's personal opinions dissuade and discourage people which impedes growth. Developers would rather work in an area that wants to figure out how they can help them build not an area that searching for reasons it shouldn't happen. Private Capital and developers want to build things that they're demanded for. The Town discourages anything that isn't what the Town thinks they want. How many projects have you seen built by developers that sit new and unused? Private Capital is usually pretty good at figuring out what the demand is before they take the risk to do it. The Town needs to try and figure out how to help support these things not just the things the Town staff likes. If there was demand for a downtown right now that was supported by more than wishes and dreams developers would be building there. We don't currently have the population or population with the disposable income needed to support that. Nor does it look like we will have that in the near future with hundreds of low income apartments being built. EBT and WIC does not buy boutique items or support tipping barista's.
- Kids need an actual sport complex. The sewer needs to benefit current business that survived the fire or have been rebuilt. Below town hall is basically empty except the health center. Start the sewer at Neal rd and go up Skyway. Use one of those many old mobile home parks to put in a sport complex for the towns youth, not just Paradise but Magalia too. You will get more families up here if you have things for them to do. Since the fire we have had to travel for sports, bring them back to Paradise. We need a hospital, maybe do t open the whole thing back up but at least an emergency room that can actually stay open. I cannot tell you how many times I've gone to the "walk in" at Adventist health during business hours and it was closed.

- There needs to be multiple routes out of town that are not lined with brush. We need more drought tolerant landscaping and more bodies of water to avoid dry plant fire hazards.
- PRPD's fire break parks along the Feather River Canyon (parallel with Pentz) and along the Butte Creek Canyon (adjacent to Bille Park)
- Pentz needs gas stations and parks.
- 0
- In general, we need to make the Skyway and Clark corridors from Pearson to Bille the primary priorities for the next several years. That is where the fast food and restaurants are going to go. If they come, other small businesses will build around them to use their anchor function and traffic flow. Whatever we have to do to make that happen is the main thing we should focus on.
- I really think it would be nice to have an area with small shops, small restaurants and activities in the area of the train park and police department. Nice lighting and sidewalks. Maybe even Victorian/western feel to draw in customers.
- All of skyway paved
- Bille Park- please continue the plans and enhancements that were made. This is by far the best park in town and it would benefit our community children greatly. We have been concerned about if the enhancements are going to continue as they are supposed to be completed by 2028, but they seem to be on pause.
- fix the intersection at Skyway and Clark (remove the weird right turn only lane, and realign it. Traffic signal at Bushman and Clark to stop the drag race from the Clark/Pearson intersection.
- Remove barriers to investment. Quit complicating and make everything a barrier to investment and development
- Support the businesses that are here, help them to survive before you mess up the rest of the town with your pie in the sky wishes
- Would love a park on Pentz road in Town. The property NE of the intersection of Wagstaff and Pentz that everyone talks about being something in the future would be great. Would be nice to have something over on the east side of Town.
- None at this time
- Just STOP all the manufactured homes being dumped on good lots! Is the plan to change Paradise name to Manufactured-ville???
- I didn't see anything for Skyway above Wagstaff to Pentz Rd or Clark Rd above Bille Rd. Other than that. Thank you for what you are doing, we need to continue to make the Ridge Great Again. :)
- Put Skyway back to 4 lanes. Let people who lost everything in the Camp Fire live on their property even if they are living in an RV, tent, etc.
- There is a strip of land on the East edge of the Town, east of Mountain View Drive, and running from Paige Lane to Merrill Road (and we could include the strip South of Paige and

North of Merrill as well). This land is mostly undeveloped, and in spite of having been masticated post-fire, it is now overgrown with weeds and brush, and is a great fire hazard. It could be purchased and re-zoned/converted into a City or County Park, providing 1-2-3 miles of fire-break on the Town's north-eastern boundary.

- Paradise community park area and surrounding
- I think this survey is difficult to respond to for the average citizen. Many have limited knowledge of land use and what you are asking them to conceptualize. Maybe better to ask what their immediate needs are and how to prioritize where these happen
- N/A
- Change defunct CCRs in Crestmoor Estates area
- The paradise, walking path needs trees, planted along it so that there is shade, I also like the idea of that being turned into a professional mountain bike racing area to attract people to our area for outdoor Activities. Bringing tourism to our area is a high priority.

PARADISE PLANNING COMMISSION

RESOLUTION NO. 2026-02

**A RESOLUTION OF THE PLANNING COMMISSION OF THE TOWN OF PARADISE
RECOMMENDING TOWN COUNCIL APPROVAL OF THE DRAFT LAND USE ALTERNATIVES AND
POLICY NEEDS 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 July 6, 2026 to August 5, 2026, staff used various outreach channels, such as a dedicated website, social media, and emails to engage the public and stakeholders regarding areas of town that could benefit from improvements, revitalization, investment, or new development. Specific activities included pop-up events, a community workshop, and an online survey; and

WHEREAS, the input received from the public through the Town's outreach efforts was considered and used to create the Draft General Plan Land Use Alternatives and Policy Needs attached hereto as Exhibit A; and

WHEREAS, the public review also included review and determination that approval of the Draft General Plan Land Use Alternatives and Policy Needs 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 General Plan Land Use Alternatives and Policy Needs for the Paradise 2045 General Plan Update.

NOW, THEREFORE, BE IT RESOLVED BY THE PARADISE PLANNING COMMISSION AS FOLLOWS:

SECTION 1. The Planning Commission hereby recommends that the Town Council concur that the approval of the Draft General Plan Land Use Alternatives and Policy Needs of the Paradise 2045 General Plan Update are not subject to the requirements of the California Environmental Quality Act (CEQA) in accordance with the categorical exemption provisions of CEQA Guidelines section 15378(b)(5); and

TOWN OF PARADISE
PARADISE PLANNING COMMISSION
RESOLUTION NO. 2026-02

SECTION 2. The Planning Commission further recommends that the Town Council approve the Draft General Plan Land Use Alternatives and Policy Needs for the Paradise 2045 General Plan Update, which is set forth in Exhibit “A” attached hereto, and direct the project team to evaluate the relative benefits and tradeoffs of each scenario.

PASSED AND ADOPTED by the Planning Commission of the Town of Paradise this 20th day of October 2026, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Charles Holman, Chair

ATTEST:

By: _____
Jacquelyn Perazzo, Deputy Town Clerk



General Plan Land Use Scenarios and Policy Needs

Town of Paradise General Plan Update
October 2026

Draft



Prepared by:

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Introduction

The land use scenarios and policy needs presented in this document explore potential place-based changes in 12 targeted areas across Paradise, shown in **Figure 1**. These areas were selected based on findings from the existing conditions analysis; coordination with the Town's Economic Development, Planning, and Public Works staff; stakeholder input; and community feedback gathered through workshops, surveys, and pop-up events. The focused land use scenarios and policy needs respond to area-specific challenges and opportunities while advancing communitywide priorities.

Policy needs are identified for all 12 areas to address specific issues and opportunities and to guide future development and reinvestment. In areas where changes to the General Plan land use designations are being considered, up to three scenarios are presented: **Scenario 1 – No Change**, which maintains existing General Plan land use designations, while applying the updated designation names (see box to right); **Scenario 2 – Commercial Focus**, which considers changes to allow more commercial uses; and **Scenario 3 – Light Industrial Focus**, which considers changes to allow more light industrial uses .

The scenarios represent potential directions for deeper consideration. Following any refinements to finalize the scenarios, the General Plan Update project team will evaluate their relative performance, strengths, and weaknesses. The evaluation will consider topics such as traffic and vehicle miles traveled, greenhouse gas emissions, safety, community health, and economic and fiscal impacts. The findings will be presented to the community and Town decision-makers in the next round of community engagement to inform



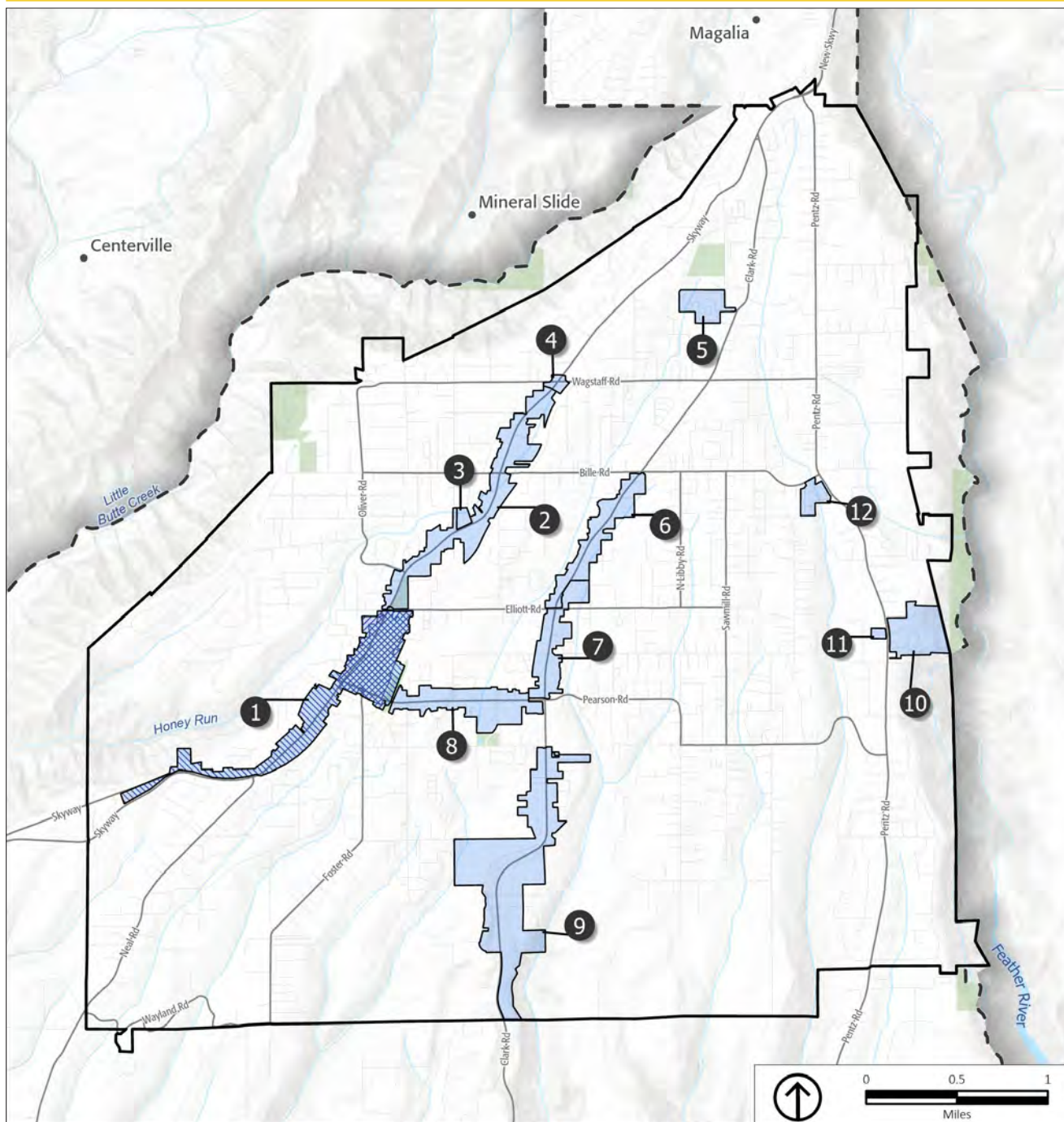
General Plan Designation Updates

As part of the General Plan Update, the Town is considering revisions to General Plan land use designations to modernize and simplify the list, including updating designation names and consolidating designations. These changes are reflected across all land use scenario maps. **Table 1**, on page 12, summarizes the proposed updates.

the selection of a preferred land use scenario and policy approaches and subsequent development of the updated General Plan.

General policy needs that apply to all land use scenarios are presented opposite **Figure 1**. The pages that follow present each land use scenario and its associated policy needs. Scenario maps (**Figures 2-4**) show the proposed General Plan land use designations with area-specific designation changes highlighted.

Figure 1: Areas of Change



Study Areas

- 1 Downtown + Conceptual Phase 1 Sewer Service Area
- Conceptual Phase 1 Sewer Service Area
- Downtown
- 2 Middle Skyway
- 3 Evergreen Mobile Home Park
- 4 Intersection of Skyway and Wagstaff

- 5 Apple Tree Village Mobile Home Park
- 6 Middle Clark Road
- 7 Lower Clark Road + Old Town Plaza
- 8 Pearson Road
- 9 Lower Clark Road (SR 191) to town limit
- 10 Feather River Hospital
- 11 Eastwoods Professional Park
- 12 Eden Roc Estates

- Town Boundary
- SOI/Planning Area
- Parks and Open Space

Source: Chico State University, 2025; Esri, 2022; OpenStreetMap, 2023; PlaceWorks, 2025; Town of Paradise, 2025.

Policy Needs by Study Area

General Policy Needs (these apply to all land use scenarios)

AREA 1. Downtown + Sewer Service Area

- Support opportunities for destination-oriented uses that attract visitors to Paradise.
- Support a vibrant, walkable downtown with a mix of uses.
- Support continued downtown economic revitalization and private investment.
- Maximize the benefits of future sewer service within the conceptual phase 1 sewer service area.

AREA 2. Middle Skyway

- Support opportunities for destination-oriented uses that attract visitors to Paradise.
- Support commercial reinvestment and revitalization along middle Skyway.
- Improve walkability and multimodal connectivity along middle Skyway.
- Improve the appearance of middle Skyway.

AREA 3. Evergreen Mobile Home Park

- Support opportunities for site reinvestment and redevelopment.
- Identify incentives, regulatory flexibility, or other tools that could facilitate redevelopment.
- Support opportunities to incorporate recreation uses and amenities as part of the site's future redevelopment.

AREA 4. Skyway and Wagstaff Intersection

- Improve the appearance and character of the Skyway and Wagstaff area.
- Support development, redevelopment, and activation of vacant and underutilized properties.
- Enhance roadway safety.

AREA 6. Middle Clark Road

- Support commercial reinvestment and revitalization along middle Clark Road.
- Support opportunities for a grocery store and other commercial uses that meet the surrounding community's daily needs.
- Improve walkability and multimodal connectivity along middle Clark Road.

AREA 7. Lower Clark Road + Old Town Plaza

- Improve the appearance and character of the lower Clark Road corridor and Old Town Plaza area.
- Support development, redevelopment, and activation of vacant and underutilized properties along the lower Clark Road corridor and Old Town Plaza.
- Improve walkability and multimodal connectivity along lower Clark Road.

AREA 8. Pearson Road

- Improve the appearance of Pearson Road corridor.

AREA 9. Lower Clark Road (SR 191) to town limit

- Support development, redevelopment, and productive use of vacant and underutilized properties.
- Mitigate environmental constraints in the Lower Clark Road (SR 191) area.
- Support growth in commercial and light industrial businesses and jobs in the Lower Clark Road (SR 191) area.
- Ensure that light industrial uses and development are compatible with and complement existing and surrounding uses.

General Policy Needs (continued)

- Support opportunities to incorporate recreation uses and amenities into the Lower Clark Road (SR 191) area.

AREA 10. Feather River Hospital

- Support opportunities to incorporate recreation uses and amenities as part of the site's future redevelopment.
- Maximize the use of the site's existing infrastructure (e.g., generator and septic system).
- Ensure future development along designated scenic roadways appropriately addresses visual character and corridor aesthetics.

AREA 11. Eastwoods Professional Park

- Ensure future development along designated scenic roadways appropriately addresses visual character and corridor aesthetics.

AREA 12. Eden Roc Estates

- Support site reinvestment and redevelopment.

General Policy Needs for All Mobile Home Parks (Area 5 + not mapped)

- Support reinvestment and redevelopment of fire-damaged mobile home parks.
- Address infrastructure constraints that may limit redevelopment potential of mobile home parks.
- Provide flexibility to adapt to changing market conditions by allowing underutilized mobile home park properties to transition to appropriate new uses.
- Expand recreational and community amenities serving existing and future mobile home park residents.

Scenario 1 – No Change – Policy Needs

AREA 4. Skyway and Wagstaff Intersection

- Support development of a thriving commercial node that expands business and job opportunities at Skyway and Wagstaff.

AREA 7. Lower Clark Road + Old Town Plaza

- Existing strip commercial use along Skyway and Clark Road should be permitted to fill in.

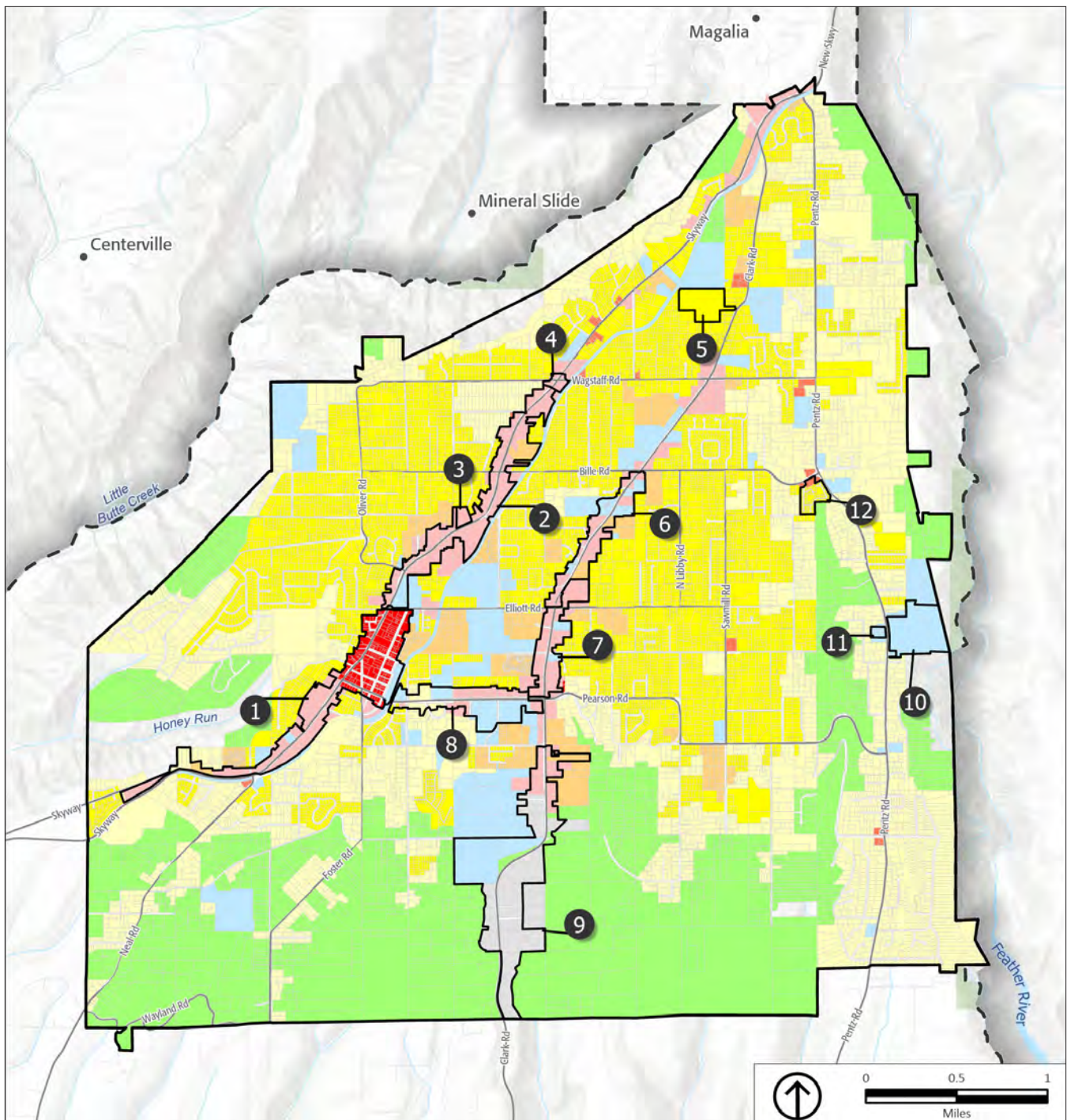
AREA 10. Feather River Hospital

- Support redevelopment of the former Feather River Hospital site with community-serving uses, including medical offices, clinics, assisted living, and other compatible uses.

AREA 11. Eastwoods Professional Park

- Support redevelopment and reactivation of the Eastwoods Professional Park with community-serving, professional, medical, and other uses consistent with the Community, Health, & Institutional designation.

Figure 2: Scenario 1 – No Change



- | | | |
|--|---|---|
| <p>Study Areas</p> <ul style="list-style-type: none"> 1 Downtown + Conceptual Phase 1 Sewer Service Area 2 Middle Skyway 3 Evergreen Mobile Home Park 4 Intersection of Skyway and Wagstaff 5 Apple Tree Village Mobile Home Park 6 Middle Clark Road 7 Lower Clark Road + Old Town Plaza 8 Pearson Road 9 Lower Clark Road (SR 191) to town limit 10 Feather River Hospital 11 Eastwoods Professional Park 12 Eden Roc Estates | <p>GPLU Scenario 1</p> <ul style="list-style-type: none"> Agricultural Residential Downtown Commercial Community, Health, & Institutional Light Industrial Multiple-Family Residential Neighborhood Commercial Rural Residential Town Commercial Town Residential | <p>Town Boundary</p> <ul style="list-style-type: none"> SOI/Planning Area Parks and Open Space |
|--|---|---|



Scenario 2 – Commercial Focus – Policy Needs

AREA 4. Skyway and Wagstaff Intersection

- Support development of a thriving commercial node that expands business and job opportunities at Skyway and Wagstaff and creates a strong commercial entryway from the north.

AREA 5. Apple Tree Village Mobile Home Park:

- Support opportunities for a regional sports complex and associated economic development.

AREA 6. Middle Clark Road

- Support commercial development that is more walkable and pedestrian-oriented.

AREA 7. Lower Clark Road + Old Town Plaza

- Support commercial business growth and job creation along lower Clark Road and at Old Town Plaza.
- Support commercial development that is more walkable and pedestrian-oriented.

AREA 9. Lower Clark Road (SR 191) to town limit

- Support growth in commercial businesses and jobs, including opportunities for larger-scale commercial or business park development.

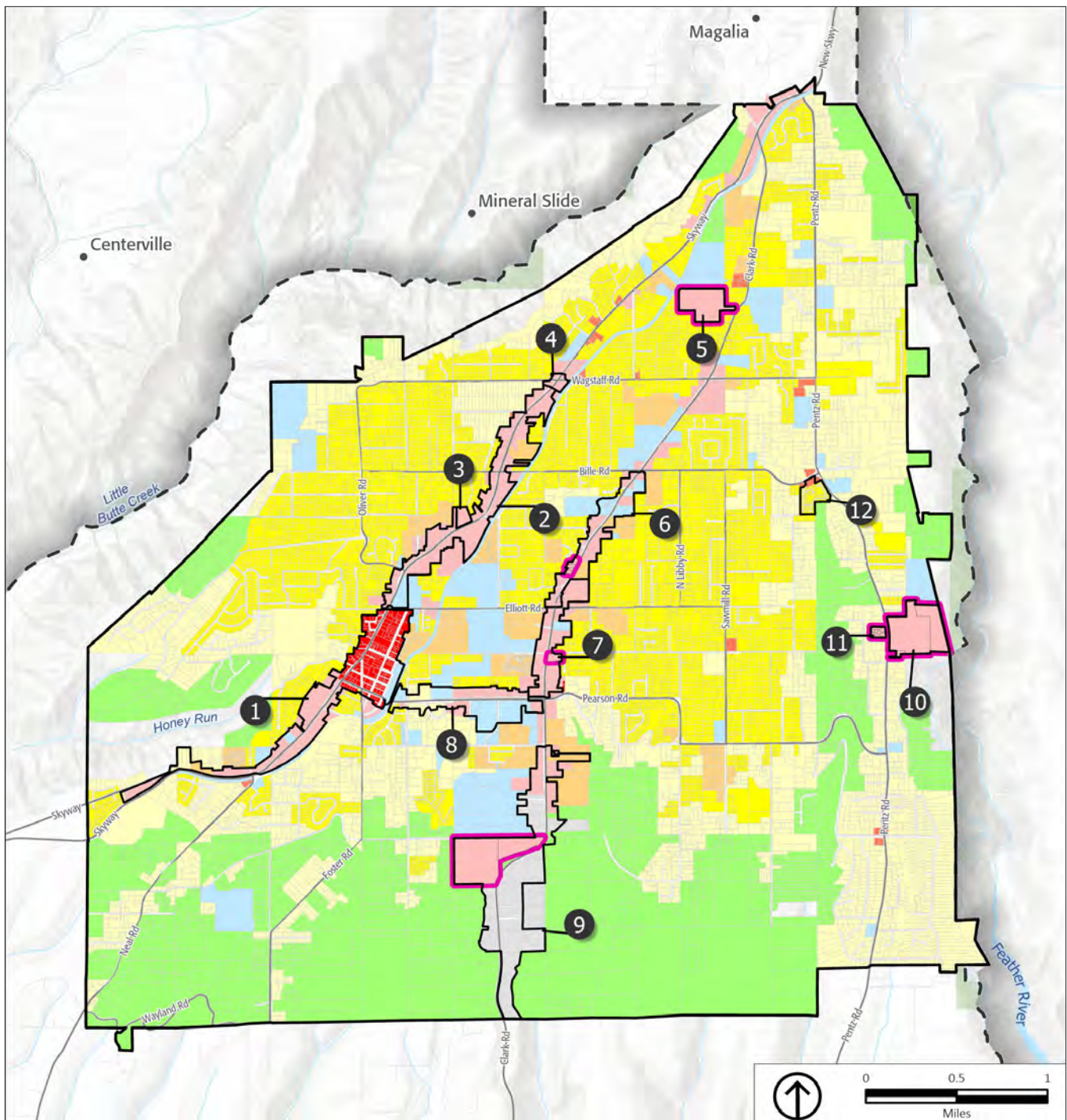
AREA 10. Feather River Hospital

- Support redevelopment of the former Feather River Hospital site with commercial and/or recreational uses that support job growth and/or local economic development.

AREA 11. Eastwoods Professional Park

- Support redevelopment and reactivation of the Eastwoods Professional Park with commercial uses that support job growth and local economic development.

Figure 3: Scenario 2 – Commercial Focus



- | | | |
|--|--|---|
| <p>Study Areas</p> <ul style="list-style-type: none"> 1 Downtown + Conceptual Phase 1 Sewer Service Area 2 Middle Skyway 3 Evergreen Mobile Home Park 4 Intersection of Skyway and Wagstaff 5 Apple Tree Village Mobile Home Park 6 Middle Clark Road 7 Lower Clark Road + Old Town Plaza 8 Pearson Road 9 Lower Clark Road (SR 191) to town limit 10 Feather River Hospital 11 Eastwoods Professional Park 12 Eden Roc Estates | <p>GPLU Scenario 2</p> <ul style="list-style-type: none"> ■ Agricultural Residential ■ Downtown Commercial ■ Community, Health, & Institutional ■ Light Industrial ■ Multiple-Family Residential ■ Neighborhood Commercial ■ Rural Residential ■ Town Commercial ■ Town Residential <p>Parcels with GPLU Change</p> <p></p> | <p>Town Boundary</p> <p> SOI/Planning Area</p> <p> Parks and Open Space</p> |
|--|--|---|



Scenario 3 – Light Industrial Focus – Policy Needs

AREA 4. Skyway and Wagstaff Intersection

- Support development of a thriving light industrial node that expands business and job opportunities at Skyway and Wagstaff.
- Ensure new light industrial uses and development are compatible with surrounding uses.

AREA 7. Lower Clark Road + Old Town Plaza

- Support innovation and technology-based companies that host a mix of jobs, services, and amenities.
- Support light industrial business growth and job creation along lower Clark Road and at Old Town Plaza.
- Ensure new light industrial uses and development are compatible with surrounding uses.

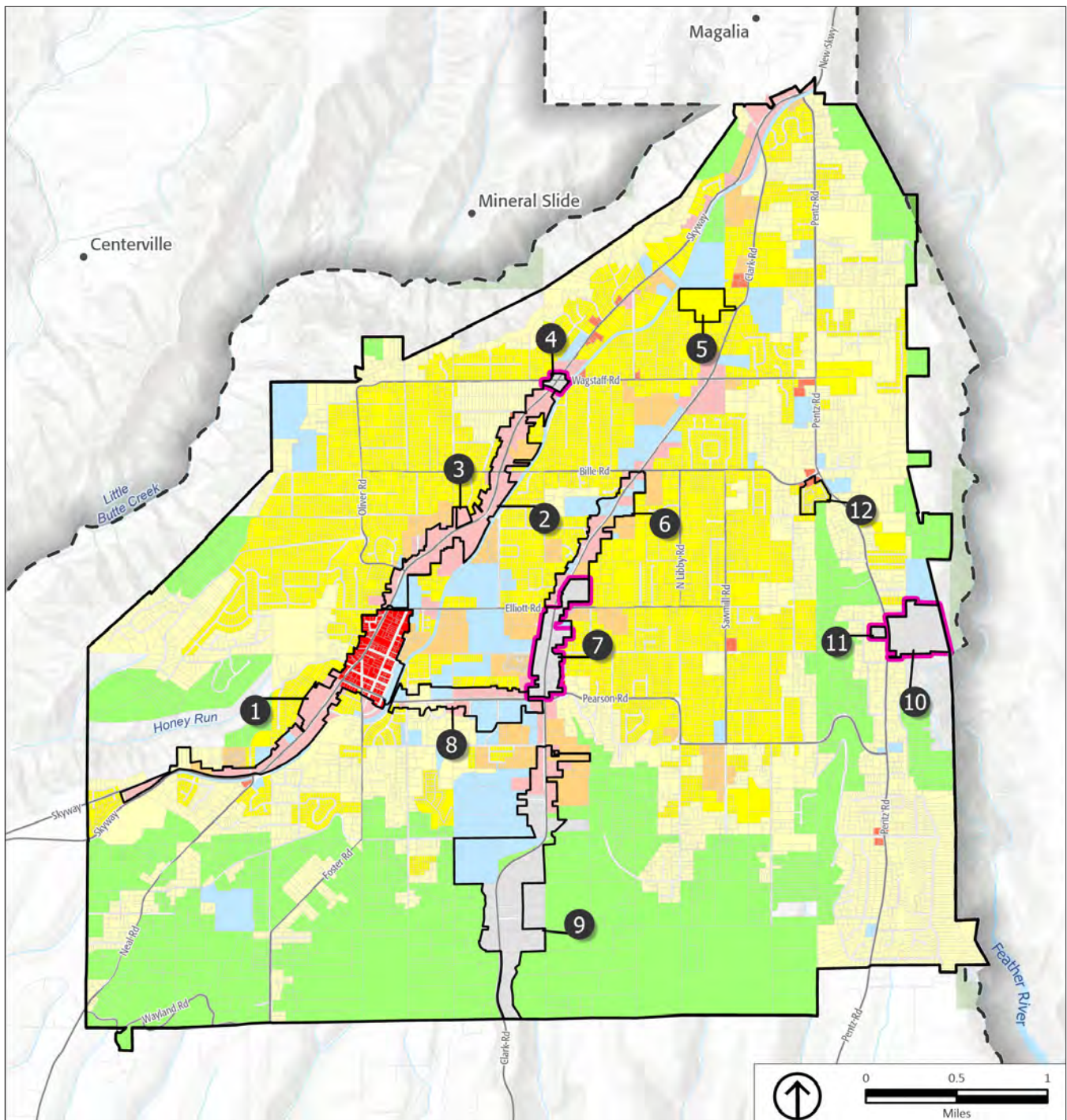
AREA 10. Feather River Hospital

- Support redevelopment of the former Feather River Hospital site with job-creating light industrial uses.
- Ensure light industrial uses and development are compatible with surrounding uses.

AREA 11. Eastwoods Professional Park

- Support redevelopment and reactivation of the Eastwoods Professional Park with job-creating light industrial uses.
- Ensure light industrial uses and development are compatible with surrounding uses.

Figure 4: Scenario 3 – Light Industrial Focus



Study Areas

- 1 Downtown + Conceptual Phase 1 Sewer Service Area
- 2 Middle Skyway
- 3 Evergreen Mobile Home Park
- 4 Intersection of Skyway and Wagstaff
- 5 Apple Tree Village Mobile Home Park
- 6 Middle Clark Road
- 7 Lower Clark Road + Old Town Plaza
- 8 Pearson Road
- 9 Lower Clark Road (SR 191) to town limit
- 10 Feather River Hospital
- 11 Eastwoods Professional Park
- 12 Eden Roc Estates

GPLU Scenario 3

- Agricultural Residential
- Downtown Commercial
- Community, Health, & Institutional
- Light Industrial
- Multiple-Family Residential
- Neighborhood Commercial
- Rural Residential
- Town Commercial
- Town Residential

Parcels with GPLU Change



Town Boundary

- SOI/Planning Area
- Parks and Open Space

Table 1: Proposed and Existing General Plan Land Use Designations

Proposed General Plan Land Use Designations	Existing General Plan Land Use Designations	Density (dwelling units per acre)	Floor Area Ratio (FAR) or Lot Coverage
Open Space / Agricultural	Open Space / Agricultural	N/A	0.02 to 1.00
Agricultural Residential	Agricultural Residential	1 or less	N/A
Rural Residential	Rural Residential	1 to 2	N/A
Town Residential	Town Residential	1-3 per gross acre 6 per gross acre (mobile home park)	N/A
Multiple-Family Residential	Multiple Residential	Up to 15	0.30 to 1.00
Town Commercial	Town Commercial	Up to 10	0.50 to 1.00
Neighborhood Commercial	Neighborhood Commercial	N/A	0.50 to 1.00
Downtown Commercial	Central Commercial	Up to 15	1.00 to 1.00
Community, Health, & Institutional	Recreational	N/A	0.20 to 1.00
	Public Institutional	N/A	0.50 to 1.00
	Community Service	Up to 15	50 to 80 percent coverage
Light Industrial	Light Industrial	N/A	60 percent coverage
(Removed)	Business Park	N/A	60 percent coverage
(Removed)	Gateway	N/A	0.02 to 1.00
(Removed)	Timber Production	N/A	0.02 to 1.00





Town of Paradise

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