



Paradise 2045 General Plan Update



Town Council Update | July 14, 2026

Presentation Overview

- Project Overview
- Visioning Event Set Summary
- Draft Vision and Guiding Principles
- Next Steps



Project Overview

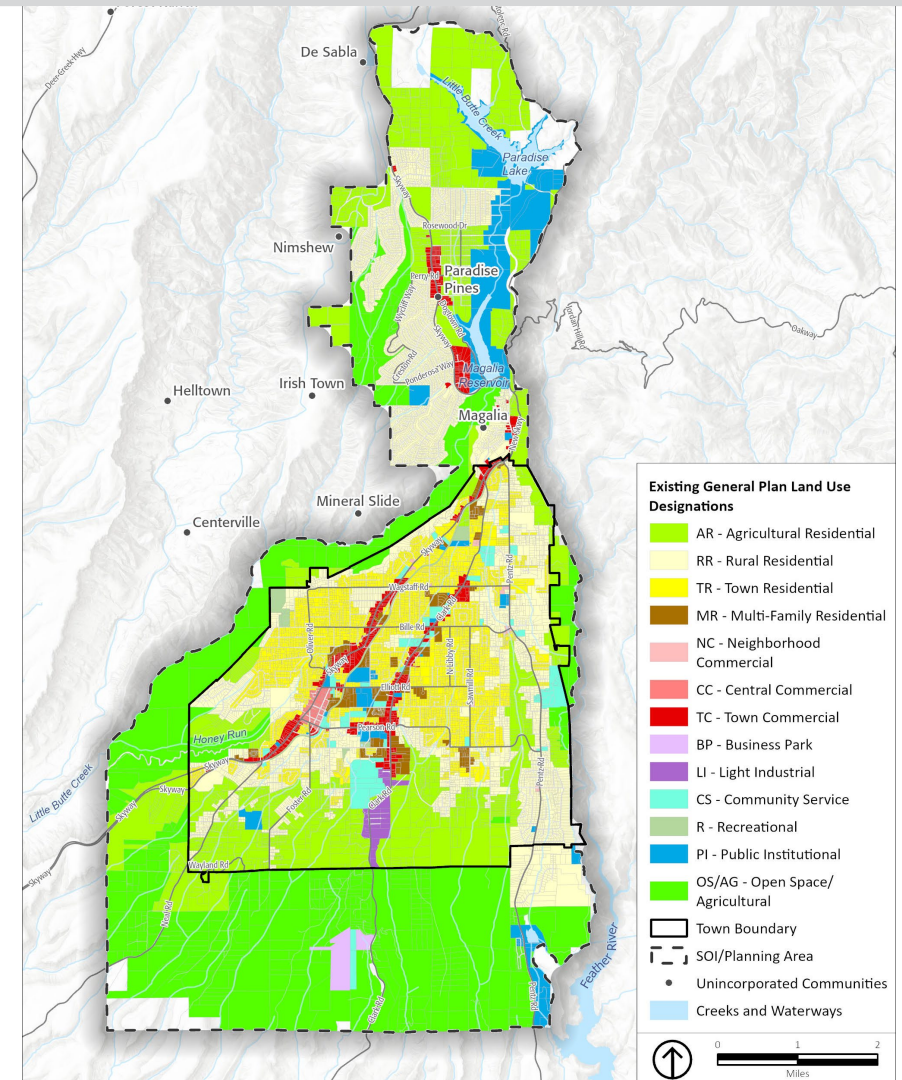
Project Overview

- Comprehensive General Plan Update
- Comprehensive Zoning Ordinance Update
- Environmental Review



What is a General Plan?

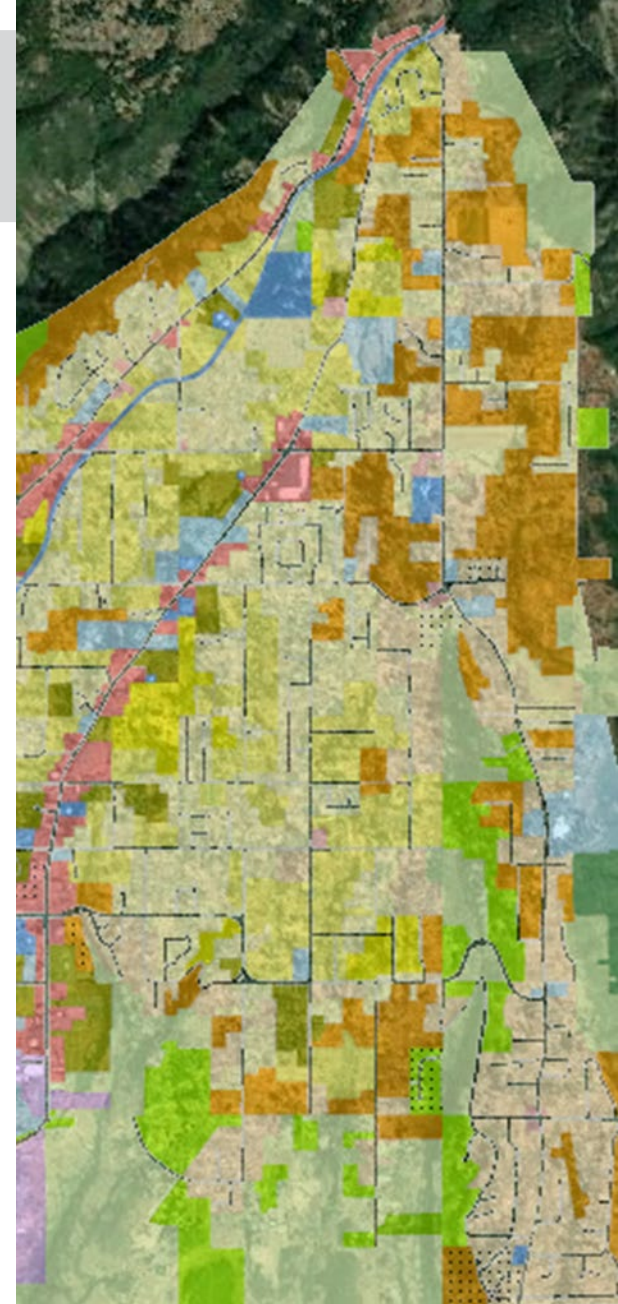
- Long-range plan, mandated by State law
- “Constitution” for development and conservation
 - » Establishes townwide vision and supporting goals, policies, and actions
 - » Provides consistent direction for how land can be used in the incorporated town
 - » Balances growth, conservation, and quality of life
 - » Guides fair and consistent decision-making



Source: BCAG, 2025; Chico State University, 2025; PlaceWorks, 2025; Town of Paradise, 2025

What is the Zoning Ordinance?

- **Zoning map and districts**
- **Regulations that control physical development**
 - » Allowed uses
 - » Permitting requirements
 - » Specific site development standards – setbacks, parking, lighting, signage, fences, trash enclosures, etc.
- **General Plan vs. Zoning Ordinance**
 - » Zoning Ordinance implements the General Plan with specific development regulations



Environmental Impact Report (EIR)

- **California Environmental Quality Act (CEQA) requires disclosure of a project's potential impacts on the physical environment**
- **EIR must**
 - » Disclose information about the effects the project could have on the physical environment
 - » Identify mitigation measures, if necessary
 - » Describe feasible alternatives to the proposed project
- **EIR will address the potential impacts of both the General Plan and Zoning Ordinance Updates**

Paradise 2045 Process



Phase	Schedule
Project Kickoff	Fall 2025
Existing Conditions Analysis	Fall 2025 – Spring 2026
Visioning	Spring – Summer 2026
Future Land Use and Policy Options Development	Summer – Fall 2026
Evaluation and Selection of Preferred Land Use and Policy Options	Fall 2026 – Summer 2027
Draft General Plan	Spring – Fall 2027
Zoning Ordinance Update	Fall 2025 – Fall 2028
Environmental Impact Report	Summer 2027 – Fall 2028
Public Review and Adoption	Spring – Fall 2028

Community Engagement

- **Project Website – Paradise2045.com**
- **Community Event Sets**
 - » Community Survey
 - » Pop-up events
 - » Workshops or open houses
- **Consultation with Tribal Governments**
- **Zoning Ordinance Update Focus Group Meetings**
- **Town Council and Planning Commission Meetings**
- **Technical Advisory Committee**



Visioning Event Set Summary

Community Event Set #1

- March 20 through April 19
- Three key activities
 - » Community-wide survey
 - » Pop-up events
 - » Community workshop
- Activities and survey findings are detailed in the Event Set Summary

Paradise 2045 Community Visioning Event Set Summary



Spring 2026

Introduction

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

Survey

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

The survey consisted of 15 questions, including 9 questions related to values, priorities, and a vision for the future, and 6 questions pertaining to demographics and communication preferences. A total of 151 community members participated in the survey.

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

Draft Vision and Guiding Principles

Draft Vision

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

Draft Guiding Principles

- Small-Town Character
- Natural Environment
- Economic Vitality
- Infrastructure
- Community Health
- Resilience and Preparedness
- Vibrant Downtown
- Community Life
- Housing
- Governance

Next Steps

Next Steps

- **Now through August 2, 2026: Community Event Set #2 focused on land use and policy changes**
 - » July 16, 2026: Virtual Community Workshop
 - » Survey - available in hard copy format and online – open for the duration of the event set
- **Fall 2026: Present land use and policy change options to Planning Commission and Town Council**
- **Visit website for updates: Paradise2045.com**



Thank you



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