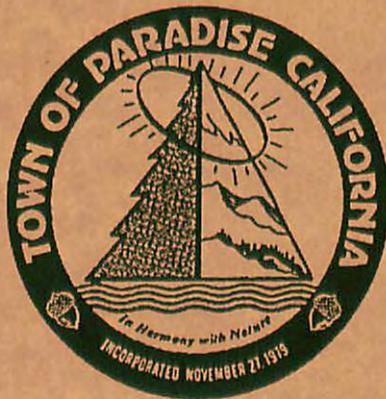


Town of Paradise



Downtown Revitalization Master Plan

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**TOWN OF PARADISE
DOWNTOWN REVITALIZATION MASTER PLAN**

Adopted: September 27, 2000

SPECIAL ACKNOWLEDGMENTS

A number of individuals are deserving of my sincere appreciation for their outstanding assistance in this development of this Downtown Revitalization Master Plan. They are Assistant Town Manager Dennis Ivey, Community Development Director Al McGreehan, Public Works Director/Town Engineer Dennis Schmidt, Principal Planner Craig Baker, Assistant Engineer Brian Mickelson, and my Executive Secretary Karen Hamilton.

Finally, I would like to especially thank the many citizens who came forward enthusiastic about this historic undertaking; and offered their time, support and ideas to help make this downtown revitalization effort a reality, as well as a success.

***Charles Rough
Town Manager***

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PARADISE DOWNTOWN REVITALIZATION MASTER PLAN

Introduction

The revitalization of our downtown has been identified by the Paradise Town Council as one of our Town's primary short and long term goals for our community. The Council believes that the downtown's deteriorating economy and physical appearance, as characterized by marginal retail activity, vacant buildings, underutilized commercial and residential properties, inadequate infrastructure and physical blight, is unacceptable. They are convinced that a major commitment by this Town to revitalize the downtown will benefit both our downtown and community.

More specifically, the Town Council believes that a successful, well-planned and implemented downtown revitalization effort will result in the following benefits for Paradise:

- Increased numbers of retail and professional service businesses (and job opportunities in the downtown)
- Increased volumes of retail business activity for both existing and new retail businesses in the downtown
- Increased tourism in both the downtown and the greater Paradise community
- New public parking facilities that provide improved parking convenience & accessibility for downtown shoppers
- Improved septic system capacity for small downtown businesses to accommodate their present and future needs; and to allow for a broader range of specialty retail activity in the downtown
- Improved traffic circulation in the downtown
- Street, sidewalk, drainage and streetscape improvements throughout the downtown
- Improved physical image and appearance for the downtown
- Building façade and signage improvements
- Completion of the Memorial Trailway and its integration into the downtown
- The elimination of physical and economic blight in the downtown
- Pedestrian friendly improvements in the downtown
- Development of the downtown as a public transportation hub for our community
- Establishment of the Paradise Town Center (including Paradise Community Park & the Living History Center) to serve as another important anchor to the downtown and a central location for community and tourism-related events
- Increased revenues to the Town, which in turn enables the Town to increase its level of public safety services, and streets and roads funding for the Paradise community, as a whole

Downtown Master Plan

The Downtown Revitalization Master Plan fulfills the 1994 General Plan's call for an updated version of the 1986 Downtown Revitalization Plan, which was adopted but never implemented. This Master Plan is far more specific in terms of recommendations and project implementation; and places a greater emphasis on community participation and involvement than the 1986 Plan.

In fact, the Town has made a substantial effort to encourage public input and participation during the development of this Downtown Revitalization Master Plan. As a result, the Master Plan incorporates many of the ideas and suggestions that were offered by citizens over the telephone, through letters and comments at public presentations of the plan, and during the Town Hall workshops.

The Town's initial draft of this Downtown Revitalization Master Plan was issued on March 6, 2000. Copies of the proposed draft plan were distributed to the Paradise Parks & Recreation District, Paradise Irrigation District, a number of our community organizations such as the Paradise Ridge Chamber of Commerce and the Gold Nugget Museum, and our downtown property owners and merchants for their review, input and comments. In addition, numerous presentations of the plan were made to various community organizations; and the Town conducted a total of five public Town Hall workshops and meetings.

Overall, the public response to the proposed draft Downtown Revitalization Plan was generally positive. There appears to be a recognition on the part of most citizens, who have contacted us or spoken at the public workshops that Paradise deserves a real downtown, and that the defined downtown area needs to be significantly improved. It is also apparent that many of these same citizens view a downtown revitalization effort as an important, positive step to improving the quality of life in our community.

While this revitalization effort can be seen as a series of "brick and mortar" type improvements that will by themselves bring great improvement to our downtown; a genuinely successful downtown revitalization effort should always reflect what we are about as a community, and the small town values that underscore the history and promise of Paradise.

Therefore, this Master Plan is dedicated to the preservation and enhancement of the small town character and environment of our downtown. The plan seeks to help strengthen small business growth and diversity, rather than encourage large scale commercial/retail development in the downtown. Also, the plan views increased tourism in our community as a desirable result of a successful downtown revitalization program, but not the primary reason why a revitalization effort is being undertaken.

Downtown Master Plan

Successful revitalization of our downtown will not occur overnight. It will require a long term commitment on the part of our community, the Town's political leadership and our downtown businesses, property owners and residents. Neither will downtown revitalization suddenly come to a stop once the projects and programs identified in this master plan are completed. A vital, successful downtown is constantly reinventing and redefining itself. Therefore, this Master Plan must be seen as a starting point, a beginning road map that can be amended or modified to meet changing circumstances and conditions as we journey into the future.

The decision of this Town Council to revitalize our downtown is a historic opportunity for our community to work in concert together to achieve something positive that will reap large dividends for Paradise, and the quality of life for our citizens.

Downtown Master Plan

Essential Elements For A Successful Downtown Revitalization

Those communities that have been successful in the revitalization of their downtown generally have the following elements in place:

- Agreement among downtown residents, property owners and businesses that downtown revitalization is preferable to the status quo.
- The downtown revitalization program has clearly defined goals and measurable objectives.
- The downtown revitalization effort has the long term support and political commitment of the city government.
- There exists a strong public/private partnership approach to downtown revitalization between the city government, the greater business community, and downtown property owners, business merchants and residents in the downtown area.
- The city government, city commissions and any existing downtown groups or advisory committees are committed to explore all possible funding sources (except additional taxes) to help finance the various downtown revitalization projects and programs.
- Information relative to the purpose and objectives of downtown revitalization, and the progress being made to achieve those objectives, is provided to the community on a continuous basis.
- The downtown revitalization program emphasizes what is unique and different about the respective community rather than duplicating what has been done in other communities.
- The downtown revitalization program seeks to reestablish those aspects of a vital downtown that traditionally attract people and increase foot traffic in the downtown.

This includes a diverse mix of clustered retail stores (which may feature locally produced products, local artisans and artists) and professional business services,

Downtown Master Plan

restaurants, meeting room facilities, government or public agency offices, and tourist centers that highlight local history, art and culture. In addition, such a downtown is usually characterized by a pedestrian (and bicycle) friendly environment with tree shading, benches, sidewalks, walking and bicycle paths, a passive park or central gathering place, adequate on and off-street parking, a diverse mix of residential housing, and well publicized events taking place in the downtown on a continuous basis.

- There is a highly involved downtown merchants association which actively markets the downtown in terms of coordinated sales promotions, and coordinates downtown events and activities. Also, this association represents the interests of the downtown merchants in the downtown revitalization program.

Downtown Master Plan

Findings

The Town of Paradise is a community with a population nearly 27,000 in a trade area of 45,000 situated on a broad ridge in the foothills of the northern Sierra Nevada Range. Paradise is primarily a bedroom community seeking to achieve a tax base sufficient to adequately serve the needs of its citizens and businesses.

However, our downtown, or what is commonly referred to as our Central Commercial Area or Central Business District, has continued to physically and economically decline since the 1986 Downtown Revitalization Plan was adopted fourteen years ago. Underscoring the seriousness of the situation is that this particular commercial area in Paradise was already in a state of physical deterioration and economic decline prior to 1986.

The economic decline is due to a number of factors which include among others, competition from newer commercial developments outside of the downtown area, continuing retail competition from nearby Chico, and inadequate infrastructure support within the downtown. This has led to a lack of substantive reinvestment in the downtown, underutilization of downtown commercial properties and resulting physical deterioration.

The boundaries for the downtown determined at the June 5, 2000 joint meeting between the Town Council, Planning Commission and Economic Development Commission are generally consistent with the area identified in the 1994 General Plan for the Central Commercial Area. However, there are some exceptions and they will require a general plan amendment in the event this master plan is adopted.

The downtown area as defined in the Downtown Revitalization Master Plan is generally bounded by Skyway to the west, Elliott Road to the north, the Memorial Trailway to the east, and Pearson Road to the south.

There are approximately 254 parcels totaling 120.68 acres in the defined downtown core area. The majority of acreage (77.83 acres) in the downtown is commercially zoned (Central-Commercial or Central-Business), with 20.02 acres zoned T-R 1/3 or Town-Residential, and another 22.83 acres zoned as either Community-Facilities(C-F) or Community-Service(C-S). However, there are residential uses within the commercial zoned properties.

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Many of the findings identified in the 1986 Downtown Revitalization Plan remain valid today, however, there are a number of additional findings in the proposed master plan that were not part of the 1986 Plan.

The following findings are intended to identify those conditions presently existing in the downtown area, which need to be addressed through a revitalization effort:

1. The downtown continues to lose both retail and non-retail businesses

The 1986 Downtown Revitalization Plan identified a reduction or loss of retail activity in the downtown. This trend appears to be continuing for both retail and non-retail business in the downtown. For example, the 1986 Plan identified that there were 75 retail businesses and 48 non-retail businesses within the Central Commercial Area Boundary Area (a somewhat smaller area than has been defined for the proposed downtown master plan). Within this smaller downtown area, there were significant taxable sales deficits in such retail activity as apparel, general merchandise, restaurants/bars, and furniture/appliances. Today, in the same smaller core area, there are 71 retail and 38 non-retail businesses, which further confirms this downward trend in both retail and non-retail businesses.

In our larger defined downtown area, there are 85 retail and 39 non-retail businesses, with 21 vacant pieces of property and 21 vacant buildings. However, the percentage of retail sales in the larger downtown area, as a percentage of total retail sales in Paradise, has continued to decline from 16.8%, in 1986, to currently 10%.

This overall decline in business activity, and particularly, retail activity within the downtown area, underscores the fact that for a variety of reasons commercial/retail activity located elsewhere in the community, or outside of Paradise attracts the majority of consumers and potential customers.

2. The downtown presents an overall image of a physically blighted and economically depressed area

The downtown is for the most part an unattractive, unappealing and inconvenient area to patronize for business or to attract tourists. Many of the commercial buildings are old, rundown and physically deteriorating. Some of them have been neglected or inadequately maintained by their owners.

Downtown Master Plan

There is still a high number of commercial vacancies and vacant lots in the downtown core area. In many cases parking access to a specific business is difficult, limited or non-existent.

The problems of image and appearance that characterizes much of the downtown area contributes to the inability of downtown merchants to attract more business, property owners to reinvest and upgrade their properties; and serves as a deterrent in attracting more than marginal "shoe string" type retail businesses to the downtown.

3. Downtown commercial property is not being fully utilized

Many commercial properties within the downtown area are not being utilized to their fullest capacity or potential. As a result, retail and business activity is more widely dispersed, and in this modern age, in which the consumer is used to the convenience of large box retail stores, malls and shopping centers, this problem tends to further drive potential downtown customers elsewhere.

Furthermore, the lack of commercial/retail and business clusters that complement each other in terms of product and service also serves as a disincentive to shopping in the downtown.

This problem of inadequately utilized commercial properties discourages pedestrian activity and multipurpose trips on the part of the customer (an essential ingredient to a successful downtown revitalization program).

Finally, the low density building coverage in a number of areas in the downtown encourages increased vehicle use; and further aggravates the traffic congestion and parking problems in the downtown.

4. The downtown is not pedestrian friendly for the elderly or the disabled

Most of the defined downtown area lacks adequate ADA accessible sidewalks. In many areas there aren't any sidewalks at all. This poses a serious problem for shoppers who are forced to park some distance from their intended destination. The lack of adequate sidewalks also presents problems for pedestrians or the disabled, who for a variety of reasons including safety find it difficult to negotiate some of the older sidewalks and downtown streets.

Downtown Master Plan

In addition, the scattered location of many businesses contributes to the difficulty facing a pedestrian in the downtown area. In addition, there aren't any pedestrian-oriented amenities in the downtown such as lighted street crossings, walking paths that avoid vehicular traffic altogether, drinking fountains, benches, etc.

Finally, the downtown has a residential population, which would greatly benefit from pedestrian improvements that would allow them easier access to the commercial/retail, professional service and community activity centers within the downtown.

5. The downtown lacks an adequate supply of available and convenient parking

The 1986 Downtown Revitalization Plan identified the lack of downtown parking as one of the major complaints among their survey respondents. Yet, while the plan concluded that on a purely statistical basis the downtown had an adequate supply of parking, the plan also acknowledged that on a more practical level, the downtown lacked an adequate supply of available and convenient parking adjacent to and/or in close proximity to a shopper's destination. This unfavorable condition continues to exist.

Furthermore, less than a quarter of the parking supply is public on-street parking, with private parking lots (paved and unpaved) accounting for the balance. Therefore, identification of a convenient parking space becomes more difficult for the shopper or business patron.

6. Inadequate septic systems (and capacity) on many downtown commercial properties serve as a deterrent to increased specialty retail business activity in the downtown

There are septic systems on commercial properties in the downtown area that are at or near capacity, and as a consequence, tend to threaten the public health and the continued viability of the retail and non-retail businesses located on those properties.

In addition, the small sized lots on which many of these businesses are located prevent them from adding critically needed capacity. This serious situation threatens existing businesses, prevents and/or constrains existing retail business growth and expansion; and makes it more difficult to reduce vacancies and to attract a greater variety of specialty retail uses to the downtown.

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During 1986, and the immediate period that followed, the issue of sewers and their cost became one of the obstacles to pursuing downtown revitalization. The Town has since decided to pursue an approach that will offer groups of property owners in various locations of the downtown a relatively low cost, strictly voluntary, pay-to-participate, state-of-the-art clustered wastewater treatment system that will treat their respective septic tanks. Depending on the extent of property owner participation, and the need to keep down costs for the participants, that the downtown could see 3-5 of these clustered wastewater treatment plants serving the more critical areas of the downtown.

7. The downtown lacks a central gathering place or focal point that could attract increased numbers of people to the downtown

The downtown does not have a central gathering place, town square, or commons area for large numbers of people to gather for community events and activities. Such a central gathering place could attract more people (and tourists) to the downtown on a continuing basis.

The 1986 Downtown Revitalization Plan recommended closing the intersection of Skyway and Foster Road, and establishing a "Focal Point Plaza" at that location. However, for a number of practical reasons, this proposed master plan shifts the focus of a downtown central gathering place away from a heavy traffic congested Skyway to the Black Olive area. Furthermore, it identifies a more diversified approach to the establishment of a central location in our downtown (and community) for social and community interaction, events and activities.

8. The downtown has a number of adverse traffic circulation conditions

The downtown, as well as our entire community, has been impacted in terms of increased traffic volumes as a result of the increased population growth that has occurred in the Upper Ridge area above Paradise.

Through traffic needs to be moved more effectively in order to bypass the downtown and not obstruct or delay access to downtown businesses and parking facilities. Certain downtown streets have reasonably acceptable circulation patterns, while others should be redesigned to enhance traffic circulation and to promote pedestrian access. Increased traffic signalization needs to be considered in the downtown to further help with circulation.

Downtown Master Plan

9. The downtown's adopted voluntary architectural guidelines need to be revised

The Downtown Architectural Design Review Guidelines adopted by the Town, in 1990, represents a good beginning from which to further develop a practical, comprehensive guide that is helpful to downtown property owners and businesses.

In addition, there needs to be incorporated into the guidelines greater detail relative to a consistent townscape (streetscape) signature throughout the downtown that distinguishes the downtown from other commercial areas in our community.

Finally, after the revised downtown architectural design review guidelines are completed by the Downtown Revitalization Committee (with public input), they need to be adopted and incorporated as part of the Downtown Revitalization Master Plan.

10. The downtown does not have an active downtown merchants association

The lack of an active and involved downtown merchants association represents one among many factors that has hindered revitalization of the downtown.

In order for the planning, as well as implementation of downtown revitalization to be successful, it is essential that a downtown merchants association be reestablished which represents the majority of businesses in the downtown.

Such an association provides the downtown businesses with a means to coordinate promotion and marketing of the downtown, provides them with an effective voice of advocacy on issues affecting the downtown revitalization, and serves as a catalyst for developing a stronger identity for the downtown.

11. The downtown lacks a concentrated resident population that would advance the social & economic revitalization of the downtown

Downtown revitalization efforts are successful when they recognize that a downtown resident population can be an important and positive element for revitalizing a downtown. A resident downtown population can establish both a social and economic base of support for downtown businesses and activities.

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There is presently a diverse mix of single-family residences, apartments and duplexes scattered throughout the defined downtown area. The Town's revitalization program needs to enhance the size and diversity of the resident population, and to consider a more concentrated approach to resident population in the downtown area.

12. The Town government needs to establish itself as one of the primary anchors in the downtown

There are a limited number of retail, professional service, religious and social service anchors already located in the downtown area, however, they are primarily located on the major perimeter streets of the downtown.

While both the police and fire departments are already located in the downtown, the Town needs to further demonstrate its support of downtown revitalization by relocating Town Hall facilities, services and operations to the downtown, as well. Such a consolidation of Town government operations would establish another important anchor in a part of the downtown (the area between Almond and Black Olive) that presently does not attract many people.

13. The downtown is located in a HUD designated low to moderate income area

HUD has designated the defined downtown area as a low to moderate income area and as a result, this area is eligible for Community Development Block Grant funding.

14. The Memorial Trailway needs to be completed

The Memorial Trailway is an important community asset. Yet, there are sections of the Trailway that need to be further improved, while there is an entire stretch of the Trailway adjacent to the downtown area that needs to be completed.

Completion of the Trailway would provide the missing link for so many users of the Trailway, and allow additional pedestrian access to the downtown area.

15. Signage in the downtown area needs to be improved

Business owners in the downtown deserve adequate signage to promote and advertise their businesses. However, the downtown also suffers from signage clutter that detracts from the downtown's overall appearance. The Town should work with downtown business owners through the voluntary design guidelines and a façade renovation incentive program to improve the utilization and appearance of signs in the downtown area.

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Recommendations

The purpose of this Downtown Revitalization Master Plan is to initiate a revitalization program for the Paradise downtown, which if successful will greatly benefit the entire Paradise community, and its quality of life.

The benefits of eliminating the blighted conditions that presently exist in the downtown are many. They include a physically improved, attractive and economically revitalized downtown, which in turn brings to our community and downtown more visitors, shoppers, and tourists; and generates a greater volume of business throughout our community.

Revitalization of our downtown helps our local economy. It produces more jobs, more disposable spending in our community, and an improved tax base for this town government. With an improved tax base (achieved without additional taxation of our citizens and residents), our town government is better able to devote more funding to the basic services it provides, including public safety and street improvement projects.

The benefits of a revitalized downtown can also include a greater sense of identity and community pride for Paradise. The revitalized downtown becomes an actual reality within the community, and a place to shop, visit, gather and socially interact. The revitalized downtown then takes on a special significance as the place where something is always happening in Paradise, regardless if it is a special community event, a regional or local conference, or a seminar.

These are the positive benefits for our Paradise community if we work together and make a commitment to do what is necessary to revitalize a seriously depressed area in the community.

Downtown revitalization is an expensive undertaking. However, there are a number of potential funding and/or public financing sources which can be utilized for different aspects of the downtown revitalization program. These funding and/or financing sources are additional and supplemental to the funding that the Town has already secured, or shall pursue to fund other needed public improvements in the rest of our community.

These funding sources, which are described in greater detail later in this plan, include outright grants, grants with a direct or indirect match, low interest loans and long term public financing. Some of these financial resources are more effective than others and need to be carefully evaluated before being pursued.

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The availability and success in securing the necessary funding will drive the timetable for completion of the various downtown revitalization projects and programs. As a result, the recommendations proposed in this master plan will have to be implemented in phases over a long-term basis.

For purposes of the Master Plan, a conservative, five-phase downtown revitalization schedule over a ten-year period has been developed. Again, based on the success in securing funding and putting into place various financing mechanisms, the various downtown revitalization projects and programs might be completed sooner.

The downtown revitalization timetable has been developed with an emphasis on achieving readily discernable improvements in various areas of the downtown in a relatively short period of time, with each subsequent phase of projects continuing to build on what has already been completed and/or implemented.

The actual project implementation timetable is discussed in greater detail later in this Master Plan.

The overall goal of the Downtown Revitalization Master Plan is to establish a physically and economically improved downtown for Paradise

The objectives of the Downtown Revitalization Master Plan are:

- 1. To improve the physical public infrastructure serving the businesses and residences in the downtown***
- 2. To enhance the downtown's physical appeal and image***
- 3. To strengthen the downtown's retail & professional service base and encourage the clustering of related businesses***
- 4. To complete the Memorial Trailway and improve pedestrian access to the downtown***
- 5. To encourage moderate income residential development in the downtown***
- 6. To establish the Paradise Town Center (including Paradise Community Park) an important anchor and central focal point for the downtown***
- 7. To establish a supportive transportation system, including adequate public parking, enhanced public transit, and pedestrian and bicycle facilities in the downtown area.***

Downtown Master Plan

The proposed recommendations intended to achieve the goal and objectives for downtown revitalization are:

1. **Establish a Town Council appointed Downtown Revitalization Committee to serve in an advisory for the implementation of the Master Plan program**

This committee will serve in an advisory capacity to the Town Council, and work closely with staff in the implementation of the approved Paradise Downtown Revitalization Master Plan.

The Downtown Revitalization Committee shall be comprised of eleven (11) members and shall be constituted as follows:

- One (1) Town Council Member representative
- One (1) Planning Commission representative
- One (1) Economic Development Commission representative
- One (1) Chamber of Commerce representative
- One (1) Downtown Merchants Association representative
- One (1) Gold Nugget Museum representative
- Five(5) citizens at large (including downtown property owners, retail merchants, professional service representatives & residents)

The formation of this Town Council appointed committee helps to achieve a broader scope of active participation in the planning and implementation of downtown revitalization.

2. **Encourage the merchants in the downtown to reestablish an active downtown merchants association**

Active involvement by downtown merchants in a downtown revitalization program, particularly through the formation of an active downtown merchants association is fundamental to a successful revitalization effort.

Such an organization would be involved in the planning and implementation of the downtown revitalization program; and the marketing and promotion of the downtown to increase business for that area of the community. It is strongly recommended that the downtown merchants consider reestablishing this new organization as soon as possible.

Downtown Master Plan

3. Construct public infrastructure improvements which adequately accommodate and support retail expansion, tourism growth, and pedestrian access in the downtown

Parking

This master plan proposes to maintain all present public on-street parking, and in addition, recommends the construction of landscaped and lighted off-street public parking facilities that would be owned and maintained by the Town.

These off-street parking facilities would be located at various strategic locations throughout the downtown to improve parking availability and convenience. There would be an effort to connect the parking facilities with adequate pedestrian access, as well as to encourage rear customer access to stores from some of these parking facilities. In fact, this Plan recommends that initially two public parking facilities be developed at strategic locations between Skyway and Almond, which would provide pedestrian (and rear) access to businesses on both major streets.

In addition, directional signs will be installed to direct the public to the public parking facilities. Finally, this Plan proposes that the deregulation of parking requirements achieved this last year continue as a means to encourage retail and professional service occupancy of those buildings with less than adequate parking.

Traffic Control/Circulation

This Master Plan proposes the installation of a traffic signal at Pearson Road and Black Olive Drive as a needed traffic control and circulation measure. This intersection will serve as a key entry and exit point for the area of the downtown where the Paradise Town Center will be located.

This Plan does not propose any additional traffic signals or stop signs on Skyway between Pearson Road and Elliott Road. At this time, installation of either traffic control measure would serve only to further aggravate the traffic situation on Skyway.

However, at some later date in the downtown revitalization process, there might be some consideration given to the merit of establishing a traffic signal at Skyway and Fir. This is an area of the downtown in which there is a convergence of several major anchors and a high concentration of small businesses.

The Plan also strongly recommends the computerized interconnection of those traffic signals serving the downtown area. The interconnection of these signals would allow the Town by computer to adjust the phasing at any signalized

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intersection in the downtown area to meet traffic volume demands and to improve traffic circulation.

Finally, there are various intersections in the downtown itself which should have 4-way stops to promote traffic and pedestrian safety i.e. Pearson Rd. and Almond St.

Septic Capacity

The Town is presently in the final stages of engineering and planning for the installation of a clustered septic system that will serve various properties on the Skyway in the defined downtown area. While the Town will own and maintain the common wastewater treatment facility and some reserve capacity for the future, the participating property owners will purchase the amount of capacity they currently need and will require for the future. The introduction of this system will ensure the continued viability of those participating businesses.

This Master Plan proposes that a similar voluntary, low cost approach be undertaken in other commercial areas of the downtown in which properties are at, or near capacity with their septic systems. Installation of these additional clustered septic systems would resolve both public health issues, and provide commercial properties with critically needed capacity that would enable further business growth or expansion.

Consideration should be given to a public/private clustered wastewater system that would serve the new Paradise Town Center (including Paradise Community Park) and private commercial properties in the immediate vicinity.

Pedestrian Access & Safety

In order to improve pedestrian access and safety in the downtown, this Plan proposes the installation of ADA accessible sidewalks, with ramps, curb and gutter, throughout the defined downtown area. These sidewalk improvements would also include drainage improvements that tie into the catch basin on Fir Street and into the Pearson culvert on the east side of the Memorial Trailway.

Street Improvements

The Downtown Revitalization Master Plan recommends that most streets in the defined downtown area receive new overlays and striping. These include Pearson Road, from Skyway to Black Olive Drive; Almond Street, from Elliott Rd. to Pearson Road; Black Olive Drive, from Willow St., to Pearson Road;

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Skyway, from Pearson Rd. to Elliott Rd.; Elliott Rd., from Skyway to the Memorial Trailway; Birch and Fir Streets, from Skyway to Black Olive Drive; And Willow Street, from Almond St. to Black Olive Drive.

4. Introduce various townscape (streetscape) enhancements in the downtown to improve its physical appearance, functionality & identity

This Downtown Revitalization Master Plan proposes the introduction of various streetscape enhancements in the downtown. These would include, but not be limited to the use and application of street trees, brick pavers, landscaped planters water garden landscapes, grass strips, historic streetlights, benches, trash receptacles, signage, and bus stop/shelter enhancements.

Also, special attention will be paid to the enhancement of key intersections, and vehicle, pedestrian and public parking facility connector routes in the downtown.

The approved 1997 ADA Compliance and Enhancement Project by SHN Consulting Engineers & Geologists, Inc., would be used as a reference in the application of various streetscape enhancements in the downtown.

This Plan urges serious consideration of the use of reclaimed water from the clustered wastewater treatment systems for irrigation of various streetscape improvements.

Finally, this Master Plan recommends the installation of banners on the downtown streetlights. The banners would serve to further distinguish the downtown from other commercial areas in our community.

5. Complete the Paradise Memorial Trailway & further integrate the Memorial Trailway into the downtown

The Memorial Trailway is a valuable and highly used resource in our community. In addition to the need to make additional enhancements to the improved segments of the Trailway, is a need to acquire (or have donated) that stretch of the Trailway which presently remains unimproved.

A considerable portion of the unimproved portion of the Memorial Trailway borders the downtown, and if improved, could provide additional pedestrian ingress and egress, to and from the downtown.

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The Town is currently pursuing an acquisition (or donation) of what is commonly referred to as the Train Depot property, which includes the unimproved portion of the Memorial Trailway.

This Plan proposes acquiring the property through a purchase or donation; and making the necessary improvements to the unimproved portion of the Trailway.

The current Fiscal Year 2000/01 Budget has CDBG Funds appropriated for the planning and design of the Train Depot property. In addition, the Town will be receiving Proposition 12 funds during this fiscal year. This Plan recommends that at least a portion of these funds be allocated to supplement the CDBG design funds, especially as it applies to the planning and design of Paradise Community Park.

Finally, the installation of pedestrian and bicycle paths connecting the residential areas east of the Trailway, with the Trailway, would provide those residents with convenient access to the downtown.

6. Encourage the development of moderate income residential housing in the downtown

This Master Plan proposes that the Town encourage private development of concentrated, moderate income, multi-family residential housing units (including condominiums) in the area of the downtown currently zoned T-R 1/3. This approach to residential housing would establish a diverse residential population base, and increase the amount of owner-occupied residential units in the downtown.

To further assist with this direction for residential housing in the downtown, the revitalization plan further recommends that the Town consider changing the current Town-Residential (T-R 1/3) zoning to Multi-Family-Residential (M-R) zoning.

7. Establish the downtown as a public transportation hub for our community

As a measure to further reduce vehicle use, resulting traffic congestion and improve traffic circulation in the downtown, this Master Plan proposes that the Town establish the downtown as a public transportation center for fixed bus routes and transfers. This would involve Butte County Transit, Butte College, and the Town of Paradise. The Town intends to launch a fixed route transit service during this fiscal year for the Paradise general public. The downtown would serve as an excellent point of origin for such a fixed route service.

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8. Establish a comprehensive voluntary design guide for the downtown

The Master Plan proposes the development of a comprehensive voluntary downtown design guide by the Downtown Revitalization Committee, which sets forth a series of advisory design standards to inform and assist commercial downtown property and business owners. Such a voluntary guide is essential to improving the overall visual and physical appearance of the downtown.

The downtown design guide, itself, would assist with restoration of historic characteristics, facade improvement and building restoration standards, new construction standards, sign guidelines, public improvements such as landscaping, street furnishings, sidewalk improvements, and historic street lights, etc. The design guide shall also address the use of public art in the downtown such as historic murals and sculptures that might add to a revitalized downtown environment.

9. Establish a commercial building facade renovation & paint-up/fix-up program to further improve the physical image and appearance of the downtown

Utilizing the new downtown design guide as an implementation tool, this Plan proposes a voluntary downtown public/private partnership facade improvement program, or a paint-up/fix-up program for those storefronts only requiring minor storefront improvements. Performance standards and maintenance commitments would be required from any participating property owner in either program.

10. Establish the Paradise Town Center as a downtown anchor and central location for community events and activities

This Master Plan proposes the establishment of the Paradise Town Center as a needed anchor in the southeastern part of the defined downtown. The Paradise Town Center would include the following:

New Town Civic Center

A new Town Civic Center would be developed in the downtown as part of the Paradise Town Center. The new civic center would be constructed in the same location as the current Paradise Police Department and Fire Department Station #1 facilities. However, the Town Civic Center would encompass the entire downtown block bordered by Almond Street to the west, Cedar Street to the north, Black Olive Drive to the east, and Birch Street to the south. The main public entrance to the civic center complex would face Black Olive Drive and the new Paradise Community park across the street on Black Olive Drive.

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The new civic center would consolidate into one complex the Town's general government and primary public safety operations. The complex would include a new emergency operations center, a consolidated dispatch center physically located between the police and fire departments, one-stop service counters for the general public, a new Town Council Chambers with a higher seating capacity for our citizens, and expanded police and fire operations and training facilities.

The new civic center would have a back-up generator system to power the facility during times of a power outage or an emergency. The civic center would also have several meeting rooms for general public use, and to rent for regional conferences and seminars. The meeting rooms would also be used as an evacuation site for our community during emergencies. The meeting rooms, themselves, would be constructed so that they could be expanded or reduced in size with partitions. Furthermore, the civic center complex would also provide public parking and be ADA accessible.

The proceeds from sale of the property on which Town Hall is currently located would be applied towards the development of the new civic center complex.

Finally, the consolidation of the Town's primary management, administrative and emergency operations would greatly improve the efficiency, effectiveness and responsiveness of our operations and services.

Paradise Community Park

This Master Plan proposes that following the acquisition of the Train Depot Property, the portion of the property north of Pearson Road (excluding the Memorial Trailway) should be developed as the Paradise Community Park. This park would be the site for downtown community gatherings, events and activities.

It is further recommended that this downtown park be developed as a passive park, which means that there are no sports facilities in the park. Instead, the park would contain picnic, picnic shelter and playground amenities, as well as an area for community events.

Furthermore, the park might possibly be the site for the Gold Nugget Museum's establishment of a "Living History Center" in the downtown area. During our public workshops on the proposed Downtown plan last Spring, the Gold Nugget Museum representatives indicated an interest in the restoration of both the Horlick Building (which would be relocated to the park), and the old

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Train Depot building, with the intent being to utilize these restored buildings for the "Living History Center."

This Master Plan strongly recommends that at least a portion of the Proposition 12 funds due the Town this fiscal year be allocated to the design and development of Paradise Community Park. as a passive park in the downtown with picnic, picnic shelter and playground amenities.

Finally, it is also recommended that the Paradise Recreation & Parks District be invited to participate in the planning and design of this park, and to perform any other role relative to the park that they may deem as appropriate.

11. Develop a retail and professional service recruitment program for the downtown

The Master Plan recognizes that a successful downtown revitalization effort requires an active retail and professional service recruitment program that targets those businesses that would complement and help strengthen the performance of existing businesses in the downtown area.

This recruitment program would be coordinated in concert with the downtown property owners, the downtown merchants association and the Chamber of Commerce. Included in this recruitment program would the establishment and maintenance of a downtown business (retail & non-retail) inventory data base that would assist with recruitment and assist prospective downtown businesses.

**DOWNTOWN REVITALIZATION MASTER PLAN
PROJECT IMPLEMENTATION SCHEDULE**

**DOWNTOWN REVITALIZATION MASTER PLAN
PROJECT IMPLEMENTATION SCHEDULE**

IMPLEMENTATION PROJECTS	PHASES				
	I 2000/01 2001/02	II 2002/03 2003/04	III 2004/05 2005/06	IV 2006/07 2007/08	V 2008/09 2009/10
Downtown Master Plan Adopted	X				
Downtown Revitalization Committee Appointed	X				
Voluntary Design Guide Adopted	X				
Completion of Land Acquisition for Paradise Town Center & Public Parking Facilities	X				
Funding for Various Revitalization Projects/Programs	X	X			
Plans & Design for Paradise Town Center (including Depot Property)	X				
Pearson Road Street and Streetscape Improvements from Skyway to Black Olive	X				
Pearson Road & Black Olive Intersection and Signalization Improvements	X				
Public Parking Facilities (Initial Emphasis on Rear Access to Stores on Skyway)	X	X			
Facade Renovation/Paint-up/Fix-up Program	X	X	X	X	X
Pearson Road and Skyway Signal and Intersection Improvements	X				
Almond Street/Street and Streetscape Improvements	X				
Black Olive Drive – Street and Streetscape Improvements		X			
Construction of Paradise Town Center and Paradise Community Park		X			
Completion of Memorial Trailway		X			
Skyway – Street and Streetscape Improvements		X			
Elliott, Fir, Birch and Willows Streets and Streetscape Improvements			X	X	
Clustered Septic/Wastewater Treatment Systems	X	X	X	X	X

**DOWNTOWN REVITALIZATION MASTER PLAN
FUNDING SOURCES**

Downtown Master Plan

Possible Funding Sources

The following list of possible funding sources for downtown revitalization are separated according to which of the possible funding sources may be applicable to the various aspects of the proposed Downtown Revitalization Master Plan:

Infrastructure Improvements

- 1. *Community Development Block Grant (outright grant for projects in HUD designated low to moderate income areas)***

Eligible Activities: Acquisition of real property; public facilities and improvements; interim assistance; removal of architectural barriers; housing rehabilitation; new housing construction (funds used by a local development company, small business investment company or neighborhood-based nonprofit organization; code enforcement; historic preservation; commercial or industrial rehabilitation; and special economic development.

CDBG Funds are received annually and allocated by the Town Council. The CDBG program year is July 1st through June 30th. The Town receives approximately \$280,000 annually.

- 2. *U.S. Commerce EDA Grants (outright grants)***

Eligible Activities: Focus is on long-term economic stability i.e. water and sewer facilities; industrial access roads; skill training facilities; technology-related infrastructure; business incubators; distance learning facilities; and business and industry development.

Applications may be filed as projects/developments warrant. However final approval may be affected by funding levels and fiscal year fund balances. Funding level for FY99 was \$205.7 million. The average grant approved was \$829,000. The FY 2000 funding level is \$204.5 million.

- 3. *Community Development Block Grant Section 108 Loan Guarantee Program (loans)***

Eligible Activities: economic development; acquisition of real property; rehabilitation of publicly owned real property; housing rehabilitation eligible

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under CDBG construction, reconstruction or installation of public facilities (including street, sidewalk and other site improvements); related relocation, clearance and site improvements; payment of interest on the guaranteed loan and issuance costs of public offerings.

Maximum funding is five (5) times the latest, approved CDBG entitlement amount. Loans are secured by current and future CDBG funds. Additional security is also required, but it is determined on a case-by-case basis. In California, cities generally pledge tax increment as additional security. Applications may be filed as projects/developments warrant.

4. USDA Rural Development Administration Community Facilities Program (long term, low interest loans)

Participation in the program is restricted by population. Legislative action is underway to once again increase the population criteria, thus making Paradise an eligible community.

Eligible Activities: Essential community facilities for public use – schools, Libraries, child care, hospitals, medical clinics, assisted living facilities, fire and rescue stations, police stations, community centers, public buildings and transportation.

5. California Trade and Commerce Agency - Rural Development Infrastructure Program (loans)

Eligible Activities: (Associated with job creation/retention) sewer and water facilities; street storm drains, utility connections; wastewater treatment plants and collection lines; roads/streets and related improvements necessary for industrial or commercial activity.

Loans are capped at \$1 million @ 20 years with interest rate based on true interest cost of most recent state issued General Obligation Bond. Repayment sources are usually enterprise funds, tax increment, or rated leases. Applications may be filed as projects/developments warrant.

6. California Trade and Commerce Agency – California Infrastructure & Economic Bank (loans)

Eligible Activities: streets; drainage and flood control; educational facilities; Environmental mitigation; parks and recreational facilities; public transit; sewage collection and treatment; solid waste collection and disposal; and public safety

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facilities. Loan terms are extensive.

7. Infrastructure Financing District

Eligible Activities: purchase, construction, improvement, or rehabilitation of real or tangible property with a useful life of at least 15 years; arterial streets and transit facilities; child care facilities; and parks, recreational facilities and open space.

District formation is similar to the process used under the Mello-Roos Community Facilities Program. If bonds are issued approval of the legislative body is required and of 2/3rd's of the district electorate/property owners is also required.

8. Redevelopment Tax Increment Funds & Financing (direct tax increment revenues (after pass throughs) & leveraged revenue for public financing of tax increment bonds

Eligible Activities: rehabilitation and reconstruction; redesign and replanning; capital improvement projects including streets and streetscape improvements; affordable housing; public facilities construction and improvements; and public and private partnerships (i.e. façade renovation programs, economic incentives, etc.)

Requires formation of a redevelopment agency (usually takes 8-10 months) and the determination of an eligible project area as defined in AB 1290.

9. State Transportation Improvement Funds (STIP) (outright grant funding)

Eligible Activities: streets and roads (usually major arterials and collector streets). Eligibility determined by state.

The Town has already allocated over \$ 1 million in STIP 2000 funds towards certain eligible street improvements in the downtown.

Streetscape Improvements

1. Community Development Block Grant Funds (see above)

2. Redevelopment Tax Increment Funds & Financing

Please Note: Some of the streetscape enhancements tied to relevant infrastructure improvement projects will be funded through those sources

Downtown Master Plan

Moderate Income Housing

- 1. *Community Development Block Grant Funds (see above)***
- 2. *Redevelopment Tax Increment Funds & Financing (20% of tax increment revenue generated in redevelopment project must be expended for low to moderate income housing)***
- 3. *New State Housing Programs –***
 - Multifamily Housing Program (provides low interest loans to developers for profit, non-profit and public agencies) of apartment buildings and other rental units)***
 - Downtown Rebound (financing to convert vacant buildings to housing and mixed uses)***

Façade Renovation/Paint/Fix-Up Programs

- 1. *Community Development Block Grant Funds (see above)***
- 2. *Redevelopment Tax Increment Funds & Financing (see above)***

Completion of the Memorial Trailway

- 1. *Community Development Block Grant Funds (see above)***
- 2. *State grants for pedestrian & bicycle lanes and paths; and for environmental enhancement & mitigation***

Paradise Town Center (and Paradise Community Park)

- 1. *Community Development Block Grant Funds (see above)***
- 2. *Redevelopment Tax Increment Funds & Financing (see above)***
- 3. *Municipal lease financing & COP General Obligation Bonds***
- 4. *California Communities JPA Infrastructure & Tax Exempt Facilities Program (public financing through a JPA consortium)***
- 5. *USDA Rural Development Administration Community Facilities Program***

**DOWNTOWN REVITALIZATION MASTER PLAN
ESTIMATED PROJECT COSTS**

Executive Summary Of Downtown Revitalization Capital Improvement Costs

This engineers estimate was done as a planning tool, to help establish preliminary cost estimates for the Downtown Revitalization Project. The quantities and items involved were based upon certain assumptions. These assumptions are as follows.

The first assumption is that all roadways involved will be developed to their ultimate roadway design based upon the Town of Paradise roadway standards. This in most cases means that the roads must be widened. Also concrete curb, gutter and sidewalk will be installed including ADA accessible ramps. Each roadway was also assumed to require an overlay of a thickness of 0.20' and paving fabric to renew it's strength and driveability. Street lights at a spacing of 150' will also be placed along each roadway.

Retaining walls and storm drainage were assumed as percentages of the entire roadway length and cost, taken from the Pearson Road Pedestrian Project Phase 1. The retaining wall is assumed to be needed over 29% of the length of each side of the roadway. The storm drainage is assumed to 25% of the cost of all other items on that particular roadway. Excavation is assumed to be needed only where roadway widening and sidewalks are proposed.

Tree wells, trees, schedule 40 P.V.C. and stamped concrete costs were based on a per lineal foot cost derived from recent construction projects awarded by the Town. These items were provided as additive items, to be deleted if necessary to save on overall project costs.

The costs of these particular items are based on our most current bid prices, received upon other projects. These costs should be adjusted to account for inflation if the construction is staged over a number of years.

It should be noted that this estimate includes all the streets in the downtown area, and would involve bringing the streets up to a very high standard. Certainly, some streets may be dropped off of this estimate, or certain amenities eliminated, in order to reduce the overall construction cost.

Preliminary Cost Summary

Almond St. (Pearson Rd. to Elliott Rd.)-----	\$ 1,078,380.00
Black Olive Dr. (Pearson Rd. to Willow St.)-----	\$ 735,918.00
Fir St. (Skyway to Black Olive Dr.)-----	\$378,114.00
Pearson Rd. (Skyway to Black Olive Dr.)-----	\$530,100.00
Skyway (Pearson Rd. to Elliott Rd.)-----	\$496,128.00
Elliott Rd. (Skyway to Paradise Memorial Trailway)-----	\$ 279,195.00
Foster Rd. (Pearson Rd. to Skyway)-----	\$ 358,509.00
Cedar St. (Almond St. to Black Olive Dr.)-----	\$ 219,300.00
Birch St. (Skyway to Black Olive Dr.)-----	\$ 444,203.00
Willow St. (Almond St. to Black Olive Dr.)-----	\$ 112,650.00
Trailway (Pearson Rd. to Fir St.)-----	\$373,000.00
Trailway (Foster Rd. to Pearson Rd.)-----	\$358,000.00

Traffic Signal (Black Olive Dr. & Pearson Rd.)-----	\$150,000.00
Traffic Signal Modifications (Skyway at Pearson)-----	\$50,000.00
Public Parking Facilities-----	\$825,000.00

Total Estimated Cost \$ 6,388,497.00

Prepared By: Town of Paradise
 Engineering Division
 8/23/00

ENGINEERS ESTIMATE
DOWNTOWN REVITALIZATION PLAN
ALMOND STREET

ITEM	DESCRIPTION	QUANTITY	UNIT	PRICE	COST
1	Curb & Gutter	5,050	lf	18 \$	90,900.00
2	Sidewalk	20,200	sf	4.5 \$	90,900.00
3	Ped Ramps	none	ea	1500 \$	
4	Street lights	17	ea	5000 \$	85,000.00
5	0.20' Overlay	1,360	ton	70 \$	95,200.00
6	Fabric	10,100	sy	1 \$	10,100.00
7	Striping	L.S.			2,020.00
8	2" A.C.	380	ton	70 \$	26,600.00
9	8" A.B.	2050	ton	22 \$	45,100.00
10	Retaining Wall	1470	lf	30 \$	44,100.00
11	Excavation	3370	cy	20 \$	67,400.00
			Subtotal	\$	557,320.00
12	Storm Drain			\$	139,330.00
			Subtotal	\$	696,650.00
			5% Engineering	\$	34,832.50
			15% Contingency	\$	104,497.50
			Total	\$	835,980.00

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 40/Lf of Roadway Per Pearson Rd. Project)	5050	lf	40	202000
			Total	\$	898,650.00
			5% Engineering	\$	44,932.50
			15% Contingency	\$	134,797.50
			Grand Total	\$	1,078,380.00

PEARSON

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	2,100	lf	18 \$	37,800.00
2	Sidewalk	12,600	sf	4.5 \$	56,700.00
3	Ped Ramps	9	ea	1500 \$	13,500.00
4	Street lights	9	ea	5000 \$	45,000.00
5	0.20' Overlay	1,160	ton	70 \$	81,200.00
6	Fabric	8,600	sy	1 \$	8,600.00
7	Striping	L.S.		\$	840.00
8	2" A.C.	180	ton	70 \$	12,600.00
9	8" A.B.	430	ton	22 \$	9,460.00
10	Retaining Wall	750	lf	30 \$	22,500.00
11	Excavation	1580	cy	20 \$	31,600.00
				Subtotal	\$ 319,800.00
12	Storm Drain				\$ 79,950.00
				Subtotal	\$ 399,750.00
				5% Engineering	\$ 19,987.50
				15% Contingency	\$ 59,962.50
				Total	\$ 479,700.00

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 20/Lf of Roadway Per Pearson Rd. Project)	2100	lf	20	42000
				Total	\$ 441,750.00
				5% Engineering	\$ 22,087.50
				15% Contingency	\$ 66,262.50
				Grand Total	\$ 530,100.00

SKYWAY

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	0	lf	18 \$	-
2	Sidewalk	20,160	sf	4.5 \$	90,720.00
3	Ped Ramps	25	ea	1500 \$	37,500.00
4	Street lights	17	ea	5000 \$	85,000.00
5	0.20' Overlay	0	ton	70 \$	-
6	Fabric	0	sy	1 \$	-
7	Striping	L.S.		\$	2,020.00
8	2" A.C.	0	ton	70 \$	-
9	8" A.B.	0	ton	22 \$	-
10	Retaining Wall	1460	lf	30 \$	43,800.00
11	Excavation(sidewalk)	1680	cy	20 \$	33,600.00
			Subtotal	\$	292,640.00
12	Storm Drain			\$	20,000.00
			Subtotal	\$	312,640.00
			5% Engineering	\$	15,632.00
			15% Contingency	\$	46,896.00
			Total	\$	<u>375,168.00</u>

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 20/Lf of Roadway Per Pearson Rd. Project)	5040	lf	20	100800
			Total	\$	413,440.00
			5% Engineering	\$	20,672.00
			15% Contingency	\$	62,016.00
			Grand Total	\$	496,128.00

BLACK OLIVE

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	3,330	lf	18 \$	59,940.00
2	Sidewalk	13,300	sf	4.5 \$	59,850.00
3	Ped Ramps	14	ea	1500 \$	21,000.00
4	Street lights	12	ea	5000 \$	60,000.00
5	0.20' Overlay	970	ton	70 \$	67,900.00
6	Fabric	7,130	sy	1 \$	7,130.00
7	Striping	L.S.		\$	1,332.00
8	2" A.C.	200	ton	70 \$	14,000.00
9	8" A.B.	700	ton	22 \$	15,400.00
10	Retaining Wall	1030	lf	30 \$	30,900.00
11	Excavation	2330	cy	20 \$	46,600.00
			Subtotal	\$	384,052.00
12	Storm Drain			\$	96,013.00
			Subtotal	\$	480,065.00
			5% Engineering	\$	24,003.25
			15% Contingency	\$	72,009.75
			Total	\$	576,078.00

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 40/Lf of Roadway Per Pearson Rd. Project)	3330	lf	40	133200
			Total	\$	613,265.00
			5% Engineering	\$	30,663.25
			15% Contingency	\$	91,989.75
			Grand Total	\$	735,918.00

FIR STREET

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	1,440	lf	18 \$	25,920.00
2	Sidewalk	5,760	sf	4.5 \$	25,920.00
3	Ped Ramps	8	ea	1500 \$	12,000.00
4	Street lights	6	ea	5000 \$	30,000.00
5	0.20' Overlay	480	ton	70 \$	33,600.00
6	Fabric	31,680	sy	1 \$	31,680.00
7	Striping	L.S.		\$	576.00
8	2" A.C.	60	ton	70 \$	4,200.00
9	8" A.B.	200	ton	22 \$	4,400.00
10	Retaining Wall	510	lf	30 \$	15,300.00
11	Excavation	1120	cy	20 \$	22,400.00
				Subtotal	\$ 205,996.00
12	Storm Drain				\$ 51,499.00
				Subtotal	\$ 257,495.00
				5% Engineering	\$ 12,874.75
				15% Contingency	\$ 38,624.25
				Total	\$ 308,994.00

Additive Items

12	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 40/Lf of Roadway Per Pearson Rd. Project)	1440	lf	40	57600
				Total	\$ 315,095.00
				5% Engineering	\$ 15,754.75
				15% Contingency	\$ 47,264.25
				Grand Total	\$ 378,114.00

ELLIOTT

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	1,650	lf	18 \$	29,700.00
2	Sidewalk	820	sf	4.5 \$	3,690.00
3	Ped Ramps	2	ea	1500 \$	3,000.00
4	Street lights	5	ea	5000 \$	25,000.00
5	0.20' Overlay	500	ton	70 \$	35,000.00
6	Fabric	3,640	sy	1 \$	3,640.00
7	Striping	L.S.		\$	660.00
8	2" A.C.	60	ton	70 \$	4,200.00
9	8" A.B.	220	ton	22 \$	4,840.00
10	Retaining Wall	480	lf	30 \$	14,400.00
11	Excavation	460	cy	20 \$	9,200.00
			Subtotal	\$	133,330.00
12	Storm Drain			\$	33,332.50
			Subtotal	\$	166,662.50
			5% Engineering	\$	8,333.13
			15% Contingency	\$	24,999.38
			Total	\$	199,995.00

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 20/Lf of Roadway Per Pearson Rd. Project)	1650	lf	40	66000
			Total	\$	232,662.50
			5% Engineering	\$	11,633.13
			15% Contingency	\$	34,899.38
			Grand Total	\$	279,195.00

FOSTER

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	1,640	lf	18 \$	29,520.00
2	Sidewalk	13,140	sf	4.5 \$	59,130.00
3	Ped Ramps	2	ea	1500 \$	3,000.00
4	Street lights	6	ea	5000 \$	30,000.00
5	0.20' Overlay	480	ton	70 \$	33,600.00
6	Fabric	3,520	sy	1 \$	3,520.00
7	Striping	L.S.		\$	656.00
8	2" A.C.	0	ton	70 \$	-
9	8" A.B.	0	ton	22 \$	-
10	Retaining Wall	510	lf	30 \$	15,300.00
11	Excavation	590	cy	20 \$	11,800.00
			Subtotal	\$	186,526.00
12	Storm Drain			\$	46,631.50
			Subtotal	\$	233,157.50
			5% Engineering	\$	11,657.88
			15% Contingency	\$	34,973.63
			Total	\$	279,789.00

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 20/Lf of Roadway Per Pearson Rd. Project)	1640	lf	40	65600
			Total	\$	298,757.50
			5% Engineering	\$	14,937.88
			15% Contingency	\$	44,813.63
			Grand Total	\$	358,509.00

CEDAR STREET

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	620	lf	18 \$	11,160.00
2	Sidewalk	3,100	sf	4.5 \$	13,950.00
3	Ped Ramps	2	ea	1500 \$	3,000.00
4	Street lights	2	ea	5000 \$	10,000.00
5	0.20' Overlay	170	ton	70 \$	11,900.00
6	Fabric	11,160	sy	1 \$	11,160.00
7	Striping	L.S.		\$	300.00
8	2" A.C.	4	ton	70 \$	280.00
9	8" A.B.	15	ton	22 \$	330.00
10	Retaining Wall	200	lf	30 \$	6,000.00
11	Excavation	3410	cy	20 \$	68,200.00
				Subtotal	\$ 136,280.00
12	Storm Drain				\$ 34,070.00
				Subtotal	\$ 170,350.00
				5% Engineering	\$ 8,517.50
				15% Contingency	\$ 25,552.50
				Total	<u>\$ 204,420.00</u>

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 20/Lf of Roadway Per Pearson Rd. Project)	620	lf	20	12400
				Total	\$ 182,750.00
				5% Engineering	\$ 9,137.50
				15% Contingency	\$ 27,412.50
				Grand Total	<u>\$ 219,300.00</u>

BIRCH STREET

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	1,850	lf	18 \$	33,300.00
2	Sidewalk	9,350	sf	4.5 \$	42,075.00
3	Ped Ramps	6	ea	1500 \$	9,000.00
4	Street lights	8	ea	5000 \$	40,000.00
5	0.20' Overlay	604	ton	70 \$	42,280.00
6	Fabric	4,480	sy	1 \$	4,480.00
7	Striping	L.S.		\$	800.00
8	2" A.C.	170	ton	70 \$	11,900.00
9	8" A.B.	600	ton	22 \$	13,200.00
10	Retaining Wall	330	lf	30 \$	9,900.00
11	Excavation	1500	cy	20 \$	30,000.00
				Subtotal	\$ 236,935.00
12	Storm Drain				\$ 59,233.75
				Subtotal	\$ 296,168.75
				5% Engineering	\$ 14,808.44
				15% Contingency	\$ 44,425.31
				Total	\$ 355,402.50

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 20/Lf of Roadway Per Pearson Rd. Project)	1850	lf	40	74000
				Total	\$ 370,168.75
				5% Engineering	\$ 18,508.44
				15% Contingency	\$ 55,525.31
				Grand Total	\$ 444,202.50

WILLOW STREET

ITEM	DESCRIPTION	QUANTITY		UNIT PRICE	COST
1	Curb & Gutter	480	lf	18 \$	8,640.00
2	Sidewalk	2,400	sf	4.5 \$	10,800.00
3	Ped Ramps	4	ea	1500 \$	6,000.00
4	Street lights	1	ea	5000 \$	5,000.00
5	0.20' Overlay	130	ton	70 \$	9,100.00
6	Fabric	960	sy	1 \$	960.00
7	Striping	L.S.		\$	400.00
8	2" A.C.	50	ton	70 \$	3,500.00
9	8" A.B.	170	ton	22 \$	3,740.00
10	Retaining Wall	140	lf	30 \$	4,200.00
11	Excavation	370	cy	20 \$	7,400.00
				Subtotal	\$ 59,740.00
12	Storm Drain				\$ 14,935.00
				Subtotal	\$ 74,675.00
				5% Engineering	\$ 3,733.75
				15% Contingency	\$ 11,201.25
				Total	\$ 89,610.00

Additive Items

13	Trees/Tree Wells, Schedule 40 P.V.C., stamped concrete (Figured at 20/Lf of Roadway Per Pearson Rd. Project)	480	lf	40	19200
				Total	\$ 93,875.00
				5% Engineering	\$ 4,693.75
				15% Contingency	\$ 14,081.25
				Grand Total	\$ 112,650.00

Engineers Estimate of Costs
Trailway Foster Rd. to Pearson Rd. Class 1 Bikeway

Item	Description	Quantity	Unit Price	Cost
1	P.S.&E., Envir.	L.S.	\$15,000	\$15,000
2	Drainage	L.S.	\$15,000	\$15,000
3	Clear & Grub	L.S.	\$10,000	\$10,000
4	R.O.W. ACQ.	L.S.	\$200,000	\$200,000
5	Grading	L.S.	\$20,000	\$20,000
6	Baserock	L.S.	\$15,000	\$15,000
7	Asphalt	L.S.	\$8,000	\$8,000
			Subtotal	\$283,000
			Contingency	\$75,000
			Total	\$358,000

Engineers Estimate of Costs
Trailway Pearson Rd. to Fir St. Class 1 Bikeway

Item	Description	Quantity	Unit Price	Cost
1	P.S.&E., Envir.	L.S.	\$15,000	\$15,000
2	Drainage	L.S.	\$15,000	\$15,000
3	Clear & Grub	L.S.	\$10,000	\$10,000
4	R.O.W. ACQ.	L.S.	\$200,000	\$219,000
5	Grading	L.S.	\$20,000	\$20,000
6	Baserock	500Ton	\$25/ton	\$12,500
7	Asphalt	110ton	\$60/ton	\$6,600
			Subtotal	\$298,100
			Contingency	\$75,000
			Total	\$373,100

Engineers Estimate of Costs

Traffic Signal at Black Olive Dr. and Pearson Rd.

1 L.S.-----\$150,000

Traffic Signal Modification Skyway at Pearson Rd.

1 L.S.-----\$50,000

Public Parking Facilities (Based on Park & Ride Project Costs)

1 L.S.-----\$825,000

**DOWNTOWN REVITALIZATION
MASTER PLAN**

**Estimated Project Costs
Paradise Town Civic Center
(Combined general government, police & fire)
(based on 40,000 sq. ft.)**

Property Acquisition -	\$ 280,000
Architectural design & structural engineering -	150,000
Construction (incl. demolition, employee & public parking, landscaping & septic w/ clustered wastewater treatment)	2, 700,000
Equipment	100,000
Contingency	240,000
<u>TOTAL EST. COST</u> -	\$ 3, 470, 000

Please Note: Entire town block that would be the site for the civic center is approximately 90,000 s. f. or 2.07 acres in size. Total includes the abandonment of a 20'x300' alley way. Also, the proceeds from the sale of the current Town Hall property would be applied against the cost of this project.

**DOWNTOWN REVITALIZATION
MASTER PLAN**

**Estimated Project Costs
Paradise Community Park
(4-acre site)**

Property Acquisition -	\$220,000
Park design -	25,000
Park Construction (incl. public parking) -	235,000
Park amenities & equipment -	50,000
Contingency -	50,000
<u>TOTAL EST. COST-</u>	\$580,000

***Please Note: The Town will be receiving \$234,000 in Proposition 12 Funds
this fiscal year, a portion of which could be applied towards this
project***

**DOWNTOWN REVITALIZATION MASTER PLAN
ZONING INFORMATION**



NO SCALE



CC=14.07 A.C.
CB=63.76 A.C.
CF=12.14 A.C.
CS=10.69 A.C.
TR 1/3=20.02 A.C.

PROPOSED
TOWN OF PARADISE
DOWNTOWN
REVITALIZATION PLAN

APN	STREET	ADDRESS	NAME OF	ZONING	USE	CURB AND	SIDEWALK	LOT SIZE
052-150-004	QUEEN	5867		TR 1/3				0.330
052-150-005	QUEEN	5861		TR 1/3				0.340
052-150-006	QUEEN	5851		TR 1/3				0.340
052-150-007	QUEEN	5845		TR 1/3				0.340
052-150-008	QUEEN	5837		TR 1/3				0.340
052-150-009	QUEEN	5825		TR 1/3				0.440
052-150-010	VIOLET	802		TR 1/3				0.320
052-150-011	VIOLET	810		TR 1/3				0.390
052-150-012	VIOLET	809		TR 1/3				0.370
052-150-013	QUEEN	5836		TR 1/3				0.320
052-150-014	WINDSOR	802		TR 1/3				0.300
052-150-015	WINDSOR	810		TR 1/3				0.370
052-150-016	WINDSOR	805		TR 1/3				0.360
052-150-029	WINDSOR	801		TR 1/3				0.330
052-150-038	QUEEN	5846, 5850		TR 1/3				1.390
052-150-039	QUEEN	5834		TR 1/3				0.640
052-150-054	ALMOND	5952		TR 1/3				1.124
052-160-002	WILLOW	758		TR 1/3				0.380
052-160-003	WILLOW	766		TR 1/3				0.380
052-160-004	WILLOW	772		TR 1/3				0.380
052-160-010	WILLOW	773		TR 1/3				0.330
052-160-011	WILLOW	780		TR 1/3				0.790
052-160-013	WILLOW	765, 791		TR 1/3				3.810
052-160-014	WILLOW	779		TR 1/3				0.400
052-160-015	BLACK OLIVE	5838		TR 1/3				4.700
052-160-016	BLACK OLIVE	5848		TR 1/3				0.440

052-212-006 PEARSON 104, 108

TR 1/3

0.367

TOTAL TR1/3 ZONED ACREAGE

20.021

APN	STREET	ADDRESS	NAME OF	ZONING	USE	CURB AND	SIDEWALK	LOT SIZE
052-080-094	SKYWAY	6550		CF				7.000
052-143-010	BLACK OLIVE	5726		CF				0.660
052-150-055	ELLIOTT	780		CF				1.480
052-150-056	ELLIOTT	772		CF				1.370

APN 052-080-110 STREET ADDRESS 767, 771
NAME OF ZONING USE CURB AND SIDEWALK LOT SIZE 5.990

052-223-017 BLACK OLIVE 5570, 5580

CS

4.700

TOTAL CS ZONED ACREAGE

10.69

052-204-008	BLACK OLIVE	5588	CF	0.170
052-204-009	BLACK OLIVE	4604, 5602, 5632	CF	0.300
052-204-010	BLACK OLIVE		CF	
052-204-012	BLACK OLIVE	5690, 5704	CF	1.160
TOTAL CF ZONED ACREAGE				12.14

APN	STREET	ADDRESS	NAME OF	ZONING	USE	CURB AND	SIDEWALK	LOT SIZE
052-080-063	ELLIOTT	795		CC				0.520
052-080-073	ELLIOTT	827		CC				0.290
052-080-081	ELLIOTT	797		CC				0.660
052-080-082	ELLIOTT	805		CC				0.770
052-080-108	ELLIOTT	815		CC				0.560
052-080-109	ELLIOTT	823		CC				0.140
052-090-051	SKYWAY	6505		CC				0.370
052-150-028	ELLIOTT	800		CC				1.180
052-150-030	ELLIOTT	828		CC				0.420
052-150-037	ELLIOTT	816		CC				1.340
052-193-011	SKYWAY	6017, 6015, 6011, 6025, 6023, 6021, 6019		CC				0.606
052-193-019	SKYWAY	6009		CC				0.231
052-193-025	SKYWAY	6041		CC				0.955
052-211-031	SKYWAY	5997, 5995, 5971		CC				1.080
052-212-001	SKYWAY	5986		CC				0.367
052-212-003	PEARSON	52		CC				0.477
052-212-004	PEARSON	72, 76		CC				0.511
052-212-005	PEARSON	92		CC				0.496
052-212-020	PEARSON	26, 28, 36		CC				0.588
052-212-021	PEARSON	20, 24		CC				0.540
052-224-001	PEARSON	130, 134		CC				0.217
052-224-002	PEARSON	136		CC				0.118
052-224-003	PEARSON	140		CC				0.275
052-224-004	PEARSON	148		CC				0.294
052-225-016	PEARSON	220		CC				0.050
052-225-017	PEARSON	162		CC				0.459
052-225-018	PEARSON	182, 184, 186, 190, 192		CC				0.558

TOTAL CC ZONED ACREAGE 14.072

052-202-002	FIR	822	CB	0.270
052-202-003	FIR	834	CB	0.270
052-202-004	BLACK OLIVE	5695, 5699	CB	0.270
052-202-006	ALMOND	5718	CB	0.130
052-202-007	ALMOND	5726	CB	0.170
052-202-013	CEDAR	815, 811, 805 A/B, (5700 ALMOND)	CB	0.800
052-203-001	CEDAR	806	CB	0.320
052-203-012	BIRCH		CB	0.310
052-203-014	BLACK OLIVE	5573	CB	0.290
052-203-022	BIRCH	795	CB	0.140
052-203-024	BIRCH	767	CB	0.310
052-203-025	BIRCH		CB	0.050
052-203-026	BIRCH		CB	0.310
052-203-030	CEDAR	822	CB	0.240
052-203-031	BIRCH	777	CB	0.240
052-203-032	BLACK OLIVE	5631, (826 CEDAR)	CB	0.301
052-203-033	BLACK OLIVE	5619	CB	0.500
052-221-001	BIRCH		CB	0.210
052-221-002	BIRCH	708, 700, 684	CB	0.480
052-221-004	ALMOND	5553	CB	0.170
052-221-007	FOSTER	5922	CB	0.040
052-221-008	PEARSON	117, 119	CB	0.350
052-221-010	ALMOND	5577	CB	0.160
052-221-011	BIRCH	720	CB	0.160
052-221-012	PEARSON	145, (5637 ALMOND)	CB	0.230
052-222-001	ALMOND	5582, 5580	CB	0.120
052-222-002	BIRCH	770, 774	CB	0.170
052-222-003	BIRCH	778	CB	0.130
052-222-005	BLACK OLIVE	5543	CB	0.110
052-222-006	BLACK OLIVE	5537	CB	0.170
052-222-010	PEARSON	153	CB	0.170
052-222-011	ALMOND	5564	CB	0.110
052-222-012	ALMOND	5574	CB	0.030
052-222-015	BIRCH	782, 786, 790, 794	CB	0.180
052-222-017	PEARSON	209, 205	CB	0.300
052-222-018	PEARSON	175	CB	0.330
052-222-019	PEARSON	169, 163	CB	0.170

TOTAL CB ZONED ACREAGE 63.761

**DOWNTOWN REVITALIZATION MASTER PLAN
C.E.Q.A. ANALYSIS**

Town of Paradise

Downtown Revitalization Master Plan

CEQA ANALYSIS:

The proposed "Town of Paradise Downtown Revitalization Master Plan" dated September, 2000, is a detailed planning document that is intended to implement the 1994 Paradise General Plan and the General Plan established "Central Commercial Area". Pursuant to Government Code section 21094, no additional environmental review is required for this Master Plan for the reasons stated below.

Future new land uses and public infrastructure improvements that are to be established in order to implement the "Downtown Revitalization Master Plan" shall be subject to individual and separate analysis in relation to the requirements of the California Environmental Quality Act [CEQA Analysis]. However, it can be seen with certainty that the general environmental changes to be promulgated by town adoption of the "Downtown Revitalization Master Plan" have been previously and generally addressed by the town adopted 1994 Paradise General Plan Environmental Impact Report [EIR].

Dated: September 19, 2000


Al McGreehan
Planning Director
for the Town of Paradise

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