The Downtown

The downtown boundaries follow the adopted Downtown Revitalization Master Plan Area and includes all properties excluding single-family residential land uses.

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Goals:

The current theme consists predominately of parapets, covered walkways, awnings, and quaint architectural features indicative of a 1950's traditional downtown.

The goal of the Downtown is to use good design to "create a place" that attracts pedestrians, promotes mixed-use developments, encourages commerce, and aesthetically improves the character of Paradise, as a charming mountain community.

Good design considers the proposed site, the surrounding properties, and the continuity of buildings along the street frontage at the proposed location to blend existing designs, upgrade deteriorated buildings and eliminate clutter and blight. Good design also considers mixed-use developments, which brings new customers and business opportunities to the downtown area.