



## 4.0 CENTRAL GOALS

The major goals of this *General Plan* are grouped and discussed below. These goals were prepared by citizen subcommittees and the General Plan Revision Steering Committee. They set the tone and direction for growth and development in the Town of Paradise during the next fifteen years.

- **Maintain managed growth that will provide adequate infrastructure for Paradise, to ensure an orderly, well-planned community.**

The quality of life in Paradise can be improved and enhanced by carefully managing the amount and location of new development. Growth and development that includes the improvement of public services and infrastructure ensures a balanced mixture of uses and will enhance the quality of life in Paradise.

Among Paradise's assets are its natural beauty, rural atmosphere, open spaces and its historic past. By carefully managing where and how the town grows and develops, the dramatic viewsheds, forests, and sense of place can be preserved.

- **Create a healthy local economy in Paradise by encouraging a greater mix of goods and services, and promoting economic development in the community.**

It is a goal of the *General Plan* to provide a full range of affordable public services, and to improve the local economy by retaining existing businesses, attracting unique and revenue enhancing businesses and industries and assisting the private sector to create jobs. This goal will help to create a more self sufficient municipality, while serving to develop a community

identity and maintain or improve upon the current level of public services.

- **Encourage and accommodate thoughtful, well-planned commercial and industrial growth that is compatible with adjacent land uses and infrastructure capabilities.**

It is a goal of the *General Plan* to properly manage growth to preserve the local quality of life. To effectively balance the special needs of the community, the plan distinguishes between residential and commercial/industrial growth. The town needs appropriate commercial and industrial growth in order to preserve its unique quality of life.

- **Promote tourism as an economic development measure, and revitalize the central commercial area.**

Paradise is rich in California history, and tourism has been identified as a potential tool for melding the local history with economic development. Renewal of the old commercial core area of the town to promote an historical theme has been identified as a way to support and encourage local business.

- **Designate adequate land and a range of residential densities sufficient to meet the needs of Paradise residents and persons expected to reside in Paradise, while preserving the present rural residential character and small town atmosphere.**

Broadening the amount of land designated for a variety of residential land uses will provide more opportunity for housing a wider range of Paradise residents. Proper planning and implementation will maintain and enhance



the unique rural character of Paradise, even as residential areas build out.

- **Preserve and enhance the natural beauty of Paradise, and the significant physical features, such as the trees, views, stream courses, wildlife habitat, and clean air.**

One of the greatest assets Paradise has to offer is its natural beauty. The trees, streams, clean air and dramatic viewsheds are among several reasons why the town is attractive as both a place of residence and a place to visit. Preservation of the natural beauty and the enhancement of open space and parks are viewed as keys to a healthy future for the Town of Paradise.

- **Provide safe, efficient and effective traffic flow, both within Paradise and between Paradise and its environs.**

Improving traffic and pedestrian circulation throughout the planning area is regarded as a high priority in the *General Plan*. Traffic congestion is one of the first symptoms of a growing community, and one that can have dramatic effects on the local quality of life. By improving traffic flows, eliminating hazards, and promoting alternative forms of transportation, the rural quality of life in Paradise can be preserved. In addition, it is a goal of the *General Plan* to maintain the integrity of residential neighborhoods by minimizing traffic and associated noise impacts.

- **Assure that fire and police protection are enhanced sufficiently to meet the demands of new and existing land use development.**

As the town grows and develops, so does the need for police and fire protection. The town has a significant amount of high wildland fire hazard areas and is uniquely situated in a setting characterized by dramatic topography, difficult circulation, and deficient water pressures or volumes. While crime rates have not increased significantly in recent years, the types of crimes have changed. Criminal activity in Paradise is

more reflective of urban type crime than it was ten years ago. It is a goal of the *General Plan* to maintain the current level of both fire and police protection, and to enhance and improve service as the town grows and develops.

- **Assure the safety of all Paradise residents from potential natural disasters, such as earthquake, flooding, volcanic activity, hazardous waste accidents, and major storms.**

Major disasters can disrupt and cripple a community very quickly. It is a goal of the *General Plan* to improve and enhance the preparedness of the community for critical disasters, and to find ways to limit their impact. A well prepared and safe community reflects upon the overall high quality of life.

- **Actively promote water and energy conservation.**

It is an important *General Plan* goal to promote water conservation. In addition, a continual focus on energy conservation throughout the life of the plan can save both citizens and the town money, and contribute to local, regional, national and global efforts to conserve dwindling energy supplies.

- **Facilitate the implementation of the town's affordable housing goals as set forth by the State of California and the Butte County Association of Governments.**

In the past, the community has had difficulty in implementing the policies and provisions of the *Housing Element*. Coupled with the goal of stimulating the local economy and creating local jobs, it is a goal of the *General Plan* to create opportunity for the establishment of affordable housing in the community.

- **The town shall explore the feasibility of assisting the Paradise Unified School District in providing a quality education for all school children in Paradise.**



It is a goal of the *General Plan* to assist the Paradise Unified School District in providing a well-rounded quality educational environment to the children of Paradise. Education of the children in the Paradise community is the responsibility of the School District, parents, and all concerned citizens who believe that education is a key component to the local quality of life, and the long term viability of the community.

- **Improve and expand communication and cooperation between Paradise, Butte County, Chico and the various special districts in order to assure effective and sound land use decisions within the region.**

Butte County, Chico and Oroville are all revising their *general plans* during the early 1990s. The region is expected to continue to grow as people, businesses and industry become dissatisfied with the problems of being located in major urban areas, and decide to relocate to Northern California. It is a goal of the *General Plan* to improve communication and coordination with other jurisdictions and special districts to cooperatively address planning issues from a regional standpoint.

- **Fully implement the onsite wastewater management district.**

It is an objective of the *General Plan* to fully implement and sustain the operations of the town onsite wastewater management district.

- **Surface and groundwater quality shall be improved and preserved and the Paradise area watershed shall be protected.**

It is a policy of the *General Plan* to protect the quality of domestic water supplied to the community. The primary mechanism for implementing the policy shall be to strive to influence activities within the watershed and outside the town limits in order to preserve the natural state and ecological integrity of the watershed.