

Town of Paradise



New Business Start-up Guide

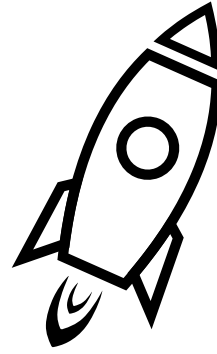
*Retail / Thrift Stores / Antiques / Consignment /
Pawnbroker / Firearms*

Building Resiliency Center

Town of Paradise
6295 Skyway
Paradise, CA 95969

(530) 872-6291 ext. 411

Business Roadmap



Retail / Thrift Stores /
Antiques / Consignment /
Pawnbroker / Firearms

Zoning 01

Check that the zoning for the property allows that type of business or requires a Use Permit

02 Septic Review

Check if septic calculations will be required for review by the Town

Building Permit 03

Modifications to the building will require building permits

04 Signs

All new signs must go through a Design Review process with the Town

Special License 05

Businesses that sell secondhand items and/or firearms must be licensed with the Police Dept

06 Business License

In addition to a special license, the business will need to register for a Town business license



www.townofparadise.com

Welcome to the Town of Paradise

Welcome to the Town of Paradise. This booklet includes information you may need in obtaining permits for establishing or expanding a business.

The permits required will depend upon the type of business you plan to operate. The first section covers common considerations for all retail businesses, while the second section is tailored more for the additional requirements that come with new construction.

For specific legal information regarding permit requirements, contact the responsible agency. A brief description of all permits is provided in this booklet. Carefully read these descriptions to determine the documentation needed to obtain the permits applicable to your business. After you have reviewed the information that relates to your type of business, you may find the following checklist helpful in organizing your efforts.

If you are not sure if a particular Town-issued permit is required for your business, contact the Planning Division at (530) 872-6291 ext. 411 for assistance.

Checklist

- ☐ Zoning Check / Use Permit
- ☐ Land Use Review for Wastewater
- ☐ Building Permit
- ☐ Sign Design Review/Permit
- ☐ Town Business License
- ☐ Special Permit to Operate a Business
- ☐ Fictitious Business Name Statement
- ☐ Employer Registration
- ☐ Seller's Permit / Sales and Use Tax Permit
- ☐ Trash Service

New Construction

- ☐ Zoning / Use Permits
- ☐ Environmental Determination
- ☐ Grading Permit
- ☐ Street Improvement Plans
- ☐ Encroachment Permit

Town of Paradise
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Opening a New Business

GETTING STARTED

Butte College Small Business Development Center
2480 Notre Dame Blvd.
Chico, CA 95928
(530) 895-9017
Buttecollegesbdc.com

3CORE
2515 Ceanothus Ave, Ste 105
Chico, CA 95973
(530) 893-8732
3coreedc.org

Starting a business is an exciting proposition, but it's also an incredibly challenging undertaking. The resources provided by the Small Business Development Center at Butte College will help you learn about what it takes to start a business. The SBDC provides a variety of services designed to assist in the establishment and development of small businesses. Additionally, when traditional financing doesn't fit for your project, 3CORE offers financial assistance through small business loans.

ZONING CHECK

Planning Division
Town of Paradise
6295 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 411
Monday 9:00 a.m. – 5:00 p.m. (closed from 12-1 p.m.)
Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)
www.townofparadise.com/planning

Zoning is essential for anyone starting a new business because it dictates how land within certain areas can be used. By checking zoning regulations, entrepreneurs can ensure that their business activities comply with local laws, avoiding potential legal issues and fines. Before applying for any permits outlined in this guide, make certain the proposed use of the property is consistent with the zoning regulations and the General Plan land use designation. To verify zoning designations, you must know the address or the Assessor's Parcel Number (APN).

Once you have obtained the address or APN, contact the Community Development Department at the Building Resiliency Center (BRC) to verify the zoning designation. Planning staff can help you in determining whether the proposed use is consistent with the zoning for the property. Some businesses/uses require neighborhood noticing and review by the Planning Commission. Understanding zoning laws helps business owners select appropriate locations, align their operations with community standards, and plan for the future.

LAND USE REVIEW FOR WASTEWATER

Onsite Wastewater Division

Town of Paradise

6295 Skyway

Paradise, CA 95969

(530) 872-6291 ext. 411

Monday 9:00 a.m. – 5:00 p.m. (closed from 12-1 p.m.)

Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)

www.townofparadise.com/septic

Anytime there is a change in use that affects the existing daily wastewater design flow or flow strength allotted for the subject parcel, a Land Use Review (LUR) is required for both residential and commercial properties. Commercial properties have additional requirements including engineered wastewater flow calculations from a qualified Civil Engineer whose area of competence is wastewater or a Registered Environmental Health Specialist (REHS). A septic permit application is used to apply for the LUR at the BRC for Onsite Wastewater Division review and approval of proposed changes. Once approved, you may then apply for any required septic installation permits to meet the onsite wastewater system design requirements.

BUILDING PERMIT

Building Division

Town of Paradise

6295 Skyway

Paradise, CA 95969

(530) 872-6291 ext. 411

Monday 9:00 a.m. – 5:00 p.m. (closed from 12-1 p.m.)

Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)

www.townofparadise.com/building

Review Your Building's Use and Occupancy: Different uses and occupations have different requirements. For example, restaurants, schools, and hospitals often have more stringent requirements than office buildings. A building permit is often required when you plan to make physical changes to the interior or exterior of a building or when the proposed construction/remodel involves mechanical, plumbing, or electrical work.

When required, plans must be submitted for plan check, and a building permit issued, before the construction or remodeling begins. During construction or remodeling, building inspectors are required to inspect the work performed. All commercial plans submitted for a permit must be signed by either a California Professional Engineer or California Registered Architect. Construction requirements to upgrade previously developed structures and projects for ADA (Americans with Disabilities Act) access are not strictly limited to new construction or renovations. With any upgrade or retrofit project, costs to provide for ADA access and compliance can be up to 20% of the overall retrofit construction budget.

To determine whether automatic fire sprinklers or a fire alarm system is required for your business, consider checking in with the Building Division. Your building's size, construction, use, and occupancy play crucial roles in making the determination.

Code References: Business and Professions Code sections 5537, 5538, 6737, and 6745 California Building Code(CBC) 11B 202.4 California Fire Code (CFC) 903 and 907.

SIGN DESIGN & PERMIT

Planning Division
Town of Paradise
6295 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 411
Monday 9:00 a.m. – 5:00 p.m. (closed from 12-1 p.m.)
Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)
www.townofparadise.com/planning

A Design Review application is required for placement or construction of new commercial signs. Design Review is evaluated for compliance with the Town's Design Standards, the Town's General Plan, Zoning Ordinance, applicable specific plans, and other related town standards. Regulations regarding the types of signs and their placement are contained in the Town's Sign Ordinance. You may obtain a copy at the Building Resiliency Center (BRC) or refer to them online at www.townofparadise.com/planning/page/design-standards.

To approve your Sign Design Review application, the Planning Department will need color renderings depicting sign size, total square footage, font style, materials, and color palette of the proposed signs. The drawings must show the advertising message, location, dimensions, and the type of construction, electrical wiring and components, and method of attachment. Proposed signs that are in compliance with the Sign Ordinance can be approved by Planning Department without the need for Planning Commission or Town Council review, after receiving confirmation from the Design Review Committee.

No person shall be issued a building permit for a new or expanded commercial, quasi-commercial, community service, office, publicly-funded or multi-family development project, the design of which is subject to the town's adopted design standards and criteria in the Town of Paradise unless the project has been approved or conditionally approved by town staff for compliance with the design criteria and standards set forth in the Town of Paradise Design Standards.

BUSINESS LICENSE

Town Clerk's Office
Town of Paradise
5555 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 101
Monday – Thursday 8:00 a.m. – 5:00 p.m.
<https://www.townofparadise.com/business>

All persons engaged in any type of business within the Town of Paradise are required to have a valid business license prior to commencing business. Applications may be submitted online at <https://www.townofparadise.com/business/page/business-license-information> or in person at the Town Clerk's Office.

SPECIAL LICENSE TO OPERATE A BUSINESS

Town of Paradise
5555 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 101
Monday – Thursday 8:00 a.m. – 5:00 p.m.
<https://www.townofparadise.com/business>

Certain types of businesses are required to have more than one license. Usually, the second license is a Special License. Please note, you may require additional licensing from other governmental agencies in addition to your Town of Paradise License. The Special License is issued based on a review of the application and may require approval by the Police Department, fingerprinting, and background checks. Businesses requiring Special Business Licenses are:

- ◆ **Retail Firearms Sales Establishments (Police Department)**
- ◆ Fairs, Carnivals, & Circuses (Planning Division)
- ◆ Theater, Tent Shows, and Playhouses (Planning Division)
- ◆ Fortunetelling (Planning Division)
- ◆ Outdoor Festivals & Parades (Planning Division)
- ◆ Taxicabs and Rent (Police Department)
- ◆ Sound Trucks & Sound Amplifying Equipment (Police Department)
- ◆ Onsite Sanitation Systems Evaluators (Onsite Wastewater Division)
- ◆ **Junk Dealers, Pawn Brokers, & Secondhand Dealers (Police Department)**
- ◆ Vending-Hawking-Peddling-Sales (Planning Division)
- ◆ Bingo Games (Finance Department)
- ◆ Solicitors (Police Department)
- ◆ Kennels (Police Department)
- ◆ Card Rooms (Police Department)
- ◆ Tattoo Artists and Tattooing Establishments (Police Department)
- ◆ Masseur/Masseuse and Massage Establishment (Police Department)

FICTITIOUS BUSINESS NAME STATEMENT

Clerk-Recorder's Office
Butte County
155 Nelson Ave
Oroville, CA 95965
(530) 552-3400
Monday – Friday
8:30 a.m. - 4:00 p.m.
records@buttecounty.net

If you plan to conduct business under a name other than your full legal name, you must file a Fictitious Business Name Statement. Applications are available in the County Clerk-Recorder's Office or online. After filing, the statement must be published in a newspaper of general circulation, once a week for four successive weeks, with the first publication occurring within 45 days of the filing date. The statement expires five years from the date of filing or 40 days after any change in facts of the statement (except any

change of residential address for any registrant). Information on fees may be obtained on the Recorder's website. After a Fictitious Business Name Statement has been filed, you will receive a certified copy of the application and proof of publication. Your bank may request a copy of this certified form as you open your account.

EMPLOYER REGISTRATION

Employment Development Department
3321 Power Inn Road, Suite 220
Sacramento, CA 95826
(888) 745-3886
Monday – Friday
8:00 a.m. – 5:00 p.m.
www.edd.ca.gov

When wages paid to an employee exceed \$100 in a calendar quarter, an employer becomes responsible for payment of Unemployment Insurance, Employment Training Tax, Disability Insurance, and Personal Income Tax. Registration and payment must be made within fifteen days. An employer must then report for subsequent calendar years, regardless of the amount of wages paid.

The Employment Development Department (EDD) regulates State Disability Insurance, Unemployment Insurance, Income Tax Withholdings, and Employment Training Tax. Use EDD's e-Services for Business to apply for your employer payroll tax account number. The *California Employer's Guide* booklet provides detailed information on payment schedules and regulations. EDD also offers Payroll Tax Seminars at no-cost to help employers understand and comply with state requirements.

SELLER'S PERMIT / SALES AND USE TAX PERMIT

State of California
Department of Tax and Fee
Administration
2881 Churn Creek Road, Ste B
Redding, CA 96002
(530) 224-4729
Monday - Friday
8:00 a.m. - 5:00 p.m.
ReddingInquiries@cdtfa.ca.gov

If you will be selling tangible personal property in the State of California, you must apply for a Seller's Permit. The requirement to obtain a seller's permit applies to individuals as well as corporations, partnerships, and limited liability companies. Both wholesalers and retailers must apply for a permit. The Seller's Permit allows the CDTFA to keep track of your taxable sales and to collect the sales tax. You will be issued a Sales and Use Tax Permit Number when you apply for a Seller's Permit. There is no fee for a Seller's Permit. However, depending on your type of business, you may be required to post a deposit to cover any unpaid taxes that may be owed if, at a later date, the business closes. The CDTFA has a secure, convenient, fast, and free way to register online for a permit. The system guides you through the process and will assist you with the types of permits you may need for your business.

TRASH SERVICE

Northern Recycling & Waste Services
920 American Way
Paradise, CA 95969
(530) 876-3340
Monday - Friday
8:00 a.m. to 4:00 p.m.
customerservice@northernrecycling.biz

In accordance with state law, by the year 2000, California Cities were required to reduce their solid waste by 50% or be faced with fines up to \$10,000 per day. In an effort to reduce the amount of waste entering landfills, comply with Assembly Bill 939 and improve the general environment, the Town of Paradise adopted Ordinance 257 in 1995, making trash service mandatory for all occupied residences and businesses within the Town. Proper solid waste disposal and recycling help maintain a clean and safe environment, reduce pollution, and promote sustainability. These services ensure businesses can efficiently manage their waste, avoid legal penalties, and contribute to the state's environmental goals, such as reducing landfill usage and conserving resources.

New Construction

If you are planning to construct a new building in opening your new business, this section covers the types of permits and approvals you may need.

ZONING / USE PERMITS

Planning Division
Town of Paradise
6295 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 411
Monday 9:00 a.m. – 5:00 p.m. (closed from 12-1 p.m.)
Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)
www.townofparadise.com/planning

If you are constructing a new building, check the applicable zoning codes. Commercial, industrial, institutional projects or apartments may require a public hearing and approval of the Planning Commission. Check Title 17 of the Paradise Municipal Code to determine whether you need discretionary approval. The time required for review and approval will vary based upon the type of permit and intensity of the proposed development. A fee will be charged based on the application you are filing. The Town's Zoning Code contains information relevant to new construction such as parking requirements, setbacks, height limits, and other site development regulations. Depending on the type of development, the project may require environmental review to identify and mitigate potentially significant impacts to the environment.

DESIGN REVIEW

Planning Division
Town of Paradise
6295 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 411
Monday 9:00 a.m. – 5:00 p.m. (closed from 12-1 p.m.)
Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)
www.townofparadise.com/planning/page/design-standards

Good design creates a "place" that aesthetically improves the character of a community. Having integrated design standards helps to guide developers, architects, planners and community leaders in maintaining Paradise as a charming mountain community. Design Standards govern the development and architectural appearance of commercial and multi-family construction to promote projects with a high aesthetic quality and compatibility with each other. A commercial design review application is required for new construction, façade renovation, and signage. Design Review is evaluated for compliance with the Town's Design Standards, the Town's General Plan, Zoning Ordinance, applicable specific plans, and other related Town standards. Consult the Planning Division for further information about zoning compliance and design requirements.

GRADING PERMIT

Engineering Division
Town of Paradise
6295 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 411
Monday 9:00 a.m. – 5:00 p.m. (closed from 12-1 p.m.)
Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)
www.townofparadise.com/pwe

Grading is regulated by Chapter 15 of the Town of Paradise Municipal Code (PMC). Grading is the removal or deposition of earth material by artificial means. Earth material is defined as any rock or natural soil or combination thereof. Grading is generally a combination of excavation (cuts) and placement (fill) of soil. A grading permit may be required in the following scenarios: when more than 50 cubic yards of earth are moved; when an excavation creates a vertical face which exceeds two feet in depth or when a cut slope is greater than four feet in height; when fill of more than one foot in depth is placed on natural terrain of a slope of 5:1 or steeper; when fills involve the altering of drainage; and any fill three feet in depth or greater that is not supporting a surcharge. For specific requirements, check with the Town's Engineering Division.

Site Plans and Erosion and Sediment Control Plans are required for Grading Permit issuance and shall include the relevant information about the lot and proposed scope of work, including but not limited to: volume of soil to be displaced, location of displacement, elevations of existing and proposed site, site features, building locations, easements, drainage ways, Special Permit Zones/Flood Zones, etc.

STREET IMPROVEMENT PLANS

Engineering Division
Town of Paradise
6295 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 411
Monday 9:00 a.m. – 5:00 p.m. (closed from 12-1 p.m.)
Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)
www.townofparadise.com/pwe

In the context of a development project, street improvement plans are crucial for ensuring that the proposed development integrates seamlessly with the existing infrastructure and meets regulatory and safety standards. These plans are typically required as part of the permitting and approval process for the project. Before submitting street improvement plans to the Town, it is necessary to have plans prepared and stamped by a registered professional engineer (P.E.). Completed plans should be submitted to the Town's Engineering Division for plan checking. Not every application is required to submit improvement plans.

ENCROACHMENT PERMIT

Engineering Division
Town of Paradise
6295 Skyway
Paradise, CA 95969
(530) 872-6291 ext. 411
Monday 9:00 am – 5:00 p.m. (closed from 12-1 p.m.)
Tuesday – Friday 8:00 a.m. - 5:00 p.m. (closed from 12-1 p.m.)
www.townofparadise.com/pwe

An Encroachment Permit is required if you plan to construct or modify any part of the public right-of-way. This includes streets, curbs, sidewalks, gutters, and driveways. For most construction projects, detailed construction drawings are submitted along with the application and are checked for compliance with both Town of Paradise construction standards and generally acceptable engineering standards. You must be a licensed contractor for the type of work you plan to do, or you must be the homeowner and not contracting or paying others to complete permitted work (repairs and flatwork behind the sidewalk area). Licensed contractors shall carry general liability insurance of \$1,000,000 minimum with an endorsement naming the Town, Town Officers, Employees and Agents as additional insured. The policy shall have a 30-day notice of cancellation and be on file at the town offices. Homeowners shall provide the Town with a copy of their homeowners insurance policy with liability limits of \$300,000 minimum. Contractors shall provide the Town with a surety bond or other approved security of \$10,000 minimum. Homeowners are exempted from security requirements. Additional information and application materials are available at the Building Resiliency Center (BRC).

Utilities

Cable Television

Xfinity by Comcast
1950 E. 20th St Unit C319
Chico, CA 95928
(800) 934-6489
10:00 A.M. – 7:00 P.M.
xfinity.com

Electric Service

Pacific Gas & Electric
(877) 743-4112 Start or Stop Service
(877) 660-6789 Emergency Repairs/Outages
24 hours
www.pge.com

Telecommunications

Verizon
1950 E. 20th Street
Chico, CA 95928
(800) 880-1077
10:00 A.M. - 7:00 P.M.
www.verizon.com

AT&T
1947 E. 20th Street
Chico, CA 95928
(530) 896-0481
9:00 am – 7:00 pm (Mon-Sat)
10:00 am – 6:00 pm (Sun)
<https://www.att.com/>

T-Mobile

2072 E. 20th Ste 160
Chico, CA 95928
(530) 566-1600
10:00 am – 8:00 pm (Mon-Sat)
10:00 am – 6:00 pm (Sun)
t-mobile.com

Xfinity by Comcast

1950 E. 20th St Unit C319
Chico, CA 95928
(800) 934-6489
10:00 A.M. – 7:00 P.M.
xfinity.com

Natural Gas

Pacific Gas & Electric
(877) 743-4112 Start or Stop Service
(877) 660-6789 Emergency Repairs/Outages
24 hours
www.pge.com

Water Service

Paradise Irrigation District
6332 Clark Road
Paradise, CA 95969
(530) 877-4971
9:00 A.M. - 4:00 P.M. (Mon – Fri)
www.pidwater.com

Additional Resources

Air Quality

Butte County Air Quality Management District
629 Entler Ave #15
Chico, CA 95928
(530) 332-9400
bcaqmd.org

Bad Checks/Fraud

County District Attorney
25 County Center Drive
Oroville, CA 95965
(866) 323-7283
Dafraud@buttecounty.net

Business Inquiries

Dept. of Planning and Development
Office of Business and Economic Development
1400 10th Street, 2nd Floor
Sacramento, CA 95814
(877) 345-4633
<http://business.ca.gov>

Business/Professional License

Dept. of Consumer Affairs
1625 N. Market Blvd Ste N112
Sacramento, CA 95834
(800) 952-5210

Incorporation/Trademark/ Service Mark Registration

Secretary of State's Office
1500 11th St 2nd Floor
Sacramento, CA 95814-2974
(916) 657-5448
<https://bizfileonline.sos.ca.gov/>

Newspaper

Paradise Post
P.O. Box 9
Chico, CA 95927
Phone: (530) 879-7888
Paradisepost.com/contact-us

Contractor's Licenses

Contractor's State License Board
9821 Business Park Drive
Sacramento, CA 95827
(800) 321-CSLB (2752)
Cslb.ca.gov

Economic/Business Development Data

State Dept. of Commerce
1121 L Street, Suite 600
Sacramento, CA 95814-3926
(916) 322-1394

Environmental Regulations (Federal)

Environmental Protection Agency
75 Hawthorne St
San Francisco, CA 94105
(415) 947-8000
www.epa.gov

Environmental Regulations (State)

Environmental Protection Agency
P.O. Box 2815
Sacramento, CA 95812-2515
(916) 323-2514

Garbage/Refuse Collection

Northern Waste & Recycling Services
920 American Way
Paradise, CA 95969
(530) 876-3340
Northernrecycling.biz

Occupational Safety and Health Cal/OSHA

Department of Industrial Relations
381 Hemsted Drive
Redding, CA 96002
(530) 224-4743
DOSHRED@dir.ca.gov

Property Tax

Butte County Assessor's Office
25 County Center Dr, Ste 100
Oroville, CA 95965
(530) 552-3800
Buttecounty.net/222/assessor

Chamber of Commerce

Paradise Ridge Chamber
6161 Clark Road, Ste 1
Paradise, CA 95969
(530) 877-9356
Paradisechamber.com

Secretary of State

1500 11th Street
Sacramento, CA 95814
(916) 657-5448
<https://bizfileonline.sos.ca.gov/>

Business Development

3CORE
2515 Ceanothus Ave, Suite 105
Chico, CA 95973
(530) 893-8732
loans@3coreedc.org

Butte College Small Business
Development Center
2480 Notre Dame Blvd.
Chico, CA 95928
(530) 895-9017
Buttecollegesbdc.com