

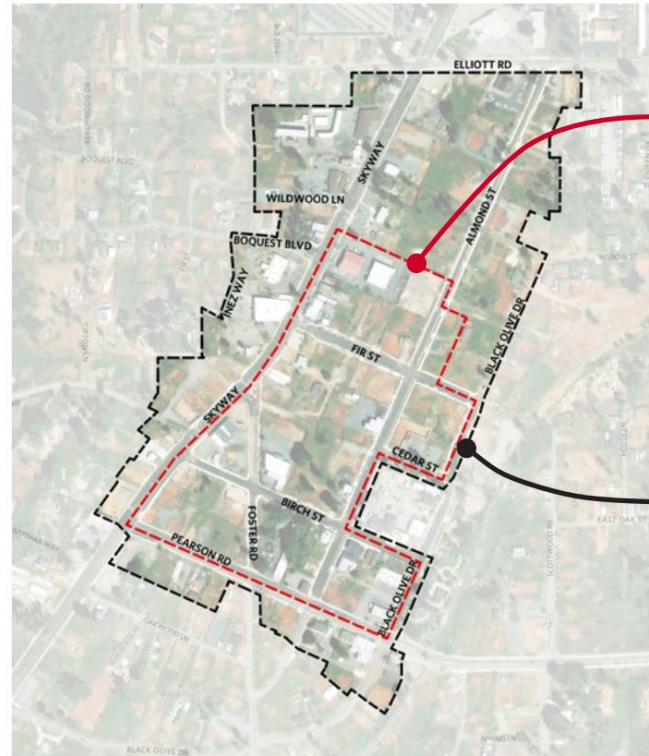


Downtown Strategy Phase 3

March 11, 2025

Background

- 2019 Long Term Community Recovery Plan identified Walkable Downtown as a priority
- Spring 2024 Temporary Moratorium issued in CB Zone
- Contracted with UDA in Summer 2024 to complete Phase 1 (moratorium recommendation) and Phase 2 (market study and activation ideas)



Temporary Moratorium

This temporary ordinance was implemented to put a pause on development until a proper plan is proposed and put in place

Central Business District



SCALE & TYPES OF DEVELOPMENT

What would you like Downtown Paradise to look like?

Place a green dot on ideas you LIKE

Place a red dot on ideas you DON'T like

BUILDING HEIGHT



1-Story Retail



2-Story Retail



3-Story Retail

BUILDING TYPE



Free Standing



Attached



Strip

ARCHITECTURAL CHARACTER



Rustic



Main Street



Contemporary

MIX OF USES



Horizontal Mixed-Use



Vertical Mixed-Use



No Mixed-Use

DOWNTOWN PARADISE PLANNING / PARADISE, CALIFORNIA / AUGUST 2024





Phase 3 Proposal

- Create a working group consisting of:
 - Council member
 - Town Staff
 - Local commercial banking
 - Downtown business owners
 - Chamber of Commerce
 - Local development community
 - Members of the community
- Conduct site visits to other applicable activations for insight.
- Conduct community Outreach
 - Online Survey
 - Open House
- Present a strategic plan to council
 - 1, 3, and 5 year measurable steps
 - Menu of potential actions
- Financial Impact: \$41,900



Questions