

Preservation & Adaptive Reuse Matrix

1. Activate Downtown Through Adaptive Reuse of Historic Buildings		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
1.a	Artist in Residency Hub	Mixed Use structure(s), art gallery, studio space, rotating shows on first floor, affordable artist housing on second floor	Long-Term	\$\$\$	LU-7, LU7-1, LU-10, LU, 10.1, LU-10.3, CCD-10.1, CCD-4.3, PRC-4.3, HSG-1, HSG-1.8	Private Investment, Planning Staff
1.b	Community Event Center	Space open for rent for the public, non-profits for events, art, and museums.	Long-Term	\$\$\$	LU-7, LU-7-1, LU-10, LU-10.3, CCD-4, CCD-4.2, CCD-10.1, PRC-4.3	Arts Council, Planning Staff
1.c	Museum/Cultural Center	Museum space, connected or in conjunction with café, pub or bar.	Long-Term	\$\$\$	LU-7, LU-7-1, LU-10, LU-10.3, CCD-10.1, PRC-4.3, CCD-4, CCD-4.2	Arts Council, Planning Staff
1.d	Visitor/Tourist Lodging	Utilize vacant buildings for BnB or Boutique Hotels.	Long-Term	\$\$\$	LU-7, LU-7.1, LU-10, LU-10.3, CCD-10.1, PRC-4.3	Planning Staff, Private Investment
1.e	Recreation Supply/Retail	Retail establishment providing canoes, kayaks, fishing to take advantage of river. Could offer classes and guided tours.	Mid-Term	\$\$	LU-7, LU-7-1, LU-10, LU-10.1,	Private Investment, Planning Staff, Parks Department
1.f	Small Business	Vareity of vacant builidngs could provide opportunity for co-locations for business.	Short-Term	\$\$	LU-7, LU-7.1, LU-10, CCD-10.1, PRC-4.3	Private Investment, City Staff
1.g	Small Business Hub	An entrepreneur's workspace that shares amenities such as high-speed internet, meeting, and cubicles. Provides resources and networking and training.	Mid-Term	\$\$	LU-7, LU-7.1, LU-10, CCD-10.1	Private Investment, City Staff
1.h	Brunch Restaurant	Community expressed desire for more restaurant options, including breakfast or brunch.	Short-Term	\$\$	LU-7, LU-7.1, LU-10, CCD-10.1	Private Investment
1.i	Food Hall	A brick and motor food court, offering low barrier to enry and lower overhead, could offer enertainment options such as events and games.	Mid-Term	\$\$\$	LU-7, LU-7.1, LU-10, CCD-10.1, CCD-4, CCD-4.2	Private Investment
1.j	Fish Market	Rear round seasonal fish market. i.e. Pikes Place, Seattle, WA	Mid-Term	\$\$	LU-7, LU-7.1, LU-10, CCD-10.1	Private Investment
1.k	Grocery Store	A small grocery in an area that has a pharmacy and hardware store provides specialty and locally sourced products.	Mid-Term	\$\$\$	LU-7, LU-7.1, LU-10, CD-10.1	Private Investment
1.l	Entertainment Space	A third space, offering indoor games and entertainment i.e., indoor mini golf, laser tag, arcade, darts, etc., with connection to Food Hall (1.i)	Short-Term	\$\$	LU-7, LU-7.1, LU-10, CCD-4, CCD-4.2, CCD-10.1	Private Investment
1.m	Additional Third Spaces	Spaces that are not home or office, that provide connection and community. Coffee shops, bakeries, bookstores, bars, and bistros.	Mid-Term	\$\$	LU-7, LU-7.1	Private Investment
1.n	Theater	Pop-up outdoor theater or semi-annual event. An informal screening place could be placed on buildings and co-located with a café or entertainment venue.	Long-Term	\$\$\$	LU-7, LU 7-1, CCD-4, CCD-4.2	Arts Council, Chamber, City, Private Investment, Parks Department
1.o	Housing	Promote the utilization of vacant structures with the development of apartments. Adding additional housing units aids in meeting demand, increases property value and property tax revenue while creating jobs.	Mid-Term	\$\$\$	LU-7, LU 7.1, HSG-1, HSG-1.8, CCD-4.3	Planning Staff, Private Investment

2. Establish A Robust Public Art Program			Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
2.a	Establish a Robust Public Art Program and Interventions & Murals	Expand public on empty walls around the Riverdistrict, highlighting Colusa history, Native American history, early settlement, Chinatown, and the growing Latino community. Art should celebrate key regional crops.	Short-Term	\$	CCD-8, CCD-8.1, CCD-8.3, LU-7	City Council, Arts Council, Private Sponsorships
2.b	Develop Festival Art Alley	Utilize the alley between Main and Market as a vibrant cultural corridor that supports local artists and downtown economic activity. During events, the alley can provide dedicated spaces for artists to display and sell their work, creating economic opportunities. Over time, the collection of murals and other public areas would encourage visitors to explore downtown on foot, increasing dwelling time at nearby shops and restaurants.	Mid-Term	\$\$	CCD-4, CCD-4.2, CCD-8.1, CCD-8.3, LU-7	City Council, Arts Council, Chamber
2.c	Street Art Festival	Annual Festival to attract expand art and attract visitors. Produce color maps that outline art and its location. Utilize a variety of mediums. Coordination with Art Council and Artist in Residences (1.a).	Mid-Term	\$\$	CCD-4, CCD-4.2, CCD-8.1, CCD-8.3, LU-7	City Council, Arts Council, Chamber
2.d	Find the Flock	A commissioned series of life-sized bronzes of migrating birds, placed on balconies, window sills, shop signs, and benches. Cost could be offset by sponsorships from businesses or individuals.	Mid-Term	\$\$	CCD-8, CCD-8.1, CCD-8.3, LU-7	City Council, Arts Council, Chamber, Non-Profits, Private Sponsorships
2.e	Artis-in-Residency Hub	An opportunity to create housing, creative space, and community engagement. Expand upon existing Levitt AMP Series, Creative Youth Development and Public Art Programs (cross reference 1.a)	Long-Term	\$\$\$	HSG-1, HSG-1.8	City Council, Arts Council
2.f	Gateway Signage/Wayfinding	Improve overhead signage on Market and 5th and expand with additional signage, banners and sculptures. Levee staircases provide opportunity to invite exploration to the Levee Park with additional art.	Short-Term	\$	CCD-8.1, CCD-8.3	City Council, Arts Council, Chamber, Non-Profits
2.g	Art for All	Create public art by engaging the public during events to paint a public space, or by hosting a contest with the Duck Race or chalk art around Veterans' Park. More public engagement in the arts will increase their interest and feelings of a connection to their town.	Short-Term	\$	CCD-4.2, CCD-8.1	City Council, Arts Council, Chamber, Non-Profit
3. Tactical Activation of Vacant Spaces			Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
3.a	Play, Gather, Share Pop Up Park	Transform vacant open spaces into gathering spaces with informal play, simple seating, and murals. Connecting spaces.	Mid-Term	\$\$	LU-7, CCD-5, CCD-5.2,	City Council, Private Sponsorships, Property Owners
3.b	Holiday Pop-up Programming	Create a holiday pocket pop-up park with interactive moments to draw residents to the space.	Short-Term	\$	LU-7, CCD-5, CCD-5.2	City Council, Chamber, Private Investment
4. Steward New Development With Design Guidelines			Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
4.a	Design Guideline Development	Create physical standards and guidelines for future projects that respond to the scale and character of the downtown.	Short-Term	\$	CCD-1.1, CCD-1.1a, CCD-2.1, CCD-17, CCD-4.4, CCD-10.3, CCD-17, CCD-2.1	Planning Department, Planning Commission, City Council

4.b	New Developments in Underutilized Spaces	Continuation of Design Guidelines would focus on future development being created in a manner that ensures success of the downtown area, providing flexibility in spaces, more residential options and hotel space.	Long-Term	\$\$\$	CCD-1.1, CCD-1.1a, CCD-2.1, CCD-17, CCD-4.4, CCD-10.3, CCD-17, LU-10.1	Private Investment
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5. Preservation-Led Revitalization Through Historic District & Main Streets			Time Line	Cost	Supporting General Plan Goal, Policies & Action Items	Potential Implementation Source
5.a	Historic District Establishment	Recommendation to create a National Register district that promotes long-term preservation and maintenance. Could incorporate local authority as well.	Mid-Term	\$\$	CCD-10.4, CCD-10.8, PRC-4.3, LU-7, LU-7.1, LU-10.1	Planning Department, Planning Commission, City Council
5.b	Main Street Program Establishment	Focus on Main Street as it has a concentration of historic commercial buildings.	Mid-Term	\$\$	CCD-10.4, CCD-10.8, PRC-4.3, LU-7, LU-7.1, LU-10.1	City Council, Chamber

Street Scapes & Public Real Matrix

1. Create A Safe and Connected Downtown		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
1.a	Bicycle Network and Connectivity	Transform cycling into an economic driver through enhancements and connectivity to the area, focusing on regional connectivity along 5th Street. The network should have regional connectivity and a speed calming strategy.	Mid-Term	\$\$	CCD-3.11, PRC-5.2	Planning Staff, Engineering Department, City Manager, Public Works
1.b	Market Street: Reimagining the Corridor	Coordinate with Caltrans to pursue design adjustments to align with reduced speeds, re-striping, pavement markings, the introduction of missing crosswalks, and the delineation of delineated parking lanes. Implement a to reinforce high-visibility crossings and add parklets at key commercial nodes. Add street trees, bioswales and pedestrian and pedestrian station of new services as a transportation corridor and public realm, inviting slower, more human-scale movement and public realm.	Long-Term	\$\$\$	CCD-3.11, CCD-4	Planning Staff, Engineering Department, City Manager, Public Works, Department of Transportation (CalTrans)
1.c	Asphalt Art & Cultural Marker	Create a colored placemaking in the public space that connects the Levee to active commercial spaces, leading visitors to spaces.	Short-Term	\$	LU-7, LU-7.1, CCD-8, CCD-8.1, CCD-8.3, CCD-9	City Council, Chamber, Public Works, Non-Profit
2. Foster A Vibrant and Inclusive Public Realm		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
2.a	5th Street Plaza Design	5th Street between Market St and Levee provides the best opportunity to create a "main street" environment. Design should feature shared travel lanes, color-filled striping, sidewalks and tree buffers, with safe crossovers and refuge islands with ADA curb cutouts.	Mid-Term	\$\$	CCD-4, CCD-5.2, CCD-5.3, CCD-8	City Council, Private Investment
2.b	Main Street Concepts/Street Design	Main Street will anchor civic identity while improving comfort and placemaking potential. Introduction of pedestrian safety, while building on existing assets like restaurants, bowling alley and Colusa County Arts Council.	Mid-Term	\$\$	CCD-4, CCD-5.2, CCD-5.3, CCD-8, CCD-9	City Council, City Manager, City Engineer

2.c	Alley Activation	Activate space through murals, turning underutilized spaces into community destinations. Spaces should celebrate Colusa's agricultural heritage, river identity, and local stores, leading to a continued cultural thread connecting the Lee, downtown, and civic core. Could partner with the Chamber and the Arts Council to implement new murals. Expected outcomes are increased visibility and engagement, and economic benefits in the area.	Short-Term	\$	CCD-8.3, CCD-9, CCD-9.2	City Council, City Manager, City Engineer
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3. Promote Sustainability and Long-Term Resilience		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
3.a	Infill & Resilience on 5th Street	5th Street provides an opportunity to create a "main street" environment between the river and Market Street, with high visibility and opportunity sites such as the car dealership. The site should be capable of accommodating mixed-use development, with ground-floor garages and second- and third-floor residential units with river views. New housing would help with the ongoing downtown revitalization.	Mid-Term	\$\$	PRC-4.3, HSG-1, HSG-1.8	City Council, Planning Commission, Planning Staff

Riverfront Access & Activation Matrix

1. Improved Access to Trail and River Through Levee Trail Enhancements		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
1.a	Improve Trail Experience & Safety	New paved surface or decomposed granite. Install bollard lights at key access and rest areas. Install mile markers and river ecological signs, flood history, maps, and trail connections. Create a consistent branding.	Short-Term	\$\$	CIR-9, PRC-1, CCD-3.11,	Dept. of Water Resources, City Council, City Manager, Assistant City Manager, City Engineering
1.b	Create Zones for Recreation, Ecology & Scenic View	New improvements such as overlook decks for platforms to overlook the river. Enhance native riparian plant clusters between access points, pollinator gardens at entry nodes, or pocket parks. Small fitness stations and picnic areas with shade structures.	Mid-Term	\$\$	CIR-9, PRC-1	Dept. of Water Resources, City Council, City Manager, Assistant City Manager, City Engineering, Non-Profits
1.c	Connect the City to the Levee	Trail heads at specific cross streets, with linkages aligned to Colusa downtown, making the trail a natural extension of visitors' experiences. Ensure ADA-compliant ramps to the levee, with decorative railing and safety at road crossings.	Short-Term	\$	CCD-3.11, CIR-9	City Council, Arts Council, Non-Profit, Sponsorship, CalTrans

2. Levee Access and Riverfront Activation		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
2.a	Improved Stair Access- Lighting & Visual Engagement	Enhance the existing stairway with a safe, well-lit, eye-catching display to help draw people onto the trail. Placemaking idea should have both day and night features, bright colors for day and lights for the night. Incorporate art.	Short-Term	\$	CIR-9, CIR-9.1, CCD-9	City Manager, City Council, Non-Profit, Private Sponsorship, Chamber, Department of Water Resources
2.b	Farmer's Market Incentives	California Nutrition Incentive Program, a statewide initiative that can provide funding for program operations. Market Match Program, empowers people to buy fresh produce, will match spending to allow low-income individuals to afford fresh produce.	Short-Term	\$		City Manager, City Council, Non-Profit, Private Sponsorship, Chamber

3. Historic Waterworks Buildings		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
3.a	Building 1: Multi-use Café & Evening Space	Update the structure with new exterior features and an internal layout that would allow for a flexible space. It could be a café during the day or an evening social venue for a small gathering. Blending hisotric buiding with contemporary uses.	Mid-Term	\$\$	PRC-4.2, PRC-4.3, HSG-1.8, CCD-4, CCD-4.3, CCD-5.3, CCD-10, CCD-10.1	City Council, Parks Department, Private Investment
3.b	Building 2: Community Activity & Recreation Center	Update the structure which could be used for social gatherings, community meetings, art workshops, snd small cultural events, while the mall cultural events while outdoaar space can accommodate serasonal activities and public events. Space could support ecreationalrecreational uses such as kayak or bike rentals.	Mid-Term	\$\$	PRC-4.2, PRC-4.3, HSG-1.8, CCD-4, CCD-4.3, CCD-5.3, CCD-10, CCD-10.1	City Council, Parks Department, Private Investment

4. Boat Ramp Enhancement		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
4.a	On-Site Improvements (flag pole, parking, curbed area)	Enhancement and improvements to existing space to advance appeal and interest. Landscaping, lighting and boat trailer parking.	Short-Term	\$	CCD-8, CIR-9	City Manager, Public Works, City Engineer
4.b	Streetscape & 10th Street Engry Arch	Street scape enhancement at the boat ramp, archway, increased sidewalk widths, planting buffer, and reduced roadway widths.	Long-Term	\$\$	CCD-7, CCD-7.2, CCD-8, CCD-8.1, CIR-9	City Manager, City Council, Arts Council, City Engineer.

Implementation Matrix

1. Community Basics		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
1.a	Zoning Code Changes	Update the Colusa Municipal Code to increase building heights and allow changes to parking demand and ways to reduce parking.	Mid-Term	\$		City Council, Planning Commission, Planning Staff
1.b	Identify Property Champion	Designate a Project Manager to oversee and guide implementation efforts, with initial goal of an easy project: public art, wayfinding signage or decorative lighting.	Short-Term	\$		City Manager, Assistant City Mangaer, Chamber, Non-Profits
1.c	Develop Database of Funding Sources	Develop list of potential funding sources that align with projects and identify staff person to act as grant coordinator.	Short-Term	\$		City Manager, Assistant City Manger, City Enginner, Planning Staff

1. Main Street Program Development		Brief Description	Time Line	Cost	Supporting General Plan Goals, Policies & Action Items	Potential Implementation Source
2.a	Join California Main Street/MSA	It is a program that provides technical assistance, grant notification, and free registration for conferences. Annual Dues \$1,675.	Short-Term	\$		City Council
2.b	Develop non-profit Colusa Confluence Main Street Program	A new 503(c)3 organization with a small coalition of stakeholders centered on economic development in transforming Main Street. Work directly based on community impact and market understanding and stakeholder meetings.	Short-Term	\$\$		City Council, Chamber
2.c	Achieve National Main Street Status	An Accreditate Main Street Program, highest designation achievale with communities meeting baseline requirements.	Mid-Term	\$		

2.d	Street Banner Program	Creating a placemaking/fundraiser that advances downtown businesses and is located in a way that would advance businesses while being placed in a location where visitors are most likely to be.	Mid-Term	\$	CCD-7, CCD-8	
2.e	Main Street Executive Director	Could be a new hire or consultant with the goal of advancing Main Street, execute placemaking and fundraising efforts.	Mid-Term	\$\$		City Council
2.f	Create a BID/Community Benefit District	Creation of a 501(c)6 Assessment District that would fund physical improvements and maintenance of streetscape items (benches, trash cans, art, tree lights, banners). Could be used for salary or marketing if deliverables are clearly defined. A Board would be exclusive of paying members, with an agenda solely focused on allocating assessment dollars.	Long-Term	\$\$		City Council