

Downtown Revitalization Plan

Colusa, California



ECONOMIC DEVELOPMENT + URBAN DESIGN + DOWNTOWN REVITALIZATION



Funded through a Community Development Block Grant (CDBG), the Downtown Development Plan provides a framework for future policies and regulations that will attract and guide new investment in support of the community's vision for a vibrant, active, and economically healthy Downtown. Key elements of the Plan include capitalizing on the riverfront, state highway thoroughfares, and the Colusa State Recreation Area to attract a wide range of complementary new development. The planning process included a Two-Day Dialogue, public workshops, and presentations to Planning Commission and City Council. The Plan combines urban design, economic, and outreach strategies to maximize the city's ability to attract desired investment.

PROJECT FEATURES

- District formation to enhance and focus new investment.
- Two-day dialogue with residents, stakeholders, elected officials.
- Land use strategies to increase property values and enhance investor flexibility.
- Building design strategies to preserve and enhance local character.
- City-wide and Downtown economic revitalization strategies.

PRIMARY CLIENT

City of Colusa

STATUS

Public Review Draft

ROLE

Prime Urban Design Consultant

RESPONSIBILITIES

Community Visioning Process, Economic Development Strategies, Downtown Revitalization Strategies, Outreach and Branding Strategies

REFERENCE

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