



MAXWELL

COMMUNITY PLAN

A Vision for the Maxwell Sites Reservoir Area

Prepared for:

Colusa County
Community Development
Department
1213 Market Street
Colusa, CA 95932
530.458.0480



COLUSA COUNTY
— CALIFORNIA —

Prepared by:

De Novo Planning Group
Ben Ritchie | Principal
1020 Suncast Lane #106
El Dorado Hills, CA 95762
916.949.3231

September 2025

Table of CONTENTS

04 | Introduction & Purpose

Provides an overview of the Maxwell Community Plan's goals, setting the framework for responsible development.

06 | Sites Reservoir Overview

Details the role and impact of the Sites Reservoir on Maxwell, including potential expected benefits for local and regional growth.

11 | Existing Conditions in Maxwell

Reviews Maxwell's current economic, and environmental conditions to establish a foundation for proposed planning initiatives.

19 | Community Outreach Efforts

Summarizes the engagement efforts with local residents, stakeholders, agencies and other stakeholders to ensure the plan reflects community needs and priorities.

23 | Key Issues

Identifies the primary challenges and directives Maxwell will be addressing through the community plan.

25 | Goals, Strategies & Implementation

Outlines actionable steps to achieve the plan's vision.





VISION STATEMENT

The community of Maxwell is steeped in history and grounded in its agricultural roots.

Located along the I-5 corridor, in the heart of Colusa County, Maxwell is a family-oriented community comprised of a mosaic of families and individuals. As Maxwell looks to the future, it continues to value and promote safety, economic opportunities, civic pride, and rural independence. Maxwell seeks to preserve and build upon its historic roots, while capitalizing on opportunities to further improve and enhance the quality of life of all its residents and visitors.



CHRISTMAS
IN
MAXWELL
930-458-2971
WWW.CITYOFMAXWELL.COM



INTRODUCTION & PURPOSE

1.0: Executive Summary

The Maxwell Community Plan has been developed in order to help guide and shape future conditions in Maxwell, and is spurred in part by the pending construction and operation of the Sites Reservoir Project.

This community plan has been prepared to reflect the guidance and direction for the Maxwell community articulated in the Colusa County General Plan, and responds to the vision and local priorities expressed by Maxwell residents and local agencies.

The chapter is organized into the following sections:

- 1.1 Vision Statement
- 1.2 Objectives

1.1: VISION STATEMENT

This vision statement is an aspirational description of how the Maxwell community should look and feel when the Maxwell Community Plan is implemented incrementally in subsequent years.

- Ensure that Maxwell has effectively capitalized and responded to the opportunities and challenges afforded and posed by the construction and operation of Sites Reservoir.
- Support Downtown Maxwell as the historic heart of the community where the past is celebrated, and the future is embraced.
- Maxwell remains grounded in its agricultural roots, while providing expanded economic development opportunities related to tourism, services, alternative energy, and construction/manufacturing.

- The community has a recognizable identity which signals to people that they are in a special place, rooted in history and full of opportunity.
- Work to expand a range of housing options for households of all sizes, makeups, and economic statuses.
- Strive to preserve and rejuvenate Downtown Maxwell's historic character through design guidelines and redevelopment efforts that promote economic activity, and provide a central community gather space comprised of residences, business, and community open spaces
- Prepare Maxwell to serve as the physical and economic gateway to Sites Reservoir and other recreational activities throughout western Colusa County.
- Ensure that Maxwell is served by excellent utilities and community services, resulting in a safe community with reliable water and sewer infrastructure.
- Continuously work to ensure that roadways and sidewalks throughout the community are safe, connected, and well maintained, allowing for a range of mobility options throughout the community.
- Strive to ensure that local schools are well-supported, and provide safe and attractive spaces for students to learn and grow.
- Seek additional opportunities to improve parks and recreational open spaces throughout the community.

1.2: OBJECTIVES

In order to achieve the Vision Statement identified in this Maxwell Community Plan, the County of Colusa, local agencies, residents, and stakeholders from the Maxwell community have identified the following objectives:

◆ Flexible Housing Solutions

*Provide flexibility and support to allow for creative **short-term housing solutions** to accommodate an influx of workers during the construction of Sites Reservoir.*

◆ Meeting Housing Needs

*Meet the needs of existing and future residents by encouraging and facilitating the construction of **additional housing units** in Maxwell, and work to improve the condition of existing housing units in Maxwell.*

◆ Infrastructure Expansion

*Expand the **capacity and reliability of the water and wastewater infrastructure** provided by the Maxwell Public Utilities District in order to better serve existing customers, and meet the demand of future customers.*

◆ Community Parks and School Support

*Provide additional **community parks and open space resources**, and **support the Maxwell Unified School District** in their efforts to provide safe and attractive school campuses.*

◆ Public Safety Enhancement

*Ensure a **safe community** through well-equipped and properly funded law enforcement and fire/EMS services.*

◆ Transportation Network

*Maintain a **safe and well-functioning transportation network** that meets the needs of all users.*

◆ Economic Revitalization

*Improve **local economic conditions** by promoting revitalization of existing businesses in Maxwell, and capitalizing on opportunities related to the construction and operation of Sites Reservoir.*

◆ Downtown Improvement

*Improve the physical and aesthetic characteristics of **Downtown Maxwell** through the implementation of design guides, building and façade rehabilitation, and the expansion of economic opportunities.*

◆ Funding Acquisition

*Aggressively seek **outside funding sources**, such as State and Federal grants, to assist with the implementation of the Maxwell Community Plan.*





SITES RESERVOIR OVERVIEW

2.0: Summary

The Sites Reservoir, a proposed off-stream water storage project located west of Maxwell, offers critical water storage potential for California's water supply challenges, aiming to capture excess runoff in wet years to provide reliable water resources during dry periods. This project promises economic, environmental, and community benefits, including improved water security, job creation, and increased recreational opportunities. This overview introduces the reservoir's anticipated role within the community, aligning with long-term sustainability goals for the Central Valley and beyond.

The chapter is organized into the following sections:

- 2.1 Sites Reservoir Context
- 2.2 Sites Reservoir Description

2.1: Sites Reservoir Context

2.1.1: PROJECT HISTORY

The concept for a surface water storage facility at Sites originates in the 1950s where the location was proposed as a reservoir location to meet growing water demands throughout the State. Sites was not officially considered by developers until 1995 when the CALFED Bay-Delta Program (CALFED) initiated the evaluation of expanded surface water storage in the Sacramento and San Joaquin Valleys as a part of a long-term plan to restore the ecological health of the Sacramento-San Joaquin Delta and its watershed. CALFED initially identified and analyzed over 50 potential surface water storage locations across the state during the development of its environmental impact report and environmental impact statement. This screening of potential locations indicated a preference for offstream surface water storage to avoid redirected impacts on aquatic species in the primary tributaries in the Delta.

By 2000, the California Department of Water Resources (DWR) continued to evaluate potential surface water storage locations on the western side of the Sacramento Valley as a part of the Surface Water Storage Investigation. The objectives of this investigation were to formulate a project that would enhance water management flexibility in the Sacramento Valley, increase the reliability of surface water supplies statewide, and improve water quality and ecosystems. DWR's efforts narrowed the potential storage locations to four potential options: Red Bank (Dippingvat and Schoenfield Reservoirs), Newville Reservoir, Colusa Reservoir, and Sites Reservoir. Additional screening led to the selection of the Sites Reservoir as the most conducive location to furthering project goals while minimizing environmental impacts. The Surface Water Storage Investigation also evaluated water source options that led to the selection of the existing Tehama-Colusa Canal (TC Canal), GCID diversion, and the addition of a new pipeline from the Sacramento River.

In 2017 the Sites Project Authority (Authority) submitted a Water Storage Investment Program (WSIP) application to the California Water Commission (CWC) to determine the eligibility for funding under Proposition 1 which was passed by the California voters in 2014. The CWC's evaluation made nine determinations regarding the Authority's application including the determinations that the Sites Reservoir would provide a net ecosystem improvement, would provide measurable improvements to the Delta ecosystem, and would advance the long-term objectives of restoring the ecological health of the Delta and improving water management to protect beneficial uses in the Delta and its watershed. By 2018, the project was awarded \$820 million from a State bond through Proposition 1. In 2021 the CWC voted in favor of exploring the project's feasibility. By 2023 Governor Gavin Newsom signed State Bill 149 (SB 149) which provided certain streamlining benefits from legal challenges filed under the California Environmental Quality Act (CEQA). Construction of the Sites Reservoir project was approved and is projected to begin development in 2025/2026 with potential completion by 2031/2032.

2.2: Sites Reservoir Description

2.2.1: RESERVOIR FEATURES

The Sites Reservoir Project would construct a 1.5-million-acre-foot offstream reservoir to capture excess stormwater and store the water until it is needed during dry periods or prolonged droughts. When utilized, the water would be used for environmental quality needs, as a water source for communities, and for agricultural purposes. The existing surface water storage system throughout California were designed to capture snowmelt, but precipitation in California occurs more commonly in the form of rain. Current trends, factoring in environmental changes project reliance on precipitation as a water storage contributor will increase as the existing water storage facilities are unable to support projected increases in water need to serve communities, fuel the economy, and revitalize the environment. Once completed and operational, Sites Reservoir will also be integrated with the State Water Project and Central Valley Project, improving management of California's water supply during extremes such as flooding and drought.

The 1.5-million-acre-foot reservoir would be located to the west of Maxwell, CA stretching 13 miles from north to south, and 4 miles from east to west, as seen in **Figure 1** When filled, it would be approximately 260 feet deep at its lowest point. Grapevine and Antelope Creeks would flow into the Reservoir from the west and south, while Stone Corral Creek would flow eastward from the Reservoir into the Central Valley, and Funks Creek would flow eastward from the Reservoir into Funks Reservoir. The Sites Dam, Golden Gate Dam, and nine smaller dams would be constructed to hold water in the Reservoir at the lowest points of the surrounding hills.

Sites Reservoir Project Schedule

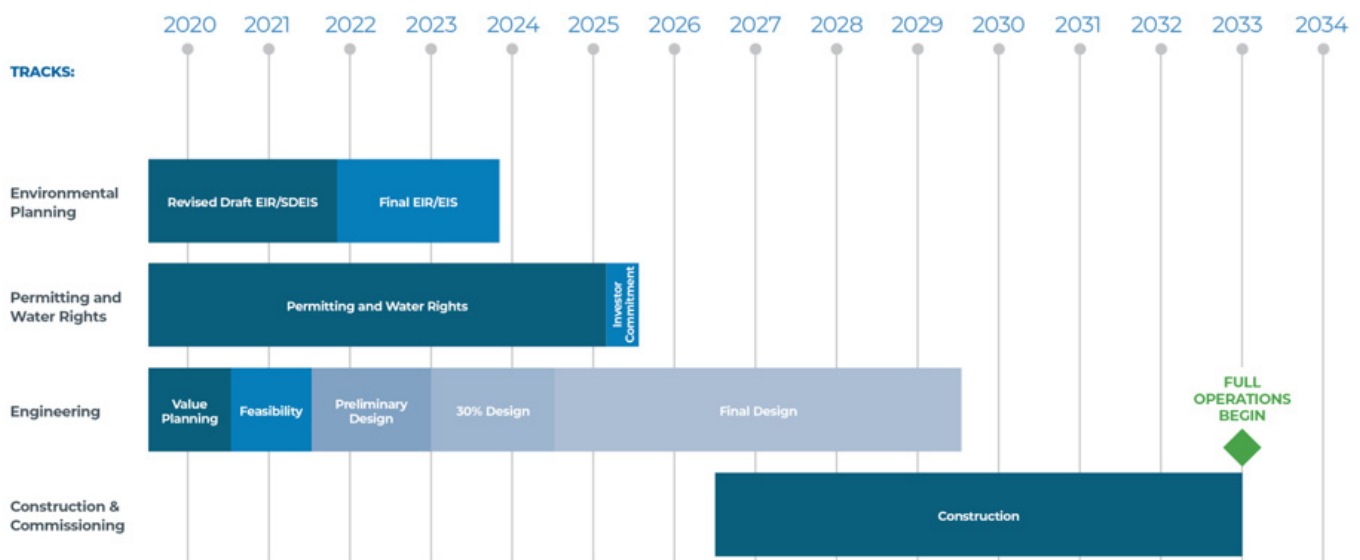
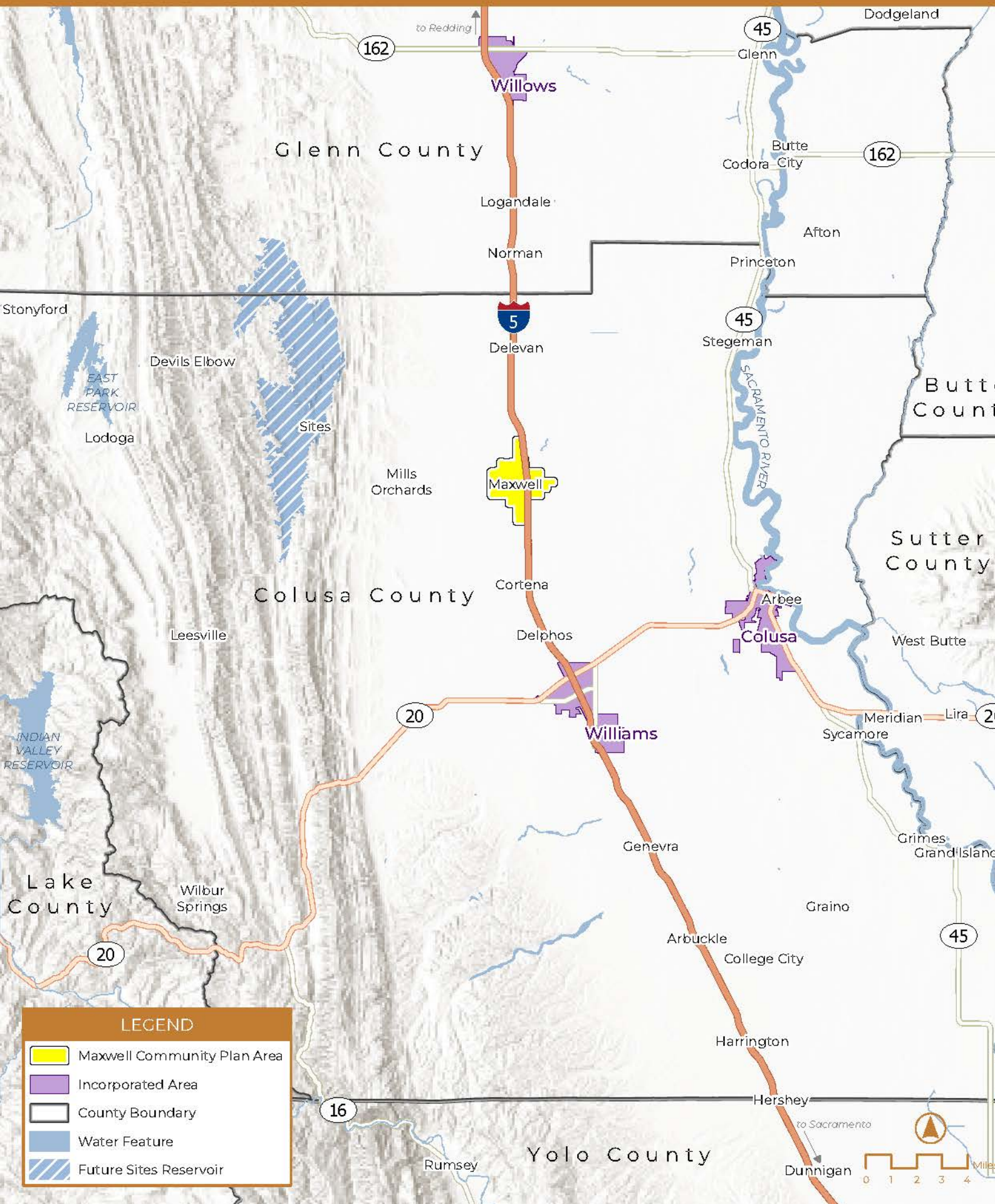


Figure 1. Vicinity Map



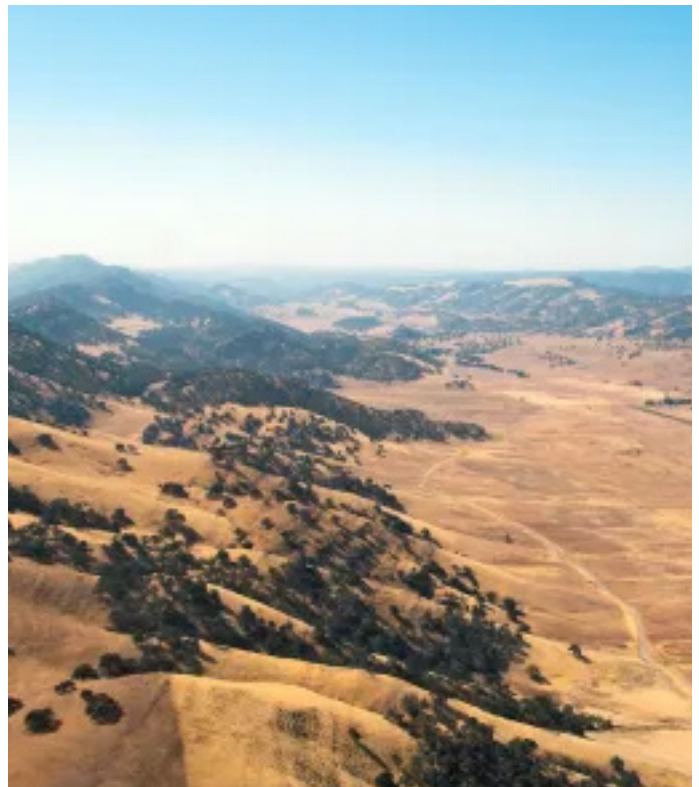
2.2.2: RECREATION AREAS

The Sites Reservoir Project would also include various recreational opportunities including the Peninsula Hills Recreation Area, a day use boat ramp off Sites Lodoga Road, and the Stone Corral Recreation Area. Figure 1 shows the proposed Sites Reservoir, recreation features, existing and proposed hydrological elements, and other relevant site features.

The Peninsula Hills Recreation Area would be accessed by the existing Sites Lodoga Road west of the reservoir. This recreation area would encompass up to 373 acres and would include a kiosk, access to potable water, picnic tables (with parking at each site), and hiking trails. There would be vault toilets, campsites (car and recreational vehicle), and a group camping area.

The Corral Creek Recreation Area would be located on the eastern shore of the Sites Reservoir, north of the existing Maxwell Sites Road and Sites Dam. Access would be provided from Sites Dam and Sites Lodoga Road near the eastern end of the bridge across the reservoir. This recreation area would encompass up to 235 acres and its facilities would include a kiosk, access to potable water, picnic sites (with parking at each site), and hiking trails. There would also be vault toilets and a number of campsites (car and recreational vehicle).

The day use and boat ramp would be located on the western side of the reservoir where the existing Sites Lodoga Road intersects with the proposed inundation area for the reservoir. A parking area would be added to the existing Sites Lodoga Road outside of the inundation area footprint of the reservoir. The boat ramp and parking area would encompass up to 10 acres and include a kiosk, access to potable water, and one vault toilet. The Sites Authority is also considering a recreation area on the north side of the reservoir within Glenn County, though this facility is still conceptual.



2.2.3: REGIONAL AND LOCAL CONTEXT

The Sites Reservoir would be located approximately 8 miles west of Maxwell. The Project site is located in a naturally occurring valley and crosses into Colusa, Glenn, and Yolo Counties. The total size of the reservoir would be 1.5 million acres and potentially cover a significant amount of the resources, landscape, and existing infrastructure in the surrounding areas. The elevation of the Project site ranges between 1,000 – 2,000 feet above sea level. The unincorporated community of Sites currently contains a number of single-family houses, barns, and other miscellaneous structures (e.g. sheds, silos, and pumphouses). Adopting the most recent estimation of 2.88 persons per household in Colusa County, approximately 69 people are presumed to be living in Sites. The area around it is primarily vacant land dominated by grassland and hills. Along Maxwell Sites Road, Sites Lodoga Road, and Huffmaster Road, there are several single-family homes, agricultural sites, and farm equipment located near these homes. Sites Town Square is the unofficial designation of the intersection of these three roads, with the Sites Cemetery located to the west of this intersection.

Antelope Creek runs through the site area with several tributary creeks feeding into it throughout its length across the site area. These creeks are intermittent and may run dry during certain parts of the year. Grapevine Creek also runs through the Project site area. Both major Creeks would flow into the completed Sites Reservoir. East of the Project site is the Funks Reservoir that is fed and drained by the Tehama-Colusa Canal. East of the Funks Reservoir is the Glenn-Colusa Canal.

Following completion, the primary access road to the Sites Reservoir would be Maxwell Sites Road off of Interstate 5 that would cross the Reservoir with the proposed Sites Lodoga Road Bridge. Maxwell would be the closest community to the Project area and would serve as the gateway town for the completed Sites Reservoir.



2.2.4: SITES RESERVOIR CONSTRUCTION AND EMPLOYMENT

The construction of Sites Reservoir is anticipated to occur over an approximately 7-year period and may ultimately employ or use the services of 4,000 or more persons. Total employment needs will vary year by year throughout the duration of project construction, with years 2 and 4 projected to have the highest employment levels. At peak employment during year 2 of construction, 1,000 or more workers may be employed during construction operations. Year 7 is projected to have the lowest employment levels at approximately 158 workers employed.

The Sites Authority has projected that project jobs such as laborers, haulers, carpenters, and other trades have the potential to be sourced primarily from the local area, while more technical jobs such as operating engineers, would be sourced from outside of the local area. The Authority's analysis identified the "local area" as consisting of the counties of Colusa, Glenn, Yuba, Yolo, Butte, Placer, Sacramento, Shasta, Sutter, and Tehama.

Once construction of the reservoir is complete, the Authority estimates that approximately 35 people would be employed annually to oversee and manage operation of the reservoir.





EXISTING CONDITIONS

3.0: Summary

The Existing Conditions section provides an overview of the foundational elements shaping the community's planning area, detailing the regional and local context, current land use patterns, zoning designations, and utilities and infrastructure. This comprehensive understanding of existing conditions establishes a baseline for assessing opportunities and constraints in subsequent planning decisions.

The chapter is organized into the following sections:

- 3.1 Regional and Local Context
- 3.2 Utilities & Infrastructure
- 3.3 Land Use & Zoning
- 3.4 Development Capacity
- 3.5 Existing Site Inventory
- 3.6 Gateway Park

3.1.1: REGIONAL CONTEXT

Maxwell is an unincorporated community in the northeast of Colusa County, California. It is situated along the Interstate 5 (I-5) corridor in the northern portion of California's Central Valley. Maxwell is northwest from the City of Colusa, the seat of Colusa County, and north of the City of Williams. Maxwell is South, along I-5, of the Sacramento National Wildlife Refuge. To the west of Maxwell is a range of hills leading out of the Central Valley towards the Mendocino National Forest. From a regional perspective, Maxwell is approximately 62-miles northwest of the City of Sacramento and approximately 37-miles southwest of the City of Chico.

Regional highway access to Maxwell is provided primarily by Interstate-5, running north-south through the community and serving as the primary connection to Sacramento, other cities to the north and south, and other regional destinations. State Route 20 (SR 20) runs through the City of Williams, south of Maxwell, and provides primary east-west access to the City of Colusa and other destinations in the region.

The nearest regional rail access stations are the Amtrak Stations along the “Coast Starlight” route, located to the south in both Davis and Sacramento, and to the north in Chico. Maxwell is served by the Colusa County Transit Agency, which offers a dial-a-ride system and one half-day trip per month to Yuba City. Transit service from Maxwell connects residents to surrounding communities, including Williams, Colusa, and Yuba City, on a limited basis.

3.1.2: LOCAL CONTEXT

Maxwell is an agricultural community within the Northern Portion of California’s Central Valley. The town was officially recognized sometime between 1874 and 1877. The first mention of Occident (later to become known as Maxwell) occurred in the Weekly Colusa Sunday newspaper in the issue of March 17, 1877 when it reported that “a new town had been laid out on the survey of the Northern Railroad about 10 miles north of Williams called Occident. Then, on September 14, 1878, the Weekly Colusa Sunday Newspaper reported that “the Railroad Company had decided to call the town formerly known as Occident, Maxwell”.

The community is largely composed of single-family residential neighborhoods with commercial uses located throughout the community, primarily along Old Highway 99W and Oak Street. Commercial, with industrial uses on the same road both in the outer areas of the community. Highway-serving commercial and additional industrial uses are along Maxwell Road concentrated near the on/off-ramps for I-5. Public and community uses in Maxwell include a community park, little league field, Maxwell Elementary School, Maxwell Middle School, and Maxwell High School.

As of 2022, Maxwell had population of 1,181 residents, which represents about 5.4% of the broader Colusa County population (21,811 residents). The median age of Maxwell residents is 30 years old. Maxwell has an estimate of 438 housing units and an average of 2.91 persons per household in owner-occupied units, and 3.17 persons per household in renter-occupied units. As of 2022, just about 11%, or 48 of the housing units in Maxwell are vacant. Of the occupied units, some 58% are owner-occupied while 42% are renter occupied. The median annual household income as of 2022 was approximately \$64,000 with some 15.7% of households below the poverty level.

Maxwell’s economic characteristics are dominated by local agricultural operations with 42% of the working population employed by the agricultural sector. Other significant sectors include manufacturing (15% of workers) and public administration (14% of workers). Other employment sectors with a lesser percentage of the larger employment stock are educational services, transportation, utilities, construction, retail, and wholesale trade. The total number of employed residents in Maxwell, as of 2022, was 827, approximately 70% of the population.

Within the community itself there are few commercial uses including the Maxwell Inn, Bar, and Grill, Caldwell’s Mini Mart, BM Bar Custom Meats, Herreras Bakery, Cy A. Hawkins Insurance, Grow West, and Pacific Metal Buildings. There are several public administration and utilities services operating out of Maxwell including the Maxwell Public Utility District, the Colusa County Road Department, the EnviroPro Energy Company, and the Sites Project Authority. The community is also served the Maxwell Branch Library of the Colusa County Library, and the Maxwell Parks and Recreation District.

According to the most recent employment data provided by the United States Census Bureau, approximately 220 of those employed at jobs in Maxwell live elsewhere and commute into the community for work. Approximately 298 of residents who live in Maxwell are employed elsewhere and commute to other areas for work. Approximately 18 people both live and work in Maxwell. The average commute time of workers living in Maxwell is approximately 21 minutes. These disparities are likely impacted by the large percentage of workers employed by agricultural operations, and the industrial/construction sector, that typically require commuting outside of the community. The relative lack of jobs for those who live in Maxwell can also be attributed to its small size and location in Colusa County.

3.2: Utilities & Infrastructure

3.2.1: WATER

Water supplied to Maxwell comes from two sources: groundwater and surface water. As with all of Colusa County, domestic water is supplied with groundwater, while most irrigation systems are supplied with surface water. Water supply and distribution is managed by the Maxwell Public Utilities District (MPUD). The municipal water uses in Maxwell are supplied by three groundwater wells that have a total combined capacity of 1,225 gallons per minute (GPM). The District serves over 400 residential connections with a maximum daily pumping capacity for the three groundwater wells is 2,016,000 gallons per day (GPD) compared to an average daily pumping demand of 326,483 GPD, which is more than enough to support existing demand.

3.2.2: SOLID WASTE

Solid waste services in Maxwell is provided by Recology and coordinated in cooperation with Colusa County. The nearest solid waste facility is the Maxwell Transfer Station located just south of Maxwell on Old Highway 99. The facility’s existing capacity, in conjunction with other nearby facilities, is adequate to support the solid waste needs of Maxwell and Colusa County as a whole. Currently, there is no program in Colusa County to handle and dispose of hazardous waste.



3.2.3: WASTEWATER/SEWER

Wastewater and sewage services for Maxwell are provided by the Maxwell Public Utilities District through the MPUD Wastewater Treatment Plant (WWTP) located adjacent to I-5. The MPUD WWTP is rated for an average permitted capacity of 0.2 million gallons per day (MGD). During periods of higher precipitation, the average flow is largely impacted by infiltration and inflow, with average flows reaching over three times the average capacity. The permitted capacity for the WWTP currently will allow for nearly 400 new service connections, allowing for continued service as the community grows.

3.2.4: PARKS

Public Parks in Maxwell are overseen and managed by the Maxwell Parks and Recreation District, a special district formed under the authority of State law. The only public park within Maxwell is the Maxwell Community Park located on Maxwell Unified High School District property west of South Pacific Street southeast of the Maxwell High School. The amenities offered at this park include a playground, picnic tables, multi-use sports fields, and the Maxwell Little League field. Maxwell Community Park is also located directly adjacent to the Maxwell Rodeo arena. Given the relatively small size of the community, the park is within 1-mile of the developed area of Maxwell and can be considered within walking distance of most homes.

3.2.5: SCHOOLS

The education of Maxwell residents is provided for by the Maxwell Unified School District (MUSD). MUSD offers K-12 education at two different school sites: Maxwell Elementary & Middle School, and Maxwell High School. Maxwell Elementary & Middle School is located along North Street and has an enrollment of 143 K-5th students, and 83 6th-8th students as of the 2022-2023 school year. Maxwell High School is located along Oak Street and has an enrollment of 114 students as of the 2022-2023 school year.

3.2.6: FIRE

As an unincorporated community in Colusa County, Maxwell is provided fire protection services through the Maxwell Fire Protection District. The Maxwell Fire Protection District is one of six independently governed rural fire protection districts established in the County to provide fire response services to unincorporated areas of the County. In addition, the City of Colusa has its own fire department and the City of Williams' fire department was merged with the Williams fire district in 1994 forming the Williams Fire Protection Authority. These districts operate out of their stations located within their respective communities and are responsible for providing structural and wildfire protection as well as medical emergency services. The majority of calls received within the Maxwell Fire Protection District are for medical emergencies.

Each fire district is provided a rating, known as a Public Protection Classification (PPC), by the Insurance Service Office (ISO), ranging from 1-10. Lower ratings generally represent superior fire protection, while higher ratings represent poorer fire protection. The PPC rating for the Maxwell Fire Protection District ranges from 5-8 depending on geographic proximity to the Maxwell Fire Station, and on building density within the surrounding area.



3.2.7: POLICE

As an unincorporated community in Colusa County, Maxwell is provided police protection and general emergency services by the Colusa County Sheriff's Department through a substation located along Old Highway 99. The County Sheriff's Department also operates the Office of the Coroner and the County Office of Emergency Services. The County Sheriff's Department provides a multitude of services through various units, including:

- The Investigations Unit,
- The Colusa County Volunteer Citizens Service Unit (V.C.S.U.),
- The Search and Rescue Team (SAR),
- The Civil Unit,
- The Communications Center

3.3: Land Use & Zoning

3.3.1: EXISTING GENERAL PLAN LAND USE DESIGNATIONS

Figure 2 shows a breakdown of the existing land use designations for Maxwell as established by the Colusa County General Plan. As shown, Maxwell is a majority-residential community, with commercial uses located along the major circulation routes of I-5 and Maxwell Colusa Road/Oak Street. These uses are placed along major streets and I-5 to maximize the potential of tourists and non-residents stopping to shop at local businesses. The mixed-use land uses on either side of Oak Street comprise what is considered the downtown commercial center of Maxwell.

Uses allowed in the community include a mix of retail, office, low-density residential, industrial sites, cultural and public serving uses (such as a post office, a library, places of worship, a recreational park, and a police sub-station). Characteristics of the community include a vehicle-oriented environment given its proximity to I-5, some mixed-use development, a combination of different housing types, few commercial businesses, sparse light industrial uses, and heavy agricultural uses in the surrounding area.

3.4: Development Capacity

3.4.1: RESIDENTIAL CAPACITY

Relative to the overall size of Maxwell, there is a considerable number of vacant lots currently zoned for additional residential development. There are currently 17 vacant parcels (301.2 acres) zoned for R-1-8 single-family homes, and 26 vacant parcels (61.91 acres) for R-1-6 single-family homes. Based on the residential densities established in the County's General Plan and Zoning Code, this vacant land has a theoretical capacity to yield up to 1,536 new housing units. There are currently 10 vacant parcels (17.64 acres) zoned R-4 for apartments, with a theoretical yield of up to 265 potential housing units. Overall, Maxwell has a capacity to accommodate an estimated 1,800 potential housing units, based on the current zoning and land use maps.

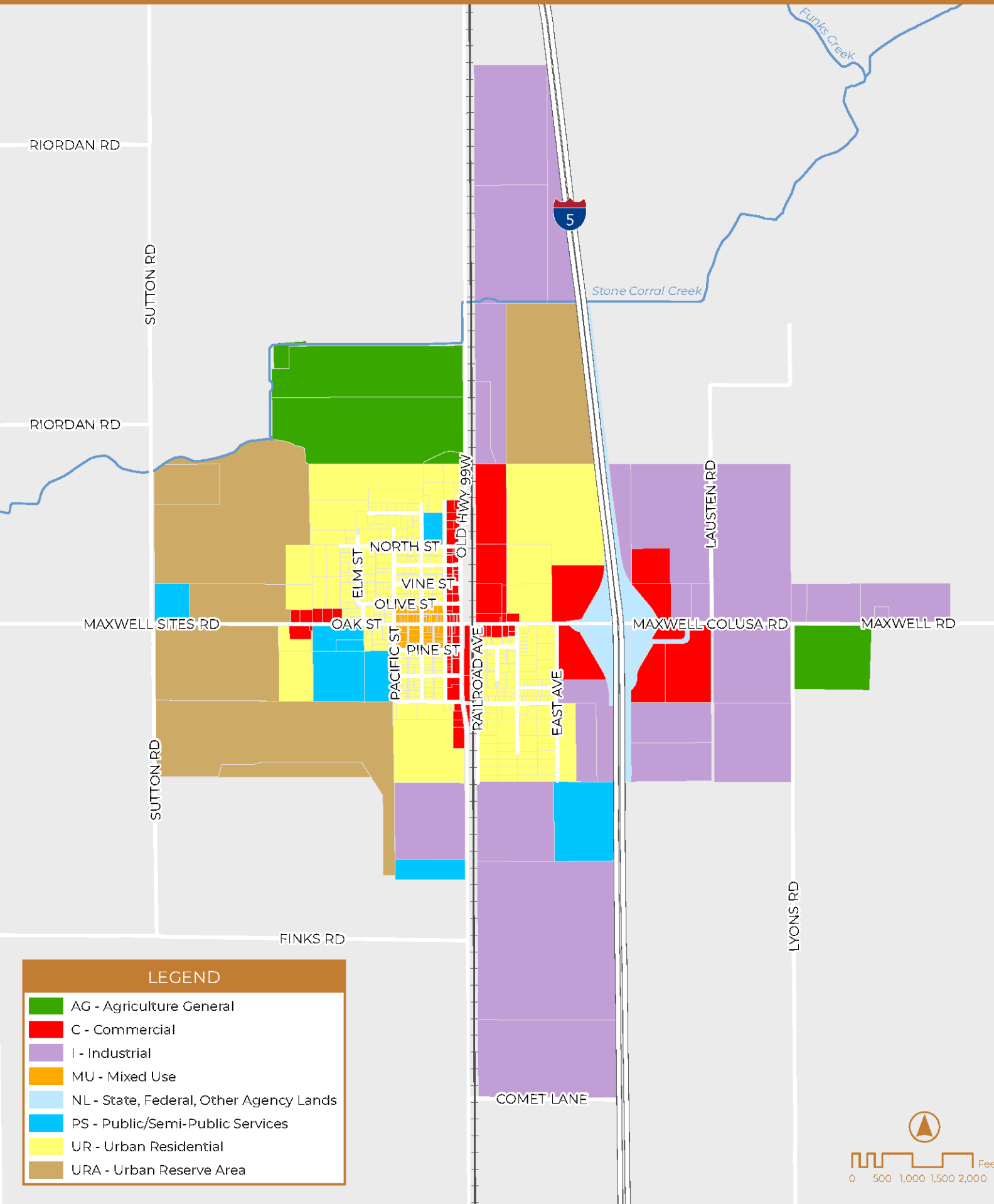
This potential build-out for residential development provides Maxwell with the capacity to support an expansion of the population should it be needed, without having to rezone land or identify new areas for urban-type development. A potential increase in housing demand from the Sites Reservoir Project, especially during the construction phase, could be supported, in part, by building out the existing housing capacity present in Maxwell.

3.4.2: COMMERCIAL AND INDUSTRIAL CAPACITY

There is also a significant capacity to build out Maxwell's commercial sector. For smaller commercial developments, there are currently 5 vacant parcels (25.38 acres) that are zoned C-2 for Community Commercial development. Additionally, there are 15 vacant parcels (158.58 acres) that are zoned C-H for Highway Service Commercial. This capacity for additional commercial businesses in Maxwell can support both smaller, local, businesses with additional C-2 development, and expand tourist-facing businesses with C-H development. Expanded economic opportunities from the Sites Reservoir Project, such as a need for additional retail and commercial businesses to support an expanded workforce during the construction phase, could be supported with existing commercial capacity in Maxwell.

Maxwell's existing capacity for further industrial development is also substantial. There are 8 vacant lots (208.02 acres) zoned as Light Industrial, and 10 vacant lots (528.56 acres) zoned as Heavy Industrial. Given the significant amount of potential build out in Maxwell's industrial sector, there is ample room to support future development in the community.

Figure 2. Land Use Map



3.5: Existing Site Inventory

The following discussion provides an overview of the site inventory conducted during a site visit to Maxwell, aimed at assessing current conditions and identifying key opportunities for development.



Residential

Residential units consists of varying conditions ranging from well-maintained to those in need of repairs.



Commercial

Commercial units are well-maintained while vacancy rates vary, with several properties unoccupied.



Office

A noticeable number of office units are vacant, contributing to an overall sense of underutilization in the community.



3.6: Gateway Park

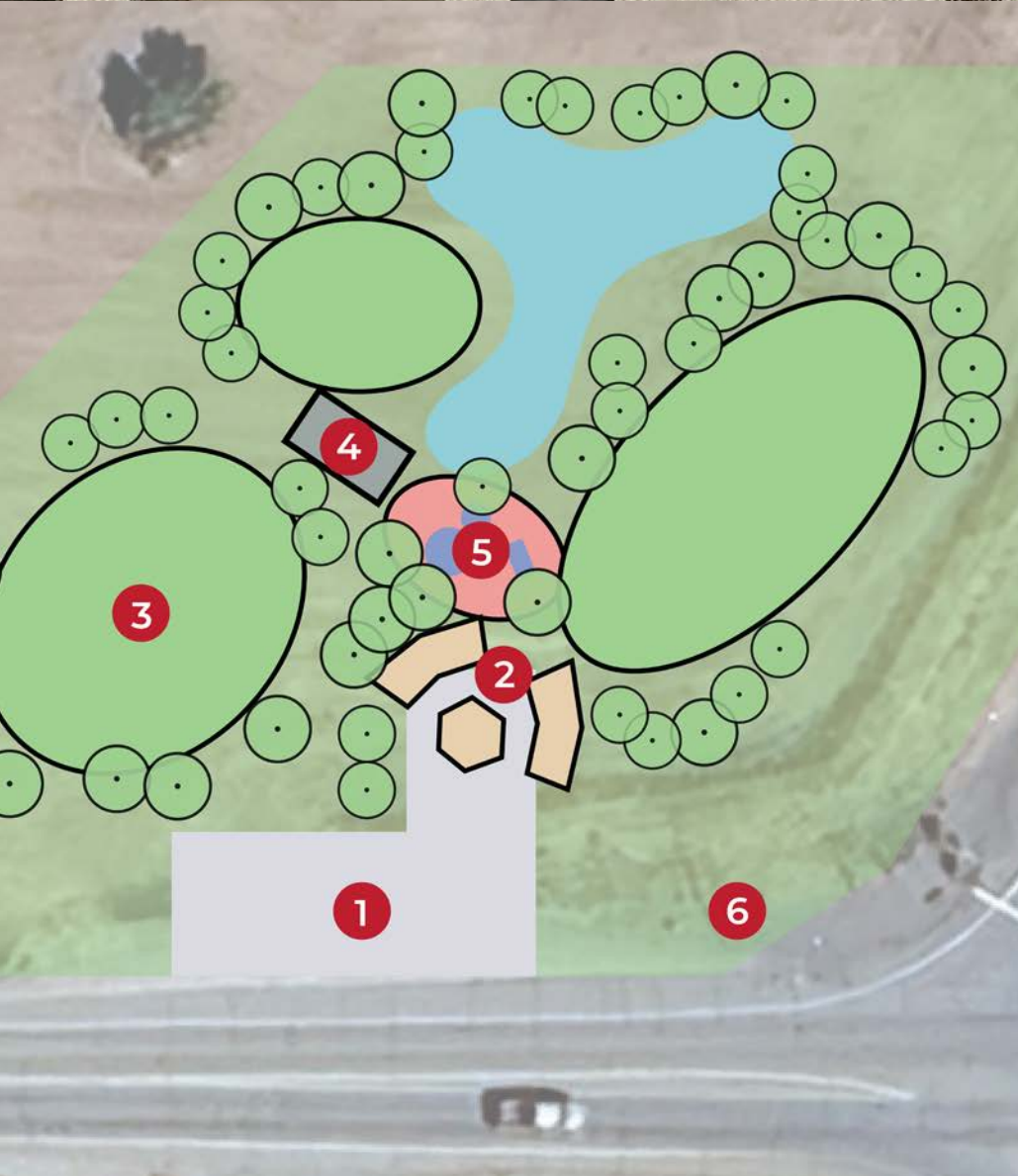
3.6.1: CONCEPTUAL PARK PLAN

During the development of the Maxwell Community Plan, the County conducted multiple community workshops to help identify needs and challenges to be addressed in the Community Plan. During these workshops, several members of the community noted the need for public restrooms and a public community gathering space near the Interstate 5 interchange. The public noted that an increase in local visitors traveling to Sites Reservoir, as well as an influx in temporary Sites Reservoir workers, would generate a demand for basic "rest stop" services open to the public:

The park plan outlined below is conceptual in nature, and an exact location has not been determined at this time. It is assumed that the gateway park would be approximately one-acre in size, and would be located in close proximity to I-5, west of the freeway.

The park should be designed to reflect Maxwell's character, and should serve as an attractive and functional gateway to the community. Key components of the park, as shown on the illustrated figure could include:

1. *Parking Area*
2. *Restrooms*
3. *Pet Relief Area*
4. *Shaded Picnic Tables*
5. *Open Gathering Area*
6. *Gateway Signage*





PROCESS & OUTREACH

4.0: Scope and Preparation

To-date, the community outreach efforts have focused on the Maxwell Community Plan. The outreach program has included a series of in-person workshops and community polling exercises which were conducted to provide opportunities for community members, public agencies, and stakeholders to discuss their concerns and potential opportunities for the Maxwell area in light of the pending Sites Reservoir Project. As a part of the public outreach program, De Novo Planning Group and Colusa County staff held multiple community meetings to gather feedback and input from members of the public. These meetings and workshops included the following:

- *Board of Supervisors (BOS) Kickoff Meeting on 5-21-24*
- *Sites Authority Workshop on 6-20-24*
- *1st Maxwell Community Workshop on 6-20-24*
- *2nd Maxwell Community Workshop on 7-24-24*

The first two meetings, the BOS Kickoff Meeting and the Sites Authority Meeting, were solely informative, meant to introduce the project to the community and interested parties, as well as disperse general information regarding the project's details and future outreach meetings. The 1st Community Workshop was meant to receive comments and feedback from the public regarding the project to identify areas of concern or opportunities for improvements throughout the project area. The 2nd Community Workshop included a vision board activity and a post-it note activity to streamline the feedback process and receive input from the public regarding specific short-term and long-term opportunities and challenges the project may face.

The outreach program for this project is inclusive, educational, and designed to facilitate a meaningful conversation with residents of Colusa County to best understand the issues and challenges facing the area to be addressed by the Sites Reservoir Area Plan and the Maxwell Community Plan.

Community Outreach Efforts

Workshop details and feedback received are described below.

The Outreach Summary report is included as Appendix A.



Board of Supervisors

The Board of Supervisors held a kickoff meeting for the Maxwell Community Plan to introduce the planning efforts for the Maxwell Community Plan and detail the overview of the Sites Reservoir Project.



Sites Authority Workshop

The Sites Authority Meeting served as an introductory session to inform the Maxwell community and interested stakeholders about the Sites Reservoir Project, providing an overview of project details, anticipated benefits, and upcoming outreach opportunities to encourage community engagement and feedback.



Maxwell Community Workshops

De Novo Planning Group hosted two informational community workshops, along with Colusa County. These meetings were intended to gather feedback and comments from residents of Colusa County, local agencies, and other stakeholders regarding the Maxwell Community Plan and the Sites Reservoir Area Plan.

Scan the Barcode or visit the County of Colusa Website for more information.
www.countyofcolusaca.gov



Community Discussion

While there was no formal activity undertaken at the meeting, there was an opportunity for the community to provide their input. The responses from this informational meeting were collected and sorted according to the broad project category to which they apply.

The community feedback can be broadly categorized into multiple issues and topics: traffic concerns, public utilities, economic development, funding, emergency services, and general community concerns. Throughout the discussion, many respondents expressed concerns about how increased traffic and changes to roadways may affect broader public safety. Participants expressed a desire for re-routing roadways towards commercial centers to improve economic development.

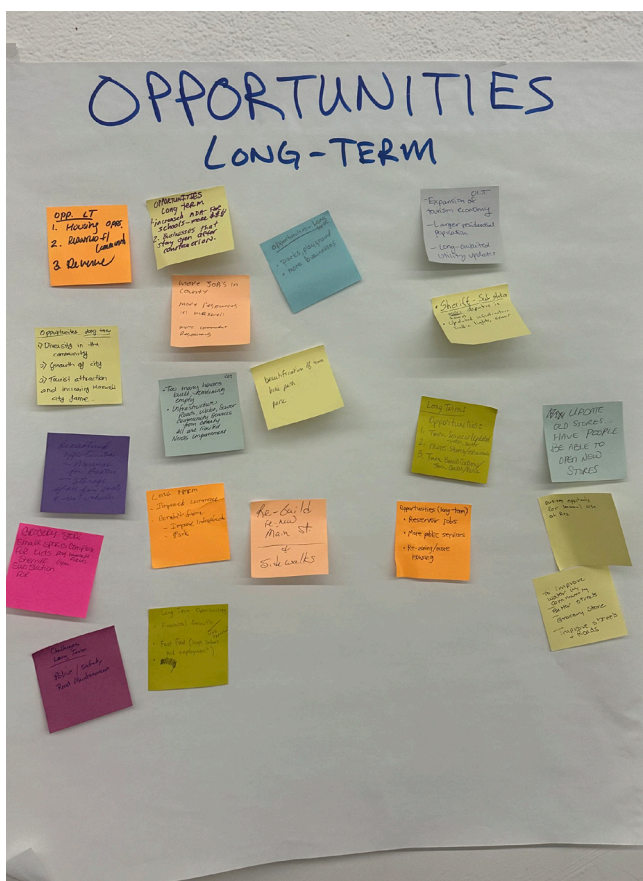
Another prominent concern raised was the potential to improve local utilities (water, sewage, drainage, etc.) to better meet both existing service demands, as well as potential increased service demands. Broader community concerns were raised about pedestrian safety during the construction process, especially regarding children near schools. Additionally, members of the community expressed concerns about temporary housing during the construction process and permanent housing to improve housing stock throughout the area.



Post It Notes

The public was encouraged to provide feedback and comments on the project through a post-it note activity. The display boards for this activity were divided into four categories: Challenges (Near-Term), Challenges (Long-Term), Opportunities (Near-Term), and Opportunities (Long-Term). This allowed members of the public to provide specific feedback on the project's near- and long-term opportunities and challenges that can be considered by both De Novo Planning Group and Colusa County.

The responses from participants show numerous trends in what members of the public view as opportunities and challenges that will come from this project. Many members of the public responded that temporary housing for construction workers will be necessary, and potentially will cause additional strain on an already limited housing stock in the area. Water quality and sewer capacity were also common issues raised with many respondents stating that expansions and updates of water infrastructure will need to occur. Other members of the public stated that traffic issues may arise as construction of the Sites project occurs. Often in conjunction with traffic concerns, were concerns about safety for residents, specifically near schools.



Regarding opportunities, trends about economic development, increased housing stock, employment opportunities, and community beautification were common among respondents. Many members of the public stated a desire for increased economic diversity that could expand the number and type of businesses in the area. Others stated that the project would bring opportunities for employment during the construction cycle, as well as after. The necessity of temporary housing stock brought comments about the desire to increase the overall housing stock in the area, as many felt that there is a lack of housing already. Some respondents saw these projects as an opportunity to improve parts of the community, namely the utility infrastructure for water and sewer lines, as well as expanding open space and public parks throughout the area. The broad desire for community beautification was expressed for both near- and long-term opportunities for these projects.





KEY ISSUES

5.0: Summary

The Key Issues section of the Maxwell Community Plan addresses critical challenges and opportunities facing Maxwell, as articulated and expressed by the community, local agencies, and other stakeholders. This section provides a comprehensive overview of pressing issues such as balancing growth with agricultural land preservation, managing water resources, enhancing transportation networks, and ensuring equitable access to services and amenities. By identifying these areas of focus, the Key Issues section sets the foundation for targeted strategies that guide Maxwell toward a sustainable future.

5.0.1: DIRECTION FOR MAXWELL

The Colusa County 2030 General Plan provides direction and guidance for the future development of Maxwell. The network of policies and actions relating to Maxwell focus on capitalization on economic development opportunities, emphasis on design and aesthetics,

support for the downtown area, beautification/restoration of historic properties, increased housing opportunities, requiring connections to municipal utility services for new developments, and establishing new funding mechanisms for said goals.

The General Plan's Community Character Element provides a set of policies that guide future development to support the above-stated goals while ensuring the distinct character of Maxwell is preserved and invigorated. Capitalizing on Maxwell's role as a gateway to existing and future recreational opportunities can be expanded to provide passive recreational opportunities that serve both residents and visitors near the Interstate 5 connection to the east of Maxwell. The General Plan supports rehabilitation and improvements for existing buildings, specifically those with historic character, through updating design guidelines and updates to signage to enhance the aesthetics and unique design opportunities in the downtown area.

Goals for economic development throughout Maxwell are multi-faceted; emphasizing the expansion of industrial, highway commercial, and agricultural uses along the I-5 corridor and revitalization of the downtown area through the use of underdeveloped and vacant lots. Pursuing these goals can support economic diversification and long-term growth and stability of Maxwell while also solidifying the downtown area as the commercial and social core of the town. Improved pedestrian and active transportation connections between the downtown and residential neighborhoods can be supported through infrastructure improvements to sidewalks, pedestrian pathways, and the development of bicycle lanes.

The General Plan also provides a framework for pursuing funding opportunities for community beautification and economic development. Applications for Community Development Block Grant/Technical Assistance and Economic Development Allocation funds, as well as partnerships with local businesses and interested parties can provide needed funds to support existing/new opportunities. Further exploration into Main Street Programs and the establishment of business districts also provides additional funding for broader goals set forth in the General Plan.

Appendix B details the Colusa County General Plan policies.



If the Sites Reservoir project is approved, develop a Maxwell Community Plan to capitalize on economic development opportunities, including lodging, shopping, dining, and other tourism uses, created by increased visitors and County residents using Sites Reservoir. The Maxwell Community Plan shall emphasize aesthetic and design standards that recognize the historic character of Maxwell and importance of the area as the gateway to recreation opportunities in the western County.





PLAN & IMPLEMENTATION

6.0: Summary

The Implementation section of the Maxwell Community Plan outlines how the vision for the Plan Area will be realized through a set of strategies that support the broader vision statement. This vision statement offers an aspirational description of the desired look, feel, and functionality of the community, while the strategies within this chapter provide a framework for county actions in order to fulfill the desired vision.

6.0.1: STRATEGIES

Maxwell faces typical challenges encountered by rural economies, such as a limited job market, reliance on seasonal agricultural work, and vulnerability to economic cycles. Construction and subsequent operation of the Sites Reservoir offers an opportunity to bolster the local economy by catering to the influx of short-term construction workers and attracting industries related to recreation and tourism, agribusiness, and renewable energy over the longer term.

The strategic actions presented on the following pages provide a focused plan that can help the County and the Maxwell community realize benefits across several categories of need, and can help shape a positive future for the community. The following actions will help the community realize its goals and objectives for the future, and provide a roadmap for the County and community.

These strategic actions address the topics of housing, infrastructure, community facilities, community safety, economic development, and Downtown Maxwell.

◆ Housing

H-1 The County should consider amending the Zoning Code to provide for the ability of local landowners to establish temporary workforce housing utilizing recreational vehicles. The Zoning Code amendment should consider such factors as the permit process, appropriate locations and zoning districts, development standards, temporary utility provisions, the need for transit occupancy tax, and post construction restoration requirements.

H-2 The County should establish standards and provisions that ensure that any properties used for temporary workforce housing during the construction of Sites Reservoir are not permitted to provide ongoing temporary housing following reservoir construction. These provisions should include standards and requirements that ensure any trailers or other temporary housing units are removed, that the site is cleaned of all waste and housing remnants, and that any temporary support infrastructure such as fencing or restrooms are removed.

H-3 The County should consider amending the Zoning Code to allow residential properties that were re-zoned to commercial uses in the County's comprehensive 2014 Zoning Code update to construct accessory dwelling units (ADUs) under similar requirements as residential zoned properties.

H-4 The County should consider amending its Zoning Code to allow rental housing units to be established on commercial zoned property in the downtown Maxwell area, and potentially the downtown areas of the other unincorporated communities throughout the County of Colusa.

H-5 The County should consider amending its Light Industrial Zoning District to permit the establishment of Mobile Home and Special Occupancy Parks.

H-6 The County should explore how to further streamline its ADU permit process which could include the development of a set of pre-approved building permit plans for ADUs.

H-7 The County should seek to stabilize and improve housing conditions in existing residences and neighborhoods in Maxwell by seeking state and/or federal funding through CDBG, HOME, BEGIN, and/or Cal HOME for housing rehabilitation and/or home ownership activities on a regular basis.

H-8 The County should explore a range of tools and strategies to spur additional permanent housing development in Maxwell. Strategies may include, but are not limited to, streamlined development permitting, reducing permitting fees, assistance with infrastructure costs and extensions, and other strategies to reduce the cost of housing unit construction.

H-9 The County should encourage the Sites Authority to include provisions in their contracting requirements to encourage Site Reservoir construction firms to provide assistance to the local community to rehabilitate existing housing units to be used for both short term and long term permanent construction workforce housing.

H-10 The County should consider expanding code enforcement activities in Maxwell to identify dilapidated and sub-standard housing units, and connect owners with resources that provide financial assistance to improve the condition of their housing units.

◆ Infrastructure

I-1 The County should support ongoing efforts by the Maxwell PUD to help ensure sufficient municipal services and infrastructure to meet short- and long-term needs of the community. This may include, but is not limited to, proactively pursuing funding opportunities, including State and federal grants, fees, taxes and assessments, and other funding sources to:

- Replace antiquated concrete wastewater conveyance piping with modern PVC pipes.
- Expand water treatment capacity and/or secure new land to drill a new water well to replace Well #6.
- Extend water and sewer conveyance lines east of I-5.

I-2 The County should require new urban development (commercial, residential, and industrial) to connect to municipal water and wastewater services provided by the Maxwell PUD, consistent with the requirements established in the General Plan. Exceptions may be granted for temporary or short-term workforce housing, provided that it can be demonstrated that adequate water and wastewater services can be provided.

◆ Community Facilities

CF-1 The County should support the Maxwell Park and Recreation District in constructing a gateway entry park west of I-5 along Maxwell Colusa Road or Old Highway 99. The gateway park should have distinct and well-designed signage, signaling to visitors that they have entered the community of Maxwell, and should include public restrooms and a pet relief area. The gateway park should also include features such as lawn areas, shade, and picnic tables.

CF-2 The County should support the Maxwell Park and Recreation District as it seeks opportunities to expand parks and recreational facilities in the community through the acquisition of additional lands and the improvement and expansion of existing facilities.

CF-3 Support the Maxwell Unified School District in campus beautification efforts and maintenance of joint-use recreational facilities.

◆ Community Safety

CS-1 The County should prepare for an increased number of Sheriff's response calls during both the construction and operational phases of the Sites Reservoir project, and provide increased staffing levels and patrol frequency, as needed, to ensure community safety.

CS-2 The County should support the Maxwell Fire Protection District in their mission to provide excellent fire and EMS services to the community. Identify additional demand caused by increases in temporary worker populations and increased tourism and visitors following completion of Sites Reservoir.

CS-3 In collaboration with the Maxwell Unified School District, seek to establish and implement a Safe Routes to School Program. The Program should identify key intersections and roadways in the vicinity of local schools that may require safety upgrades such as stop signs, crosswalks, sidewalks, etc. Improvements should be made prior to the start of the construction of Sites Reservoir.

CS-4 Coordinate with the Sites Authority and the Sheriff's Department to ensure that the truck and construction roadway segments identified in the Sites Reservoir Environmental Impact Report (EIR) are used throughout the duration of construction activities at Sites Reservoir, and truck and worker vehicles are not utilizing non-approved local roadways in Maxwell.

CS-5 Monitor pavement conditions throughout the community and correct existing deficiencies. A reassessment should be completed following construction of Sites Reservoir.

CS-6 Encourage the Sites Authority to include provisions for local roadway improvements and post-construction roadway repair in contractor bids and in ongoing agreements with the County.

◆ Economic Development

ED-1 The County should focus business attraction on a two-pronged strategy – short-term/temporary solutions for the short-term influx of workers through Maxwell, and long-term solutions for future tourism expansion.

ED-2 The County should consider amending the Zoning Code to include provisions that allow food trucks, other mobile/temporary businesses, and workforce park-n-ride lots to be located on commercially and industrially zoned parcels in Maxwell during the multi-year construction phase of the Sites Reservoir Project.

ED-3 The County should consider collaborating with local land owners to identify potential hotel development sites near I-5 and work closely with a hotel site selector to determine the feasibility of establishing a new hotel in Maxwell.

ED-4 The County should encourage local landowners to rehabilitate existing vacant commercial spaces for permanent business locations, and encourage the establishment of tourist-serving business such as boating/fishing, supplies, food service, etc. Consider incentives such as tax breaks or grant funds to attract developers, and leverage existing business assistance initiatives (including CDBG participation and small business programs).

ED-5 The County should strongly encourage the Sites Authority to include local hiring requirements in all contractor bids, and proactively work with the North Central Counties Consortium to establish and implement local labor training programs to upskill the existing local labor force to meet the needs of Reservoir construction activities.

ED-5 The County should use the visitor-serving potential of the Sites Reservoir to develop a broader tourism marketing program for Colusa County. Engage with regional tourism marketing partnerships to promote Sites Reservoir as a destination for the Sacramento Valley.

ED-5 The County should encourage and facilitate the expansion of energy-based jobs and economic development opportunities in Maxwell on industrial sites physically separated from sensitive receptors. The County should update the Zoning Code to allow uses such as hydrogen production, biomass cogeneration, underground hydrogen storage, etc. by right in appropriate industrial zones, and develop standards for setbacks, operational safety and storage requirements, and site security.

ED-5 The County should identify a County grants coordinator, and partner with the Sites Authority, to proactively pursue state and federal funds to implement improvements identified in this plan.

◆ Downtown Maxwell

D-1 The County should prepare and adopt Design Guidelines for Downtown Maxwell. The Guidelines should include provisions for residential and commercial design standards, streetscape and public space beautification, and preserve and protect the historic character of Downtown Maxwell.

D-2 The County should take proactive steps to improve the physical appearance and economic vitality of Downtown Maxwell. Strategies for consideration may include:

- Formation of a Community Facilities District (CFD), which is a special tax district that could fund public improvements and on-going services within the Downtown. Parks, streets, sewer improvements, and public safety services are some of the public improvements and services that may be financed by a CFD.
- Facilitate building façade and exterior improvements assistance program for Downtown Maxwell.
- Invest in landscaping and street improvements to boost general awareness, enhance walkability and vitality, and attract visitors.





COLUSA COUNTY

— CALIFORNIA —

Colusa County
Community Development
1213 Market Street, Colusa CA
Phone: 530.458.0480



Appendix A: Outreach Summary Report

INTRODUCTION

This report summarizes the public participation and input received during the initial community outreach meetings and workshops for the Sites Reservoir Area Plan and the Maxwell Community Plan for Colusa County.

The Maxwell Community Plan is being prepared to address the provisions of the Colusa County General Plan Community Character Element, including **Action Item CC 2-G**, which calls for the development of a Maxwell Community Plan to capitalize on economic development opportunities, including lodging, shopping, dining, and other tourism uses, created by increased visitors and County residents using the Sites Reservoir¹. The Colusa County General Plan further directs that the Maxwell Community Plan shall emphasize aesthetic and design standards that recognize the historic character of Maxwell and importance of the area as the gateway to recreation opportunities in the western County.

The Site's Reservoir Area Plan is being prepared to address the provisions of the County's General Plan Land Use **Goal LU-4** and related Land Use Policies that call for the development of clear land use objects and standards to address the unique needs and conditions associated with the Sites Reservoir².

To-date, the community outreach efforts have focused on the Maxwell Community Plan. The outreach program has included a series of in-person workshops and community polling exercises which were conducted to provide opportunities for community members to discuss their concerns and potential opportunities for the Maxwell area in light of the pending Sites Reservoir Project. As a part of the public outreach program, De Novo Planning Group and Colusa County staff held multiple community meetings to gather feedback and input from members of the public. These meetings and workshops included the following.

- Board of Supervisors (BOS) Kickoff Meeting: 5-21-24
- Sites Authority Workshop: 6-20-24
- 1st Maxwell Community Workshop: 6-20-24
- 2nd Maxwell Community Workshop: 7-24-24

The first two meetings, the BOS Kickoff Meeting and the Sites Authority Meeting, were solely informative, meant to introduce the project to the community and interested parties, as well as disperse general information regarding the project's details and future outreach meetings. The 1st Community Workshop was meant to receive comments and feedback from the public regarding the project to identify areas of concern or opportunities for improvements throughout the project area. The 2nd Community Workshop included a vision board activity and a post-it note activity to streamline the feedback process and receive input from the public regarding specific short-term and long-term opportunities and challenges the project may face.

The outreach program for this project is inclusive, educational, and designed to facilitate a meaningful conversation with residents of Colusa County to best understand the issues and challenges facing the

¹ Colusa County, 2012. Colusa County General Plan – Community Character Element. Page 4-8.

² Colusa County, 2012. Colusa County General Plan – Land Use Element. Page 8-30.

area to be addressed by the Sites Reservoir Area Plan and the Maxwell Community Plan. Workshop details and feedback received are described below.

MAXWELL COMMUNITY WORKSHOP #1



Activity: Community Discussion

De Novo Planning Group hosted an informational community workshop, along with Colusa County staff, on June 20th, 2024 at the American Legion Building located at 250 Oak Street in Maxwell, CA. This meeting was intended to be an informational session for members of the public to learn about the upcoming development of the Maxwell Community Plan and the Sites Reservoir Area Plan. Approximately 100 members of the public attended this meeting. The public was encouraged to provide feedback and comments on the project. While there was no formal activity undertaken at the meeting, there was an opportunity for the community to provide their input. The responses from this informational meeting were collected and sorted according to the broad project category to which they apply.

The community feedback can be broadly categorized into multiple issues and topics: traffic concerns, public utilities, economic development, funding, emergency services, and general community concerns. Throughout the discussion, many respondents expressed concerns about how increased traffic and changes to roadways may affect broader public safety. Participants expressed a desire for re-routing roadways towards commercial centers to improve economic development.

Another prominent concern raised was the potential to improve local utilities (water, sewage, drainage, etc.) to better meet both existing service demands, as well as potential increased service demands. Broader community concerns were raised about pedestrian safety during the construction process, especially regarding children near schools. Additionally, members of the community expressed concerns about temporary housing during the construction process and permanent housing to improve housing stock throughout the area.

Community Feedback	
Traffic Concerns	Public Utilities
• Ensure valid access points and routes to the site, access via RD 168 isn't ideal • Weather conditions (Fog, low visibility, etc.) raises additional safety concerns • Construction may necessitate additional roadway planning by Colusa County • Local businesses may prefer that traffic is routed through the town (economic benefits) ○ Potentially routing traffic to a larger regional area through multiple areas (i.e. Williams) for broader economic development benefits • Additional stop signs and traffic calming elements near the high school • Increased traffic may necessitate a rest stop that is both available to the public and well-maintained ○ Dog park, restroom, park space, etc. • Concerns over roadway breakdowns caused by construction vehicles ○ Will there be reconstruction after initial development is completed?	• Improve local utilities (water, sewage, drainage infrastructure, etc.) ○ Can these improvement opportunities be leveraged to correct existing deficiencies in service capacity?
Economic Development	Funding
• Potentially including more commercial businesses to support economic development and expansion: grocery store, restaurants, bars, etc.	• Grant opportunities for basic utility infrastructure improvements? • Funding assistance for homeowners for ADU's to accommodate short-term construction rentals ○ Find standardized ADU plans that are: pre-approved, have reduced fees, lower permit costs, expedite ADU construction process • Explore funding opportunities for Colusa County from the Sites Authority ○ Are these funding opportunities applicable to roadway and utility upgrades
Emergency Services	Community Concerns
• Fire protection services and emergency services operations and plans will need to be assessed and analyzed to understand potential need for capacity expansion to meet increased demand	• Identify and analyze potential impacts on schools and identify ways for the Sites' Reservoir project to fund improvements • Identify opportunities to expand local sidewalks and pedestrian pathways • How will Maxwell's potential population increase be estimated post-construction of the reservoir? • Feasibility of setting up temporary RV parks, mobile home parks, or other temporary housing • Some community members expressed the desire for zero change and do not have a desire for the opportunities presented • Expressed desires for the existing housing shortages to be addressed

COMMUNITY WORKSHOP #2



Activity #1: Visioning Board

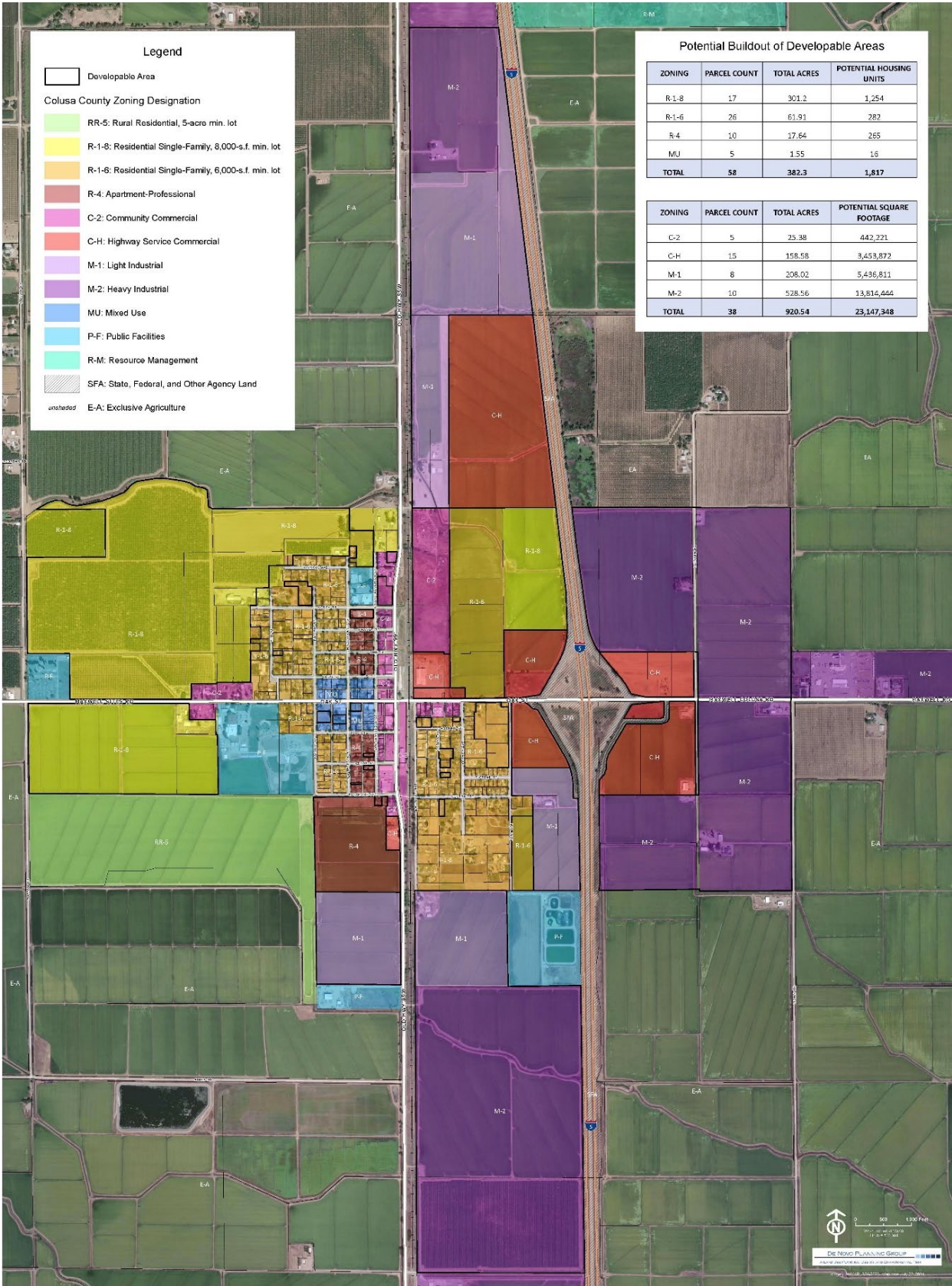
De Novo Planning Group hosted an informational community workshop, along with Colusa County, on July 24th, 2024 in Maxwell, CA. This meeting was intended to gather feedback and comments from residents of Colusa County regarding the Maxwell Community Plan and the Sites Reservoir Area Plan. Approximately 50 members of the public attended this meeting. The public was encouraged to provide feedback and comments on the project through a visioning board activity that displayed a map of the site, with space to attach post-it notecards with comments. Five vision boards received comments, with board four having two sets of comments (4A and 4B). This activity allowed members of the public to provide broad feedback on the project that can be considered by both De Novo Planning Group and Colusa County. The responses from this informational meeting were collected and are stated below, verbatim.

<i>Community Feedback</i>	
Map 1	Map 2
• Add stop signs on Oak St. at high school/ at Elm St. • Put grocery store where old blue grocery store was?	• Restore/preserve historic buildings • Improve water/sewer • A that looks like Winters, CA • A town center or “park” with restrooms • Improve the look of town driving in from I-5 & 99! It’s an eyesore! • Things that are good happening now: Parks & Rec – expand on activities and need more funding support • Funding! For town pool • Useable sidewalks, gutters and roads • Good restaurants/ gas stations and businesses • Fix up run down & empty properties!!!

Site's Reservoir Area Plan & Maxwell Community Plan

Map 3	Map 4.A
• Student employment • Property hoarding • Grocery options • Old buildings restore = curb appeal • Sports conditions upgrade • Parks	• Keep small town vibe with moderate growth with housing and services • Vacant lots occupied • Upgrade utilities & infrastructure ○ Roads + sidewalks • Farming stays protected • Need grocery services ○ Restaurants ○ Laundromat ○ Barber shop ○ Auto parts ○ Hair stylists • Need permanent chain-brand businesses to stay + invest ○ Grocery outlet ○ Fast food ○ Auto parts chains
Map 4.B	Map 5
• Vision – ○ Moderate planned growth ○ Grocery store ○ AG related businesses (i.e. tires, tractor repairs) ○ Increased job opportunities ○ School support for potential increase in students ○ Housing potential ○ Develop city park to improve aesthetics + restroom facilities	• Traffic speeds – enforced – cameras? • Sidewalks redone • Refreshing buildings in downtown (historical story) • Sewer/water infrastructure • Full time police department + ambulance – more department resources • Crossings for children • Community center with AC • Internet access • Grocery store • Beautification + lighting (street)

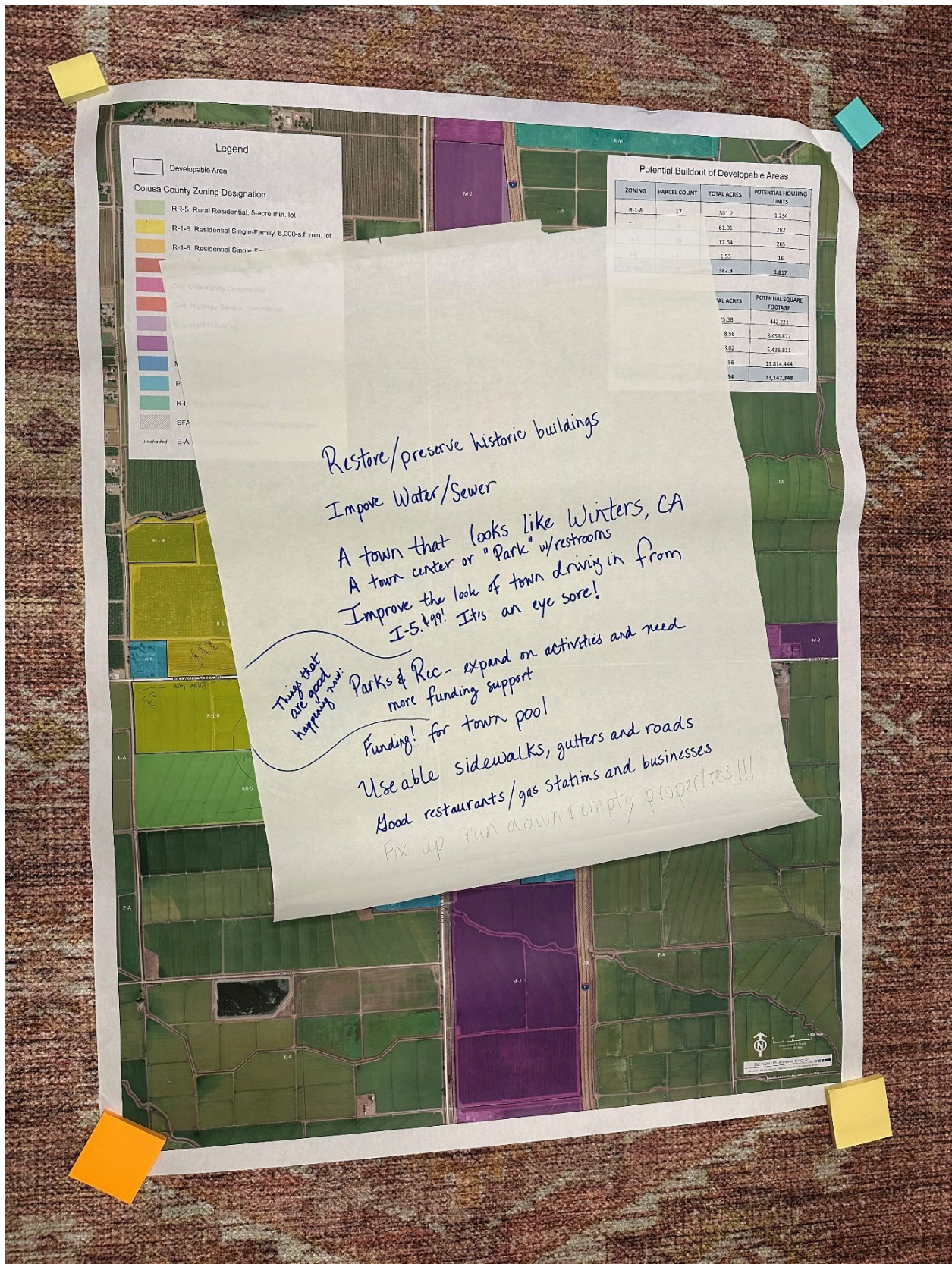
Sites Reservoir Area Map and Maxwell Community Plan Project Site



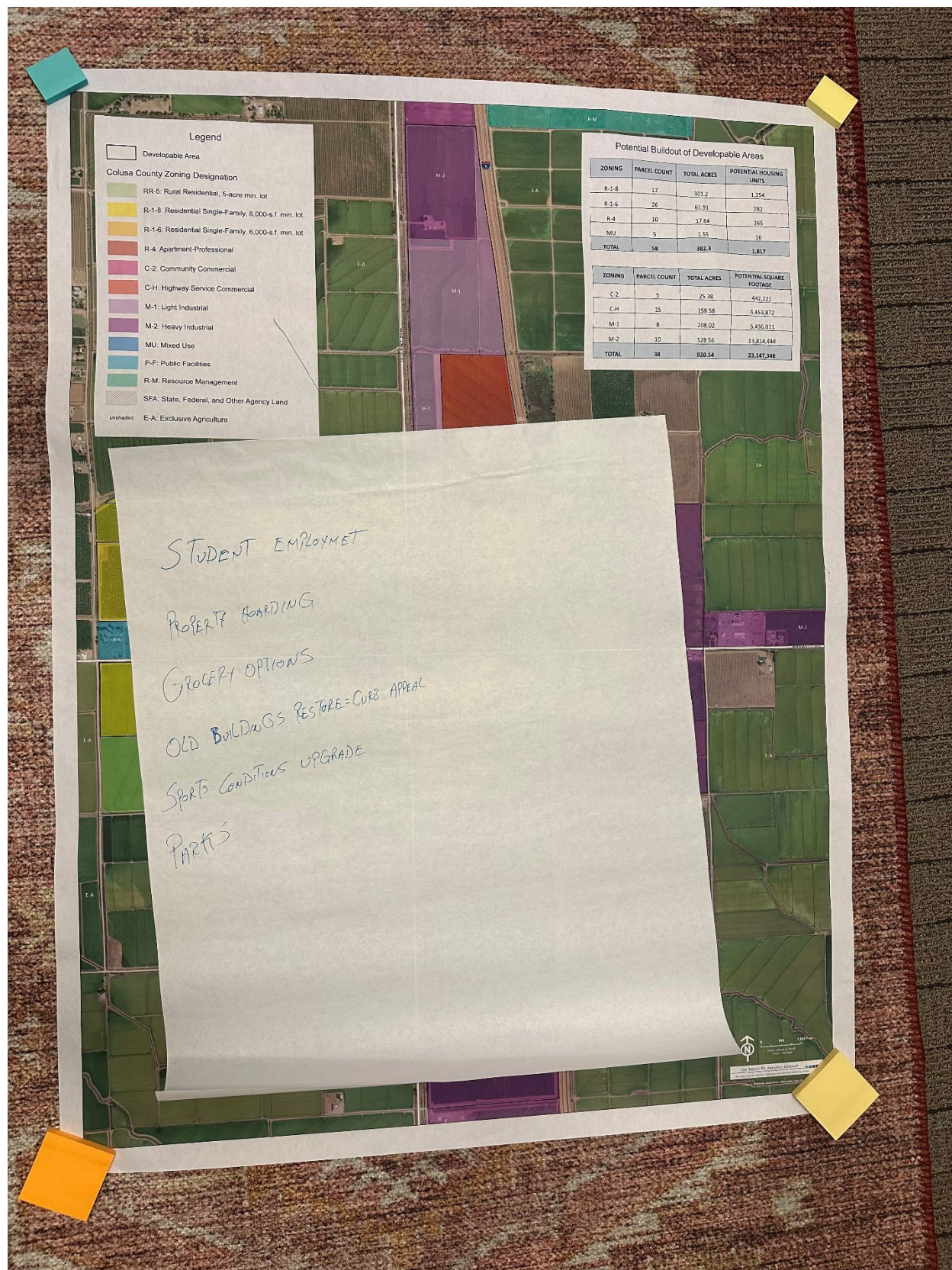
Vision Board #1



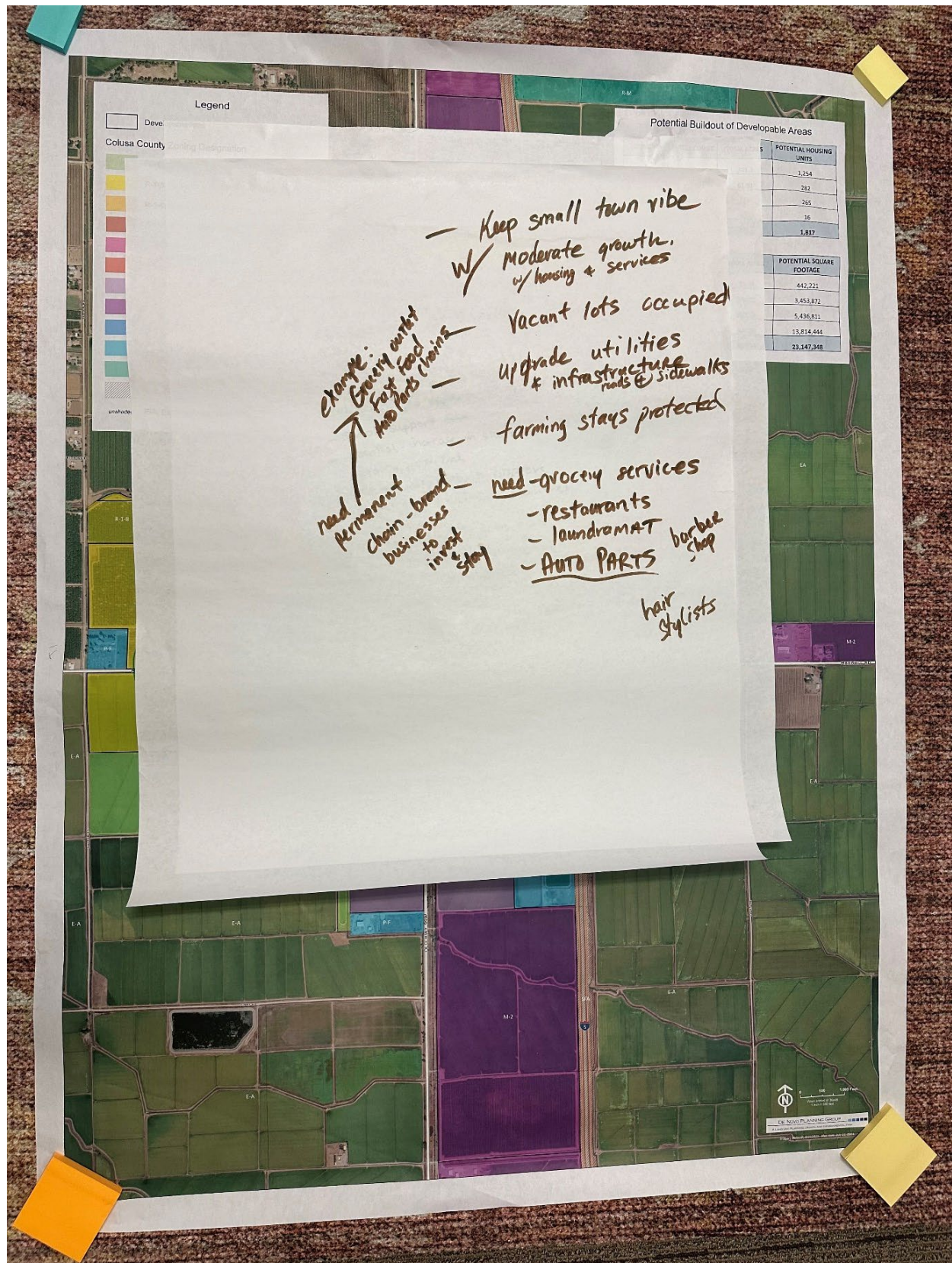
Vision Board #2



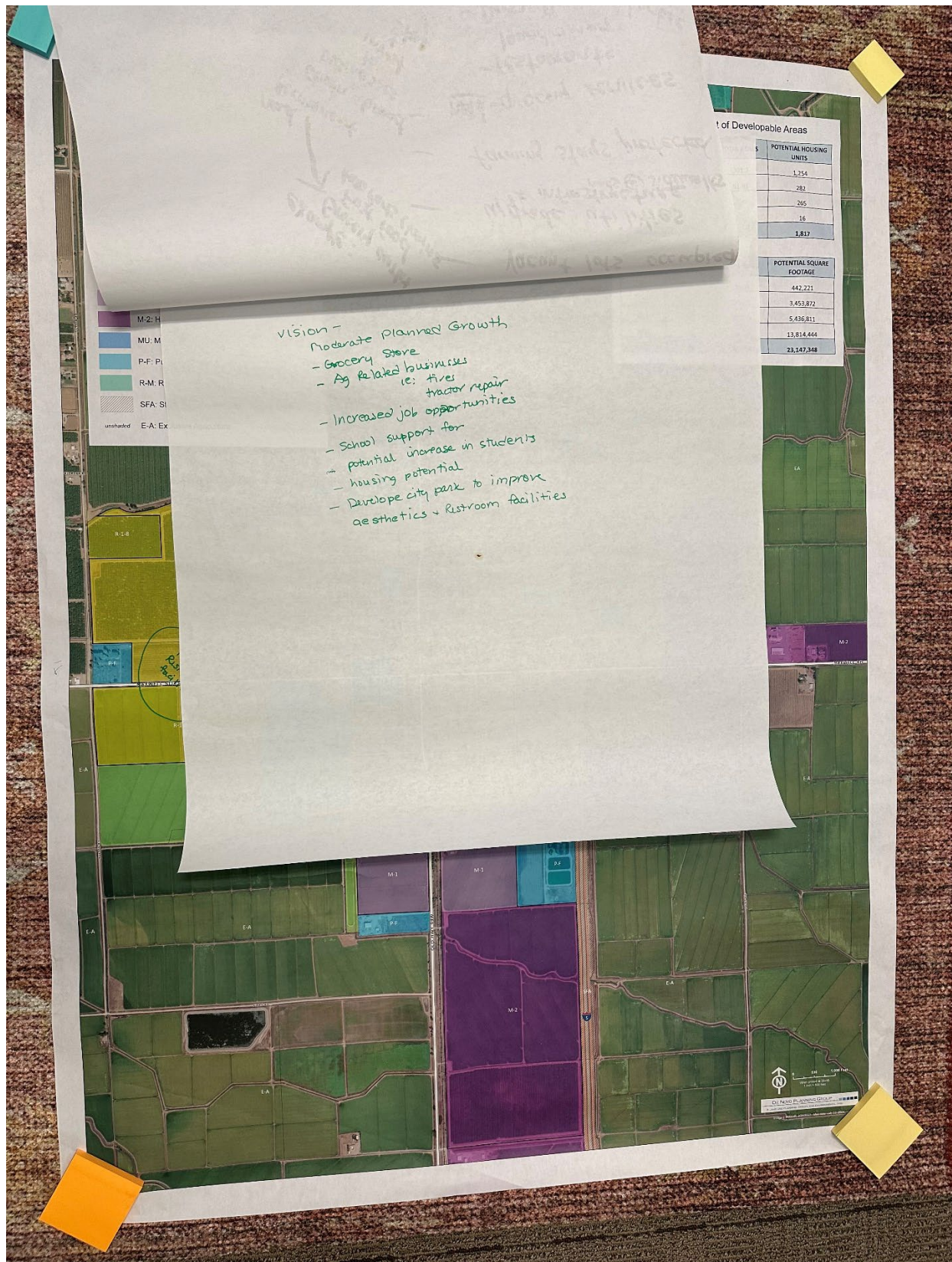
Vision Board #3



Vision Board #4A

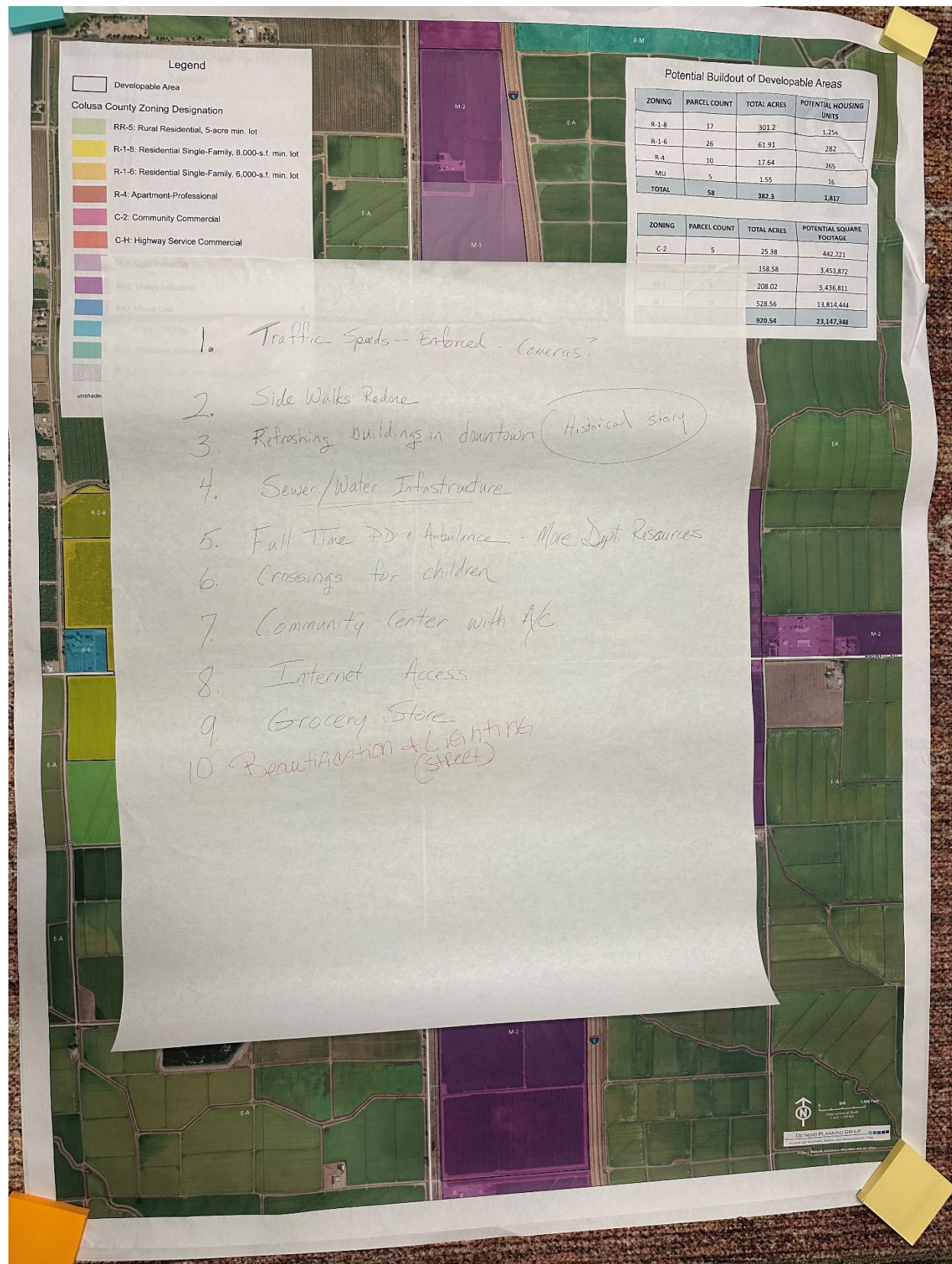


Vision Board #4B



Site's Reservoir Area Plan & Maxwell Community Plan

Vision Board #5



Activity #2: Post-it Note Activity

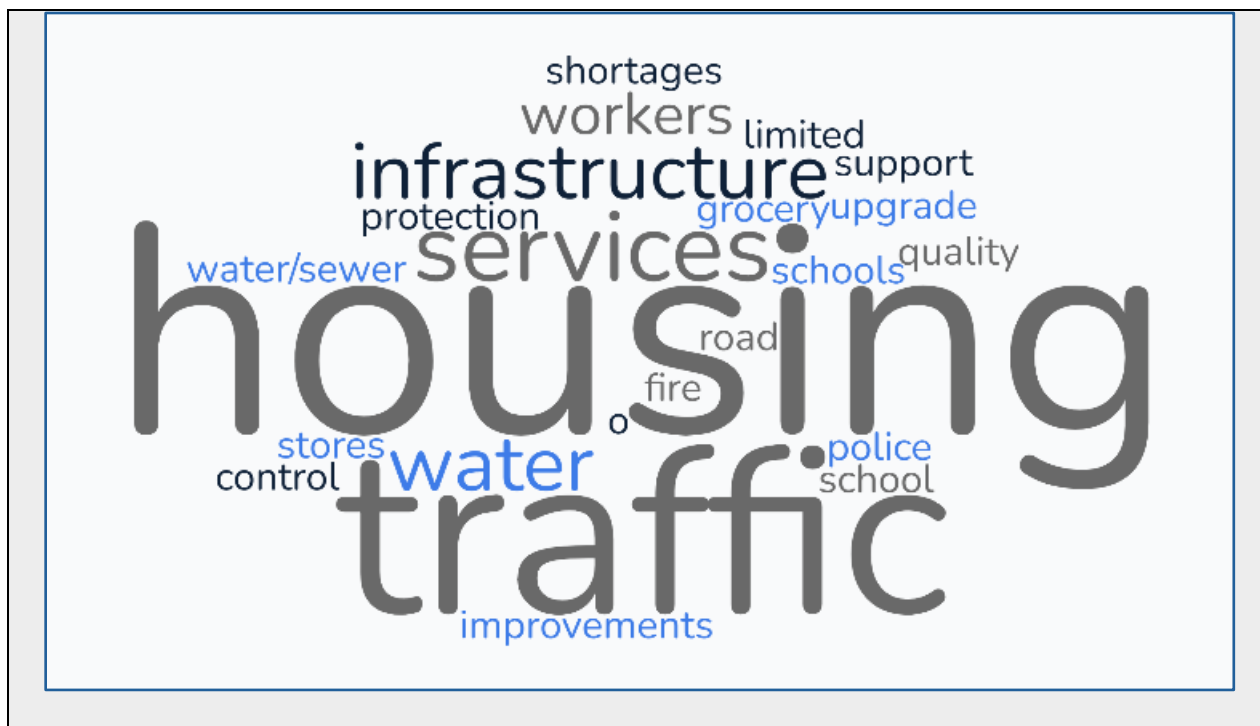
De Novo Planning Group hosted an information community workshop, along with Colusa County, on July 24th, 2024 in Maxwell, CA. This meeting was intended to garner feedback and comments from residents of Colusa County regarding the Maxwell Community Plan and the Sites Reservoir Area Plan. The public was encouraged to provide feedback and comments on the project through a post-it note activity. The display boards for this activity were divided into four categories: Challenges (Near-Term), Challenges (Long-Term), Opportunities (Near-Term), and Opportunities (Long-Term). This allowed members of the public to provide specific feedback on the project's near- and long-term opportunities and challenges that can be considered by both De Novo Planning Group and Colusa County.

The responses from participants show numerous trends in what members of the public view as opportunities and challenges that will come from this project. Many members of the public responded that temporary housing for construction workers will be necessary, and potentially will cause additional strain on an already limited housing stock in the area. Water quality and sewer capacity were also common issues raised with many respondents stating that expansions and updates of water infrastructure will need to occur. Other members of the public stated that traffic issues may arise as construction of these projects occurs. Often in conjunction with traffic concerns, were concerns about safety for residents, specifically near schools.

Regarding opportunities, trends about economic development, increased housing stock, employment opportunities, and community beautification were common among respondents. Many members of the public stated a desire for increased economic diversity that could expand the number and type of businesses in the area. Others stated that these projects would bring opportunities for employment during the construction cycle, as well as after. The necessity of temporary housing stock brought comments about the desire to increase the overall housing stock in the area, as many felt that there is a lack of housing already. Some respondents saw these projects as an opportunity to improve parts of the community, namely the utility infrastructure for water and sewer lines, as well as expanding open space and public parks throughout the area. The broad desire for city beautification was expressed for both near- and long-term opportunities for these projects.

The responses from this informational meeting were collected and are stated below, verbatim.

<i>Community Feedback</i>
Challenges (Near-Term)
• I have a 1 acre parcel with a home built in the 1950s. it is zoned commercial. I would like to be able to put an ADU for additional income but it would have to be rezoned. • Time – 2 years is not enough to complete many projects • Lodging for workers • Storage • Fuel – diesel • Emergency services • Rest stop • Utilities – housing – traffic • No capacity – no housing – public service • Impact on schools – businesses may not keep pace with demand – law enforcement • Housing (not enough) – poor infrastructure – no money to improve existing services and buildings or add new services – public services • Police protection – fire protection – grocery store – medicine – rest stop – road improvements • Housing near • Stop signs need to be installed on Oak St. • Housing – traffic • Stop signs/controlled intersections throughout the whole town • Potential for additional school students – schools may need to be expanded • Sewer upgrade – water needs – housing for workers • Water/sewer isn't capable to handle what we have now • Limited housing accommodations – limited resources for influx population – environmental damages & financial burden • Housing • Preserving/restoring original Maxwell Building • Housing shortage exists now, even without 1000+ worker influx • Foot/bike traffic paths & street lighting • Upgrade septic – water quality filter system +pressure – zonings • Housing – traffic – grocery stores • Traffic – accommodations/housing – services • Revenue – jobs – growth – housing shortages – traffic – school overcrowding • Traffic control – influx of workers & housing shortages – lack of infrastructure ◦ Stores ◦ Eating joints • Housing – support infrastructure • Construction traffic – temporary housing – water use? • Traffic (trucks and workers) – supplies (groceries – fuel) – water/sewer – police – fire – improvements support • Traffic control – traffic flow – available housing – water quality • Traffic – current road conditions – current infrastructure



Challenges (Long-Term)

- Emergency services
- Rest stop – not burden on stores
- Housing – medical
- Opportunity for new businesses in the community
 - Restaurants
 - Hardware
 - Groceries
 - Etc.
- Upgrading school facilities (football, soccer, baseball) – no community park/gathering area – lack of basic storefront options (grocery, mechanic, food)
- Jobs leaving area – keeping area vibrant
- Fuel service
 - Diesel
- After workers leave is housing is vacant, what types of people come? Look at Oroville
- Upgrade septic system + water system, needs to be expanded
- Growth – schools – businesses
- Social dynamic changes – excess infrastructure – unemployment
- Fix roads after the project is complete
- Schools (larger) – housing – stores (food, gas, fuel) – traffic control – Maxwell City Government
- Strong sales for businesses & services + sales tax for county – enhanced community services; public safety for the town of Maxwell – create seasonal tourist area for continued revenue
- Financing = property taxes – schooling + transportation – water
- Increase of crime
- Invasion of private communities – flooding if anything happens – increase in expenses
- Infrastructure
 - Roads
 - Water
 - Sewage

- Retail stores?
- Schools
- Infrastructure – roadways/sidewalks – planning housing
- Housing – traffic – businesses + services
- New housing construction – crime – more business – restaurants – gas
- Permanent housing – lack of stores/hotels – infrastructure (roads, pipes, power)
- Stores + service
- Population after dam built? Continued funding sources for the town if maintained – traffic control
- Commerce – improve aesthetics
- Improve city beautification
- Safety (fire + law enforcement) – sewer capacity – housing
- Police/safety – road maintenance

schools
community
infrastructure
service area services
housing
city restaurants
businesses maxwell
system stores water traffic
gas roads

Opportunities (Near-Term)

- First, new HVAC for this hall (and PA system). Second, new sewer lines
- Remodel 64 Oak Street as a visitor's center and basketball court for the kids
- First, a full time police dept. and ambulance service
- Short-term housing – supply (support food, fuel, internet)
- Jobs – restoration of businesses and services – investments & improvements in infrastructure
- More growth towards economy contribution of the county/city – employment opportunities – benefits from the government for initiating this project
- More commerce, food, stores
- Town services improved
- Local business sales support – tax increase
- Housing – temporary trailer parks to accommodate construction workers
- Make money (business & services make money) – employment for members of community
- Grow stores/restaurants – town park/facility stop – town beautification

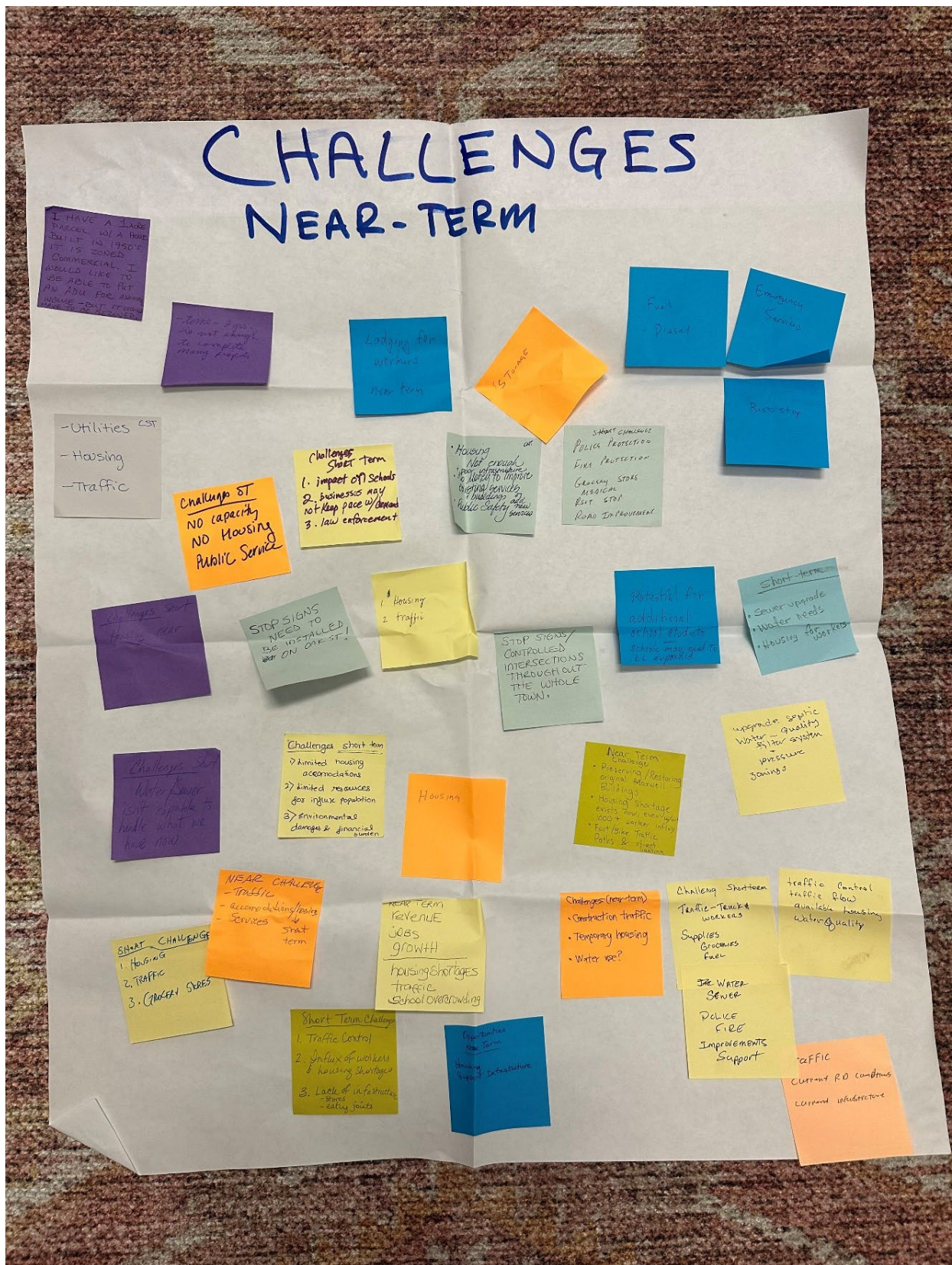
- Income potential – develop housing
- Ability to build new projects on lots that need different zone
- Economic boost to town – grow resource availability in town
- Economic growth – increased tourism – public infrastructure improvements
- Businesses – improve infrastructure – beautiful town – community park
- Oak St. traffic control
 - New road
 - Roundabouts?
- Street lights
- Construction jobs – publicity – funds for Maxwell Parks and Rec
- Housing – water – increase traffic
- Water/sewer
- Grant writers
- Housing & local stores & services

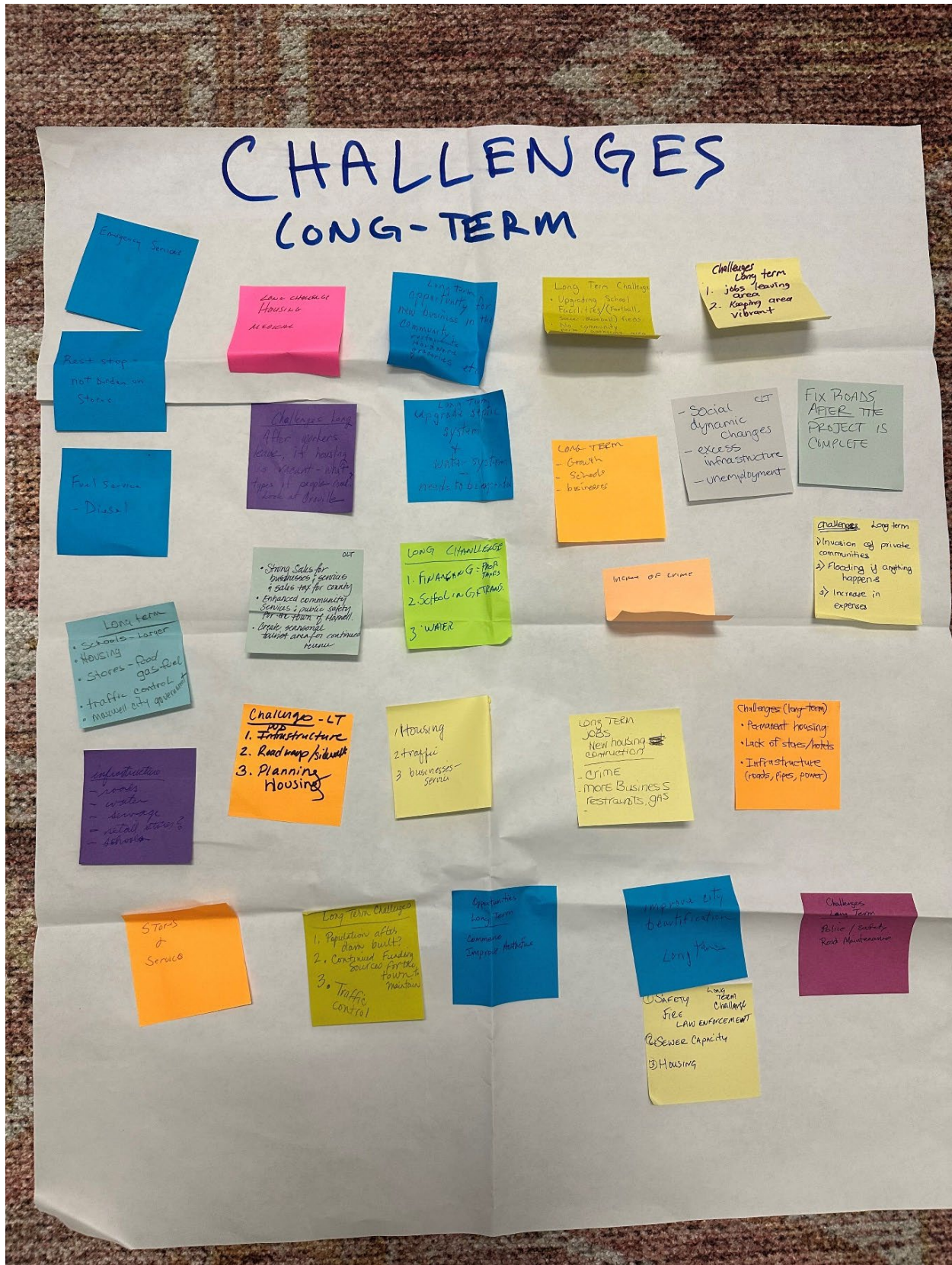
A word cloud centered on the word "town" in large blue letters. Other words in various sizes and colors (blue, grey, black) are arranged around it, including "improvements", "infrastructure", "housing", "services", "employment", "street", "businesses", "local", "growth", "food", "parks", "jobs", "stores", and "water".

Opportunities (long-Term)

- Housing opps. – revenue
- Increased ADA for schools (more \$\$\$) – businesses that stay open after construction
- Parks, playground – more businesses
- Expansion of tourism economy – larger residential population – long awaited utility updates
- More jobs in county – more resources in Maxwell – more commuter resources
- Diversity in the community – growth of city – tourist attraction and increasing Maxwell city name
- Too many houses built remaining empty – infrastructure (roads, water, sewer, community services from county) – all are limited needs improvement
- Beautification of town – bike path – park
- Sheriff substation – more deputies in town – traffic lights – sewer
- Develop recreation – supply support services for recreation – develop support services for the committee housing for support personnel
- Recreational support services – storage space for boats and services
- Town services updated (water/sewer) – town beautification/town center/park
- Update old stores – have people be able to open new stores
- Grocery store – small sports complex for kids pool, baseball field, gym – sheriff substation
- Improve commerce – benefit from improved infrastructure + parks
- Rebuild/renew Main Street + sidewalks
- Financial growth/job opportunities – fast food (high school kid employment)
- Reservoir jobs – more public services – rezoning/more housing
- Business opportunities for seasonal use of reservoir
- To improve water in community – better streets – grocery stores – improve streets + roads

A word cloud visualization of the opportunities listed above. The words are arranged in a roughly circular shape, with 'services' being the largest and most central word. Other prominent words include 'community', 'support', 'town', 'housing', 'infrastructure', 'water', 'sewer', 'parks', 'jobs', 'businesses', 'develop', 'improve', 'substation', 'stores', 'sheriff', 'city', 'resources', 'maxwell', and 'streets'.





OPPORTUNITIES NEAR-TERM

First, new HVAC for this hall. (And PA system)
Second, new sewer lines.

Remodel 6th Oak Street as a visitors Center and basket ball court for the kids.

First, a full time Police Dept. and ambulance service.

opportunities short term Housing Supply Support Tech. Rec. JUVENILE

OPPORTUNITIES SHORT TERM
1. JOBS
2. Restoration of business & services
3. INVESTMENTS • improvements in infrastructure

opportunities Short term
1) More growth towards economic contribution of the county/city.
2) Employment opportunities
3) Benefits from the gov. for initiating this projects.

more contributions food, energy,

Town Services improved

OPP. ST
1. Local Business Support
2. Sales Tax Increase

Housing
~~opportunities~~
• Temporary facilities for immigrants
• Construction opportunities
• Community development

• Make Money
Business, Service
Make money
County, Mayor, Mayor
• Employment
Benefits of community

Short term Opportunities
1. Brac Shoreside
2. Town Park/Basketball
3. Town Basketball

opportunities Short -
income potential
• develop housing

ABILITY TO BUILD NEW PROJECTS ON LOTS THAT NEED DIFFERENT ZONING

Economic boost to town
Grow Resource available in town

- Economic Growth
- Increased tourism
- Public infrastructure updates

NBSE OPP
- Businesses
- Improve infrastructure
- beautify town
- community park

OAK St Traffic Control Roundabout New Road Ahead!

Street Lights

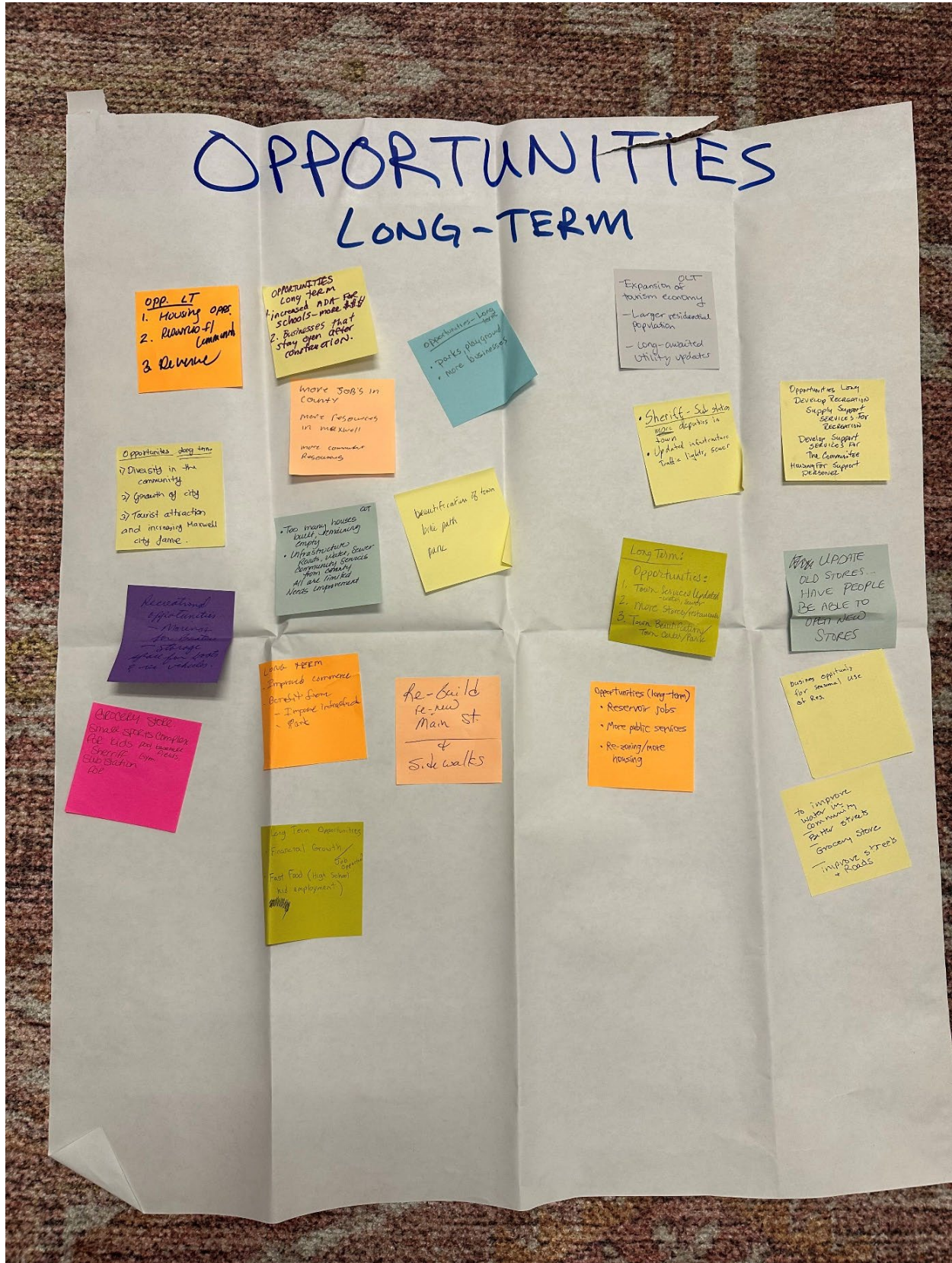
Opportunities (near-term)
• Construction jobs
• Publicity
• Funds for Howell Parks & Rec

Challenges Near Term
Housing
Water
Sewer Traffic

water/sewer

Grant Writers

Housing at Local State & Federal



Appendix B: General Plan Policies

Chapter 8. Land Use Element

Policy LU 1-10: Concentrate future development within or adjacent to the communities that provide urban services, including Arbuckle, College City, Colusa, Grimes, Maxwell, Princeton, Stonyford, and Williams, with an emphasis on placing large-scale and more intense development projects in these population centers as opposed to other rural and remote areas that lack public services and amenities or are not connected to an exiting community.

Policy LU 1-15: To conserve open space and agricultural lands outside of planned urban areas and provide the efficient use of public services, make land use decisions that reinforce the cultural and economic viability of unincorporated community centers of the County, including Arbuckle, College City, Grimes, Maxwell, Princeton, and Stonyford.

Policy LU 3-17: Ensure that zoning and land use designations at the Interstate 5 freeway interchanges at Arbuckle, Maxwell, and the unincorporated area near Williams are used for highway-oriented commercial use. These uses, which include hotels, restaurants, and service stations, should be oriented to interstate travelers, tourists, and visitors to the County's various open space recreation and agricultural opportunities. Development at these interchanges should be planned to minimize traffic and safety hazards on local streets and regional transportation facilities to the extent feasible.

Action LU 3-C: *Revise the Zoning Ordinance to include updated design standards that promote attractive development for commercial, industrial, office, institutional, and multiple family development; include design recommendations that encourage "green" design construction; and address the following provisions:*

- 1. Site planning sensitive to the natural environment and that addresses creating functional and attractive places.*
- 2. Building rehabilitation and modification to improve existing structures.*
- 3. Low environmental impact materials and products, including recycled and local materials, and recycling of construction waste.*
- 4. Passive and active solar elements and use of efficient heating and cooling systems.*
- 5. Standards for building design and appropriate use of materials to provide high-quality development, including requiring buildings to be sited toward the street, except for approved plazas, seating areas, and entry nooks; off-street parking, if any, located to the rear of the building or lot; architecture that incorporates a pedestrian scale with varied articulated facades, windows and building features; and community design features, such as landscaping, entry features, fountains, plazas, pedestrian furniture and similar features.*
- 6. Landscaping and design elements to screen unsightly elements from public and neighboring views.*
- 7. Standards for adequate off-street parking and alternatives to on-site parking in downtown and historic areas.*
- 8. Standards for exterior lighting, signage, and trash/recycling containment facilities.*
- 9. Gateway concepts for entryway treatment for Arbuckle, Maxwell, Princeton, Grimes, and Stonyford.*

Chapter 4. Community Character Element

Action CC 1-C: *prepare and implement general countywide design guidelines and minimum design requirement (standards) for new residential and commercial development as described in Action LU 3-C. The design guidelines should include more specific and detailed standards for new development in the communities of Arbuckle and Maxwell. The design guidelines should provide for attractive growth that respects the cultural heritage and character of each community and should be developed with input from each community.*

Maxwell

Policy CC 2-35: Support the downtown area as the central hub of the community.

Policy CC 2-36: Encourage and facilitate the rehabilitation and beautification of historical properties in the downtown area.

Policy CC 2-37: Encourage the development of vacant parcels in the downtown area with resident- and visitor-serving commercial, retail, and service, uses.

Policy CC 2-38: Recognize and expand Maxwell's role as a "gateway" to numerous recreational opportunities in western Colusa County.

Policy CC 2-39: Require new development in Maxwell to include design and aesthetic characteristics that complement and enhance the existing community. Design features may include components that reflect the small-town, rural, historic and agrarian character of Maxwell in an attractive manner.

Policy CC 2-40: Encourage new and expanded industrial operations to locate along the Interstate 5 corridor north and south of Maxwell.

Policy CC 2-41: Support the establishment of highway commercial land uses near existing Interstate 5 interchanges in Maxwell.

Policy CC 2-42: Require new urban development in Maxwell to connect to the municipal water and wastewater systems.

Policy CC 2-43: Explore the feasibility of establishing a service district for the beautification or revitalization of Maxwell. Volunteer or community fund-raising efforts to beautify the community should be supported.

Policy CC 2-44: Encourage new development proposals to include a balanced mix of jobs and housing.

Policy CC 2-45: Increase pedestrian and bicycle connectivity between residential areas and the downtown area.

Policy CC 2-46: Vacant and underdeveloped lands within the Maxwell Public Utility District Service Area should be developed before additional undeveloped lands are annexed into the PUD's Service Area.

Action CC 2-E: *Assist residents and businesses in Maxwell in establishing a service district for the beautification and revitalization of Maxwell, if such a district is feasible. Provide County*

support through efforts to create a district and assist with securing State or Federal funds for improving the buildings, streetscapes, and public areas within the community.

Action CC 2-F: *Assist the Maxwell Parks and Recreation District in updating their development impact fees to provide additional funding for the expansion of parks facilities in Maxwell.*

Action CC 2-G: *If the Sites Reservoir project is approved, develop a Maxwell Community Plan to capitalize on economic development opportunities, including lodging, shopping, dining, and other tourism uses, created by increased visitors and County residents using Sites Reservoir. The Maxwell Community Plan shall emphasize aesthetic and design standards that recognize the historic character of Maxwell and importance of the area as the gateway to recreation opportunities in the western County.*

Chapter 6. Economic Development Element

Action ED 2-A: *Apply for Community Development Block Grant/Technical Assistance and Economic Development Allocation funds and coordinate the preparation of a business incentive program, sign program, and development of marketing materials and a marketing strategy. Other programs should include preparation of economic development strategic and downtown revitalization plans for the communities of Arbuckle, Maxwell, Princeton, College City and Grimes.*

Action ED 2-C: *Assist businesses and interested parties in establishing Main Street Programs and business districts in established communities, particularly in Arbuckle and Maxwell.*