

West River Revitalization Focused

Goals and Actions

from the Draft 2040 General Plan

- **Riverfront Mixed Use** land use designation.
- **LU-3.1 Mixed-Use Development**
 - Strongly encourage mixed-use development to support compact pedestrian-friendly districts in appropriate locations, including the Downtown, the West River District, and the Gateway District. [Source: 2025 General Plan, Land Use Element, Policy P5.1, modified]
- **LU-4.1 Adequate Industrial Land**
 - Ensure adequate industrial land to support a four-season economy and to facilitate relocation of existing industrial uses between West River Street and the Truckee River. [Source: New policy]
- **Goal LU-9: West River District**
 - Transform the West River District into a live/work/recreate district that provides public access to the Truckee River, supports the local economy, and provides a variety of housing types. [Source: New goal]
 - **LU-9.1 Variety of Uses in West River**
 - Support a variety of uses in the West River District to create a live/work/recreate district where the following uses are in harmony:
 - Industrial businesses continue to support a four-season economy while minimizing impacts on surrounding uses and the environment;
 - A mix of residential types provides housing for the workforce;
 - Retail, lodging, and services uses activate the area; and
 - Enhance physical and visual access to a restored Truckee River.
 - Safe routes for non-automotive modes of transportation. [Source: New policy]
 - **LU9.2 Truckee River Enhancement**
 - Support the goals and principles of the Truckee River Revitalization Strategy to protect and enhance the scenic quality of the river and its riparian/river ecosystem, increase public access and river awareness, Encourage development or redevelopment in the District consistent with these goals and principles. [Source: GPAC, Land Use Element, LU-14, modified]
 - **LU-9.3 Comprehensive Study of West River**
 - Identify incentives and strategies to overcome challenges that limit the potential for redevelopment in the West River District. [Source: New policy]
 - **LU-9.4 Transition of Industrial to River-Oriented Uses**
 - Activate the riverfront by replacing industrial uses with a mix of commercial and residential uses on the parcels between West River Street and the Truckee River and provide opportunities for river access. Create an employment district in an improved industrial setting between West River

- Street and the Union Pacific Railroad to allow for the relocation of existing industrial uses. [Source: New policy]
- **LU-9.5 Productive Infill Development in the West River District**
 - Support infill development on underutilized parcels in the West River District that provides job-intensive uses and limit uses that do not support goals for employment and productive infill development, such as warehousing or mini-storage. [Source: New policy]
- **LU 9.6 Development Standards for Industrial Buildings**
 - Require industrial buildings in the West River District that are visible from the public right-of-way and/or residential uses to include attractive building frontages, façade articulation, and landscaping and tree coverage in parking areas and along the street frontage. [Source: New policy]
- **LU-9.7 Prohibition on Visible Outdoor Storage**
 - Prohibit visible outdoor storage adjacent to, and visible from, West River Street and the Truckee River. [Source: 2025 General Plan, Community Character Element, Action A15.3, modified]
- **LU 9.8 Truckee River Setback**
 - Continue to require a 75-foot setback from the 100-year floodplain for buildings developed on parcels located between West River Street and the Truckee River within the River Protection Overlay District. [Source: New policy]
- **LU 9.9 Public Access to Truckee River**
 - Establish multiple public access points to and a parking area near the Truckee River in a manner that minimizes ecological impacts. [Source: New policy]
- **LU-9.A West River Study**
 - Prepare a comprehensive study, including an economic analysis, to identify incentives for redevelopment and strategies to overcome infrastructure challenges in the West River District. The study shall identify incentives to stimulate private investment, relocation of existing industrial uses, and coordinated improvements. Conduct targeted outreach to engage property and business owners; existing residents, including mobile home park residents; and open space protection organizations, such as the Truckee River Legacy Foundation, during the preparation of the comprehensive study for the West River District. Ensure input is incorporated into the study to create strategies that meet the needs of all users in the West River District. [Source: New action]
- **LU-9.B Objective Design Standards**
 - Develop objective design standards for residential and nonresidential uses in the West River area to ensure compatibility between uses, protect the area's character, and feature the Truckee River. Standards shall include: upper-story setbacks to protect viewsheds; screening of outdoor storage areas and other industrial uses visible from the public right-of-way and the Truckee River; and vegetation along the riverfront and street frontage, featuring native plants. [Source: New action]