



RIVER REVITALIZATION

STEERING COMMITTEE

RESTORE • REVIVE • REIMAGINE

January 28, 2025

VISION FOR THE FUTURE

In 2040, Truckee is welcoming, inclusive, and thriving mountain town with a diverse community, strong four-season economy, and healthy environment. Truckee features a variety of housing types, arts and culture, and services to support full-time residents and visitors. Our historic downtown is the heart and soul of our town. As the hub, it

CONNECTS A REVITALIZED AND ACCESSIBLE TRUCKEE RIVER

with our neighborhoods and regional amenities through a comprehensive network of multi-use trails and transportation solutions.



TRUCKEE 2040
general plan + downtown specific plan



Building on Momentum of Town Investment

- Legacy Trail 4A & 4B construction \$22.3 million
- DEWBEYÚMUWE? Park & Pedestrian Bridge \$7.5 Million
- West River Streetscape \$8.9 Million
- Reimagine Bridge Street \$8.2 Million

How We Got Here!

- Economic study: Challenges to overcome
- Property owners excited for revitalization
- Want an actionable plan
- Work in partnership
- Council authorization to proceed with RFI for Catalyst Sites:
October 8, 2024

RFI PROCESS



Proposed Request for Interest (RFI) process:

- ◆ Seek three property owners for initial collaboration.
- ◆ Equitable and simple process designed to identify willing partners.
- ◆ Open to collaborative proposals involving multiple parties.
- ◆ Focus on partnership and understanding individual property needs.

- **10/8** Council Direction to move forward with the RFI
- **11/8** RFI Published and promoted to property owners
- **12/9** Downtown Meet & Greet
- **12/20** Application deadline: 9 Applications received
- **1/6-1/10** Interviews held with all applicants
- **1/17** CEVAT meeting to determine recommended projects
- **1/28** Request approval by Town Council of the Catalyst Projects

Catalyst Project Interviews

- 8 property owner applicants - 1 withdrew
- All applicants interviewed
- Interviews conducted by a panel of volunteers:
 - Two CEVAT Members: Pamela Hobday & Jason Toups
 - One River Health and Access Action Team Member: Jake Hudson
- Interview questions shared with applicants ahead of time
- Rubric of selection criteria used to evaluate after each interview

Selection Criteria



- Alignment with R2SC Goals
- Project diversity
- Feasibility in 1-5 years
- Commitment to collaboration

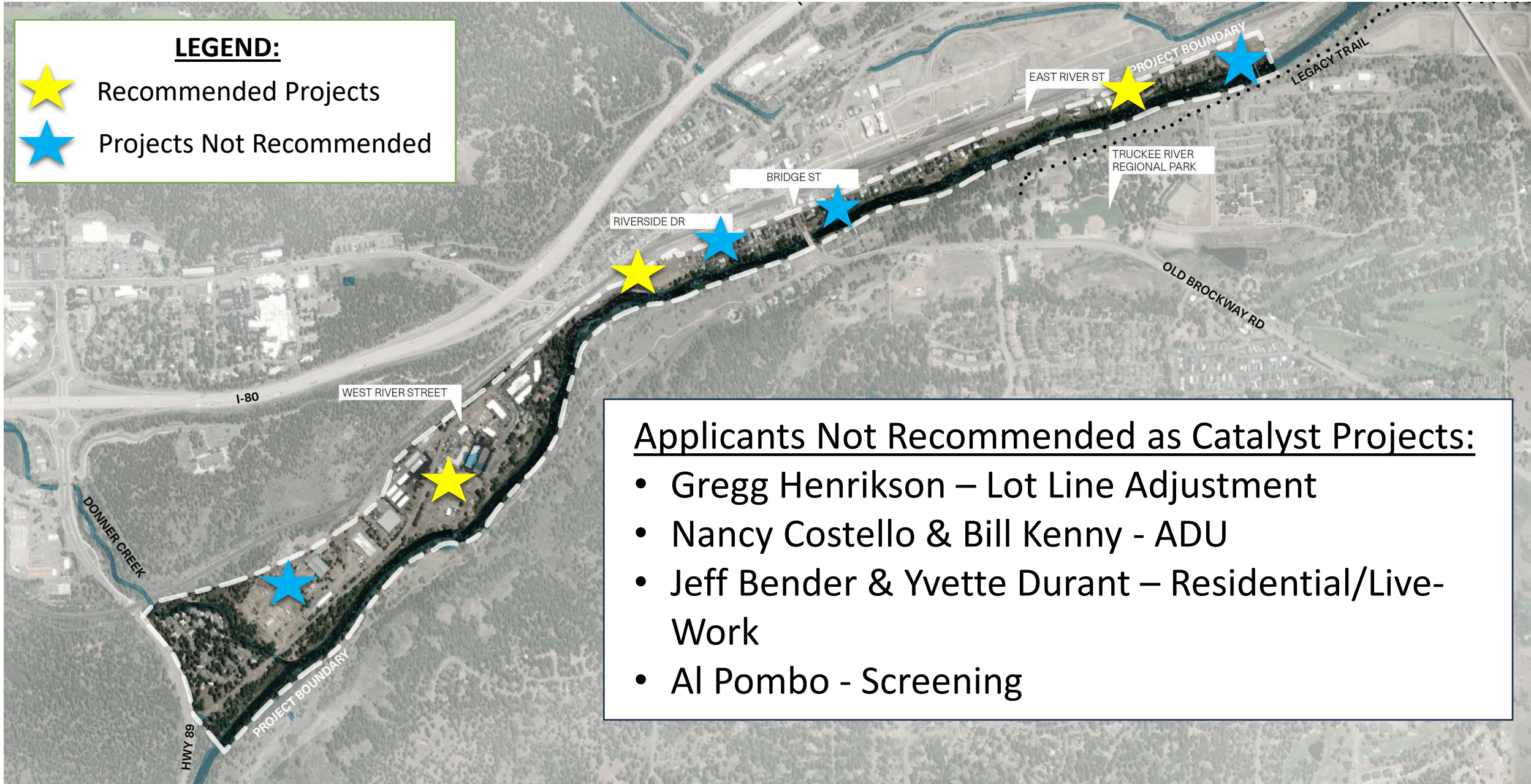
R2SC Goals:

- Walking and cycling spaces
- Traffic calming, parks, open spaces
- Business relocation
- Economic strength
- River Health

Project Area - Applicant Sites

LEGEND:

-  Recommended Projects
-  Projects Not Recommended

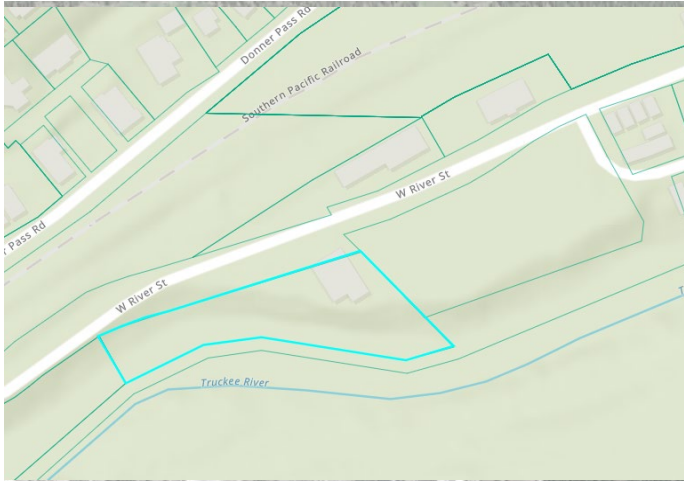


Applicants Not Recommended as Catalyst Projects:

- Gregg Henrikson – Lot Line Adjustment
- Nancy Costello & Bill Kenny - ADU
- Jeff Bender & Yvette Durant – Residential/Live-Work
- Al Pombo - Screening

Recommended Catalyst Sites

Project Area - Barr - 10331 West River Street



Project Area - Tanner - 10603 East River Street



Project Area - Holan - 10855 West River Street



Next Steps:

- **Participation agreement**
 - Memorialize the partners' mutual commitments in working together
 - Specify what deliverables each partnership will work toward
 - Specify the maximum Town resources that will be committed to supporting the catalyst project

Recommended Action:

- Approve the R2SC Community Economic Vitality Action Team's recommendations for Catalyst Projects
- Authorize Town staff to negotiate partnership agreements with the selected Catalyst Project property owners.