



# R3 PLAYBOOK (DRAFT)

RESTORE • REVIVE • REIMAGINE

TRUCKEE RIVER CORRIDOR (WEST AND EAST RIVER STREETS)  
JUNE 2025

  
RIVER REVITALIZATION  
STEERING COMMITTEE  
RESTORE • REVIVE • REIMAGINE

TOWN OF  
**TRUCKEE**  
CALIFORNIA

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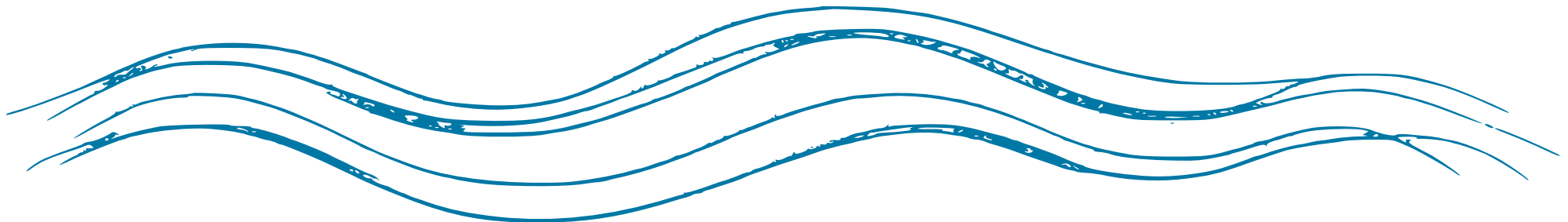
# TABLE OF CONTENTS

<b>Executive Summary .....</b>	<b>4</b>
<b>CHAPTER 01: CONTEXT.....</b>	<b>6</b>
Vision and Goals .....	8
Shaping the Future Together .....	15
Building on Past Plans.....	17
<b>CHAPTER 02: EXISTING CONDITIONS &amp; BARRIERS.....</b>	<b>22</b>
Mapped Conditions .....	24
Barriers to Change.....	40
<b>CHAPTER 03: VISION PLAN.....</b>	<b>42</b>
A Framework for Action .....	44
Mixed Use Character Descriptions.....	60
<b>CHAPTER 04: IMPLEMENTATION.....</b>	<b>72</b>
Catalyzing Change .....	74
Action List .....	76
Incentives and Funding Sources .....	81
Receiver Sites .....	84
Moving Forward Together.....	88

## Appendix

River Health and Access Action Team Opportunities and Considerations Memo

Technical Memo, Truckee River Downtown Corridor Ecological Features Assessment, Balance Hydrologics



# EXECUTIVE SUMMARY

The Playbook is a bold and actionable roadmap designed to guide the future of the Truckee River corridor. It lays out a shared vision, clear goals, and strategic actions to help property owners, businesses, stakeholders, and the Town work together to enhance river health and boost the area's economic vitality. The project area spans from the Donner Creek confluence on West River Street to the eastern end of East River Street, covering lands north of the Truckee River up to the rail right of way.

Building on the foundation of previous plans and community input, the Playbook shifts focus to implementation. It emphasizes strong partnerships and supports property owners in shaping a future that aligns with the broader goals of the corridor. Together, this work positions the river corridor as a vibrant model of community connectivity, ecological stewardship, and environmental resilience.

Inside the Playbook, readers will find:

- A summary of the process
- Site constraints and opportunities
- Barriers to change
- Guiding principles and strategies
- The Action List
- Opportunities and challenges for receiver sites
- A collective commitment to move forward

## Driven By Collaboration:

The Playbook is the result of deep, meaningful collaboration with the community. Every step of the way, the public was invited to participate, and the voices of property and business owners were actively included. The key methods outlined below highlight how the R2SC engaged with residents and stakeholders to shape a shared vision for the river corridor—refining goals, identifying challenges, and creating a clear path toward lasting community and environmental benefits..

- ▶ The River Revitalization Steering Committee (R2SC) (monthly public meetings from June 2023 to June 2025)
- ▶ Two Action Teams (monthly public meetings)
- ▶ Three Subcommittees (publicly noticed)
- ▶ Property Owner and Business Owner Interviews
- ▶ Open Houses, Coffee Talks, Taco Talks, and Community Survey
- ▶ Catalyst Project Request for Interest and Mini Catalyst Projects



# The Playbook’s Framework

The guiding principles, strategies, and site specific opportunities identified in the Playbook provide a guide to achieve the goals of Restore, Revive, and Reimagine. Key elements of the framework are shown below.

Leading with River Health	Connectivity for Walking, Biking, and Rolling	Mixed Use Districts		
		West River Mixed Use District	Downtown River Mixed Use District	East River Mixed Use District
		A new neighborhood showcasing adaptive reuse and public art – it has everything you need in walking and biking distance.	A vibrant mix of commercial, office, lodging, and residential uses that celebrate the Truckee River.	Residential and mixed use infill that don’t generate high traffic volumes with enhanced river access and open space.

# 29 ACTIONS

## Catalyst Projects and Partnerships

- Downtown West River Street Catalyst Project
- West River Street Catalyst Project
- East River Street Catalyst Project
- Multi-board Workshop

## Town Development Code and Culture

- Culture of Collaboration
- Mixed Use Zoning Adoption
- Truckee River Setback Modification
- How-to-Guidebook
- Easy to Navigate Development Code
- Identify Residential Receiver Sites
- Evaluation of Legal Non-Conforming Program

## Reinvestment Tools

- Manufacturing and Outdoor Storage Receiver Sites
- Enhanced Infrastructure Financing District
- Evaluation of Facade Enhancement Forgivable Loan Program

## Bicycle and Pedestrian Connectivity

- Sidewalks: West River Street
- Shared Use Path in UP Corridor: West River Street
- Shared Use Path along Donner Creek
- Shared Use Path in UP Corridor: East River Street
- East River Trailhead
- Active Transportation Plan

## River Health and Access

- Data Collection and Monitoring
- Riparian Habitat Restoration
- Noxious weed removal
- River Access at Donner Creek Confluence
- Trout Creek Culvert Reconfiguration
- Cottonwood Nursery
- Address Unmanaged River Access
- Floodplain Restoration
- Survey 100-Year Floodplain

# 01

## CONTEXT

Vision and Goals

Shaping the Future Together

Building on Past Plans









# VISION AND GOALS

**Our Vision:** A vibrant and healthy Truckee River corridor that seamlessly integrates the town's eclectic and industrial character with the river's natural beauty. Reflective of the community's collective aspirations and values, the thriving, inclusive, and resilient riverfront honors the past, embraces the present and envisions a diverse and dynamic future.



“...cute housing”

“Can hear the river!”

“...walk the entire length...”

“Great river access points”

“Amazing views...birding and fishing...”

“Small restaurants, coffee houses, and shops”

“...new riverfront park”

“Vibrant blend of nature and urban charm”

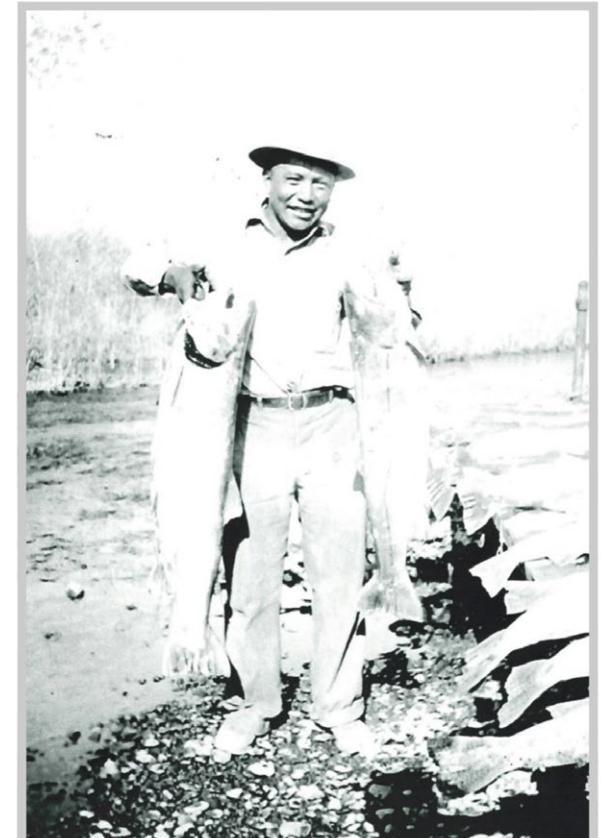
**FIG 1.1** Inspiring elements of the vision developed by the R2SC

## Land Acknowledgment

We begin today by acknowledging the Washoe people, indigenous custodians of the occupied land known as “Truckee” that we meet on today. “Truckee” and the surrounding area of Da Ow Aga is the ancestral and spiritual home to the Washoe, who have stewarded these lands for thousands of years and since the beginning of time. Our town, “Truckee”, and the surrounding area have been ancestral, trade, and meeting grounds for the Washoe, Martis, Maidu, Miwok, Paiute, Shoshone, and other indigenous peoples for many centuries before us. We recognize the descendants of these tribes and others who continue to share, steward, live, and work on this land with us. The Washoe have always been a part of the land and environment and believe that land, language, and people are intrinsically intertwined. The Washoe have safeguarded these lands since the beginning of time - the earth, its terrain, its waters, all living and nonliving things are sacred - and they request that we assist in preserving this ecosystem for future generations. We pay respect to the Washoe elders past, and present. We extend that respect to all indigenous Native American peoples here today.



Dat So La Lee with some of her prized baskets.



Teddy James, Truckee River, 1922

Images courtesy of “Washoe Tribe History: Past and Present” Written by Washoe Tribe. 09/08/2021

## Goals

Through community conversations and R2SC meetings, a shared vision centered around three key goals consistently emerged. This vision reaffirms the ideas proposed in the 2005 Downtown River Revitalization Plan, the 2040 General Plan, and the Downtown Truckee Plan.

The vision for the corridor lies at the intersection of the three goals.



### Differentiator from the 2005 Plan:

Emphasis on strong partnerships and working with property owners to understand and help them realize the vision for their property and alignment with the corridor vision and goals.

### Restore: River Health & Access

To have a thriving ecosystem including protected water quality, restored riparian zones and habitats for wildlife and fish, abundance of native plant species, and appropriate recreation access.

1. Improved water quality – clean, clear water
2. Enhanced native riparian vegetation
3. Responsible recreation and managed river access
4. Parks and open spaces
5. Improved stormwater management and monitoring
6. Floodplain restoration and protection
7. Wildlife habitat connectivity

### Revive: Vibrant & Connected

To have a connected, eclectic mix of thriving local businesses and housing with a mixed use of commercial, residential, light industrial, open space, public places, sidewalks, and bike paths.

1. A vibrant mix of uses
2. A new neighborhood with a wide variety of housing
3. Prosperous and diverse local businesses with nice outdoor spaces
4. Multi-modal connections to downtown and to the Legacy Trail
5. Traffic calming
6. Trails, paths, and sidewalks
7. For willing outdoor storage and manufacturing businesses that can effectively or more effectively function elsewhere in town, support relocation of outdoor storage or manufacturing uses off the river to new locations in Truckee

### Reimagine: The Look

To have an authentic, attractive place that honors Truckee's history: a mix of modern and historic, natural and built, a love of place and respect for "Truckee Funk".

1. Beautification, including facade improvements and landscaping
2. Honor the small-town vibe
3. Friendly and welcoming / casual and laid-back
4. Respect for history
5. Mix of mountain, rail, and natural character
6. Hear and see the river
7. Environmental education and art



## Now's the Time for Action

The Truckee River is the heart of Truckee. It represents connection to the past, present, and future: a place where history meets nature and opportunity. For over 150 years, the lands north of the river in downtown Truckee have primarily included a mix of manufacturing, storage, services, commercial, and residential uses.

For over 30 years, the Town of Truckee's (Town) planning documents have identified a goal of celebrating the Truckee River corridor through downtown.

1. The Town's first General Plan, adopted in 1996, recognized the Truckee River as "one of the town's primary assets" and envisioned development that is pedestrian-oriented and provides public access to recreation and open space.

2. The Town's 2005 Downtown River Revitalization Strategy provided strategic direction for public and private investments to achieve a vision of revitalization and environmental restoration.
3. Similarly, the 2025 General Plan and Downtown Specific Plan reaffirmed the Town's commitment to prioritize the Truckee River.
4. The 2040 General Plan and Downtown Plan, adopted in 2023, upheld this vision for the corridor and included goals, strategies, and actions to enhance and activate the Truckee River.

Illustrating the Town's commitment to change, in 2023 Town Council appointed a diverse group of 16 local community members to create opportunities for revitalization of the river corridor. Made up of river corridor

residents, landowners, business owners, public agency representatives, and other Truckee River stakeholders, the Steering Committee is dedicated to celebrating and honoring the river by creating a vision, plan, and actions to activate lands around the river, restore environmental degradation, and provide managed river access for the benefit of the entire community. This River Revitalization Steering Committee, also known as the R2SC, worked together to listen to residents, property owners, and business owners; refine the corridor's vision and goals; identify barriers; and develop a pathway to community and environmental impact.

The time is right for the Playbook. There is a great deal of momentum in the downtown core, commercial row, and river corridor areas. The Town, in partnership with private partners, is investing over \$40 million in improvements between commercial row and the river corridor.

This includes:

1. The West River Street Streetscape project currently underway
2. The extension of the Legacy Trail on the south side of the river to SR 89
3. A new pedestrian/bicycle bridge spanning the river
4. DEWBEYÚMUWE? Park with riverfront views and riparian restoration
5. The Reimagine Bridge Street project that will make it easier for people to walk, bike, or roll from commercial row to East and West River Streets

Public investment in streetscapes, mobility, and parks can spark meaningful private development, creating vibrant and thriving communities. The work of the R2SC and the Action Plan's vision provides a clear roadmap, ensuring



the Town, landowners, and businesses seize every opportunity to enhance river health and strengthen economic vitality.

## Driven By Collaboration: The R2SC

Formed in the summer of 2023, the R2SC met monthly to refine the corridor's vision and identify strategies to achieve community goals. In addition to the monthly, public R2SC meetings, two action teams and four subcommittees were formed. The action teams held monthly public meetings focused on specific topics of river health and access and community and economic vitality. Subcommittee meetings were also open to public attendance and participation.

Tasks completed by each subcommittee included the following:

1. Develop a RFP and hire a consultant to work with the R2SC and Town staff to develop the Action Plan
2. Identify and confirm an inventory of business owners and property owners within the project area
3. Provide input on community engagement and communication strategies and materials
4. Review and provide the first round of comments on the Draft Action Plan

The River Health and Access Action Team (RHAAT) and the Community and Economic Vitality Action Team (CEVAT) each included three to four R2SC members and three additional community members. The purpose and outcomes of each Action Team were as follows:

### River Health and Access Action Team

**Purpose:** Review and provide first round of comments on river health and recreation access:

1. Baseline study
2. Opportunities and priorities
3. Recommendations

#### OUTCOMES:

4. Memo and mapping to summarize recommendations and opportunities for river health and access.
5. Participated in catalyst project interviews.

### Community and Economic Vitality Action Team

**Purpose:** Give input on the financial analysis and interviews, discuss barriers to revitalization, and provide recommendations for incentives and strategies to address barriers.

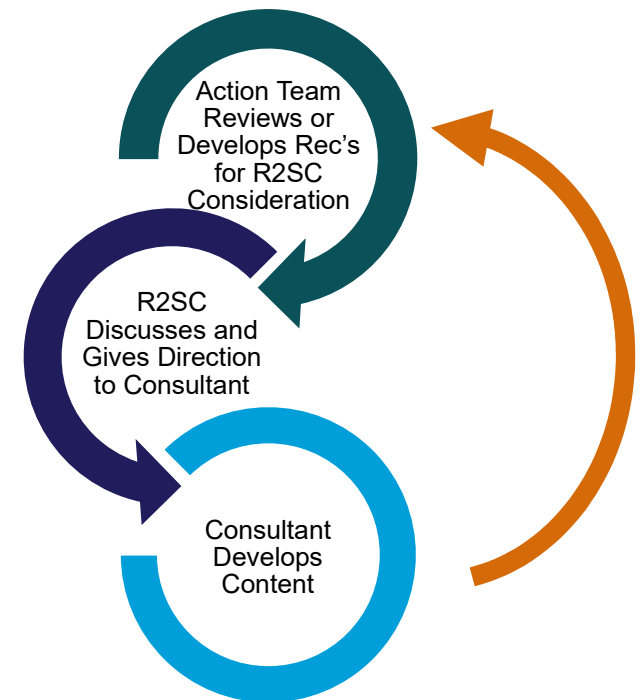
#### OUTCOMES:

1. Recommendation for catalyst project RFI
2. Interview of catalyst project applicants
3. Recommendation for catalyst project selections
4. Review and confirmation of barriers to revitalization

To obtain accurate inventory and contact information of businesses located within the project area and to provide business and property owners information on project, East River PR's bi-lingual staff visited businesses four times in efforts to connect directly with staff, managers, or owners. Through this process, 90 establishments were visited (three of which were out of business and 45 of which were open). Ninety-three percent of the businesses received a flyer and 63 percent

expressed interest in learning more about the R2SC and possible incentives to be offered to businesses.

The inventory of business and property owners was utilized by consultant team members Bay Area Economics (BAE) and Sierra Business Council (SBC) to conduct confidential interviews with property and business owners. Through input and direction from CEVAT, BAE's interviews focused primarily on property owners while SBC connected with key business owners. CEVAT identified 32 property and business owners for BAE to interview. Of the 32, four did not have contact information. BAE interviewed 20 of the remaining 28 potential contacts and reached out to the remaining individuals multiple times without a response. SBC conducted 11 interviews with other business owners throughout the corridor.





## Key Studies and Discussions

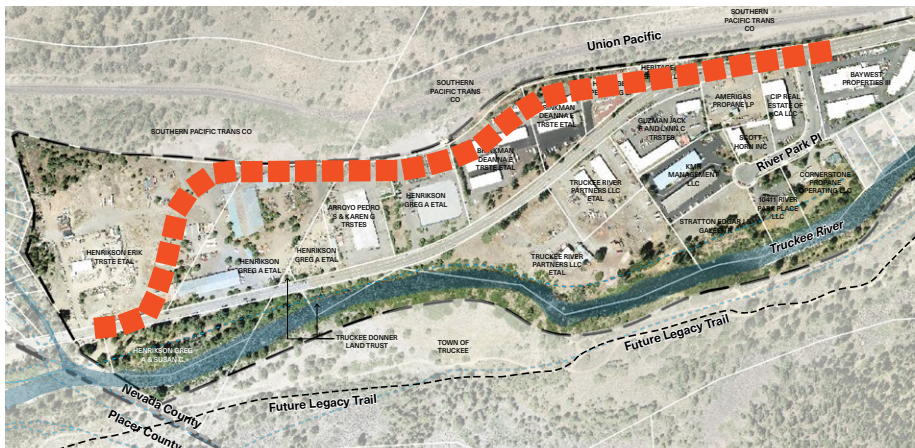
Through over a year of facilitated meetings, the R2SC grappled with a range of topics. Two of the key topics addressed include the type of future uses envisioned in the river corridor and as part of the vision, should West River Street be realigned in order to give more space along the river for bike and pedestrian facilities and redevelopment opportunities.

## Future Land Uses

The committee participated in a series of interactive exercises to spark discussion and build consensus around future land uses. One activity, known as the “chip game,” involved dividing the R2SC into three groups who used game pieces to represent different land uses on maps, illustrating their vision for the corridor. In addition, two desired-use homework surveys were conducted, and the committee reviewed

a range of development imagery to provide feedback on what they felt was appropriate—or not appropriate—for the corridor. Throughout these conversations, the importance of working collaboratively with property owners and maintaining flexibility emerged as recurring themes. The mixed-use character area descriptions in Chapter 3 reflect the outcomes of the R2SC’s input and visioning process.

### West River Street Realignment Concept 1



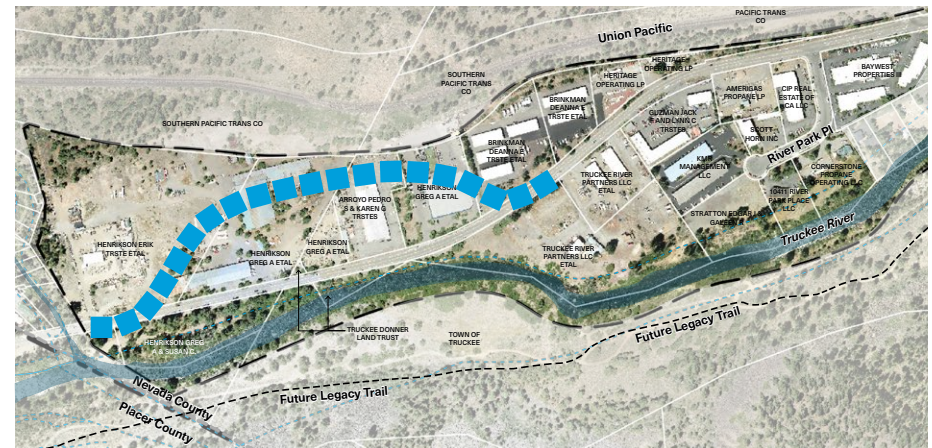
#### Description:

- ▶ From Donner Creek bridge to McIver Crossing, road shifts to southern UPRR property boundary
- ▶ Allows for shared use path in current road alignment, riparian restoration, and some private parcels could shift toward the river

#### Notes:

- ▶ 3,600 linear feet of new 60 foot right of way (ROW)
- ▶ ROW acquisition from 9 parcels
- ▶ One parcel size reduced from 26,000 SF to 6,000 SF
- ▶ Approximately 215,000 SF of ROW purchase for new West River Street, not including new road access connections for parcels between existing West River Street and the river
- ▶ \$31 to \$36M (order of magnitude cost)

### West River Street Realignment Concept 2



#### Description:

- ▶ From Donner Creek bridge for approximately 2,000 feet, road shifts to southern UPRR property boundary
- ▶ Allows for shared use path in current road alignment, riparian restoration, and some private parcels could shift toward the river

#### Notes:

- ▶ 2,000 linear feet of new 60 foot ROW
- ▶ ROW acquisition from 5 parcels
- ▶ Some parcel divisions create small, less developable sections
- ▶ Approximately 120,000 SF of ROW purchase for new West River Street, not including new road access connections for parcels between existing West River Street and the river
- ▶ \$20 to \$24M (order of magnitude cost)



## West River Street Realignment Concept

One idea that emerged from the R2SC was the potential to realign West River Street, shifting it closer to the rail corridor and away from the Truckee River. The goal of this concept was to improve public access to the river, provide additional riparian restoration opportunities, enhance the pedestrian and bicycle experience, and prevent walkways and trails from being constrained between the river and the roadway. It also aimed to open up new development

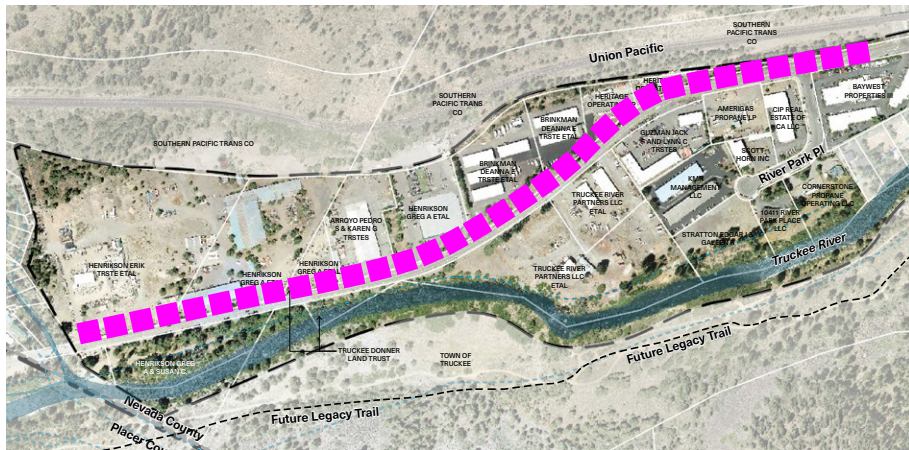
opportunities along the riverfront.

The CEVAT and R2SC reviewed four high-level realignment concepts, shown here and on the previous page. Agreements for use of UPRR property allow UPRR to revoke access at any time, therefore aligning a the road within the UPRR property requires maintaining the current right of way (ROW) and was rejected from consideration.

While a full realignment was ultimately deemed infeasible due to cost, implementation time, and the need to maintain road access to several

parcels, the concept remains influential. The outcome of the R2SC discussion was that one group recommended Concept 3 and another group recommended a blend of Concept 3 and 4. It was discussed that the blended concept would result in minor adjustments to the road alignment where feasible and supported by adjoining land owners to improve the pedestrian and bicycle environment and promote riparian restoration.

### West River Street Realignment Concept 3



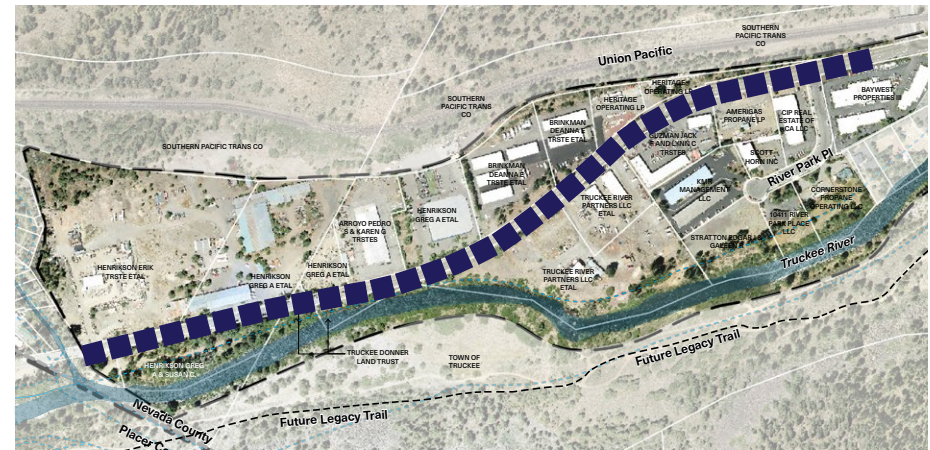
#### Description:

- ▶ Road shifts 30 feet to the north for 2,500 linear feet
- ▶ Allows for widened bike lanes and sidewalks in previous road alignment as well as riparian restoration
- ▶ Where road is aligned in current ROW for 700 linear feet, bike lanes widened, 6' sidewalks, and undergrounding of powerlines

#### Notes:

- ▶ 2,500 linear feet of new 30 foot ROW
- ▶ ROW acquisition from 8 parcels
- ▶ Approximately 75,000 SF of land acquisition
- ▶ \$15 to \$18M (order of magnitude cost)

### West River Street Realignment Concept 4



#### Description:

- ▶ Enhancements of West River Street within the existing 60 foot ROW
- ▶ Widened bike lanes to create a buffered bike lane, 6' sidewalks, and undergrounding of powerlines

#### Notes:

- ▶ 3,200 linear feet of widened road for buffered bike lanes and 6' sidewalks
- ▶ No land acquisition, but requires undergrounding of powerlines
- ▶ \$5 to \$6M (order of magnitude cost)

## Shaping the Future Together

In addition to attending the public R2SC, Action Team, and subcommittee meetings, community members had the opportunity to share their vision and goals for the corridor through a series of workshops and on-line engagement activities. Meeting notifications and advertising included press releases, business canvassing, flyers, radio interviews, and a social media campaign. In particular, the video included in the social media campaign showed broad reach. Of the 70,000 impressions, the video was watched at least partially nearly 60,000 times, meaning the content was engaging and meaningful to the people who saw the ad.

During the first phase of the engagement, six in-person events were held, presentations were conducted at five community meetings, and an on-line platform was developed. People were invited to imagine the river corridor in 10-15 years and share their ideas. Over 200 people participated in the in-person and virtual presentation events. Over 600 ideas were captured through the on-line platform.

The ideas shared by participants were summarized into a set of 15 themes. During a tabling event at Truckee Day, over 100 community members identified which ideas they loved and which ideas they didn't like. Project area residents, business, and property owners were invited to an open house pizza party and provided their feedback on the themes. A question-and-answer session was also facilitated at the event.



## Engagement by the Numbers

### Round 1 Events: Over 100 Attendees

- Taco Talks at Lyft Truckee & Donner Creek Mobile Home Park (Spanish speaking)
- Trail Talk at East River Street Trailhead
- Coffee Talks at Wild Cherries and Cornerstone Bakery

### Round 1 Presentations: Over 140 People Reached

- Truckee Downtown Merchants Association
- Good Morning Truckee
- Golden Seniors
- Climate Transformation Event
- Contractors Association of Truckee Tahoe, Government Affairs

### Round 2 Events: Over 125 People Reached

- Table at Truckee Days
- Pizza Open House for project area residents and business and property owners



## Key Takeaways

Community members shared over 600 ideas throughout the engagement process. Those suggestions were categorized into 15 primary themes. Twenty-one percent of participants shared goals for making the corridor more walkable and bikeable.

Ideas that captured seven percent or more of the responses are shown in images on this page.

The 15 themes shared by the community included the following:

1. Walkable & Bikeable (21% of total ideas)
2. Parks & Gathering Spaces (10% of total ideas)
3. Access to the River (9% of total ideas)
4. Local Restaurants, Shops, and Mixed-Use Businesses (7% of total ideas)
5. River Health, Open Space, & Views (7% of total ideas)
6. Whitewater Park (6% of total ideas)
7. Housing (4% of total ideas)
8. Remove or Restore Buildings & Clean Up Junk (4% of total ideas)
9. Clean Up Trash & Dog Waste (3% of total ideas)
10. Restrooms (3% of total ideas)
11. Interpretive Signage & Wayfinding (3% of total ideas)
12. Provide Parking (2% of total ideas)
13. Welcoming & Accessible All Year (4% of total ideas)
14. No More Industrial Development, But Take Care of Existing Businesses (1% of total ideas)
15. Honor Historic Feel, But Update (1% of total ideas)



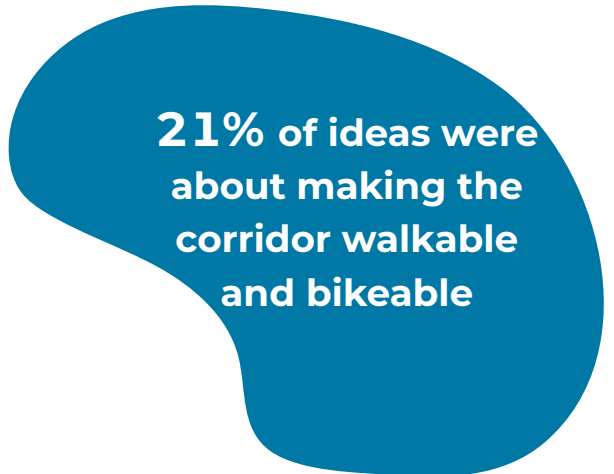
Walkable & Bikeable: 21% of ideas



Low-impact Recreation & Parks: 10% of ideas



Local Restaurants, Shops, and Mixed Use: 9% of ideas



Access to the River: 9% of ideas



River Health & Views of the River: 7% of ideas





**FIG 1.2** The 2040 General Plan reaffirms the Town's commitment to celebrate the Truckee River.

## BUILDING ON PAST PLANS

The Truckee River has long been recognized as the heart of Truckee. In 1996 the Town's first General Plan described the river as "one of the town's primary assets". Since that time, plans continue to reinforce the river's importance and identify celebrating and revitalizing the river corridor as priorities.

In order for the Playbook to build upon previous planning efforts and to identify where recommendations should either align or be revised, relevant planning documents were reviewed and key points summarized. Three of the essential plans reviewed include: the 2005 Downtown River Revitalization Strategy, the 2040 General Plan, and the Downtown Truckee Plan. This section presents a summary of the purpose and role of each of these plans and highlights the main goals and recommendations from the documents, as it relates to the corridor.

### 2005 Downtown River Revitalization Strategy

A product of a variety of community efforts, including public and stakeholder meetings, workshops, and on-site analysis, the 2005 Plan lays out a vision and strategy for development along the edges of the Truckee River as it courses through downtown. Projects and recommendations included a figure eight circulation loop, river access

points, habitat enhancement and restoration, streetscape improvements, public plazas, and redevelopment opportunities. Projects, such as the DEWBEYÚMUWE? Park and streetscape improvements have been implemented or are underway.

## Truckee 2040 General Plan

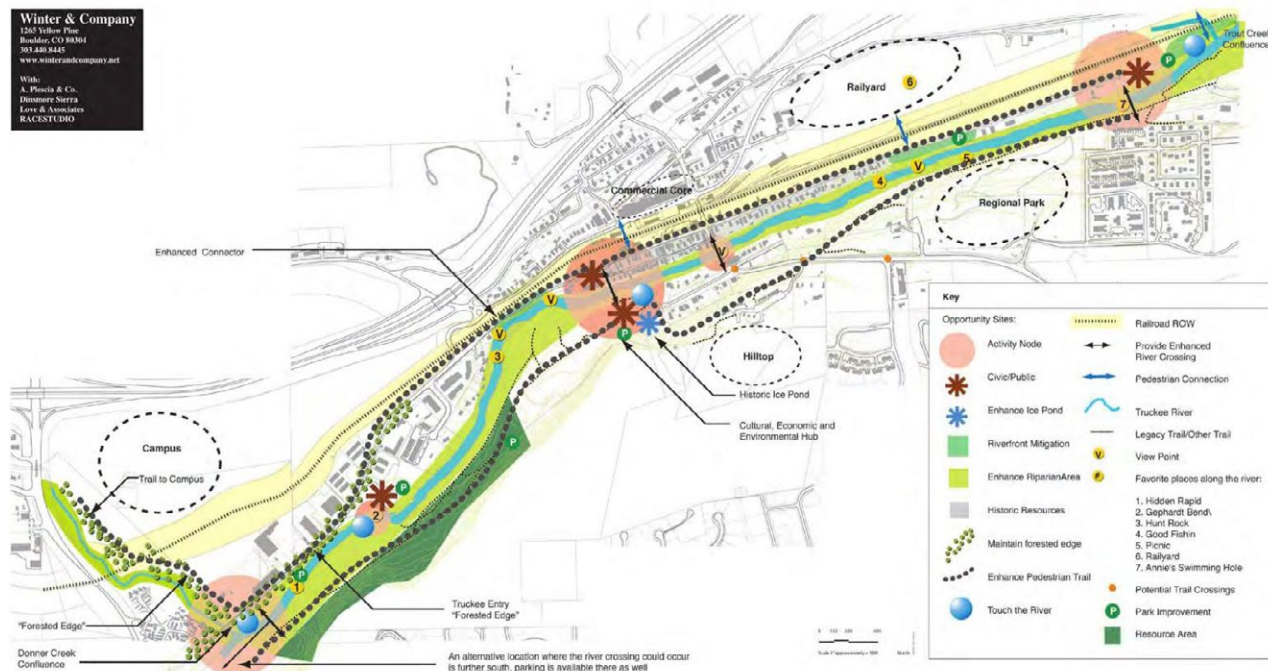
The General Plan establishes a framework for maintaining and enhancing Truckee's identity over the next 20 years. Its Land Use Element describes the goal for the West River District: "Transform... into a live/work/recreate district that provides public access to the Truckee River, supports the local economy, and provides a variety of housing types. The plan supports the goals and principles of the Truckee River Revitalization Strategy. The Playbook builds on the General Plan's policies to work with property and business owners to identify incentives and strategies to celebrate the river and revitalize West River Street.

## Downtown Truckee Plan

The Downtown Truckee Plan implements the General Plan within the boundaries of Downtown Truckee. Its land use designations, goals, and policies establish the framework for the portion of the corridor along East River Street and in the downtown area of West River Street. Infill growth is envisioned in a way that preserves and enhances the area's historic mountain character.

Subareas for the project area include Downtown Commercial Core, River Mixed-Use, and the River Corridor. Envisioned uses include the riverfront park, infill commercial, office, residential, and mixed use.

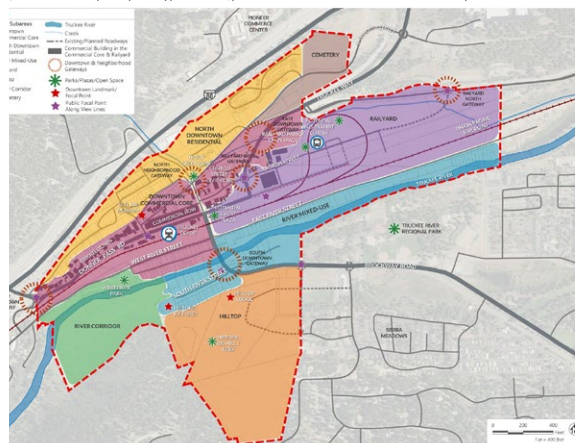
## 2005 Downtown River Revitalization Strategy



## Downtown Truckee Plan

Downtown Truckee Plan Concepts

1-1 and 1-2 identify the broad plan concepts that support the vision for Downtown Truckee, including character subareas, parks and open space, and the connectivity concepts to support a vibrant, pedestrian-oriented Downtown environment. A description of each of these concepts follows.

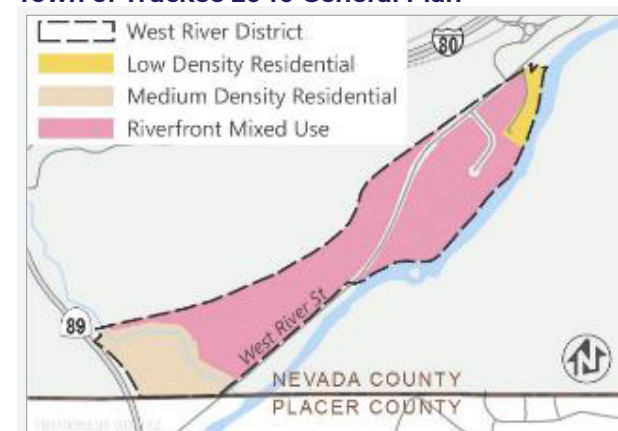


1-1: Framework for Downtown Character

DOWNTOWN TRUCKEE PLAN

Diagrams and Plans from Related Planning Documents

## Town of Truckee 2040 General Plan



Source: Adapted by Ascent in 2022.

**Figure LU-5: West River District**

**TABLE 1.** Goals, Policies, and Strategies from Key Plans.

	Goals, Policies, and Strategies from Previous Plans & the R3 Playbook	2005 Downtown River Revitalization Strategy	Truckee 2040 General Plan	Downtown Truckee Plan	R3 Playbook
<b>Restore</b>	Protect, maintain, and enhance river and ecosystem health	X	X	X	X
	Improve environmental education opportunities (interpretation of archaeological and historic uses)	X			X
	Improve public access in a sensitive way that protects river health	X	X	X	X
	Increase restoration/beautification of the river corridor	X	X	X	X
	Increase community interaction at the river	X	X		X
<b>Revive</b>	Create social gathering spaces	X	X	X	X
	Balance gathering areas with quiet refuge and connection to nature	X	X	X	X
	Provide a mix of river-oriented uses	X	X	X	X
	Support a strong, diverse, four-season economy	X	X	X	X
	Create vibrant mixed-use corridors: variety of housing, light industrial, retail, office and cultural spaces	X	X	X	X
	Transform West River District into a live/work/recreate district	X	X	X	X
	Accommodate affordable and workforce housing	X	X	X	X
	Become part of Truckee's social, cultural, and commercial core	X	X	X	X
	Create a vibrant, connected, multi-modal experience/Improve pedestrian and bicycle routes	X	X	X	X
	Manage parking		X	X	X
<b>Reimagine</b>	Preserve and enhance historic mountain character	X	X	X	X
	Complement historic resources/character	X	X	X	X
	Increase public art		X	X	X
	Improve views of the river	X	X	X	X
	Improve attractiveness of streetscape and adjacent uses	X	X	X	X



**TABLE 2.** Action Items and Proposed Improvements from Key Plans.

Relevant Action Items/Proposed Improvements from Previous Plans	2005 Downtown River Revitalization Strategy	Truckee 2040 General Plan	Downtown Truckee Plan	R3 Playbook
Three “activity” areas	X	General discussion of activation	Identified at the Historic Ice Pond and Railyard Community Buildings	Encourages flexibility and places to gather
Downtown Gateways		X	At DEWBEYÚMUWE? Park	
Pedestrian circulation loop extending from Donner Creek to Trout Creek	X	Goal of ped connectivity	Goal of ped connectivity	X
Bike lanes along West River Street and East River Street (Note: West River Street has existing bike lane segments)	X	X	X	X (along West River Street)
Sidewalks along portions of West River Street (to fill in the gaps between Highway 89 and Bridge Street) and East River Street	X	X	X	X
Pedestrian bridges				
• At DEWBEYÚMUWE? Park	X	X	X	X
• Western end of West River Street (near the confluence with Donner Creek)	X	X	X	X
• Near River Park Place	X			If projected user counts supports need
• Pedestrian bridges over the railroad ROW	X	X	X	X
Modifying West River Street alignment either by shifting it to the north or shifting it in select locations to better accommodate bike and pedestrian facilities and enhance public safety by increasing the separation of bikes and pedestrians from vehicles and improving the public’s experience with the river by reducing noise and visual pollution				X
New/Improved public parking areas				
• Along the railroad ROW north of the Old County Corp Yard site	X	Discusses parking strategies for downtown	Mill Street Lot (planned) Truckee Diner Lot (planned)	Supports shared parking strategies
• Along the railroad ROW on East River Street	X			
• Improved parking at the East River Street trailhead				X
Habitat/Resource Protection	X	X	X	X
River bank stabilization	X	X	X	X
High-quality streetscape and landscape in ROW improvements	X	X	X	X
Green, forested edge along westernmost part of West River Street	X	Discusses general goal for enhanced streetscape	Discusses general goal for enhanced streetscape	Discusses general goal for enhanced streetscape

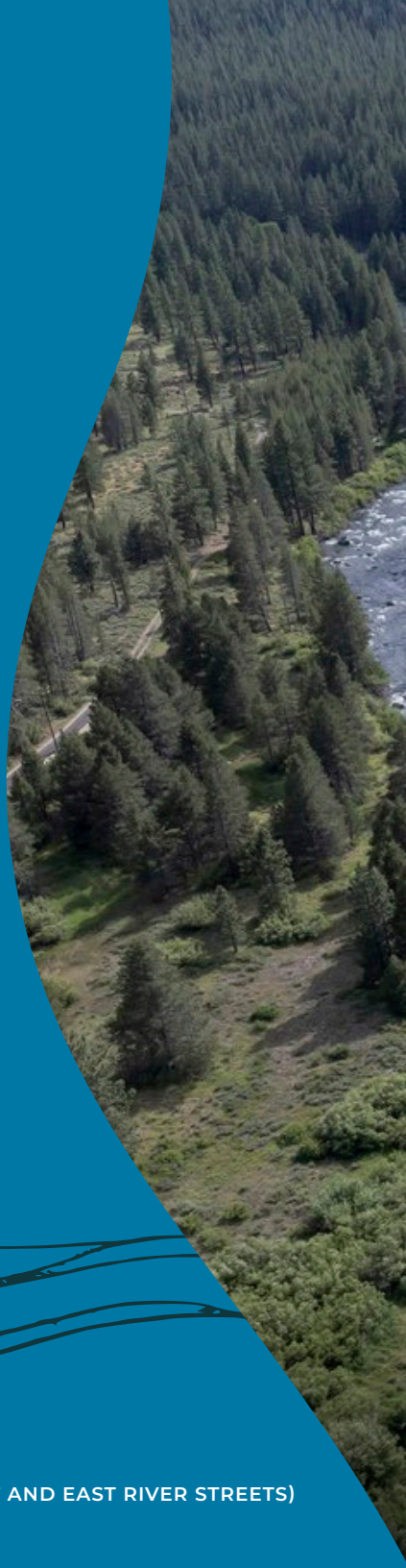
**TABLE 2.** (Continued) Action Items and Proposed Improvements from Key Plans.

Relevant Action Items/Proposed Improvements from Previous Plans	2005 Downtown River Revitalization Strategy	Truckee 2040 General Plan	Downtown Truckee Plan	R3 Playbook
<b>Civic public plazas</b>	X	Identified for corner of Donner Pass Rd & Bridge St	Identified for corner of Donner Pass Rd & Bridge St	Encourages flexibility and places to gather
• Near River Park Place	X			X
• Near the eastern pedestrian bridge	X			Enhanced trailhead
<b>Viewpoints of the river</b>	X	Discusses general enhancement of river views	Discusses general enhancement of river views	Discusses general enhancement of river views
<b>Proposed Parks and Open Spaces</b>				
• At DEWBEYÚMUWE? Park	X	X	X	X
• At the confluence of Donner Creek	X			X
• At the existing eastern pedestrian bridge	X			X
• At a midpoint along East River Street	X			X
• Near River Park Place				X
• Managed access throughout the river corridor that balances river access with restoration and protection	X	X	X	X
<b>Screening of industrial uses</b>	X	X	X	X
<b>Relocation of some industrial uses</b>	X	X	X	X
<b>Land uses</b>				
• West River Mixed Use: West River District (west of DEWBEYÚMUWE? Park) • Mix of “river-oriented” uses: commercial, residential (limit warehouses & storage and conceal equipment storage)	X	X	N/A	A new neighborhood with a variety of residential uses, adaptive reuse, services, infill, and concealed equipment storage
• Downtown River Mixed Use: Downtown Commercial Core Area: primarily mixed-use and commercial • Retail, office, and experiential dining and entertainment uses	X	X	X	Includes residential uses
• East River Mixed Use: East River Street • Minor infill growth, primarily with high density residential, single-family residential, duplex, triplex, or fourplex development, accessory dwelling units, and some commercial or mixed-use development	Describes some mixed use & live/work opportunities further east than the Downtown Plan	X	X	Mixed-use, infill, a variety of residential uses, and uses that don't generate high volumes of traffic.

# 02

## EXISTING CONDITIONS & BARRIERS

Mapped Conditions  
Barriers to Change









# MAPPED CONDITIONS

This chapter describes the physical, regulatory, and ownership landscape of the river corridor, highlighting factors that influence revitalization efforts. Much of the land north of the river is privately owned, requiring collaboration with property owners to advance change, while public land south of the river offers opportunities for recreation and open space. In some instances current zoning does not align perfectly with new land use goals outlined in the 2040 General Plan, especially along West River Street, where future updates are needed to support a mixed-use, river-oriented vision. Additional overlays, such as the River Protection District and airport land use zones, add complexity to development, while floodplain regulations and varying setback requirements protect ecological functions and public safety.







## Ownership

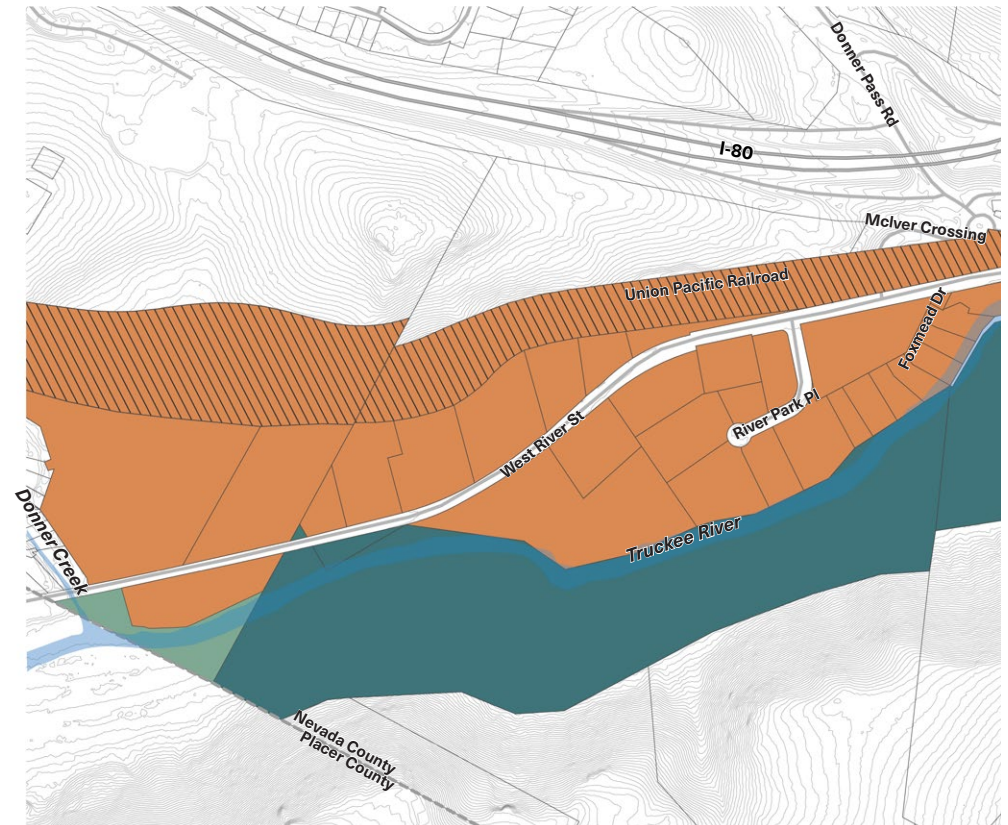
The Playbook emphasizes respect for private property rights and encourages collaboration and partnership. Most of the land north of the Truckee River in the project area is privately owned. Exceptions include DEWBEYÚMUWE? Park and land owned by the Truckee Sanitary District near the eastern end of East River Street. Additionally, the Town of Truckee has negotiated 100-year leases with Union Pacific Railroad (UP or UPRR) to use some areas for downtown parking. These leases can take years to finalize, and UP retains the right to revoke access at any time.

South of the river, most land is publicly owned or managed by public agencies and land trusts. This area features open space, a regional park, and the Legacy Trail — a paved, shared-use path for cyclists and pedestrians.

Because much of the land north of the river is privately owned, future changes and investments depend largely on the property owners. If owners are earning revenue from current uses, they may have little motivation to redevelop.

However, private ownership also creates opportunities for significant investment and innovative partnerships. Public agencies can support revitalization by offering incentives, simplifying regulatory approvals for qualifying projects, and partnering on infrastructure improvements to lower development costs.

## Ownership



### Legend

#### Public & Quasi-Public

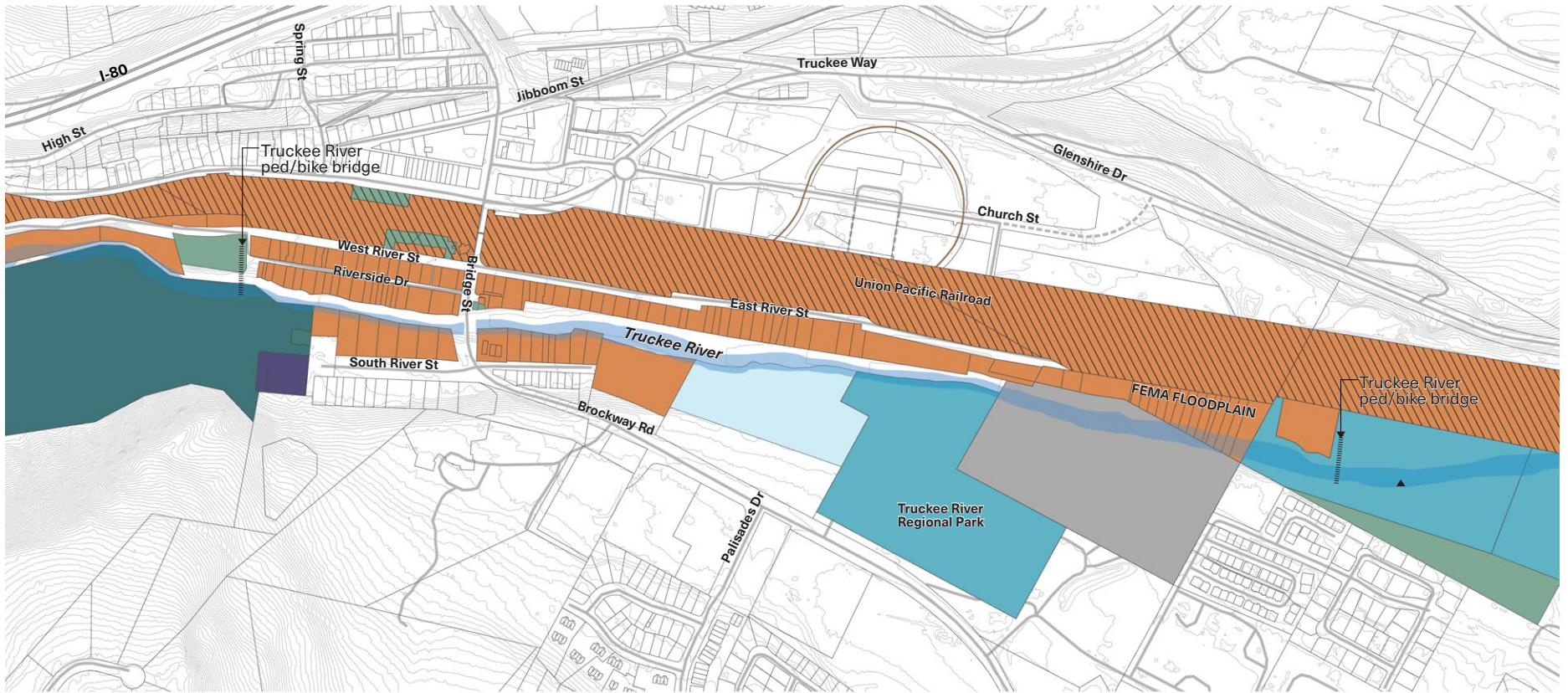
- Town of Truckee (Crosshatch under lease from UP)
- Truckee-Donner Recreation & Park District (operates park on lands owned by other agencies)
- Truckee Donner Land Trust
- Truckee Sanitary District
- Truckee Donner Public Utility District
- Truckee-Donner Historical Society

#### Private

- Private
- Private – Union Pacific Railroad



## Ownership (continued)



### Legend

#### Public & Quasi-Public

- Town of Truckee (Crosshatch under lease from UP)
- Truckee-Donner Recreation & Park District (operates park on lands owned by other agencies)
- Truckee Donner Land Trust
- Truckee Sanitary District
- Truckee Donner Public Utility District
- Truckee-Donner Historical Society

#### Private

- Private
- Private – Union Pacific Railroad

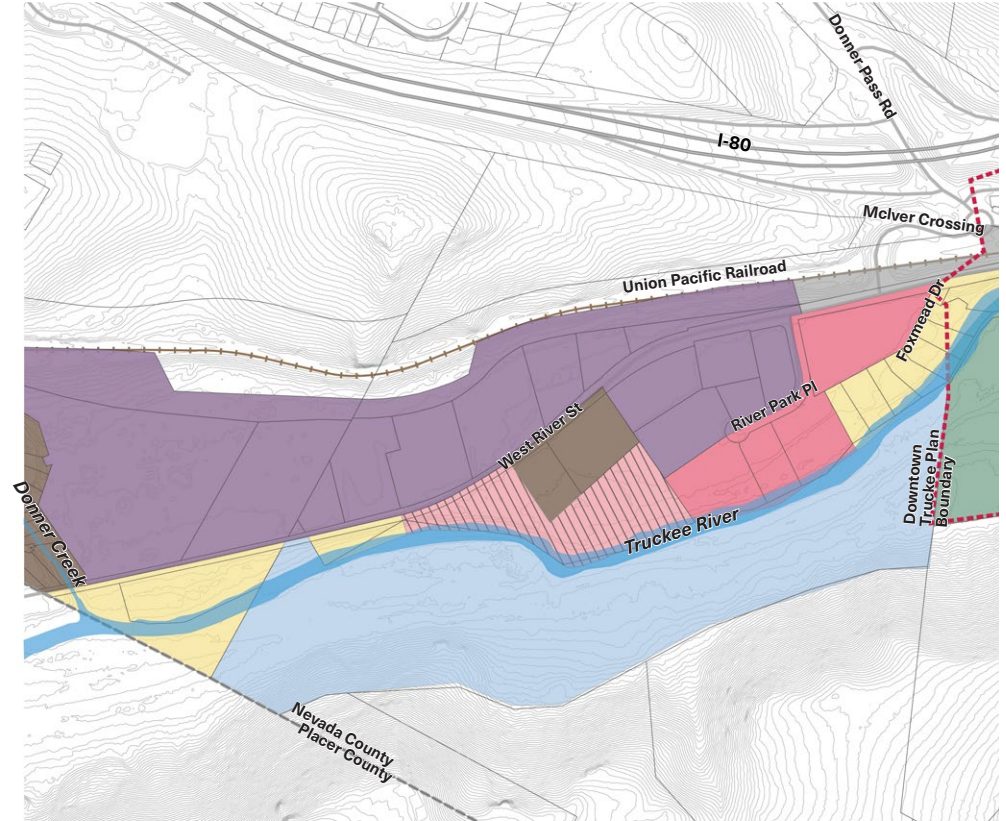
## 2025 Zoning Districts

Zoning districts are the “rules of the road” for land use in Truckee. They define the activities — like housing, businesses, parks, or industry — allowed on each parcel, helping to manage growth while protecting the town’s character and balancing environmental, economic, and community needs. When someone wants to build, remodel, or start a business, the zoning district outlines what is allowed and the process to follow.

Parcels in the corridor fall into one or more zoning districts, shown on the Town’s Zoning Map and regulated by the Development Code. At the time of the Playbook’s development, the zoning districts do not reflect the changes in land-use contained in the Town’s recently adopted 2040 General Plan (see pages 22–23). The zoning districts include:

- ▶ **Downtown Manufacturing/Industrial:** Allows light industrial, artisan manufacturing, research and development, small-scale warehousing, and limited commercial uses.
- ▶ **General Commercial:** Supports a wide range of retail, service, office, and lodging uses.
- ▶ **Downtown Commercial:** Focuses on walkable, pedestrian-oriented retail, dining, services, and small offices within Truckee’s historic downtown.
- ▶ **Downtown Mixed Use:** Encourages residential, retail, office, and service uses in a vibrant, mixed environment.
- ▶ **Public Facility:** Designated for government offices, schools, utilities, parks, and public services such as parking.
- ▶ **Downtown Single Family Residential – 4 (DRS-4):** Supports low-density, single-family homes up to four units per acre.
- ▶ **Downtown Medium Density Residential – 14 (DRM-14):** Allows single-family, duplex, and small multifamily housing at up to 14 units per acre.
- ▶ **Downtown High Density Residential – 24 (DRH-24):** Supports higher-density housing, like duplexes and condos, up to 24 units per acre.
- ▶ **Downtown Railroad:** Accommodates rail operations along with compatible industrial, service, and limited commercial.

## 2025 Zoning Districts

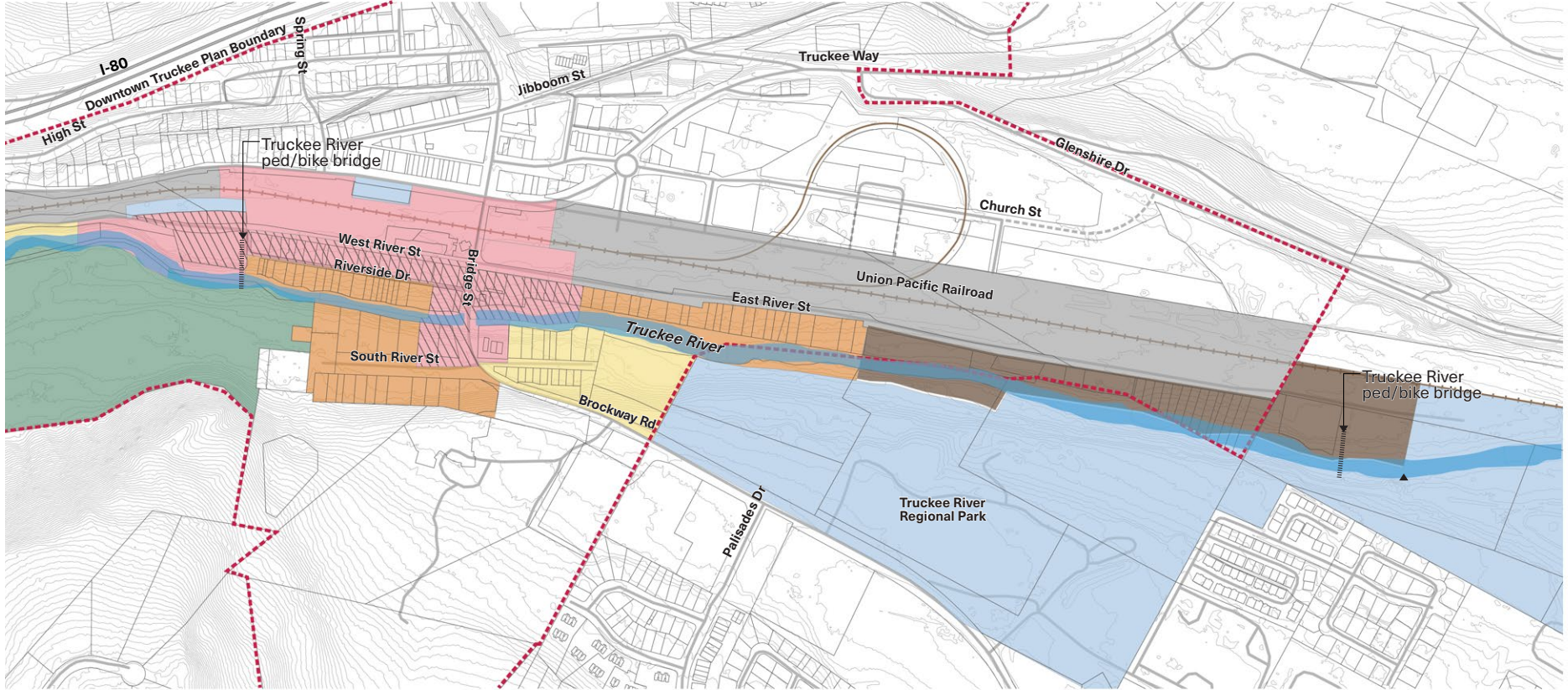


### Legend

- Downtown Single Family Residential - 4
- Downtown Medium Density Residential - 14
- Downtown High Density Residential - 24
- Downtown Mixed Use
- Downtown Commercial
- General Commercial
- Public Facility
- Downtown Manufacturing
- Downtown Railroad
- Open Space



## 2025 Zoning Districts (continued)



### Legend

<span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span>	Downtown Single Family Residential - 4
<span style="display:inline-block; width:15px; height:15px; background-color:orange; border:1px solid black;"></span>	Downtown Medium Density Residential - 14
<span style="display:inline-block; width:15px; height:15px; background-color:brown; border:1px solid black;"></span>	Downtown High Density Residential - 24
<span style="display:inline-block; width:15px; height:15px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, pink 2px, pink 4px); border:1px solid black;"></span>	Downtown Mixed Use
<span style="display:inline-block; width:15px; height:15px; background-color:lightpink; border:1px solid black;"></span>	Downtown Commercial
<span style="display:inline-block; width:15px; height:15px; background-color:lightcoral; border:1px solid black;"></span>	General Commercial
<span style="display:inline-block; width:15px; height:15px; background-color:lightblue; border:1px solid black;"></span>	Public Facility
<span style="display:inline-block; width:15px; height:15px; background-color:purple; border:1px solid black;"></span>	Downtown Manufacturing
<span style="display:inline-block; width:15px; height:15px; background-color:grey; border:1px solid black;"></span>	Downtown Railroad
<span style="display:inline-block; width:15px; height:15px; background-color:green; border:1px solid black;"></span>	Open Space

Zoning districts govern development on each parcel through:

- ▶ Permitted Uses: Activities allowed by right, or requiring special approval (Conditional Use Permit).
- ▶ Development Standards: Rules for building height, setbacks, parking, signage, and design.
- ▶ Overlay Districts: Special regulations in sensitive areas, like the River Protection District and Historic Preservation District.
- ▶ Residential Densities: A hyphenated number indicates units per acre; for example, "-24" allows up to 24 units per acre or 1 unit per 2,000 square feet.

In some cases, zoning boundaries do not align with parcel lines, which can complicate redevelopment efforts.



## 2040 General Plan Land Use

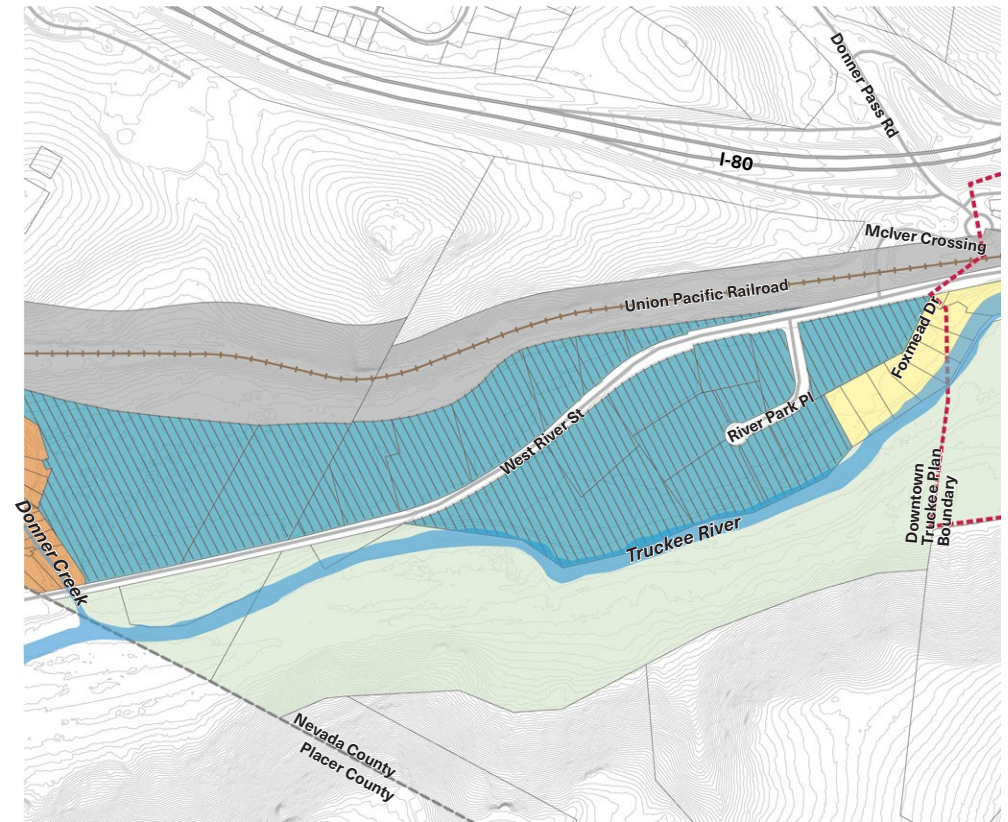
In Truckee, land use is guided by the 2040 General Plan, which outlines the Town's long-term vision for growth, development, and conservation through the year 2040. This comprehensive plan establishes land use designations that inform decisions on housing, commercial development, transportation, and environmental stewardship. Complementing this, the Downtown Truckee Plan provides a focused strategy for the downtown area, aiming to preserve its historic character while promoting a vibrant, walkable environment.

While the names may be the same or similar, land use designations differ from zoning districts. Land use establishes a broad vision and framework while zoning sets the specific rules and is more detailed.

Most of the corridor's zoning matches its land use designations, but along West River Street, they don't line up. The 2040 General Plan introduces a new land use category called Riverfront Mixed Use, which allows a mix of industrial, retail, service commercial, and multifamily housing. This is different from the current zoning, which separates industrial, high-density residential, and downtown mixed-use districts.

The recommendations generated by the R2SC and summarized in the Playbook are instrumental in informing the Town of Truckee's upcoming comprehensive zoning update. This update aims to realign zoning regulations with the 2040 General Plan.

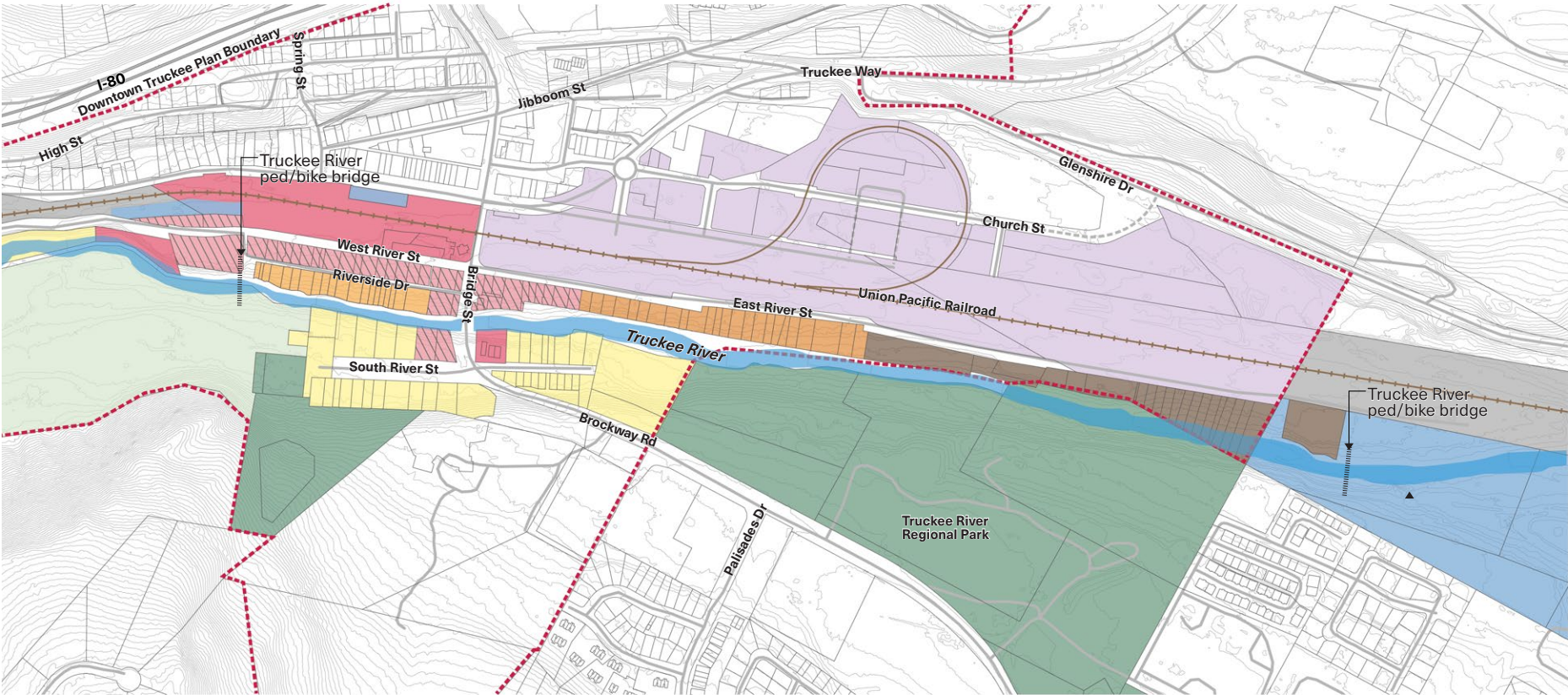
## 2040 General Plan Land Use



### Legend

- Low Density Residential
- Downtown Medium Density Residential
- Downtown High Density Residential - 24
- Downtown Commercial
- Downtown Mixed Use
- Riverfront Mixed Use
- Public
- Open Space/Resource Conservation
- Open Space Recreation
- Rail Transportation Corridor
- Railyard Master Plan Area

2040 General Plan Land Use (continued)



Legend

- Low Density Residential
- Downtown Medium Density Residential
- Downtown High Density Residential - 24
- Downtown Commercial
- Downtown Mixed Use
- Riverfont Mixed Use
- Public
- Open Space/Resource Conservation
- Open Space Recreation
- Rail Transportation Corridor
- Railyard Master Plan Area



## Airport Land Use Compatibility

The Truckee Tahoe Airport Land Use Compatibility Plan (TTALUCP) is designed to make sure that development around the airport is safe for people and compatible with airport operations. It helps protect public health and safety, minimize noise impacts, and support the airport's long-term future.

The TTALUCP, adopted in 2016, sets policies that the Town of Truckee and other local agencies use when making land use and zoning decisions in areas near the airport.

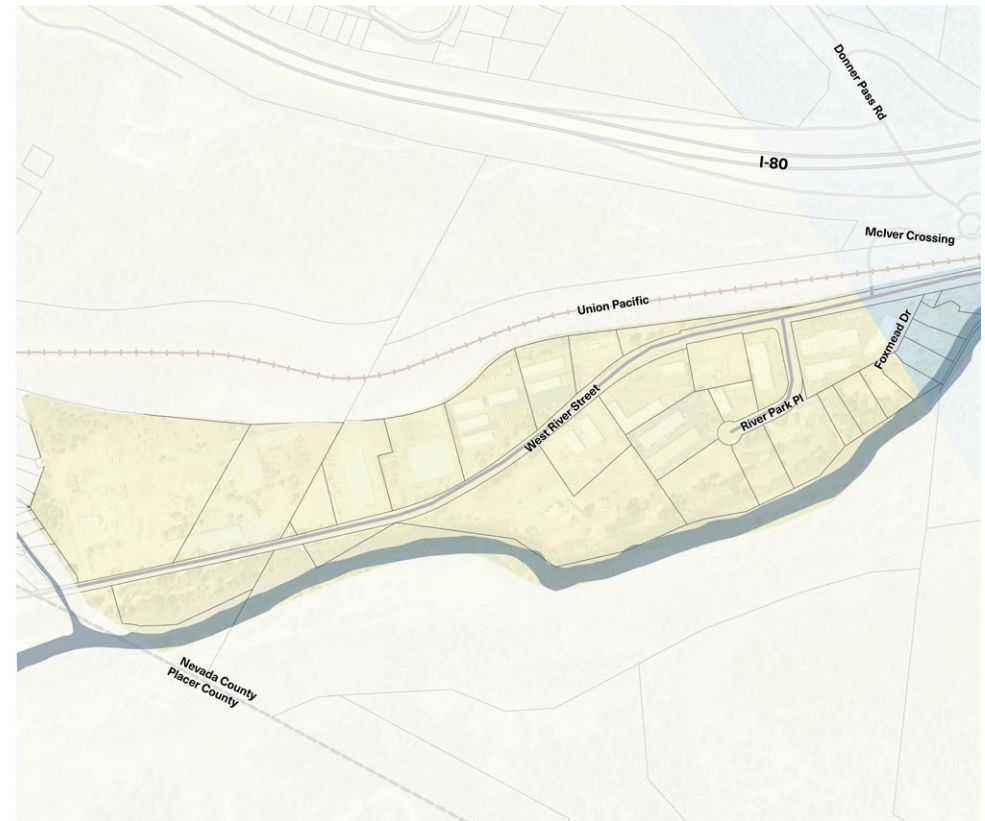
### Key Zones for the River Corridor

The TTALUCP divides land near the airport into zones based on how aircraft operate. Each zone has its own set of rules to reduce risks from aircraft takeoffs, landings, and flight patterns. Requirements for Zones B1 and C have the most potential for development limitation and are summarized in the table. Although the densities (dwelling units per acre) identified in the TTALUCP differ significantly from the high density residential zoning district along East River Street, the higher density development is anticipated to be feasible based on parcel size. Residential development would require review of building design to meet height, noise, and safety requirements.

The Town's Development Code includes an airport overlay district with mapping related to safety and noise. The safety areas do not overlap with the primary study area. The map with airport noise zones shows noise contour level of 55 dBA CNEL for locations within the Primary Traffic Pattern Zone (D) and noise contour levels of 60 dBA for parcels within the Inner and Outer Approach/Departure Zones (B1 and C).

- ▶ Inner Approach/Departure Zone (Zone B1): Areas immediately beyond the ends of the runways.
- ▶ Outer Approach/Departure Zone (Zone C): Extends beyond the inner approach areas where aircraft are still climbing or descending.

## Airport Land Use Compatibility



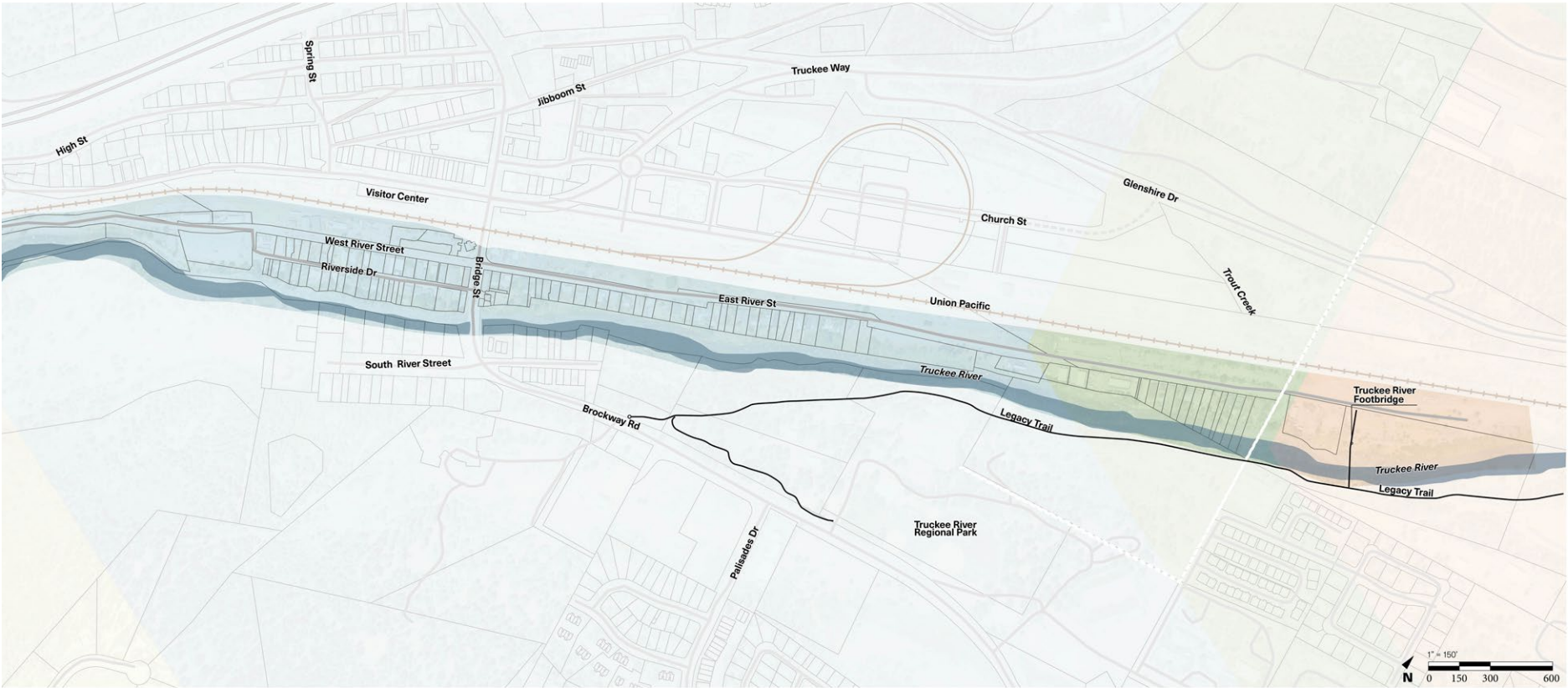
- ▶ Primary Traffic Pattern Zone (Zone D): Areas that aircraft commonly fly over during standard traffic patterns.
- ▶ Other Airport Environs (Zone E): Areas beyond the primary flight paths that may still be affected by airport operations, including noise and overflight.

### Legend

- Inner Approach/Departure Zone (B1)
- Outer Approach/Departure Zone (C)
- Primary Traffic Pattern Zone (D)
- Other Airport Environs (Zone E)



Airport Land Use Compatibility (continued)



Zone	Residential (du/ac)	Required Open Land	Prohibited Uses	Other Conditions
Inner Approach/Departure Zone (Zone B1)	<ul style="list-style-type: none"> <li>0.05 units per acre or parcels &gt; 20 acres</li> <li>Mixed use development considered as non-residential</li> </ul>	30%	<ul style="list-style-type: none"> <li>Buildings with more than 2 habitable floors above ground</li> <li>Highly noise-sensitive uses</li> </ul>	<ul style="list-style-type: none"> <li>Airspace review required for objects &gt;35 feet tall</li> <li>Object heights restricted to &lt;50 feet</li> </ul>
Outer Approach/Departure Zone (Zone C)	<ul style="list-style-type: none"> <li>0.2 units per acre or an average parcel size &gt; 5 acres</li> <li>Mixed use development considered as non-residential</li> </ul>	20%	<ul style="list-style-type: none"> <li>Buildings with more than 3 habitable floors above ground</li> <li>Highly noise-sensitive uses</li> </ul>	<ul style="list-style-type: none"> <li>Airspace review required for objects &gt;50 feet tall</li> </ul>

Note: The TTALUCP includes a special condition and exception for infill. Where development that is not in conformance with the criteria already exists, infill projects having similar land uses may be allowed to occur. For example, along East River Street, where housing exists at a higher density than that described in the TTALUCP, infill housing and other similar uses may be allowed. This exception does not apply to Zone B1.

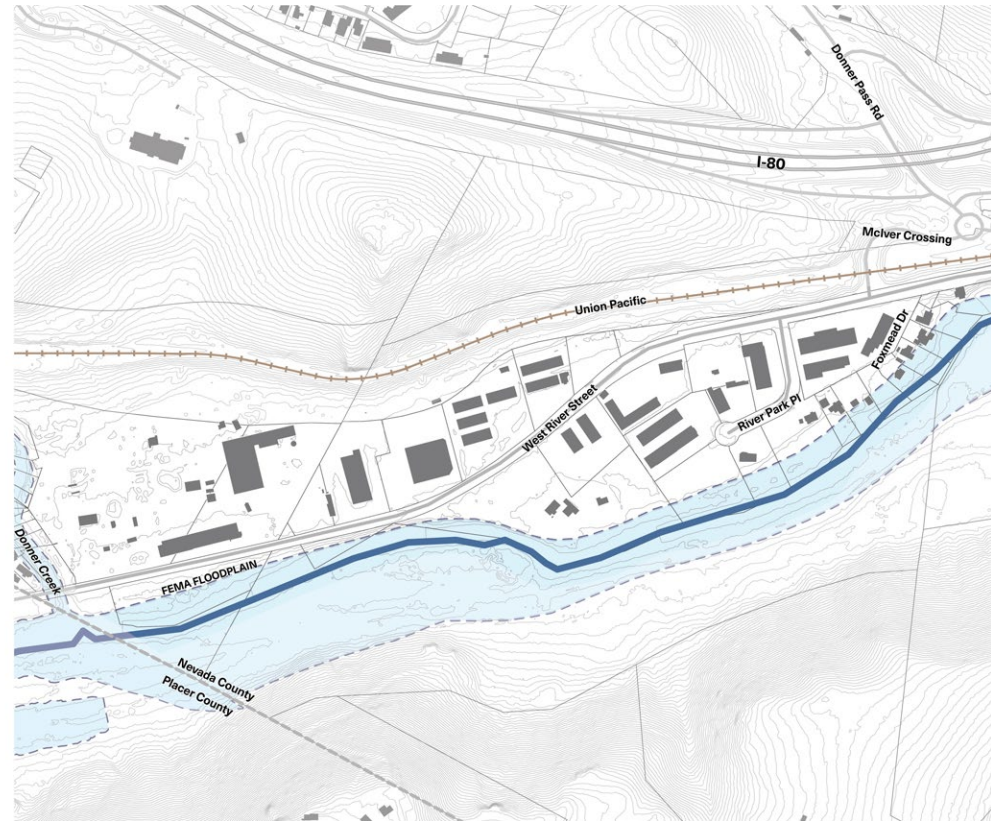
## 100-Year Floodplain (FEMA)

The 100-year floodplain represents the area adjacent to a river that has a 1 percent chance of flooding in any given year, according to FEMA flood mapping. In Truckee, development near the Truckee River, Donner Creek, and Trout Creek is regulated to protect human safety, limit property damage, and conserve the environmental function of riparian systems. There are differences between the regulatory 100-year floodplain established by FEMA and the natural (or geologic) floodplain.

- ▶ **Regulatory 100-Year Floodplain:** Defined by FEMA based on statistical flood modeling; focuses on rare, major flood events (those with a 1 percent chance of occurring annually). It sets legal boundaries for development regulation but may not reflect everyday river processes.
  - Note: Truckee's Development Code provides that the flood information used for permit applications should be certified by a registered professional authorized to assess waterways and shall include a hydrology report. It may differ from the FEMA mapping.
- ▶ **Geologic Floodplain:** Defined by natural landscape features shaped over thousands of years (in Truckee's case, by glacial outwash, flood events, and sedimentation). This floodplain often experiences more frequent, smaller floods — such as those occurring every 1 to 5 years — and is critical for maintaining riparian vegetation, sediment transport, and river ecosystem health.

In the river corridor, much of the original geologic floodplain has been disrupted by historical fill, road construction, urban development, and regulated flows from dams. As a result, the 100-year floodplain today is narrower and does not fully represent the extent of land that would have naturally supported seasonal floods and riparian habitats.

## 100-Year Floodplain (FEMA)

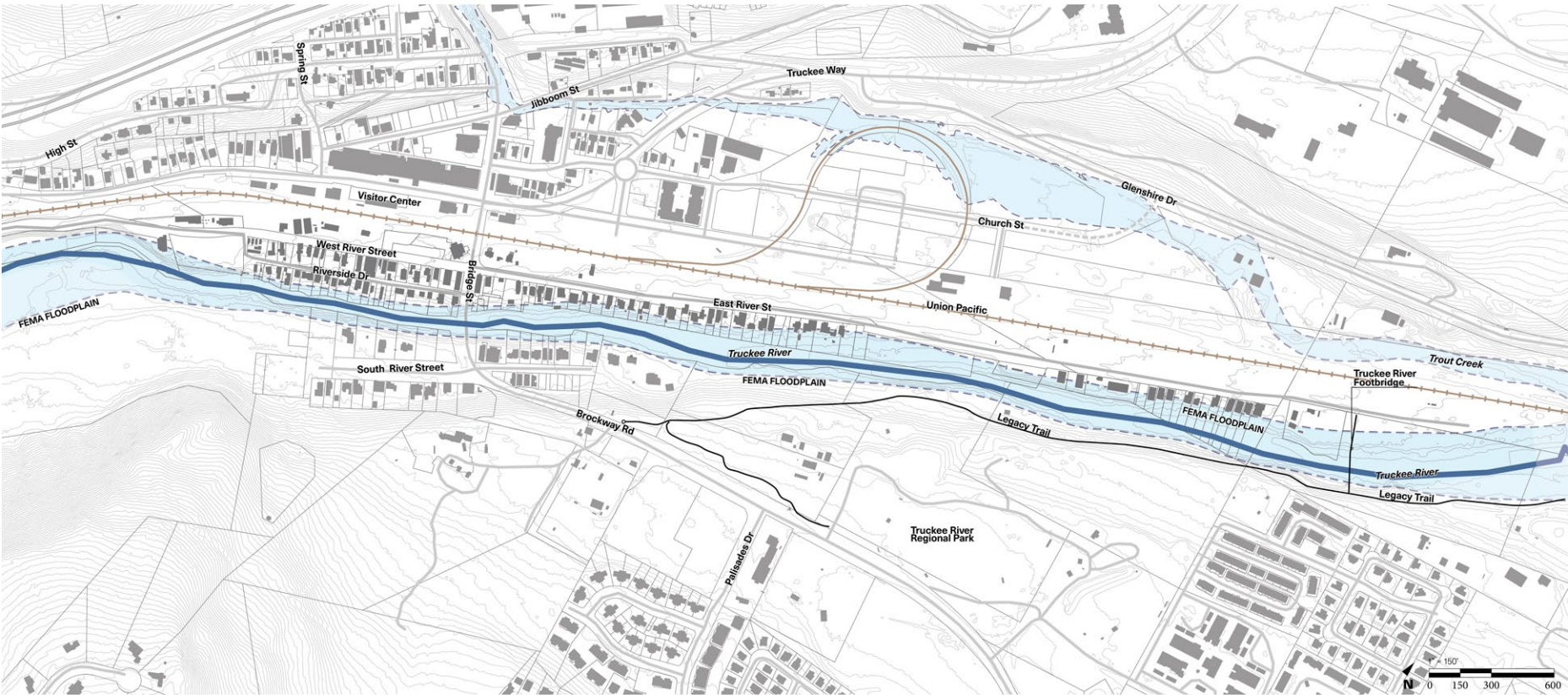


### Legend

- Truckee River
- 100-Year Floodplain (FEMA)



100-Year Floodplain (FEMA) (continued)



Legend

- Truckee River
- 100-Year Floodplain (FEMA)

## River Protection Overlay District & Downtown Plan Boundary

Under the Town's Development Code, new structures must respect specific setback requirements from the 100-year floodplain, depending on location whether they are inside or outside of the Downtown Truckee Plan boundary and whether they are in the River Protection (RP) Overlay District.

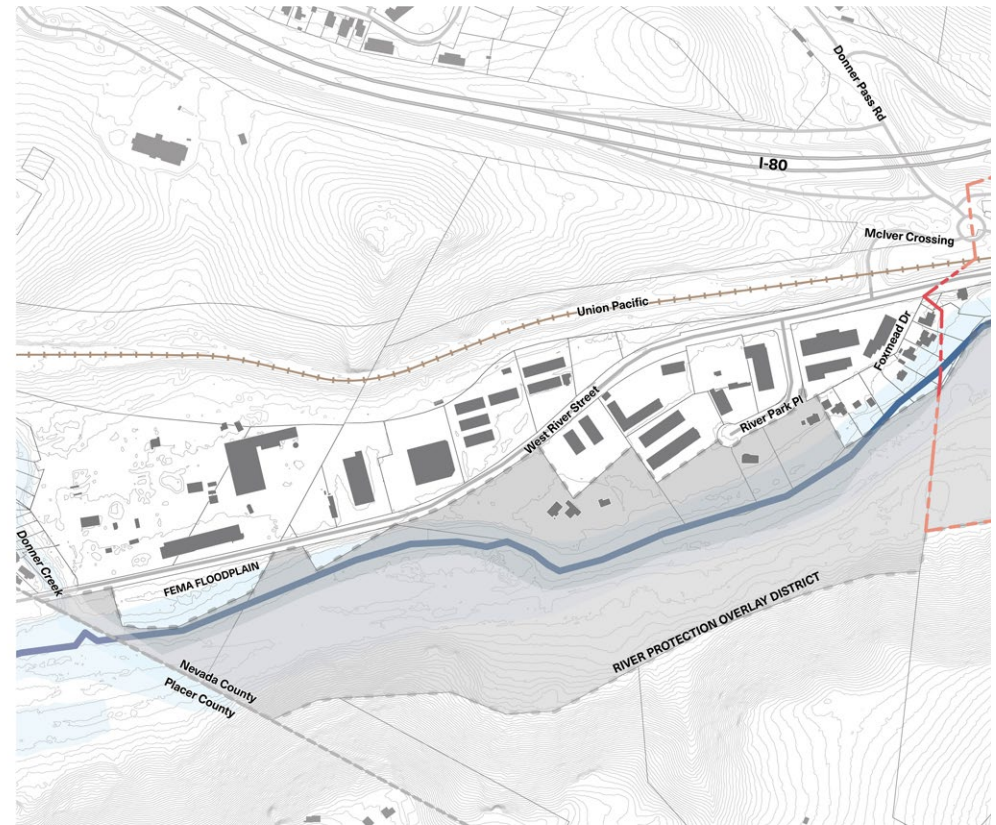
The RP Overlay District is a special zoning tool that applies additional environmental protections to certain parcels adjacent to the Truckee River. Its purpose is to ensure that new development along the river:

- ▶ Respects natural topography and riparian landscapes
- ▶ Preserves public views and access to the river corridor
- ▶ Integrates careful landscaping and screening
- ▶ Minimizes environmental impacts through siting and design standards

Parcels within this overlay face stricter requirements, especially concerning building setbacks, landscape restoration, and prohibitions on outdoor storage.

The RP Overlay District boundary extends farther west than the Downtown Truckee Plan (2023) boundary.

## River Protection Overlay District & Downtown Plan Boundary

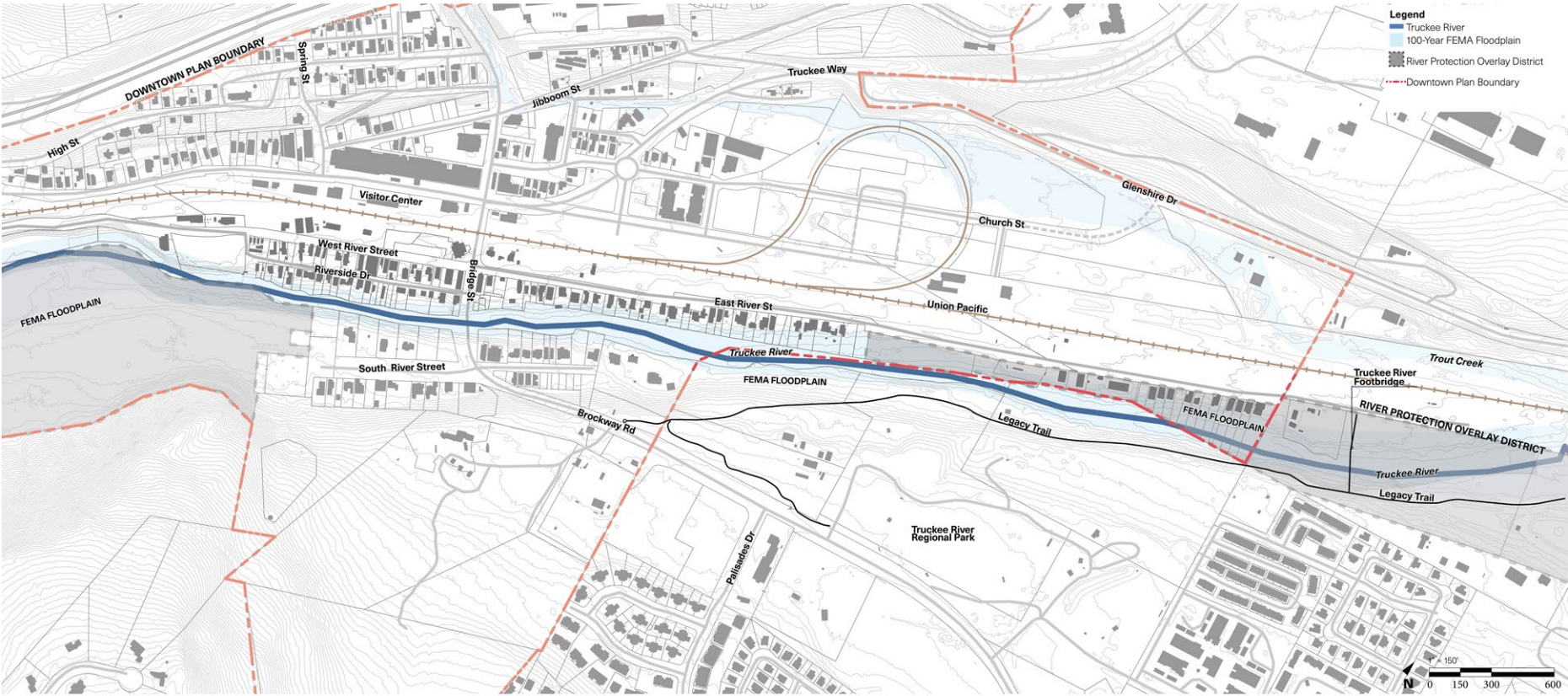


### Legend

- Truckee River
- 100-Year Floodplain (FEMA)
- River Protection Overlay District
- Downtown Truckee Plan Boundary



River Protection Overlay District & Downtown Plan Boundary (continued)



**Legend**

- Truckee River
- 100-Year Floodplain (FEMA)
- River Protection Overlay District
- Downtown Truckee Plan Boundary

## River/Stream Corridor Development Setbacks

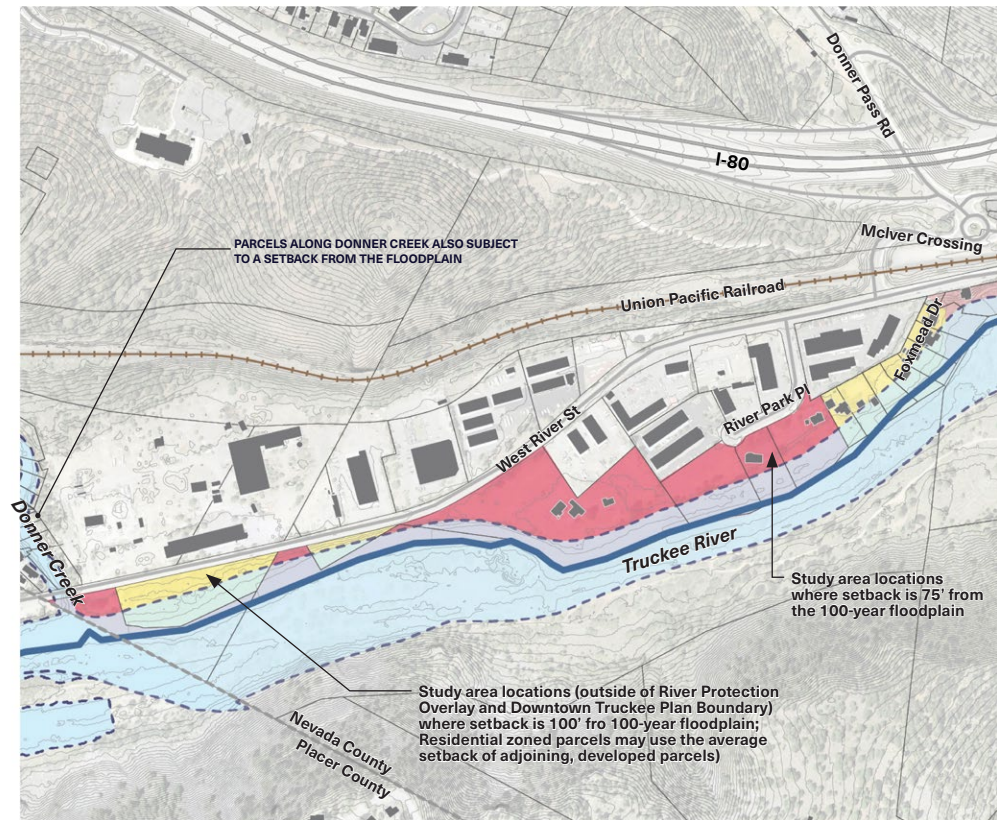
Setbacks from riparian areas are commonly used to protect sensitive natural resources and for public safety. The Truckee River passes through other jurisdictions, each of which have specific setbacks from the river and floodplain.

In Truckee, setback requirements vary across the river corridor depending on whether parcels are inside or outside the Downtown Truckee Plan boundary, and whether they fall within the River Protection Overlay.

Allowed uses within the setbacks generally include pervious pathways, public trails, picnic tables, and river access points. Prohibited uses include structures, grading, exotic landscaping, and any outdoor storage. New development within the corridor must also incorporate native landscaping, site designs that blend into the natural environment, and riparian vegetation restoration where needed.

Area	Setback Requirement	Notes
<b>Outside Downtown Truckee Plan Area (no RP Overlay)</b>	100 feet from 100-year floodplain	Residential parcels may reduce setbacks by averaging existing homes on the block (if 25%+ are developed).
<b>West River Street, RP Overlay Parcels</b>	75 feet from 100-year floodplain	Applies to parcels between the Truckee River and West River Street.
<b>East River Street, RP Overlay Parcels</b>	Horizontal distance equal to 1 foot above base flood elevation	Measured from the natural grade; no adjustment allowed by adding fill.
<b>Downtown Truckee Plan Area (without RP Overlay)</b>	Horizontal distance equal to 1 foot above base flood elevation	Applies broadly across Downtown Study Area parcels near the river.

## River/Stream Corridor Development Setbacks

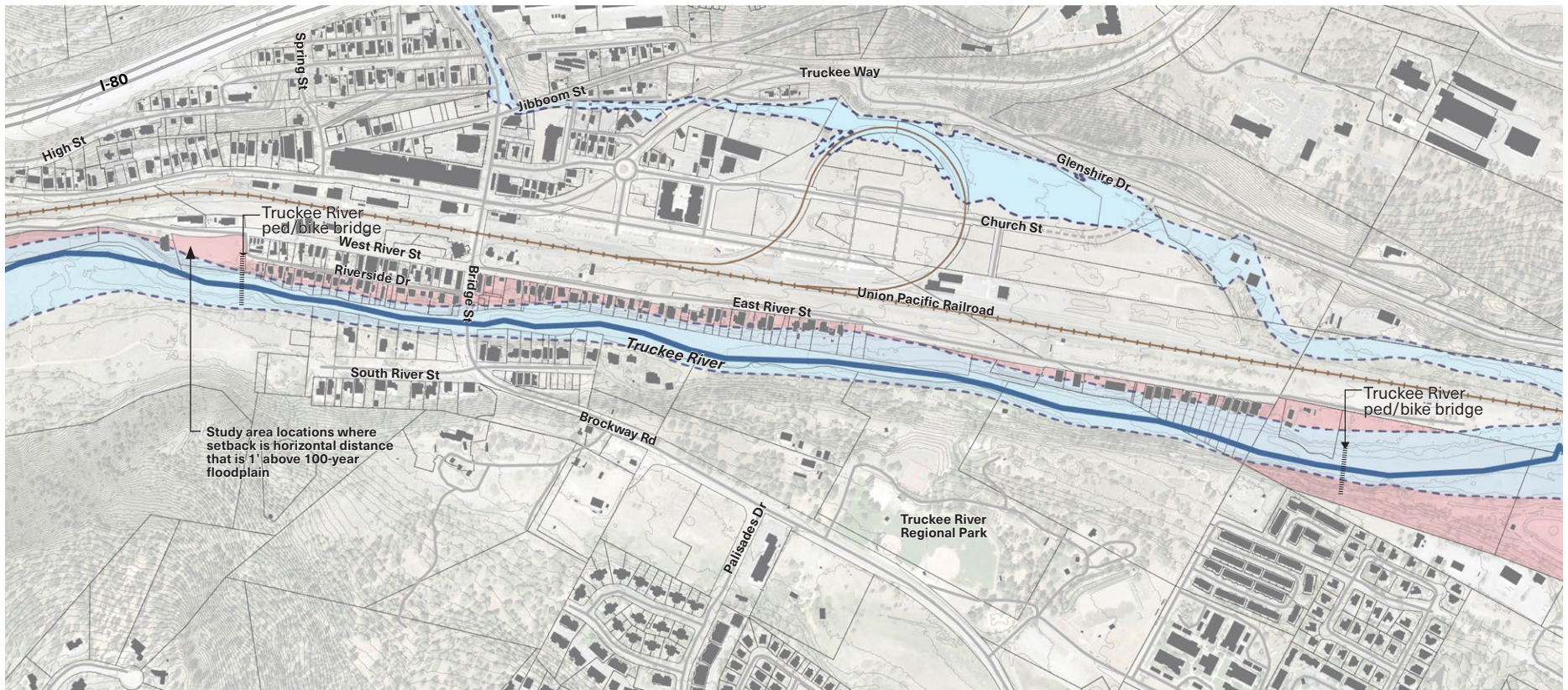


### Legend

- Truckee River
- 100-Year Floodplain (FEMA)
- Area Where Setback is Horizontal Distance that is 1' Above the Base Flood Elevation
- Area of 75' Setback from 100-Year Floodplain
- Area of 100' Setback from 100-Year Floodplain with Potential Reduction for Residential Zoned Parcels Where Existing Development is Present



## River/Stream Corridor Development Setbacks (continued)



### Legend

- Truckee River
- 100-Year Floodplain (FEMA)
- Area Where Setback is Horizontal Distance that is 1' Above the Base Flood Elevation
- Area of 75' Setback from 100-Year Floodplain
- Area of 100' Setback from 100-Year Floodplain with Potential Reduction for Residential Zoned Parcels Where Existing Development is Present

# BARRIERS TO CHANGE

BAE and Sierra Business Council interviewed property and business owners to better understand the financial factors and perspectives shaping current conditions within the river corridor. The findings highlighted key barriers to reinvestment and change, which were presented and discussed by the R2SC and CEVAT. Recognizing these barriers led CEVAT to recommend collaborating with property owners on catalyst projects. Additionally, identifying these challenges helps inform potential programs and incentives that may encourage property owners to invest in revitalization.



## Lack of Interest in Redevelopment

- ▶ Valid reasons behind lack of property owner interest in redevelopment:
  - **Risk Aversion:** When a property generates a steady income, it is risky to make changes that would reduce/eliminate that income, while also requiring new investment with no guarantees of future success/returns.
  - **Ownership Constraints:** Properties have often been passed from original owners to multiple heirs who may face difficulty obtaining consensus on the appropriate course of action to make changes to the property due to differences in financial needs, risk tolerance, and vision for the property. In the absence of agreement, the status quo is the default.
  - **Financial Hurdles:** Buildings can have remaining useful life, even if the structures are in poor condition. This creates economic value to owners that exceeds the residual land value that a developer could afford to pay for a property if it were to be redeveloped. The property owner's existing cash flow increases the buyout value of the property compared to raw land, making redevelopment less efficient from a cost standpoint.

## Development Code and Zoning Challenges

- ▶ Desire for more assistance from the Town in determining what property improvements are allowable under the existing code.
- ▶ Desire for greater clarity and predictability in the approval process.
- ▶ Development standards can constrain development (e.g., 75' floodplain setback reduces buildable area, concern that new height limit calculation may reduce allowable height, and parking minimums can take up valuable land.)
- ▶ Parcel boundaries don't align with zoning designations in some areas.
- ▶ Parcel boundaries cross buildings.
- ▶ Legal non-conforming regulations limit reinvestment and contribute to blight.
- ▶ Current zoning doesn't align with desired mix of uses achievable/feasible densities (e.g., residential zoning where future mixed use zoning is desired).
- ▶ Renovations can trigger building code compliance issues that are cost prohibitive to address.

## Site Constraints

- ▶ On and off-site infrastructure improvement requirements hinder financial feasibility (e.g., streetscape requirements, undergrounding of utilities).
- ▶ Lack of available parking or shared parking.
- ▶ Potential environmental contamination increases uncertainty, adds cost to redevelopment, and can limit the ability to remediate sites to a level that allows housing.
- ▶ Perceived lack of clearly identified receiver sites.
  - Available receiver sites need to know what uses would like to relocate.
  - Some businesses would only consider moving if they could own the property.
  - Receiver sites would need to offer a comparable site at a similar cost. Prior example of relocation did not financially work for the business because cost to develop receiver site increased lease rate.
- Many businesses like their centralized, downtown location and don't want to move.



# 03

## VISION PLAN

The Framework for Action

Mixed Use Character Descriptions









# THE FRAMEWORK FOR ACTION

This chapter outlines the principles, strategies, site-specific opportunities, and descriptions that support the mixed-use zoning areas envisioned by the R2SC. The principles and strategies define the corridor's physical character in ways that improve river health, support economic sustainability, and respond to the needs of private property owners—all while helping to integrate housing and a mix of uses.

Maps show where specific opportunities and projects are recommended along the corridor.

The chapter also describes three distinct mixed-use zones along the river—West River, Downtown River, and East River. For each zone, it explains the intended form, function, and character by identifying appropriate uses, activities, and physical features. These descriptions are designed to guide land use decisions and design standards so that future development reflects the R2SC vision and desired identity.



## Restore

### Guiding Principle:

Preserve and expand the quality and quantity of natural systems in Truckee by promoting aquatic and terrestrial biodiversity and by implementing environmental, ecological, and conservation-minded strategies.

2040 General Plan Conservation and Open Space Element Guiding Principle

### Key Strategies

1. Floodplain restoration and protection, including fill removal, reconnecting hydrology to stranded floodplain areas, and enhancing sediment deposition in existing floodplain areas.
2. Ongoing implementation of the Town's stormwater management and expansion of the Town's water quality monitoring program to evaluate its effectiveness.
3. Vegetation enhancement and improved wildlife habitat connectivity, including treating noxious weeds, thinning overstocked forest areas, improving natural habitats, and promoting cottonwood generation.
4. Managed river access with the provision of strategic access points that incorporate principles of nature-informed design to protect riparian areas, raise awareness, and increase stewardship of the river corridor.





## Revive

### Guiding Principle:

Transform the corridor 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.

2040 General Plan Land Use Goal 9, West River District

### Key Strategies

1. Create mixed use districts that allow development to adapt to changing conditions while celebrating and connecting people to the river. (See pages ## for Character Descriptions of Mixed Use Districts)
2. Complement downtown uses (e.g., maker spaces, small-scale artistic uses).
3. Encourage adaptive reuse of existing buildings and infilling existing developments with active streetfronts and residential uses.
4. Allow a variety of types and scales of housing.
5. Include neighborhood services.
6. Allow for essential service uses, such as snow removal, if equipment is fully concealed from public spaces and neighboring residential areas.
7. Encourage a mix of river-oriented uses that highlight the Truckee River and make “best” use of the river edge.
8. Create a walkable and bikeable corridor that is connected to the Legacy Trail to the south and to downtown Truckee and the Railyard to the north.
9. Encourage shared parking and consider reducing parking minimums where appropriate.
10. Encourage development of internal streets and street parking between parcels to support shared parking and reduce the amount of curb cuts along West River Street.
11. For business and property owners looking to relocate away from the river corridor, collaborate to identify suitable locations that support both business needs and river health and access goals.





## Reimagine

### Guiding Principle:

Encourage new riverfront development that highlights the Truckee River and protects the scenic and environmental quality of the river through development and design standards.

2040 General Plan Land Use Goal 6, Downtown, Policy 6.4

### Key Strategies

1. Build upon the Town's Design Guidelines related to Truckee Funk as placemaking and as part of adaptive reuse of buildings.
2. Identify and apply for funding opportunities related to being part of the Truckee Cultural District in order to encourage public art and facade enhancements that express the corridor's historic uses while improving the area's attractiveness.
3. Extend streetscape improvements west along West River Street and east along East River Street; including undergrounding power lines; integrating low impact design strategies (BMPs), trees, and drought tolerant landscaping; and activating the street frontage with new uses.
4. Consider context as it relates to the height of new buildings and surrounding uses. Moderate the transition in building heights to create a varied skyline and to segue between different types of uses.
5. Where buildings front the street, organize, step, and layer buildings to reduce the scale of three and four story buildings, while screening existing unattractive uses and activating the street.

6. Preserve existing views of the river, riparian vegetation, and mountains and create new view opportunities.
7. Where some areas of outdoor storage and service uses remain, site buildings to act as a visual screen, locating storage and loading functions away from public rights-of-way or active frontages
8. Evaluate a program that protects public health and safety while allowing for some level of reinvestment into non-

conforming properties with the requirement that reinvestments must also achieve at least one of the specific goals identified in the Playbook (e.g., housing, environmental improvements, connectivity/mobility, and beautification).

9. Honor indigenous history.
10. Integrate public art in public spaces and incentivize private development to incorporate public art.



## Restore: Floodplain Restoration and Protection Opportunities

The Truckee River has been heavily altered over time by development and land use changes that pushed into its natural floodplain. These changes have disrupted the river's natural shape and the health of its surrounding ecosystems.

The map on this and the next page shows areas where the floodplain could be restored or better protected.

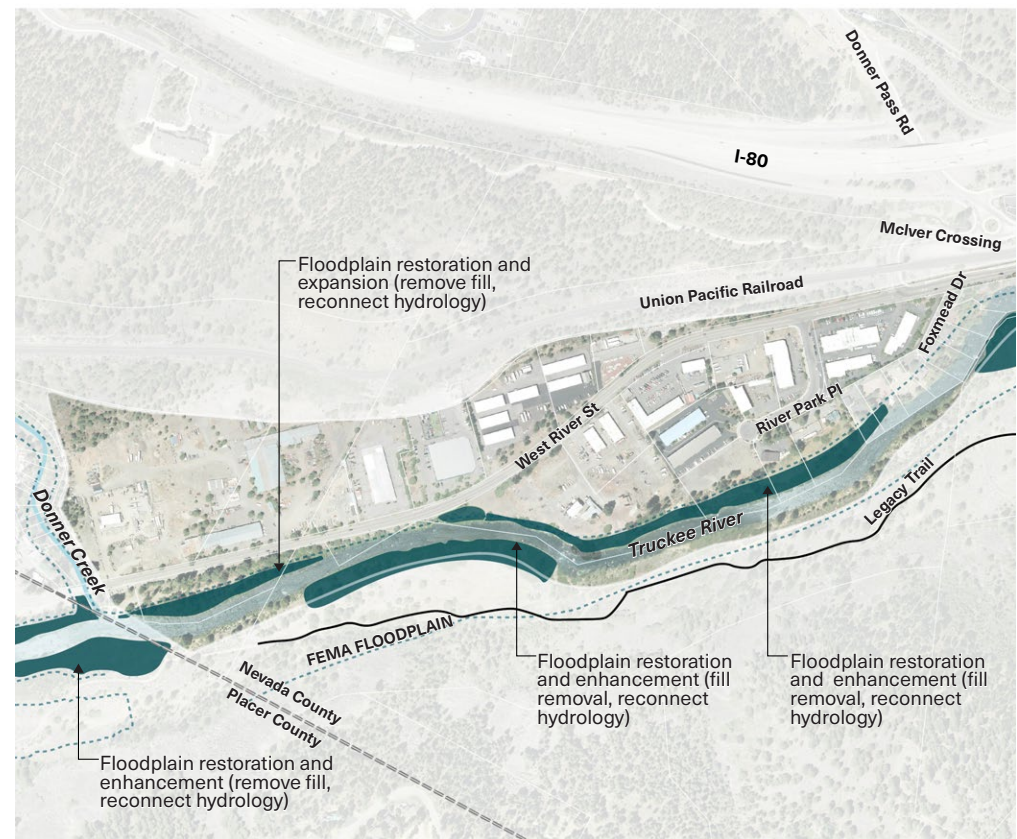
One key strategy is to remove artificial fill—soil and debris placed in the past to raise the ground—especially along West River Street and East River Street. In some spots, this fill is up to 15 feet deep. It has narrowed the river, limited natural flooding, and caused erosion along the banks. Removing this fill can uncover healthy floodplain soils and help restore a more natural and connected riverside environment.

In places where removing the fill is not possible, conditions may be improved by stabilizing the banks. Instead of using hard surfaces like concrete, bio-engineered solutions—such as using planted logs, rock structures, or living cribwalls (wood and soil structures with vegetation) can be used to help prevent erosion while also creating better habitat for fish and wildlife.

Other opportunities include reconnecting the river to its old side channels and improving how water flows into the floodplain during wet seasons. Simple measures like placing downed trees can help guide water into these historic paths, supporting natural flood processes without harming the river's flow during dry months.

In areas where the river is still functioning but could be improved, small adjustments like lowering high ground or removing old concrete can allow water to spread out more often. This helps young cottonwood and willow trees take root and supports long-term health of the riparian ecosystem.

## Floodplain Restoration and Protection Opportunities

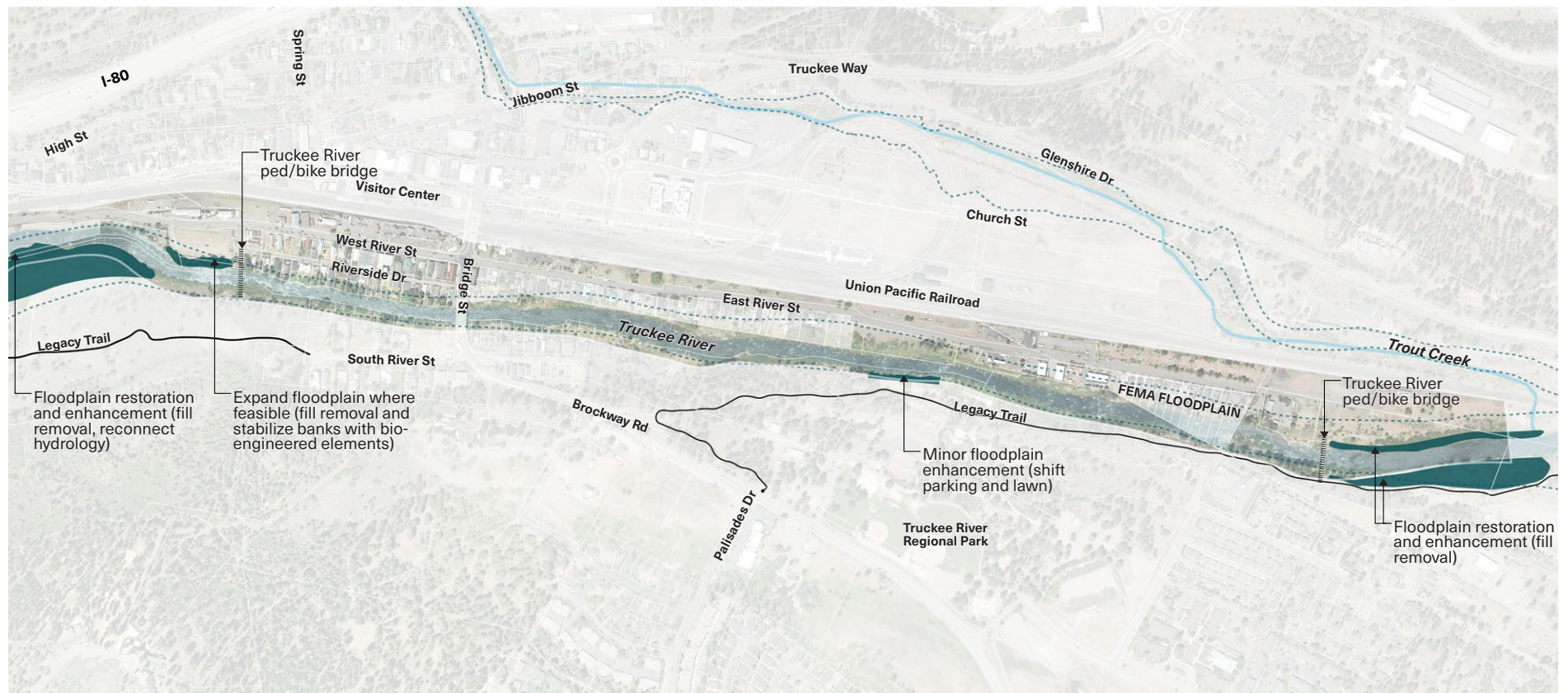


### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Floodplain Restoration and Protection



## Floodplain Restoration and Protection Opportunities (continued)



### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Floodplain Restoration and Protection

## Restore: Stormwater Management and Monitoring Opportunities

Truckee's current stormwater program includes checking for runoff during dry weather and measuring water clarity (turbidity) upstream and downstream of town limits—but it does not include testing stormwater runoff within the town limits. In the early 2010s, the Town partnered with Placer County on the Truckee River Water Quality Monitoring Program (TRWQMP), but most of that work has since stopped. Around the same time, the Truckee River Watershed Council led a multi-year study to monitor sediment and river health as part of a regional water quality effort.

Bringing back some of these earlier efforts would help track changes over time and improve understanding of how runoff affects the river. Key steps recommended by the R2SC could include:

- ▶ Sampling stormwater during rain and snowmelt events
- ▶ Mapping areas where sediment is building up in the riverbed
- ▶ Surveying aquatic insects (a sign of river health)
- ▶ Measuring how much fine sediment is moving through parts of town
- ▶ Analyzing turbidity data already being collected

The main goal is to better understand and reduce the amount of sediment and pollution entering the Truckee River through stormwater runoff—especially during storms.

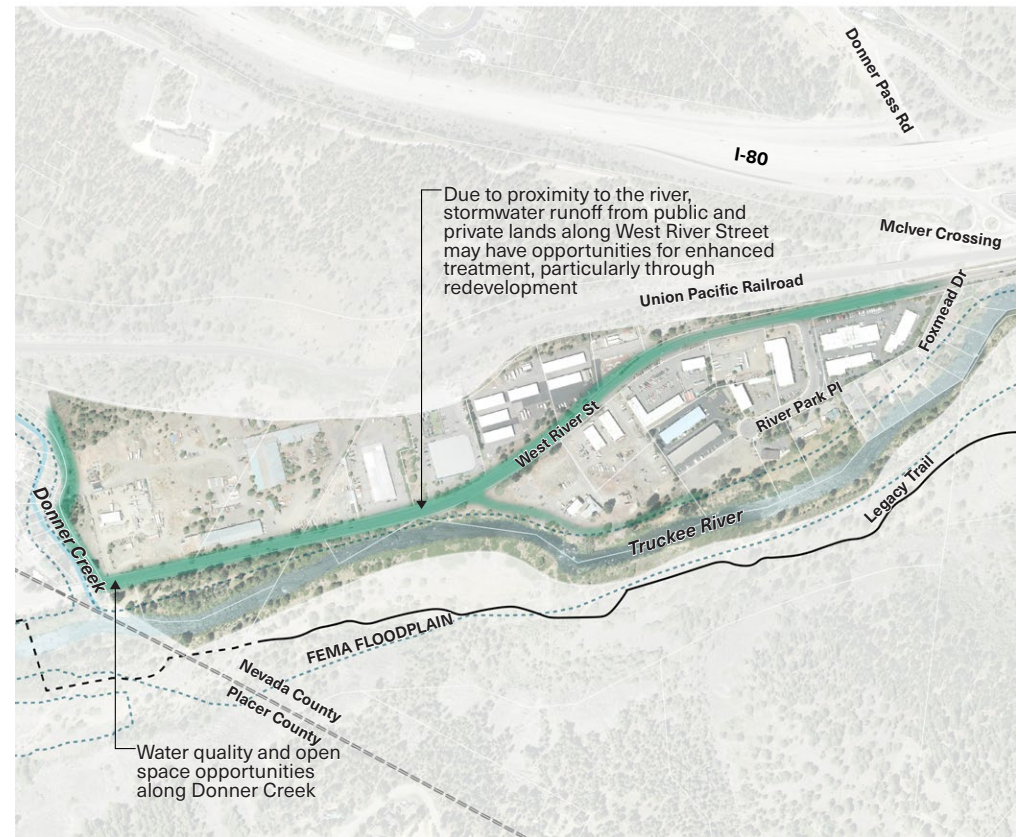
New tools like bioswales and vegetated infiltration systems can help treat runoff before it reaches the river. These low-impact, nature-based solutions are recommended both before and after water enters underground pipes.

Additional recommendations developed by the R2SC include:

- ▶ Address runoff from both public and private land
- ▶ Help property owners manage stormwater on-site, including sharing resources and funding opportunities
- ▶ Focus efforts where the most benefit can be achieved

Redevelopment along the corridor can also help reduce runoff and improve long-term water quality.

## Stormwater Management and Monitoring Opportunities

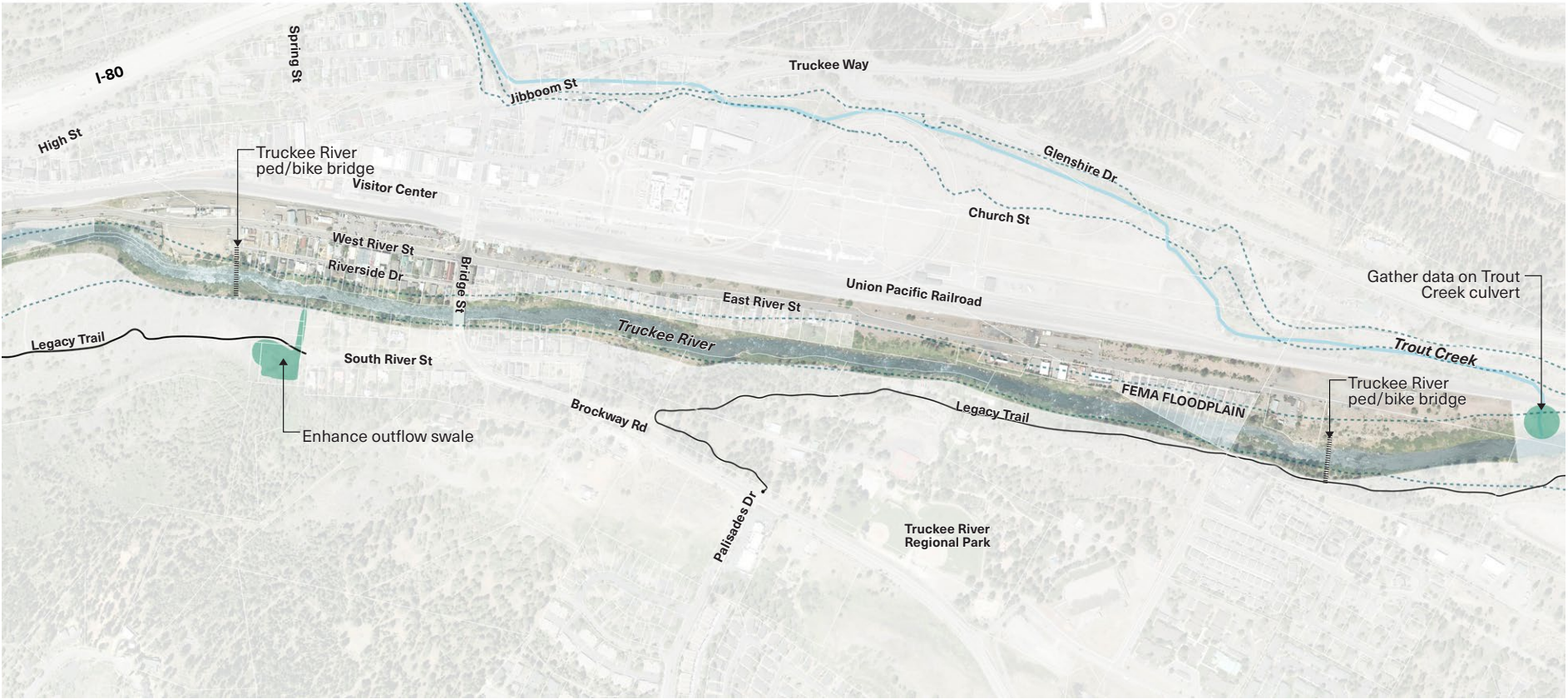


### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Stormwater Enhancements



Stormwater Management and Monitoring Opportunities (continued)



Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Stormwater Enhancements

## Restore: Vegetation Enhancement Opportunities

The river corridor supports mostly healthy native vegetation, particularly in upland zones like Jeffrey Pine and Lodgepole Pine forests, which show good regeneration and minimal threat from pests or fire. However, recreation impacts and invasive weeds—especially along the Legacy Trail—are a concern.

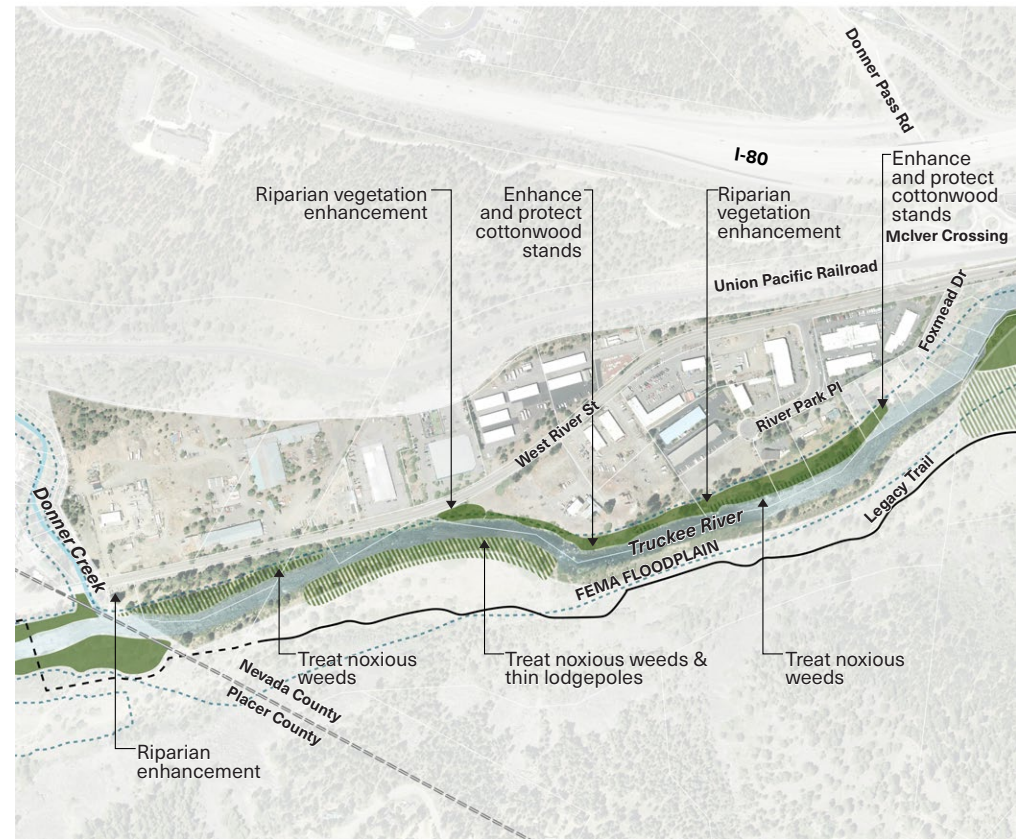
Riparian vegetation is more varied in health. Mountain Alder Thickets are in good condition, while Cottonwood Forests and Aspen Groves are aging and lack regeneration. Cottonwoods in particular are poorly connected to the river, limiting natural seeding and increasing their vulnerability. Beavers have also damaged younger trees. Willow Thickets have limited habitat and some dead or decadent growth in drier areas. Invasive weeds are widespread across riparian zones, including poison hemlock, bull thistle, spotted knapweed, and Russian thistle.

Meadow areas are limited and degraded. Kentucky Bluegrass-Redtop meadows likely replaced more hydrologically connected Nebraska Sedge Meadows due to reduced groundwater availability. The remaining Nebraska Sedge Meadows are in poor condition due to disconnected water sources and past land impacts.

Recommendations include the following:

- ▶ **Invasive Species Control:** Target known infestations along trails and riverbanks. Monitor for future outbreaks.
- ▶ **Forest and Shrubland Management:** Thin overstocked Lodgepole Pine areas (especially near Donner Creek) to reduce wildfire risk. Remove dead or stressed conifers and maintain a watch for disease outbreaks.
- ▶ **Cottonwood and Aspen Regeneration:** Stimulate cottonwood regrowth by removing some older trees and protecting young trees from beaver damage. Explore use of the Sanitary Agency ponds as nurseries.
- ▶ **Willow and Alder Thicket Maintenance:** Remove dead willow stems and manage beaver impacts in active areas. Protect and enhance vegetation along Donner and Trout Creeks.
- ▶ **Meadow Restoration:** Reconnect surface and groundwater to support wetland vegetation like Nebraska Sedge.
- ▶ **Natural Area Preservation:** Protect small but valuable wildlife corridors south of the river and maintain ecological connectivity.

## Vegetation Enhancement Opportunities

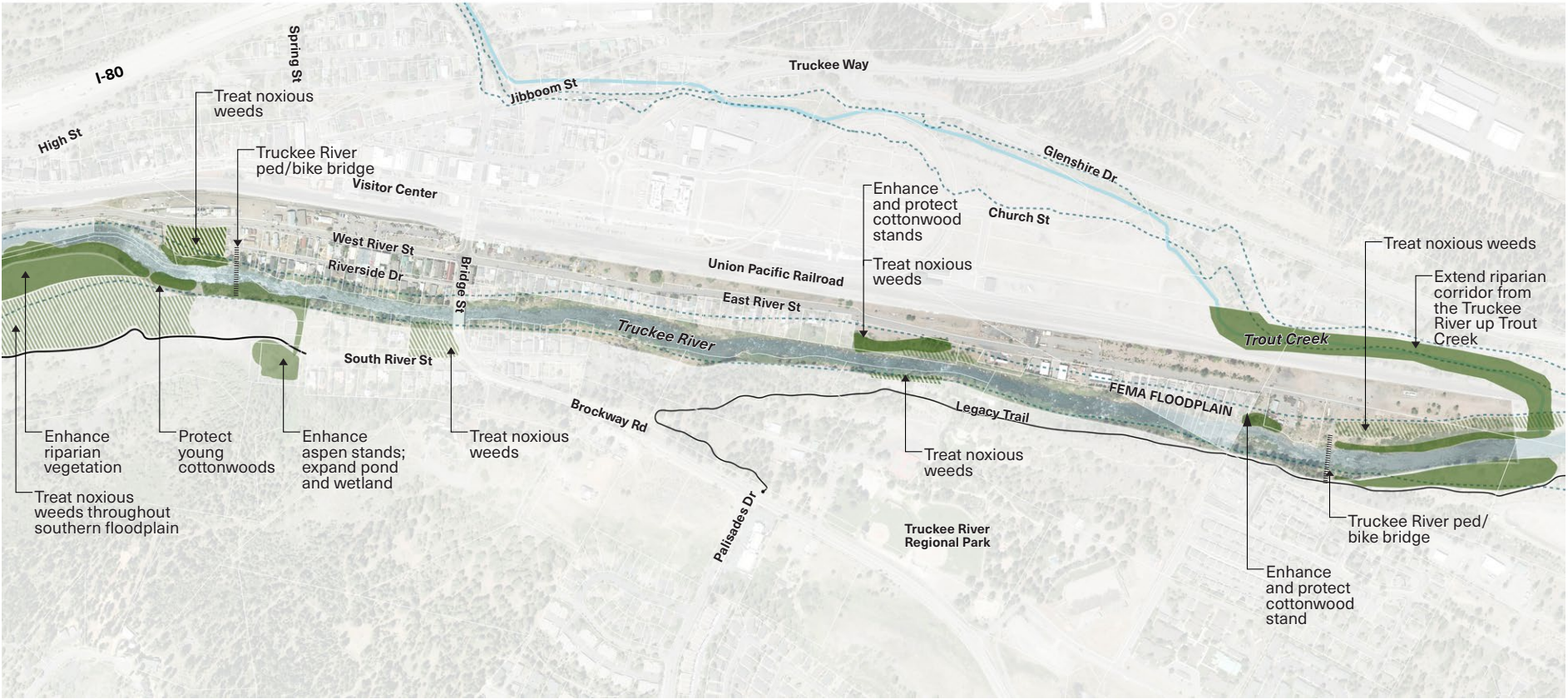


### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Vegetation Enhancements



Vegetation Enhancement Opportunities (continued)



Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Vegetation Enhancements

## Restore: Wildlife Habitat Connectivity Opportunities

The riparian habitat within the Truckee River corridor, while fragmented, supports a wide variety of aquatic and terrestrial species, including trout, amphibians, birds, and mammals. Although the area is classified by the California Department of Fish and Wildlife (CDFW) as having “Limited Connectivity Opportunity” due to surrounding development, it still plays an important local role in linking nearby habitat areas, especially to U.S. Forest Service lands and open space to the south and east.

The corridor contributes to regional habitat connectivity by connecting smaller “Natural Areas” to larger “Irreplaceable and Essential Corridors.” Downstream, the Truckee River is designated as a Wild Trout Waterway, emphasizing the importance of preserving water quality and habitat conditions. The stretch of river between the Foxmead boulder and the pedestrian bridge is high quality trout habitat.

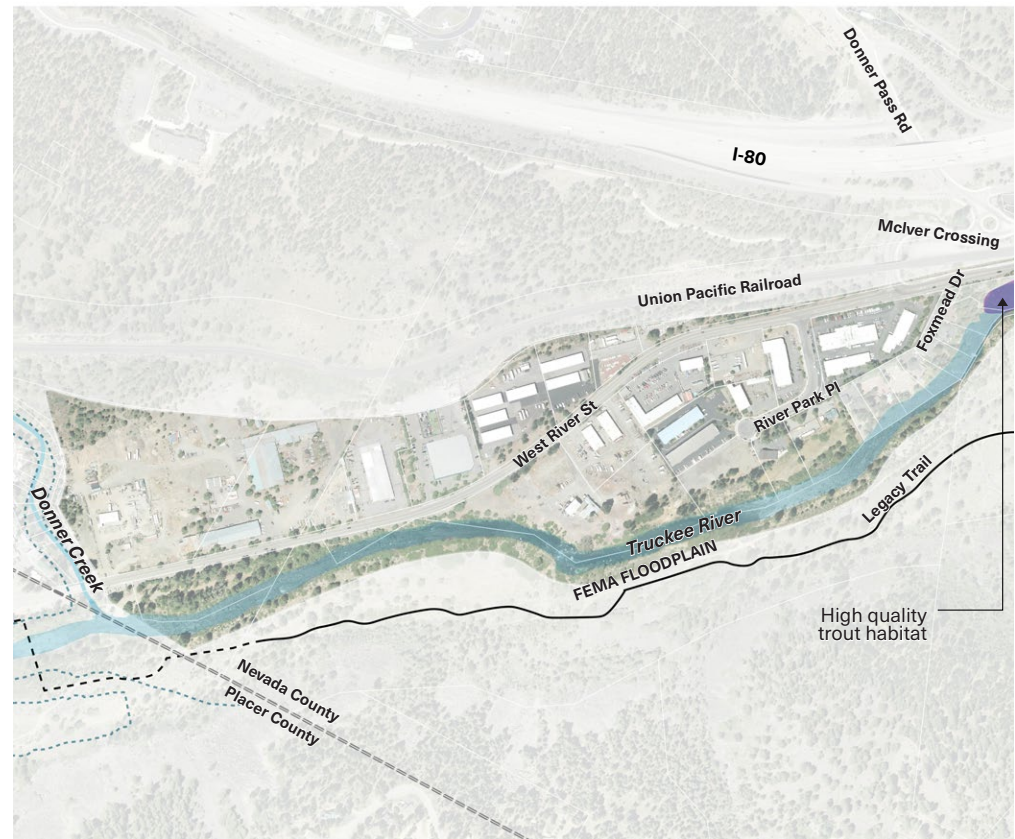
Numerous species are known or expected in the area, including black bears, beavers, mountain lions, amphibians like the western toad, migratory birds, river otters, native fish such as Paiute sculpin and mountain whitefish, and several special-status species such as the Sierra Nevada red fox, bald eagle, and Lahontan cutthroat trout.

Recommendations include the following:

- ▶ Enhance and restore riparian and aquatic habitat, especially in segments of the river that support high-quality trout habitat, such as between the Foxmead boulder and the pedestrian bridge.
- ▶ Reconfigure the Trout Creek railroad culvert to improve fish passage between Trout Creek and the Truckee River.
- ▶ Protect and restore Trout Creek to support a sustainable trout population, aligning with state goals to maintain wild trout habitat and prevent adverse impacts from development.

These actions would improve habitat connectivity and resilience while supporting both biodiversity and recreational fisheries.

## Wildlife Habitat Connectivity Opportunities

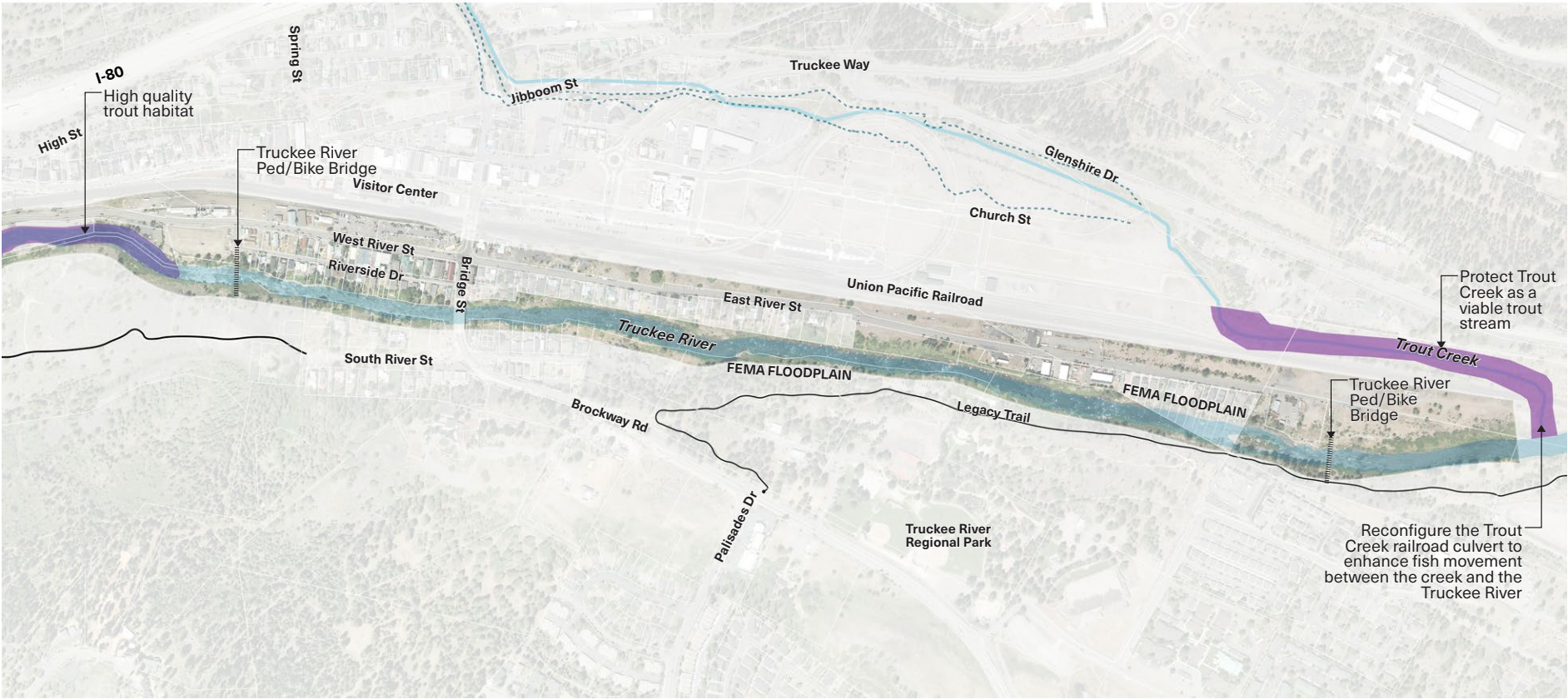


### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Wildlife Habitat Enhancements



Wildlife Habitat Connectivity Opportunities (continued)



Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Wildlife Habitat Enhancements

## Restore: Managed River Access Opportunities

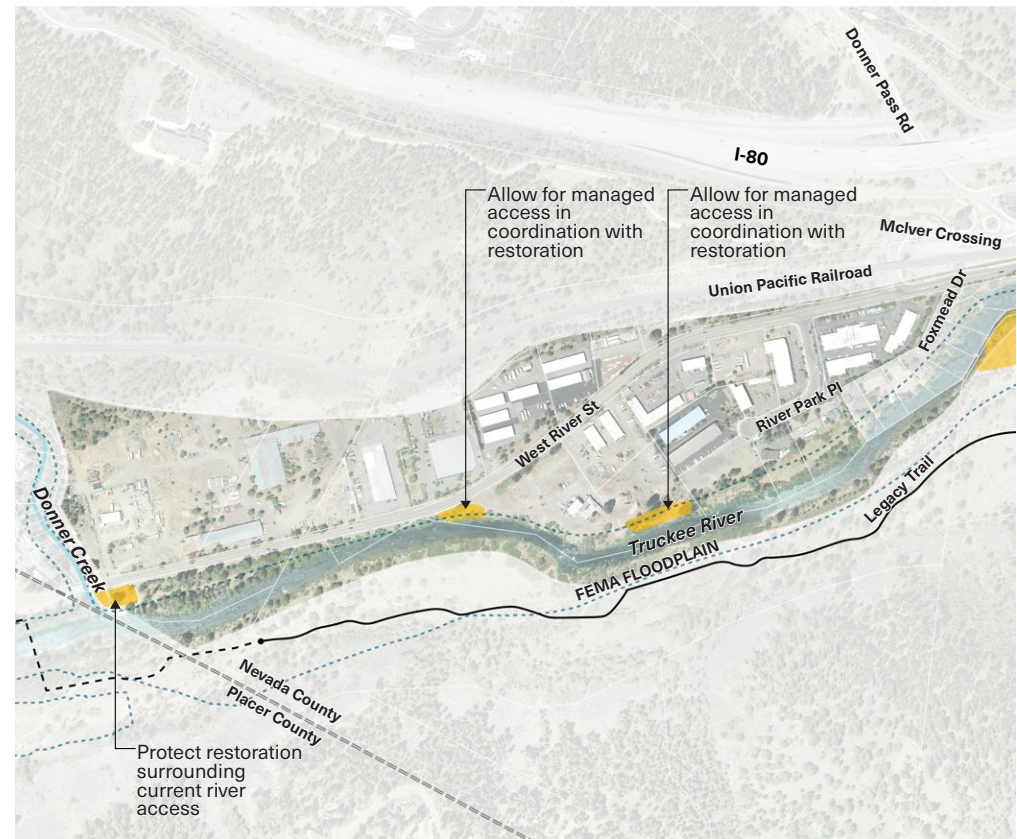
The Truckee River is a key community asset. Access to the river in its more developed context of the downtown should be coordinated with restoration of ecological functions and improvements to habitat and water quality. Using nature-based design—which emphasizes both ecological education and low-impact interaction—can foster stewardship while protecting sensitive areas.

This approach can include subtle but effective design strategies such as using native shrubs and fencing to deter entry into sensitive areas, placing felled trees with rootwads to prevent erosion, and installing natural elements like logs and boulders to guide access to more resilient zones like gravel bars or grassy floodplains. Access points should be professionally designed by a team that includes at least a hydrologist, ideally alongside a botanist, biologist, and landscape architect.

Site-specific opportunities include the following:

- ▶ Improve managed access near the Donner Creek confluence, using naturalistic features on steep slopes to reduce erosion and designate it as publicly-accessible open space.
- ▶ Formalize access at Truckee Springs, using vegetation and fencing to control unmanaged use.
- ▶ Enhance access at the East River Street bridge, on the northern riverbank, and explore incorporating more park amenities like seating and overlooks near the nearby pedestrian/bike bridge.
- ▶ Consider improved access at the Trout Creek confluence, including fill removal, parking, and use evaluation.
- ▶ Clarify rights for public use below the high-water mark.
- ▶ Explore managed access at the southwest corner of Truckee River Partners' property and at River Park Place through easements or land agreements.

## Managed River Access Opportunities

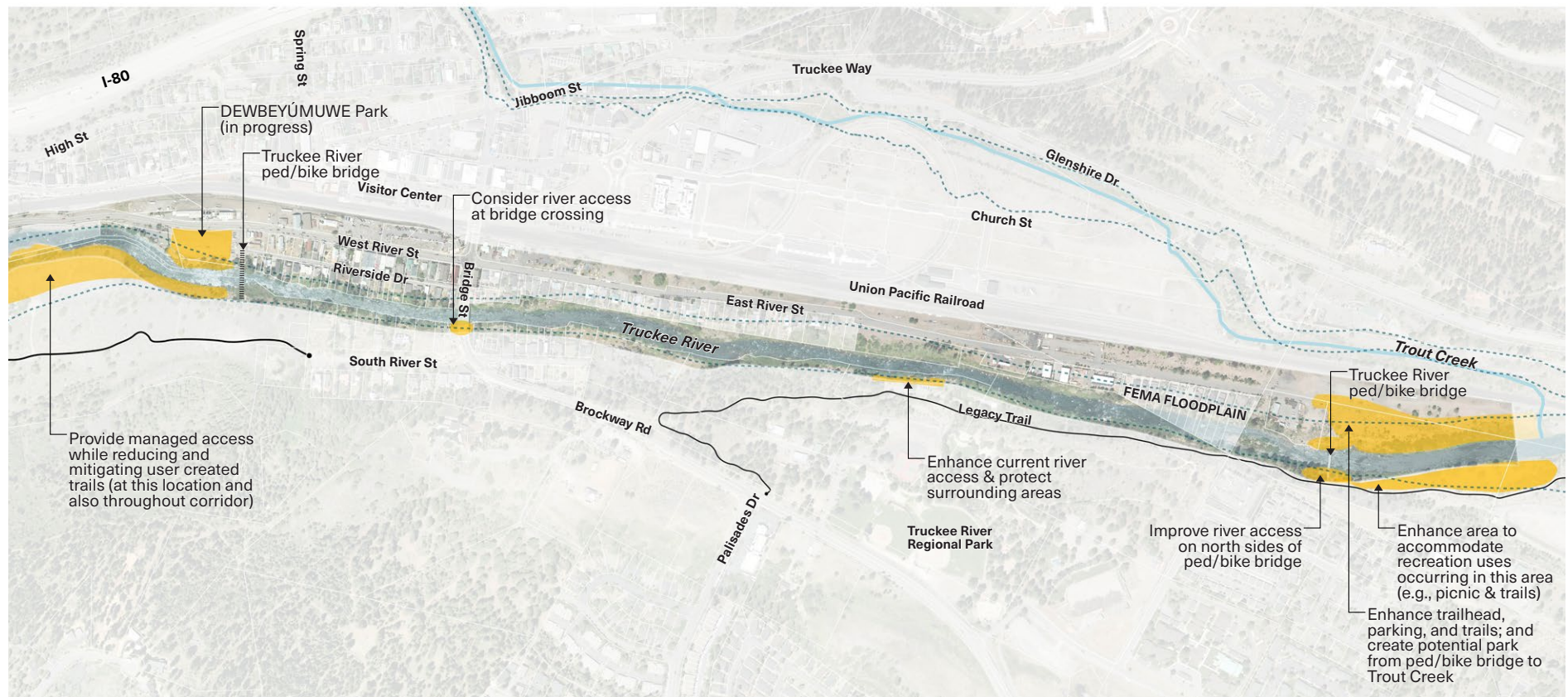


### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Managed River Access Enhancements



## Managed River Access Opportunities (continued)



### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Opportunity Area for Managed River Access Enhancements

## Revive: Community Connectivity Opportunities

The Truckee River corridor currently supports walking, biking, and rolling through a network of facilities, including new sidewalks on West River Street near Bridge Street, existing bike lanes on West River Street, sidewalks along River Park Place, and two bicycle/pedestrian bridges that link the north side of the river to the Legacy Trail on the south side.

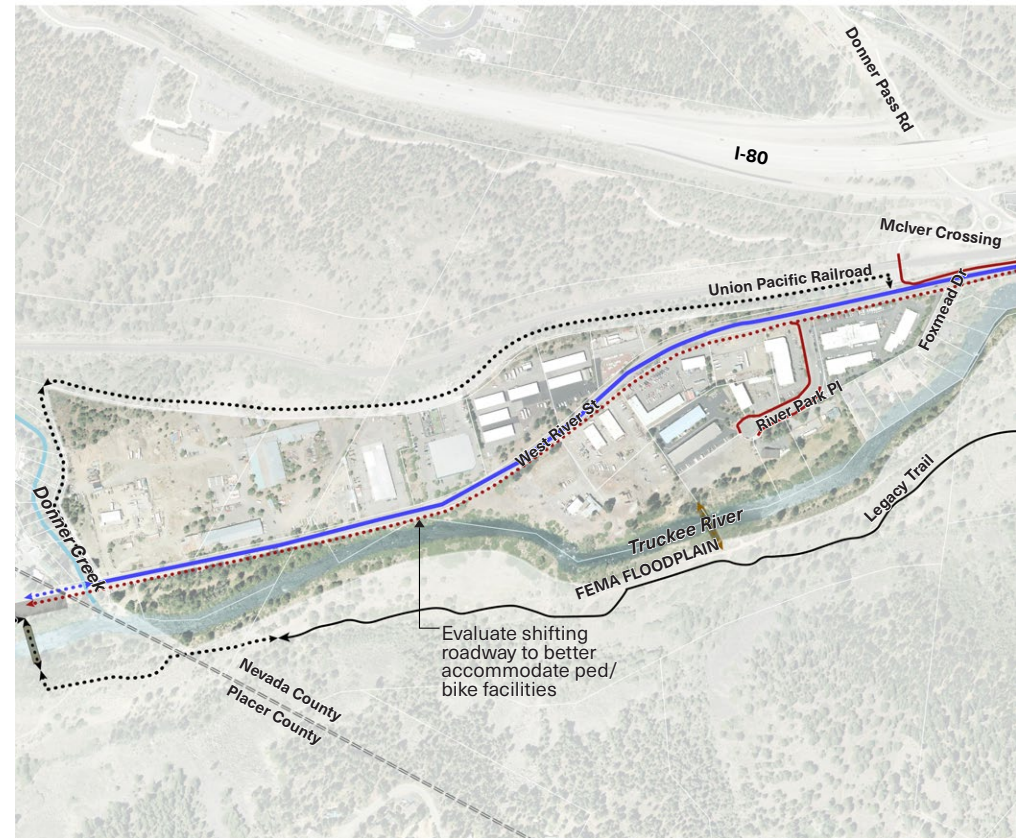
These bridges—located at the new DEWBHEYUMUWE? Park in the downtown area and at the eastern end of East River Street—not only enhance connectivity but are also designed to accommodate emergency vehicles. The Legacy Trail itself is a vital regional multi-use path, offering safe, scenic, and continuous access along the Truckee River while linking neighborhoods, parks, and downtown Truckee.

Public input highlighted strong support for improving the comfort, safety, and connectivity for people walking or rolling through the corridor and linking to other parts of town.

The following enhancements, shown on the adjacent maps, are recommended to strengthen connectivity:

- ▶ Work with Union Pacific Railroad (UP or UPRR) to use the rail corridor for a Class 1 shared-use path along the northern edge of the project area (including both West River Street and East River Street).
- ▶ Construct a Class 1 path along Donner Creek to link the proposed northern shared-use path with proposed sidewalks and existing bike lanes on West River Street. This, with the existing pedestrian/bike bridges, would complete the figure-eight loop envisioned in the 2005 River Revitalization Plan.
- ▶ Extend the sidewalk on West River Street from downtown to State Route 89, enabling existing and future residents to safely walk, bike, or roll between neighborhoods and town destinations.
- ▶ Upgrade the bike lanes across the Donner Creek bridge on West River Street to improve cyclist safety and access.
- ▶ Evaluate new pedestrian and bike bridges over the Truckee River and north toward the railyards. Any new bridge proposals should be guided by anticipated use and weigh costs and potential ecological impacts, particularly to the riparian corridor.

## Community Connectivity Opportunities

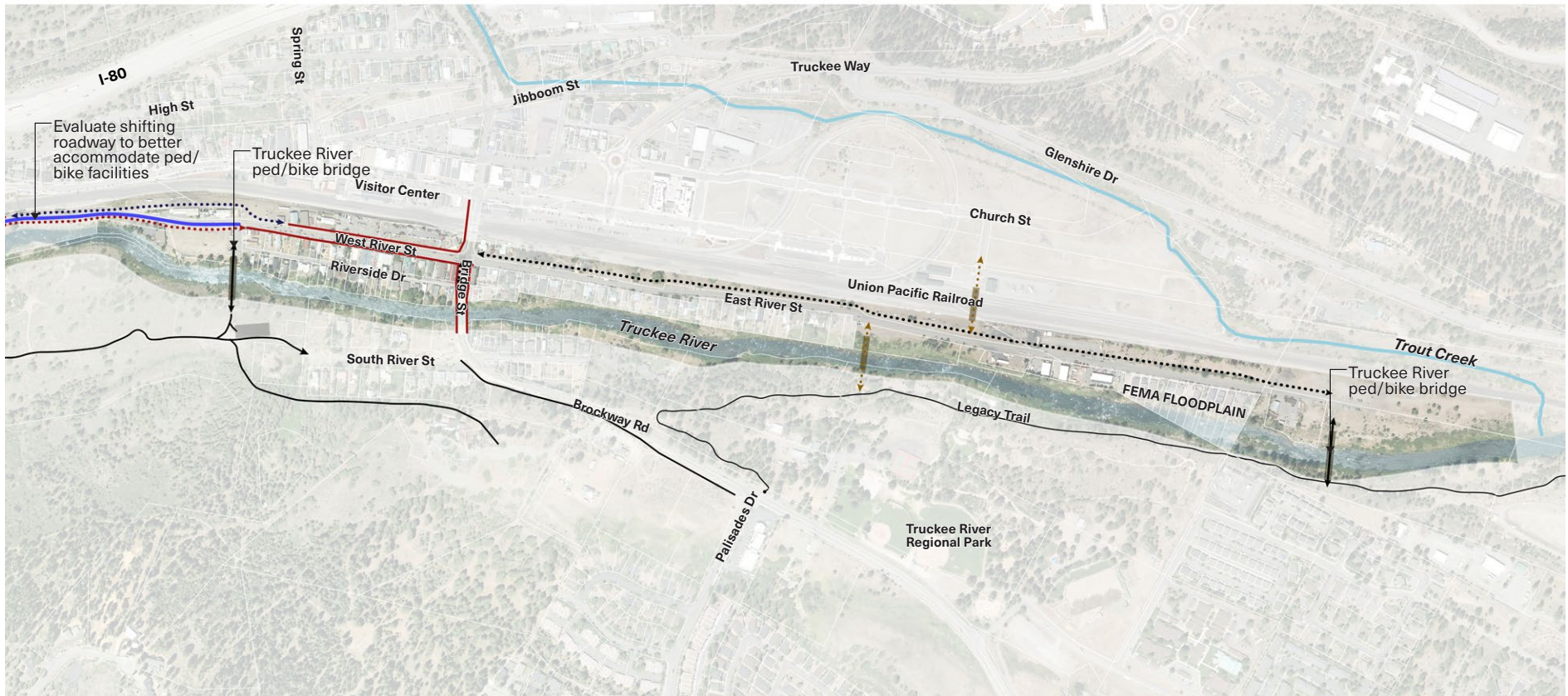


### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Paved Shared Use/Class 1 Path (Existing)
- Paved Shared Use/Class 1 Path (Proposed)
- Bike Lanes/Class 2 (Existing, On Both Sides of Road)
- Bike Lanes/Class 2 (Proposed, On Both Sides of Road)
- Bike/Ped Bridge (Existing)
- Bike/Ped Bridge (Proposed)
- Bike/Ped Bridge (Proposed, if supported by projected use counts)
- Sidewalk (Existing)
- Sidewalk (Proposed)



## Community Connectivity Opportunities (continued)



### Legend

- Truckee River
- 100-Year Floodplain Boundary (per FEMA)
- Paved Shared Use/Class 1 Path (Existing)
- Paved Shared Use/Class 1 Path (Proposed)
- Bike Lanes/Class 2 (Existing, On Both Sides of Road)
- Bike Lanes/Class 2 (Proposed, On Both Sides of Road)
- Bike/Ped Bridge (Existing)
- Bike/Ped Bridge (Proposed)
- Bike/Ped Bridge (Proposed, if supported by projected use counts)
- Sidewalk (Existing)
- Sidewalk (Proposed)

## Mixed Use Character Descriptions

The West River, Downtown River, and East River Mixed Use Districts are distinct but connected areas along the Truckee River corridor. Each has its own role in shaping the look, vitality, and community experience. These character-use descriptions articulate the intended identity and function of each district, guiding land use decisions, urban design, and development priorities to reflect the vision informed by public input and refined by the R2SC. The mixed use designations provide flexibility for property owners to redevelop and integrate residential and variety of other compatible uses into each area.

### West River Mixed Use District

#### Location

Parcels north and south of West River Street from the Donner Creek confluence of the Truckee River east to McIver Crossing. They do not include parcels zoned residential or open space.

#### Description

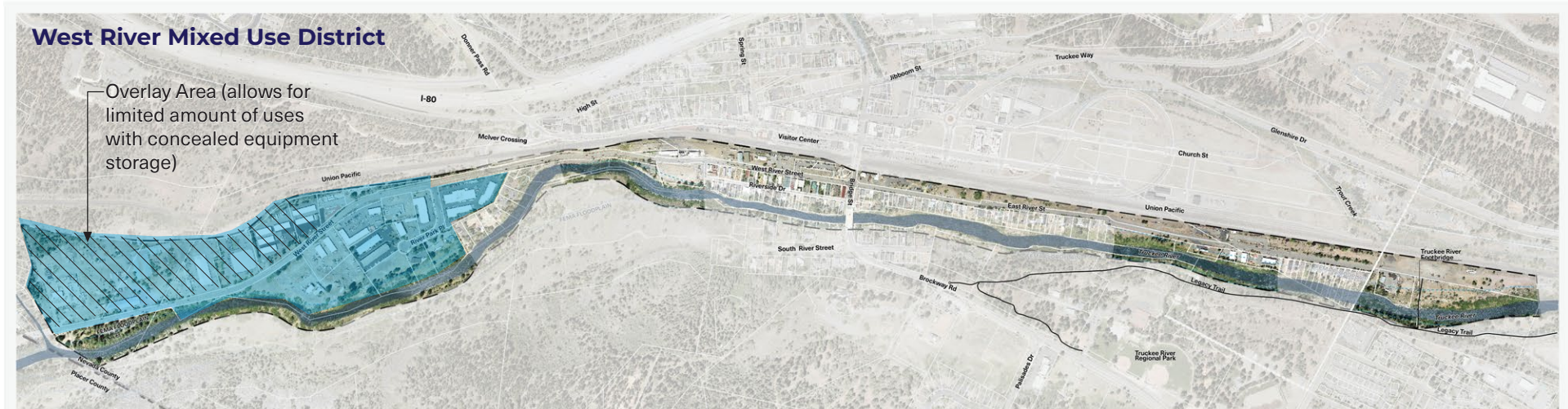
- ▶ Managed access to and celebration of a healthy Truckee River
- ▶ Eclectic, diverse neighborhood
- ▶ Housing and workplaces located in close proximity to each other
- ▶ Residents have convenient access to employment and neighborhood services
- ▶ Flexibility encourages adaptive reuse of older buildings
- ▶ Great public and outdoor spaces
- ▶ A variety of medium and higher-density residential mixed with existing uses
- ▶ Great multi-modal connectivity

#### Primary New Uses

- ▶ A variety of housing types and sizes
- ▶ Artisanal workspaces (such as bakeries, breweries, glass blowing, woodworking shops or other low impact production maker spaces)
- ▶ Neighborhood commercial, office, and service

#### Limited New Uses

- ▶ Boutique lodging
- ▶ Repair services (such as auto, tech)
- ▶ Uses with concealed equipment storage







Example of a cottage type development around a central green space



Example of pedestrian oriented space with adjacent indoor/outdoor uses and potential for residential on the second story

### Conceptual Example of a Mixed-Use Infill Site

Does not represent a proposed project or site plan.





Conceptual Example (Before and After) of Adaptive Reuse and Mixed-Use Infill Site

Does not represent a proposed project or site plan.



Conceptual Example of Enhancements

*Infill mixed uses frame the street while incorporating views of open space and staggering building heights*

*Adaptive reuse of existing buildings*



*Enhanced bike and pedestrian connectivity integrated with mountain landscape and underground powerlines*







Example of adaptive reuse of an auto repair space into dining



Example of activated space with architectural elements that relate to historic industrial uses of the site



Example of adaptive reuse into a hotel and maintaining architectural elements of the former industrial use





Example of tiny homes development



Example of adaptive reuse on Donner Pass Road of a former auto repair store



Example of duplex units

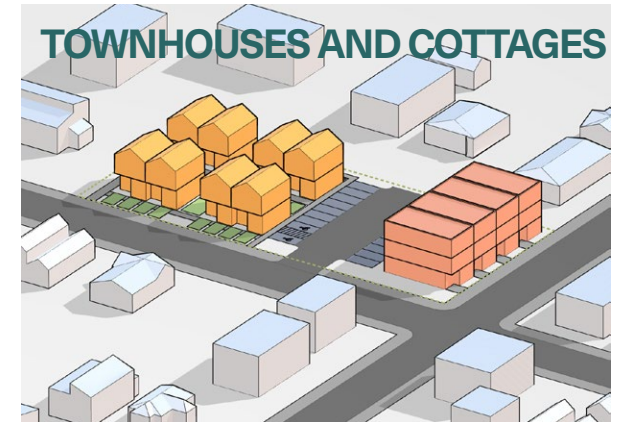
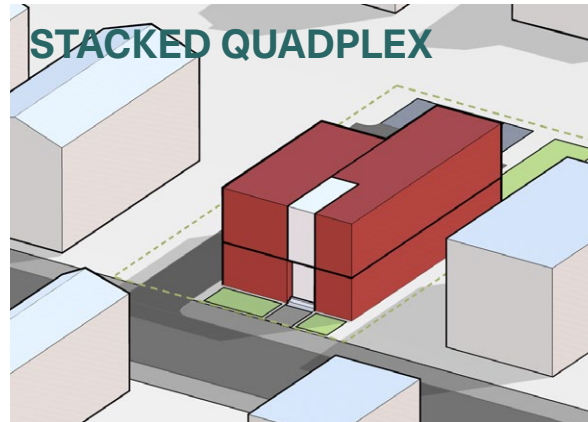
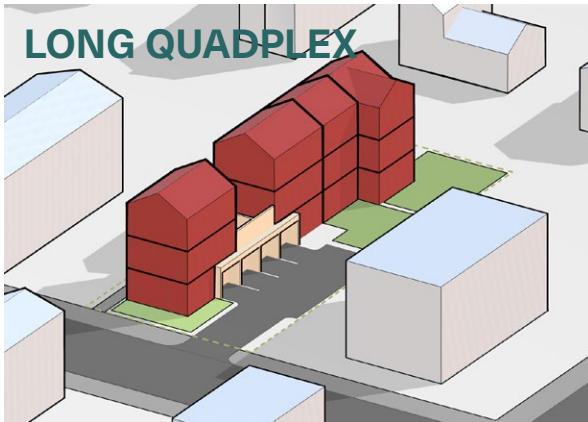


Example of six-plex unit



### Multi-family Housing Building Typologies

A variety of housing types are envisioned for the West River Mixed Use District. A few of the examples are illustrated here and on the previous pages. The imagery is not intended to be inclusive of all types of housing that could be considered. They are provided to help convey the range of possibilities.



Managed access to the Truckee River near the Donner Creek confluence; includes restoration and defined pathway



Example of walk-up four-plex



## Downtown River Mixed Use District

### Location

Parcels north and south of West River Street from the McIver Crossing to Bridge Street, including existing commercial and work/live properties on East River Street near Bridge Street. Does not include parcels zoned residential or open space.

### Description

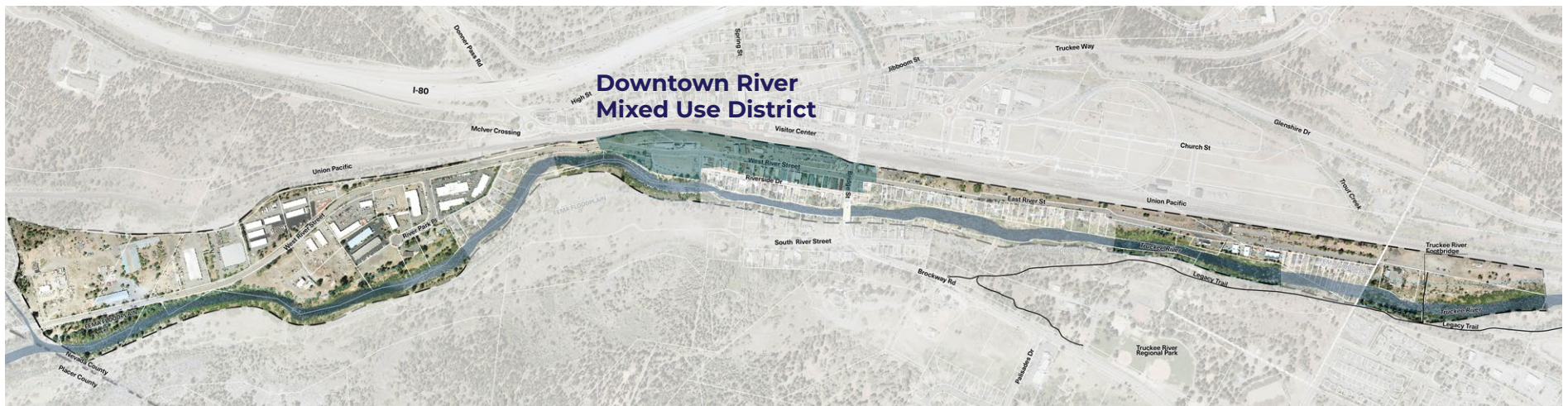
- ▶ Visual connection to and celebration of a healthy river
- ▶ Historical, eclectic Truckee feel, connected to downtown
- ▶ Walkable with great public spaces
- ▶ DEWBEYÚMUWE Park, a river-oriented park
- ▶ Mix of a variety of vibrant commercial, office, lodging, and residential uses
- ▶ Incorporates more mixed use residential than downtown
- ▶ Multi-modal connectivity

### Primary New Uses

- ▶ Commercial and office
- ▶ Vertical mixed use with housing and a variety of medium density housing types

### Limited New Uses

- ▶ Minor auto service/repair
- ▶ Lodging
- ▶ Work/live







DEWBEYUMUWE Park with seating and overlooks of the Truckee River

## Conceptual Example

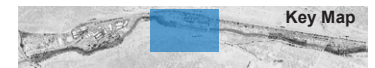
Does not represent a proposed project or site plan.

DEWBEYUMUWE?  
PARK WITH  
RESTAURANT &  
SHOPS



STREETSCAPE &  
PARKING  
IMPROVEMENTS  
COMPLETE

COTTAGES  
RENOVATIONS TO  
EXTEND  
COMMERCIAL  
AREA



Streetscape enhancements in the Downtown Mixed Use District



Example of the type of scale and stepping envisioned to allow for mixed use with residential (Image by David Baker Architects)



## East River Mixed Use District

### Location

Parcels north and south of East River Street starting approximately 2,000 feet from Bridge Street and continuing east past the East River Street Trailhead.

### Description

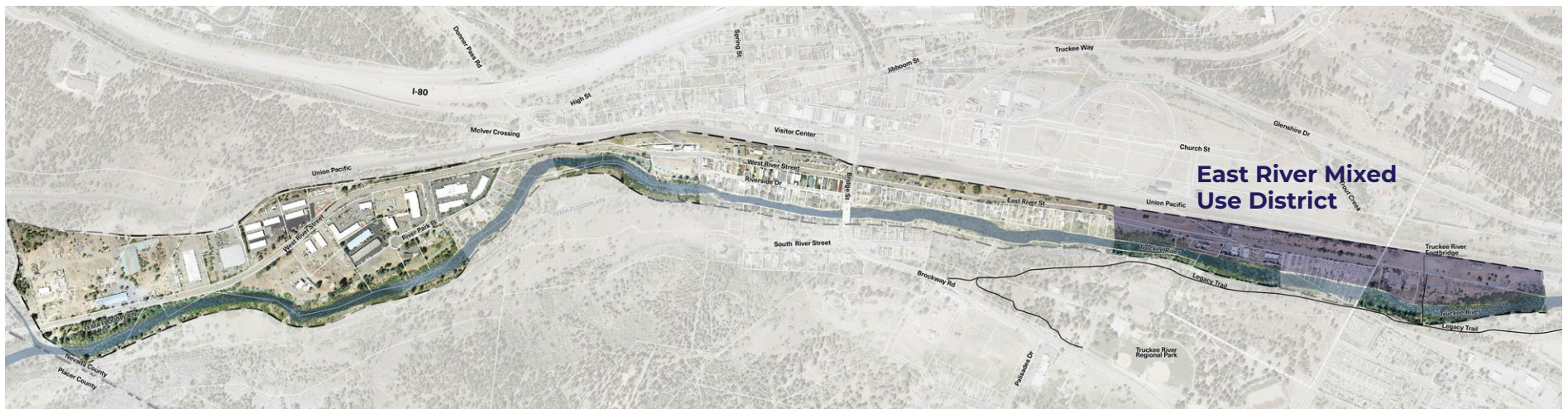
- ▶ Managed access to and celebration of a healthy river
- ▶ Improved pedestrian and bike access to the East River Trailhead
- ▶ Enhanced trailhead facilities, managed river access, and open space
- ▶ Screening or beautification of the railroad
- ▶ Residential and mixed use infill
- ▶ All types of housing, including high- and medium-density residential, duplexes, triplex, or fourplex development, accessory dwelling units with single family residential
- ▶ Some commercial or mixed-use development
- ▶ Low-impact uses (doesn't generate high traffic volumes)

### Primary New Uses

- ▶ A variety of medium and high density housing types
- ▶ Open space and managed river access
- ▶ Live/work

### Limited New Uses

- ▶ Infill commercial and service uses that are compatible with river proximity and do not generate high traffic volumes (e.g., bike repair, coffee shop, salon)
- ▶ Lodging

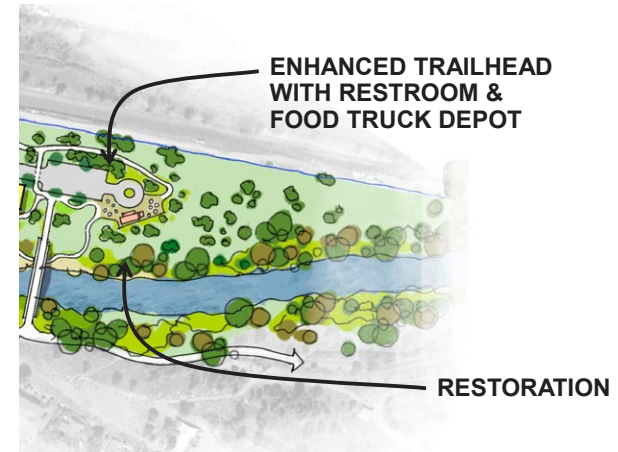






## Conceptual Example

Does not represent a proposed project or site plan.



n





### Prototypical High Density Residential on a Small Parcel

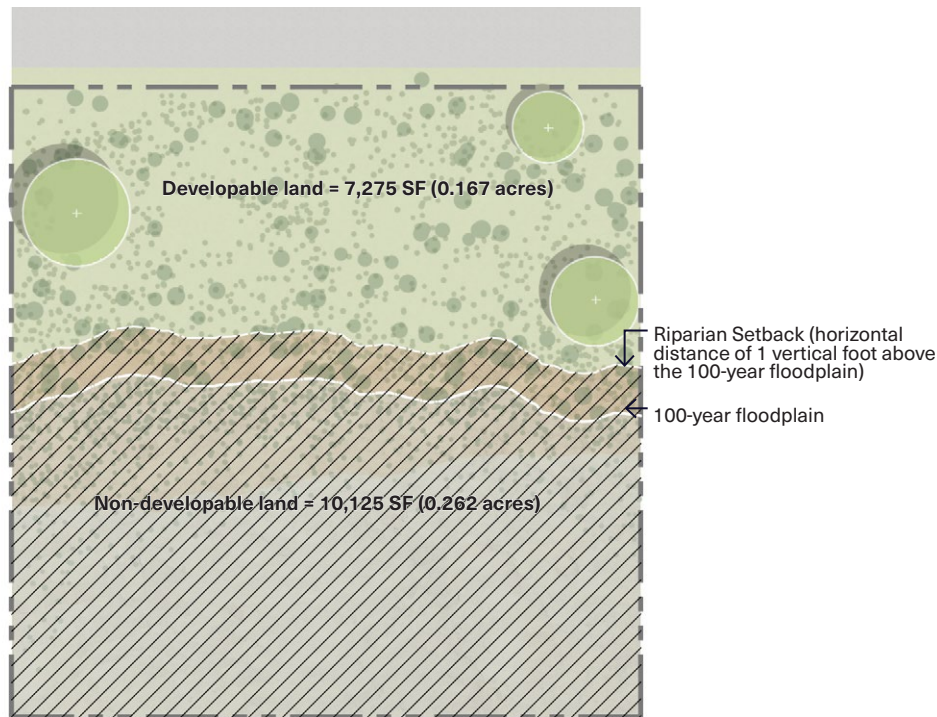
Parcels on the easternmost section of East River are constrained in size and with developable land. While the calculation of number of units per acre is based off the total parcel size, the Planning Commission often allows for a variance for the unit calculation to be determined by the acreage of developable land.

The prototype below illustrates how high density residential uses could be accommodated on similar sites, by using the acreage of developable land. Note that front, rear, and side setbacks and required open space, stormwater or landscaping does not reduce the determination of developable land.

The general steps are:

1. Calculate area of developable land (the below example has the acreage associated with the 100-year floodplain and the riparian setback removed from the overall parcel size)

Parcel Size = 17,400 SF (0.4 acres)



2. Identify number of units per acre of developable land (site acreage X 24)

- Example at DRH-24 zoning
- $0.167 \text{ acres} \times 24 = 4 \text{ units}$
- Must provide at least 50% of the maximum density. If 50% to 90% of maximum is provided, inclusionary housing units shall be provided on a sliding scale. Special circumstances, such as environmental constraints, could provide findings for an exception to minimum density requirements.
- Building height allowed: 35' or 3 stories, whichever is less.
- For the example with two duplex units, the parking requirement is 6 spaces, 4 of which are in a garage

Parcel Size = 17,400 SF (0.4 acres)



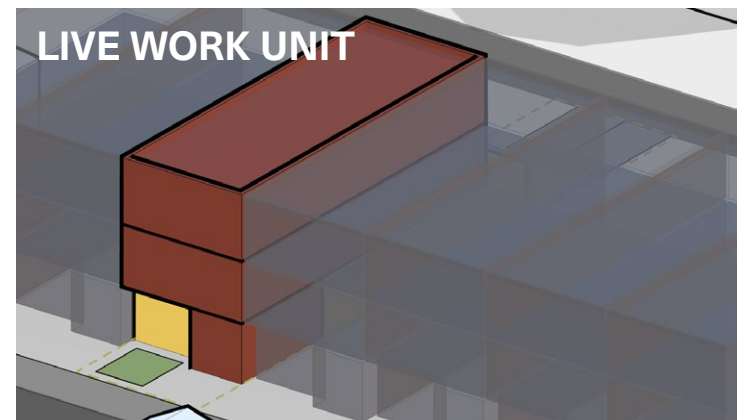
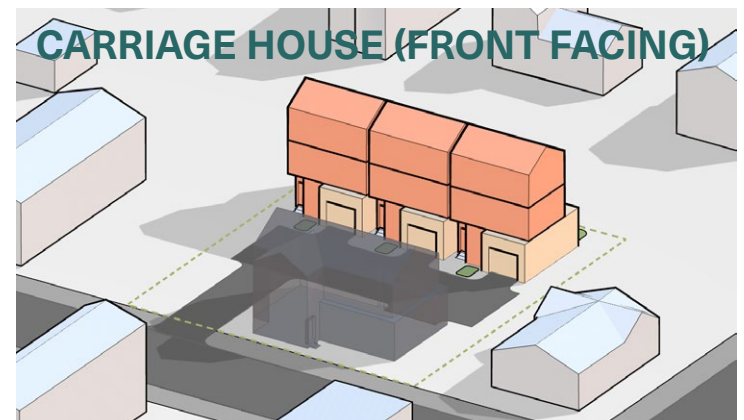
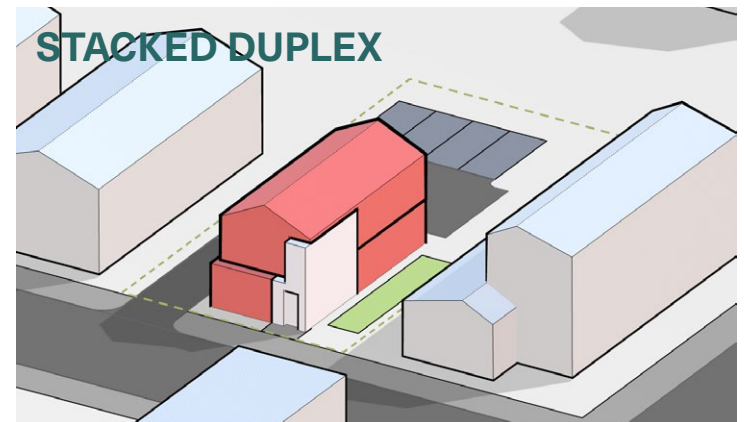


### Multi-family Housing Building Typologies

In addition to the duplex example described on the previous page and in the below photograph, a variety of housing types may be applicable for consideration along East River Street. A few of the examples are illustrated here. The imagery is not intended to be inclusive of all types of housing that could be considered. They are provided to help convey the range of possibilities.



Example of a series of two-story duplexes



# 04

## IMPLEMENTATION

Catalyzing Change

Action List

Incentives and Funding Sources

Receiver Sites

Moving Forward Together







Photo credit: Court Leve  
IMPLEMENTATION



# CATALYZING CHANGE

To avoid developing a plan that lacks support and has the ability for implementation, at the Playbook's core are a series of action steps which prioritize river health, address key barriers to reinvestment, and foster direct partnerships with property owners and businesses to spark real revitalization, environmental restoration, and celebration of the Truckee River. Recognizing that revitalization efforts must move beyond planning and into implementation, the R2SC and the Town Council adopted a catalyst projects model. This model is designed to identify, support, and collaborate with private property owners whose projects align with the community's revitalization goals.

Catalyst Projects are intended to:

- ▶ **Create Early Successes:** By focusing on projects achievable within a 1-5 year window, the Town hopes to demonstrate visible progress quickly, building momentum for future efforts.
- ▶ **Leverage Public Investment:** Building upon nearly \$47 million already invested by the Town in riverfront improvements like Legacy Trail and West River Streetscape, catalyst projects seek to attract private sector investment that complements these public assets.
- ▶ **Foster Public-Private Collaboration:** Rather than imposing rigid requirements, the Town aims to sit side-by-side with property owners, creating partnership agreements that are flexible but purposeful to achieve goals identified by the R2SC.

The goal of the partnership agreements between the Town and private property owners is to maintain flexibility and learn more about what incentives are needed and what barriers need to be removed to achieve R2SC goals while ensuring that revitalization efforts do not stall. In keeping with the entrepreneurial spirit of the initiative, the Town will remain an active but limited partner, supporting private initiatives by maintaining oversight.



## Selected Catalyst Projects

A robust selection process began with a public Request for Interest (RFI) in fall 2024, community-wide outreach, interviews, and evaluation by an interview panel comprised of members from the CEVAT and RHAAT. Each applicant's project was assessed against four key criteria: alignment with R2SC goals, diversity of project types and locations, feasibility within five years, and a genuine commitment to collaboration.

Following the thorough review process, three Catalyst Projects were selected. These projects vary in location, scale, and focus but share a common potential to stimulate corridor-wide revitalization.

The three selected projects are:

### Old Trestle Distillery (10331 West River Street)

Located in the heart of the river corridor, adjacent to the Town's newly completed park, the Old Trestle Distillery project envisions a flagship tasting room, restaurant, and event space that celebrates Truckee's connection to its river and brewing heritage. The project includes outdoor spaces overlooking the river and provides community gathering areas.

This project is particularly notable because it complements existing public investments and can act as a "quick win," visibly enhancing the new park and drawing more foot traffic to the area. The project's success could inspire adjacent property owners to pursue revitalization efforts of their own.

### Mark Tanner Contractor Office (10603 East River Street)

Situated on East River Street, this project involves the reimagining or potential relocation of the existing Mark Tanner Contractor facility. With approximately 250 feet of river frontage, the project offers an opportunity to redesign and repurpose a key parcel to better align with the community's river vision.

Tanner has expressed a strong commitment to exploring innovative uses for the property, including the possibility of collaborating with neighboring properties for larger redevelopment opportunities. His leadership and willingness to champion a broader vision make this site a powerful catalyst on the east side of the corridor.



Location of Selected Catalyst Projects

### Truckee River Village (10885 West River Street)

This project fronting the Truckee River along West River Street aims to adaptively reuse existing industrial buildings as commercial spaces while preparing for larger redevelopment. The overall Truckee River Village project envisions a mix of housing, commercial uses, public open space, trails, and environmental restoration.

The first phase, selected as a catalyst project, focuses on remodeling existing structures, enhancing the streetscape, and laying the groundwork for eventual floodplain restoration and new housing along the river. This project brings an essential combination of commercial vitality and environmental stewardship to the western portion of the corridor.

## Playbook Action List

The work of the R2SC and the Action Teams, combined with the input received from property and business owners during interviews led to the development of a series of recommended actions to prioritize river health and access goals while removing barriers and incentivizing reinvestment. Table 3 summarizes the action steps and includes a high level estimate of the level of effort each action requires and a potential timeline for implementation.

Level of effort includes both an order of magnitude cost combined with the anticipated level of difficulty for completion. The breakdown for costs is below:

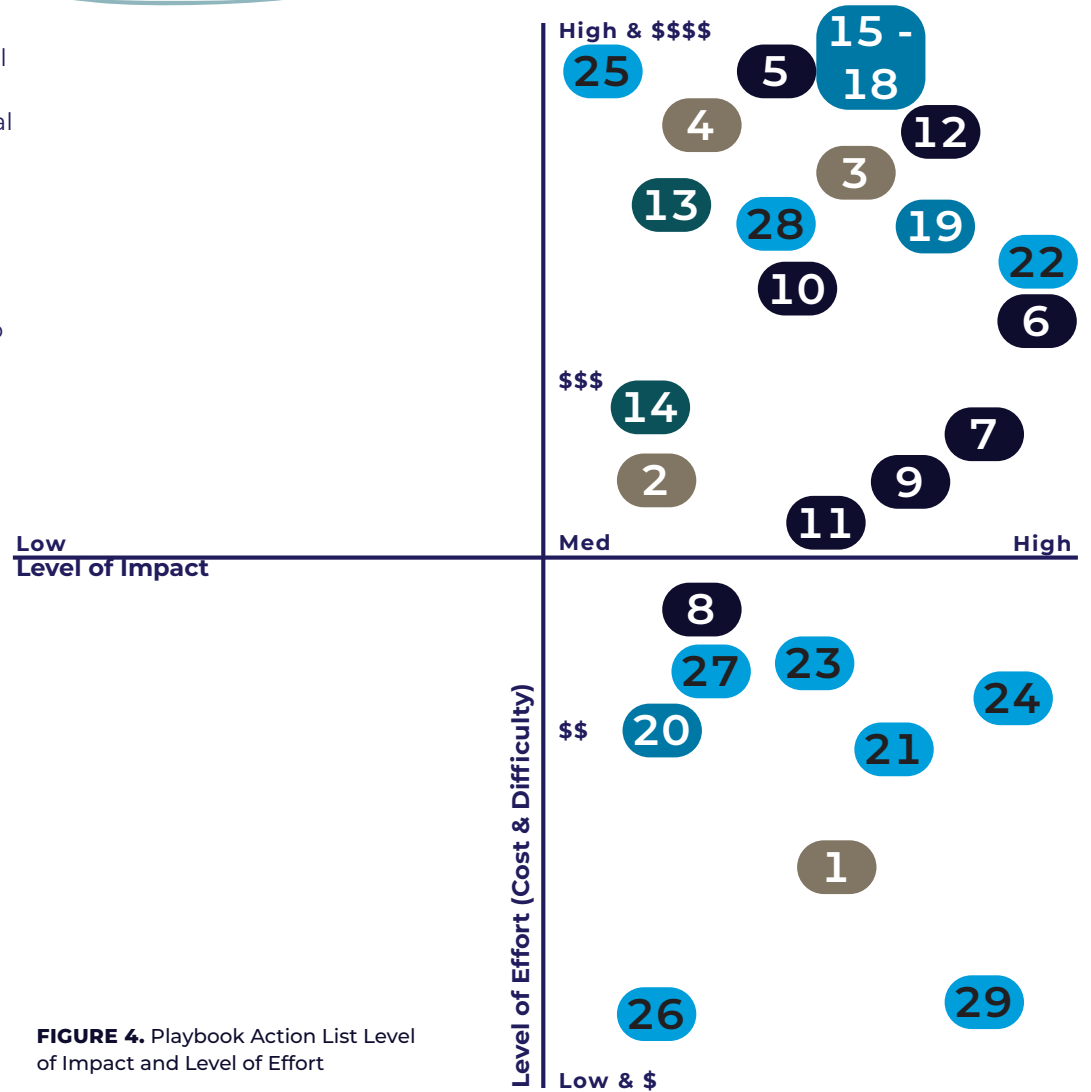
\$ = up to \$100,000

\$\$ = \$100,000 to \$250,000

\$\$\$ = \$250,000 to \$1,000,000

\$\$\$\$ = over \$1,000,000

Figure 4 graphically depicts the anticipated level of effort and level of impact for each action. All actions are anticipated to have medium to high level of impact.



**FIGURE 4.** Playbook Action List Level of Impact and Level of Effort



**TABLE 3.** Playbook Action List

Status	No.	Action	Description	Level of Effort		
				Order of Magnitude Cost (\$ - \$\$\$\$)	Difficulty (Low, Med, High)	Timeframe
Catalyst Projects and Partnerships ((Costs include staff and consultant time, not project construction costs)						
In Progress	1	10331 West River Street	A project adjacent to the DEWBEYÚMUWE park, a riverfront restaurant. Opportunity for beautification, new commercial space, stormwater improvements, vegetation enhancements, and pedestrian and cyclist-oriented facilities with feasibility of completing before the five-year timeline.	\$	Low	1 - 5 years
In Progress	2	10603 East River Street	A construction office and yard with potential for relocation, adaptive reuse, beautification, new commercial space development, workforce housing, parks and open space, river health restoration, floodplain restoration achievable within 5 years.	\$	Med	1 - 5 years
In Progress	3	10885 West River Street	An existing commercial use interested in beautification, new commercial space development, potential opportunity for workforce housing and completion within 5 years.	\$	High	1 - 5 years
	4	Multi-Board Workshop	Convene a multi-board workshop to align community leaders and partners around the vision and goals for the corridor and identify opportunities and support for receiver sites throughout town.	\$	Med	1 year
Town Development Code						
In Progress with Org. Assessmnt.	5	Culture of Collaboration	As part of the actions coming out of the organizational assessment being undertaken by the Town, incorporate River Revitalization into the effort with the intent to increase Town's commitment to finding creative solutions: reinforce a culture of Town collaboration and predictability for what is required and anticipated timelines for property redevelopment. Avoid the perception of a culture of “no” and inspire solution-oriented approaches.	\$	High	1 - 2 years
Starts with Playbook Adoption	6	Mixed Use Zoning Adoption (West River, Downtown River, and East River)	Revise zoning to align with the need for flexibility and mix of uses along West River Street. Incorporate takeaways for desired vision for catalyst project on East River Street and update zoning accordingly. Update the Development Code to reflect changes in density, land use, design guidance, parking, and setbacks to reflect the development types and patterns that are feasible and attractive. Updates should incorporate mixed use strategies to allow for flexibility to more easily adapt to market conditions.	\$	Med/High	1 - 2 years

TABLE 3. Playbook Action List (Continued)

				Level of Effort		
Status (In progress)	No.	Action	Description	Order of Magnitude Cost (\$ - \$\$\$\$)	Difficulty (Low, Med, High)	Timeframe
Town Development Code (Continued)						
	7	Truckee River Setback Modification	Research and determine appropriate setback from the Truckee River for non-open space parcels on West River Street and East River Street that allows appropriate development while protecting river health. Setbacks should be consistent with the key strategies for environmental restoration described on page and pages - of the Playbook and should be consistent with public safety, environmental protection, and river access goals. Variations in topography and hydrology may allow for narrower or wider setbacks. Project level review may allow for variations in the setback as a way to achieve Playbook goals for environmental and floodplain restoration and managed river access.	\$	Low	1 - 2 years
In Progress with Org. Assessmnt.	8	How-to-Guidebook	As part of the actions coming out of the organizational assessment being undertaken by the Town, incorporate River Revitalization into the effort of developing an easy to use guide for property owner to enhance their understanding of the development code and process to reinvest in their property.	\$	Med	2 - 3 years
Code Update In Progress	9	Easy to Navigate Development Code	As part of the actions coming out of the organizational assessment being undertaken by the Town, incorporate R2SC's research and feedback on barriers to revitalization into the Town's update to the Development Code to make it easier to navigate and understand; incorporate graphics and diagrams.	\$\$	Med	2 - 3 years
Starts 2026	10	Identify Residential Receiver Sites	As part of the update of the Housing Plan, identify receiver sites for residential development as needed to align desired uses and densities for residential within the corridor. To facilitate the development of future receiver sites, incorporate residential receiver sites in the Housing Plan for lands identified as changing from residential to manufacturing in the 2040 General Plan.	\$\$	Med	1 - 2 years (starts 2026)
Apply Catalyst Project Outcomes	11	Legal Non-Conforming Program Evaluation	Evaluate a program that protects public health and safety while allowing for some level of reinvestment into non-conforming properties with the requirement that reinvestments must also achieve at least one of the specific goals identified in the Playbook (e.g., housing, environmental improvements, connectivity/mobility, and beautification).	\$	Med	2 - 3 years
Apply Catalyst Project Outcomes	12	Manufacturing and Outdoor Storage Receiver Sites	Work with private sector to develop affordable receiver sites for manufacturing and uses with outdoor equipment storage.	\$\$\$\$	Med/High	5 - 10 years



**TABLE 3.** Playbook Action List (Continued)

Status (In progress)	No.	Action	Description	Level of Effort		
				Order of Magnitude Cost (\$ - \$\$\$\$)	Difficulty (Low, Med, High)	Timeframe
Reinvestment Tools						
	13	Enhanced Infrastructure Financing District	Evaluate the use of contemporary tax increment financing tools, like enhanced infrastructure financing districts (EIFDs) to be a funding source for public serving infrastructure such as streetscape, roadway realignment, utility undergrounding, pathways, open space, and river restoration. If appropriate, utilize EIFDs as a potential source to fund public infrastructure and reduce the cost of redevelopment.	\$	High	3 - 5 years
	14	Facade Enhancement Forgivable Loan Program	Encourage aesthetic improvements by private property owners – evaluate a forgivable loan program for aesthetic enhancements along the corridor for all types of uses, including residential properties within the Historic Preservation Overlay District.	\$\$	Med	2 - 3 years
Bicycle and Pedestrian Connectivity						
	15	Sidewalks: West River Street	Develop sidewalks along western portion of West River Street. Implement in concert with adjacent property development.	\$\$\$\$	Med	With adjacent development
	16	Shared Use Path in UP Corridor: West River Street	Develop a paved, Class 1 shared use path in UP lands north of West River Street.	\$\$\$\$	High	10+ years
	17	Shared Use Path along Donner Creek	Develop a paved, Class 1 shared use path along Donner Creek. Implement in concert with adjacent property development.	\$\$\$	High	With adjacent development
	18	Shared Use Path in UP Corridor: East River Street	Develop a paved, Class 1 shared use path in UP lands north of East River Street	\$\$\$\$	High	10 + years
	19	East River Trailhead	Improve trailhead and develop concessionaire at East River Street Legacy Trail trailhead.	\$\$\$	Med	3 - 5 years
Starts FY 26/27 - FY 27/28	20	Active Transportation Plan	Incorporate R2SC’s transportation planning into the Town’s Active Transportation Plan.	\$\$	Low	2 - 3 years

**TABLE 3.** Playbook Action List (Continued)

Status	No.	Action	Description	Level of Effort		
				Order of Magnitude Cost (\$ - \$\$\$\$)	Difficulty (Low, Med, High)	Timeframe
River Health and Access						
Path developed; restoration in progress	21	Data Collection and Monitoring	Hold the Truckee River to a high standard. Develop annual data collection and monitoring program of stormwater and nonpoint source sediment pollution and consider including Surface Water Ambient Monitoring Program (SWAMP) criteria.	\$\$	Low	1 - 2 years and ongoing
	22	Riparian Habitat Restoration	Restore riparian and aquatic habitat along the Truckee River	\$\$\$	Med	2 - 5 years
	23	Noxious weed removal	Treat and remove noxious weeds.	\$\$	Med	2 - 5 years
	24	River Access at Donner Creek Confluence	Improve managed access near Donner Creek confluence.	\$\$	Low	1 -2 years
	25	Trout Creek Culvert	Reconfigure the Trout Creek railroad culvert to enhance fish movement.	\$\$\$\$	Med	10+ years
	26	Cottonwood Nursery	Conduct study of Truckee-Tahoe Sanitary Agency ponds to serve as cottonwood nursery for corridor.	\$	Low	2 - 3 years
	27	Address Unmanaged River Access	Provide managed access at defined locations along the Truckee River and reduce and mitigate unmanaged river access in a way that protects riparian and floodplain habitat.	\$\$	Med	2 - 3 years
	28	Floodplain Restoration	Implement floodplain restoration and protection projects.	\$\$\$\$	Med	2 - 10 years
	29	Survey 100-Year Floodplain	Survey the location of the 100-year floodplain to inform future considerations for modification of riparian setbacks.	\$	Low	1 - 2 years



## Potential Incentives and Funding Sources

As properties along the corridor are redeveloped, the expectation is that plans and projects will align with the vision and goals of the Playbook. At the same time, flexibility is essential to respond to market conditions, uncertain implementation timelines, and phasing needs.

Property redevelopment and overall economic vitality can play a key role in funding and delivering environmental restoration, trail connections, and parks and open space. In addition to paying impact fees, redeveloped sites can be designed to incorporate ecological restoration, build trails, manage and treat stormwater, create public parks and gathering spaces, and provide river access. These improvements can, in turn, attract new businesses—creating a win-win for both the environment and the corridor's economy.

Parks, trails, and redevelopment often increase nearby property values, leading to higher property tax revenues. This increased revenue can help fund future restoration and connectivity projects. Modern financing tools, such as Enhanced Infrastructure Financing Districts (EIFDs), can also leverage rising tax revenues to support public-serving infrastructure like roadways, streetscapes, trails, and environmental improvements.

The Town may also choose to integrate restoration and trail connectivity into the development code as either requirements or incentives. For example, projects that provide public benefits could be granted increased height or density allowances, or reduced parking requirements. By aligning incentives and regulations, redevelopment can advance both the economic and environmental goals outlined in the Playbook.

By adopting a collaborative, risk-informed approach, the Playbook seeks to achieve long-sought river health and revitalization goals while maintaining fiscal prudence





and community alignment. The Playbook reaffirms the Town's commitment to innovation, sustainability, and inclusive growth — honoring its past while boldly shaping its future.

The Playbook recognizes that in addition to needing willing property owners, regulatory and financial impediments to implementation exist. The below summary of potential incentives and funding sources is provided as a quick reference for the Town. There are many different incentives and funding sources that could be utilized. Ideally, the mix of incentives and different funding strategies is combined in a way that maximizes opportunities and minimizes the financial burden on the community. Not every potential source of funds is listed. The intent is to select the most relevant and effective source for a given project, recognizing that it will vary over time.

## Regulatory Incentives

### Development Standards Incentives

- ▶ Provide regulatory relief
- ▶ Modify allowed land use types
- ▶ Revised legal non-conforming regulations
- ▶ Adjust density requirements (dwelling units/acre or DUA)
- ▶ Adjust floor area ratios (FAR)
- ▶ Increase height limits
- ▶ Modify setbacks
- ▶ Modify allowed building types and materials

### Permit Streamlining Incentives

- ▶ Ministerial approvals
- ▶ Reduced approval times
- ▶ Streamlined/concurrent review

## Financial Incentives

### Direct Financial Assistance

- ▶ Provide fee waivers and/or deferrals
- ▶ Provide property, sales, or TOT Tax Rebates

### Assistance with Public Improvements

- ▶ Streetscape Improvements (traffic calming, bike/ped improvements, street lighting, landscaping)
- ▶ Undergrounding of existing utilities
- ▶ New infrastructure improvements (water/sewer, electrical)
- ▶ Planning Grants/RFP/RFI
- ▶ Lot line adjustments
- ▶ Environmental review
- ▶ Master planning
- ▶ Environmental Remediation/Cleanup
- ▶ Brownfield mitigation
- ▶ Water quality best management practices (BMPs)





## Business Relocation Assistance

- ▶ Maintain an inventory of available, appropriately zoned industrial/manufacturing lands
- ▶ Tax credits or abatements for relocating businesses
- ▶ Grants or loans to offset moving costs or site improvements
- ▶ Upgrade infrastructure to make sites ready for relocating businesses
- ▶ Expedited permitting for tenant improvements at a new location
- ▶ Creating a relocation toolkit or guide outlining steps and contacts
- ▶ Help connect business owners with industrial brokers and commercial real estate advisor of suitable properties
- ▶ Help connect business owners with public entities who may relocate, allowing their current industrial sites to be sold

## Funding Sources

### Local

- ▶ General Fund
- ▶ Sales Tax
- ▶ Transient Occupancy Tax (TOT)
- ▶ Impact Fees and Mitigation Requirements
- ▶ Mills Act Contracts (Historic Properties Only)
- ▶ User Fees and Concessions
- ▶ Streetscape Improvement Forgivable Loan

### Regional and State Funding

- ▶ Affordable Housing and Sustainable Communities (AHSC) Program
- ▶ Urban Greening Grants (UGG) Program
- ▶ Active Transportation Program (ATTP)
- ▶ Transportation Alternatives Program (TAP)

- ▶ Bicycle Transportation Account (BTA)
- ▶ Safe Routes to School Program
- ▶ State Highway Operation and Protection Program (SHOPP)
- ▶ Caltrans Sustainable Transportation Grant (SB1)
- ▶ Proposition 68 Per Capita Program
- ▶ Local Streets and Roads Program (LSRP)
- ▶ Local Transportation Funds (LTF)
- ▶ Energy Conservation Assistance Act (ECAA)
- ▶ California Public Utility Commission (CPAC) Rule 20A Undergrounding
- ▶ Climate resiliency grants

## Federal Funding Sources

- ▶ Community Development Block Grants (CDBG)
- ▶ Federal Emergency Management Agency (FEMA) Disaster Mitigation

## Private/Non-Profit Funding Sources

- ▶ Private Donations
- ▶ Sponsorship Programs
- ▶ Private Charities and Foundations

## Financing Mechanisms

- ▶ Cost Reimbursement Agreements
- ▶ Municipal Bonds
- ▶ Special Assessment Districts
- ▶ Business Improvement Districts (BIDs)
- ▶ Landscaping and Lighting Assessment Districts (LLADs)
- ▶ Mello-Roos Community Financing Districts (CFDs)
- ▶ Enhanced Infrastructure Financing Districts (EIFDs)
- ▶ Infrastructure State Revolving Fund (ISRF)
- ▶ Drinking Water State Revolving Fund (DWSRF)
- ▶ Clean Water State Revolving Fund (CWSRF)



## Receiver Sites

As of 2024, the study area contains approximately 51 acres of non-vacant parcels used for manufacturing, industrial, or service-related activities. This estimate was based on the Nevada County Assessor's parcel database, supplemented with building square footage data from CoStar and aerial imagery from Google Earth.

Within the corridor, about 316,000 square feet (roughly 7 acres) of built space was identified, with an assessed value of approximately \$26 million. Subtracting this built area from the total leaves around 41 acres used for open-air storage, parking, and internal circulation (excluding public rights-of-way). Approximately 90% of both the land area and built space is concentrated along West River Street.

When evaluating relocation opportunities for existing uses, properties with aging buildings may be prioritized for near-term conversions. While some businesses benefit from their current river corridor location, many are there primarily due to low cost and available space. The primary concerns voiced by businesses during this study were affordability and, for some, the possibility of purchasing the land and buildings.

### Replacement Rental Subsidy Costs

BAE developed an economic model to understand the conditions under which businesses may choose to relocate to newly built space. The space would need to be of equal or greater utility and be made available at a cost that is similar to what the business is currently paying. Assumptions in the model include:

- ▶ Lease rates in the river corridor are conservatively \$1.50 per square foot per month, triple net.
- ▶ Roughly 300,000 square feet of newly built space is needed given the strong demand for industrial flex space in Truckee.
- ▶ Market rate rent for new construction is \$2.60 per square foot per month, triple net (rent needed to

make an industrial flex project financially feasible on a for-rent basis assuming a 10 percent developer return.

- ▶ The estimated rent subsidy required to facilitate relocation of 300,000 square feet of built space would be around \$3.96 million per year.

Overall, substantial funds from the previously described funding sources or financing mechanisms would be required to incentivize rapid property turnover and redevelopment and to prevent adverse impacts to property owners and tenants.

### Receiver Site Subcommittee

To support future relocation of existing industrial and service businesses, the Receiver Site Subcommittee reviewed possible locations where these uses could move. Industrial-zoned land is limited within the Town boundaries, but some opportunities exist. These include parcels in the Trails End area and a site near the airport within the Joerger Ranch planned development—both of which could accommodate businesses interested in relocating. The developer of the Pioneer Center also expressed interest in building a facility to accommodate those interested in relocating. It is recognized that this approach would not satisfy the desire for some business owners who would prefer purchasing land for their use.

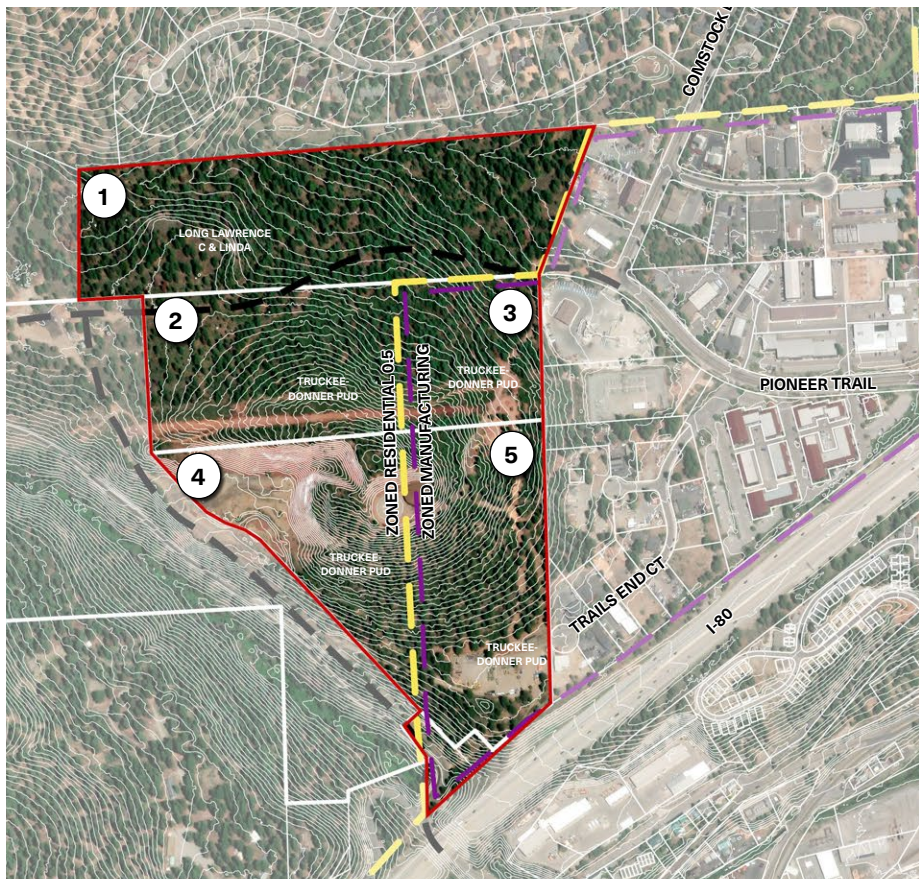
The Town's 2040 General Plan designates additional areas for future Manufacturing/Industrial use. However, some of these areas are currently zoned for residential use. Before these properties can be rezoned for industrial purposes, alternative sites would need to be identified to accommodate displaced residential uses.

Another potential relocation site could become available if the Truckee Donner Public Utility District (PUD) moves and consolidates its operations. Preliminary discussions suggest the PUD may relocate to surplus land owned by the Tahoe-Truckee Sanitation Agency (T-TSA), located north of the airport. T-TSA's surplus land could provide relocation opportunities, but their current

policy only allows transfers to other public agencies. Enabling broader use of these lands would require a policy shift and engagement with the T-TSA Board. Additionally, some stakeholders have expressed concern about relocating businesses from one stretch of the Truckee River corridor to another, questioning whether this would result in meaningful environmental or community benefit.

Maps and diagrams on the following pages illustrate the location and size of industrial/manufacturing-zoned parcels and the T-TSA surplus land identified as potential receiver sites.

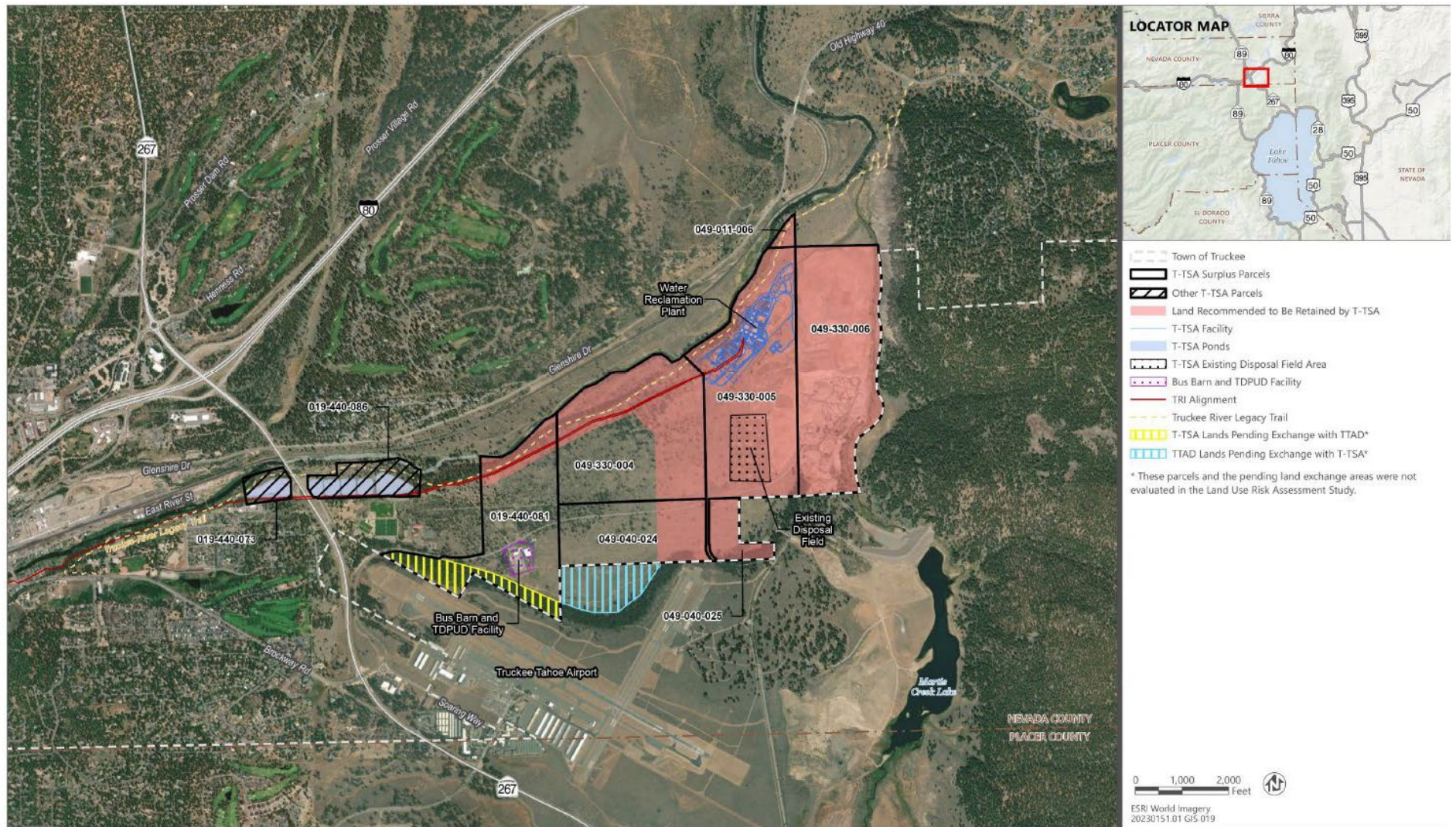




LEGEND					
AREA	OWNER	ZONING	ACRES	SQFT	NO. OF RES. UNITS
①	TRUCKEE-DONNER PUD	RS-0.50	26.5	1,154,340	13
②	TRUCKEE-DONNER PUD	RS-0.50	14.9	649,044	7.5
③	TRUCKEE-DONNER PUD	MANUFACTURING	9.3	405,108	N/A
④	TRUCKEE-DONNER PUD	RS-.50	12.9	561,924	6.5
⑤	TRUCKEE-DONNER PUD	MANUFACTURING	17.2	749,232	N/A
TOTALS			80.8	3,519,648	27

LEGEND					
AREA	OWNER	ZONING	ACRES	SQFT	UNITS
①	J MAR I BORROWER LLC	PLANNED COMMUNITY	4.9	212,752	N/A
②	TRUCKEE TAHOE AIRPORT DIST.	PLANNED COMMUNITY	24.9	1,083,772	N/A
TOTALS			29.8	1,298,088	N/A





Source: Data downloaded from Town of Truckee and Nevada County in 2023; adapted by Ascent in 2024.

Figure 1 Recommended Land for Retention





NORTH AREA

### LEGEND

AREA	OWNER	ZONING	ACRES	SQFT
1	TAHOE-TRUCKEE SANITATION AGENCY	PUBLIC FACILITY	97.2	4,234,032
2	TAHOE-TRUCKEE SANITATION AGENCY	PUBLIC FACILITY	75.3	3,280,068
3	TAHOE-TRUCKEE SANITATION AGENCY	PUBLIC FACILITY	63.2	2,752,992
TOTALS			235.7	10,267,092

Given the uncertainties, dependencies, and longer timelines involved in the PUD and T-TSA scenarios, these sites are unlikely to align with the R2SC's near-term goal of identifying implementable projects within a 1-5 year timeframe. In contrast, the Tanner property offers a more immediate example of successful relocation and could serve as a model. Lessons from that effort are intended to guide future discussions with other business owners who are open to moving.

In order to accommodate the current industrial uses along West River and East River streets, the receiver sites should typically meet the following characteristics:

- ▶ Flat or gently sloped terrain with adequate space to support equipment movement and storage
- ▶ Efficient site access for truck and trailers without impacting residential uses
- ▶ Proximity to service areas (for snow equipment, the ability to efficiently serve neighborhoods)
- ▶ Basic utility access (power, water, sewer, cable/wifi, cellular)

## Moving Forward Together

The Playbook builds on past plans—including the 2005 Downtown River Revitalization Plan, the 2040 General Plan, and the Downtown Truckee Plan—to restore, revitalize, and reimagine the Truckee River corridor.

The project area is divided into three key land-use areas (described in Chapter 3), each with a unique mix of uses. To support reinvestment, zone changes should be considered that encourage mixed-use development and allow flexibility. Adaptive reuse of existing buildings should also be supported when rezoning takes place.

Adoption of the Playbook does not change existing zoning. In areas where different land uses are recommended, rezoning must be initiated—either by the Town or property owners—through the standard public process. This includes review by the planning commission and Town Council which include public comment.

If zoning is changed and an existing use no longer fits, it would become a legal nonconforming use. These uses can continue as long as they operate within the rules of the Town's Development Code.

The Playbook also recommends exploring a program that protects public health and safety while allowing for some level of reinvestment into properties with non-conforming uses. The program is envisioned to require that reinvestments must also achieve at least one of the specific goals identified in the Playbook (e.g., housing, environmental improvements, connectivity/mobility,

and beautification). It is also envisioned that similar to the lessons learned from the catalyst project, the evaluation of a program to reinvest in properties with non-conforming uses would also be brought back to the R2SC for future discussion.

### Community Leadership is Key

Moving forward, community involvement remains essential. Even if formal meetings are no longer held, groups like R2SC, RHAAT, and CEVAT—and individual community members—can help bring the Playbook to life by:

- ▶ Partnering with property owners (including catalyst project applicants) to overcome challenges
- ▶ Collaborating with developers and investors to spur reinvestment
- ▶ Advocating for projects and participating in public meetings and workshops
- ▶ Helping identify or connect the Town with funding sources
- ▶ Writing support letters for grant applications
- ▶ Sharing updates and promoting awareness through local media and social platforms
- ▶ Identifying opportunities for public-private partnerships

A key difference between this Playbook and the 2005 Plan is its emphasis on strong partnerships, especially with property owners. To move from planning to action, the Town and community must work together—using what was learned from catalyst projects and leaning into collaboration to achieve the shared vision for the river corridor.