



# *WE WANT YOU!*

Attention property owners on  
East River Street, West River  
Street, and River Park Place!

Are you ready to revitalize your  
property into something  
extraordinary?

Let's reimagine your space  
together!

Learn more at  
[www.townoftruckee.gov/river](http://www.townoftruckee.gov/river)



## **REQUEST FOR INTEREST**

### **East and West River Street Catalyst Project Partners**

*Seeking East & West River Street property owners interested in partnering with the Town of Truckee and the River Revitalization Steering Committee on revitalization planning for their property.*

Town of Truckee  
10183 Truckee Airport Rd.  
Truckee, CA 96161

Advertisement Date: November 8, 2024

**APPLICATION DEADLINE: December 20, 2024 @ 3:00 PM**

**INQUIRES:** Direct questions or clarifications to Carissa Binkley, Economic Vitality Program Analyst II, at [cbinkley@townoftruckee.com](mailto:cbinkley@townoftruckee.com) or [\(530\) 807-8565](tel:5308078565). Please contact Carissa to be added to the distribution list for updates or further information.

**MODIFICATIONS:** Any modifications to this RFI will be posted to the Town's website and will be provided to the Request for Interest proposers that have contacted Carissa Binkley.

## **Request for Interest: Catalyst Project Opportunities**

### **Introduction**

#### **The Opportunity:**

We are excited to invite you to partner with us as we embark on a new initiative aimed at transforming the Truckee River Corridor. We are seeking applications for three Catalyst project sites. You will qualify if you own property along the Truckee River Corridor, specifically on East and West River Street, including River Park Place (see eligibility details below).

#### **Background - The Why?:**

- With invaluable input from a dedicated group of community volunteers serving on the River Revitalization Steering Committee and its associated action teams, we have gained insights into property owner interests, business needs, site constraints, and potential opportunities for revitalization.
- While our original goal was to create a comprehensive action plan for revitalization, the steering committee has proposed a collaborative approach focused on working together with interested property owners to explore new land uses. We want to identify property owners who will act as Catalyst project recipients.
  - What is a catalyst project? Good question. A catalyst project will pilot innovative strategies to collaboratively address river revitalization goals such as increased multi-use, commercial or housing development, river health, river restoration, active mobility enhancements for biking and pedestrians, river engagement and managed river access.
- This new direction is rooted in our collective community goal to restore, revitalize, and reimagine the river corridor. It's time for us to roll up our sleeves and engage in meaningful collaboration with property owners like you.
- Catalyst projects are intended to be achievable in the short-term future (ideally within 1-5 years but we understand this may vary depending on project complexity), and act as a gateway to the redevelopment of the entire corridor.
- We have heard many ideas from community members regarding the potential of the river corridor, but now we want to hear your vision for your property and brainstorm opportunities together.

## Next Steps:

### Apply to participate:

We encourage you to apply! The Town and River Revitalization Steering Committee are looking to partner with property owners on three projects. We understand a project may consist of multiple properties and maybe even multiple property owners. That's ok, we are open to all ideas and collaborations. Together, we will develop property and project -specific revitalization plans that enhance, activate and celebrate the heart of our community, the Truckee River.

### What We Offer:

- **No Cost Involvement:** Our project will cover Town staff and Town-hired design and economic consultant time at no cost to you, the property owner. We will refine the details of what this entails in a partnership agreement that the Town and selected project site property owner(s) mutual agree to. More details below regarding the partnership agreement.
- **Collaborative Innovation:** Our goal is to foster high-level collaboration and innovation.
- **Tailored Plans:** The Town and the River Revitalization Steering Committee (R2SC) will work closely with each selected property owner toward developing a focused revitalization plan.
- **Identifying Barriers:** Together, we will identify barriers to implementation, brainstorm opportunities and strategize potential solutions to overcome them.

This initiative has been brought to life through the dedicated efforts of the River Revitalization Steering Committee, its Action Teams, and the Town of Truckee. The selected catalyst project property owners will work directly with Town staff, consultants, and R2SC members, ensuring innovative thinking and that your ideas are prioritized and heard.

We expect each potential project to have different barriers to address, different needs and different solutions. Consequently, the deliverables that each property owner will come away with if selected may differ and will be customized and discussed during the interview and potential partnership process.

If selected, we expect that the process will support each catalyst project participant in developing or refining their vision and navigating initial steps to prepare for the land use entitlement process. Selection as a catalyst project is not a commitment that the entitlement process for the project will be completed on the property owner's behalf, or that the project will ultimately receive land use entitlements.

We will memorialize our mutual commitments in working together in a Partnership Agreement between the Town and the selected project's property owner(s). The Partnership Agreement will specify what deliverables the partnership will work toward, the Town resources that will be committed to the partnership as well as any potential

limitations including maximum Town staff time or expenses spent in supporting the partnership.

**We Want to Hear From You:** We are eager to explore your vision for your property and brainstorm opportunities together but it is also ok if you don't have a vision for your property, are interested in revitalization of your property and not really sure where to start!

**Apply Today!** Take advantage of this unique opportunity to be a part of a community-led effort to enhance the Truckee River Corridor. We look forward to your application!

**Eligibility:**

- Owners of properties along the north and south side of East and West River Streets and River Park Place currently used as:
  - Commercial
  - Mixed use
  - Industrial
  - Manufacturing
  - Vacant properties
  - Uninhabitable residential properties
  - Other uses with outdoor storage needs
- Additionally, multiple adjoining properties with aligned interests are welcome to submit a joint application.

Recognizing that property owners may wish to designate a representative to interface with R2SC and the Town on their behalf, should a property with a designated owner representative be chosen, the Town will require a letter from the legal parcel owner(s), authorized employee or officer consenting to the revitalization process and naming the designee.

**Application Process:**

- **Simple Application:**
  - The Catalyst Project Interest Form is the only item required for application.
  - No site plans, project concepts, architectural renderings, budgets or other details are required. You may not even have a project concept or vision – that's ok too!
  - The application process is intentionally simple to encourage equitable participation from all eligible and interested parties.

- **Selection Process:**

- **Applications:** All Catalyst Project Interest Forms are due December 20, 2024 by 3pm.
- **Screening:** All submitted applications will be screened for eligibility by the R2SC Community Economic Vitality Action Team on January 6, 2025 at a public meeting at Truckee Town Hall.
- **Interview:** All eligible RFI applicants, as per the eligibility requirements outlined above, will be invited to interview. An RFI Interview Subcommittee will conduct interviews with applicants between January 8<sup>th</sup> and 15<sup>th</sup>. In compliance with the Brown Act, these interviews will **not** be conducted during a public meeting to ensure the privacy of property owners.
- **Action Team recommendation:** At a public meeting at Truckee Town Hall on January 16, 2025, the Subcommittee will bring back recommendations to the Action Team and the Action Team will select three Catalyst projects to recommend to Town Council. Property owners recommended as catalyst projects will be notified of the Action Team's recommendation on January 17, 2025.
- **Town Council approval:** The recommended catalyst projects will be presented to Town Council for formal approval on January 28, 2025.
- **Participation agreement:** Following council approval, a participation agreement to formalize the partnership will be negotiated between the Town and each selected catalyst project participant. Participation agreements will be presented to Town Council for approval in February. The participation agreement will:
  - memorialize the partners' mutual commitments in working together
  - specify what deliverables each partnership will work toward
  - specify the maximum Town resources that will be committed to supporting the catalyst project

**Potential Project Types Sought:**

- River frontage property owner interested in a change that will include riparian habitat restoration, slope stabilization and/or stormwater improvements.
- Property with existing industrial and/or outdoor storage business(es) interested in changes that would include potential business relocation to another location in Truckee along with new property uses or development that fulfills river revitalization goals.
- Property with existing industrial uses including outdoor storage interested in visual improvements such as screening.
- Property with potential for pedestrian and cyclist opportunities.
- Property with potential for adding workforce housing units.

**Selection Criteria:**

The Action Team will select finalists based on the following criteria (not necessarily in order of importance):

- Interest in and evidence of capability for a collaborative partnership with the Town and R2SC volunteers
- Variety of potential projects. (A mix of project types is desired.)
- Alignment with goals of river revitalization (as outlined below).
- Completion of project is achievable within a reasonable timeframe (ideally within 1-5 years), based on project complexity.

**Identified Goals of River Revitalization include:**

- Continued business success, which could include:
  - Beautification, including facade improvements and landscaping.
  - New commercial space development.
  - Local businesses are important to the community and Town, however, some industrial or outdoor storage businesses may be willing to relocate to a new location within the Town that could function just as effectively, if not more effectively for their business model. In these circumstances, a goal of River Revitalization would be to support relocation of existing industrial or outdoor storage uses off the river to a new location in Truckee.
- Workforce housing
- Traffic calming
- Parks and open space
- River Health and Access:
  - Managed river access
  - River health restoration
  - Stormwater management and monitoring
  - Floodplain restoration and protection
  - Vegetation enhancement
  - Wildlife habitat connectivity
  - Pedestrian and cyclist-oriented facilities

**River Health and Access:**

It should be noted that River Health and Access is a high priority for R2SC and a continued theme that was prevalent in community outreach feedback. R2SC formed an action team dedicated to River Health and Access, reviewing current condition of the Truckee river, specifically within the West and East River corridor, bringing back recommendations and considerations for R2SC. The Town and R2SC will rely on the recommendations and work of the River Health and Access Action Team in working with selected catalyst project sites to meet the goals of River Health and Access. While the

action team efforts are still underway, draft recommendations and suggestions are available for review at [townoftruckee.gov/river](http://townoftruckee.gov/river) under the River Health and Access subheading.

*Example concepts created by our consultant team at Design Workshop that reflect some of the identified goals:*





**Property-Specific Revitalization Plan:**

The Town and R2SC will work with each selected property owner to understand your interests and vision, identify alignment between your interests and the community's river revitalization goals, work toward a revitalization plan for your property, support the planning process with Town staff and Town consultant time, identify challenges and opportunities for implementation and strategize potential solutions to address the challenges.

**Support:**

Staff and Community Economic Vitality Action Team support for the project may include the following in-kind or monetary support:

- Support for river health and restoration planning/design.
- Support through entitlement process for projects that align with the river revitalization project goals.
- Town-hired consultant conceptual design and economic viability
- Support for zoning changes
- Incentives through existing Town programs for:
  - Deed-restricted workforce or full-time resident housing.
  - Weatherization and energy efficiency measures made to existing buildings.

Town and R2SC believe that each selected catalyst project will be unique and the level of support, amount of time and areas to address will vary with each project. We are looking forward to partnering and learning what unique opportunities and challenges each property will have but because of this we expect each partnership agreement to be customized to the unique projects selected as catalysts. Details regarding the in-kind and monetary support (including maximum staff time amount and consultant costs) will be based upon potential project complexities and will be specified in the signed participation agreement.

**Constraints:**

While the intent of this RFI is to be flexible in our approach to planning for property revitalization, there are some requirements that we anticipate cannot be modified at this time. These include:

- Riparian/floodplain setback requirements
- No addition of new outdoor storage uses along the river corridor
- Code Compliance:
  - This process will not be used to trigger code enforcement. However, any significant threats to life and safety identified on a participating property will need to be addressed. Examples may include, but not limited to, environment hazards such as leaking wastewater, or life safety hazards

- such as exposed wiring.
- We believe in strong partnerships! Town staff will collaborate with owners of selected properties and won't actively pursue new code compliance cases (outside of threats to life and safety).
  - However, property owners should refrain from starting any new unpermitted work once the partnership begins.
    - If new unpermitted work is discovered, the partnership will end, and the property owner will need to reimburse the Town for staff and consultant costs.

While we aim to create a collaborative and beneficial plan for each selected property, if a proposed project doesn't align with river revitalization goals, we will work together to adjust it accordingly.

Should you have questions regarding this Request for Interest, please do not hesitate to call Carissa Binkley, Economic Vitality Program Analyst, at (530) 807-8565 or email [cbinkley@townoftruckee.com](mailto:cbinkley@townoftruckee.com)

The Town of Truckee, the River Revitalization Steering Committee and the Community Economic Vitality Action Team welcome the opportunity to work with you to align the community's goals with your project. We invite you to apply today!

About the River Revitalization Steering Committee:

River corridor revitalization is a long-standing goal of our community. As part of the implementation of the Truckee 2040 General Plan, the Town convened a River Revitalization Steering Committee (R2SC) and related Action Teams (River Health and Access Action Team, Community Economic Vitality Action Team) and Subcommittees (Receiver Site subcommittee, Communications subcommittee) comprised of volunteer Truckee residents, business owners, property owners, local agencies and others.

The R2SC aims to collaborate with landowners, business owners, and other stakeholders to foster opportunities for revitalizing the Truckee River. Initial discussions focused on distinguishing between revitalization and relocation, with a clear emphasis on revitalization. For the Committee's work, revitalization is defined as providing incentives for property owners interested in redevelopment or improvements to existing properties, as well as options for relocation outside the river corridor. Committee work has also included planning for improved river health, managed river access, stormwater improvements, community outreach, land use policies and more. The River Revitalization Steering Committee held its first meeting in July 2023 and has continued to meet monthly since then.

Additional information and background on R2SC can be found at [townoftruckee.gov/river](https://townoftruckee.gov/river) including meeting times and dates, prior meeting minutes and recordings and presentations.

