



Date: January 28, 2025

Honorable Mayor and Council Members:

Author and title: Carissa Binkley, Economic Vitality Program Analyst II

Title: **River Revitalization Steering Committee (R2SC) Catalyst Project Recommendations**

Jen Callaway, Town Manager

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**Recommended Action:** Staff recommends the Town Council:

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

**Discussion:**

**R2SC Background:**

On May 23, 2023, Town Council directed staff to form the River Revitalization Steering Committee (R2SC) to work collaboratively with landowners, business owners and other river stakeholders to create opportunities for the revitalization of the Truckee River. The River Revitalization Steering Committee, consisting of 16 community and public agency members, met for the first time in July 2023 and has been meeting monthly since that time.

One of Town Council's strategic focus areas for 2023-2025 is to *Invest in Key Infrastructure & Community Connectivity to Enhance Quality of Life for Everyone*. Revitalization of the downtown river corridor to enhance and activate the Truckee River is one of the specific workplan goals adopted to support this strategic focus area.

This goal also aligns with several actions in the 2040 General Plan, including the following:

- Land Use actions (LUA): 9.2, which speaks to protecting and enhancing the scenic quality of the river and its riparian ecosystem,
- LUA 9.4, which speaks to a goal of transitioning from industrial to river-oriented uses,
- LUA 9.5, which speaks to supporting productive infill development in the West River District,
- LUA 9.9, which speaks to enhancing public access to the Truckee River, and
- LUA 9.A, which calls for identifying incentives for redevelopment.



As part of their work, the R2SC formed two action teams: Community Economic Vitality Action Team, and River Health and Access. These Action Teams have allowed for focused work with a smaller team on topics underneath the purview of R2SC.

### Catalyst Project:

On October 8, 2024, the Town Council directed staff to proceed with developing a Request for Interest (RFI) to solicit property owner interest in participating in catalyst projects within the River Revitalization project area (see Attachment 1). The catalyst project RFI was developed by the Community Economic Vitality Action Team (CEVAT) to be an equitable and relatively simple process for property owners, with the intention of the Town selecting three property owners to work in partnership with Town Staff, R2SC representatives and consultants on initial catalyst planning projects.

Working in partnership with Town staff, the CEVAT took the lead on developing the RFI and making selection recommendations to Town Council.

Once published, the RFI was promoted to property owners along East River Street, West River Street and River Park Place via:

- Email, phone and texts to property owners
- Distributed door-to-door to those who occupy their property.
- A Meet & Greet event was held downtown at Gallery 5830' to encourage property owners to learn more about the Catalyst Project RFI from staff and R2SC members in a relaxed and casual atmosphere.

Nine catalyst project applications were received from eight property owners. Interviews were held with all interested applicants (one declined to move forward in the process and was not interviewed).

The interview panel consisted of CEVAT members Pam Hobday and Jason Toups along with River Health and Access Action Team Member Jake Hudson. Staff notes that the CEVAT was thoughtful in wanting to include a member of the River Health and Access Action team to participate in the process to bring forward the lens and importance of river health and access in selection of catalyst sites. Program Analyst Carissa Binkley attended the interviews as town staff as support but was not part of the interview panel nor part of the recommendation process.

Catalyst project recommendations are based on the selection criteria in the RFI (see attachment), aligning with R2SC goals. Together, the recommended catalyst projects reflect a diverse range of project types, land uses and opportunity for meeting nearly each of the goals of river revitalization. The recommended sites reflect:

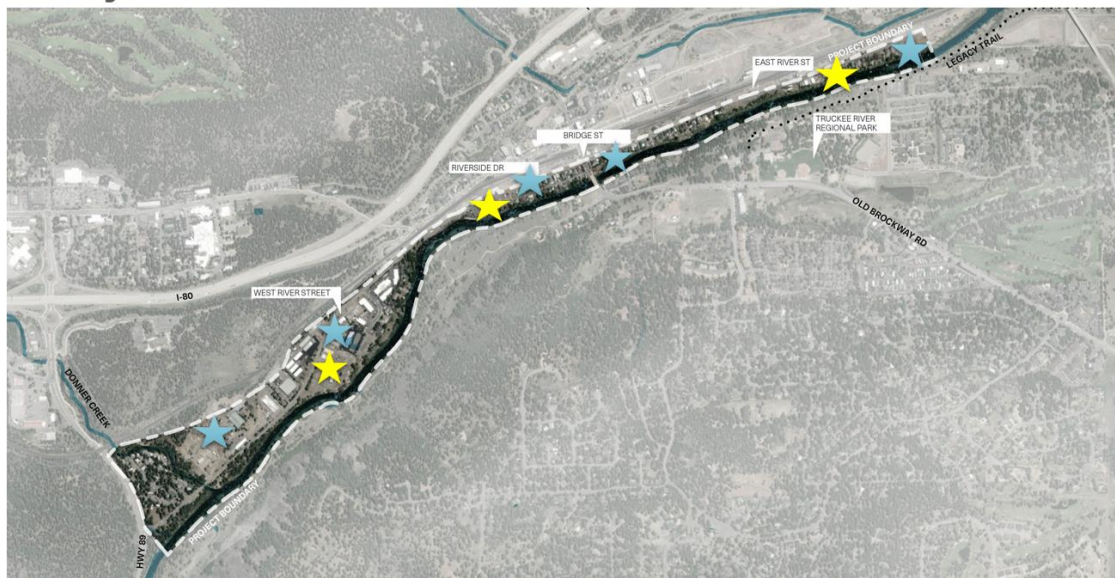
- East, central and west ends of the corridor
- Both river and street frontage
- Near-term, mid-term and long-term timeframes for completion
- Commercial beautification, adaptive reuse, new development and, for interested property owners/business, potential for a relocation opportunity or opportunities
- Housing opportunities
- Potential for parks, open space and river health and access priorities

### Recommended Catalyst Projects:

- Barr: 10331 West River Street
  - A project adjacent to the DEWBHEYÚMUWE? 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.
  - Centrally located in the project area.
  - Identified as a short-term catalyst opportunity site.
  - Catalyst support is expected to include liaison work through the entitlement process, Planning Commission meeting and building permit process.

- Tanner: 10603 East River Street
  - A construction office and yard with 250 feet of Truckee River frontage. Potential for relocation, adaptive reuse, beautification of river health restoration, floodplain restoration.
  - Eastern corridor site.
  - Long-term vision and planning catalyst.
  - Catalyst support is expected to include envisioning best and highest use, receiver site identification and land use planning. Emphasis is on “what’s best for the community.”
- Holan representing Truckee River Partners LLC: 10885 West River Street
  - An existing commercial use interested in beautification, adaptive reuse, new commercial space development, potential opportunity for housing and potential improvements for pedestrian and bicycle pathways.
  - Western corridor site.
  - Identified as a mid-term catalyst site.
  - Catalyst support is expected to include potential lot line adjustments, rezoning, and design support.

## Project Area – Interview Panel Recommended Sites



*Location of all applicants reflected in stars. Yellow stars depict the recommended sites.*

In addition to the selected catalyst projects, the CEVAT recommend that their committee members offer to hold follow-up meetings with each applicant that was not selected to help navigate and define a path forward to address barriers outside of the catalyst process. This is intended to be support from committee members with minimal to no staff support.

### Timeline:

- **September 23, 2024:** CEVAT meeting the Action Team recommended to the River Revitalization Steering Committee that the Town should develop an equitable and relatively simple Request for Information (RFI) to select three property owners (or, collaborative proposals that include the property owner) to work in partnership with River Revitalization Steering Committee representatives and consultants on initial catalyst planning projects.
- **October 1, 2024:** R2SC, the CEVAT Chair and Vice Chair presented the catalyst planning project concept. R2SC voted to move forward with the RFI for catalyst projects.

- **October 8, 2024:** Town Council received an update on R2SC progress and directed staff to proceed with developing an RFI to solicit property owner interest in participating in catalyst projects with the River Revitalization project area. [Staff report linked here.](#)
- **October 28, 2024:** CEVAT meeting, RFI application and content were developed and approved.
- **November 8, 2024:** The RFI and application were published.
- **December 11, 2024:** CEVAT meeting the Action Team developed interview questions for the RFI applicants.
- **December 20, 2024:** RFI application deadline. Nine catalyst project applications were received from eight property owners.
- **January 6-10, 2025:** Interviews were held with all interested applicants (one declined to move forward in the process and was not interviewed).
- **January 17, 2025:** At a special CEVAT meeting, the CEVAT voted to recommend the Truckee River Partners (Holan), Barr and Tanner properties as Catalyst Projects. Additionally, the CEVAT voted to recommend follow-up meetings between committee members and all applicants to define a path forward that the CEVAT can support.

#### Next Steps:

Following council approval, a participation agreement to formalize the partnership will be negotiated between the Town and each selected catalyst project participant. Staff will work with R2SC and CEVAT committee members to identify a volunteer liaison to continue working with the catalyst site property owners and town staff, representing the perspective of R2SC and ensuring that committee perspective is represented through partnership with the property owners. Participation agreements are expected to 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

Following partnership agreement execution, the R2SC team and consultants will work in partnership with each owner to understand their interests and constraints, develop conceptual plans and consider potential strategies to address barriers specific to that property.

#### Priority:

<input checked="checked" type="checkbox"/> Enhanced Communication	<input type="checkbox"/> Climate and Greenhouse Gas Reduction	<input type="checkbox"/> Housing
<input type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Emergency and Wildfire Preparedness	<input type="checkbox"/> Core Service

**Fiscal Impact:** Staff and consultant time will be required to execute the catalyst projects. Staff foresee bringing a contract amendment forward to modify the scope and budget of the Design Workshop contract to accommodate the catalyst project.

**Public Communication:** Public outreach was conducted to promote the Catalyst Project process including door to door solicitation, email and phone calls to property owners along the river corridor.

#### Attachments:

1. October 8, 2024, Staff Report available at:  
<https://portal.laserfiche.com/Portal/DocView.aspx?id=59743530&repo=r-6a91ddbc>
2. Request for Interest
3. Rubric
4. Catalyst Project Applicant List
5. Catalyst Project Interview Questions