

CHAPTER 6

**Economic
Development Element**



Economic Development

A healthy, balanced year-round economy is a key component of the vitality of Truckee and prosperity of its residents. Prosperity is defined as the condition of being successful or thriving, especially economic well-being. Economic well-being depends on more than just financial capital, and is based on our total capital – social, natural, and financial. This Economic Development Element focuses on creating a diverse, resilient and sustainable year-round economy while maintaining Truckee’s character, high quality of life, and superior community service.

Today Truckee functions as an important employment and business hub for the North Tahoe area as well as serving as one of the key tourist destinations within the North Tahoe region. Historically, Truckee’s economy has been predominately made up of the tourism and industrial sectors, and 2020 market data indicates that the Truckee economy is still heavily influenced by the regional tourism industry. While tourism will always be an important part of our area’s economy, relying heavily on one industry puts the community at risk. Impacts in recent years related to the COVID-19 pandemic, wildfires, drought, and workforce and housing crises have increased the urgency in ensuring that our local economy becomes stronger and more resilient through diversification strategies.

Although economic development is not required by state law to be addressed in a general plan, its inclusion in the Truckee 2040 General Plan reflects the Town’s commitment to maintaining a balanced mix of economic sectors, improving the diversity and resilience of the local economy, creating opportunities for jobs at income levels that make it financially feasible for employees to live and work in Truckee, and supporting businesses and commercial activities that build upon and enhance Truckee’s unique character and natural environment.

This element builds upon the policy framework of the 2001 Economic Development Strategic Plan and the results of the 2009 Economic Development Strategy, as well as reflecting applicable market data and economic trends at the time of plan preparation. This data will be further refined through the studies, analysis and program creation that will occur in the coming years. The goals and policies in this element are intended

to provide broad guidance to respond to changes in economic conditions, and the actions identified in this element are intended to provide specific direction on how the goals and policies will be implemented. The element is also intended to help guide the Town’s annual budgeting process and work programs for departments engaged in economic and community development–related activities. The goals, policies, and actions included in this element are intended to complement other elements of the General Plan, in particular the Land Use, Community Character, and Conservation and Open Space Elements.

Guiding Principle

Build upon the Town’s existing assets to diversify and strengthen the local economy in ways that increase resilience and sustainability, improve prosperity for Truckee’s residents and businesses, and are appropriate and responsive to Truckee’s community, and natural environment.

Background Information

Truckee’s outstanding mountain environment, plentiful recreation opportunities, and strategic location along key transportation routes have contributed to the town’s desirability as a place to live, work, and visit. These assets have allowed Truckee to sustain strong growth in residential development and tourism, even as other communities in California have suffered from declining economic fortunes.

While local employment conditions and the economic vitality of the Downtown have shown improvement since the Town prepared the Economic Development Strategic Plan in 2001 and Economic Development Strategy in 2009, Truckee continues to face economic challenges. Shifts in the housing market in recent years have resulted in a housing crisis for local workers, characterized by a lack of housing options available to the local workforce and significant increases in the cost of purchasing or renting a home. This in turn has significantly

impacted the ability of local employers to recruit and retain workers at the levels necessary to maintain existing services and to support future business expansion and diversification.

According to data published by the California Employment Development Department (EDD), jobs growth in Truckee outpaced the broader four-county region between 2010 and 2017 at a rate of 4.4 percent per year, compared to 3.1 percent per year, respectively. Jobs growth in Truckee was mainly driven by growth in the construction, public administration, retail trade, and information, professional and technical services, and administrative and support services sectors.

As shown in Figure ED-1 and detailed in Table ED_1, the Truckee economy continues to be heavily influenced by the regional tourism industry, with over 18 percent of local jobs in the leisure and hospitality sector, the second highest category after public administration. Truckee functions as one of the key tourist destinations within the broader North Tahoe Area. Between 2012 and 2016, the gross number of days that tourists spent in the region increased by approximately 4.5 percent per year, with the total number of trips taken by tourists to eastern Placer County increasing by 5.3 percent per year.

Truckee is also an important resident community for the regional workforce. As such, Truckee features more resident services and related retail establishments than many other communities throughout the North Tahoe area. Nonetheless, the local retail market is increasingly influenced by demand from the sizable tourist market. For example, where Downtown Truckee was once primarily a dining and retail destination for Truckee area residents, it now primarily caters to visitors, with numerous boutique clothing stores and art galleries, as well as a wide variety of eating and drinking establishments. By comparison, the retail businesses in the Gateway area tend to be more resident oriented, catering to local area residents and their everyday retail needs. As the tourism sector continues to expand, there is concern that Truckee may not be able to retain some critical resident-serving businesses. This is concerning in that many Truckee residents already travel to the Greater Reno Area on a semi-regular basis to stock up on commodity retail goods and specialty goods and services that are unavailable in Truckee. Additionally, Truckee area retailers are experiencing increasing competition from online retailers.

Figure ED-1 Employment in Truckee by Industry, 2017

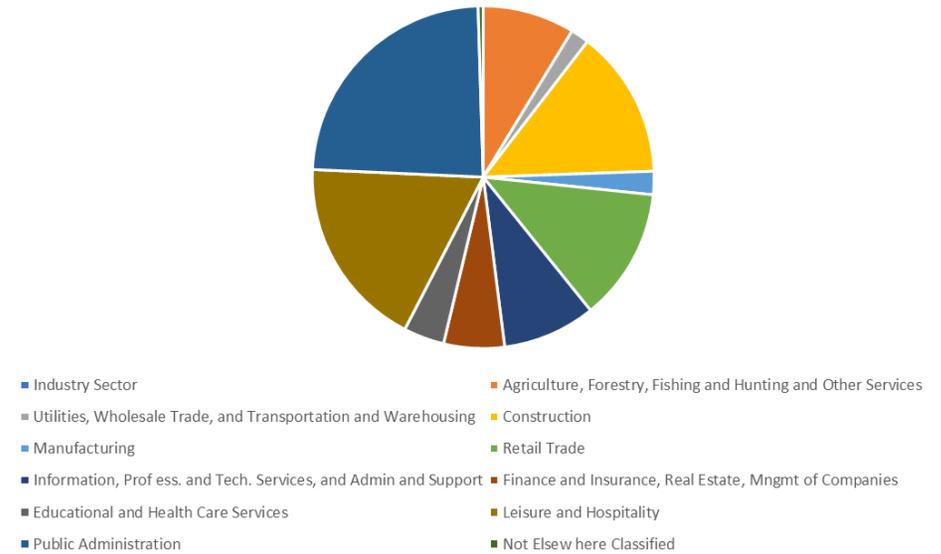


Table ED-1 Employment in Truckee by Industry, 2017

Industry Sector	Jobs	Percent of Total
Agriculture, Forestry, Fishing and Hunting and Other Services	606	8.7%
Utilities, Wholesale Trade, and Transportation and Warehousing	121	1.7%
Construction	974	14.0%
Manufacturing	153	2.2%
Retail Trade	873	12.5%
Information, Prof. ess. and Tech. Services, and Admin and Support	612	8.8%
Finance and Insurance, Real Estate, Mngmt of Companies	400	5.7%
Educational and Health Care Services	268	3.9%
Leisure and Hospitality	1,261	18.1%
Public Administration	1,657	23.8%
Not Elsewhere Classified	33	0.5%
Total	6,958	100%

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages; BAE, 2019.

Unemployment in Truckee and the region was at a historic low in 2018, with just 2.5 percent unemployment in the Town of Truckee. While this is a positive sign for the economy, it has significant implications for labor availability. Commute patterns show a relatively even distribution of those commuting to the town for work (34.8 percent) and Truckee residents who commute outside of town (39.4 percent). Fewer people in the local labor force live and work in Truckee (25.8 percent).¹

The lack of long-term housing that is available for rent or purchase and the significant increases in sales and rental prices have created difficulties for local workers in finding housing in Truckee, which in turn has impacted the ability of local employers to attract and retain employees. Other factors have exacerbated these issues for local employees, such as the overall high cost of living and lack of childcare options, while high construction costs, labor shortages, and physical space limitations on opportunities for business expansion have created challenges for local businesses. Addressing these issues is critical to the future economic viability of the town's businesses and to supporting the ability of the local workforce to live and work in Truckee. The General Plan aims to address these issues through a variety of strategies to create a diverse, resilient economy that drives innovation and entrepreneurship, supports small business ownership and the expansion of locally owned businesses, creates new skill pathways for workers, and provides economic opportunities to increase prosperity for local businesses and the local workforce.



Source: Mountain Housing Council.

The ability for the local workforce to live in Truckee is critical to the viability of the local economy. Photo of workforce housing at Coldstream Commons.



Source: Town of Truckee.

Community events support the local economy.

¹ Center for Economic Studies' Longitudinal Household Employer Dataset (LEHD) (U.S. Census Bureau 2017).

Goal ED-1: Economic Diversification and Year-Round Employment

Provide for employment opportunities in Truckee to diversify the economy, promote year-round employment, and provide jobs at wage levels that allow employees to live and work in Truckee.

Policies

ED-1.1

Business Diversity

Create programs to incentivize a diversity of businesses based on Truckee's unique characteristics and local competitive advantages with a focus on target sectors that create living-wage employment opportunities and provide resident-serving uses, such as health services, professional and business services, lifestyle businesses, alternative energy, manufacturing, green construction, retrofit, and environmental sectors, as well as focusing on infill development and reinvestment in areas already developed within the Town. As a component of the program, identify ways to help existing businesses further diversity and expand to capitalize on Truckee's evolving economy.

ED-1.2

Living-Wage Employment

Prioritize and incentivize land uses consistent with more intensive economic activity and living-wage employment, as opposed to services or low employment density uses, such as warehouse-only businesses, outdoor propane tank and vehicle storage businesses, server data centers and similar uses.



The Land Use Element includes policies and actions to ensure adequate industrial land to support a year-round economy.

ED-1.3

Local Health Services

Support the diversification of industries in Truckee that provide healthcare services to the community (such as diagnostic laboratories, primary care providers, billing support and insurance, and long-term care facilities) to increase healthcare options and reduce costs for local residents and the creation of a comprehensive land use plan for Tahoe Forest Hospital that provides flexibility for health care uses in the Planning Area.

ED-1.4

New Office Space

Incentivize the creation of new office space that offers amenities and telecommunications infrastructure attractive for existing business relocation/resiliency including flexible office spaces, that can be easily reconfigured and/or co-working facilities that offer a variety of spaces of different sizes.

ED-1.5

Business Innovation Space

Support the creation of new business innovation space that offers amenities and telecommunications infrastructure attractive to light industrial uses. Support the development of flexible light industrial spaces that can be easily reconfigured and/or facilities that offer a variety of spaces of different sizes.

ED-1.6**Micro-Enterprises**

Support entrepreneurship through the development of office and professional home-based micro-enterprises by creating programs designed to provide technical and financial assistance to micro-enterprise businesses.

ED-1.7**Mitigation of Business Costs**

Develop measures to reduce or mitigate the “costs of doing business” to remain competitive with other areas where businesses do not experience similar costs.

Actions
ED-1.A**Staffing Resources for Economic Development**

Continue to allocate funding for staffing to oversee, coordinate, and promote all economic development efforts for the Town.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-1.B**Economic Development Strategic Plan**

Update the Economic Development Strategic Plan by 2025 to study current economic data and trends in Truckee and craft specific policies and programs that will address the town’s current economic needs and remain responsive to future changes in economic conditions. Develop a timeline for reviewing the plan on an ongoing basis and updating the plan at least every 10 years thereafter, with interim updates as needed to ensure that it remains relevant and reflective of the current economic climate in Truckee.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Short term

ED-1.8**Ongoing Economic Development Efforts**

Support ongoing opportunity-driven economic development and redevelopment efforts, such as the New Business Startup Program, Good Morning Truckee, and loan and grant programs with a proven track record of success.

ED-1.C**Living-Wage Employment**

Prepare a study to analyze current data on employee wages and cost of living in Truckee. Use this data to develop programs and funding opportunities to increase living-wage employment opportunities, including incentivizing the resilience of local businesses that provide living wages to employees.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Midterm

ED-1.D**New Office Space**

Create an incentive program for new development with office spaces under 500 square feet and redevelopment of existing larger office spaces into smaller office spaces.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Midterm

ED-1.E**Healthcare Opportunities**

Work with local medical providers and community members to identify the healthcare sector's needs and opportunities, and identify areas where services could be expanded or improved to meet the community's healthcare needs.

| **Responsibility:** Community Development Department

| **Time Frame:** Ongoing

ED-1.F**Local Small Business Loans and Programs**

Continue to pursue state and federal funding for small-business loans, as well as grants for publicly owned infrastructure, business, and micro-enterprise assistance. Coordinate with the Sierra Business Council to promote and facilitate access to existing small business financial assistance programs operated by organizations such as Nevada County, the Small Business Administration, and the California Department of Housing and Community Development, and seek additional capital if resources in existing programs are inadequate to meet local needs.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-1.G**Financial Assistance for Economic Development Programs**

Analyze funding options to provide financial assistance for economic development programs with a proven track record of success, such as the Downtown Streetscape Improvement Loan Program, Historic Preservation Financial Assistance Program, Small Business and Micro-Enterprise Loan Programs, and Truckee Home Access Program.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-1.H**Local Business Resilience and Diversification**

Coordinate with local partners such as the Chamber of Commerce and the Sierra Business Council to develop programs that actively promote business resilience and diversification in Truckee to support the goals and policies of the Economic Development Element.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Midterm

Goal ED-2: Expansion of Key Economic Sectors

Foster business retention and expansion efforts in key economic sectors that provide living wage employment opportunities, provide local-serving goods and services, and support local business expansion and diversification.

Policies

ED-2.1

Availability of Industrial Space

Ensure the availability of sufficient manufacturing, business park, and light industrial space to support the resilience and diversity of local businesses in these key economic sectors, growth of living-wage employment opportunities, and implementation of other Town goals such as relocating existing industrial businesses from the Truckee River.



Source: Tahoe Truckee Lumber Company.

A view of the lumber yard at the Tahoe Truckee Lumber Company.

ED-2.2

Entrepreneurship and Local Business Ownership

Create programs to support entrepreneurship and the development, retention, and resilience of locally owned businesses at all scales, including those that provide living-wage, employment opportunities; those that provide local-serving goods and services; and those that draw on Truckee's natural assets and environment, fill specialty niches, and enhance Truckee's unique character. Provide assistance to support residents in creating new locally owned businesses and making our existing businesses more resilient.

ED-2.3

Adaptive Reuse

Encourage the adaptive reuse of former retail spaces to accommodate future businesses that will meet the needs of changing market trends, such as destination retail and flexible multi-use retail spaces.

ED-2.4

Opportunities for Outdoor Dining

Create opportunities for businesses in Truckee to expand outdoor dining areas on public and private property.

ED-2.5**Retention of Resident-Serving Businesses**

Support the retention of Truckee businesses that provide resident serving goods and services, including those that represent daily and weekly destinations for Truckee residents, as well as those with Tahoe brand products that appeal to visitors and residents alike. Ensure that additional retail and service uses are developed proportionally to meet any increases in demand created by development of additional housing and lodging options to support the needs of local residents and visitors, and reduce the reliance on vehicle trips outside the area.



The General Plan supports expanded outdoor dining opportunities in Truckee.



Source: Drink Coffee Do Stuff.

Small businesses are central to Truckee's economy and sense of place.

Actions

ED-2.A

Adaptive Reuse

Study opportunities to support adaptive reuse and implement regulatory changes as needed, such as amending the Development Code to provide flexibility for the redevelopment of former retail spaces into new uses such as destination retail and multi-use tenant spaces.

Responsibility: Community Development Department

Time Frame: Short term

ED-2.B

Tools for Entrepreneurship and Small Business Ownership

Create a program to develop tools for use by local businesses to facilitate the retention and resilience of assistance of small businesses, support innovation and entrepreneurship, and diversify the local economy.

Responsibility: Assistant to the Town Manager

Time Frame: Midterm

ED-2.6

Local Business Resiliency

Improve resiliency among Truckee's local businesses, including supporting efforts to market Truckee-based businesses and brands encouraging local businesses to leverage online retail platforms to diversify sales opportunities and collaborating with local partners to provide a relief structure for small business owners to handle future challenges such as wildfire, flood, recession, and other events that impact the local economy.

ED-2.7

Broadband Infrastructure

Encourage the Truckee Donner Public Utility District and support partnerships. Continue to develop high-speed broadband infrastructure capacity and redundancy throughout Truckee and communicate its availability to existing and prospective businesses.

ED-2.C

Streamlined Processes

Study ways in which the Town can streamline its processes or alter its fee structures so as to encourage businesses that provide substantial community benefits to establish themselves in Truckee (e.g., reduce sales tax leakage, diversify the economy, provide more than required workforce housing).

Responsibility: Assistant to the Town Manager

Time Frame: Long term

ED-2.D**Business Assistance Program**

Work with community partners (e.g., Sierra Business Council, Truckee Chamber of Commerce, special districts and agencies) to ensure there are comprehensive business resource and support services available for existing and new businesses. Streamline permit processes where feasible to reduce start-up time and cost and consider the creation of a business license program to track new business development and provide tools to communicate and assist with local business development, retention and resilience efforts.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Midterm

ED-2.E**Inventory of Light Industrial Space**

Create and maintain an inventory of available industrial and light industrial space in Truckee to evaluate the availability of these spaces on an ongoing basis. Update the inventory at least every five years and adjust the land use plan accordingly to ensure that Town priorities for industrial development are being implemented, such as the creation of additional living wage jobs and the relocation of industrial businesses off the Truckee River.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Short term

ED-2.F**Assessment of Retail Leakage**

Periodically conduct a leakage analysis and assess what, if any, action(s) can be taken to address and overcome the cause of retail sales leakage that is desirable to capture within Truckee.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-2.G**Expand Broadband Infrastructure**

Work with local partners to continue the expansion of broadband infrastructure throughout Truckee.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-2.H**Relief Structure to Encourage Resiliency**

Work with local partners to create a relief structure for small business owners to handle future challenges such as wildfire, flood, recession, and other events that impact the economy.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Midterm

ED-2.I**Outdoor Dining Regulations**

Review the Town's current regulations for outdoor dining area on public and private property and identify options to expand these areas, including possible reductions in parking requirements for Downtown businesses, flexibility in site development standards such as landscaping requirements, and expansion of the Town's Outdoor Dining Program to streamline approvals for outdoor dining within the Town right-of-way, in order to enhance the viability of local businesses while creating a more walkable, pedestrian-friendly streetscape environment.

| **Responsibility:** Community Development Department

| **Time Frame:** Midterm

Goal ED-3: Balance of Sustainable Tourism with Local Resources

Promote and enhance Truckee and the surrounding region as a sustainable and year-round tourist destination while managing local resources and balancing the needs of visitors and residents.

Policies

ED-3.1

Sustainable Management of Tourism

Build on Truckee’s historic and natural assets to maintain Truckee’s appeal as a sustainable tourist destination while balancing the needs of visitors and local residents. Seek to maintain a sustainable level of tourism that does not overburden local resources and infrastructure and that does not negatively impact the quality of life for local residents.

ED-3.2

Short-Term Rental Impacts

Monitor the economic impacts of the regional short-term rental market on Truckee’s hotel operators and on the region’s workforce housing deficit in crafting policies related to short-term rental regulations, including caps on short-term rentals to address these impacts.

ED-3.3

Destination Stewardship and Workforce Housing

Invest a portion of Transient Occupancy Tax (TOT) revenues in workforce housing and the creation of a Sustainable Truckee Destination Stewardship Plan, defined as a multi-stakeholder community-input approach to maintaining Truckee’s community wellbeing, inclusiveness, cultural, environmental, economic, mountain-town authenticity and aesthetic integrity.



The Fourth of July Parade through Downtown Truckee.

Source: Sierra Sun.

ED-3.4

Townwide Community Events

Continue to support townwide events and festivals, such as the Fourth of July Parade, Truckee Thursdays, and the Truckee Day Street Clean-Up.

ED-3.5**Infrastructure to Support Economic Development and Climate Readiness Goals**

Prioritize infrastructure improvements that support both economic development and climate readiness goals.

Actions

ED-3.A**Sustainable Management of Tourism**

Support and work with local partners (e.g., Visit Truckee-Tahoe) to develop a Sustainable Truckee Destination Stewardship Plan that balances the needs of visitors and residents, balances responsible economic growth with infrastructure capacity, protects highly used and popular environmental areas, mitigates wildfire risk, does not overburden local resources and infrastructure, and does not negatively impact quality of life for local residents.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-3.6**Community Partnerships for Workforce Housing**

Work with community partners, including the Tahoe Truckee Community Foundation, to explore the creation of privately funded workforce housing programs, such as a housing land trust or community lending program.

ED-3.B**Management of Tourist Attractions to Reduce Greenhouse Gas Emissions**

Assess current impacts to local high use popular attractions within Town limits (e.g., Donner Lake, Truckee River corridor, Legacy Trail) and adopt new strategies or regulations to manage overuse, including addressing issues such as environmental impacts, equitable access, safety/cleanliness and greenhouse gas emissions.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Midterm

ED-3.C**Support Workforce Housing with Transient Occupancy Tax Revenue**

Continue to allocate a portion of Transient Occupancy Tax revenues to support creation of workforce housing. Support efforts of a Joint Powers Authority to create employer-based housing solutions.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Short term

Goal ED-4: Support for a Skilled Workforce

Foster a local environment that attracts and develops a skilled workforce through life-long educational training opportunities, cultural facilities, reliable healthcare, industrial and commercial services, and availability of affordable workforce housing.

Policies

ED-4.1

Expansion of Higher Education

Support the expansion of local higher education and continuing education institutions to meet the workforce training needs of new economy businesses, including offering classes and training programs for local entrepreneurs and vocational/technical training for labor force development.

ED-4.2

Workforce Training and Education

Forge links between local education and workforce-training institutions and local business groups to ensure that educational institutions address the business community's ongoing workforce training and continuing education needs.

ED-4.3

Social Diversity

Encourage local partners to capitalize on social diversity, including offering Spanish language and English as a Second Language courses so that Spanish speakers can be effectively incorporated into the local workforce.

ED-4.4

Arts and Recreation Programs

Continue to work with partners including the Truckee Donner Recreation and Park District to support and expand its arts and recreation programs.



Source: Sierra College.

The Sierra College Tahoe-Truckee Campus serves about 1,000 students.

ED-4.5

Promotion of Truckee-Tahoe Region as an Arts Destination

Collaborate with arts interests to leverage efforts to promote the region as an arts destination.

ED-4.6**Expansion of Local Housing Supply**

Expand the local housing supply with a variety of housing types to give people across all income levels who work in the community the opportunity to live in the community.

ED-4.7**Evaluation of Job Creation Impacts**

Reduce community impacts of low-wage jobs by requiring all new businesses over a certain size to help meet the demand for workforce housing.



The Housing Element includes policies and actions to address workforce housing needs.

ED-4.8**Housing Policies and Local Workforce Needs**

Ensure that the Town's housing policies, including the Inclusionary Housing Ordinance and Workforce Housing Ordinance, are adequately meeting the needs of the local workforce in terms of providing housing that is available to and affordable to local workers.

ED-4.9**Childcare Needs of Local Workers**

Support the development of childcare facilities to meet the needs of the local workforce.

ED-4.10**Coordination for Economic Development**

Coordinate with other special districts, community partners and large employers to achieve the policies and goals outlined in the Economic Development Element.



Reliable childcare is critical to supporting a strong local workforce.

Actions

ED-4.A

Coordination Between Local Education and Business Groups

Support coordination between key representatives of local education groups (e.g., Sierra College, Tahoe Truckee Unified School District, continuing education institutions, workforce-training groups) and local business groups (e.g., Sierra Business Council, Truckee Chamber of Commerce, North Lake Tahoe Chamber of Commerce) to link education and the job training curriculum with local employment needs.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-4.B

Unemployment Rate Trends

Monitor the unemployment rate trends in Truckee along with trend data for the region and state to understand how well the local economy is responding to residents' need for employment opportunities.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-4.C

Incentivization of New Childcare Facilities

Develop an incentive program and support expanded community partnerships to facilitate the opening and on-going success of new childcare facilities to meet community needs.

| **Responsibility:** Community Development Department

| **Time Frame:** Midterm

ED-4.D

Community Facility Collaboration

Continue to collaborate with local partners to support the development of community facilities, such as a modern library, that provide equitable access to digital resources and essential information to support job search, education, and cultural opportunities.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-4.E

Collect Truckee-Specific Data

Acquire Truckee-specific employee and workforce housing data to inform housing policy development and modifications and housing strategy decisions. Data could include: quantifying the number of Truckee employees at different wage and salary levels, the number of Truckee residents at different income levels, and the effectiveness of inclusionary and workforce housing policies and standards.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Midterm

Goal ED-5: Economic Vitality of Historic Downtown Truckee

Continue to enhance the long-term economic vitality of Truckee's unique historic Downtown.

Policies

ED-5.1

Eclectic Character of Downtown Truckee

Preserve the eclectic nature and "Truckee Funk" of the historic Downtown core as a unique shopping destination for locals and visitors.

ED-5.2

Downtown Redevelopment Efforts

Continue redevelopment and improvement efforts in Downtown Truckee, including programs to expand upon the Downtown's vibrant mixed-use character, and to develop projects that differentiate Downtown Truckee from other commercial areas in the town and the surrounding trade area.

ED-5.3

Downtown Community Events

Support public activities and community events in Downtown Truckee that complement Downtown brick and mortar businesses.



The Community Character Element and the Land Use Element include additional policies and actions related to Downtown.



View of Downtown Truckee.

ED-5.4

New Downtown Mixed-Use Development

Enhance the economic viability, walkability, and sustainable nature of Downtown Truckee by encouraging new mixed-use development that includes housing, employment, and services in the Downtown core.

ED-5.5**New Public Amenities Downtown**

Support the addition of new public amenities within the Downtown to enhance the walkable, sustainable nature of Downtown Truckee by providing additional amenities to draw the residents and visitors to the Downtown core.

Actions

ED-5.A**Raised Profile of Downtown Businesses**

Coordinate with the Truckee Downtown Merchants Association on efforts to raise the profile of Downtown businesses, including promoting public events Downtown, marketing, and considering Community Facilities Districts in Commercial Row and other Downtown districts to enhance beautification and maintenance.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Ongoing

ED-5.B**Suitable Industrial Sites to Relocate Downtown Industrial Uses**

Identify suitable sites outside of Downtown Truckee for existing Downtown industrial uses and assist with relocation in order to free up Downtown sites for uses that will promote a more activated Downtown, including retail, dining, entertainment, cultural activities, and community gathering.

| **Responsibility:** Community Development Department

| **Time Frame:** Short term

ED-5.6**Feasibility of Additional River Recreational Amenities**

As part of river enhancement, explore the potential feasibility of additional Truckee River recreational amenities (e.g., a Truckee River whitewater park, formalized kayak/raft launching facilities, fishing spots, and other opportunities that would bring people to the river while also supporting local businesses).

ED-5.C**Relocation of Public Agencies and Utilities**

Create incentives for public agencies and utility companies to relocate from prime commercial areas and high-visibility storefronts within the Downtown to other areas of Truckee.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Long term

ED-5.D**Truckee River Corridor Program**

Create a Truckee River corridor enhancement program that implements the goals of the Downtown River Revitalization Strategy.

| **Responsibility:** Assistant to the Town Manager

| **Time Frame:** Midterm

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