



12313 Soaring Way, Suite 2B, Truckee, CA 96161  
(530) 587-7633 | [www.truckeeriverassociates.com](http://www.truckeeriverassociates.com)

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**FOR SALE:**

**DEVELOPMENT OPPORTUNITY**  
**10245 Old Brockway Road**  
**Truckee, CA 96161**

Offered at: \$933,058.00



- *Great Exposure and View of Historic Downtown Truckee!*
- *1.53 Acres zoned Downtown Commercial Mixed-Use*
- *Ready to build and available for various opportunities!*

**Presented By:**

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## I. Financial Analysis

### Old Brockway Vacant Land

10245 Old Brockway Road  
Truckee, CA 96161

APN: 19-140-17-000

**Listing Price:** \$933,058.00

**Price per S.F.:** \$14.00

**Land Acres:** 1.53 acres

**Land Sq. Ft.** 66,647 ±



**Market:**  
Land

**Parcels:**  
One (1)

**Zoning:**  
Downtown  
Master Plan (DMP) /  
Hilltop Master Plan Area

Commercial  
Mixed-Use

**Amenities:**  
Breathtaking View and  
Downtown Exposure

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## **Property Description:**

**Construction:** 1.53 acres of undeveloped land area.

**Parking:** Buyer can incorporate parking with the necessary planning and permits in accordance with the Town of Truckee.

**Ingress/Egress:** Parcel location above Historic Downtown Truckee on Old Brockway Road, with access from Brockway Road.

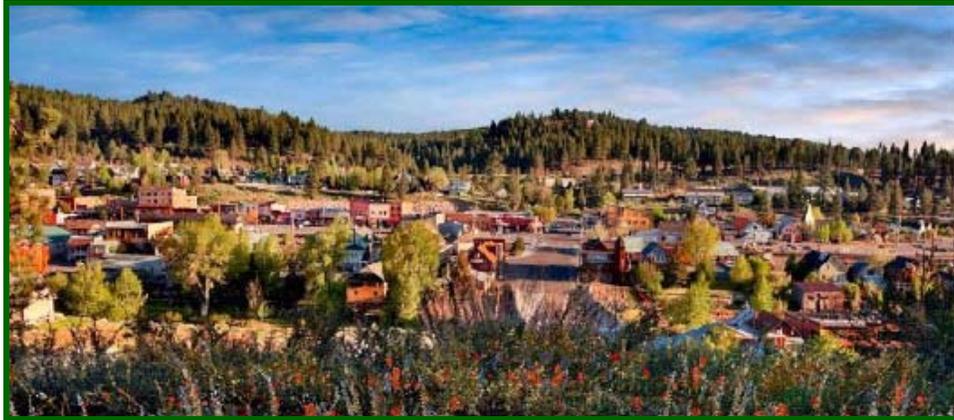
**Area:** Historic Downtown Truckee is highly trafficked by locals and visitors year-around. Events are held in this area for local businesses, such as “First Fridays” that showcase the local retail shops and restaurants and “Truckee Thursdays” that gather locals and visitors with a farmer’s market and local vendors’ booths.

**Property:** Ideally located overlooking the Truckee River and Downtown Truckee’s “Commercial Row”, the Old Brockway parcel is an excellent opportunity to develop a multi-tenant building or create individual parcels. The zoning is “Downtown Master Plan (DMP)” with a specific Hilltop Master Plan Area which encourages commercial mixed use development.

The lot is available to a variety of land and commercial opportunities. Successful neighboring businesses include the 2013 Best of Tahoe Winner for “Best Restaurant,” the Cottonwood Hilltop Restaurant, and the 2013 Best of Tahoe Winner for Best Mechanic, Ward’s Automotive.

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## **II. TRUCKEE HISTORY:**

Truckee is a quaint mountain community that was established in 1863 then incorporated in 1993. Truckee, with a population of 16,180, is the largest of three incorporated cities in Nevada County (the other two - Grass Valley and Nevada City). The Town of Truckee is centrally located near Lake Tahoe, historic state parks and an abundance of emigrant and Old West history. The town was originally developed around the logging and ice manufacturing industries, and has evolved into a town of sophistication with a variety for new and established business growth opportunities.

Historically, Truckee has been considered a “tourist town” that was largely populated by second homeowners. According to an article in the *National Geographic Adventure*, Truckee was hailed as one of the World’s best ski towns and is distinguished in the article by stating that Truckee is “an inviting mountain burg steeped in ski heritage, amenities, and culture.” Additionally, in the Men’s Journal travel section in April 2012, Truckee is named as one of “America’s Best Mountain Towns” to stay, eat and play. Tourism remains high in the Truckee and Lake Tahoe areas, and continues to progressively grow. Supposing tourism and the homeowner base remain steadily on the up-and-up during the recovery of the national recession, the increase of the Truckee population shall be a major contributing factor to the overall community growth – employment base in the retail, service, professional and government sectors – in the years to come.

## **III. Demographics**

Traveling to and from the Town of Truckee is made convenient with the centrally located Truckee Tahoe Airport, the close proximity of the Reno-Tahoe Airport and daily stops made by bus and train make doing business or vacationing in a mountain town more accommodating. The Town of Truckee is located in the Sierra Nevada mountain range and is a mere 200 miles (N/W) from San Francisco, 100 miles (East) from Sacramento , 40 miles (West) from Reno, NV and a matter of minutes to Lake Tahoe.

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# Truckee Facts

Truckee was first established in 1863; incorporated in 1993. Truckee, with a population of 16,942, is the largest of three incorporated cities in Nevada County (Grass Valley and Nevada City are the other two). The Town is governed by five council members, elected at-large for four-year terms. Elections are held every other year, and terms are staggered.



## LOCATION

Located in the Sierra Nevada mountain range, Truckee is just 200 miles northeast of San Francisco, 100 miles east of Sacramento, California; 40 miles west of Reno, Nevada and 12 miles north of Lake Tahoe, California.



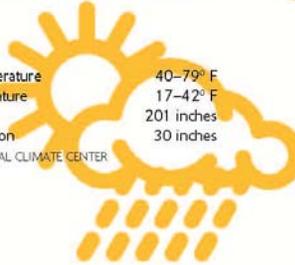
## ELEVATION

Downtown Truckee	5,980 ft.
Donner Summit	7,239 ft.
Donner Peak	8,019 ft.
Mt. Judah	8,243 ft.

## CLIMATE

Average summer temperature	40–79° F
Average winter temperature	17–42° F
Average total snowfall	201 inches
Average total precipitation	30 inches

SOURCE: WESTERN REGIONAL CLIMATE CENTER



## TOWN BOUNDARY

34 square miles of largely developed land in the eastern portion of Nevada County.

# Housing & Education



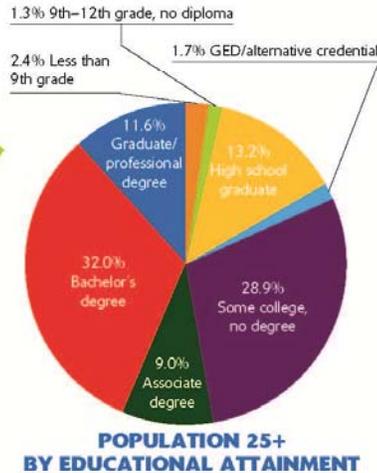
## HOUSING UNITS BY OCCUPANCY

Total housing units	13,439
Owner occupied housing units	32.8%
Renter occupied housing units	17.0%
Vacant housing units	50.2%

## HOUSEHOLDS BY INCOME

Household income base	6,697
Less than \$15,000	7.7%
\$15,000–\$24,999	6.6%
\$25,000–\$34,999	9.2%
\$35,000–\$49,999	11.6%
\$50,000–\$74,999	17.8%
\$75,000–\$99,999	14.2%
\$100,000–\$149,999	18.4%
\$150,000–\$199,999	8.2%
\$200,000+	6.3%
Average household income	\$86,764

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2014 AND 2019.



<b>TOTAL</b>	<b>11,788</b>
Less than 9th grade	2.4%
9th–12th grade, no diploma	1.3%
High school graduate	13.2%
GED/alternative credential	1.7%
Some college, no degree	28.9%
Associate degree	9.0%
Bachelor's degree	32.0%
Graduate/professional degree	11.6%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2014 AND 2019.

## 2014 EMPLOYED POPULATION 16+ BY OCCUPATION

<b>TOTAL</b>	<b>9,058</b>
<b>WHITE COLLAR</b>	<b>66.0%</b>
Management/business/financial	21.0%
Professional	20.7%
Sales	11.4%
Administrative support	12.8%
Services	21.6%
<b>BLUE COLLAR</b>	<b>12.3%</b>
Farming/forestry/fishing	0.2%
Construction/extraction	5.3%
Installation/maintenance/repair	2.9%
Production	1.4%
Transportation/material moving	2.5%

## 2014 EMPLOYED POPULATION 16+ BY INDUSTRY

<b>TOTAL</b>	<b>9,059</b>
Agriculture/mining	1.1%
Construction	9.9%
Manufacturing	2.3%
Wholesale trade	1.3%
Retail trade	9.5%
Transportation/utilities	2.3%
Information	1.8%
Finance/insurance/real estate	11.3%
Services	55.1%
Public administration	5.4%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 SUMMARY FILE 1. ESRI FORECASTS FOR 2014 AND 2019.

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## Population

### TOWN OF TRUCKEE

Population	16,942
Households	6,697
Average household size	2.52
Total housing units	13,439
Median age	38.7

### POPULATION 15+ BY MARITAL STATUS

<b>TOTAL</b>	<b>13,681</b>
Never married	30.3%
Married	56.4%
Widowed	3.1%
Divorced	10.2%

### POPULATION BY SEX

Males	52%
Females	48%

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010, SUMMARY FILE 1, ESRI FORECASTS FOR 2014 AND 2019.



## Real Estate

### TRUCKEE SINGLE FAMILY HOMES

Median price	\$585,250
Average days on market	87
Homes sold	584

### TRUCKEE CONDOS

Median price	\$385,000
Average days on market	113
Condos sold	177

### AVERAGE MONTHLY RENT

(Approximately)	\$1,850
3-bedroom, 2-bath, 2-car garage dwelling	

SOURCE: COLDWELL BANKER, TRUCKEE. SALES INFORMATION OBTAINED FROM TAHOE SIERRA MULTIPLE LISTING SERVICE DEEMED RELIABLE BUT NOT GUARANTEED. DATA FOR AREAS REPORTED ARE 007, 008, 009 INCLUSIVE.

## Town Taxes

### SALES TAX

State and Local	8.375%
State of California	7.5%
Nevada County Library	.125%
Truckee Measure V—Roads	.5%
Truckee Measure R—Trails	.25%

### SALES TAX REVENUE

2013/2014	\$3,314,077
2012/2013	\$2,925,569
2011/2012	\$2,843,406
2010/2011	\$2,904,190
2009/2010	\$2,406,784

### TRANSIENT OCCUPANCY TAX

(TOT):	10%
2013/2014	\$1,822,905
2012/2013	\$1,718,414
2011/2012	\$1,350,699
2010/2011	\$1,436,129
2009/2010	\$1,431,927

## Truckee Resources

The Truckee Donner Chamber of Commerce has several useful demographic and economic studies available for the business community.

### 2015 BUSINESS DIRECTORY & RELOCATION GUIDE

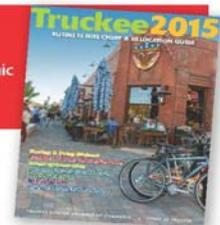
This useful directory contains resources, demographic and economic information, Starting & Doing Business in Truckee, as well as a complete roster of Chamber members. A digital version of the Business Directory can be found on the homepage of the TruckeeChamber.com website for digital viewing or download.

### VISITOR PROFILE STUDY

The Truckee Donner Chamber of Commerce commissioned Strategic Marketing Group in 2013 to conduct market research about tourism and visitor behavior in Truckee. The report includes information such as visitor characteristics, geographic origin, budget while visiting, visitor patterns, and their destination experience and perceptions, and more. The report can be found on the TruckeeChamber.com website under Resources/Reference Library.

### TRUCKEE DEMOGRAPHIC & ECONOMIC PROFILE

The Truckee Donner Chamber of Commerce commissioned the Center for Strategic Economic Research in 2012 to compile a Truckee Demographic & Economic Profile. The report covers a set of key demographic, workforce, and economic indicators that can be used to assess the local business climate and identify economic development opportunities. The report can be found on the TruckeeChamber.com website under Resources/Reference Library.



*As seen in...*

2015 Truckee Business Directory & Relocation Guide  
Contact: 530-587-8808 or info@truckee.com.

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