



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

---

# FOR SALE DEVELOPMENT OPPORTUNITY

10320 / 10335 Old Brockway Road  
Truckee, CA 96161  
Offered at: \$5,000,000.00



- *Great Exposure and location near Historic Downtown Truckee!*
- *11.72± Total Acres zoned DMU(3.67±AC) & DRM(8.05±AC)*
- *Ready to build and available for various opportunities associated with the Hilltop Master Plan.*

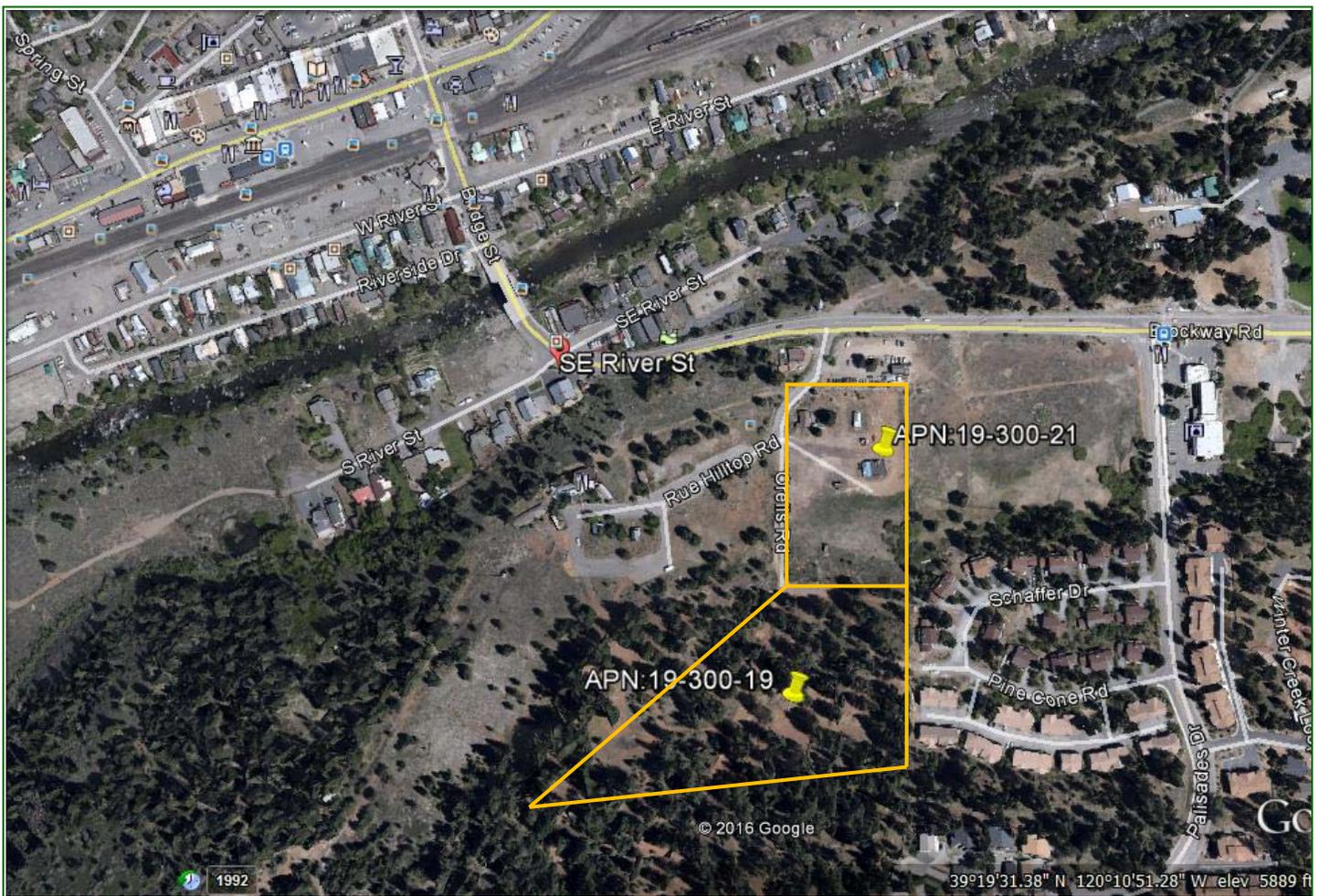
**Presented By: Tom Watson**  
**12313 Soaring Way, Suite 2B**  
**Truckee, CA 96161**  
**530-587-7633**  
[tom@truckeeriverassociates.com](mailto:tom@truckeeriverassociates.com)  
[www.truckeeriverassociates.com](http://www.truckeeriverassociates.com)

---

*Note: Information presented regarding property for sale or lease is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof. Truckee River Associates, Inc. does not guarantee, warrant or represent that the information presented is correct and is released from all liability resulting from information contained herein. Interested parties are advised to undertake their own inquiries as to the accuracy of information regarding omissions, errors, price and rental conditions.*

## Table of Contents

- I. Financial Analysis  
Property Description
- II. Truckee History
- III. Demographics



*Note: Information presented regarding property for sale or lease is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof. Truckee River Associates, Inc. does not guarantee, warrant or represent that the information presented is correct and is released from all liability resulting from information contained herein. Interested parties are advised to undertake their own inquiries as to the accuracy of information regarding omissions, errors, price and rental conditions.*

## I. Property Information:

10320 Old Brockway Road  
 Truckee, CA 96161  
 APN: 19-300-21  
 3.67±AC  
 Zoning:DMU

10335 Old Brockway Road  
 Truckee, CA 96161  
 APN 19-300-19  
 8.05±AC  
 Zoning:DRM

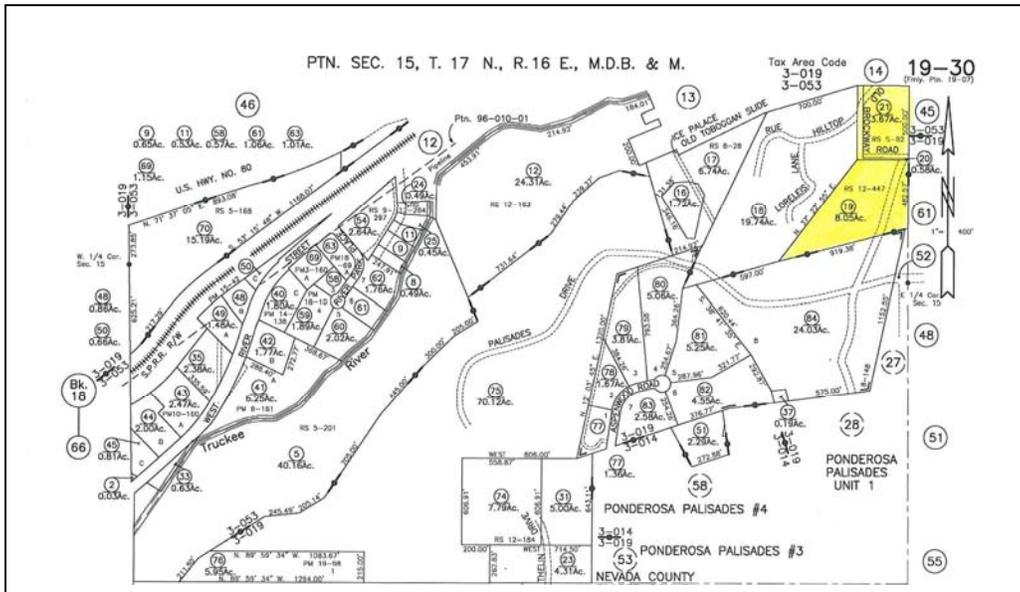


**Listing Price:** \$5,000,000.00

**Price per S.F.:** \$9.79

**Land Acres:** 11.72±AC

**Land Sq. Ft.** 510,523.20±



*Note: Information presented regarding property for sale or lease is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof. Truckee River Associates, Inc. does not guarantee, warrant or represent that the information presented is correct and is released from all liability resulting from information contained herein. Interested parties are advised to undertake their own inquiries as to the accuracy of information regarding omissions, errors, price and rental conditions.*

## **Property Description:**

**Construction:** 11.72± acres of undeveloped land area.

**Land Use:** Land uses of DMU and DRM zoning within the Hilltop Master Plan guide the development of the subject property.

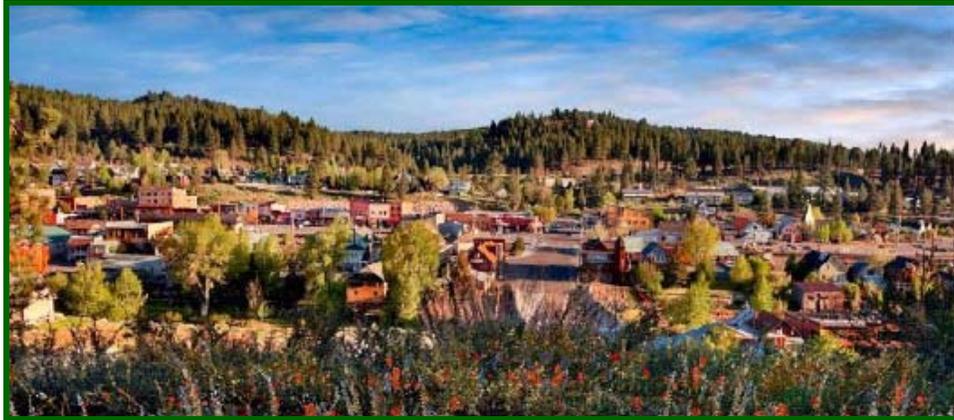
**Ingress/Egress:** Parcel location above Historic Downtown Truckee on Old Brockway Road, with access from Brockway Road.

**Area:** Historic Downtown Truckee is highly trafficked by locals and visitors year-around. Easily accessible from I-80 East and West, as well as Highway 267 and Highway 89, Downtown Truckee is a favorite destination for visitors from Sacramento, Reno, and the Bay Area year around. Events are held in this area for local businesses, such as “Truckee Thursdays” that gather locals and visitors with a farmer’s market and local vendors’ booths.



---

*Note: Information presented regarding property for sale or lease is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof. Truckee River Associates, Inc. does not guarantee, warrant or represent that the information presented is correct and is released from all liability resulting from information contained herein. Interested parties are advised to undertake their own inquiries as to the accuracy of information regarding omissions, errors, price and rental conditions.*



## **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.

---

*Note: Information presented regarding property for sale or lease is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof. Truckee River Associates, Inc. does not guarantee, warrant or represent that the information presented is correct and is released from all liability resulting from information contained herein. Interested parties are advised to undertake their own inquiries as to the accuracy of information regarding omissions, errors, price and rental conditions.*

# 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.



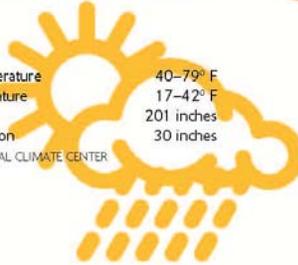
## ELEVATION

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



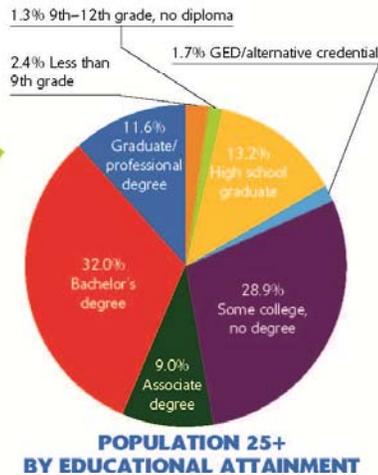
## HOUSING UNITS BY OCCUPANCY

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.

*Note: Information presented regarding property for sale or lease is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof. Truckee River Associates, Inc. does not guarantee, warrant or represent that the information presented is correct and is released from all liability resulting from information contained herein. Interested parties are advised to undertake their own inquiries as to the accuracy of information regarding omissions, errors, price and rental conditions.*



## 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

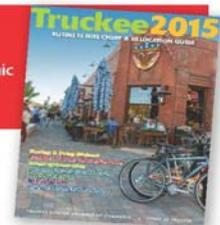
This useful directory contains resources, demographic and economic information, Starting & Doing Business in Truckee, as well as a complete roster of Chamber members. A digital version of the Business Directory can be found on the homepage of the TruckeeChamber.com website for digital viewing or download.

### 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.

*Note: Information presented regarding property for sale or lease is from sources deemed reliable, but no warranty or representation is made to the accuracy thereof. Truckee River Associates, Inc. does not guarantee, warrant or represent that the information presented is correct and is released from all liability resulting from information contained herein. Interested parties are advised to undertake their own inquiries as to the accuracy of information regarding omissions, errors, price and rental conditions.*