



Adaptive Reuse Keeps On Truckee

Oakland-based **Holliday Development** pioneered the urban, industrial-to-residential, mixed-use conversion in projects like **The Clocktower** in SoMa. Now, it's embarking on a similar transformation in the Sierras, at the 35-acre **Truckee Railyard**.



The project is an incredible canvas to expand on Truckee's **historic downtown** and a rare model for **smart, infill development** in a mountain town, Holliday's **Kevin Brown** told us yesterday. (And you thought Truckee was just a place to fill up on the way to Tahoe.) Nearly **900k SF** of development is coming, including **600 residential units** (both for-sale and apartments), office space, the first movie theater screens in downtown Truckee, a boutique hotel, grocery, and more. The company has constructed one small mixed-use building—a two-story townhome over a **cupcake bakery**—as an example of modern downtown living and to show folks **what's to come**.



The site is a former **Union Pacific rail yard** that Truckee officials have eyed for years. (Now that there hasn't been a gold rush in a 150 years.) Holliday bought the property from Union Pacific and then entered into a partnership with the town on a joint planning process to figure out **downtown's missing elements**, capitalizing on the town's potential as the gateway to Tahoe. Kevin says downtown Truckee contains **very little housing stock**. He expects the office space will appeal to a growing number of tech entrepreneurs who **love mountain life**. The development is fully entitled and applying to various federal, state, and local sources of **infrastructure funding**.



Truckee Railyard is a classic example of Holliday's playbook—identifying long-time property owners with **vacant or underutilized industrial and retail sites**, strategically looking at ways to reposition them through **adaptive reuse**. The company built some of the West Coast's first live/work lofts 30 years ago at **The Clocktower**, a **former printing plant** converted into a 127-unit community. More recently, the company just sold out its 163-unit **Pacific Cannery Lofts** in West Oakland. Kevin, shown with huge iron wheels **salvaged** from the project's industrial heritage, knows the Cannery Lofts project well—he lives there. In his spare time, he does **Iron Man triathlons**, most recently one in Whistler, BC.