



# FIRST STREET MASTER PLAN ADVISORY COMMITTEE

Wednesday, February 18,  
2026  
6:00 p.m.

Snohomish Carnegie, 105 Cedar Avenue  
Remote Option Available

Zoom Meeting Participation Information  
Use link: <https://us02web.zoom.us/j/85240029861>  
Dial in: (253) 215-8782  
Meeting ID: 852 4002 9861

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## AGENDA

1. **CALL TO ORDER**
  - a. Roll Call
2. **APPROVE AGENDA Contents and Order**
3. **APPROVE minutes of the previous meeting(s)**
  - a. November 19, 2025, and January 21, 2026 Regular Meeting Minutes
4. **STANDING UPDATES**
  - a. First Street Master Plan Engagement Report
5. **DISCUSSION ITEMS**
  - a. Draft First Street Master Plan
6. **COMMITTEE MEMBER UPDATES**
7. **STAFF MANAGER UPDATES**
8. **ADJOURN**

**NEXT MEETING:** The next regular meeting is scheduled for Wednesday, March 18, 2026 at 6 p.m., at the Snohomish Carnegie, 105 Cedar Avenue, and online via Zoom.

Specialized accommodations will be provided with 5 days advanced notice. Contact the City Clerk's Office at 360-568-3115. This organization is an Equal Opportunity Provider.



**First Street Advisory Committee  
Meeting Minutes  
November 19, 2025**

**1. CALL TO ORDER**

Planning Director Brooke Eidem opened the regular meeting of the First Street Advisory Committee at 6:04 p.m. on Wednesday, November 19, 2025. The meeting was held in hybrid format with in-person attendance at the Snohomish Carnegie, 105 Cedar Avenue, Snohomish, and remote online access via Zoom.

**Committee Members:** Matthew Bachleda, Rachele Cunningham, Charlie Krabach, Alyssa Meals (online), Lucas Heber, Chris Shirley (online), Carrie Buckel, Nick Gottuso, Randolph Schemkes

**Absent:** Zane Mendez

**City Staff:** Brooke Eidem, Planning Director  
Nova Heaton P.E., Public Works Director  
Siobhan Waltman, Public Works Project Coordinator

**City Council Liaisons:** Councilmember Felix Neals (absent)  
Councilmember Judith Kuleta (absent)

**2. APPROVE AGENDA Contents and Order**

The agenda was approved as presented.

**3. APPROVE minutes of the previous meeting(s)**

The minutes of the October 15, 2025, regular meeting were approved; motion by Nick Gottuso, second by Matt Bachleda.

**4. STANDING UPDATES**

No standing updates were presented. The public engagement update was presented as a discussion item.

**5. DISCUSSION ITEMS**

a. Public Survey Results

Planning Director Brooke Eidem provided an overview of recent public engagement efforts, which were summarized in an Engagement Report. She summarized key themes emerging from community input and outlined how the data should inform the First Street Master Plan.

b. What makes a great street? (continued)

Public Works Director Nova Heaton continued the committee discussion on characteristics of successful and vibrant streets. Topics included pedestrian experience, traffic flow, multimodal access, lighting, and the integration of public spaces.

The Committee rated elements from 1 to 5, with 5 being the most preferred. The group completed the elements within the Parking and Pedestrian Enhancement categories. The remaining categories will be discussed at a future meeting.

**6. STAFF MANAGER UPDATES**

- a. No additional staff updates were provided at this meeting.

**7. ADJOURNMENT**

The meeting adjourned at 8:04 p.m.

Approved this 17<sup>th</sup> day of December 2025.



**First Street Advisory Committee  
Meeting Minutes  
January 21, 2026**

**1. CALL TO ORDER**

No quorum present, so no action could be taken at the meeting. The regular meeting of the First Street Advisory Committee was opened at 6:03 p.m. on Wednesday, January 2, 2026. The meeting was held in hybrid format with in-person attendance at the Snohomish Carnegie, 105 Cedar Avenue, Snohomish, and remote online access via Zoom.

**Committee Members:** Rachelle Cunningham, Charlie Krabach, Lucas Heber, Zane Mendez

**Absent:** Nick Gottuso, Matthew Bachleda, Randolph Schemkes, Alyssa Meals, Carrie Buckel, Chris Shirley

**City Staff:** Brooke Eidem, Planning Director  
Nova Heaton P.E., Public Works Director  
Siobhan Waltman, Public Works Project Coordinator

**2. APPROVE AGENDA Contents and Order**

**3. APPROVE minutes of the previous meeting(s)**

**4. STANDING UPDATES**

No standing updates were presented.

**5. DISCUSSION ITEMS**

a. What makes a great street? (continued)

The Committee members present continued rating elements from 1 to 5, with 5 being the most preferred.

**6. COMMITTEE MEMBER UPDATES**

None

**7. STAFF MANAGER UPDATES**

None

**8. ADJOURNMENT**

The meeting adjourned at 7:45 p.m.

Approved this 18th day of February 2026.



**FIRST STREET MASTER PLAN ADVISORY COMMITTEE STAFF REPORT**

**Date:** February 18, 2026

**Agenda Section:** STANDING UPDATES

**From:** Brooke Eidem, AICP, Planning & Development Services Director

**Subject:** **First Street Master Plan Engagement Report**

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**ATTACHMENT(S):**  
FSMP Engagement Report



# First Street Master Plan Community Engagement Report

## Executive Summary

The First Street Master Plan is an infrastructure improvement project to address aging utilities. It presents an opportunity to improve transportation safety, enhance pedestrian and cyclist access, and support long-term economic growth in the downtown area.

The First Street corridor was officially declared a public highway by Snohomish County Commissioners in 1876. Much of our city's history and identity is connected to First Street and the connecting avenues, so a robust engagement plan was needed to ensure everyone could be included in forming the recommendations to the City Council.

The Snohomish community feels strongly about the downtown area, particularly the First Street corridor. It is strongly associated with Snohomish's historic identity and tight-knit, small town community feel. The results of the community engagement efforts for this project indicate alignment around preserving the historic character, small businesses, walkability, and community-centered programming. Improvements should create public spaces, enhance connections to the river and parks, and address parking and accessibility concerns.

The various engagement efforts show general consensus around the following concepts:

### Parking

- No parallel parking
- Parking changes should be net neutral or should add more stalls
- Add ADA parking
- Add short-term parking and loading zones
- The proposed design for improvements west of Avenue D is acceptable
- The City should consider purchasing or developing a public parking lot

## Sidewalks

- Fix broken and uneven sidewalks
- There is no clear consensus on curbsless design, however it appears there is more community support if there are provisions to prevent vehicles from entering the pedestrian realm
- The community is in favor of sidewalk cafés and more seating areas
- Street trees are a necessity; the potted trees are inadequate
- Widening the sidewalk is not acceptable if it reduces parking
- Improve visibility at corners for pedestrians and vehicles

## Traffic flow

- First Street should remain two-way
- Avenues B and C may be converted to one-way because of the benefits to parking and sidewalks
- Loading zones and/or restricted delivery times will reduce the conflict between vehicles and delivery trucks

## Parks

- Kla Ha Ya Park should be included in the Master Plan and should include play elements and a terraced design like the 1998 park plan
- Improved river connections should be provided
- The vegetation on the riverfront should be managed
- Provide a connection from Cady Park to Pilchuck Julia Landing
- A pedestrian bridge across the river would be an amenity
- Improve the Avenue A right of way near the gazebo as a public plaza

## Streetscape elements and amenities

- The clock should be fixed and straightened
- Lighting and other elements should have a historic design
- Preserve the historic light wells
- Utilities should be underground
- Add interpretive and gateway signage
- Consider obscuring designs for the Big Belly trash cans

## Engagement Summary

The engagement plan included multiple strategies, making use of both traditional in-person meetings and innovative technology. The planning project kicked off with a survey to understand the baseline conditions and preferences of businesses and property owners in the project area, and flyers were passed out to each business on March 20. That was followed by visioning sessions held in the morning and evening of March 27, 2025. Virtual meetings were held with business owners in the morning and evening of April 23. On April 30, City staff attended morning and evening merchant meetings of the Historic Downtown

Snohomish Association (HDSA). The First Street Master Plan was also a topic at the City's Capital Projects Open House in both the Spring and Fall of 2025.

An Advisory Committee was established by City Council Resolution 1487 to collaborate with City staff in the development of the First Street Master Plan, provide feedback and guidance on the plan, and to make a recommendation to the City Council. The First Street Advisory Committee was advertised to the community and 19 applications were received. The Resolution dictated that membership include representation from HDSA, the Park and Forestry Board, and the Design Review Board, in addition to those with knowledge of business operations, transportation, tourism, architectural design, urban planning, special events, or similar. The Resolution required diversity of membership in experience, background, age, and expertise. Ten members were selected based on their applications, including three project area business owners. The Advisory Committee met monthly beginning in June 2025, to discuss aspects of the project and public input.

A project webpage was developed, including a GIS Storymap of the History of First Street. This detailed Storymap provided an overview from the early settlement period through the years, including an interactive map to compare 2024 aerial imagery to 1933, to see how the project area has changed. Additionally, images of some of the infrastructure issues were provided, including some of the old repair work, clogged pipes, and heaved sidewalk panels. Finally, links to other master plans from previous years were provided as examples.

The weekly *Master Plan Monday* series was released to social media every Monday on a variety of topics around the project. This informative series was typically a short video, and at times the release was an infographic or social media post. This was a six-month campaign, from June to December.

An interactive map-based survey was developed and open for a period of five months, widely advertised to the community by the City and by Advisory Committee members. The map allowed respondents to place a pin anywhere on the project area, identify a category and subcategory, and provide a comment. Categories were defined according to a range of topics affecting the First Street Master Plan, including parking, pedestrian and driver safety, amenities, and green space/open space. An "other" category was offered for comments that did not fit into one of the designated topics. The survey received a total of 482 responses.

Two separate walking tours were hosted in October, to discuss the Avenue D to Union Avenue segment of the project in detail and experience it on the ground. Sessions were held on October 7<sup>th</sup> and 15<sup>th</sup>, and were open to the public. Staff presented information about the issues requiring intervention, opportunities for improvement, and asked questions about preferences. All information was noted in a map-based rating system to track comments and ideas.

One of the concepts presented in the Master Plan is to convert traffic flow on Avenues B and C to one-way. To understand how this would impact the businesses that take access from these streets, staff visited each business on October 21<sup>st</sup> to talk about the concept, answer questions, and bring those preferences back to the Advisory Committee. A letter explaining the concept and inviting comment was left for businesses that were not open or business owners who weren't present. Several comments were received later.

A project-specific email address was created for the public to direct comments and questions about the project, Advisory Committee meetings, or other general correspondence. Several comments were provided in this manner.

## Engagement Results

### Master Plan Monday

This weekly series ran from June 2<sup>nd</sup> until December 29<sup>th</sup> on a variety of topics. The full schedule, including format and number of social media account views, is provided below.

Date	Topic	Format	Views
6/2/25	The Story of First Street	video	4,180
6/9/25	What is a Master Plan?	video	1,716
6/16/25	Why this project matters	video	557
6/23/25	The role of the Advisory Committee	video	701
6/30/25	The GIS Survey (a tutorial)	video	1,552
7/7/25	Why hire a consultant?	video	1,160
7/14/25	The project timeline	video	167
7/21/25	What needs to be done, according to Public Works	video	1,168
7/28/25	Opportunities	video	1,156
8/4/25	GIS Survey	post	3,135
8/11/25	Second Street Master Plan	post	2,964
8/18/25	GIS Survey	post	2,394
8/25/25	Traffic and Parking strategies	video	5,933
9/8/25	Meet the FSAC: Matt Bachleda	video	478
9/15/25	Meet the FSAC: Zane Mendez	video	796
9/22/25	Recap from the last meeting	post	615
9/29/25	Meet the FSAC: Alyssa Meals	video	842
10/6/25	Walking Tour reminder (posted multiple times)	image	4,494
10/13/25	Meet the FSAC: Carrie Buckel	video	6,895
10/20/25	Recap from the last meeting	post	26,962
10/27/25	Meet the FSAC: Lucas Heber	video	3,742
11/3/25	GIS Survey	video	9,654
11/10/25	Walking Tour recap	video	1,863
11/17/25	Meet the FSAC: Chris Shirley	video	650
11/24/25	GIS Survey results - parking	infographic	12,166
12/1/25	GIS Survey results - safety	infographic	2,708
12/8/25	GIS Survey results - amenities	infographic	4,235
12/15/25	Historic flooding	post	139,832
12/22/25	Holidays on First Street	post	17,955
12/29/25	2025 Recap	post	12,289

## Walking Tours

Two separate walking tours were held during the daytime in October. The walk began at the intersection of First Street and Avenue D and ended at First Street and Union Avenue. The groups included interested members of the community and members of the Advisory Committee. Staff presented information, asked questions, and looked for ideas from those who were present on a number of elements that affected the project. Each element was rated on a scale of 1-5, with 5 being the most desirable. Elements from both tours are distributed geographically according to the map below.



### Street trees

Street trees were discussed by both groups and rated 5 (most desirable), although the groups identified different trees at the intersection of First Street and Avenue C. Both groups wanted to ensure the master plan has a place for street trees.



### One-way traffic on Ave B/C

The second group noted the sidewalks could be wider on these streets if they were converted to one-way traffic, in addition to the benefit of the added parking that would be provided on both sides. This would also allow more space for loading and pedestrians. The conditions today are tight for all of these uses to share the same space.

### Utilities

The second group also noted a preference for underground utilities in the project area. Aerial utilities were rated at 1.

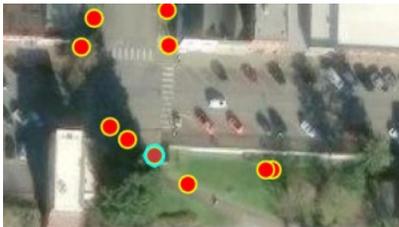


### Curbless street profile

The second group preferred a curbless street design to increase accessibility and beautification. This design concept was rated 5.

### Avenue C bump-out

This area at the southern end of Avenue C features a projection of the sidewalk with benches. Both groups identified the importance of this area as a place for people to gather. The first group liked its bench seating and rated it a 4 as-is today. The second group discussed future design potential and rated it a 5, also noting it should include interpretive signage about the history of Snohomish with covers for weather protection.



### Kla Ha Ya Park

Both groups discussed this as underutilized space that needs to be included in the project. The flood zone limitations were also discussed, however both groups agreed that some terraced design, summer concerts, play equipment, and/or murals could be integrated into the park. As-is, the park and its steep access were rated a 1. The second group suggested adding switch-backs to the western pathway from First Street for easier access. This group also discussed a fishing dock along the waterfront, designated viewpoints, and vegetation management.



### Public restrooms and surrounding area

Both groups agreed that having public restrooms is a needed amenity, and it's nice to have them centrally located. The design of the building was identified as an opportunity for improvement, with some not liking the color. The interior was also discussed as not ideal, but clean. The groups discussed the challenges of maintenance. The second group noted more bathrooms would increase tourism. The current restroom was rated a 3. The concept of adding more was rated 5 by the second group.

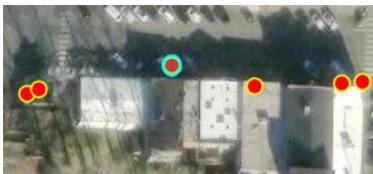
A gentleman sitting outside requested bringing back the public benches to the immediate west of the building. The second group noted the staircase leading to the Riverfront Trail needs to be maintained or replaced, and the blackberries need to be removed. They also

suggested constructing a new deck that is at-grade with the sidewalk, rather than at a lower level.



### Sidewalks

The uneven sidewalks were discussed by both groups. Large voids are present underneath, and some building basements are below. The sidewalk conditions were rated 1.



### Light wells

The historic light wells can be found throughout the sidewalks. These were to provide natural light to the basements below, and the glass turned purple over time. Some are in better condition than others. Some are leaking. One building owner recently proposed to replace theirs and replicate the purple glass. These are a challenge, but they are historic and some in the group found them to be important. The second group rated them 3.

### Sidewalk cafés and seating

Both groups discussed the trade-offs with sharing the space for pedestrians and businesses. The first group liked this element and rated it 5. The second group had some members who were less convinced of the amenity, however a business owner came out and talked with the group. She talked about how she wants to keep using the space because her customers like it. One group member suggested integrating post holes into the sidewalk as a design feature so the City can control barricade locations.

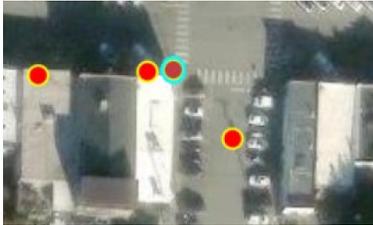
### The clock

This rare clock is unique to Snohomish's streetscape, and both groups agreed it was important to maintain and straighten (it's leaning), but don't change the fact that there are two 12s. The first group considered fixing it to keep time but did not come to agreement.



### Big Belly trash cans

These were discussed at length. One passerby also contributed an opinion. The groups considered wrapping them in historic imagery as originally proposed or screening them. “Go away green” was suggested as a different color. The group agreed that the garbage cans are a functional benefit, but their appearance is not ideal. They were rated 4.



### Avenue A and gazebo

This space was discussed by both groups as being underutilized and in need of activation. The importance of maintaining access to the parking lot at 121 Avenue A was acknowledged, and there was little interest in removing parking permanently unless more parking was added elsewhere. The potential for using the space for events was of interest and potentially removing the asphalt just south of the parking lot access to expand the gazebo area. As-is this area was rated a 2. The suggested concept was rated 5.



### Loading zones

Both groups experienced large trucks blocking pedestrian areas during their walks, although it occurred at different points for each one. The first group saw this occur over a crosswalk in the middle of an intersection, causing a safety hazard. Both groups understood that identifying loading zones would remove parking. Different ideas included hatched loading zones with time limits and limiting deliveries to the morning. Adding a small traffic circle was also suggested, so the trucks could not physically park in the area. The second group also brought up Uber eats parking and timed parking for food pick-up. The second group suggested the existing taxicab parking area on Avenue A for potential Uber eats parking. The current circumstance was rated 2 and 3.



### Union Avenue overlook

This area was visited by the first group only. The group liked having this space and the shade it provides, but acknowledged that the City does not maintain the space. They discussed the potential for adding artistic bike racks to this area and rated that idea 5.



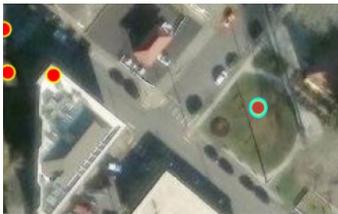
### Penny tile alcoves

This was also only discussed by the first group. The penny tile can be found in several inset entry ways on First Street. Some identify the historic business that was in the space. This group rated the penny tile 5.



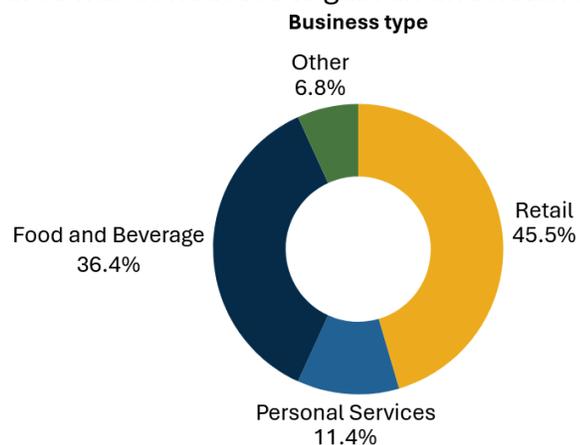
### Carnegie Green

The Carnegie Green was identified as a wonderful space that needs more seating. One person noted the big beech tree on Cedar is getting old.



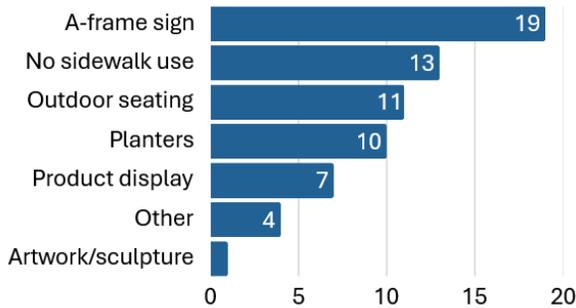
## Business Survey

A survey of business owners in the project area was conducted to gain an understanding of how the public realm is being used. The survey was open from February 15 to April 23, 2025, and received 57 responses. Results are below.

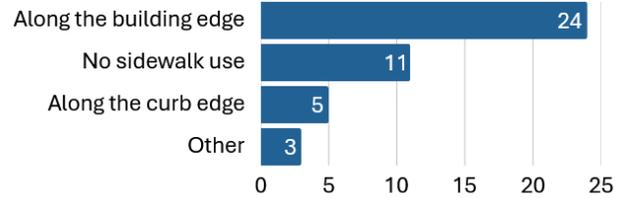


## Sidewalk use

How do you use the sidewalk for your business?

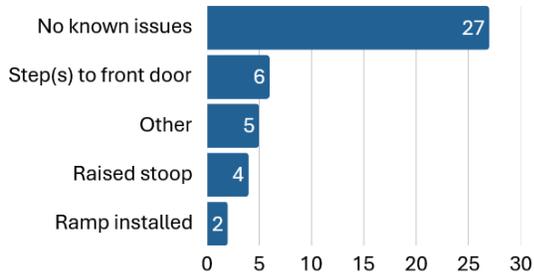


What part of the sidewalk do you use?

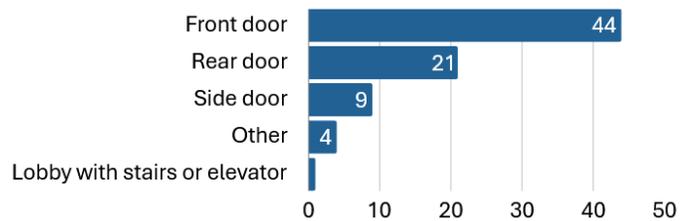


## Business/building access

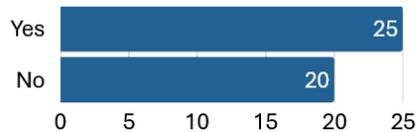
Does your business have any known access issues?



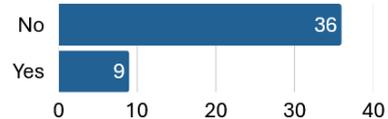
Where can you access your business or property?



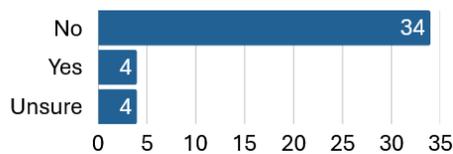
Does your business have a recessed entry? (below grade or alcove)



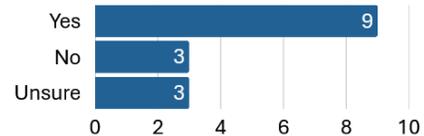
Are there distinct or historic features of your entry that are important to preserve?



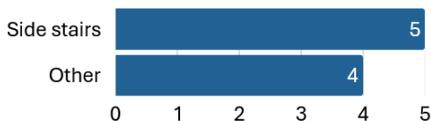
Does your property have a basement that extends under the sidewalk?



If yes, can you access the basement?

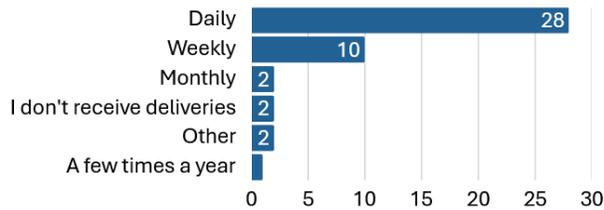


If yes, how it is accessed?

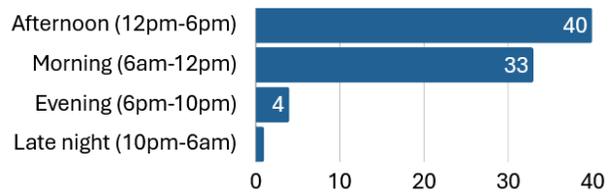


## Deliveries

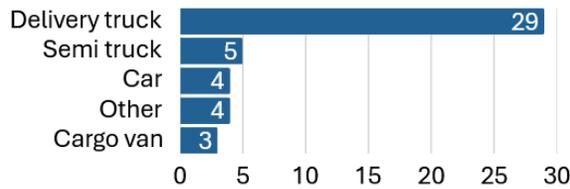
How often do you receive merchandise deliveries?



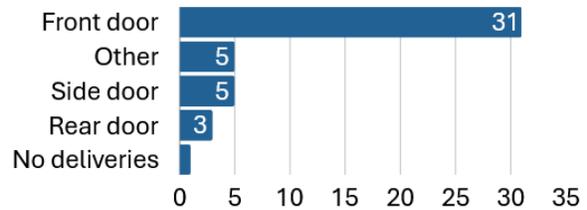
What time of day do you receive deliveries?



What type of vehicle is used?

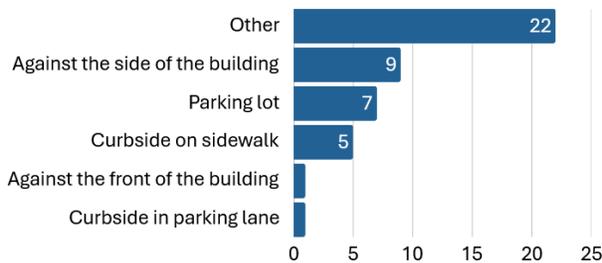


Which door is used to receive deliveries?

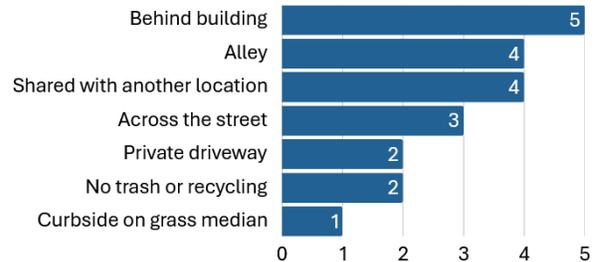


## Trash/Recycling

Where is trash and recycling collected?

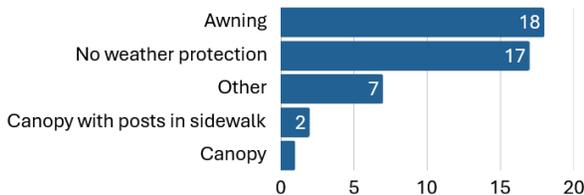


If you said "other", please specify

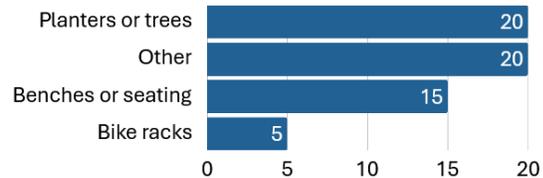


## Amenities

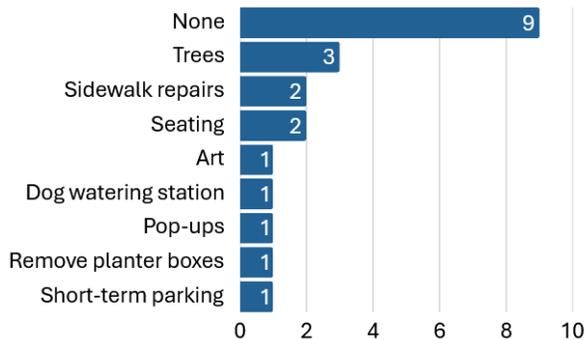
Does the property have weather protection at the entry or storefront?



Which amenities would you like to see outside your building?

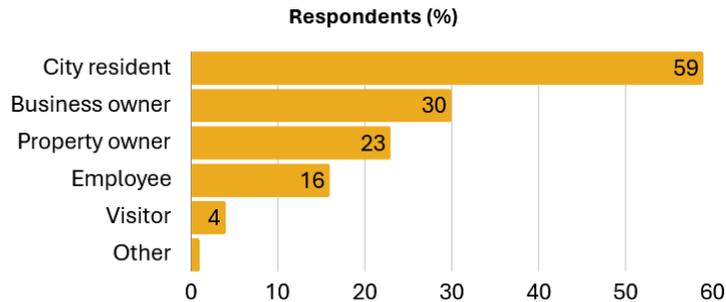


If you selected "other", please specify



## Visioning Survey

The visioning sessions were held in March with the general community – one in the morning and one in the evening. A presentation was given with a concurrent mentimeter survey that received just under 200 responses. Those results are below. It's important to note that multiple choice questions allowed respondents to select more than one option, so the responses to several questions will add up to more than 100%.



Most input reflected the perspective of residents and business owners, suggesting the responses are strongly influenced by those who use the area the most.

### Character

One question asked respondents to enter one word to describe the Historic Downtown. The most frequently used words were:

- Charming
- Historic
- Community
- Walkable
- Quaint
- Welcoming
- Vibrant
- Friendly
- Inviting

Other recurring words were small businesses, vintage, unique, cozy, inclusive, fun, and diverse. This suggests the identity of the downtown area is rooted in its historic character and charm, walkability, and small, locally-owned businesses.

Respondents were asked to identify what attracts them to First Street. A variety of responses were provided, including the following:

#### a. Dining & Food

- Restaurants and bars
- Dining and drinking
- Bakeries and coffee shops

- Farmers markets
- Unique and local food options
- b. Retail & Small Businesses
  - Unique shops and antiques
  - Locally owned businesses
  - Diversity of shops
  - “Mom and pop” establishments
  - Fresh retail inventory
- c. Events & Community Activities
  - Community events
  - Parades
  - Car shows and festivals
  - Live music
  - Seasonal and holiday events
- d. Walkability & River Access
  - River walks
  - Access to the riverfront
  - Walkability and strolling
  - People-watching
  - Gathering places
- e. Historic Character & Atmosphere
  - Architecture and storefronts
  - Old-school charm
  - Festive lighting
  - Sense of belonging
  - Small-town feel
- f. Ease of Access
  - Ease of parking
  - Accessibility

These responses suggest First Street functions as a destination for social gatherings and provides a strong sense of place. There is already an emotional connection for many visitors, and strong community identity.

### Opportunities

Respondents were asked to identify gaps or opportunities for improvement. Those responses included the following:

- a. Lodging
  - Hotel
  - Boutique hotel
- b. Grocery & Everyday Needs
  - Healthy grocery store (mentioned multiple times)
  - Healthy food options

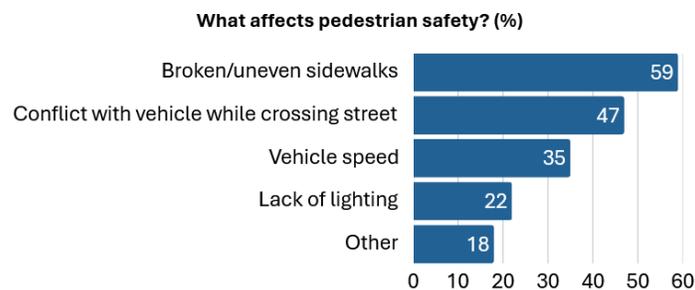
- c. Entertainment & Family Activities
  - Theatre (mentioned multiple times)
  - Indoor family entertainment (e.g., bowling)
  - Free family activities
  - Play area or playground
- d. Public Space & Greenery
  - Central park or meeting place
  - Gardens
  - Trees and bushes
  - Better tie-in to the river
- e. Outdoor Recreation
  - Kayaks/outdoor activities at Cady
  - River integration
- f. Parking
  - Parking (repeated multiple times)

The responses can be summarized in the following themes:

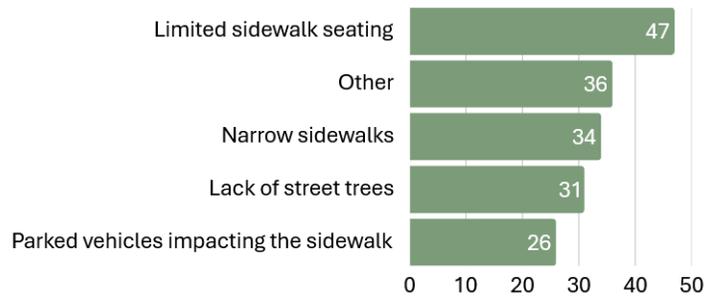
- Expand lodging options to support tourism
- Provide more daily-serving retail (particularly grocery)
- Add family-oriented and year-round entertainment
- Enhance public gathering spaces and green infrastructure
- Improve river connections
- Address ongoing parking concerns

### Safety

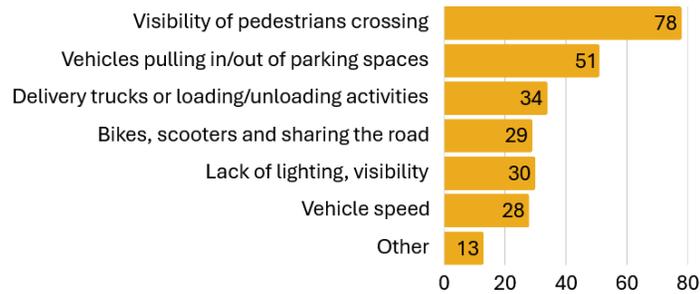
The survey asked questions about pedestrian safety and comfort as well as vehicle safety. The results show that both pedestrians and motorists share a concern about visibility at street crossings, although the highest pedestrian safety concern is broken or uneven sidewalks. Vehicle safety is also impacted by parking, as cars pulling in and out of stalls can create hazards. Vehicle speed and lighting appear to be of relatively low concern.



**What affects pedestrian comfort and access? (%)**



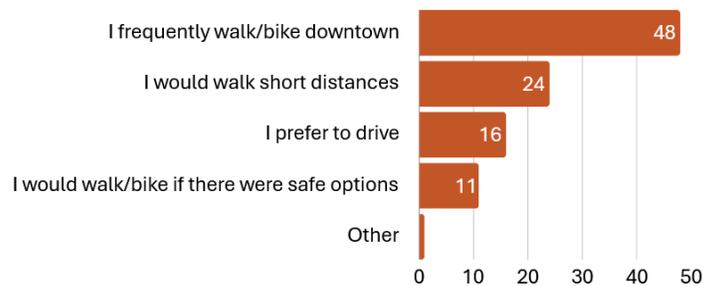
**What affects driver safety/access on First Street? (%)**



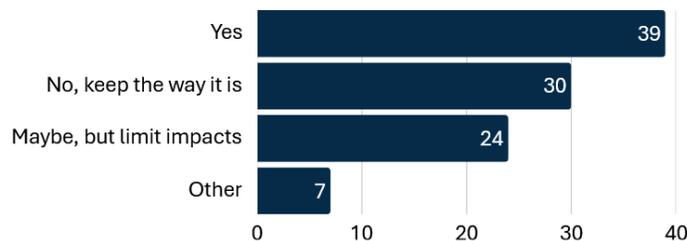
### Walkability

Respondents appear to already walk and bike to the downtown area and are willing to continue to do so. A majority of respondents felt it was worth the trade-off to share space for people and cars. If impacts to parking are limited, that response increases significantly.

**Biking/walking to the Historic Downtown/riverfront**

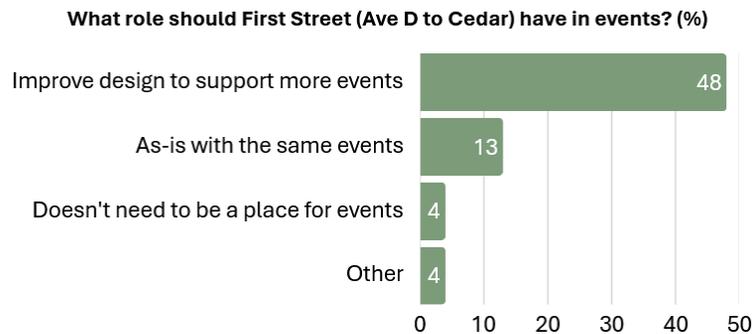
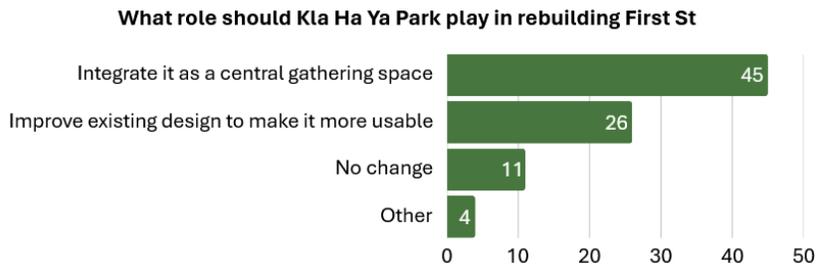
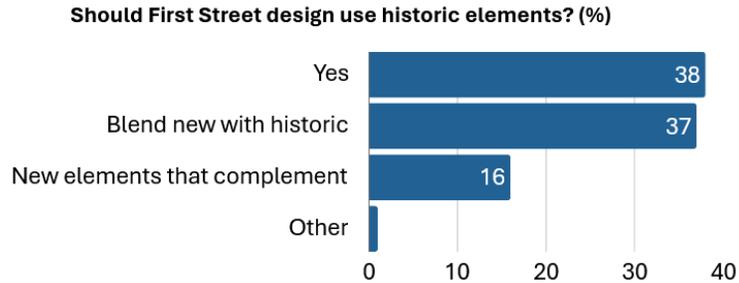


**It is worth the trade-off to balance the space for people and cars? (%)**



## Amenities

Survey respondents felt it is important to preserve the historic character of the downtown area through the design of streetscape elements and furnishings. Kla Ha Ya Park should be included in the Master Plan design, to be a usable gathering space. Respondents also felt First Street should continue to be a destination for special events and should be improved to support even more events.



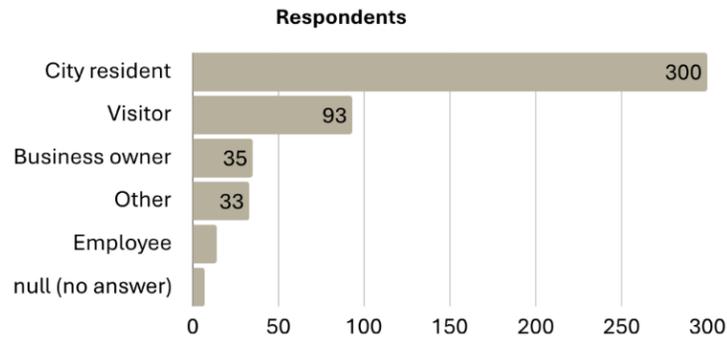
## Parking

Parking was identified as a major concern throughout the planning process. The survey asked respondents to rank a list of six parking strategies in order of preference. Respondents ranked the options in the following order:

1. Add parking on First Street west of Avenue D
2. Locate, purchase, and construct a new public parking lot
3. Encourage employee parking away from businesses
4. Improve utilization and efficiency of existing parking areas
5. Identify and implement shared parking on private lots
6. Implement timed parking to increase turnover

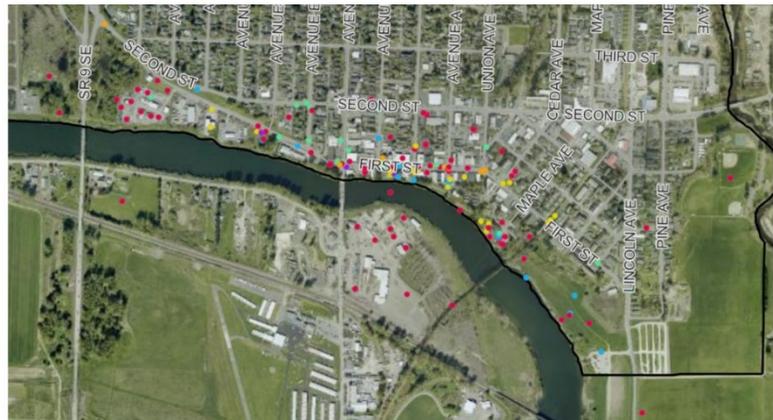
## GIS Map Survey

Respondents were overwhelmingly City residents. Those who chose “other” commonly said they lived just outside city limits or used to live in the city.



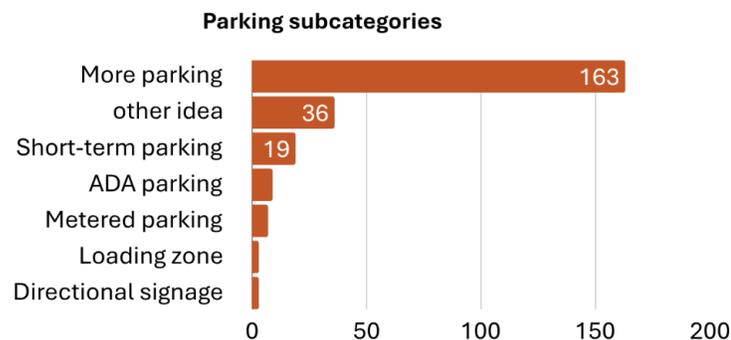
The geographic distribution of comments reveals clusters of data as shown below.

The data clusters become more meaningful when viewed at a category-specific level, however the Phase 2 area of First Street (between Avenue D and Union Avenue) received the most responses overall, particularly for various categories. Clusters of responses can also be seen at Cady Park, the City Shop site, the mill site across the river, and west of Avenue D.



## Parking

The parking category was by far the most commented category in the survey, receiving just over 50% of the overall responses and 244 total responses. Of the predesignated subcategories, *More parking* was the most popular response, receiving 68% of the responses in this category.



Many of the parking-related comments centered around the issue of parallel parking, which was shown as a potential design to be considered early in the process. Many respondents wanted to comment about their opposition to that idea. Due to the response from the community, the City removed the parallel parking option from the list of considerations for First Street.

Other themes that can be seen in parking comments include requests from the community to develop a municipal parking lot or garage, as a way to provide additional parking. Many respondents offered ideas for where this could be located, including vacant properties, underutilized properties, or demolishing existing buildings. The most common suggestion was to acquire land at the mill site across the river. Some respondents also suggested developing a pedestrian bridge as part of the project, and others wanted additional development at the site, such as retail shops. Other common locations suggested were Cady Park, Pilchuck Julia Landing, the City Shop site, and the Wastewater Treatment Plant.

Short-term parking and loading zones were other common areas of concern in the comments. Many respondents wanted parking enforcement or timed parking, and some of these wanted parking meters. This is in opposition to the many commenters who wanted parking to remain free. ADA accessibility was also mentioned frequently. Many said they wanted to visit more often but could not due to limited mobility and lack of accessible parking options.

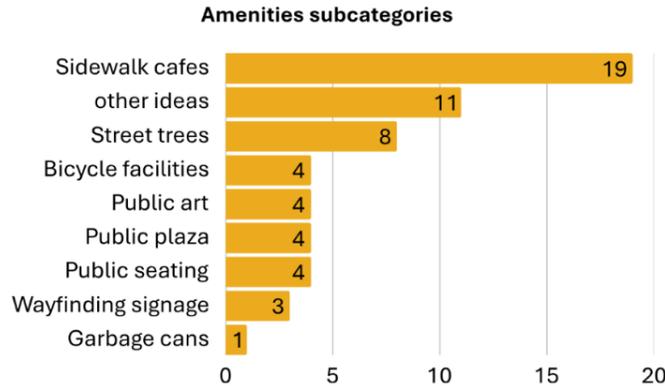


The parking comment distribution can be seen in the map below. Clusters are visible at Cady Park, the mill site, the City Shop site, and throughout First Street. Many of the others are suggestions for parking lot locations.



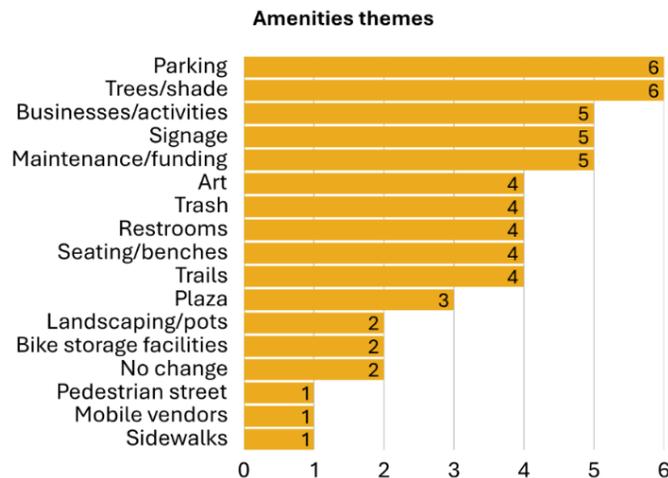
## Amenities

The amenities category received a total of 58 responses, or 12% of the overall survey responses. *Sidewalk cafes* was the most commented subcategory, receiving 33% of responses.



Commenters took every opportunity to provide input about parking, as parking-related comments were identified in nearly every category. Other themes that were identified for the Amenities category were requests for street trees or other forms of shade, including man-made. There were many comments related to businesses, such as operating hours or requests for types of businesses and activities. Suggestions for signage were common. Maintenance or funding issues was another common theme throughout the survey.

Nearly every category had somewhere between 1-6 comments related to maintenance or lack of funding. The request to make no change was also a common theme, although this was usually outweighed by requests for some kind of improvement. Other requests for amenities included art, more trash receptacles or pick-up, improvements to the public restrooms, and more seating. The trails were mentioned several times, either as opportunities for making a connection, or a new trail, or improvements to an existing trail, such as bicycle parking and signage at the Centennial Trail.

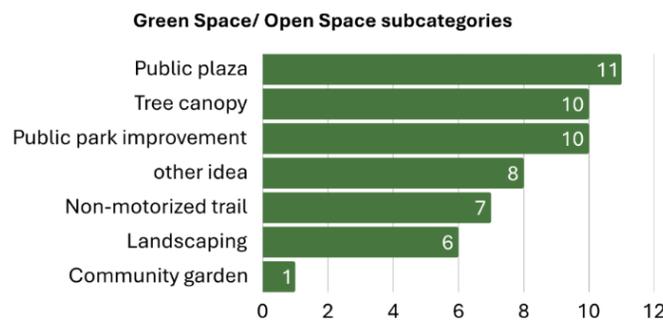


The geographic distribution of amenities responses shows most comments were located between Avenue C and Union Avenue, with other small clusters at Cady Park, the Centennial Trail, and the Carnegie.

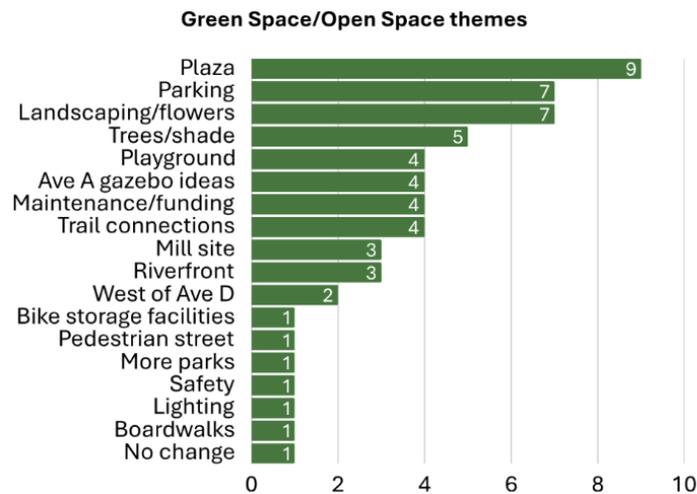


### Green Space / Open Space

The Green Space/Open Space category received 53 responses, or 11.2% of the total. *Public plaza* was the most commented subcategory, at 21% of the total responses.



Plaza was also the primary theme identified from the comments. Respondents suggested plaza areas at Kla Ha Ya Park, Avenue A, west of Avenue D, and the mill site. Again, parking comments were made in this category. Landscaping and flowers were requested as a method to connect trails, to bring people west of Avenue D, or because it currently feels like a “concrete jungle”.

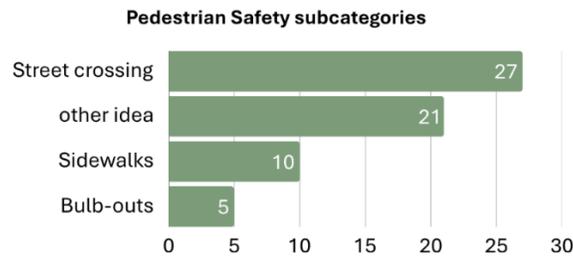


No major patterns appear in the geographic distribution of Green Space/Open Space comments, as they are fairly widely distributed apart from a cluster in the Phase 2 area, particularly Kla Ha Ya Park and the Avenue A right-of-way.

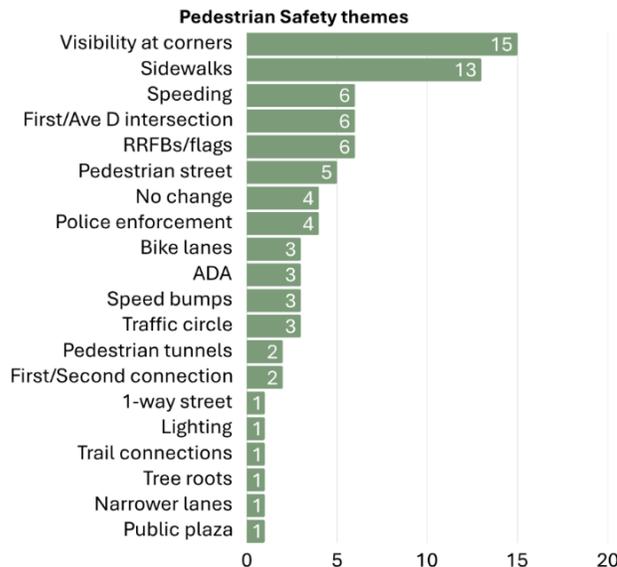


### Pedestrian Safety

Pedestrian safety received the second highest responses, at 65 comments and 13.5% of the total. However, it is being addressed with Driver safety due to the similarity and common themes between the two. *Street crossing* was the most common subcategory, at 43% of the total, followed by *other* at 33%.



Major themes that were identified in the comments included many suggestions about pedestrian visibility at street corners. This included specific suggestions for crosswalk



locations, bulb-outs, or stop signs. Several requests were for lit or flashing crosswalks. Sidewalk-related themes included requests to fix cracked, uneven sidewalks, improve ADA access, to widen the sidewalks, and appreciation for sidewalk cafés but that they encroach into the pedestrian area. Vehicle speeding was mentioned often, with one person suggesting visually narrowing the travel lanes to slow people down. Suggestions for the First Street/Avenue D intersection were

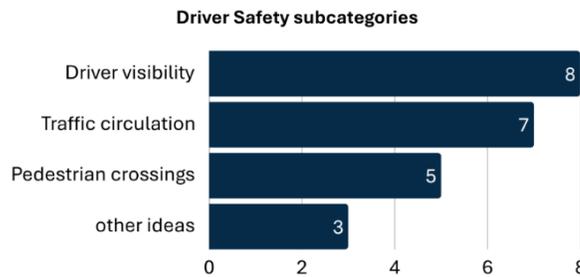
common, as well as comments in favor of the RRFBs and pedestrian flags at street intersections.

The geographic distribution of the responses is helpful for this category, as it reveals the locations of pedestrian hazards according to the community. Several pins are located at the intersections of First Street/Avenue D and First Street/Avenue C. First Street at Maple, Alder, and Lincoln also appear. Second Street/Avenue E has a cluster of pins, although it is located outside the project area.

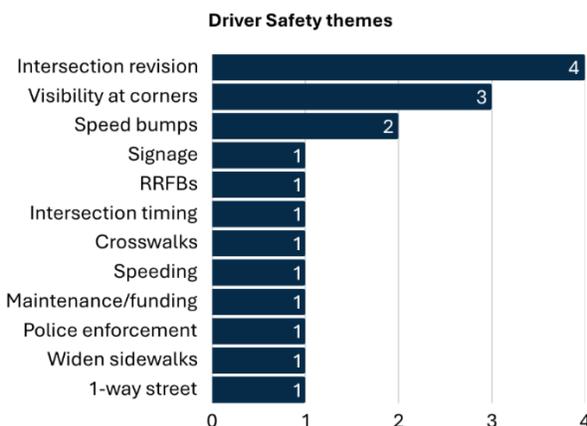


### Driver Safety

The Driver Safety category goes hand-in-hand with pedestrian safety. This category received the lowest number of responses in the survey, at 22 total or 5%. The *Driver visibility* subcategory received the highest number of responses for this category, at 35%.



The largest theme that was identified in the comments for this category was requests for intersection revisions of some kind.



There was little commonality for specific location (noted intersections were at First Street and Avenue A, Avenue C, Avenue D, Union), but the suggestions included four-way stops, right-turn only, and a signal for left turns.

Visibility at corners was another major theme, similar to the pedestrian safety category but this time for motorists. One suggestion was to

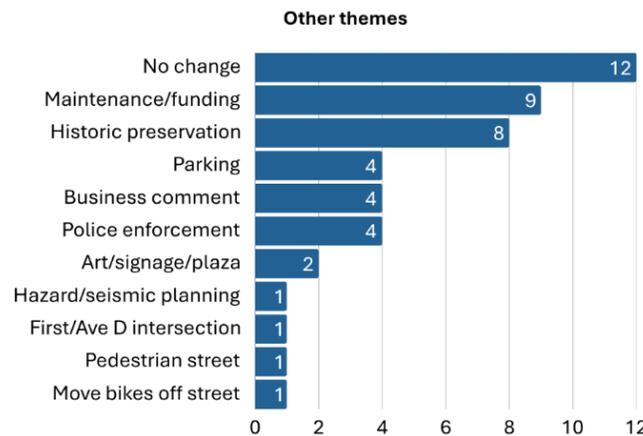
expand bulb-outs for pedestrians to avoid vehicle-pedestrian collisions. Other suggestions were four-way stops and rumble strips. Speed bumps were also mentioned.

The distribution of responses is interesting because it is largely at intersections, except for the SR-9 ramp. Clusters are located at the intersections of First Street at Avenue D, Avenue C, Avenue A, and Union. Taken with the pedestrian safety category, there is commonality between the two for safety issues on First Street at Avenue D and Avenue C.

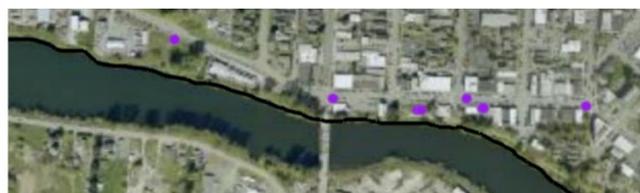


### Other

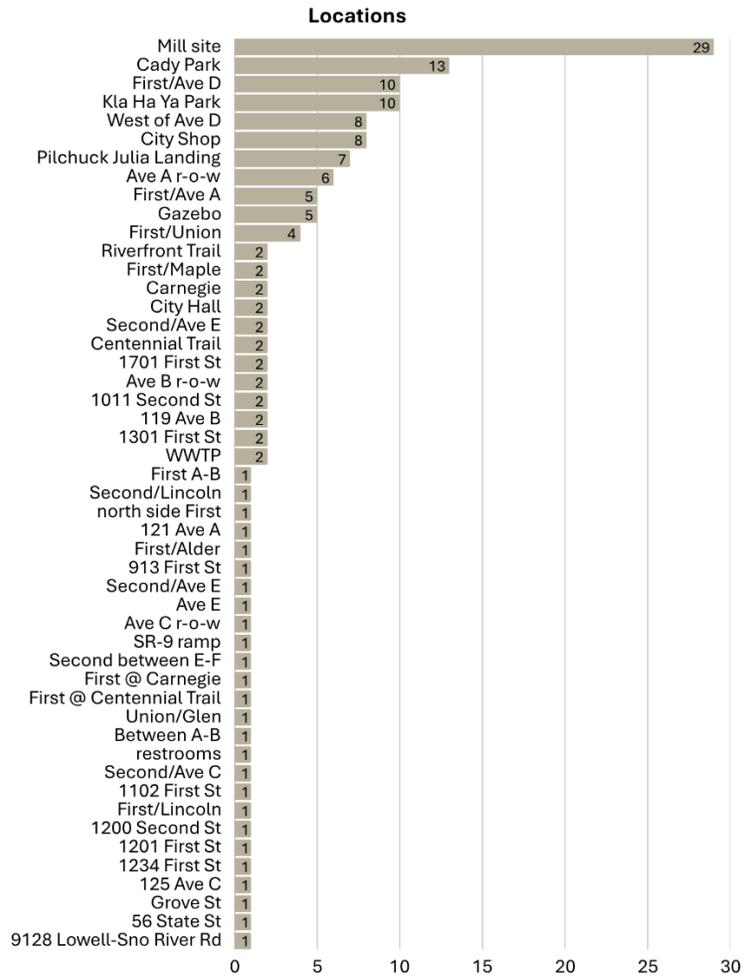
An *Other* category was offered for comments that were not related to the designated categories above. Respondents had two open-ended comment fields instead of one. These could not be analyzed the same way as the others, so we are limited to the major themes. In this category we see the highest number of “no change” responses, at 12. This is also where many respondents commented about maintenance issues and funding concerns. Concerns about historic preservation were also common in this category, as it appeared there was miscommunication that some buildings would be affected by the master plan.



The distribution of comments shows interest on the west side of First Street, but most were in the Phase 2 location, between Avenue D and Union Avenue.



Noted locations were also collectively analyzed to see where the interest level was located, regardless of category. This showed most community interest was in the mill site, followed by Cady Park, the First Street/Avenue D intersection, then Kla Ha Ya Park. The area west of Avenue D was commonly discussed, mostly suggestions for improvement. The City Shop site had suggestions around parking and amenities. Pilchuck Julia Landing also came up frequently.





## FIRST STREET MASTER PLAN ADVISORY COMMITTEE STAFF REPORT

**Date:** February 18, 2026

**Agenda Section:** DISCUSSION ITEMS

**From:** Ken Klein, City Administrator  
Brooke Eidem, AICP, Planning & Development Services Director

**Subject:** Draft First Street Master Plan

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**SUMMARY:** Staff will present the draft First Street Master Plan for review and discussion.

**BACKGROUND & ANALYSIS:** The purpose of this meeting is to review the draft First Street Master Plan to gather feedback and ensure the plan reflects the community's vision, priorities, and preferences. The draft will also be shared with the City Council at a briefing on March 17th. Any comments or revisions that are requested by the majority of the Advisory Committee will be returned at the regular meeting on March 18th before it is presented to the City Council for adoption.

Members of the public will be invited to attend and review the draft plan. Comments from the public will be collected on comment cards and via the project email address, [masterplan@snohomishwa.gov](mailto:masterplan@snohomishwa.gov).

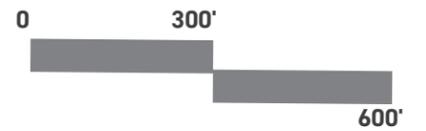
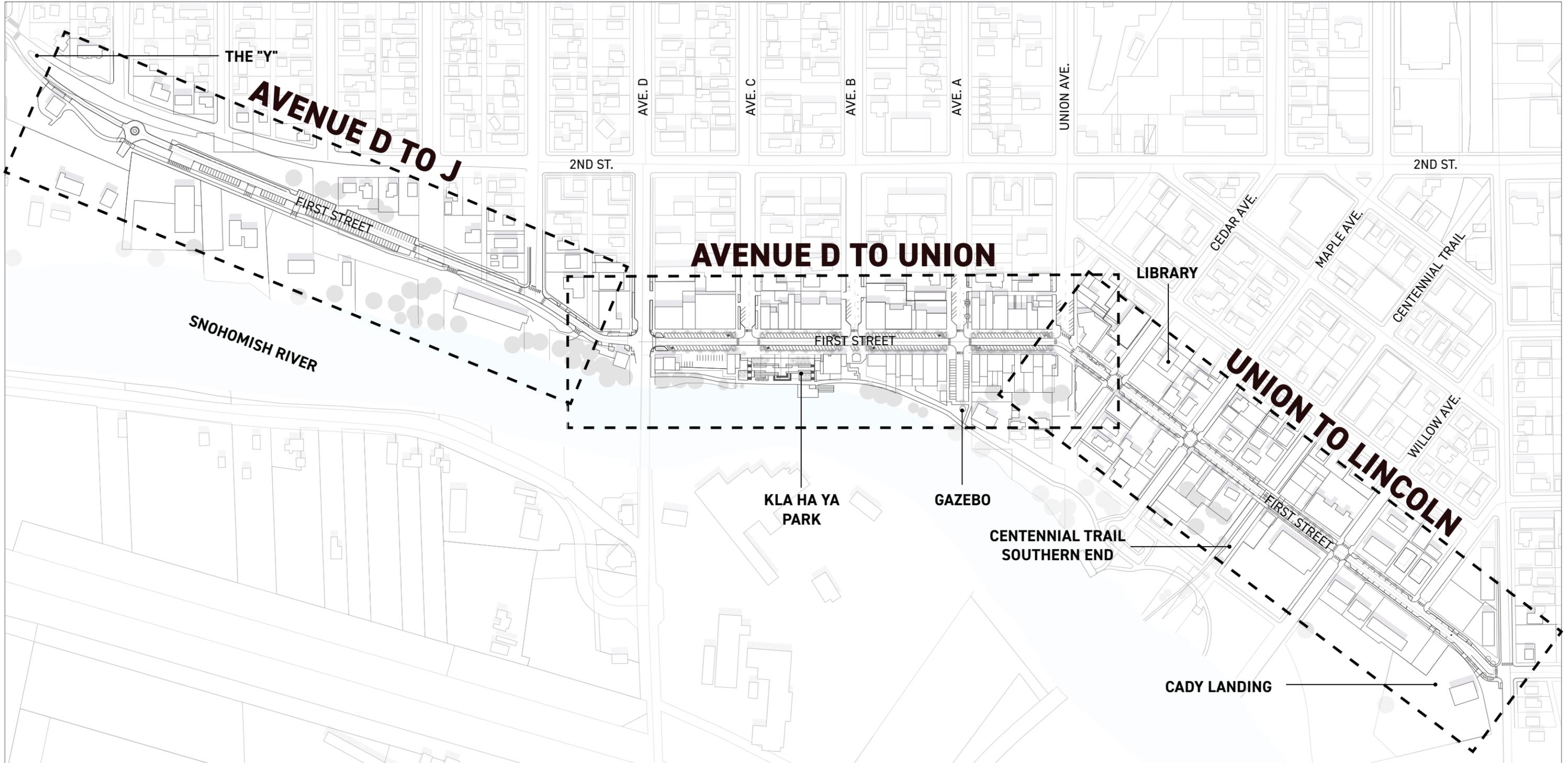
It is anticipated that the First Street Advisory Committee meetings will conclude on March 18th.

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**ATTACHMENT(S):**

Draft First Street Master Plan

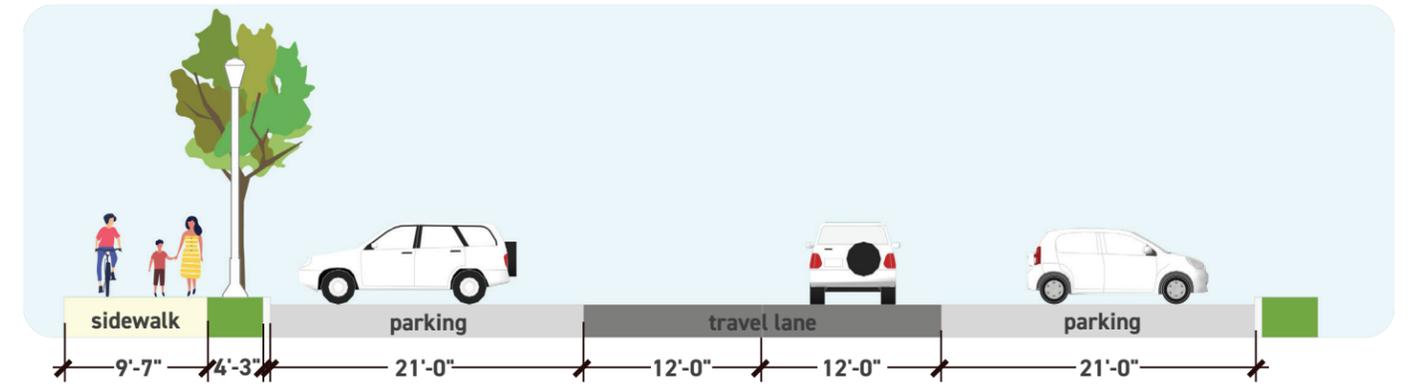
# PROJECT STUDY AREAS



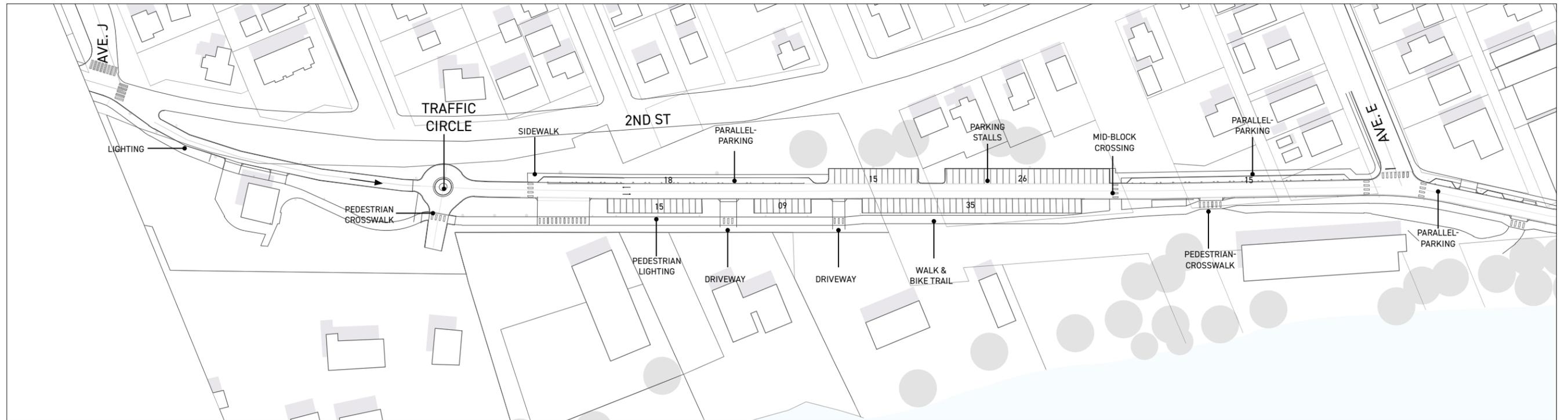
# AVENUE D TO J

From Avenue D to Avenue J, the right-of-way improvements on First Street focus on organizing movement, closing gaps in the active bike / ped network, and strengthening downtown access by adding much-needed parking. A new traffic circle is recommended to calm speeds and simplify turning movements at a key junction, helping traffic flow more steadily while making crossings shorter and more predictable for people walking. The corridor also includes a completed, continuous shared bike and pedestrian path, creating a clear and comfortable route that connects destinations block-to-block without forcing users into discontinuous segments or conflict zones. Access to the lots on the south side is refined through improved

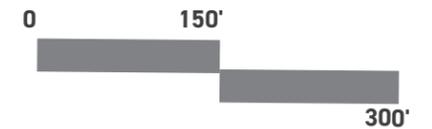
and tightened curb cuts that better define where vehicles cross the sidewalk and path, reducing the width of drive openings and clarifying the pedestrian zone; protected zebra striping reinforces visibility and priority at these crossing points so drivers understand they are moving through a pedestrian-focused environment. Together, these changes support safer circulation and clearer edges, while the most important outcome is additional parking—adding convenient spaces that strengthen downtown's day-to-day functionality for customers, visitors, and employees and help First Street perform better as both a main street and a destination.



Section through proposed First Street



Plan of proposed design

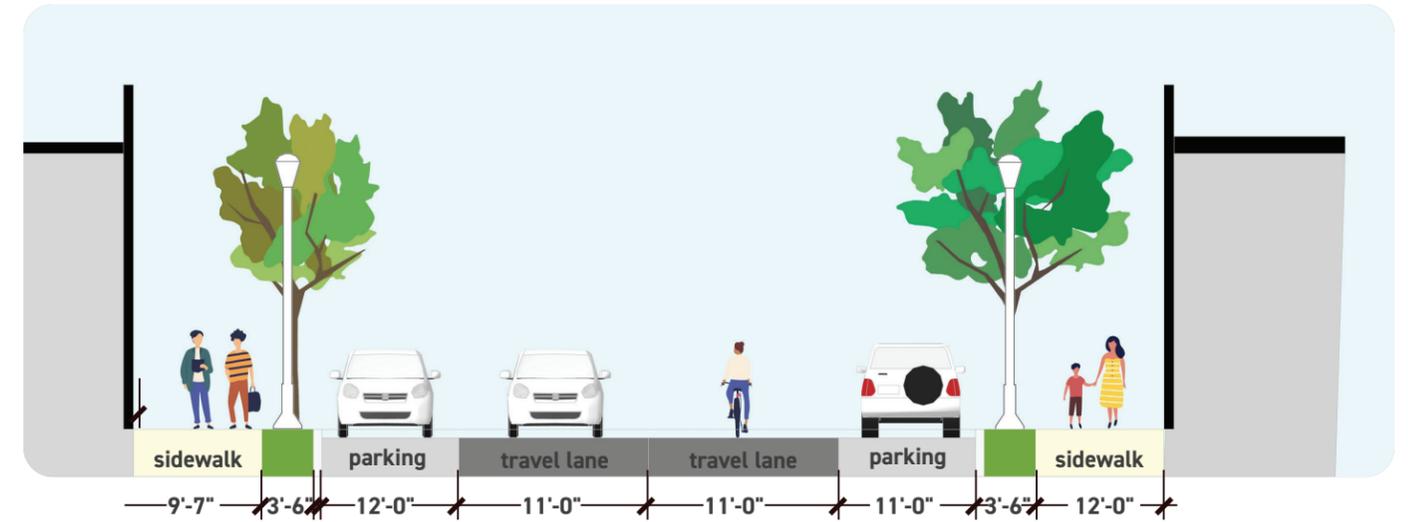


# UNION TO LINCOLN AVE.

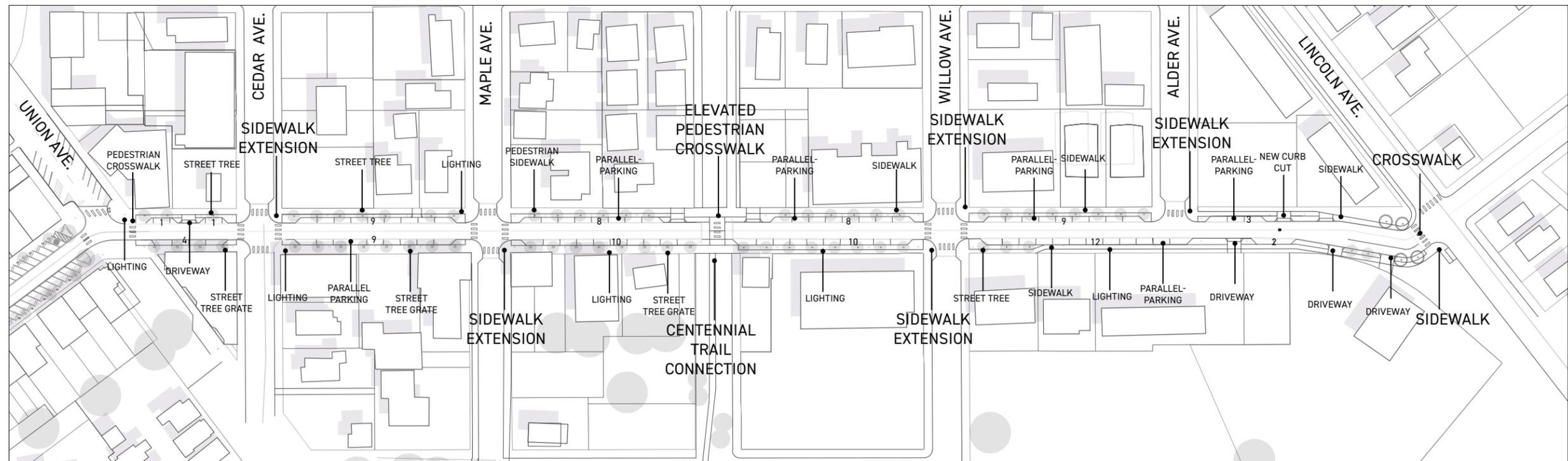
From Union Avenue to Lincoln Avenue, the right-of-way recommendations for First Street focus on creating a continuous, pedestrian-first downtown experience by filling in gaps in safety, comfort, and streetscape character. Bulb-outs at intersections shorten crossing distances, improve visibility, and slow turning movements, helping intersections function more like downtown places than high-speed corners. Missing crosswalks are added to complete the walking network and align crossings with where people already need to move between parking, storefronts, and civic destinations, making driver behavior more predictable and reducing the pressure for informal crossings. Where planting is missing, additional landscape strips and street trees are introduced to provide shade, separation

from traffic, and a consistent downtown canopy that strengthens the identity of the corridor while improving day-to-day walking comfort.

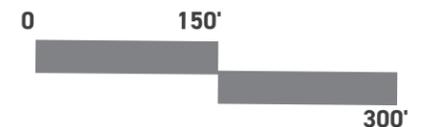
The Centennial Trail crossing is upgraded to be more visible and intuitive, reflecting the trail's importance as a regional asset and improving the connection between downtown and the trail network. At Lincoln Avenue, pedestrian-focused improvements reinforce the sense of arrival and clearly signal that drivers are entering a safe, walkable part of downtown Snohomish, using stronger crossing emphasis and streetscape cues to communicate a slower, people-centered environment.



Section through proposed First Street



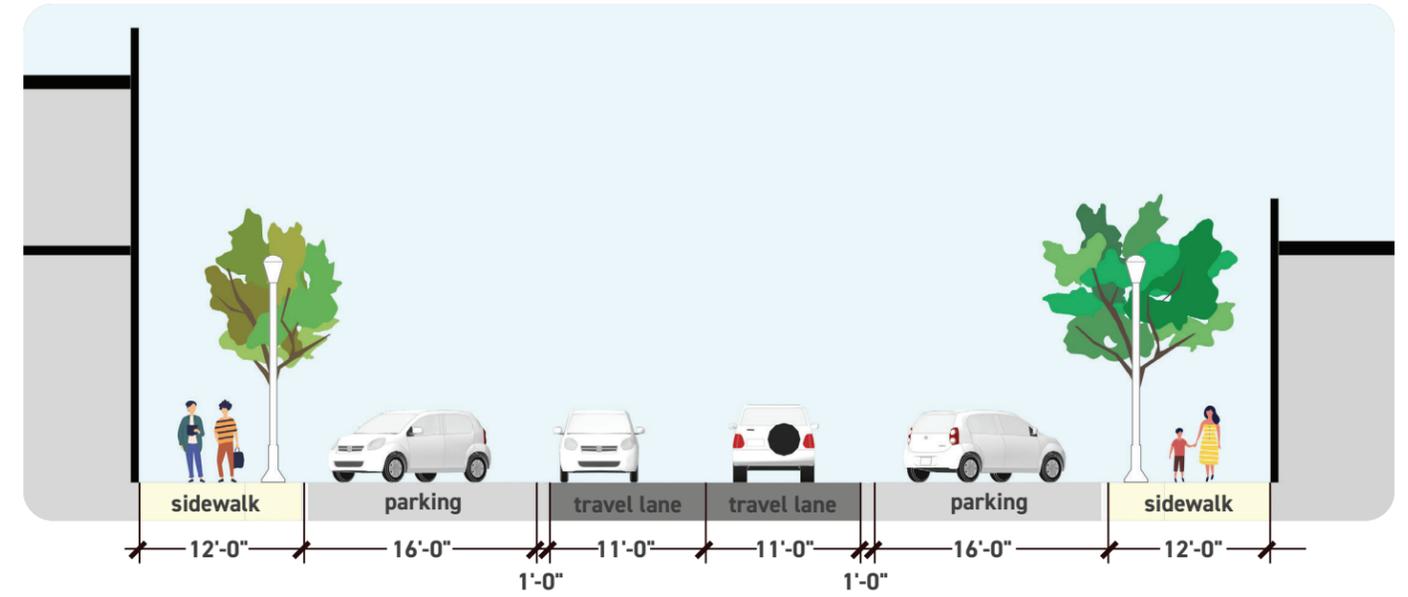
Plan of proposed design



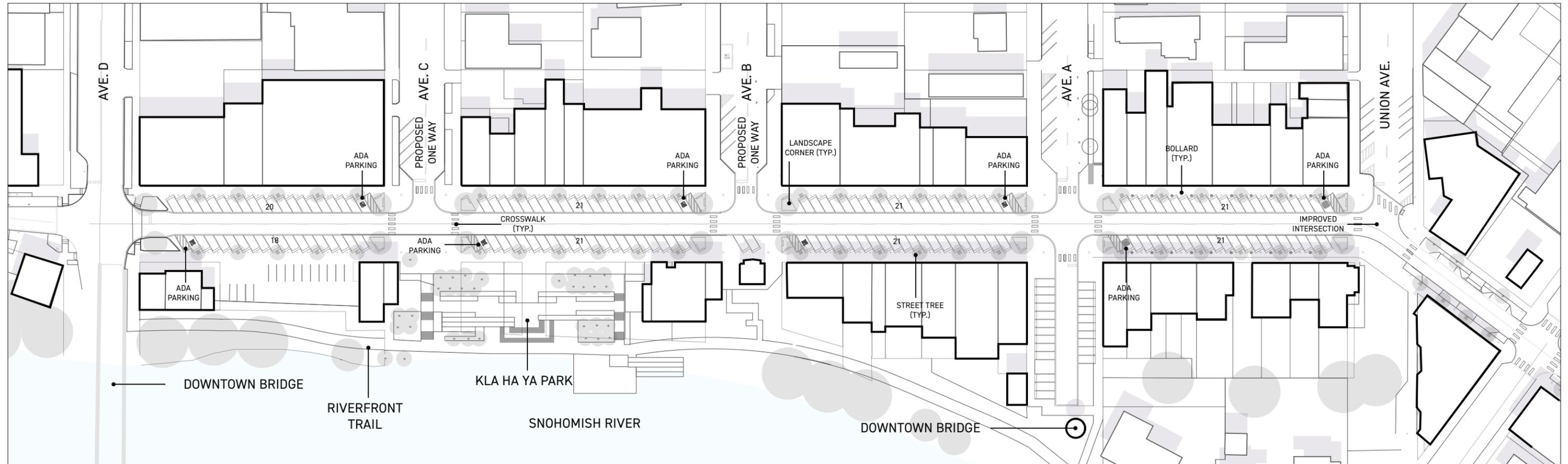
# AVENUE D TO UNION

First Street's streetscape upgrades are intended to strengthen Snohomish's historic main-street identity through the everyday details people experience up close. The design introduces a coordinated family of historic streetscape features—new benches, pedestrian-scale light posts, and trash/recycling cans—so the corridor feels consistent, comfortable, and clearly “downtown.” Street trees add shade and seasonal character, while bollards help define pedestrian zones, protect

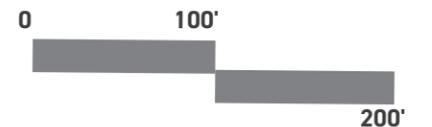
key corners, and support flexible use during events. Material upgrades reinforce that character. Sidewalks and parking areas are proposed in brick to add warmth, texture, and continuity along storefronts, while drive lanes shift to scored concrete for durable vehicular use. Valley gutters replace traditional curbs to maintain drainage while making the street more curbless and adaptable—supporting festivals, parades, and street closures without sacrificing day-to-day function.



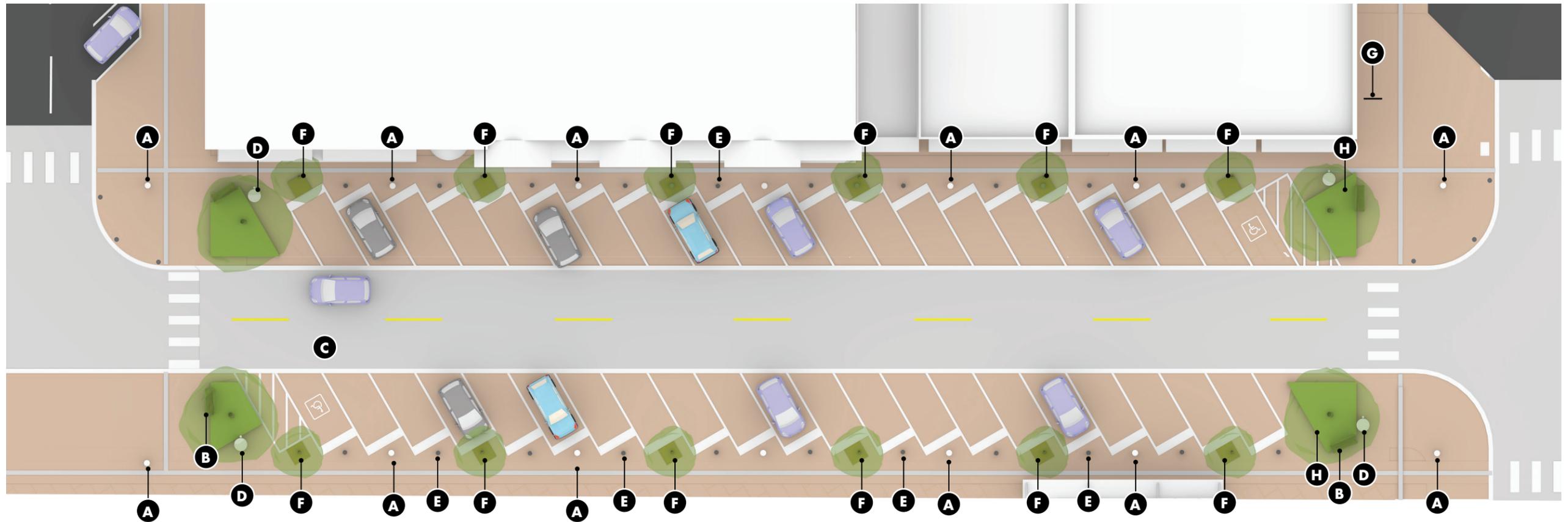
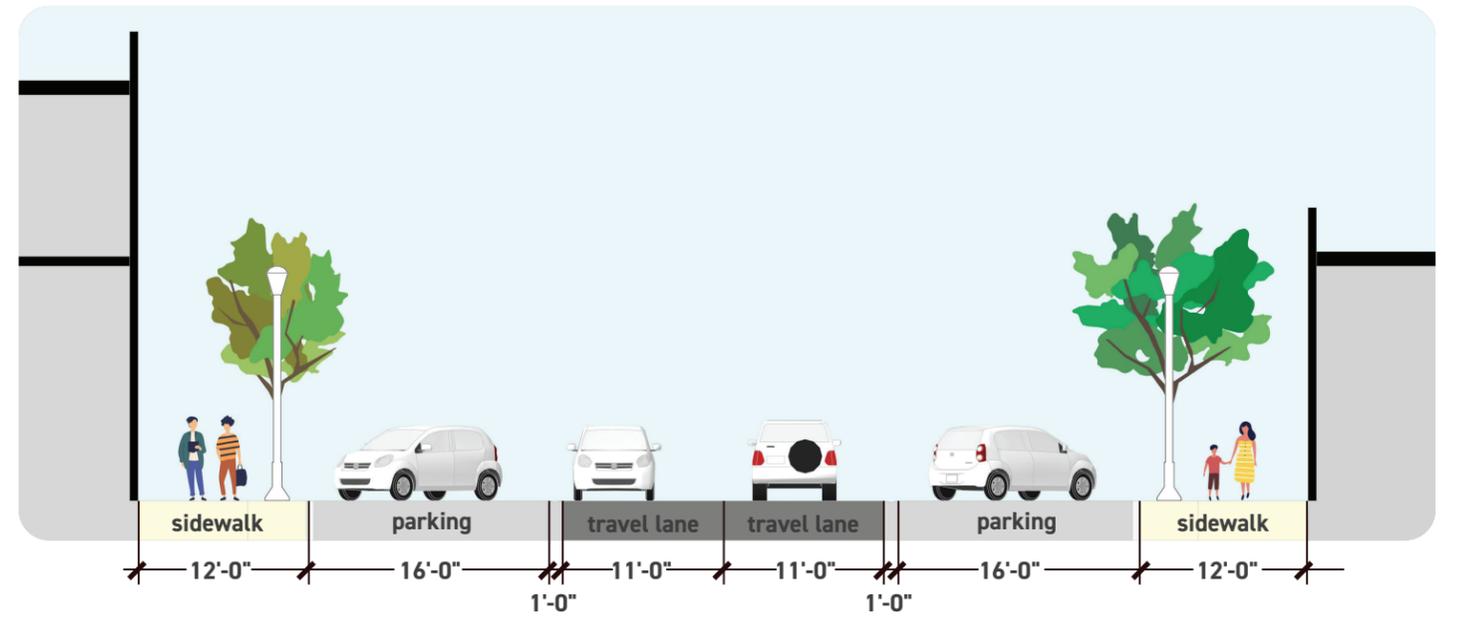
Section through proposed First Street



Plan of proposed design



# AVENUE D TO UNION



# TYPICAL BLOCK D TO UNION

BEFORE....



AFTER....

