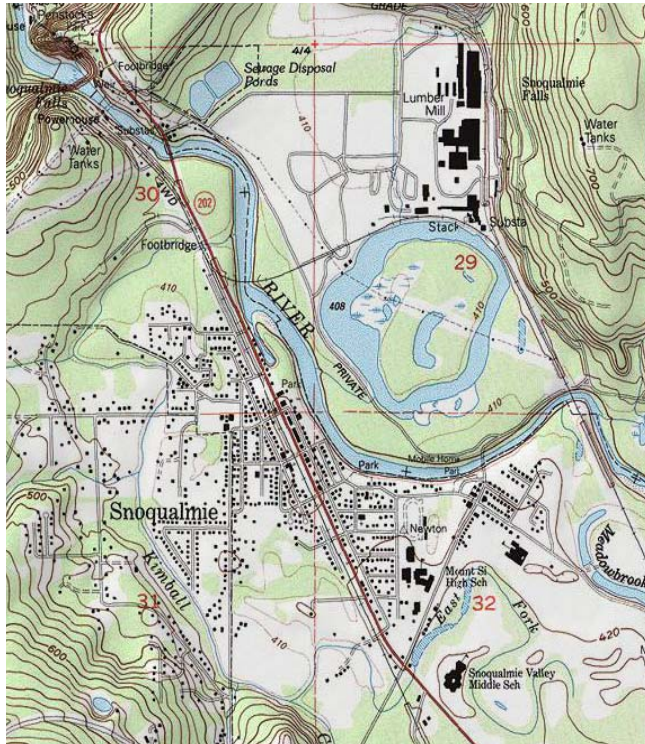


Chapter 1: Introduction

1.1 Downtown Snoqualmie Historic Background

The original inhabitants of the Snoqualmie area were the Snoqualmie (S.duk^walbix^w), a group of Coast Salish Native American people from the Snoqualmie Valley in east King and Snohomish Counties. “Snoqualmie” means “people of the moon” and “crowned with snow.” Tribal members believed they had been transformed from the mythical beaver.



The native Snoqualmie lived in two main villages in the Snoqualmie River valley – one at the mouth of the Tolt River and the other one mile below the base of the 270-foot Snoqualmie Falls – a setting the tribe held to be sacred.

Settlement of the City followed exploration of the area by Samuel Hancock, who ventured up-river in search of coal in 1851. In the years following, Jeremiah Borst settled in the valley in 1858, the town was platted in 1889, the Seattle, Lakeshore, & Eastern Railway (SL&E) was completed in 1890, and the Snoqualmie Falls hydroelectric generators were installed in 1899.

For most of the 1900's, Snoqualmie remained a small town of under 2,000 people, with an economy based on timber harvest and lumber. In the mid 1990's the Weyerhaeuser lumber mill closed and development of the new Snoqualmie Ridge neighborhood began. Since then the City has seen an increase in population to nearly 10,000 in 2009, with an estimated population of over 13,000 at build-out of Snoqualmie Ridge and other housing projects. The City and its downtown area are also affected by the completion and opening of the Snoqualmie Tribe's Casino and Lodge just outside the city limits.

The choices that confront the city at the present time are significant and could alter the character and quality of the historic downtown if not adequately planned. This document outlines the means for implementing preferred actions found to be of most benefit to the downtown and Snoqualmie residents.

1.2 Master Plan Retail Development Goals

This master planning effort builds upon previous market analyses, visioning, and economic development plans and studies for the City and the downtown in particular. These previous plans include, in chronological order, the Retail Development Plan (E.D. Hovee & Associates, 2002 and 2003), the Downtown Vision Plan (Callison Architects, 2006), and the Economic Development, Branding and Marketing Plan (Destination Development, 2006).

Each of those plans and studies provided a recommended strategy for downtown economic development that calls for a focus on capturing the primary and tertiary markets by promoting a combination local and tourist-oriented niche, specialty and destination retail business mix. The rationale for this economic strategy is articulated in the EDP recommendations 8 and 23 (provided here as Appendix B-3).

The following goals articulate a direction for developing a unique historic downtown setting and retail offerings that serve the needs of Snoqualmie residents and visitors alike:

- **Capitalize** - on the city's natural and cultural features while creating pedestrian-friendly shopping and gathering places for residents and visitors alike.
- **Retain** - Snoqualmie's authentic small town experience in the downtown historic district.
- **Identify** - key projects and actions that will focus and promote retail business development in the downtown in particular, and from tourists especially.
- **Promote** - retail business development that provides distinctive shops and a variety of year-round recreational, cultural, and entertainment opportunities.
- **Employ** - multiple strategies to expand, retain, and recruit targeted retail businesses from within and outside of the community.

The master plan elements and implementation measures described in the following chapters promote and support these goals and specific economic strategy for revitalizing the historic downtown.



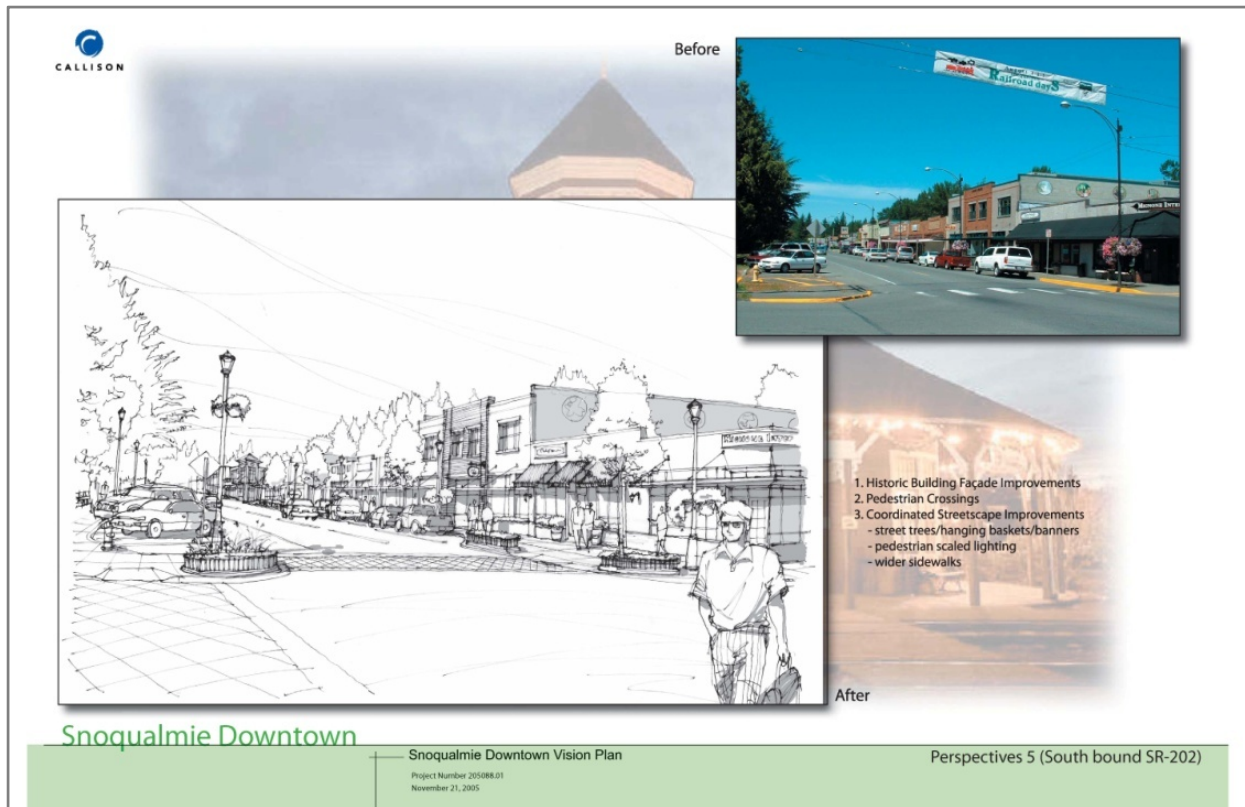
1.3 Objectives of this Downtown Master Plan

The Downtown Master Plan was developed to expand upon previous downtown planning efforts and provide more detailed planning needed to implement the recommendations of the Downtown Vision Plan and Economic Development, Branding, and Marketing Plans approved by the City in 2006. It was also developed to provide more specific design guidance for final design and engineering for the Town Center Improvement Project, funded in part through a grant from the federal Economic Development Administration and scheduled for start of construction in September, 2009.

The specific objectives of this Downtown Master Planning effort were to:

- **Review Previous Plans and Studies** – including the E.D. Hovee Retail Development Plan, Downtown Vision Plan, and Economic Development, Branding, and Marketing Plans to understand the current context for the downtown master plan efforts and promote continuity and consistency with previously articulated goals, objectives, strategies and recommendations.

- **Inventory assets** - including existing public and private properties, historical resources, land use regulations, transportation systems, and urban design contexts.
- **Confirm public opinion** - through a series of public participation events and activities, including interviews of key stakeholders, brainstorming workshops and public open houses to resolve final plan and implementation particulars based on the results of public input.
- **Confirm market niche** – using the results of previous economic and marketing studies to define a vision with a clear definition of the market niche and brand identity for the downtown district as a whole. Building upon the goals, objectives, strategies and recommendations provided in the previous downtown studies and adopted plans, to confirm the market niche strategy for the downtown commercial districts.
- **Identify opportunities and create master plan elements** - for attracting new businesses and retail tenants, creating a unifying design concept, establishing effective design and development regulations, improving traffic, transit, parking, trail and bikeway systems, designing streetscape improvements, gateway, and downtown way-finding signage, and sites of redevelopment opportunity.
- **Define an implementation program** - outlining recommended actions to realize the plan including roles, responsibilities, schedules, costs, and other particulars and drafting revised building, signage, parking, and other appropriate ordinances and design standards. The implementation program will by necessity span a multi-year period of at least 10 years, particularly for actions involving infrastructure improvements that require significant funding. Other actions, such as revisions to zoning and development regulations, can occur within the first year or two.



1.4 National Main Street Program Four Point Approach

An over-arching recommendation of this and previous downtown and economic development planning efforts is to use the National Main Street Program's **Four-Point Approach** to downtown revitalization. The program has been used successfully by hundreds of small and large downtowns throughout the country since the 1970s.

The Main Street Program Four-Point Approach involves: 1) Organization; 2) Economic Restructuring; 3) Design; and 4) Promotion. Attention to all four areas combines to address the downtown's needs since no single approach by itself will sufficiently revitalize the district.

1.5 Plan Organization

This Downtown Master Plan document is organized into three primary chapters and a set of appendices. Chapter 2, Master Plan elements, is structured around the Main Street Program Four Point Approach: Organization, Economic Restructuring, Design and Promotion. Chapter 3, Implementation outlines each of the Master Plan elements along with proposed project leads and funding recommendations.

Separate appendices cover background information used in master plan development as well as specific examples for some implementation measures. Background documents detail socioeconomic characteristics, property ownerships, stakeholder interview results, and master plan workshop results. Implementation elements included in the appendix include draft design/development competition RFPs. The appendices are available for review at the Snoqualmie Planning Department.