

# Waterfront Strategic Plan

2021 to 2026

A catalyst for revitalizing the  
downtown waterfront



**MARYSVILLE**  
WASHINGTON

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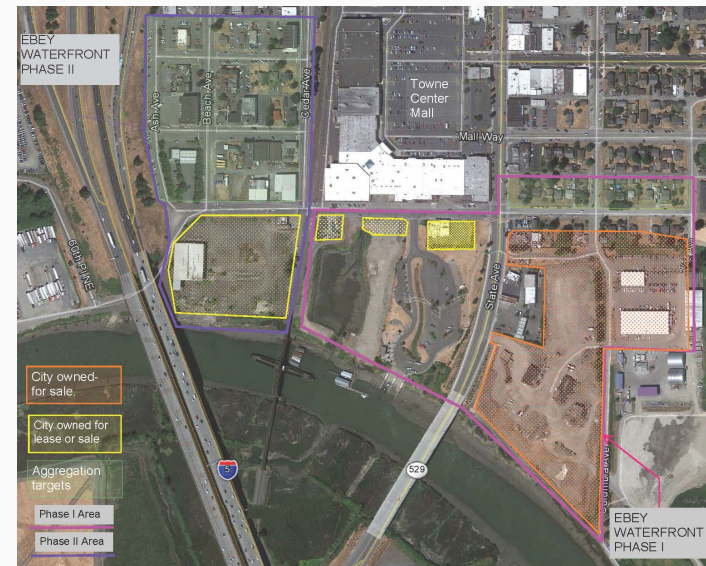
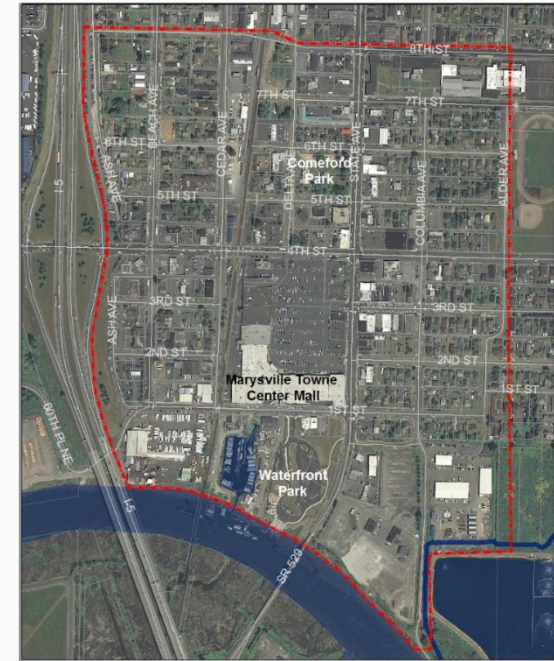
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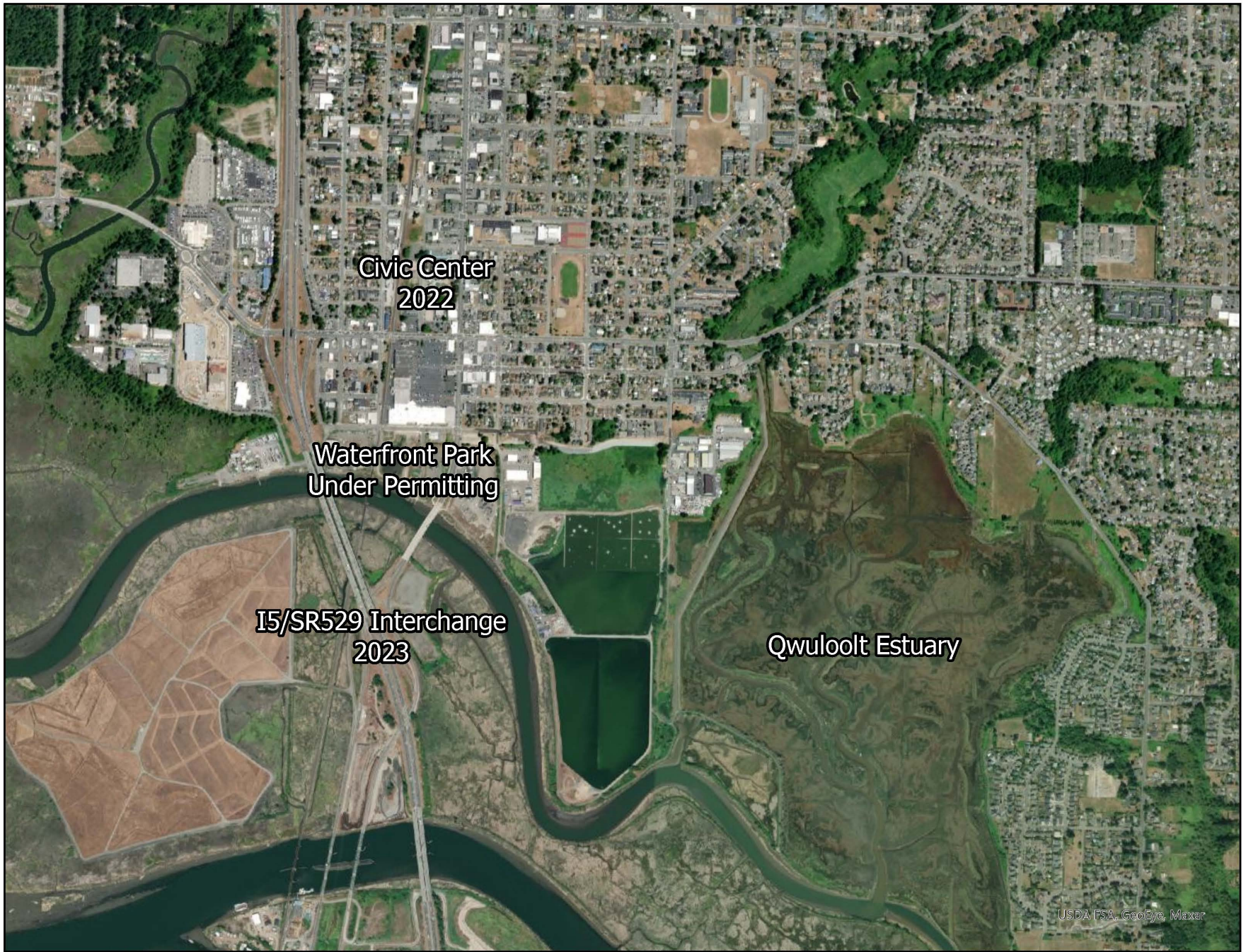
# 1 INTRODUCTION

## 1.1 Project Area

Located approximately 35 miles north of Seattle in Snohomish County, Marysville, Washington is a city of approximately 70,000 residents. Historically, Marysville's economy was based in the logging and timber industries. Following the departure of those trades, Marysville's waterfront has been underutilized and in need of general revitalization. The Marysville community wants to reinvigorate this natural asset and redefine the city as a regional recreation and eco-tourism destination.

Marysville's historic downtown and traditional commercial center is just north of the waterfront. The area described within this plan is the downtown waterfront, herein described as Interstate 5 on the west, Eighth Street on the north, Alder Street on the east, and the city limits on the waterfront on the south. It is an active district, but has not attracted sufficient new housing development or redevelopment to create a walkable, mixed-use district.



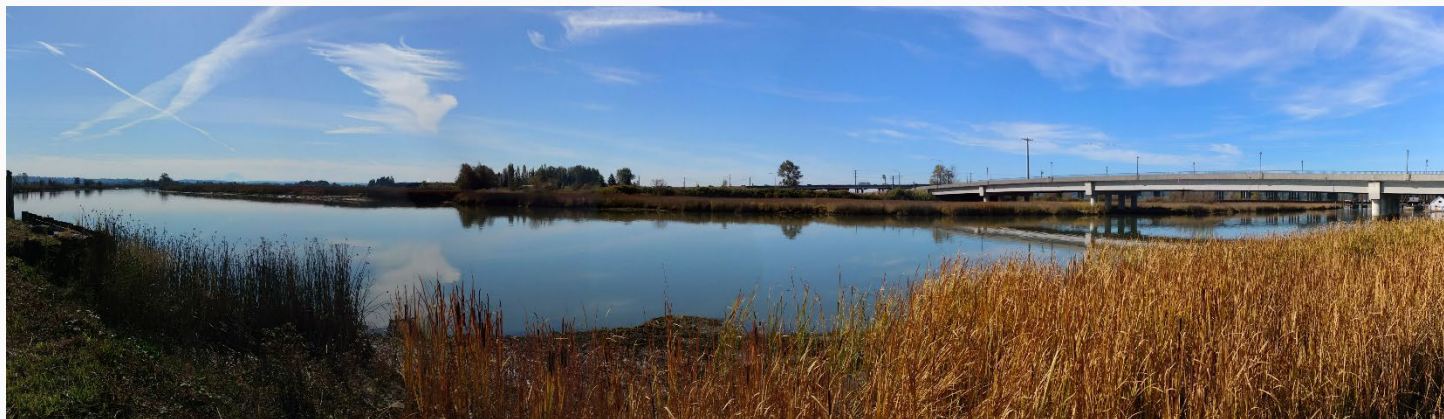


## 1.2 Purpose

This waterfront strategic plan provides a blueprint for revitalization of the downtown waterfront. It outlines key strategies for improving image and identity within the downtown, as well as opportunities to strengthen business attraction and retention in the City's downtown waterfront district. The timeline for this plan and strategies is six years. There are many small businesses, primarily retail and personal services uses, within the downtown. These businesses have been especially impacted by COVID-19 regulations. This plan provides strategies to enhance the downtown neighborhood in order to support these businesses. It identifies both short-term and long term approaches to increase activity and programs within the district to attract increased visitation and customers to the area.

The downtown waterfront area has the potential to become the social, economic and cultural heart of Marysville. These areas should be the center of arts and entertainment for the city. It is home to a number of community amenities and destinations, including the City Civic Center, Marysville Opera House, Ebey Waterfront Park, Comeford Park and City Plaza.

This Strategic Plan serves as a catalyst for change in downtown and along the waterfront, identifying priorities for public spending and projects needed to improve the community. Community revitalization often begins with public investment in the planning and design process. Changes to both the public realm (e.g. streets and parks) and the private realm (e.g. buildings) are brought about by a commitment to public, private, and public/private partnership projects that lead to area-wide improvements.



## 2 PREVIOUS DOWNTOWN ACTIONS, STUDIES AND FINDINGS

This Strategic plan builds on previous studies and recommendations. Over the past two decades the City has made plans for revitalizing the downtown and waterfront. An initial step was the adoption of the 2004 Downtown Master Plan, which was updated in 2009. The plans began to gain momentum with purchases of key sites such as the Interfor



mill site and Geddes Marina. Over the past decade, the City has continued to focus on the downtown through public investment, securing all of the waterfront frontage between Interstate 5 and the Public Works building, beginning remediation of contaminated property, and completing many road and stormwater improvements within the downtown. The Qwuloolt estuary was created in August 2015, a project of the Tulalip Tribes and many area partners, including the City. These capital projects have accomplished environmental cleanup, transportation and safety improvements as well as aesthetic beautification of key corridors within the downtown waterfront. In reviewing past studies, there remain many concepts and strategies that remain relevant today. This report provides both review and update of many of the recommendations found in prior reports, as well as builds on actions and themes introduced in recent years.

## 2.1 Downtown Master Plan-Waterfront

In 2009 Marysville approved the updated City of Marysville Downtown Master Plan initiating plans to reclaim the waterfront and public investment into downtown revitalization. The plans for a downtown civic campus were established along with recommendations to reconnect the downtown to its waterfront. Rezoning was completed to promote retail, service and housing uses along the waterfront, in lieu of the historic industrial uses that had for the most part closed within the decade. The Downtown plan is currently under review and it is anticipated that the update will be completed in 2021.



## 2.2 Leland Consulting Group Report

The City hired Leland Consulting Group, along with Mayer/Reed and Makers to review the waterfront and make recommendations for the downtown waterfront in 2013. The consultants held workshops and strategy sessions and completed a review of regional market, community demographics, site dynamics and community environment in order to make a series of recommendations for waterfront revitalization.

This process resulted in a report of key next steps and strategies to advance development plans along the waterfront. The Qwuloolt estuary was in permitting stages at the time, and it was believed that the estuary would be a key catalyst in promoting the City's waterfront resurgence. The City initiated waterfront trail planning in order to capitalize on the construction of the estuary and to reintroduce the public to its waterfront. The City also initiated remediation efforts to begin cleanup of the Geddes and Interfor sites.

The 2013 report also recommended utilizing the waterfront site for housing and suggested an RFP process for advancing private investment along the waterfront. At the time, key waterfront sites west of State Avenue remained privately held, such as the Baxter Auto Parts store and Welco mill site. The City did run an RFQ process in 2018 to solicit development on the East and West side sites. No submittals resulted, and the developers polled indicated tepid interest in the downtown Marysville market at the time due to concerns about being the first housing project in the downtown neighborhood. In the past year, many public improvements have been completed or advanced, and the City believes the real estate market and timing are now more favorable for private residential development within the downtown.

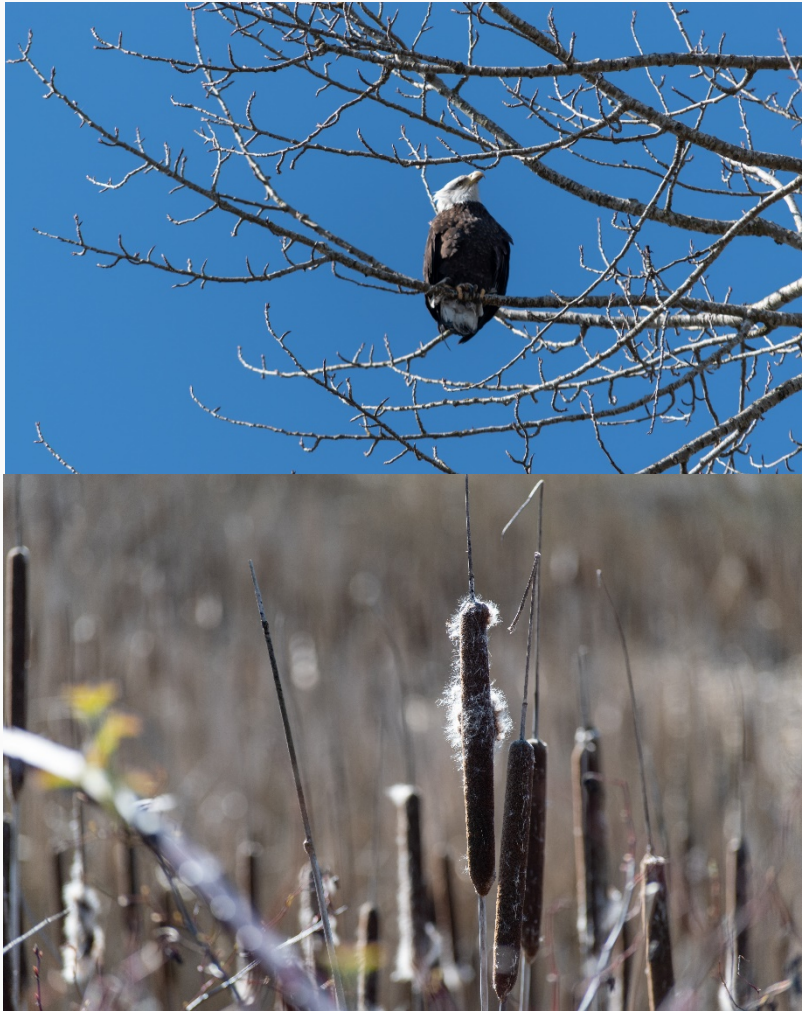
Many aspects of the Leland study remain relevant today. Excerpts from the report have been reintroduced in this plan as key action strategies for the next six years.





## 2.3 EPA Building Blocks for Sustainable Communities

In 2015 the City received a technical assistance grant from the Environmental Protection Agency's Office of Sustainable Communities (OSC) for a review of the downtown and waterfront. The OSC produced a technical memorandum with a recommended action plan.



## 3 VISION PLAN

### 3.1 Vision Key Themes

The following key themes establish foundation and direction for the Strategic Plan's vision for the future of Marysville's downtown and waterfront.

1. Promote and protect the waterway and Qwuloolt estuary for its environmental significance and natural resource value to the region, community and residents.
  - a. Expand Ebey waterfront park to include additional docks and public amenities
  - b. Construct a regional stormwater facility along the waterfront (former Geddes site) in order to reduce and treat urban pollutants before discharging to the waterway
  - c. Create public viewing points along the Ebey Waterfront trail
  - d. Enhance aesthetics and amenities along trail to expand recreational enjoyment for diverse community groups
2. Create a vibrant and economically diverse place to live, work and play.
  - a. Preserve and enhance affordable housing options



- b. Create a vibrant environment, with activities and uses that will attract residents and visitors during the day and evening hours
  - c. Offer visitor serving uses that enhance public access to the waterfront and estuary
  - d. Promote a diverse mix of commercial uses, providing a broad range of goods and services
  - e. Provide a range of employment opportunities
  - f. Encourage and facilitate reuse and re-occupancy of historic buildings
3. Showcase opportunities to discover and highlight the Ebey waterfront and Qwuloolt estuary.
- a. Create a network of outdoor spaces to socialize, enjoy quiet and natural serenity and appreciate natural viewpoints.
  - b. Promote waterfront activities such as kayaking, birding, paddle boarding, and boating.
  - c. Protect natural wildlife, such as fish, sea mammals, and birds.
  - d. Promote activities for people of all ages, from youth to seniors.
  - e. Promote cultural venues such as the Marysville Opera House and creation of new venues such as a waterfront activity center.
  - f. Offer community outdoor events that reinforce a shared sense of community and place.
4. Establish design standards and new places that are unique, eclectic and artistic that highlight the resilient, independent, and authentic character of the community and its residents.
- a. Update design standards to promote attractive buildings
  - b. Support local, independent businesses that provide identity as a unique shopping and entertainment destination
  - c. Create a welcoming atmosphere for both residents and visitors
  - d. Promote Marysville as a family-friendly destination
  - e. Integrate public art into streets, trails, parks and places
  - f. Create unique wayfinding throughout downtown



5. Embrace and activate the historic structure and history of the downtown and enhance connection to surrounding neighborhoods, parks and destinations.
  - a. Reestablish the street grid between the waterfront and downtown through the Marysville mall
  - b. Connect the downtown and waterfront with pedestrian crossing of Fourth Street (SR528)
  - c. Promote active business frontage and views
  - d. Promote Marysville's and the waterfront's unique history and cultural heritage
  - e. Promote walkable connectivity between parks, business and attractions throughout the downtown



6. Establish strong identity and image for Marysville rooted in waterfront and natural environment
  - a. Create attractive gateways into downtown at Fourth Street and SR529
  - b. Redesign Comeford Park for additional activities and attractions so that it becomes the heart and center of downtown
  - c. Expand waterfront park and program additional activities and attractions so that it becomes a regional destination for waterfront recreation
7. Support a thriving and robust downtown business district.
  - a. Promote ecotourism
  - b. Create a business friendly environment
  - c. Install urban greenery and stormwater mitigation in the public space
  - d. Invest in public infrastructure to reduce future business costs of new businesses within the downtown
  - e. Review development codes and standards to facilitate re-occupancy and reuse of historic buildings within the downtown
  - f. Promote a safe, clean and welcoming downtown

## 3.2 Progress/Accomplishments Over Past Six Years

In any goal of this scale – downtown revitalization and waterfront, there will be many stages and steps towards success. It is important to celebrate and catalogue successes and accomplishments. While significant work lies ahead, the City has made great strides over the past decade which have greatly advanced the waterfront condition.

Strategic actions over the past six years are identified below:  
(2015-2020)

- Construction of Qwuloolt Restoration creating wetlands and estuary
- Construction of Phase 1 of Ebey waterfront trail and SR529 bridge undercrossing from Ebey Waterfront trail
- Extension of Harborview waterfront trail in Sunnyside (Phase 2 of the Ebey waterfront trail)
- Construction of Phase 3 of the Ebey waterfront trail along Sunnyside Blvd.
- Site acquisition, Design, Financing and Bid award for the Civic Center project in downtown Marysville
- Purchase of Marysville Opera House and programming of the facility for community culture and recreation
- New city logo and rebranding
- Purchase of 1408 First Street (formerly Baxter Auto Center)
- Purchase of Welco Mill on First Street
- Purchase of Emissions site on First Street and Beach Avenue
- Assembly of properties and Construction of First Street Bypass from State Avenue to 47<sup>th</sup> Avenue NE
- Construction of Third Street Low Impact Development improvements from Alder to 47<sup>th</sup> Avenue NE
- Construction of First Street Low Impact Development improvements from State to Beach Avenue
- Construction of new sidewalks to fill in gaps in the pedestrian system on Alder Avenue and Quinn Avenue
- Grant award for design, permitting and construction of the Downtown Stormwater Treatment Facility on prior Geddes site
- Grant award for Cedar Avenue Low Impact Development Construction

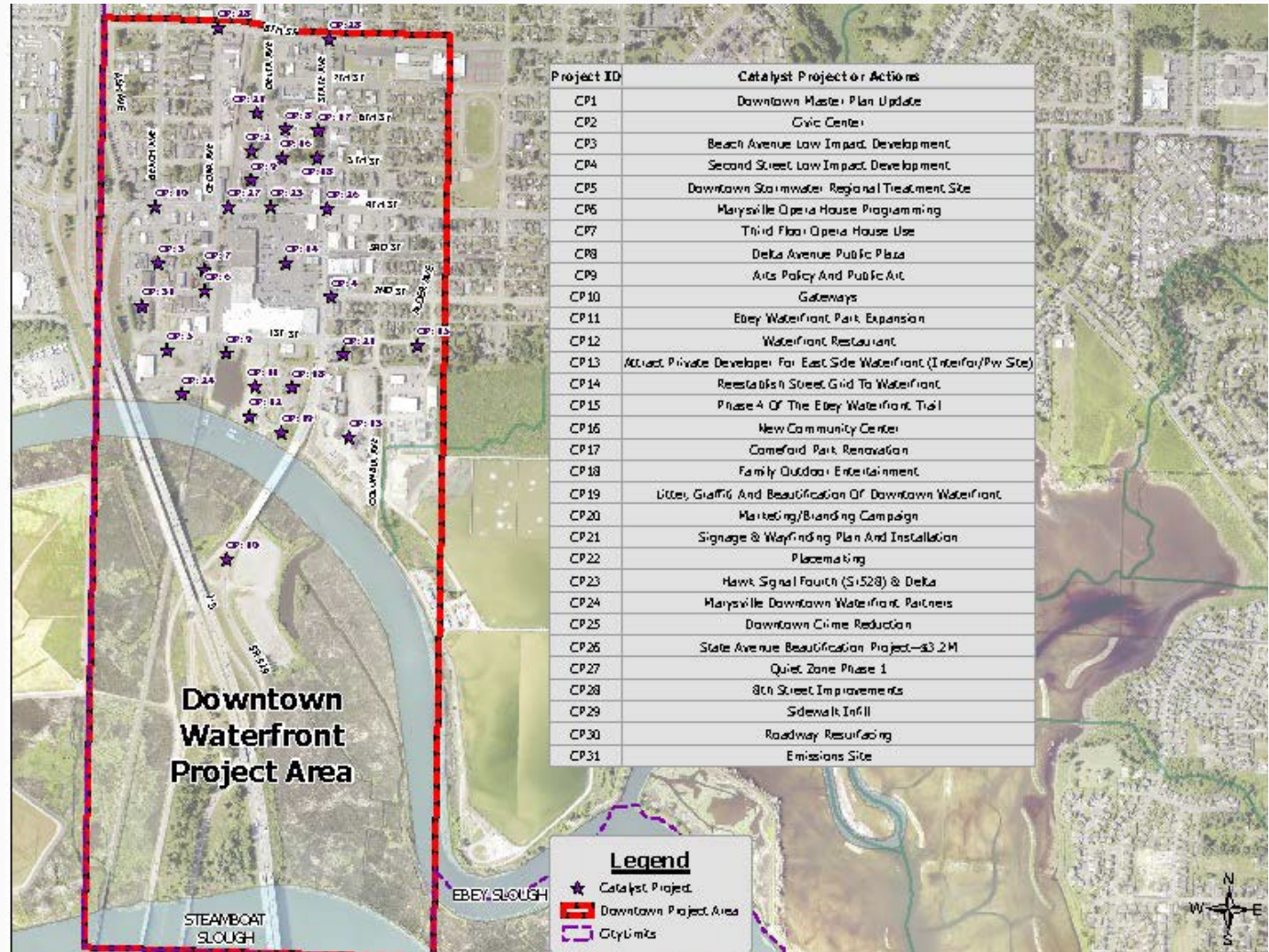


- Grant award for Second Street Low Impact Development Construction
- State financing (Connecting Washington) for SR529 Interchange at south end of city limits to be constructed by 2023
- Established Wetland Mitigation Bank credits within Qwuloolt Estuary



### 3.3 Opportunity Sites

There are a variety of City and privately owned parcels, parks, streets and right of ways that represent opportunity sites for potential public and private projects in the downtown and waterfront areas. These sites should undergo additional feedback and input on their future development and use. The suggestions herein are based on cursory review of the parcel and facility and warrant analysis to further evaluate and plan the uses.



## 3.4 Catalyst Projects

The catalyst projects are the top priority actions identified throughout this planning process to catalyze improvements in the downtown and waterfront areas. These projects are described below in greater detail including suggested timing of implementation. Many of these projects should be initiated in the near term (within 1 to 3 years) after the adoption of this plan to promote revitalization in downtown and along the waterfront.

Opportunity sites are identified for each catalyst project, to indicate potential locations where the project could be successfully implemented. Some sites may not be large enough to accommodate an entire catalyst project and will thus require assembly of surrounding parcels, while other sites may be able to accommodate more than one project. Many of these projects will require public and private collaboration to successfully execute. They are not listed in any particular order and do not reflect priority of implementation.





## CATALYST PROJECT A: DOWNTOWN MASTER PLAN UPDATE

### Description:

Update the Downtown Master Plan, Downtown Development Standards and Planned Action Environmental Impact Statement

### Potential Opportunity Site:

Downtown Master Plan Boundary

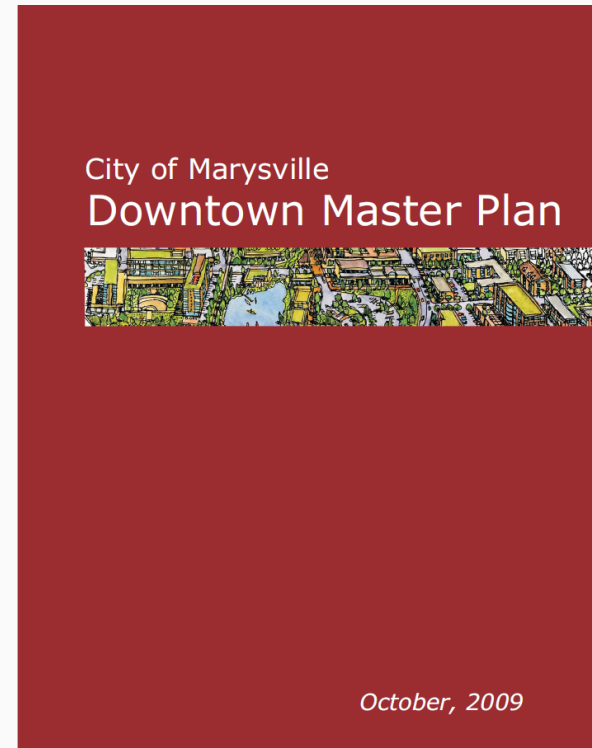
### Why is this a Priority?

The Downtown Master Plan was last updated in 2009. Some of the key Master Plan recommendation have been implemented or are under construction, while others such as housing redevelopment have not progressed. Identification of additional zoning measures may be necessary to advance these goals. With the passage of time, the plan must be updated to remain relevant to the City's vision and goals.

Proposed Funding Source: Department of Commerce

Lead Responsibility: Community Development Staff

Timing: This has been initiated, with completion scheduled for Summer 2021



## CATALYST PROJECT B: CIVIC CENTER

### Description:

Construction of Civic Center City Hall, Courts, Police and Jail Facility

### Potential Opportunity Site:

Fourth to Eighth Street, west side of Delta Avenue

### Why is this a Priority?

The Civic Center will consolidate city services in the heart of downtown at Comeford Park. The City will be a leader in designing a building consistent with City standards providing a signature development in downtown symbolic of future investment. The City is redeveloping parts of its downtown that were unattractive, underutilized and vacant.

Proposed Funding Source(s): Criminal justice sales tax, Bonds, General fund

Lead Responsibility: Executive Department

Timing: Under Construction, Completion by Spring 2022



## CATALYST PROJECT C: CEDAR AVENUE LOW IMPACT DEVELOPMENT

Description:

Construction of Cedar Avenue Low Impact Development (LID) and Roadway Improvements

Potential Opportunity Site:

Cedar Avenue, 1<sup>st</sup> Street to 4<sup>th</sup> Street

Why is this a Priority?

Redevelopment of downtown infrastructure provides aesthetic and environmental benefit within the downtown. LID provides stormwater treatment facilities to enhance water quality. The project also introduces a landscaping aesthetic as well as traffic calming into the public street.



Above image of First Street LID

Proposed Funding Source: Department of Ecology, City Stormwater Utility Funds

Lead Responsibility: Public Works Department

Timing: Underway, To be completed in 2021

## CATALYST PROJECT D: SECOND STREET LOW IMPACT DEVELOPMENT

Description:

Second Street Low Impact Development (LID) Roadway Improvements

Potential Opportunity Site:

Second Street, State Avenue to 47<sup>th</sup> Avenue NE

Why is this a Priority?

Redevelopment of downtown infrastructure provides aesthetic and environmental benefit within the downtown. LID provides stormwater treatment facilities to enhance water quality. The project also introduces a landscaping aesthetic as well as traffic calming into the public street.

Proposed Funding Source: Department of Ecology, City Stormwater Utility Funds

Lead Responsibility: Public Works Department

Timing: Underway, To be completed in 2022



Above image of Third Street improvements and LID

## CATALYST PROJECT E: DOWNTOWN STORMWATER TREATMENT FACILITY

Description:

Downtown Stormwater Treatment Facility

Potential Opportunity Site:

First Street, Former Geddes Site

Why is this a Priority?

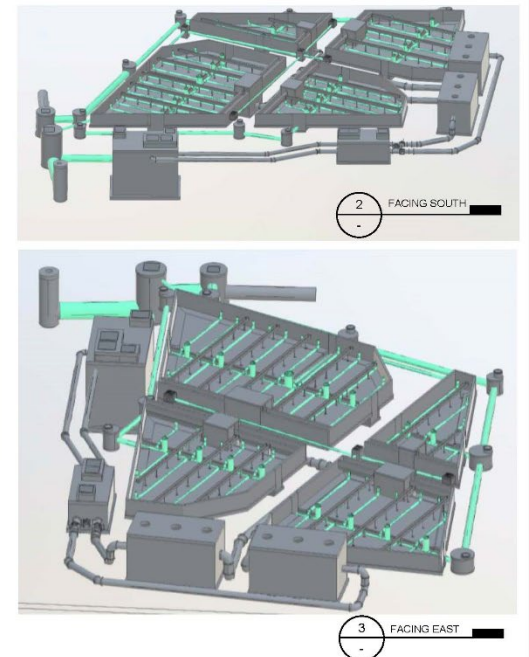
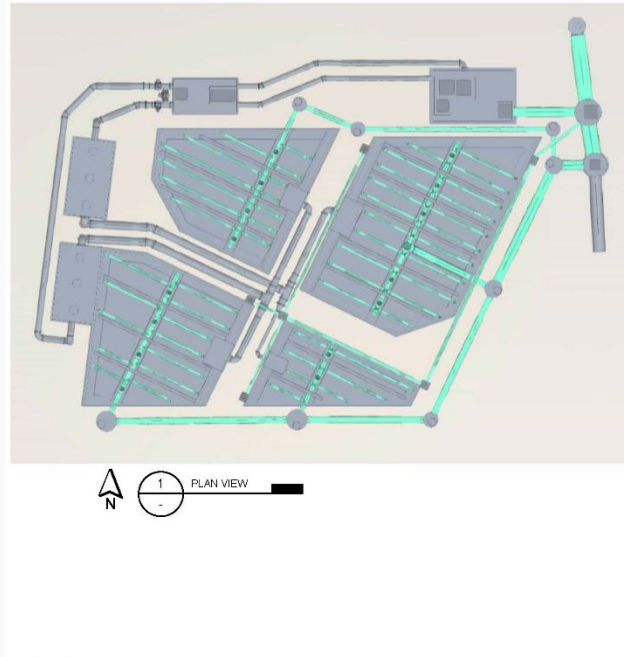
Redevelopment of downtown infrastructure provides aesthetic and environmental benefit within the downtown. This regional stormwater treatment site will treat stormwater water from the downtown basin that discharges

to Ebey Slough via the Geddes Marina outfall. This is an important step in improving water quality prior to release into Ebey Slough. The project also introduces an urban landscaping aesthetic that will serve a secondary use as a public park open space. The project will also serve as environmental education within the downtown.

Proposed Funding Source: Department of Ecology, City Stormwater Utility Funds

Lead Responsibility: Public Works Department

Timing: Underway; To be completed in 2022



## CATALYST PROJECT F: MARYSVILLE OPERA HOUSE PROGRAMMING

### Description:

Develop expanded programming for the Marysville Opera House that provides art and culture offerings to diverse audiences. In addition to serving the key segments already residing within the Marysville community, also target visitors outside of Marysville that support ecotourism and creative segments key to Marysville's growth.

### Potential Opportunity Site:

Marysville Opera House

### Why is this a Priority?

The City's historic Opera House provides a facility steeped in Marysville history that can serve as an important venue in developing culture and art offerings within the downtown. The community lacks private facilities offering entertainment.

Proposed Funding Source: City general funds and private sponsors

Lead Responsibility: Parks, Culture and Recreation

Timing: Review programming for 2022; Annual review thereafter



## CATALYST PROJECT G: THIRD FLOOR OPERA HOUSE USE

### Description:

Develop use for Third Floor of Marysville Opera House that fulfills goal of supporting arts and innovation within downtown Marysville. Potential uses could be artist workshop space, gallery space for local arts, business incubator uses for startup offices and business.

### Potential Opportunity Site:

Marysville Opera House

### Why is this a Priority?

The city purchased the building in 2018, and made additional improvements in the form of sprinkler system in 2021. The third floor, approximately 5000 square feet, has been unoccupied. The space, with separate entry available from the street, could be used for complementary businesses to the arts programming. These uses could enhance the building and district in supporting arts, culture and business within the downtown waterfront district.

Proposed Funding Source: City, Private business, Foundations and Grants

Lead Responsibility: Parks, Culture and Recreation Departments

Timing: 2021-2022



## CATALYST PROJECT H: DELTA AVENUE PUBLIC PLAZA

### Description:

Construction of the Delta Avenue Public Plaza as a Vehicle/Pedestrian Place

### Potential Opportunity Site:

Delta Avenue, immediately east of the Marysville Civic Center

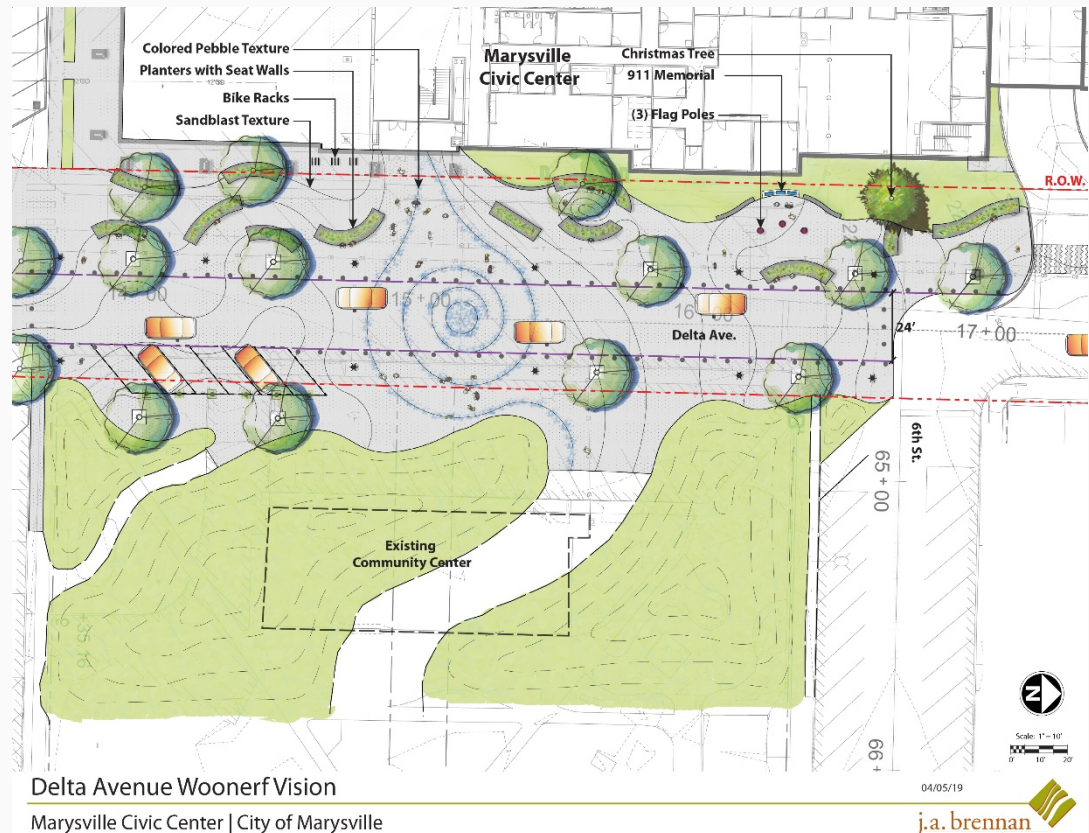
### Why is this a Priority?

This public plaza will provide a new public place that will encourage pedestrian movement between Comeford Park and the Civic Center. It will be designed for public events and parks programming in front of the Civic building. This space was described as a "woonerf" (Dutch for living street) in the 2009 Downtown Master Plan, important to the creation of a pedestrian friendly downtown environment.

Proposed Funding Source: City general fund

Lead Responsibility: Executive, Parks Culture & Recreation Departments

Timing: Under construction in 2021; Completion by 2022





## CATALYST PROJECT I: ARTS POLICY AND PUBLIC ART

### Description:

Create an Arts Policy and Integrate public art into public buildings, parks and the public realm

### Potential Opportunity Site(s):

Civic Center site and building, Comeford Park, Waterfront

### Why is this a Priority?

Developing an arts policy is critical to creating an aesthetically pleasing city landscape. The City lacks public art and there are few examples of art to be seen in and around the City at this time. There is an opportunity at the Civic Center, Comeford Park and downtown waterfront.

Proposed Funding Source: Marysville general funds – Civic campus budget

Lead Responsibility: Parks, Culture and Recreation Department

Timing: Underway, 2021-2022



## CATALYST PROJECT J: GATEWAYS

### Description:

Develop attractive gateways into the downtown and waterfront districts.

### Potential Opportunity Site:

New roundabout at SR 529 southern entrance into City and Fourth Street, from Interstate 5 to State Avenue

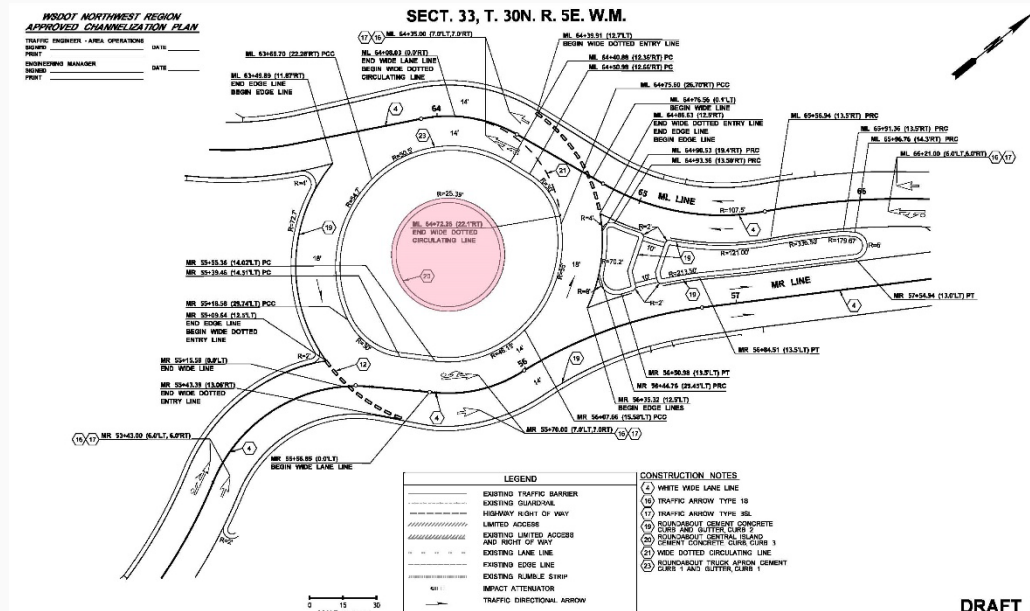
### Why is this a Priority?

The entryways into the downtown serve as important gateways into the City. These entries impact a traveler's impression of the City and create the City's identity for visitors to Marysville. Currently, the Fourth Street corridor is unattractive with a variety of signage looming over Fourth, some quite dilapidated, overhead power lines, no landscaping, an unattractive assortment of older single story residential and commercial buildings that lack architectural appeal along much of Fourth Street.

Proposed Funding Source: City general funds

Lead Responsibility: Public Works, Parks Culture & Recreation Departments

Timing: 2023 SR529 Gateway; 4<sup>th</sup> Street currently not funded



## CATALYST PROJECT K: EBAY WATERFRONT PARK EXPANSION

### Description:

Waterfront Park Construction and Expansion. Expansion of the waterfront park to include additional water features to encourage kayaking, boating and water oriented recreation. Construction of docks, extension of the waterfront trail, a looped pathway within the park, and additional grassy areas for passive recreation and viewing. Construction of building with boat storage facilities, meeting space and vendor space.

### Potential Opportunity Site:

Ebay Waterfront Park, former Geddes Marine site and former Welco site into a recreational destination.

### Why is this a Priority?

Increasing waterfront amenities are critical to expanding and increasing usage of the waterfront. Promoting layers of use to include walking, biking, kayaking, paddle boarding, boating, play areas for different age groups, sitting, viewing, eatery and vending areas are important to developing a destination waterfront area.

Proposed Funding Source: City General Fund, Grants

Lead Responsibility: Public Works, Parks Culture & Recreation Departments

### Timing:

Not determined. Construction not funded. Permitting underway since 2019; 2021-Review methods and means to attain more reliable schedule for permitting advancement. Also develop construction phases and funding plan.



## CATALYST PROJECT L: WATERFRONT RESTAURANT

### Description:

Renovate 1408 First Street building into a waterfront restaurant and eatery space.

### Potential Opportunity Site:

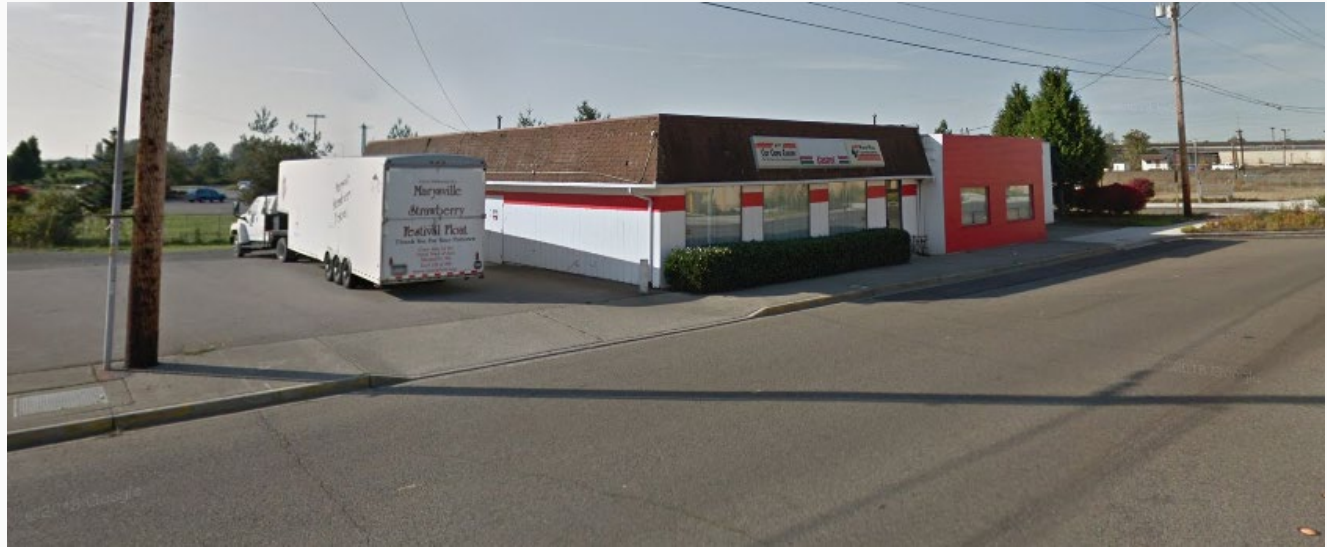
### Why is this a Priority?

There are limited independent, destination restaurants with indoor seating in Marysville. The Baxter Auto Center building could be renovated into a restaurant space and provide an amenity to the waterfront park that would attract visitors as well as serve park guests. Providing a unique, or even eclectic, dining experience in the downtown with a waterfront or seafood theme could reinforce Marysville's vision. This building was purchased by the City with the intent of supporting the creation of a waterfront destination.

Proposed Funding Source: City of Marysville, Private lessee/tenant

Lead Responsibility: Executive; Parks, Culture & Recreation Departments

Timing: Target 2022; currently unfunded



## CATALYST PROJECT M: ATTRACT PRIVATE DEVELOPER FOR EAST SIDE WATERFRONT (INTERFOR/PW SITE)

### Description:

Master plan and market the east side waterfront site for housing. Conduct planning to include a fit test and construction costing analysis of the site in order to market the site to developers. Complete a development agreement on the site to incorporate public goals such as waterfront access and waterfront trail extension through the site. Identify minimum density goals for the housing development.

### Potential Opportunity Site:

Former Interfor site, Public Works site

### Why is this a Priority?

Development of the site for housing will support a new neighborhood in downtown that will energize downtown revitalization in the surrounding business district.

Proposed Funding Source: Public-Private partnership; City funds to be used for master plan fit test, and costing.

Lead Responsibility: Executive, Community Development and Public Works Departments

Timing: 2021-2022, Currently unfunded



## CATLAYST PROJECT N: REESTABLISH STREET GRID TO WATERFRONT

### Description:

Reestablish historic road grid through Marysville Town Center site, from First to Fourth Street

### Potential Opportunity Site:

Marysville Town Center

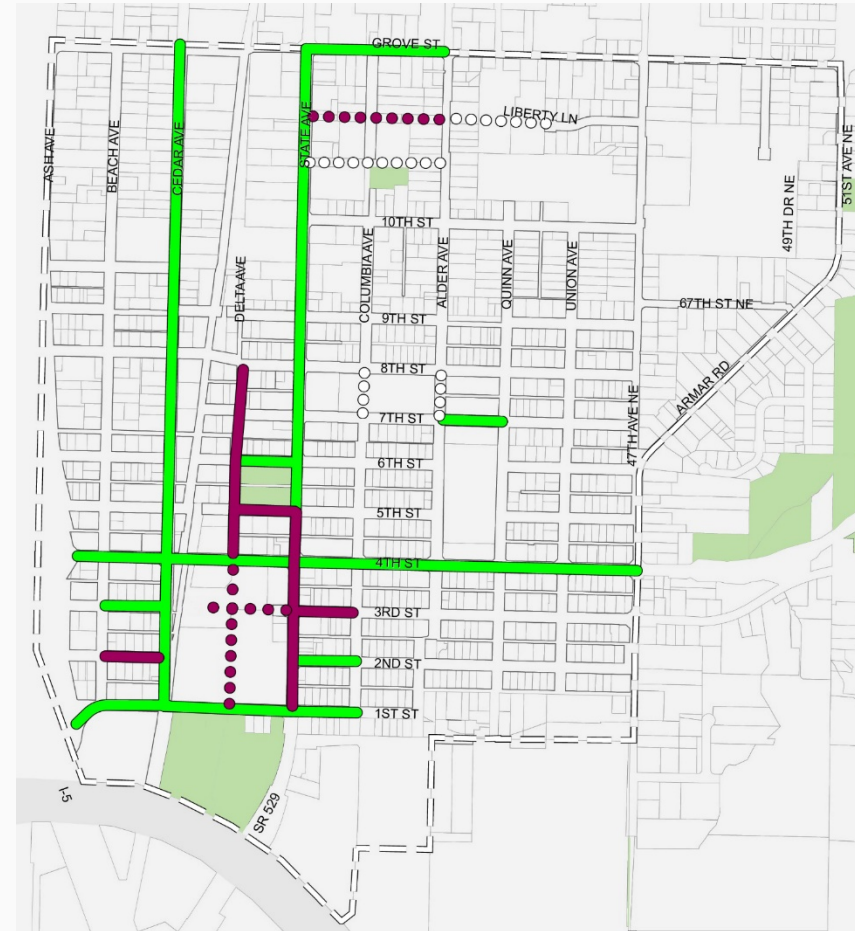
### Why is this a Priority?

The Marysville Town Center development closed off the historic road grid and resulted in construction of a building that closes off the waterfront. Opening up the road grid would provide access and visibility to the waterfront.

Proposed Funding Source: None allocated at this time.

Lead Responsibility: Executive, Community Development and Public Works Departments

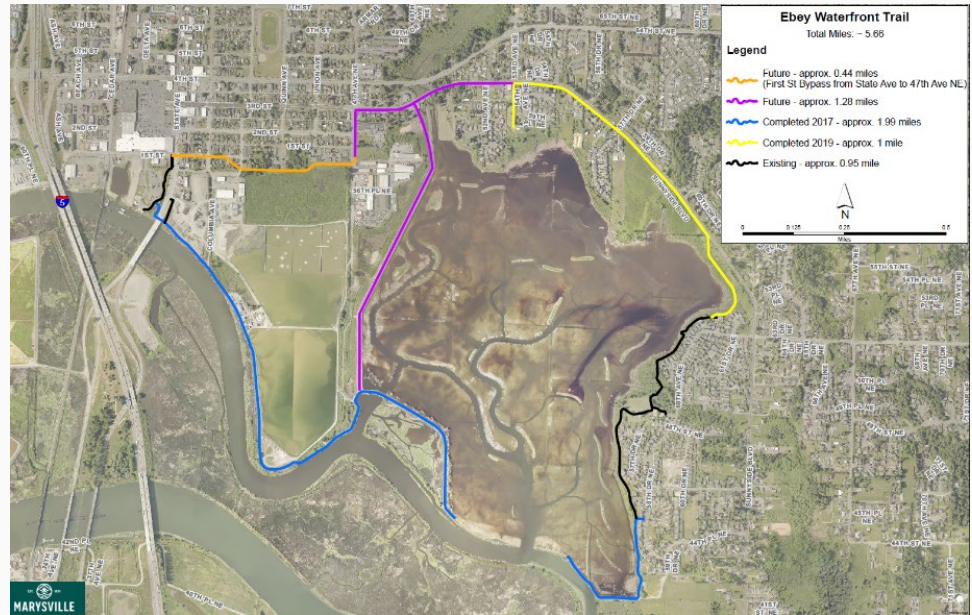
Timing: Not determined



## CATALYST PROJECT O: PHASE 4 OF THE EBEBY WATERFRONT TRAIL

### Description:

Construction of Phase 4 of the Ebey Waterfront trail connecting the Phase 1 and 3 between Sunnyside and Downtown. This involves purchase of property on Sunnyside next to the Sunnyside sewer lift station and along the trail alignment. The project also includes construction of the trail along the existing dike from Sunnyside to the WWTP dike. A new signal at the intersection of 53<sup>rd</sup>/Sunnyside Blvd will also be constructed including extension of the trail north along 53<sup>rd</sup> Ave NE with connection to Jennings Park.



### Potential Opportunity Site:

Property next to Sunnyside lift station.

### Why is this a Priority?

This connection would extend the trail experience and connect the two sections of existing trail.

Proposed Funding Source: City of Marysville, Grant funds

Lead Responsibility: Public Works, Parks Culture & Recreation Departments

Timing: 2021-2022

## CATALYST PROJECT P: NEW COMMUNITY CENTER

### Description:

Design and construction of Community Center to replace Ken Baxter Community Center

Potential Opportunity Site:  
Sites under review

### Why is this a Priority?

With the construction of the Civic Center, the new public plaza and street improvements will remove much of the current frontage and parking for the Ken Baxter Community Center. The City's community center needs have exceeded the current space. This presents an opportunity to integrate the Comeford Park site into the Civic Center design



Proposed Funding Source: Marysville General fund.

Lead Responsibility: Executive Department – real estate; Parks, Culture and Recreation – community center design

Timing: 2021-2022



## CATALYST PROJECT Q: COMEFORD PARK RENOVATION

### Description:

Redesign and renovation of Comeford Park for active year-round use. Activity clusters would include amphitheater from public plaza, potential skating rink, skate ramp, playground equipment, musical instrument play, and other uses that would promote year round activity.

### Potential Opportunity Site:

#### Comeford Park

#### Why is this a Priority?

Comeford Park with its downtown location forms a central activity site for residents and visitors. User activity changed significantly with the construction of the spray park in 2015. Refreshing the park with new uses can make this a vital activity center for a diverse range of users.

Proposed Funding Source: City General Fund

Lead Responsibility: Parks, Culture and Recreation Department

Timing: 2021-2022



Schematic Plan  
Comeford Park



## CATALYST PROJECT R: FAMILY OUTDOOR ENTERTAINMENT

### Description:

Encourage development of outdoor family oriented entertainment activities at the waterfront and downtown. Promote year round events such as July 4, music concerts and picnics in the park at these locations.

### Potential Opportunity Site:

Ebey Waterfront Park, Comeford Park

### Why is this a Priority?

The downtown and waterfront area currently lack sufficient entertainment for people of all ages. Additional outdoor events and activities will provide more entertainment opportunities and bring more life to these areas.

Proposed Funding Source: Marysville General Fund Private Sponsors

Lead Responsibility: Parks, Culture and Recreation Department

Timing: 2022



## CATALYST PROJECT S: LITTER, GRAFFITI AND BEAUTIFICATION OF DOWNTOWN WATERFRONT

### Description:

Deploy cleanup teams to pick up litter, clean up graffiti, and to identify opportunities for low cost beautification with landscape or painting throughout the waterfront area and downtown neighborhood south of 4<sup>th</sup> Street. Waterfront trail – fence along WWTP

### Potential Opportunity Site:

Ebey Waterfront and Waterfront district, Trails, WWTP Fence, Ash & Beach Avenue to I-5 interchange

### Why is this a Priority?

The City only gets one opportunity to make a first impression. If the first impression of the waterfront is one of litter and unkempt facilities, then the public may deem the area and the community as unsafe and unsanitary. These improvements can enhance the City's image and identity.

Proposed Funding Source: City General Fund

Lead Responsibility: Marysville Public Works Department

Timing: Year round from 2021



## CATALYST PROJECT T: MARKETING/BRANDING CAMPAIGN

Description:

Conduct a marketing/branding campaign for downtown Marysville and the waterfront.

Potential Opportunity Site:

Not site specific

Why is this a Priority?

The City wishes to rebrand its identity around the natural environment and waterfront. The City completed a new logo in 2020. We are working on reintegrating the new logo, signage into the Civic Center project. A larger rebranding campaign, run around the same timeline could be effective in resetting the City's image and promoting Marysville experiences. A social media and communications strategy should focus on positive stories and messaging to enhance Marysville's image and identify.

Proposed Funding Source: City General Fund

Lead Responsibility: Executive, Parks, Culture and Recreation

Timing: 2022



## CATALYST PROJECT U: SIGNAGE & WAYFINDING PLAN AND INSTALLATION

### Description:

Adopt a new signage and wayfinding plan for the waterfront and downtown. Install unifying signage and wayfinding through the waterfront district and downtown. This project could also include consideration of historic signage and street naming within the waterfront district.



### Potential Opportunity Site:

Waterfront district and downtown to Civic Center.

### Why is this a Priority?

Consistent signage and wayfinding plans would provide directional information to visitors, as well as an attractive image for the downtown district.

Proposed Funding Source: City general fund, Hotel/Motel Grants

Lead Responsibility: Parks, Culture and Recreation and Public Works Departments

Timing: 2021-2022

## CATALYST PROJECT V: PLACEMAKING

### Description:

Identify opportunity sites including vacant land, both public and private, that can be utilized either temporarily or permanently for place making improvements. This might include addition of amenities such as landscaping, sitting area, artwork or other additions that provide street interest or a unique sense of place that enhances the public realm experience.

### Potential Opportunity Site:

To Be Determined.

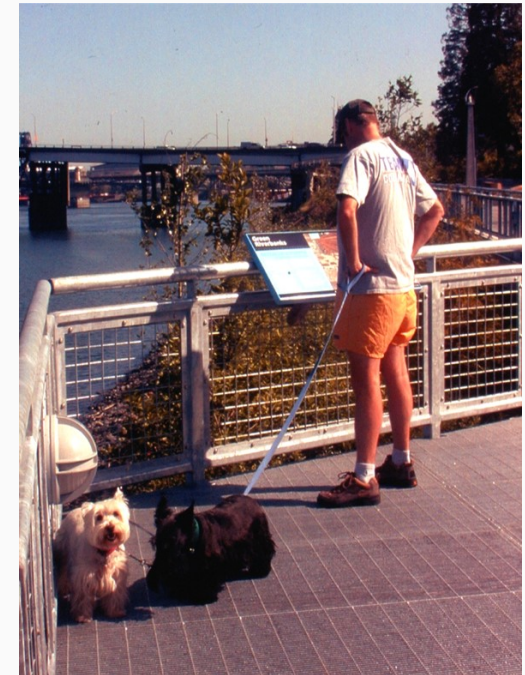
### Why is this a Priority?

Vacant land and unused right of way can become eyesores and detract from the street aesthetic. Marysville's downtown image could be improved. Private redevelopment may take many years, and in the meantime, the city should take small steps, including better utilization of vacant land and right of way, to make progress on achieving a more desirable image.

Proposed Funding Source: City funds; Private landowners

Lead Responsibility: Community Development, Public Works, Parks, Culture and Recreation Departments

Timing: 2022-2023



## CATALYST PROJECT W: HAWK SIGNAL FOURTH (SR528) & DELTA

### Description:

Construct a HAWK signal on Fourth Street at Delta Avenue to enable pedestrians to cross from the Civic Center site to the waterfront.

### Potential Opportunity Site:

Delta Avenue

### Why is this a Priority?

The City wishes to encourage pedestrian access within its central business district. The Civic Center is currently under construction north of Fourth Street on Delta. Delta Avenue is being constructed as a public plaza with Delta Avenue design encouraging pedestrian movement and access. The City plans to continue the grid to the south through the Marysville Town Center to encourage access to the waterfront.



Above image of current HAWK signal located on Fourth St. near Asbery Field

Proposed Funding Source: City General Fund, Transportation Funds, Grants

Lead Responsibility: Public Works Department

Timing: 2023-2025

## CATALYST PROJECT X: MARYSVILLE DOWNTOWN WATERFRONT PARTNERS

### Description:

Create a task force composed of City elected officials, staff, downtown business and property owners, residents and other interests to champion the downtown waterfront initiatives.

### Potential Opportunity Site:

Downtown waterfront boundary



### Why is this a Priority?

The task force would promote and cultivate enthusiasm for revitalization of the waterfront and encourage continued focus and progress on the city's initiatives. The task force would serve as an important resource for community feedback and support partnership with private land owners and businesses on various initiatives. The task force would be a forum for new ideas, projects and programs. The group would also help to celebrate successes and inform the community of progress.

Proposed Funding Source: Limited funding needed, mostly time.

Lead Responsibility: Executive, Community Development

Timing: Ongoing



## CATLAYST PROJECT Y: DOWNTOWN CRIME REDUCTION

### Description:

Monitor crime statistics within the Downtown SODA. Address nuisance crime issues and communicate regularly with business owners.

### Potential Opportunity Site:

Downtown waterfront

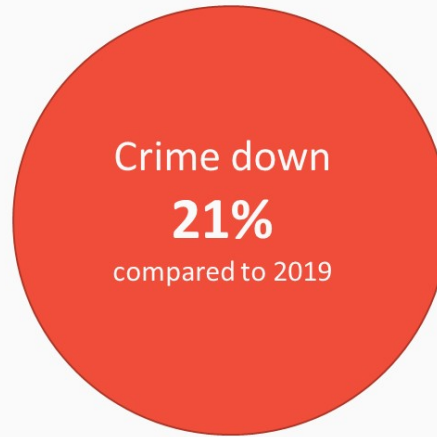
### Why is this a Priority?

The downtown waterfront area currently has a significant amount of vacant parcels (many city owned) and vacancy. This reduces eyes on the street and allows for vagrancy and nuisance uses. These conditions reduce the perception of safety for downtown businesses and visitors. Police presence and rapid response to nuisance conditions can alleviate these concerns.

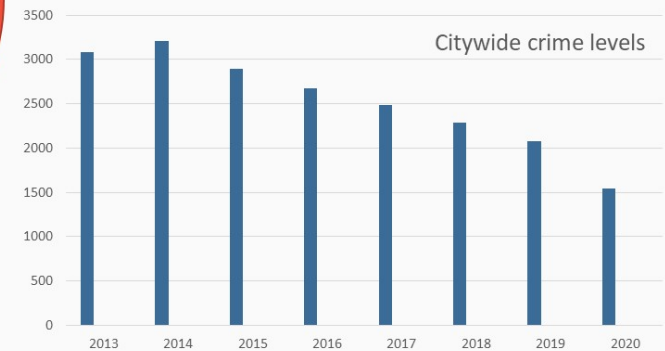
Proposed Funding Source: Staff time

Lead Responsibility: Police Department

Timing: 2021, Ongoing



Police



The above graph shows 2020 crime levels throughout the City of Marysville compared to prior years.

## CATALYST PROJECT Z: STATE AVENUE BEAUTIFICATION PROJECT

### Description:

Reconstruct State Avenue to incorporate landscape islands and bulb-outs to improve the aesthetic along the corridor.

### Potential Opportunity Site:

State Avenue, south city limits to Grove Street

### Why is this a Priority?

State Avenue aesthetic could be improved with the installation of landscaping islands and bulb-outs. This would improve the image of downtown Marysville. Recoating of signal and illuminations poles, including conversion to LED, would also be considered as part of this project.



Proposed Funding Source: Transportation Funds

Lead Responsibility: Public Works

Timing: 2026-2027

## CATALYST PROJECT AA: QUIET ZONE PHASE 1

### Description:

Implementing a quiet zone from 1<sup>st</sup> to 88<sup>th</sup> would remove the train horn from each public railroad crossing.

### Potential Opportunity Site:

Phase 1 for the Quiet Zones is identified from 1<sup>st</sup> Street to 88<sup>th</sup> Street.

### Why is this a Priority?

The number of crossings, speed of trains and sheer volume of trains through the City's downtown contribute towards a significant

noise barrier. If the train horns were silenced, this would promote a better environment and significantly reduce the noise interruptions throughout the day and night.

Proposed Funding Source: General Fund

Lead Responsibility: Executive, Public Works

Timing: 2024-2026



## CATALYST PROJECT BB: 8<sup>th</sup> STREET IMPROVEMENTS

### Description:

Improvements to 8<sup>th</sup> Street are currently funded through the Transportation Benefit District. The project will include signal improvements at State Avenue, curb extensions and a four way stop at Cedar Avenue, minor sidewalk improvements and roadway resurfacing.

### Potential Opportunity Site:

8<sup>th</sup> Street between Cedar and State Avenue

### Why is this a Priority?

The improvements are required to address traffic impacts associated with the opening of the Civic Center.

Proposed Funding Source: Transportation Benefit District

Lead Responsibility: Public Works

Timing: 2021/2022



## CATALYST PROJECT CC: SIDEWALK INFILL

### Description:

Gaps in the downtown sidewalk system limit pedestrian mobility. While efforts have been made to complete gaps, such as Alder Ave. and Quinn Ave., there are still gaps that need to be addressed.

### Potential Opportunity Site:

Various sites throughout downtown

### Why is this a Priority?

Sidewalk infill is critical to continuing to make downtown more walkable.

Proposed Funding Source: Transportation Benefit District, City Transportation funds, Grants

Lead Responsibility: Public Works

Timing: Not determined



## CATALYST PROJECT DD: ROADWAY RESURFACING

### Description:

Resurfacing and restoring streets due to condition and age to bring new life, improve ride and enhance safety.

### Potential Opportunity Site:

Various sites throughout downtown

### Why is this a Priority?

Deteriorated streets make the area look old and tired. Resurfacing will improve the image of downtown while improving the ride. Resurfacing projects also require upgrades to ramps to meet ADA, again promoting mobility within downtown. In addition, the roadway striping could be revised to address parking or enhance safety.



Proposed Funding Source: Transportation Benefit District, City Transportation funds, Grants

Lead Responsibility: Public Works

Timing: Not determined

## CATALYST PROJECT EE: EMISSIONS SITE

### Description:

Identify long term plan for site along with other waterfront plans

### Potential Opportunity Site:

North of 1<sup>st</sup> Street, East of I-5

### Why is this a Priority?

Purchase of the site provides an opportunity to extend waterfront plans and also improve the street system at First Street and Beach Avenue.

Proposed Funding Source: City Transportation funds, General Fund, Grants

Lead Responsibility: Executive, Public Works



## 4 STRATEGIES AND IMPLEMENTATION

### 4.1 Downtown Waterfront Implementation Plan

Funding – Y= Yes Full Funding, N=Not Funded, P- Partial Funding

Acronyms: Executive Department = EX, Public Works Department=PW, Community Development Department =CD, Parks Culture and Recreation Department = PCR, Police Department = PD, Finance = F

Priority Definitions: Short Term- 1-2 years; Mid Term – 2-4 years; Long Term 4-6 years; Ongoing – continuous throughout Plan period

ID	Funding	Catalyst Project or Action(s)	Priority: Short Term Mid Term Long Term Ongoing	Lead	Support
Catalyst Project A	Yes	DOWNTOWN MASTER PLAN UPDATE  Description: Update the Downtown Master Plan, Downtown Development Standards and Planned Action Environmental Impact Statement	Short Term	CD	PW
Catalyst Project B	Yes	CIVIC CENTER  Description: Construction of Civic Center City Hall, Courts, Police and Jail Facility	Short Term	EX	F, PW



Catalyst Project C	\$1.2M Yes	CEDAR AVENUE LOW IMPACT DEVELOPMENT  Description: Construction of Cedar Avenue Low Impact Development (LID) Roadway Improvement Project	Short Term	PW	
Catalyst Project D	\$2.0M Yes	SECOND STREET LOW IMPACT DEVELOPMENT  Description: Second Street Low Impact Development (LID) Roadway Improvement Project	Short Term	PW	
Catalyst Project E	\$10M Yes	DOWNTOWN STORMWATER TREATMENT FACILITY  Description: Downtown Stormwater Treatment Facility	Short Term	PW	
Catalyst Project F	Yes; New programs may require additional funding	MARYSVILLE OPERA HOUSE PROGRAMMING  Description: Develop expanded programming for the Marysville Opera House that provides art and culture offerings to diverse audiences. In addition to serving the key segments already residing within the Marysville community, also target visitors outside of Marysville that support ecotourism and creative segments key to Marysville's growth.	Short Term/ Ongoing	PCR	Private sponsors
Catalyst Project G	No	THIRD FLOOR OPERA HOUSE USE  Description: Develop use for Third Floor of Marysville Opera House that fulfills goal of supporting arts and innovation within downtown Marysville. Potential uses could be artist workshop space, gallery space for local arts, business incubator uses for startup offices and business.	Short Term	PCR	Private sponsors

Catalyst Project H	Yes	DELTA AVENUE PUBLIC PLAZA  Description: Construction of the Delta Avenue Public Plaza as a Vehicle/Pedestrian Place	Short Term	EX/PCR	PW
Catalyst Project I	Yes for Civic Center installations; Additional funding required for future installations	ARTS POLICY AND PUBLIC ART  Description: Create an Arts Policy and Integrate public art into public buildings, parks and the public realm	Short Term	PCR	EX, F
Catalyst Project J	\$65K (SR529)  Yes	GATEWAYS  Description: Develop attractive gateways into the downtown and waterfront districts.	Short Term	PW	PCR
Catalyst Project K	\$20M  No	EBEY WATERFRONT PARK EXPANSION  Description: Waterfront Park Construction and Expansion. Expansion of the waterfront park to include additional water features to encourage kayaking, boating and water oriented recreation. Construction of docks, extension of the waterfront trail, a looped pathway within the park, and additional grassy areas for passive recreation and viewing. Construction of building with boat storage facilities, meeting space and vendor space.	Long Term	PW, PCR	EX, CD
Catalyst Project L	No	WATERFRONT RESTAURANT  Description: Renovate 1408-First Street building into a waterfront restaurant and eatery space.	Mid Term	EX, PCR	Developers or Business

Catalyst Project M	No	<p>ATTRACT PRIVATE DEVELOPER FOR EAST SIDE WATERFRONT (INTERFOR/PW SITE)</p> <p>Description: Master plan and market the east side waterfront site for housing. Conduct planning to include a fit test and construction costing analysis of the site in order to market the site to developers. Complete a development agreement on the site to incorporate public goals such as waterfront access and waterfront trail extension through the site. Identify minimum density goals for the housing development.</p>	Mid Term	EX, CD, PW	Developers
Catalyst Project N	No	<p>REESTABLISH STREET GRID TO WATERFRONT</p> <p>Description: Reestablish historic road grid through Marysville Town Center site, from First to Fourth Street</p>	Long Term	CD, PW	
Catalyst Project O	\$2M P	<p>PHASE 4 OF THE EBEBY WATERFRONT TRAIL</p> <p>Description: Construction of Phase 4 of the Ebey Waterfront trail connecting the Phase 1 and 3 between Sunnyside and Downtown. This involves purchase of property on Sunnyside next to the Sunnyside lift station and construction of the trail along the existing dike from Sunnyside to the WWTP dike.</p>	Short Term	PW	EX, PCR
Catalyst Project P	No	<p>NEW COMMUNITY CENTER</p> <p>Description: Design and construction of Community Center to replace Ken Baxter Community Center</p>	Short Term	PCR	EX

Catalyst Project Q	No	<p>COMEFORD PARK RENOVATION</p> <p>Description: Redesign and renovation of Comeford Park for active year-round use. Activity clusters would include amphitheater from public plaza, potential skating rink, skate ramp, playground equipment, musical instrument play, and other uses that would promote year round activity.</p>	Mid Term	PCR	EX
Catalyst Project R	P	<p>FAMILY OUTDOOR ENTERTAINMENT</p> <p>Description: Encourage development of outdoor family oriented entertainment activities at the waterfront and downtown. Promote year round events such as July 4, music concerts and picnics in the park at these locations.</p>	Short Term Ongoing	PCR	
Catalyst Project S	P	<p>LITTER, GRAFFITI AND BEAUTIFICATION OF DOWNTOWN WATERFRONT</p> <p>Description: Deploy cleanup teams to pick up litter, clean up graffiti, and to identify opportunities for low cost beautification with landscape or painting throughout the waterfront area and downtown neighborhood south of 4th Street. Waterfront trail fence along WWTP</p>	Short Term Ongoing	PW	
Catalyst Project T	P	<p>MARKETING/BRANDING CAMPAIGN</p> <p>Description: Conduct a marketing/branding campaign for downtown Marysville and the waterfront.</p>	Short Term Ongoing	EX	

Catalyst Project U	P	<p>SIGNAGE &amp; WAYFINDING PLAN AND INSTALLATION</p> <p>Description: Adopt a new signage and wayfinding plan for the waterfront and downtown. Install unifying signage and wayfinding through the waterfront district and downtown. This project could also include consideration of historic signage and street naming within the waterfront district.</p>	Short Term	PW, PCR	EX
Catalyst Project V	No	<p>PLACEMAKING</p> <p>Description: Identify opportunity sites including vacant land, both public and private, that can be utilized either temporarily or permanently for place making improvements. This might include addition of amenities such as landscaping, sitting area, artwork or other additions that provide street interest or a unique sense of place that enhances the public realm experience.</p>	Mid Term	CD	
Catalyst Project W	<p>\$600k</p> <p>No</p>	<p>HAWK Signal Fourth (SR528) &amp; Delta</p> <p>Description: Construct a HAWK signal on Fourth Street at Delta Avenue to enable pedestrians to cross from the Civic Center site to the waterfront.</p>	Mid Term	PW	
Catalyst Project X	Yes – staff time	<p>Marysville Downtown Waterfront Partners</p> <p>Description: Create a task force composed of City elected officials, staff, downtown business and property owners, residents and other interests to champion the downtown waterfront initiatives.</p>	Mid Term	CD, EX	

Catalyst Project Y	Yes – staff time	<p>DOWNTOWN CRIME REDUCTION</p> <p>Description: Monitor crime statistics within the Downtown SODA. Address nuisance crime issues and communicate regularly with business owners.</p>	Short Term Ongoing	PD	
Catalyst Project Z	\$3.2 M No	<p>STATE AVENUE BEAUTIFICATION PROJECT</p> <p>Description: Reconstruct State Avenue to incorporate landscape islands and bulb-outs to improve the aesthetic along the corridor.</p>	Long Term	PW	
Catalyst Project AA	No	<p>QUIET ZONE PHASE 1</p> <p>Description: Implementing a quiet zone from 1<sup>st</sup> to 88<sup>th</sup> to remove the train horn from each public railroad crossing.</p>	Long Term	EX, PW	
Catalyst Project BB	\$700,000 Yes TBD Funds	<p>8<sup>TH</sup> STREET IMPROVEMENTS</p> <p>Description: Improvements to 8<sup>th</sup> Street will include signal improvements at State Avenue, curb extensions and a four way stop at Cedar Avenue, minor sidewalk improvements and roadway resurfacing.</p>	Short Term	PW	
Catalyst Project CC	No CDBG and TBD funds	<p>SIDEWALK INFILL</p> <p>Description: Infill existing gaps in the downtown sidewalk system to improve pedestrian mobility.</p>	Mid Term Ongoing	PW	

Catalyst Project DD	No Council allocated \$260,000 in TBD funds for 2020 projects	ROADWAY RESURFACING  Description: Resurfacing and restoring streets due to condition and age to bring new life, improve ride and enhance safety	Mid Term Ongoing	PW	
Catalyst Project EE	No	EMISSIONS SITE PLAN  Description: Identify long term plan for site along with other waterfront properties	Mid Term	EX/PW	



# MARYSVILLE

For more information, please visit  
[www.marysvillewa.gov/waterfront](http://www.marysvillewa.gov/waterfront)