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MARTIN WAY CORRIDOR

Current Conditions Report

DRAFT – JUNE 2021

Thurston Regional Planning Council

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Chapter 1 – Overview

Martin Way, between Pacific Avenue and Marvin Rd, serves as a crucial urban corridor that links multiple jurisdictions across its five-mile stretch. This former state highway connects people throughout the region to homes, businesses, services, and recreation.

1.1 – Project Overview

The Martin Way Corridor Study is a joint planning effort between the Thurston Regional Planning Council, Thurston County, City of Olympia, City of Lacey, and Intercity Transit. The purpose of the project is to develop a coordinated vision for the future of Martin Way, and transportation improvements, regulatory changes, and other tools and infrastructure needs that may be necessary to achieve that vision.

This Current Conditions report lays the groundwork for a consideration of alternative approaches to development along the corridor. Future project steps include:

- Alternatives Analysis. The study will consider different options for redevelopment, land use standards, and transportation facilities along the corridor, and identify a preferred alternative that incorporates public input.
- Implementation and Action Plan. The action plan will identify strategies to address issues raised in the current conditions report and identify specific infrastructure improvements and opportunities to increase connectivity for everyone who lives, works, and travels Martin Way.
- Public Engagement. There are many perspectives on the Martin Way Corridor, and there will be numerous opportunities for members of the public to help shape the results of this study, including through surveys and public meetings.

1.2 – Current Conditions Summary

This report summarizes existing conditions along the Martin Way Corridor, including information about the people who live and work within the corridor, land use and transportation patterns, and preferences among the public and business community. It identifies some of the challenges that pose barriers to achieving the corridor vision, as well as opportunities that may be explored in future steps of the project.

Some of the findings from this review include:

- The Martin Way Corridor is currently home to more than 9,000 residents and is the location of more than 13,000 jobs. Under current regulations and projections, the corridor is expected to see an additional 3,000 new housing units and 6,000 new jobs over the next 25 years.
- Corridor residents are more diverse, and more likely to experience poverty and be cost burdened (spending more than 30 percent of household income on housing, including utilities) than the overall population in Lacey, Olympia, and Thurston County as a whole.
- A high proportion of residents rent (56 percent) and live in multifamily units (49 percent), but the corridor includes a diverse mix of housing, including single-family neighborhoods and manufactured home parks. As the corridor's population continues to grow, even more people will live in multifamily housing—about 64 percent by 2045.
- More than 40,000 vehicles travel Martin Way every day, and it's a major route for transit users as well as freight. Pedestrians and bicyclists also use the corridor, but with significant gaps in the

sidewalk system, a lack of frequent crossing options, unprotected bike lanes, numerous driveway access points, and auto traffic going 40 mph or faster in places, it can feel unsafe and unfriendly.

- The corridor has a limited supply of remaining vacant land, but the potential for substantial redevelopment of mixed use and commercial areas. Redevelopment presents an opportunity for improvements to street frontages, but faces challenges such as costly infrastructure improvements, environmental constraints, and fractured ownership.

Larger-scale versions of the maps referenced in this report are available in Appendix 10.1.

1.3 – Public Engagement

TRPC administered two surveys to gather public impressions of the corridor and priorities for future planning.

Corridor Residents and Users Survey. TRPC administered a survey of residents and users of the Martin Way Corridor during Fall 2020. The survey was mailed directly to 8,612 households in September 2020. Residents were able to reply by sending back the paper survey or by taking an online version of the survey. A total of 1,990 surveys were returned, nearly half from corridor residents. Full survey results are summarized in Appendix 10.2.

- *What residents like most about living on or near the corridor:* easy and convenient access Martin Way provides to I-5, small businesses and big chain stores, as well as recreation and services.
- *What corridor residents would like to see improved:* traffic signal timing, multimodal infrastructure including continuous sidewalks, trails, and bike lanes, and addressing homelessness.
- *Improving safety was the top priority among all survey participants for planning the future of Martin Way.* Aside from safety, there was some variation among different populations when asked to identify their top priorities (see table).

Table 1. Top five issues to address for Martin Way's future among different survey respondents. Source: Martin Way Residential Survey, 2020.

Top 5 Issues	Residents	Non-Residents	People of Color	Household Income Less than $35,000
1	Improve safety for all users	Improve safety for all users	Improve safety for all users	Improve safety for all users
2	Move traffic quickly through the corridor	Move traffic quickly through the corridor	Move traffic quickly through the corridor	Improve accessibility for people with disabilities
3	Increase places to safely cross Martin Way	Increase places to safely cross Martin Way	Increase places to safely cross Martin Way	Improve housing affordability
4	Improve street lighting	Improve accessibility for people with disabilities	Improve accessibility for people with disabilities	Improve street lighting
5	Improve accessibility for people with disabilities	Develop a trail system	Improve street lighting	Increase places to safely cross Martin Way

Business Survey. TRPC partnered with the Thurston Economic Development Council (EDC) to conduct a survey of businesses located along or near the Martin Way corridor. The survey was conducted through a variety of methods, including an online survey, phone interviews, in-person interviews, and email correspondence. Of the 450 businesses along the corridor invited to participate, 80 businesses responded for a response rate of 18 percent. Full survey results are summarized in Appendix 10.3.

- Access by car is important to existing businesses on the corridor, both for serving customers and retaining a quality workforce, and they place less emphasis on the need for pedestrian walkways, convenient bus service, and bicycle access.
- What businesses say needs improvement: left turn safety, traffic conditions, landscaping, lighting, parks and paths.

1.4 – Key Needs & Opportunities

Based on the review of current conditions and public input, the project team identified the following needs and opportunities. These will help inform the types of treatments that will be considered in the Alternatives analysis.

Support for inclusive growth. Alternatives will need to consider how to grow in ways that maintain access to more affordable housing and social services, and limits displacement of the low-income and other established communities that call the corridor home today.

Improve safety for all users of the corridor and all modes. Alternatives should look at ways to address collision hotspots and contributing factors, and should consider ways to increase the perception of safety with strategies to help pedestrian, bicycle, and transit users and those with disabilities and other access challenges feel they are on equal footing with drivers.

Balance the needs of different users of the transportation network. The future vision of the corridor foresees high-capacity transit, and increased pedestrian and cyclist use. At the same time, current residents and businesses in the corridor rely heavily on access by private vehicles, and Martin Way will need to continue to function as a major route for freight, emergency routes, and access to the freeway system. Analysis should carefully assess the potential for conflict among these different users and uses, and identify priorities and strategies to provide the best balance of services to future travelers—whether they drive, haul freight, ride a bike, walk, or use transit.

Increase connectivity. While Martin Way connects people throughout the Thurston County region to shops, homes, offices, schools and more, it also creates a barrier, with limited north/south cross streets and few safe crossings for people walking and biking. The transitions from the high-intensity development directly on Martin Way to adjacent low-density residential neighborhoods are abrupt. Alternatives should identify logical and convenient links among residential areas, commercial nodes, transit stops, and trails.

Improve continuity across jurisdictions. Currently, the application of different standards in areas under different jurisdictional authority can contribute to the disjointed feel of the corridor. Alternatives should look at ways to create a seamless experience for drivers, pedestrians, bicyclists, and transit riders while allowing for some variation based on the individual needs, resources, and characters of each jurisdiction.

Build a sense of place and ownership. Today, most users of Martin Way see it as a route to get through, rather than a place to be. Alternatives should consider ways to beautify and highlight community assets and identify potential hubs or opportunity areas where redevelopment could help ground the corridor and establish its identity.

Figure 1. Aerial image of Martin Way, looking west from College Street. Credit: Thurston County Public Works.

Chapter 2 – Background

Martin Way is an east-west route that runs 7.5 miles from east Olympia through Lacey and Thurston County, down to the Nisqually Delta. Along its way, it crosses through three watersheds, three jurisdictions, two school districts, and five zip codes. It serves as an emergency alternate route to Interstate 5, which crosses Martin Way at Exit 109, and connects people to the major destinations across northeast Thurston County, including health services, schools, and public facilities. This chapter provides the history and context for planning on Martin Way.

Figure 2. 1974 aerial view looking east from Olympia, with Interstate 5 and Martin Way clearly visible. Credit: Northwest Air Photos, Port of Olympia, Commissioners, Photograph Collection, Washington State Archives.

2.1 – Study Area

This study focuses on the five-mile stretch of Martin Way that runs from the junction of Pacific Avenue in Olympia to the intersection of Marvin Road in Lacey (Map 1). The corridor area includes land roughly within a quarter mile on either side of Martin Way. Although outside the focus area for the study, this report also includes information on the fast-growing section of Martin Way that extends from Marvin Road to the intersection of Meridian and Duterrow Roads, near the border of the Lacey Urban Growth Area. For the purposes of this report, "Martin Way Focus Area" is used to refer to the portion of the corridor west of

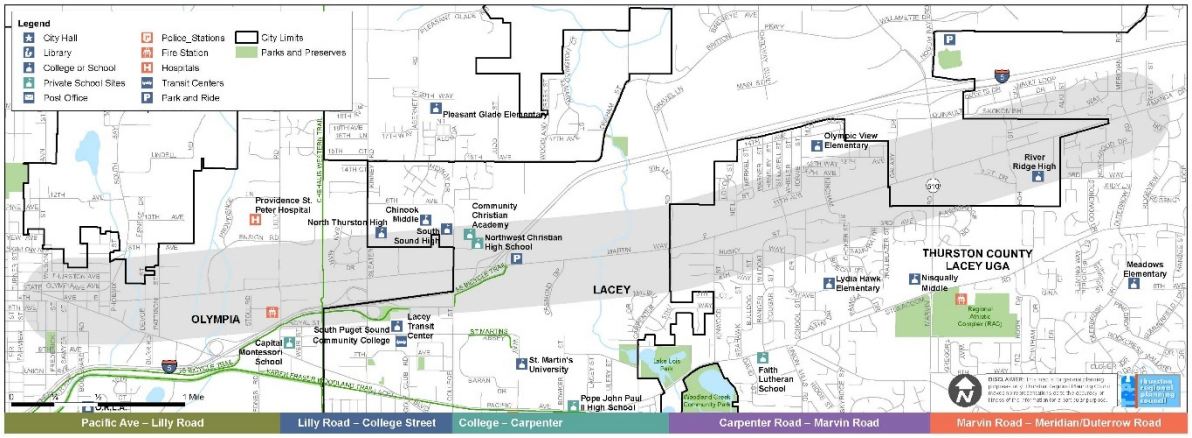
Marvin Road. "Martin Way Corridor" is used to refer to the full corridor area from Pacific Avenue to Meridian Road. Larger-scale versions of the maps referenced in this report are available in Appendix 10.1.

To look at how conditions differ along the corridor, the project team divided it into five segments, at major intersections:

1. Pacific Avenue to Lilly Road
2. Lilly Road to College Street
3. College Street to Carpenter Road
4. Carpenter Road to Marvin Road
5. Marvin Road to Meridian Road/Duterrow Road

These sections are different lengths and areas. Not all information considered for this report is available or meaningful at the segment scale. Some of the data is reported by census tract or other relevant geography.

Map 1. Martin Way Corridor, showing section breaks and major landmarks.



2.2 – Martin Way History

Martin Way opened in 1937 as part of State Road 1 and US Highway 99. It was named in honor of Governor Clarence Martin, a champion of major public works construction projects during the Great Depression, including this more direct route connecting Olympia to Fort Lewis and Tacoma. Martin Way replaced the old Pacific Highway route, which followed the original course laid out for military wagon trains and stagecoaches, winding south around McAllister Springs and avoiding the steepest portion of the Nisqually bluffs. The new route cut straight through a mostly undeveloped portion of northeast Thurston County owned by Saint Martin's Abbey, north of the unincorporated community of Lacey. Its wide, straight lanes promised free-flowing travel for those using the area's fastest-growing transportation mode—the automobile.

Commercial development along Martin Way, most of it oriented to serve cars and their drivers, quickly followed as the region's population and economy grew in the 1940s and 50s. This included a string of motor lodges such as the Lodoro Motel at 3434 Martin Way (opened in 1940), the Holly Motel at 2816 Martin Way (opened in 1942), and the Bailey Motor Inn at 3333 Martin Way (opened in 1946), as well as restaurants and attractions like the Aztec Lanes bowling alley, which was built in 1945. Industrial uses, including small

factories and warehouses, also made use of the open land. Housing and other services came later to the area—most of the corridor's mobile home parks opened between 1940 and 1962 and the Tanglewilde and Thompson Place neighborhoods developed in the late 1950s and 1960s. In 1966—the same year the City of Lacey officially incorporated—the Sisters of Providence purchased land on Lilly Road to build a new hospital that could meet the growing community's need for health care services. By then, plans were again underway to construct a faster travel route through the region. Martin Way was decommissioned as a US Highway in 1968 with the completion of Interstate-5.

Commercial growth continued to extend east along Martin Way, and residential pressure pushed north from Lacey. More offices opened along the corridor, especially near the new medical campus. In 1980, voters approved a local sales tax to fund transit service and create the Public Transportation Benefit Area that eventually became Intercity Transit. River Ridge High School opened in 1993 to relieve overcrowding in other North Thurston schools—the same year the new headquarters of the state Department of Ecology opened at 300 Desmond Drive. Several highway interchanges were reconstructed in the region, and new highway-oriented development followed, introducing more regional and national chain businesses, including gas stations, restaurants, and several hotels.

With the passage of the Growth Management Act in 1990, jurisdictions began to more actively consider ways to plan for and balance the needs of future users of Martin Way. Local Comprehensive Plans and development codes began expressing an intent to shift away from the low intensity, strip commercial and light industrial development that had come to dominate Martin Way, and move toward a more pedestrian-friendly corridor that would have a denser mix of residential and commercial uses.

Despite this vision, the 2000s saw the continued construction of mostly auto-focused commercial uses along Martin Way, including a string of big box retail stores (Lowes [2002], Martin Village [2005], Best Buy [2006], and WinCo [2011]) and low-density storage facilities. More recent construction has seen an increase in apartment complexes in eastern portions of the corridor as well as some redevelopment. Examples include the 2019 conversion of the Bailey Motor Inn into the affordable housing complex Merritt Manor, and new market-rate and senior apartment complexes in the easternmost segment of the corridor. The ongoing renovation and expansion of Intercity Transit's Maintenance, Operations, and Administrative facility at Pattison Street has also brought street improvements, including a new traffic signal, bus stop, and crosswalk.

Landmarks from each era of Martin Way's history are present throughout the corridor today and will continue to shape it as the roadway evolves to meet the needs of future generations.

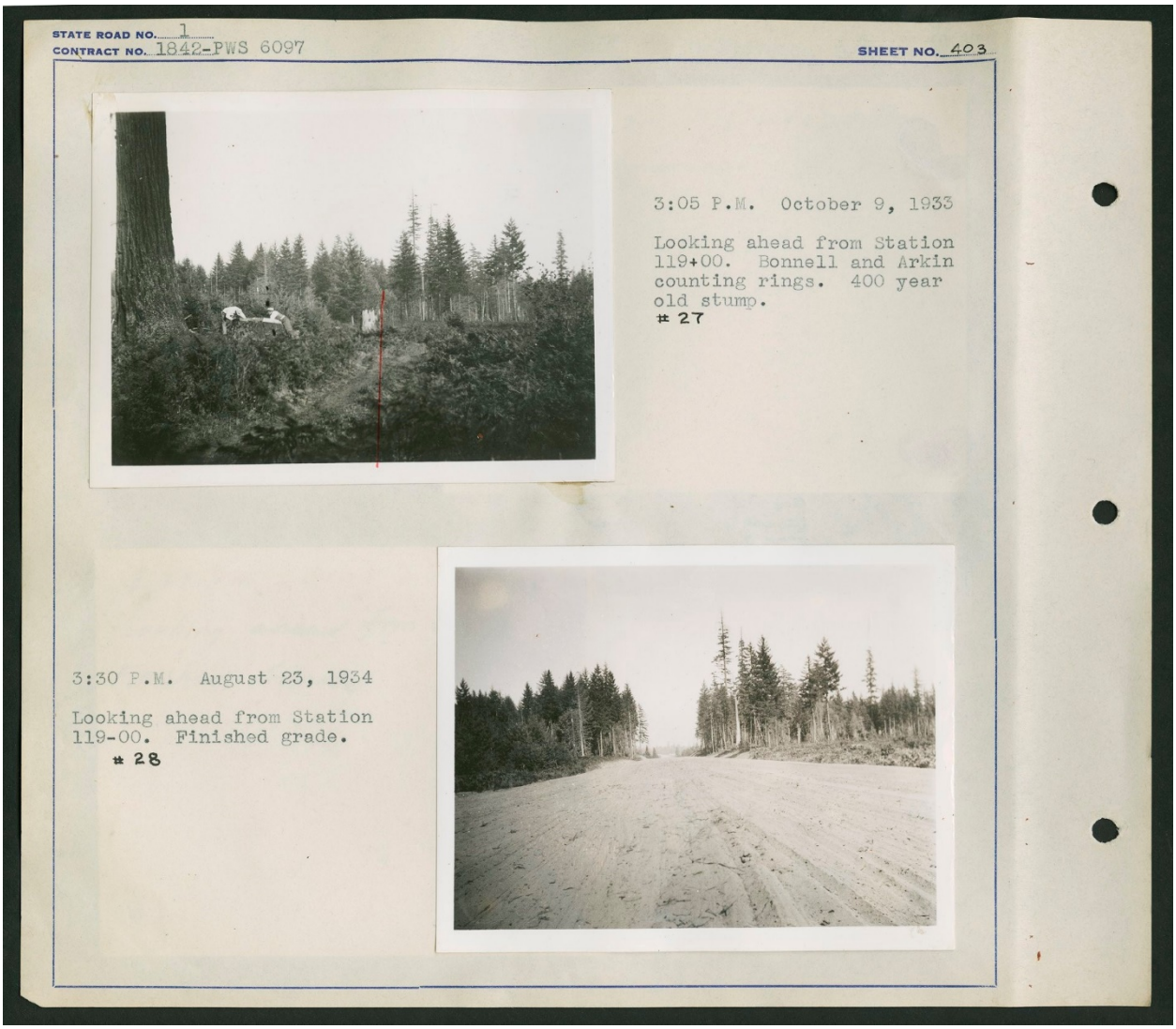


Figure 3. Survey records show the thickly forested terrain that was cleared and graded to build Martin Way. The top photo was taken in 1933, before road construction, and includes a 400-year-old stump. The bottom photo shows the same location in 1934. Source: Washington State Archives

Figure 4. State Road 1 in 1947, looking south from the Nisqually Flats. Source: Nisqually Flats, Martin Way, 1947, [photographer unknown], State Library Photograph Collection, 1851-1990, Washington State Archives, Digital Archives.

Figure 5. Holly Motel Ad. The Daily Olympian, April 24, 1962. Keyes Family Collection, Washington State Archives.

2.3 – Long Range and Comprehensive Plan Visions

The long-range plans of Olympia, Lacey, and Thurston County all envision a vibrant, dense urban corridor on Martin Way as a key strategy for accommodating population growth, supporting economic vitality, and providing less-car-dependent options for residents to meet their daily needs. Each jurisdiction has identified goals and policies for guiding development along Martin Way to support that vision.

Figure 6. City of Olympia sign along Martin Way.

Olympia

Olympia's Comprehensive Plan describes urban corridors as areas where combined employment and residential density support frequent transit and pedestrian access between businesses, and provide a large customer base for businesses. In this vision, corridors should be lined with attractive trees, benches and other landscaping, with more intense commercial uses and multi-story structures located near the street edge, parking lots located behind buildings, and a transition to smaller structures in adjacent neighborhoods. Olympia's Transportation Chapter identifies Martin Way as a strategy corridor—an area where level of service may fall below adopted standards and alternatives to road widening should be considered to reduce congestion and improve mobility—as well as a first priority bus corridor that should have high-quality transit. Olympia's Comprehensive Plan includes the following goals and policies for the Martin Way Corridor:

- Land Use
    - Identifies the intersection of Martin Way and Pacific Avenue as a "Gateway" to the City and its downtown area. (PL14.1)
    - Describes the vision for Martin Way from Pacific Avenue to Lilly Road as transitioning "away from cars being the primary transportation mode to a more walkable environment, where bicycling and transit are also encouraged. Redevelopment of the area will create more density and new buildings that gradually create a continuous street edge and more pedestrian-friendly streetscape." (PL 13.7)
    - Identifies the Pacific/Martin/Lilly Triangle as a "High-Density Neighborhood" which should be highly walkable and have concentrated housing, as well as commercial uses that directly serve the needs of residents and allow people to meet their daily needs without traveling outside their neighborhood. (PL 14.2)
    - Identifies the area around the intersection of Martin Way and Lilly Road as a Medical Services district, where health care supporting uses (restaurants, florists, child care, convenience shops, multifamily and senior housing nursing homes) are encouraged and non-medical uses that generate high traffic volumes and noise are prohibited. (PL 15.3)
    - Describes the vision for the section of Martin Way east of Lilly Road as one that is primarily, "accessed by motor vehicles with provisions for pedestrian and bicycle travel; gradual transition from existing suburban character is to form continuous pedestrian-friendly

streetscapes, but more regulatory flexibility will be provided to acknowledge the existing suburban nature of these areas." (PL 13.7)
    - Identifies the Stoll Road area adjacent to the Martin Way Corridor as a focus for redevelopment, retail, office and professional services, and high-density housing. (PL 15.4)
    - Although not specific to Martin Way, includes a policy that urban green space be established between transportation corridors and adjacent areas. (PL 7.5)
- Transportation
    - Sets a goal for Martin Way as an area where a large portion of trips are made by walking, biking, and transit (GT15). Supporting policies include retrofitting city streets to attract new development and increase density (PT15.1), encouraging public agencies to locate along the corridor (PT15.2 and PT15.3), and partnering with Lacey to coordinate on transportation and land use objectives (PT15.4).
    - Identifies the need for additional east-west corridors and a neighborhood collector level roadways to disperse local traffic from Martin Way onto the local street network.
    - Notes congestion and access issues on Lilly Road, north of Martin Way, and identifies a "strategy area" between Martin Way, Lilly Road and Sleater-Kinney Road where new street connections should be considered to address congestion. Potential connections north of Martin Way at 12th or 15th Avenue are identified for future review, as well as an extension of Ensign Road.
    - Identifies several future projects needed on Martin Way, including a roundabout at the intersection of Martin Way/Pacific Avenue/ and Boulevard Road, and dedicated left turn lanes at the intersections with Lilly Road and Sleater-Kinney.

Lacey

Dating back to the adoption of its first comprehensive plan in 1994, Lacey laid out a vision for dense mixed-use development along its portion of the Martin Way Corridor. Lacey divides its urban area into eight planning areas, which have their own policies; Martin Way crosses through four of these (west to east): Pleasant Glade, Central, Tanglewilde Thompson Place, and Meadows.

Figure 7. City of Lacey sign along Martin Way.

Lacey's Comprehensive Plan (2016) includes the following guidance for the Martin Way Corridor:

- Identifies the section of Martin Way from Carpenter Road to Galaxy Drive as a prime location for commercial development and notes three Commercial Center "Nodes" at the intersections of Martin Way with Carpenter Road, Hensley Road, and Hoh Street. This section is also identified as the location for a future subarea planning effort to spur private investment and increase character and sense of place.
- Includes a policy to apply different mixes of commercial and high-density land uses along the corridor, based on sensitivity to existing uses.

- Supports maintaining the health of existing businesses, by accommodating the continued operation of existing auto-dependent uses even if they do not meet the intent of the corridor's vision.
- Suggests a review of the Mixed Use High Density Corridor zone, and the development of a form-based code for the corridor subarea.
- Priorities and policies specific to the Tanglewilde Thompson Place planning area include recognizing the viability of auto-related uses on Martin Way, while also providing pedestrian connections between the corridor and adjacent residential areas. Any review of the mixed-use corridor designation should ensure compatibility with the adjacent low-density residential areas in this section. The plan also includes a goal to promote the extension of sewer service to the residential neighborhoods in the area.
- Priorities and policies specific to the Meadows planning area, include reexamining measures to promote mixed-use residential development along Martin Way (such as development bonuses, multifamily tax exemption programs, and planned action programs); and planning for pedestrian connections between the corridor, surrounding neighborhoods, and the high school.

Thurston County – Lacey UGA

Within the unincorporated portions of Lacey's Urban Growth Area (UGA), development is permitted by Thurston County, but guided by a Joint Plan between the City of Lacey and Thurston County. Under the region's Countywide Planning Policies, and supporting planning agreements, cities take the lead on preparing joint plans for the unincorporated portions of their UGAs, which are then adopted by both City and County. These Joint Plans are intended to provide a consistent vision for areas before they are annexed and create a more predictable experience for people living and working in these areas.

In practice, however, this consistency can be challenging to maintain. Since updates to joint plans require a second review and approval process that involves two governments, regulations for the UGA can lag behind those set by a City. The Lacey UGA Joint Plan was last updated in 2010. While it presents the same general vision for the Martin Way Corridor as a mixed use high density district transitioning away from auto-dominated uses with more pedestrian amenities, it also retains some older goals and policies that differ from those included in the Lacey Comprehensive Plan. For example, policies in the joint plan allow for new auto-related businesses in certain sections of the corridor, while Lacey's updated version emphasizes supporting only existing businesses, and developing incentives for older development to come into compliance with the newer vision. The Joint Plan also does not identify commercial nodes.

Intercity Transit

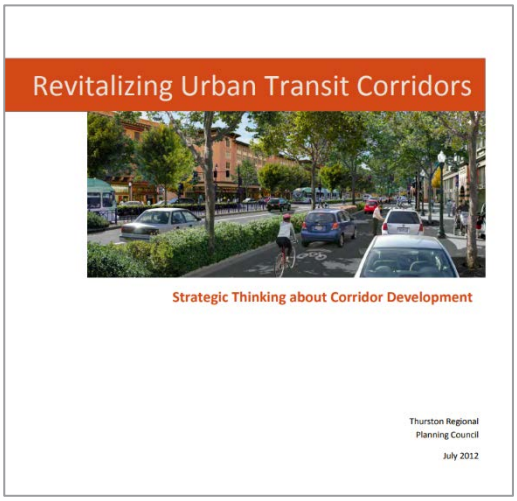
Intercity Transit's 2018 Short- and Long-Range Plan includes the following information and policies related to the Martin Way Corridor. That plan predates the initiation of the five-year zero-fare demonstration project and the launch of The One, a rapid bus route serving part of Martin Way.

- Identifies performance issues and delays with Route 62 A/B, which runs along the Martin Way Corridor between Lacey and the Olympia Transit Center and is the agency's most popular route in terms of ridership. The Plan makes several recommendation to improve on-time performance, including: adding additional busses during peak times and to extend the route schedule, increasing service coverage to the rapidly growing employment sites in northeast Lacey, and rerouting to avoid difficult left turns from Martin Way onto Galaxy Drive.

- Notes that the Smart Corridors project will include building transit signal priority along the Martin Way Corridor, with Phase II from Pacific Avenue to Lowes (just past Sleater-Kinney), and Phase III along the remainder of Martin Way.
- Identifies the Meadows neighborhood north of Martin Way as an area with a high propensity for transit, based on socio-economic factors including income, rental status, people with disabilities
- Recommends bus rapid transit (BRT) on Martin Way, to Marvin Road. Components of BRT would include half-mile bus stop spacing, transit signal priority, branding, enhanced stops, and real-time arrival information
- Recommends a new route connecting northeast Lacey job centers to the Lacey Transit Center. In the short term, this area will be served by an extension of Route 62A. The proposed route would follow Sleater-Kinney Road, avoiding Martin Way.

2.4 – Past Projects

The Martin Way Corridor Study builds on previous work in the region, including the following studies and reports:

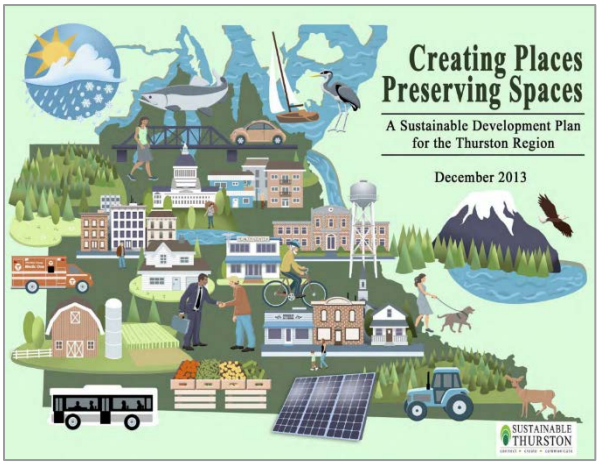


Revitalizing Urban Transit Corridors (2012)

Thurston Regional Planning Council commissioned an Urban Corridors Task Force in 2009 to identify measures needed to overcome barriers to achieving more compact, transit-supportive land use patterns in the metropolitan area of Lacey, Olympia, and Tumwater. The Task Force recommended that these jurisdictions take a more active role in partnering with the development community to stimulate mixed-use development along primary urban corridors, including Martin Way. The report included "modest measures" like creating an inventory of vacant and publicly-owned properties and identifying priority investment locations; "moderate measures" like developing investment strategies, employing form-based codes, and reviewing impact fees; and "mighty measures" like establishing a community lending pool and a corridor development partnership.

Sustainable Thurston (2013)

This communitywide conversation set a vision for how the Thurston region should look, function, and feel in 2035. It identified a priority goal to create vibrant centers, corridors, and neighborhoods while accommodating growth. The target set for achieving this goal is that by 2035, 72 percent of all new and existing households will be within a half mile—or a 20-minute walk—of an urban center, corridor or neighborhood center where access to goods and services can meet some of residents' daily needs. The plan calls out Martin Way.



The plan identified district planning for the Martin Way Corridor as a key action to achieve that goal. Other relevant actions identified in the plan include:

- Rethink existing land-use zoning and regulations to allow for a greater mix of uses and densities to support efficient provision of services.
- Invest public money to attract private investment in development projects. Create an investment strategy for critical infrastructure and place-making amenities (e.g., street trees, sidewalks, bike lanes, and traffic-calming devices) – C-1.02
- Encourage efficient use of land and building form that encourages walkability. Steps include: enforcing maximum parking requirements or eliminating minimum parking requirements altogether to reduce large expanses of surface parking. Consider strategies such as shared parking, charging for parking, and other means to reduce the need for large amounts of land used for parking. – C-1.03
- Utilize incentives to improve financial viability for infill and redevelopment projects. This includes: Special Valuation Multi-family tax program, reducing or eliminating impact fees, using Purchase of Development Rights (PDR) or Transfer of Development Rights (TDR) programs that have been tested for feasibility, waiving stormwater fees for a number of years, providing frontage and utility improvements, eliminating connection charges, etc. – C-1.05
- Work with private financial institutions to provide innovative financing tools to supply credit for center or corridor projects. This includes: creating a community lending pool to supply credit for projects (e.g., spreading the financial risk among several local banks or investors); and other tools and programs that will help the financial viability of projects. – C.1.06
- Form partnerships and do market analyses to identify priority opportunities for center and corridor development. Create conditions that attract investments in center projects. This includes: building infrastructure as part of a project to make it financially viable; working with state and local governments to maintain and build their offices in urban centers; and, forge a regional agreement to support center-focused development. – C.1.07
- Review and update as appropriate individual jurisdictions' architectural and design guidelines and ensure design review procedures and boards are capable of effectively considering unique needs of urban and mixed-use projects. Consider contracting with an urban architect specifically to support center and corridor development by identifying ways to meet cities' design expectations. – C-1.09

- Create public-private or public-public land swap strategies to reduce the cost and risk of investments in centers and corridors. This includes considering swapping public lands that are underused and that could be developed more strategically by another government agency or private interest. This also includes amassing parcels in strategic locations and reselling them to a private development partner, or participating in a public-private development opportunity within the bounds of existing law. – C-1.10
- Form a multiagency partnership to foster conditions that attract investments in center and corridor projects. This entails collaborating among center and corridor communities, identifying opportunities, and recruiting developers. – C.1-11

Martin Way District Study (2014)

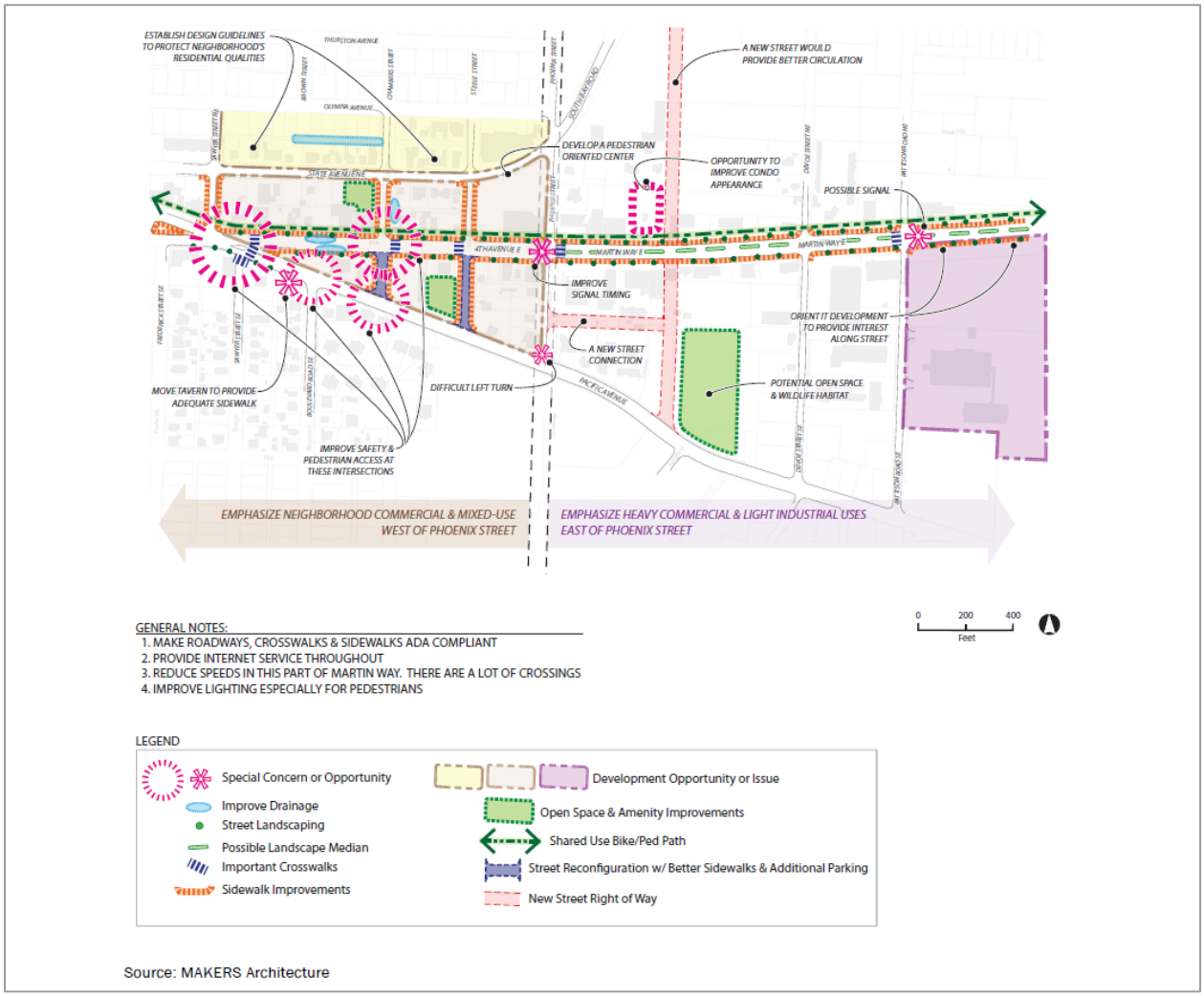
This study focused on Olympia's portion of the corridor, between Wilson Street and Lilly Road and looked at whether infrastructure improvements could contribute to redevelopment of a vibrant, mixed use district. A market study completed by ECONorthwest found that while there were transportation, stormwater, and utility improvements needed in the district, these were not posing immediate barriers to development or redevelopment. Instead, the study identified low property values, low rents, and a large supply of competing locations as the primary impediments. These market factors led to the conclusion that private development would be unlikely to fund large-scale infrastructure improvements, such as an extension of Ensign Road to Pacific Avenue that would improve connectivity, and that infrastructure investments by the City would not be sufficient to trigger redevelopment under the market conditions that existed at the time.

A public workshop helped identify community preferences for the area, including locations for safety improvements, signal timing, street connections, and open space (Figure 8). Infrastructure needs identified for this district included:

- An incomplete sidewalk network with significant gaps
- A high stress bicycle environment due to vehicle volumes and speeds
- A lack of north-south street connections
- A better understanding of the stormwater infrastructure needs and costs

Given the findings of the market study, the project recommended the City consider small projects that address safety issues, look for partnerships, and develop a funding strategy that would help fill the gaps in the pedestrian and bicycle network without waiting for improvements to be built by private development.

Figure 8. Urban Design Suggestions from a 2014 Public Workshop Held as Part of the Martin Way District Study



Source: MAKERS Architecture

Lacey Pedestrian and Bicycle Plan (2018)

This plan identifies policies, programs, and infrastructure recommendations to improve the connectivity, safety, and comfort of the City's walking and biking networks. It is incorporated into Lacey's Comprehensive Plan, as a supplement to its Transportation Element. The plan identified a number of challenges that apply within the Martin Way Corridor, including:

- Sidewalk gaps, including lack of sidewalk connections to transit stops along major roads
- Missing pedestrian connections to schools, commercial areas, and parks
- Gaps in bike network, including lack of bicycle lanes in Urban Growth Area
- Existing bike facilities do not provide a high level of comfort for less confident bicyclists

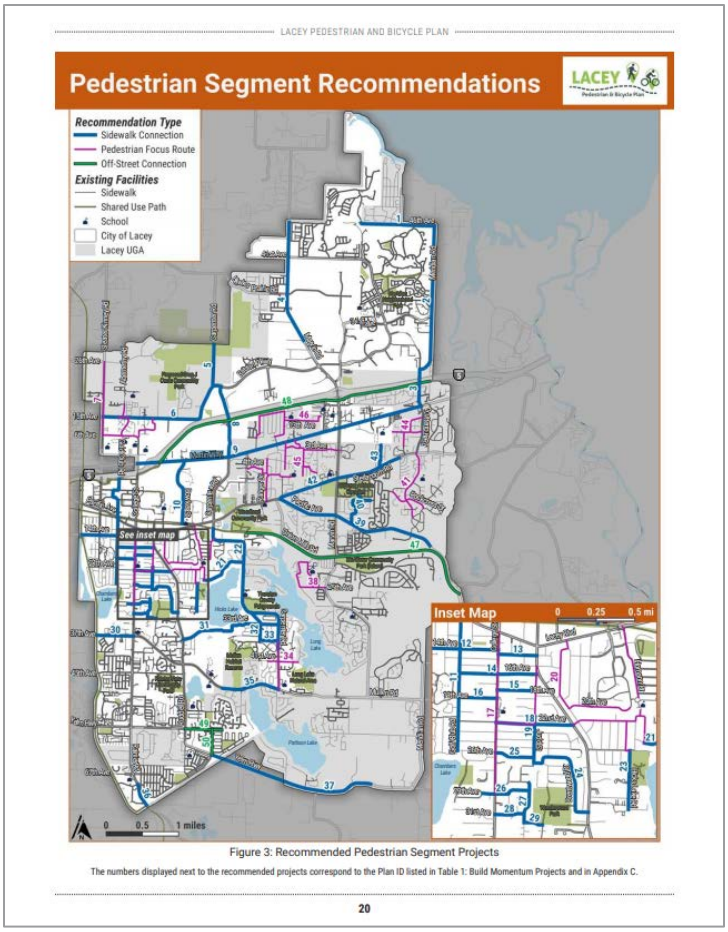


Figure 9. Map of Pedestrian Recommendations from the Lacey Pedestrian and Bicycle Plan—a need for sidewalk connections is noted along Martin Way.

The plan also recommended a number of improvements along Martin Way, including:

- New crossing at Martin Way and Galaxy Drive
- Pedestrian Focus Routes associated with Lydia Hawk and Olympic View Elementary schools and River Ridge High School
- Sidewalk connections:
  - Martin Way, from College Street to Duterrow Road (in Urban Growth Area)
  - Carpenter Road, from Martin Way to Draham Street/Britton Parkway (in UGA)
  - Bowker Street (Pacific Avenue to Martin Way)
  - Orion Drive, from Martin Way to Meridian Road (in Urban Growth Area)
- Bike segments:
  - Martin Way from College Street to Duterrow Road (in Urban Growth Area)
  - Carpenter Road, from Mullen Road to Martin Way
- A new collector with bike and pedestrian infrastructure using Bowker Street and Desmond Drive to connect Pacific Avenue and Martin Way
- An off-street connection of the I-5 Trail from Martin Way to Duterrow Road
- Improved pedestrian and bicycle wayfinding for crossing at Martin Way and Carpenter Road

- A major reconstruction of the Martin Way interchange with I-5 that provides bicycle separation and installs lighting to improve visibility of pedestrian and bicyclists under the I-5 overpass
- Modification of traffic signal timing at Martin Way and Galaxy Drive to allow pedestrians to get ahead of vehicles.
- Installation of wayfinding signage and traffic calming elements along Kinwood Street from Pacific Avenue to Martin Way

Regional Transportation Plan (2020)

The Regional Transportation Plan (RTP) is developed by Thurston Regional Planning Council every five years to identify transportation goals and needs across the Thurston region over the next 20-25 years. In addition to the Martin Way Corridor Study, the RTP identified the following regional transportation priorities within the corridor area:

- Major reconstruction of the Martin Way interchange with I-5
- Carpenter Road widening from Martin Way to Britton Parkway
- College Street NE extension from Martin Way to 15th Avenue NE
- Ensign Road extension from Martin Way to Pacific Avenue
- Frequent, high capacity bus service (Bus rapid transit or "BRT light") along the Martin Way Corridor, from Marvin Road to downtown Olympia
- Rehabilitation and expansion of the Intercity Transit Headquarters at Pattison Street
- Construct a new transit stop and transit-only access to the Martin Way Park & Ride from I-5
- Study to extend Desmond Drive from Martin Way to Pacific Avenue

Olympia Transportation Master Plan (2021)

This plan focuses on infrastructure improvements needed to achieve the City of Olympia's transportation vision "to build a street system that supports walking, biking, and riding the bus, as well as driving." The plan identifies numerous priority improvements within the Martin Way Corridor that the city should undertake in the next 20 years, including:

- A major street reconstruction of Martin Way from Phoenix Street to Lilly Road: The tentative scope of this project includes enhanced bike lanes, sidewalks, planter strips, stormwater facilities, new lighting, transit improvements, enhanced crosswalks, and medians. This reconstruction project would include many of the projects noted below.
- Enhanced crosswalks at 10 high-priority locations on Martin Way, and two locations within the corridor (see Figure 10). An enhanced crosswalk may include bulb-outs, a crossing island, or flashing beacons, among other features.
- Enhanced bike lanes along Martin Way from Phoenix Street to Lilly Road to create a low-stress bicycling network.
- Intersection improvements, including two roundabouts at the intersection of 4th Avenue, Pacific Avenue, and Martin Way. Roundabouts are planned at the intersections of Martin Way with Ensign, Lilly, and Sleater-Kinney roads, but are not on the city's 20-year project list.
- Pedestrian and bike safety intersection improvements at Lilly Road and Martin Way.

- Transit improvements along Martin Way, including Transit Signal Priority at the Pacific Avenue intersection (partially complete), queue jump lanes at the intersection of Lilly Road and in-lane bus stops.

The Transportation Master Plan identifies Lilly Road as in need of a future corridor evaluation to address transportation needs, including a lack of bike lanes and sidewalks, support for improved transit operations, traffic congestion, and a lack of street connectivity. It also identifies Pacific Avenue as a location for prioritized improvements for people walking and biking.

Figure 10. Map of planned enhanced crosswalk projects in the Olympia Transportation Master Plan. Highlighted projects are prioritized for the city's 20-year project list—eleven of the highlighted areas are within the Martin Way Corridor.

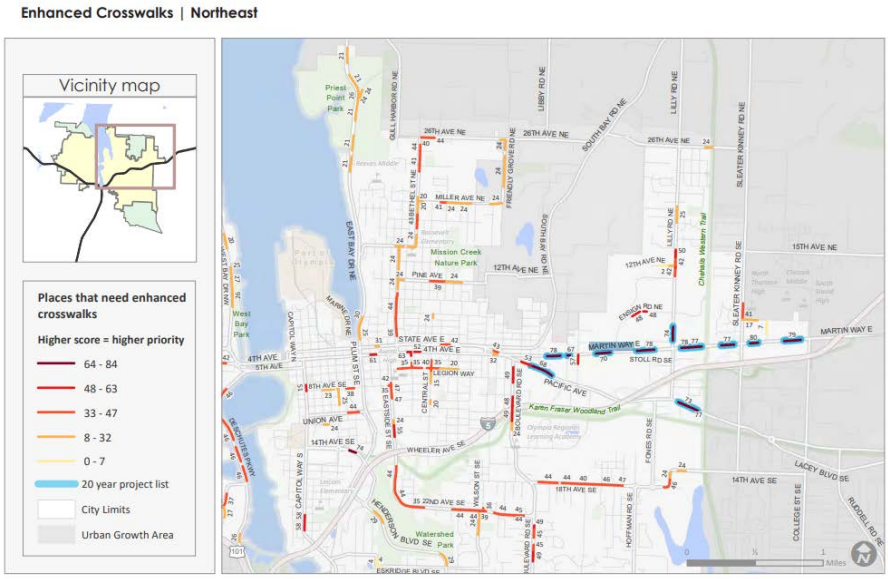
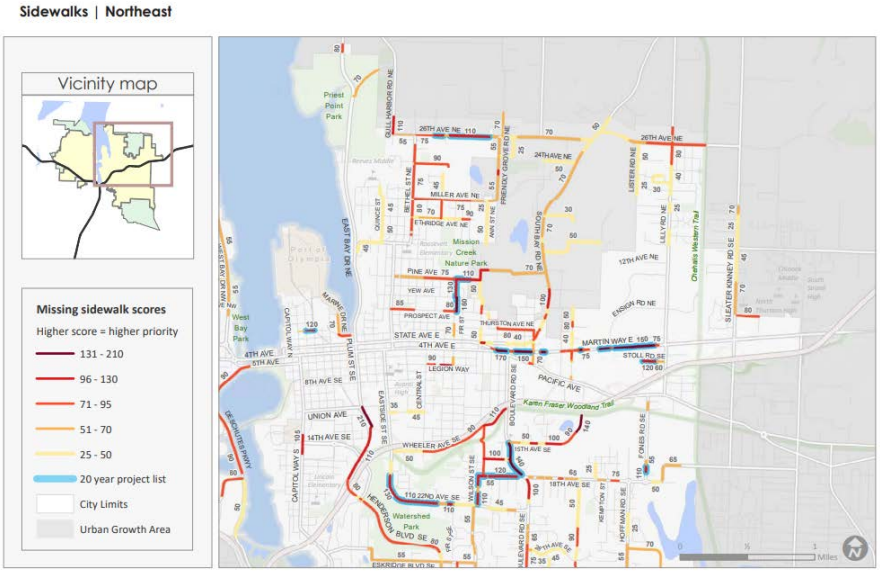


Figure 11. Map of needed sidewalk improvements in the Olympia Transportation Master Plan. Highlighted projects are prioritized for the city's 20-year project list—many are located on the Martin Way Corridor.



Chapter 3 – Corridor Characteristics

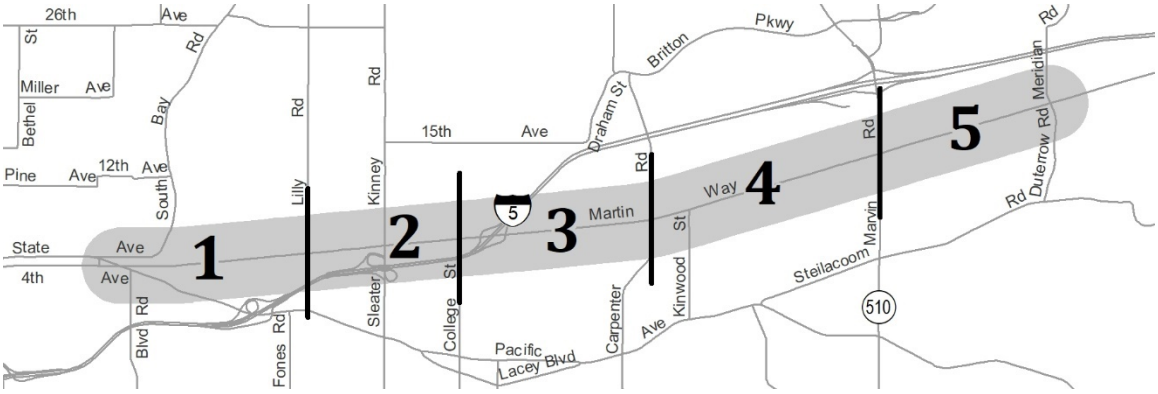
This chapter looks at who lives and works in the Martin Way Corridor.

3.1 – Study Area and Data Sources

As noted in section 2.1, the Martin Way Corridor Study focuses on the five-mile stretch of Martin Way that runs from the junction of State and Pacific Avenues in Olympia to the intersection of Marvin Road in Lacey, but this report also considers the section of Martin Way that extends to the intersection of Meridian and Duterrow Roads. For the purposes of this report, "Martin Way Focus Area" is used to refer to the portion of the corridor west of Marvin Road. "Martin Way Corridor" is used to refer to the full corridor area from Pacific Avenue to Meridian Road. The corridor area includes land roughly within a quarter mile on either side of Martin Way, and is divided into five segments, at major intersections:

1. Pacific Avenue to Lilly Road
2. Lilly Road to College Street
3. College Street to Carpenter Road
4. Carpenter Road to Marvin Road
5. Marvin Road to Meridian Road/Duterrow Road

Figure 12. The Martin Way Corridor and segments.



To understand how the corridor compares across its length and with the broader region, information is shown on a section, city, and county basis, where that level of data is available. The data in this chapter is mainly drawn from two sources: Thurston Regional Planning Council's 2018 Population and Employment Forecast and the U.S. Census Bureau's American Community Survey (ACS) estimates for the period of 2014 of 2018. ACS estimates for corridor segments are weighted averages, based on the percent of census block group population in each corridor segment.

3.2– Residents

The Martin Way Corridor is home to approximately 9,000 people. Two-thirds of that population lives within the study's Focus Area, from Pacific Avenue to Marvin Road. An additional third live in the extra section extending from Marvin Road to Meridian Road, making this the most populous stretch. The section of the corridor from College Street to Carpenter Road has the fewest residents. The population of the corridor is projected to increase significantly over the coming decades, growing by more than half in the next 25 years.

Figure 13. Martin Way Corridor Population, 2017-2045. Source: Thurston Regional Planning Council, Population and Employment Forecast (2018 Update).

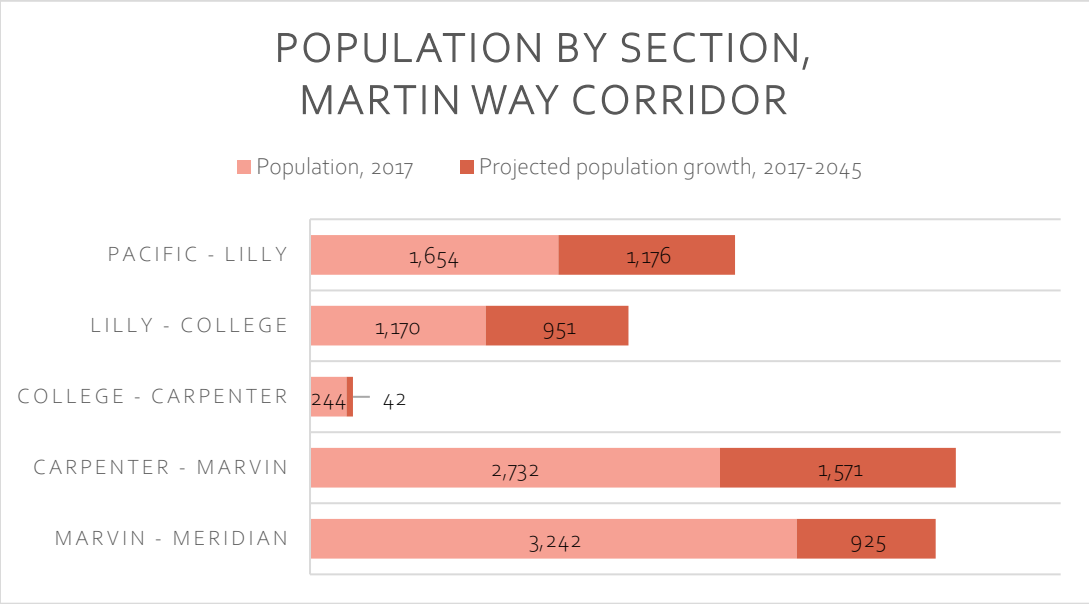


Table 2.Martin Way Corridor Population, 2017-2045. Source: Thurston Regional Planning Council, Population and Employment Forecast (2018 Update).

Corridor Sections	2017 Population	2045 Population	% Increase in Population, 2017-2045
Pacific - Lilly	1,654	2,831	71%
Lilly - College	1,170	2,122	81%
College - Carpenter	244	287	17%
Carpenter - Marvin	2,732	4,302	58%
TOTAL, Martin Way Focus Area	**5,801**	**9,541**	**64%**
Marvin-Meridian	3,242	4,167	29%
TOTAL, Martin Way Corridor	**9,043**	**13,708**	**52%**

Demographics

Age

Viewed as a whole, the population of the Martin Way Corridor is representative of age classes in the rest of Thurston County (Table 3). About one quarter of the population are those age 19 and under, and another fifth are over age 60. Age varies in

different parts the corridor, however, with the highest concentration of residents over the age of 80 living in the section between Lilly Road and College Street, near the hospital and medical services, and a larger population of younger residents (under 20) in the eastern sections (

Figure 14).

Table 3. Age of Residents of the Martin Way Corridor, compared with Thurston County, Lacey, and Olympia. Source: U.S. Census Bureau, American Community Survey, 2014-2018.

Age Cohort	Martin Way Corridor	Thurston County	Lacey	Olympia
0-19	24%	24%	26%	20%
20-39	31%	27%	31%	33%
40-59	24%	26%	22%	24%
60-79	17%	19%	16%	19%
80+	4%	4%	5%	4%

Figure 14. Age of Residents of the Martin Way Corridor, by Section. Source: U.S. Census Bureau, American Community Survey, 2014-2018. Note that the College-Carpenter section has relatively few residents compared to other sections.

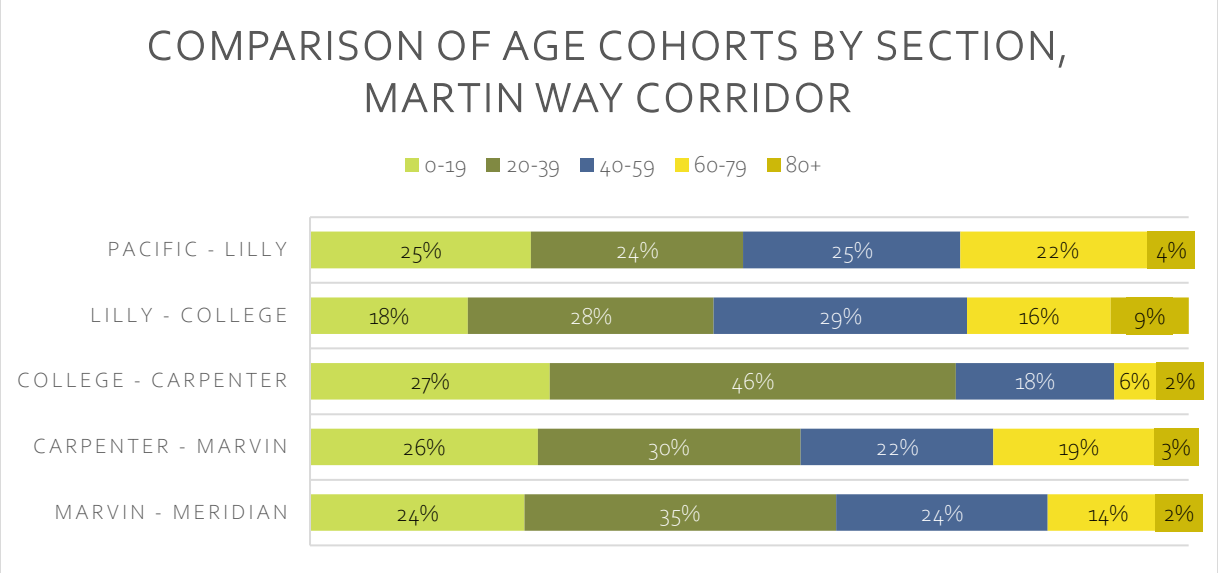


Table 4. Veteran Population in the Martin Way Corridor, Thurston County, Lacey, and Olympia. Source: American Community Survey, 2014-2018.

	Proportion of Population Who is a Veteran
Martin Way Corridor	15%

Pacific-Lilly	10%
Lilly-College	12%
College-Carpenter	4%
Carpenter-Marvin	16%
Marvin-Meridian	20%
Thurston County	16%
Lacey	19%
Olympia	10%

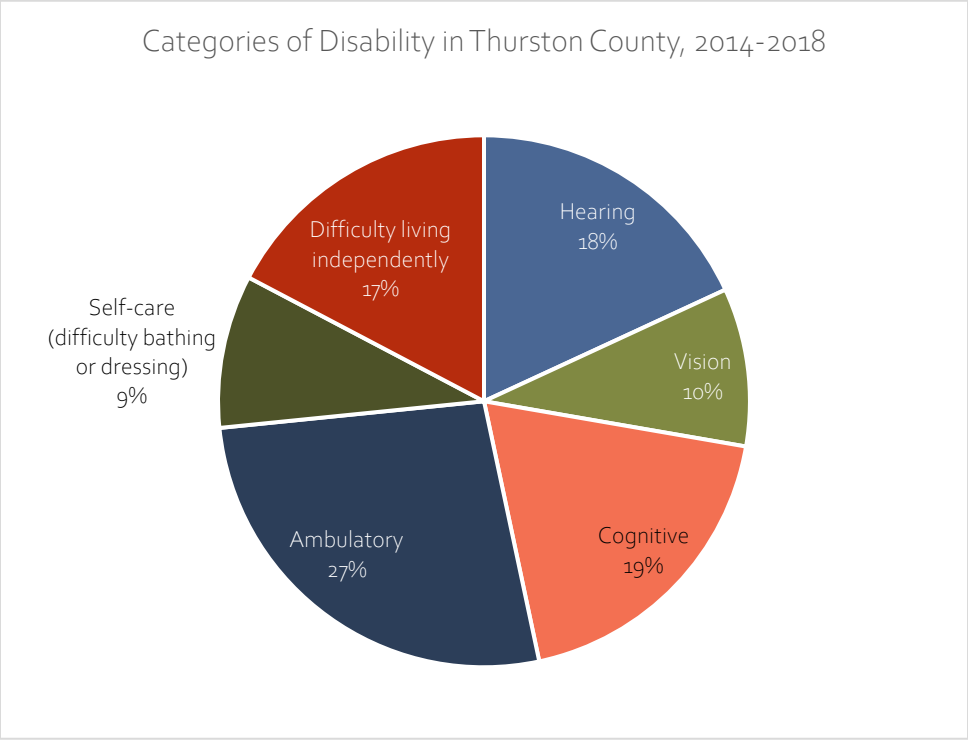
Veteran Status

With its proximity to Joint Base Lewis-McChord (JBLM), the Martin Way Corridor is home to many veterans and military personnel. The concentration of veterans increases along the corridor from west to east—a fifth of the residents in the section from Marvin Road to Meridian Road are veterans.

Disability

One in seven Martin Way residents live with a disability (14 percent)—this is similar to the proportions recorded for residents of Thurston County, Lacey, and Olympia in general. While information on type of disability is not available at the corridor scale, ambulatory disabilities—having serious difficulty walking or climbing stairs that may or may not necessitate the use of a wheelchair—are the most common type of disability among Thurston County residents (Figure 15). Seniors are more likely to be living with one or more disabilities. The needs of disabled community members should be considered when designing future improvements for the Martin Way Corridor.

Figure 15. Types of Disability in Thurston County. Source: American Community Survey, 2014-2018.



Race, Ethnicity, and Language

The Martin Way Corridor is among the most diverse areas of Thurston County. More than a third of residents identify as a person of color, which includes those who identify as Hispanic of any race or any race other than white. Compared to Thurston County as a whole, the corridor is home to higher proportions of

people who identify as Hispanic (15 percent), Asian (9 percent), black or African-American (4 percent), or multiracial (10 percent). The sections from College Street to Carpenter Road and Marvin Road to Meridian Road are the most diverse portions of the corridor; nearly half the residents in these areas identify as a person of color.

Figure 16. Racial and Ethnic Diversity of Residents of the Martin Way Corridor, by Section and Compared to Surrounding Jurisdictions. Source: American Community Survey, 2014-2018

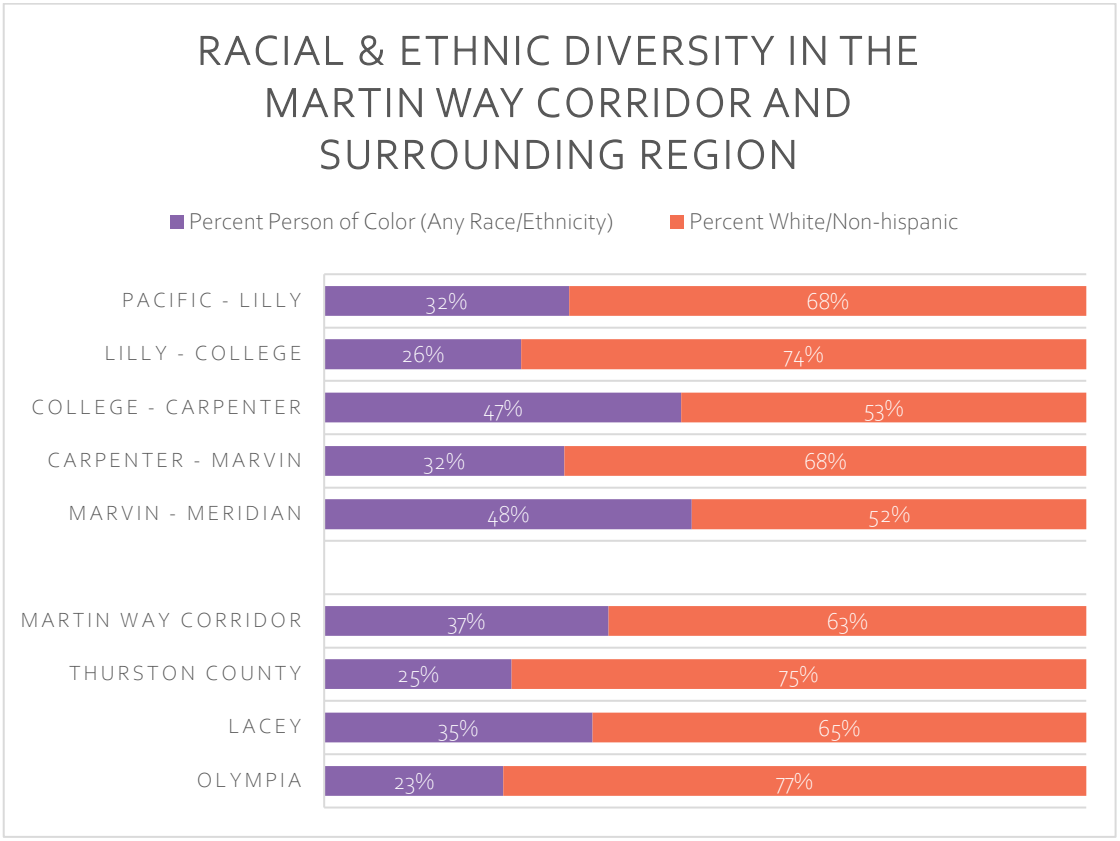


*Table 5. Ethnicity and Race of Residents of the Martin Way Corridor, Compared with Thurston County, Lacey, and Olympia. Source: U.S. Census Bureau, American Community Survey, 2014-2018. *Includes respondents who may be Hispanic or non-Hispanic.*

	Martin Way Corridor	Thurston County	Lacey	Olympia
Ethnicity				
Hispanic (of any race)	15%	9%	11%	8%
Race				
Black/African American*	4%	3%	6%	3%
American Indian/Native Alaskan*	1%	1%	1%	1%
Asian	9%	6%	9%	7%
Native Hawaiian/Other Pacific Islander*	<1%	1%	2%	<1%
Multiracial*	10%	6%	8%	5%
White/Non-Hispanic	63%	75%	65%	77%

The Martin Way Corridor is also home to many immigrants, as well as people born in the United States who maintain cultural ties to other countries. Korean, Vietnamese, Filipino, and Latin American communities are the most visible along the corridor, but many ethnicities are present. Thurston County's Hispanic population includes people whose roots can be traced to many different Spanish-speaking areas—most commonly Mexico, Puerto Rico, and Central American countries, including Honduras, Guatemala, and Panama. While only 12 percent of corridor residents were born outside the United States—roughly the same percentage as for the Thurston County region (13 percent)—about one in five residents speak a language other than English at home (21 percent), compared with 14 percent for Thurston County residents as a whole. About 4.7 percent of households in Census tracts overlapping the Martin Way Corridor are considered "limited English speaking" (568 households). Of these, the majority are either Spanish-speaking (41 percent) or Asian and Pacific Island language-speaking households (39 percent).

Income and Poverty

Household income varies considerably across the corridor, as shown in Map 2. When compared to median incomes for Thurston County or the Cities of Lacey and Olympia, some neighborhoods have higher incomes and others have very low-income populations. This wealth disparity can mask that a significant proportion of the corridor's residents may be struggling to meet their basic needs. Residents of the Martin Way Corridor experience higher rates of poverty than is typical in the surrounding communities. Two out of five corridor residents are considered cost-burdened, which means that they spend a high proportion of their income on housing, and one-fifth of households are considered severely cost burdened. These households typically have less income available for transportation, health care, and other needs. Cost-burden and poverty levels are highest in the westernmost section of the corridor, between Pacific Avenue and Lilly Road.

Map 2. Median Household Income in the Martin Way Corridor, by Census Tract.

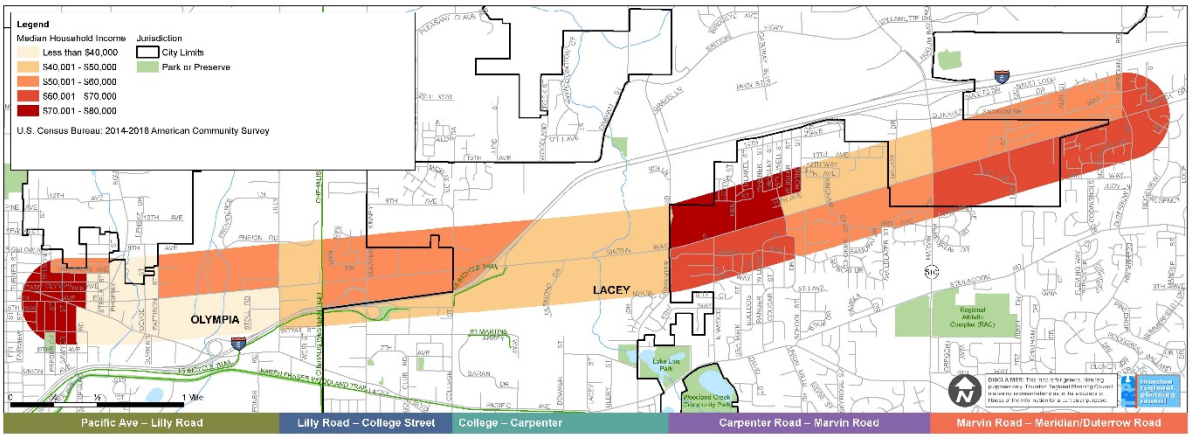


Table 6. Median Income, Poverty, and Cost-burden of the Martin Way Corridor, compared with Thurston County, Lacey, and Olympia. Source: American Community Survey, 2014-2018.

	What does it measure?	Martin Way Corridor	Thurston County	Lacey	Olympia
Median Household Income	The income level at which half of households in the area earn more, and half earn less.	Varies, see Map 2	$69,592	$66,675	$58,606
Poverty Rate	The percent of households earning an income below the federal estimate of the minimum amount needed to meet basic needs. In 2018, the poverty threshold for a two-person household in Thurston County was $16,247.	16%	11%	10%	17%
Cost Burden (>30%)	Percentage of all households that spend 30% or more of their household income on housing.	39%	33%	36%	38%
Severe Cost Burden (>50%)	Percentage of all households that spend 50% or more of their household income on housing.	20%	13%	14%	17%

Housing

Homeowners and Renters

As a high-density corridor, housing looks different along Martin Way than in other parts of the region. About half of all corridor residents (49 percent) live in multifamily units and ten percent live in manufactured housing, including in one of the nine manufactured home parks in the corridor. Around two percent of the population lives in group quarters like a nursing facility or care home—these are concentrated in the Pacific Avenue to Lilly Road section near Providence St. Peter Hospital. About 40 percent of the corridor's residents live in single-family homes, typical of Olympia's Eastside neighborhood and the Tanglewilde and Thompson Place neighborhoods in the Lacey Urban Growth Area.

This trend towards multifamily living is likely to intensify in the future; TRPC's population estimates indicate that by 2045 two out of three corridor residents (64 percent) will live in a multifamily development, while less than a third (27 percent) will live in a single-family home. More than 90 percent of the population anticipated over the next 25 years is expected to be housed in multifamily development.

The corridor also has a higher proportion of renters (56 percent) than the Thurston County region (36 percent), Lacey (46 percent), or Olympia (54 percent).

Table 7. 2017 Population of the Martin Way Corridor, by Housing Type and Section. Source: Thurston Regional Planning Council Population and Employment Forecast, 2018.

Population, 2017	Pacific - Lilly	Lilly-College	College-Carpenter	Carpenter-Marvin	TOTAL, Martin Way Focus Area	Marvin-Meridian	TOTAL, Martin Way Corridor
Single-family	872	185	79	1,314	2,450	1,133	**3,583**
Multifamily	434	747	165	1,145	2,492	1,964	**4,456**
Manufactured homes	168	236	0	257	660	144	**804**
Group quarters	180	3	0	16	199	1	**200**
TOTAL	**1,654**	**1,170**	**244**	**2,732**	**5,801**	**3,242**	**9,043**

Table 8. 2045 Population of the Martin Way Corridor, by Housing Type and Section. Source: Thurston Regional Planning Council Population and Employment Forecast, 2018.

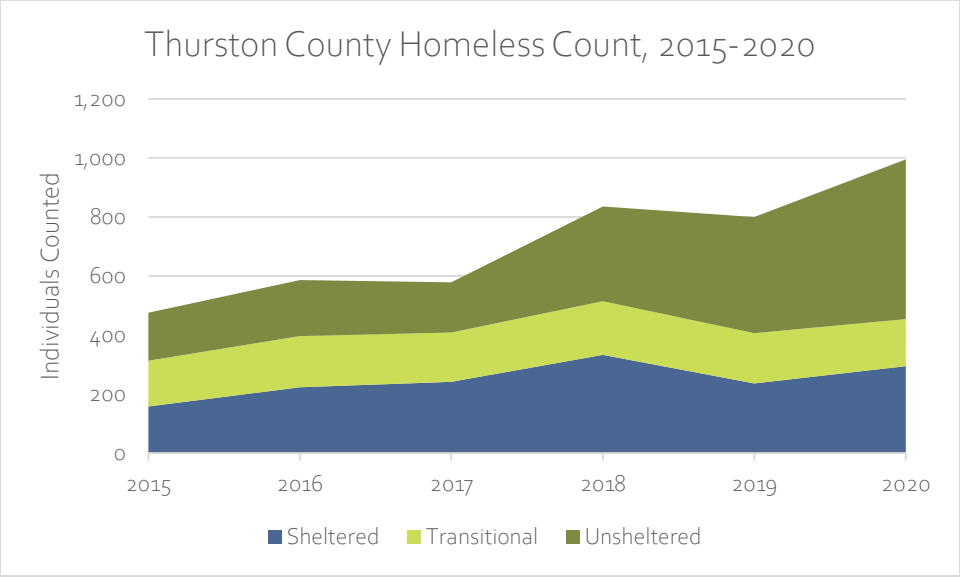
Population, 2045	Pacific - Lilly	Lilly-College	College-Carpenter	Carpenter-Marvin	TOTAL - Martin Way Focus Area	Marvin-Meridian	TOTAL, Martin Way Corridor
Single-family	900	216	72	1,364	2,551	1,201	**3,752**
Multifamily	1,395	1,688	214	2,680	5,977	2,830	**8,807**
Manufactured homes	165	214	0	239	618	135	**753**
Group quarters	371	4	0	20	395	1	**397**
TOTAL	**2,831**	**2,122**	**287**	**4,302**	**9,541**	**4,167**	**13,708**

Unhoused Population

The Martin Way Corridor is also home to many people without permanent housing. Demographic and population data like those included in previous sections of this chapter often are missing information from these residents. The unhoused population includes those who live in shelters or transitional housing, like the Drexel House operated by Catholic Community Services on Devoe Street, as well as those who live "unsheltered" in places not intended for habitation, such as cars, tents, abandoned buildings, vacant land or public rights-of-way next to streets and freeway on-ramps. One of the region's largest homeless encampments, known as "The Jungle," is located in a wooded area within the Pacific Avenue to Lilly Road section, but other smaller encampments exist throughout the corridor.

While there is no geographically specific data to estimate the unhoused population within the corridor, anecdotally, the area has seen an increase in recent years, particularly among the unsheltered community. This is consistent with results of the annual Thurston County Point in Time Homeless Count, which has counted an increasing number of homeless individuals countywide, and an increasing share of unsheltered individuals. Several new shelters and transitional housing developments are under construction or consideration in the corridor, most of these concentrated in the Pacific Avenue to Lilly Road section.

Figure 17. Thurston County Point in Time Homeless Count, 2015-2020. Source: Thurston County Public Health and Social Services, 2020.

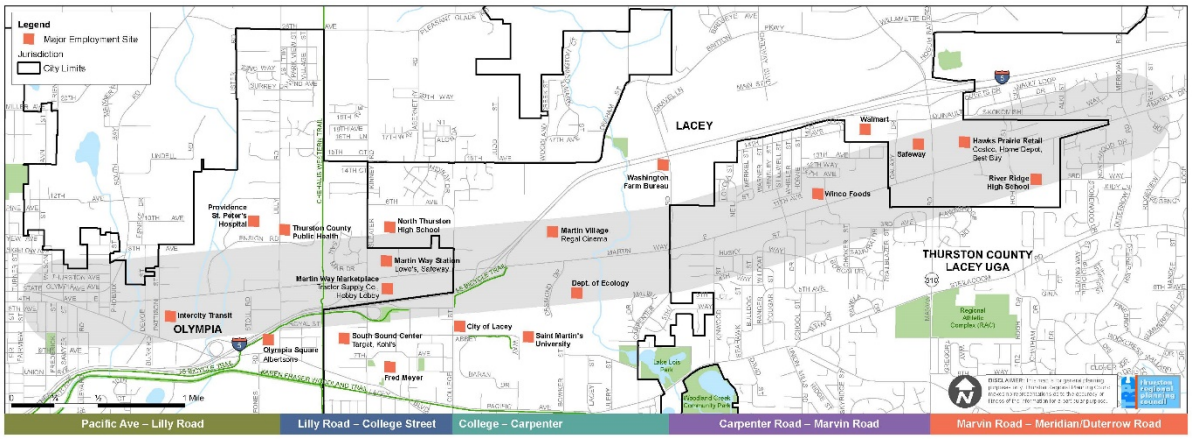


Unhoused residents often rely on alternative transportation modes to get where they need to go, so access to transit, as well as pedestrian and bicycle infrastructure helps support these communities. Parking regulations and availability can impact residents who live in vehicles, including in larger trailers or recreational vehicles. Opportunities for innovative, affordable housing, as well as access to parks or other "third places" (neither residential nor commercial) where people can gather are among the key needs for this population.

3.3 – Workers and Employers

More than 13,000 people work at locations in the Martin Way Corridor, including major employment centers shown in Map 3. This means more people work in the corridor than live there.

Map 3. Employment centers of the Martin Way Corridor.



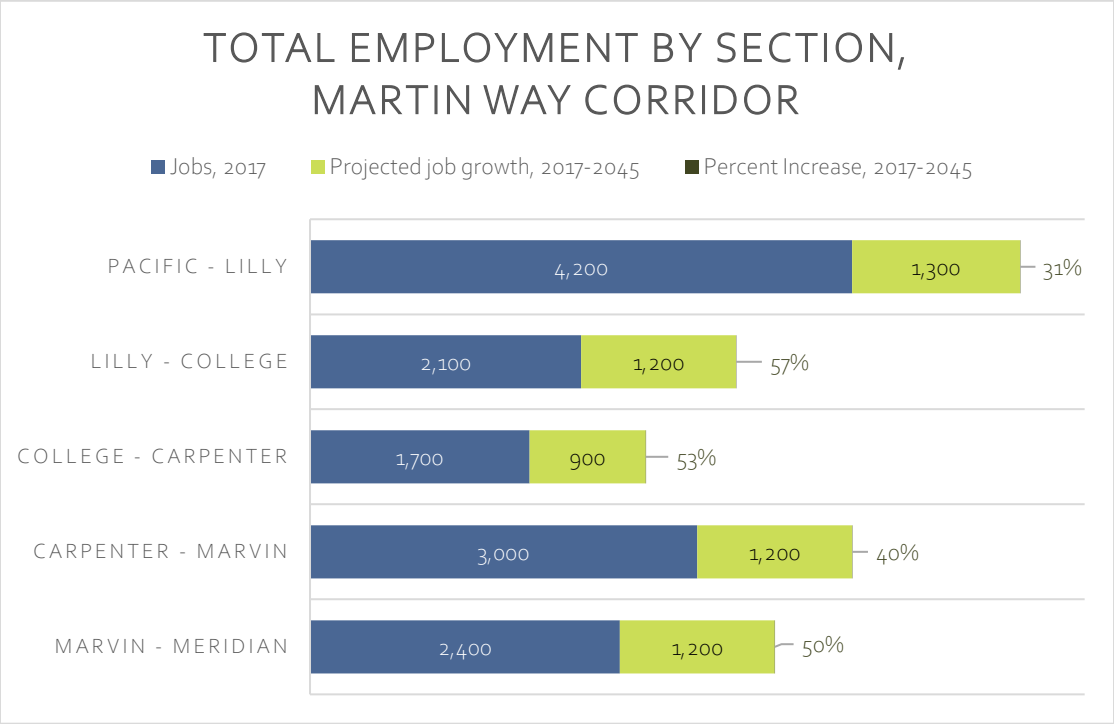
The corridor includes more than 1,000 businesses serving a wide range of industries, including health and medical services, big box retail, small businesses, restaurants and other food services, professional offices, hotels, schools, and government agencies. The vast majority are small businesses: three-fourths of all businesses along the corridor have 10 or fewer employees, and 51 percent have four or fewer employees. Retail makes up the largest sector, accounting for 17 percent of all businesses, with the highest concentration of retail between Carpenter and Marvin Road. Health care and social services is the second largest sector (15 percent); these businesses are highly concentrated near Lilly Road.

The westernmost section of the corridor, Pacific Avenue to Lilly Road, has the greatest concentration of jobs currently, and is likely to see the greatest of number of new positions over the coming decades, while the section from Lilly Road to College Street has the greatest number of businesses and is anticipated to see the greatest rate of job growth. In both sections, employment trends are strongly correlated to the continued growth of the health services industry, one of the Thurston County region's strongest employment sectors. Projected job growth is otherwise distributed evenly across the corridor—as a whole, the corridor is anticipated to gain nearly 6,000 new jobs over the next twenty-five years, an increase of 43 percent over current conditions. This outcome is heavily dependent, however, on the future of employment in the retail and services sectors.

Table 9. Census of Businesses in the Martin Way Corridor. Source: Thurston Economic Development Council, using the North American Industry Classification System (NAICS), 2020.

Industry	Pacific - Lilly	Lilly-College	College-Carpenter	Carpenter-Marvin	TOTAL - Martin Way Focus Area	Marvin-Meridian	TOTAL, Martin Way Corridor
Retail Trade	21	57	9	69	**156**	22	**178**
Health Care and Social Assistance	25	85	1	22	**133**	20	**153**
Other Services (Except Public Administration)	34	33	3	61	**131**	17	**148**
Accommodation and Food Services	8	40	9	43	**100**	24	**124**
Professional, Scientific, and Technical Services	9	39	1	12	**61**	14	**75**
Finance and Insurance	6	31	3	9	**49**	16	**65**
Real estate and Rental	10	17	2	10	**39**	18	**57**
Construction	6	13	4	10	**33**	10	**43**
Public Administration	9	8	10	5	**32**	0	**32**
Administrative and Support Services	4	11	1	10	**26**	5	**31**
Educational Services	3	9	2	11	**25**	4	**29**
Wholesale Trade	4	9	1	9	**23**	2	**25**
Manufacturing	3	7	0	10	**20**	0	**20**
Information	1	6	3	8	**18**	2	**20**
Arts, Entertainment, and Recreation	1	5	0	4	**10**	2	**12**
Transportation and Warehouses	2	2	0	1	**5**	2	**7**
Agriculture, Forestry, Fisheries	0	0	1	0	**1**	0	**1**
Mining, Quarrying	0	1	0	0	**1**	0	**1**
Utilities	1	0	0	0	**1**	0	**1**
All Industries	**147**	**373**	**50**	**294**	**864**	**158**	**1,022**

Figure 18. Total and Projected Employment by Section, Martin Way Corridor, 2017-2045. Source: Thurston Regional Planning Council, Population and Employment Forecast (2018 Update).



Chapter 4 – Land Use

This chapter looks at environmental conditions, current land use and development patterns, and land use regulations in the Martin Way Corridor.

4.1 – Current Land Use

Watersheds, Streams, and Wetlands

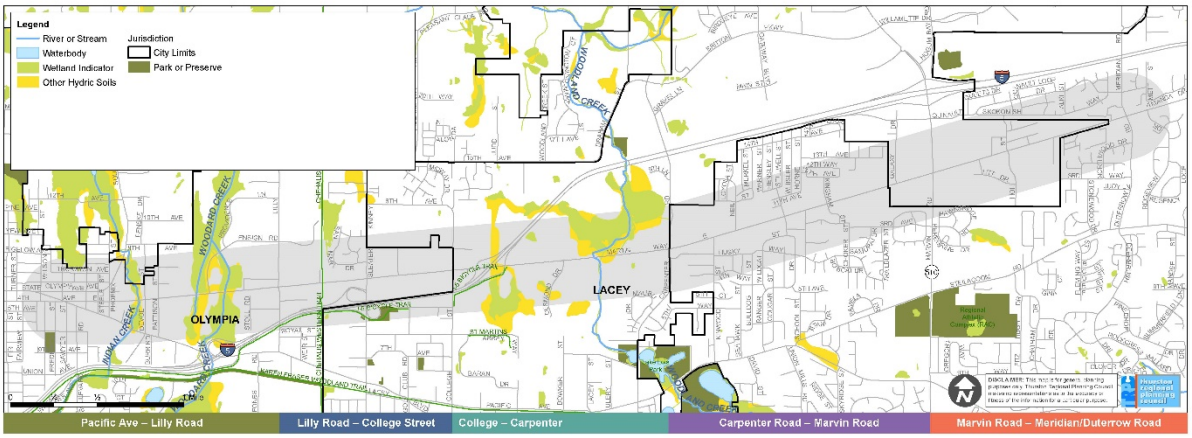
The Martin Way Corridor is part of a dynamic ecosystem connected to other parts of the Thurston County and Puget Sound region, though some of its environmental features are largely hidden beneath current development. Along its length, Martin Way crosses three important stream systems, or watersheds, and cuts through extensive wetlands and other habitat, as shown in Map 4.

- Indian Creek: Indian Creek flows south from its headwaters in Bigelow Lake, just north of the corridor, and is piped under Martin Way near Devoe Street and I-5, eventually flowing to the East Bay of Budd Inlet. The creek has poor water quality, including high rates of bacteria and nutrients, and intense urban development in the area that drains to this stream has degraded many of its natural functions. In spite of these conditions, the creek supports resident fish and other aquatic species, including Cutthroat Trout.

- Woodard Creek: Woodard Creek originates in a large wetland complex that extends south of Martin Way to Fones Road. The stream crosses under Martin Way near the intersection of Ensign Road and flows north to Henderson Inlet. Although impacted from heavy development around its headwaters, Woodard Creek has relatively good water quality and has documented use by Coho Salmon, Cutthroat and Steelhead Trout. Poor water quality in Woodard Creek can contribute to the closure of shellfish beds in the Henderson Inlet Shellfish Protection District.

- Woodland Creek: Woodland Creek flows north from a series of interconnected lakes at the boundary of the City of Lacey and Lacey UGA (Hicks, Pattison, Long, and Lois). From Lake Lois to Martin Way, the creek is a low flowing stream that often dries up in the summer; downstream of Martin Way, flow increases as the stream is fed by several natural springs. Woodland Creek has documented use by several fish species, including Chum and Coho salmon and Cutthroat and Steelhead Trout. The Woodland Creek basin is impacted by the concentrated level of development and high percentage of impervious surfaces in the areas that drain to the stream. Woodland Creek is the largest waterbody draining to Henderson Inlet, and its poor water quality can contribute to the closure of shellfish beds downstream. While water quality has improved significantly in Woodland Creek over the past 20 years, as of 2019 it still among the most polluted of all freshwater streams monitored by Thurston County, with high levels of bacteria and nutrients.

Map 4. Watersheds, streams and wetlands in the Martin Way Corridor.



Environmental conditions influence the type of land use that has developed along Martin Way, and in turn these resources are impacted by activity within the corridor. For example, the concentration of wetlands around Ensign Road and in the section of the corridor from College Street to Carpenter Road limits the potential for future development in these locations. Looking ahead, these environmental features can also be treated as assets and amenities, emphasizing design choices that provide users and residents of Martin Way with opportunities to access and interact with their natural surroundings.

Stormwater runoff from Martin Way and other roads, parking lots, and hard surfaces in the corridor carries trace pollutants into sensitive waterways, impacting water quality. Older development within the corridor was constructed without the water quality and habitat protections that are in place today. Since the early 2000s, Thurston County and the City of Lacey, with support from the state Department of Ecology and other funding sources, have made significant investments in the two Henderson Inlet watershed basins to improve stormwater treatment, connect homes served by leaking septic systems to municipal sewer systems, and restore habitat. Although water quality has improved in these streams, all still have significant water quality issues that bear consideration when looking at development options for the Martin Way Corridor.

Figure 19. Woodland Creek is one of three streams that Martin Way crosses. It has documented use by several fish species.

Land Cover

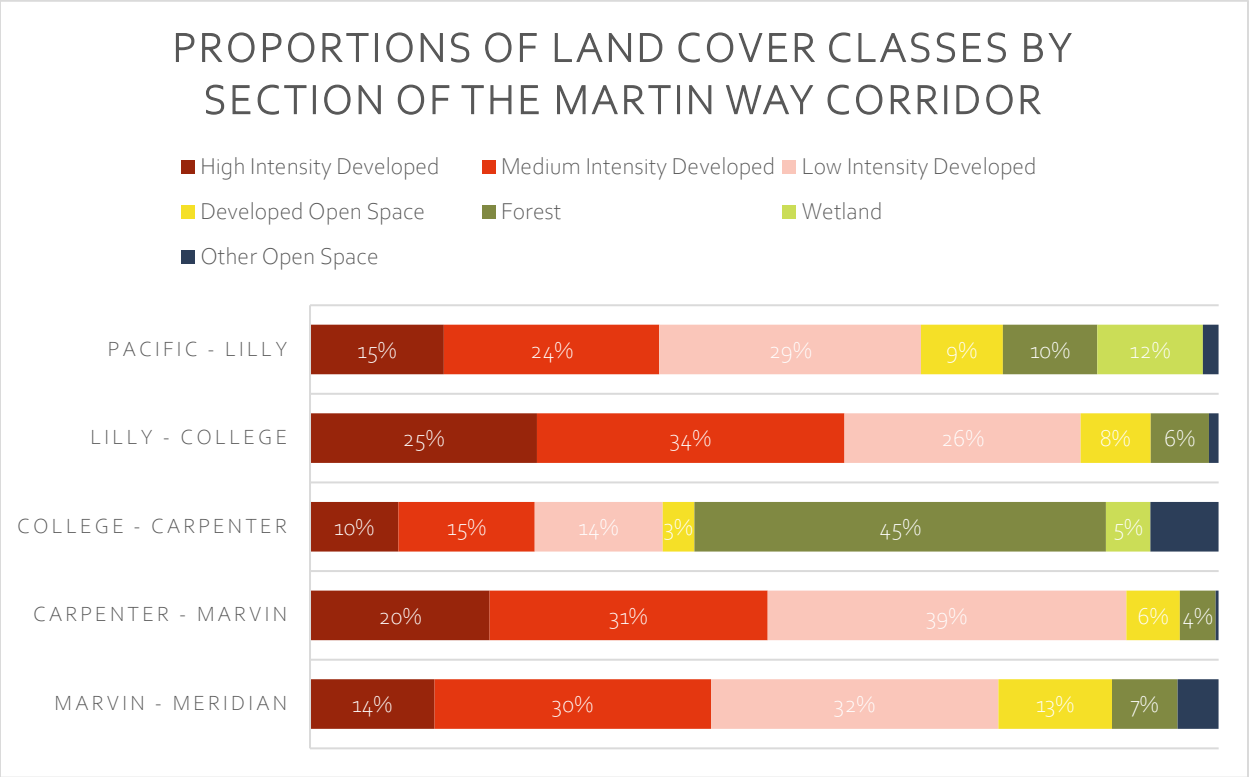
As it crosses these watersheds, Martin Way alternates between areas that are highly urbanized, lightly developed, and thickly forested and undeveloped. Looking at land cover classes (Table 10), nearly three quarters of the corridor is considered developed (72 percent), but much of this is at a medium or low intensity. Twenty percent of the corridor remains in a more natural condition—either as forest, wetland, or other open space. Land cover varies along the length of the corridor: the sections between Lilly and College Streets and Carpenter to Marvin Roads are the most highly developed, while the stretch from College Street to Carpenter Road remains heavily forested (Figure 21).

Table 10. Land Cover in the Martin Way Corridor. Source: NOAA C-CAP, Classification Definitions: https://coast.noaa.gov/data/digitalcoast/pdf/ccap-class-scheme-regional.pdf

Land Cover Class	Percent Cover
Developed	**80%**
High Intensity Developed	16%
Medium Intensity Developed	27%
Low Intensity Developed	29%
Developed Open Space (i.e., landscaped parking lots)	8%
Forest	**14%**
Deciduous Forest	2%
Evergreen Forest	8%
Mixed Forest	4%
Wetland	**3%**
Other Open Space (Pasture, grassland, cultivated, scrub/shrub, bare land)	**3%**

Figure 20. Much of the Martin Way Corridor is developed at relatively low intensities, such as this property in the Carpenter to Marvin segment, which has a small, single-story building and a large open area dedicated to parking.

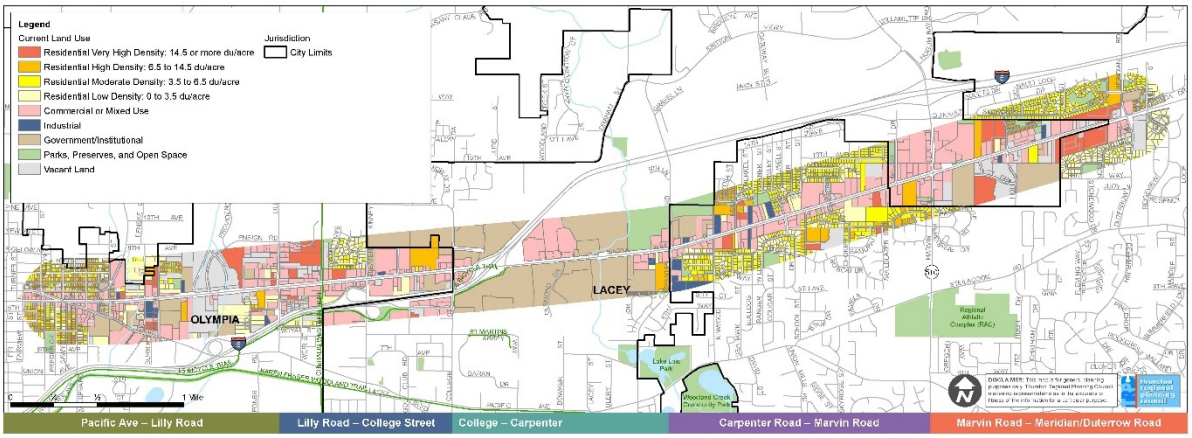
Figure 21. Land Cover in the Martin Way Corridor, by Section. Source: NOAA C-CAP, Classification Definitions: https://coast.noaa.gov/data/digitalcoast/pdf/ccap-class-scheme-regional.pdf.



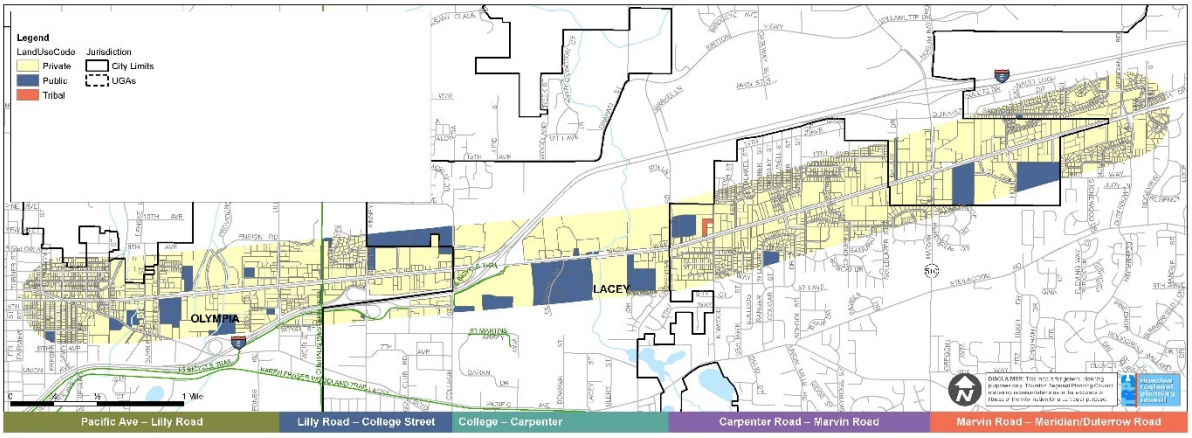
Current Land Use and Ownership

Land uses in the corridor are diverse, with a wide variety of large and small commercial businesses directly on Martin Way, and low- to moderate-density neighborhoods nestled just a parcel back from the street (Map 5). Most of the light manufacturing that populated the corridor historically has moved out, leaving just a handful of remaining parcels with industrial uses. Despite the large concentration of natural areas in the corridor, there are currently few designated parks, and most of these are open space parcels within neighborhoods rather than facilities available for broad public use. There are several clusters of government and institutional uses along the corridor, however the vast majority of land in the corridor is in private ownership (Map 6), including large undeveloped parcels owned by the Sisters of Providence (Ensign Road) and Saint Placid Priory (north of Martin Way, east of College Street), and Saint Martin's Abbey (College Street to Carpenter Road, east of the I-5 access).

Map 5. Current Land Use, Martin Way Corridor.



Map 6. Current Land Ownership Categories, Martin Way Corridor.



4.2 – Land Use Regulations

As noted in Chapter 2, the comprehensive plans of Olympia, Lacey, and Thurston County all include a vision for vibrant, dense urban development on Martin Way. Each jurisdiction has zoning and development regulations intended to achieve that vision.

Zoning

Current zoning in the corridor largely corresponds with existing use, as shown in Map 7, with mixed use and commercial zoning directly on Martin Way, low- and mid-density residential zones around the edges, and limited areas identified for open space and industrial use.

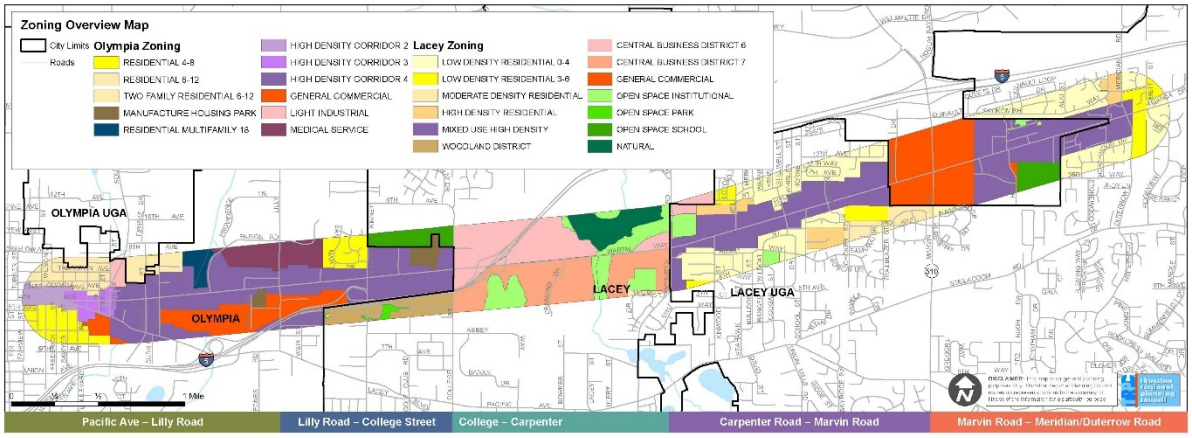
Nearly half the corridor is zoned to allow a mix of uses, such as a combination of residential, office, retail, manufacturing, or entertainment (46 percent). Both Olympia and Lacey have specific high-density zoning designations that correspond to their visions for these sections of the corridor. The standards for these zoning districts are summarized in Table 11.

More than a quarter of the corridor is zoned for residential use (29 percent)—notably, the majority of these areas have relatively low densities for an urban setting, less than 10 units per acre. Thurston County's Low Density Residential 0-4 district dominates land just off Martin Way in the Lacey UGA. These neighborhoods remain at low densities in part because they developed without urban utilities, including sewer, and in many cases homes in these areas are still served by individual septic systems, which limit the potential for growth. This pattern can make for a very sudden transition from the high-intensity of Martin Way itself to widely spaced single-family homes.

One area of discrepancy between current use and zoning are the large area within the College Street to Carpenter Road section that Lacey has zoned as Central Business District, although these areas have remained largely undeveloped.

Another potential discrepancy is the area in Olympia west of Ensign Road—though zoned as Residential Multifamily 18 in light of its proximity to an urban corridor and Olympia's Medical Services district, this area is largely made up of two undeveloped parcels owned by the Sisters of Providence in Washington and has extensive wetlands.

Map 7. Current Zoning, Martin Way Corridor



Development Standards and Incentives

Development standards, such as building heights, parking requirements, and permitted uses, function to regulate the look and feel of Martin Way and help guide the corridor's growth into the future.

While Olympia, Lacey and Thurston County all have zoned large portions of the corridor in mixed-use zones with similar intents, the specific standards for these districts have slight differences in maximum building heights, building coverage, permitted uses, stormwater infrastructure, and parking requirements. These differences are minor when viewed individually, but their cumulative effect contributes to the lack of a consistent look or feel to the corridor.

The jurisdictions also take different approaches to integrating pedestrian and transit access and incentivizing types of development. For example, while Olympia applies a multifamily tax exemption to its section of the Martin Way Corridor, Lacey's applies to the Woodland District, just south of Martin Way, but not the corridor itself. No such tax incentive is available in the portion of the corridor under Thurston County

jurisdiction. In the portions of Lacey and the Lacey UGA zoned as Mixed Use High Density Corridor, mixed uses and pedestrian amenities are required to allow higher building and impervious surface coverage.

Table 11. Comparing Mixed-Use Zoning Districts on the Martin Way Corridor

Zoning District	High Density Corridor (HDC 2-4)	Mixed Use High Density Corridor (MHDC)
Jurisdiction	Olympia	Lacey & Lacey UGA
Code	OMC 18.06	LMC 16.23/TCC 21.23
Year Established	1995	1995
Acres in Martin Way Corridor	356 acres (21 acres in HDC-2; 26 acres in HDC-3; 309 acres in HDC-4)	291 acres (87 acres in city; 204 in UGA)
Intent	**HDC-2:** - Provide for a compatible mix of office, medium intensity commercial and moderate to high-density multifamily residential uses. - Ensure that residential and mixed-use projects are built within walking distance to transit. - Ensure that projects (buildings) are designed, using a neighborhood area design theme in order to blend with the historic buildings in the corridor and the adjacent neighborhoods. **HDC-3:** - Provide for a compatible mix of medium to high-intensity commercial, offices, and moderate to high-density multifamily residential uses. - Ensure that access to transit is a part of all new projects. **HDC-4:** - Provide for a compatible mix of high-intensity commercial, offices, and high-density multifamily residential uses. - Transform these areas to commercial and residential activity centers, over time. - Ensure that access to transit is a part of new projects. **All HDC zones:** - Establish a street edge that is as continuous as possible with buildings which are close to the street and which have multiple floors, distinctive windows facing the street, and entrances that are visible from the street.	Over time… gradually change from an area dominated by strip commercial development, light industry, warehousing, and other low intensity or non-pedestrian uses into mixed use, high density residential and commercial area where people enjoy walking, shopping, working and living. Create three mixed high-density corridor zones … to reflect an emphasis on existing uses which are already established within the area to help promote a healthy business climate for existing uses. **Carpenter-Hensley:** a full range of commercial uses with attractive street fronts, multimodal improvements and a design which is compatible in an environment where residential uses and commercial uses are located adjacent to one another. **Hensley-Marvin:** transition zone; recognize some automobile-related uses but only through a special use permit process. **Marvin-Meridian:** Low intensity and motor-vehicle-oriented uses are not desirable within this area, including uses that sell products of such size and weight as to require motor transport by necessity, such as boats, and/or require substantial areas for outdoor storage of products or equipment. Exceptions for food and merchandise stores where design serves local pedestrian traffic and is compatible to adjacent uses. **All sections:** - Allow for commercial uses and other mixed-use development in a way that serves the needs of the neighborhood and the community and enhances the appearance and identity of the mixed high-density corridor.

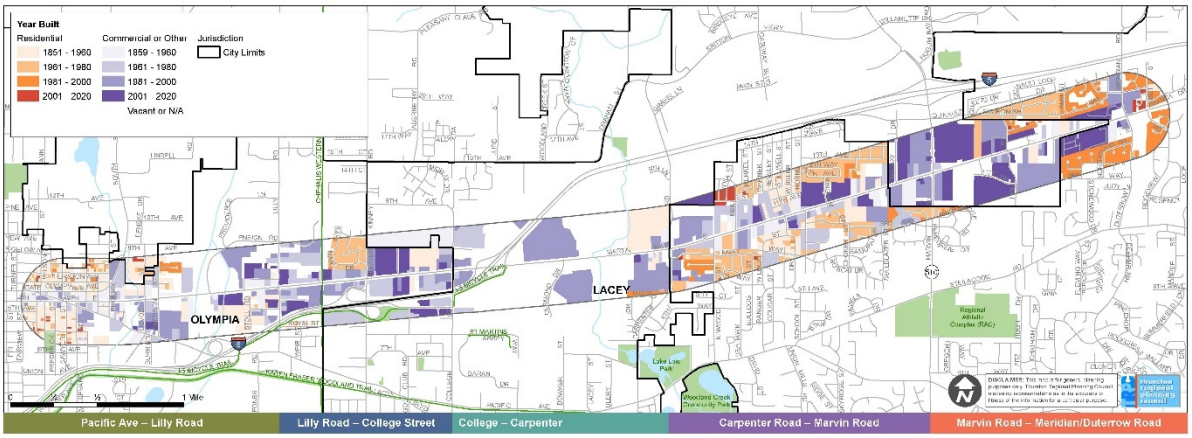
Zoning District	High Density Corridor (HDC 2-4)	Mixed Use High Density Corridor (MHDC)
	- Create a safe, convenient, and attractive environment for pedestrians, transit riders, and bicyclists, and which includes parking and access for vehicles.	- Provide for a type, configuration and density of development that will entice pedestrian shoppers to frequent the area, encourage pedestrian traffic between businesses, facilitate efficient mass transit, and require less reliance on motor vehicles. - Encourage a variety of businesses which offer retail goods or consumer services that appeal to pedestrians and/or serve the needs of the surrounding neighborhood. - Integrate new development with existing uses to achieve a better environment for pedestrians and to maintain or enhance the livability of the adjacent residential neighborhood. - Provide development standards which require direct, convenient pedestrian and vehicular access to businesses. - Balance the needs of motorists and businesses serving a community-wide market with the needs of pedestrians and neighborhood residents.
Density	No minimum or maximum	No minimum or maximum
Front setback	0-10 feet; no minimum	0-15 feet; no minimum
Building Height	35-75 ft 35 ft within 100 ft of low-density residential areas 60 ft for most areas Up to 70 feet in HDC-3 if parking is located under a building Up to 70 feet in HDC-3 if one story is residential	No minimum or maximum, except 45 ft within 100 ft of existing single-family subdivision
Building Coverage	70% Up to 85% in HDC-3 if at least 50% of required parking is located under building	35% Up to 85% if site design incorporates desired elements: mixed uses (+5%), 3-4 stories (+5%), pedestrian areas (+20%), through-block corridor for pedestrian access (+10%), 50% of parking underground or within building (45%)
Impervious Surface/ Development Coverage	85%	60% Up to 95% if site design incorporates desired elements: mixed uses (+5%), pedestrian areas (+30%), through-block corridor for pedestrian access (+15%), vegetated roof (50% of square footage of vegetated roof)

4.3 – Development Patterns

Existing development

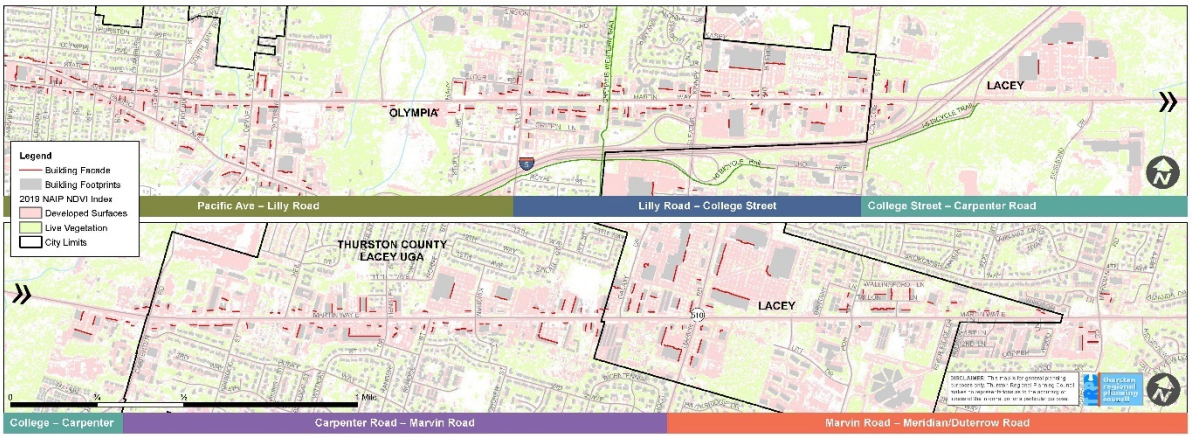
Since Martin Way opened in the 1930s, development along its length has occurred as a patchwork, rather than by coordinated design. In general, development has progressed from west to east (Map 8), with the oldest residential and commercial buildings in Olympia and newest development seen east of Marvin Road in Lacey and its UGA. Today, you can find examples from every past wave of development along the corridor: the motor lodges and trailer parks of the 1940s and 50s, suburban neighborhoods of the 1960s, strip-mall-style retail of the 1970s and 80s, big box retail of the 1990s and 2000s, with a few new examples of the dense, urban, mixed use development called for in today's plans. .

Map 8. Building Age, Martin Way Corridor.



Throughout its history, development on Martin Way has favored access by automobiles. Map 9 gives a sense of how buildings are located within the corridor area. Most commercial locations feature large, open parking areas adjacent to the street, and with businesses set farther back. Very few structures have their facades directly on Martin Way, and many face away from the street. Similarly, neighborhoods constructed along Martin Way were designed with the expectation that residents would typically travel by car, with winding streets, cul de sacs, and garages facing the street. In contrast, Olympia's Northeast and Southeast neighborhoods, seen at the westernmost extent of Map 9, predate the construction of Martin Way and are laid out in a grid form that more easily supports pedestrian travel.

Map 9. Physical Form, Martin Way Corridor.



As shown in Map 10, the corridor includes a diverse selection of housing options, including traditional single-family neighborhoods, apartment complexes, manufactured home parks, and group quarters (including assisted living facilities). The majority of corridor residents (58 percent) live in multifamily developments. About a third (32 percent) live in single-family units today and one in ten live in a manufactured home. Most housing in the corridor predates 1990, and until recently, there were few new units being constructed. Since 2016, new housing has sprung up, although most has been concentrated in the easternmost section of the corridor, between Marvin and Meridian Roads (Figure 22).

Map 10. Housing Types, Martin Way Corridor.

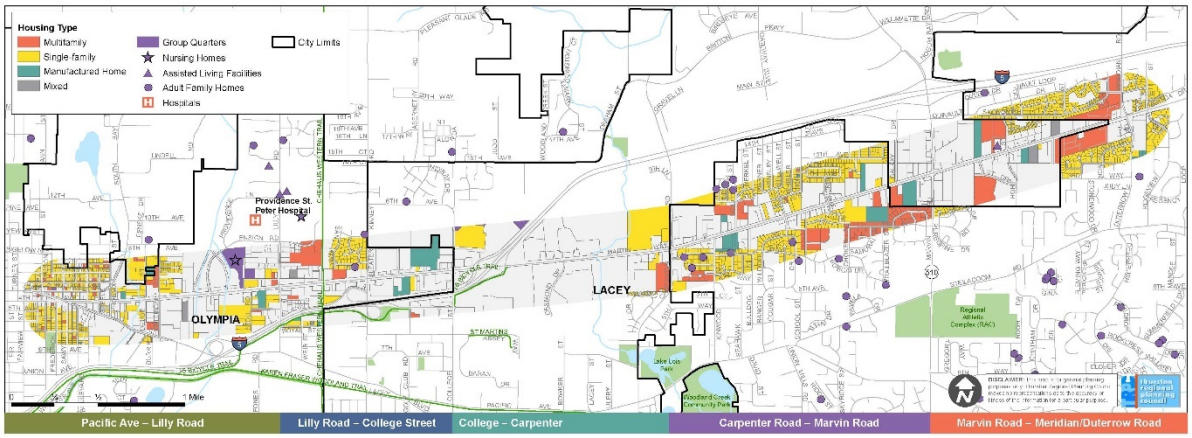
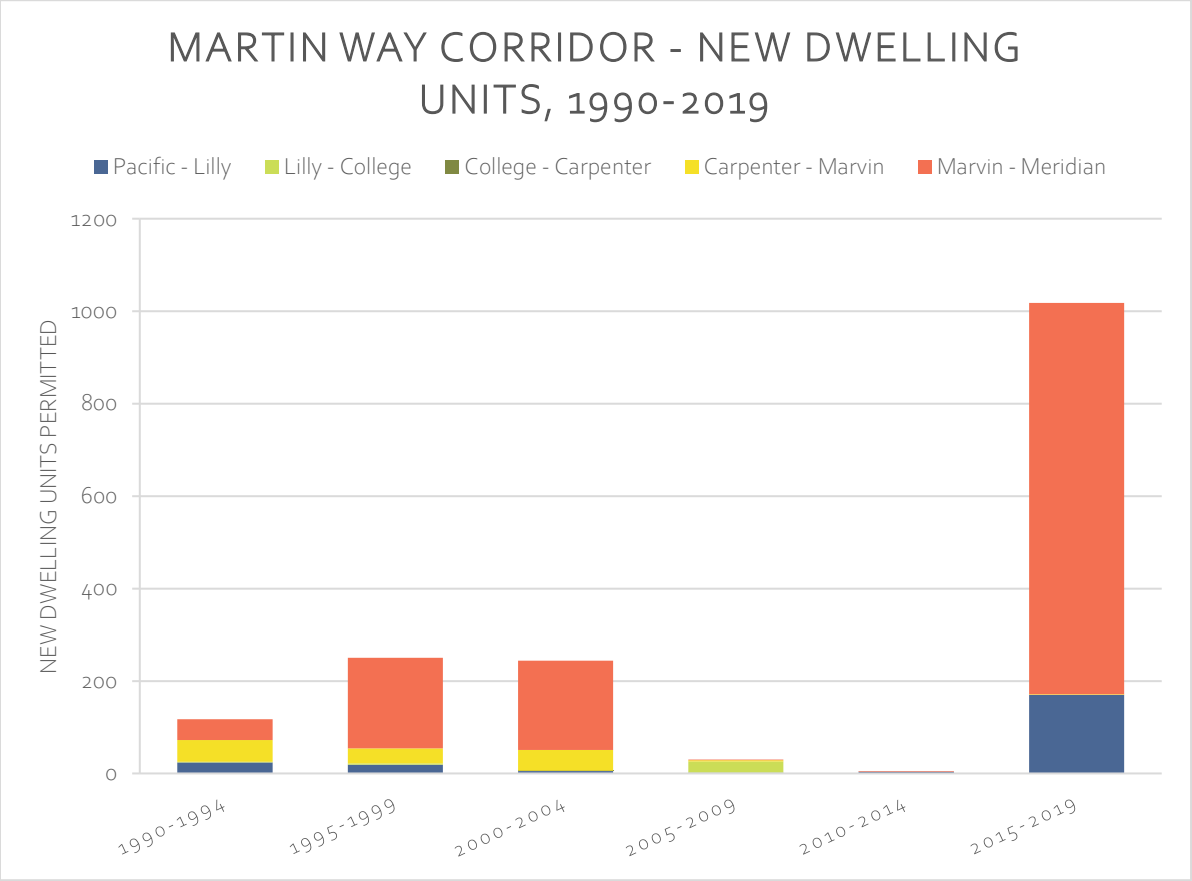


Figure 22. Martin Way Corridor, Dwelling Units Constructed Over Time, 1990-2019.



Despite the emphasis on creating mixed-use development stated in the Comprehensive Plans and development standards of both Olympia and Lacey, there has been very little mixed-use development along the corridor since the mid-1990s, and no development that combines commercial and residential uses in a single structure.

Examples of Residential Development on Martin Way

Older apartment building.

Older single-family neighborhood.

Mobile home park.

New mixed-use professional offices and apartments.

New affordable apartments.

New market-rate apartments under construction.

Examples of Commercial and Other Development on Martin Way

Small strip-type retail development, built in 1977.

Big-box retail development, built in 2002.

New hotel development, built in 2016.

Older industrial use, built in 1963.

New commercial development, built in 2013.

Intercity Transit's new administrative building rises next to the Aztec Lanes Bowling Alley, which was built in 1945.

Development Potential

The corridor has very little remaining vacant land, but the potential for substantial redevelopment of mixed use and commercial areas. Map 11 identifies land with development potential as well as those parcels that may be most likely to redevelop (see Table 12 for definitions). Land with development potential includes vacant parcels, as well as those that could be subdivided or further developed under existing regulations. Redevelopment usually takes place when land prices rise at a greater rate than building values, especially as vacant land becomes increasingly scarce. Properties with redevelopment potential are those where the existing buildings have a low value compared to the land value. Map 9 also identifies where development may face significant environmental constraints, such as areas adjacent to Woodard and Woodland Creeks and the extensive wetlands around them.

Map 11. Development and redevelopment potential, Martin Way Corridor

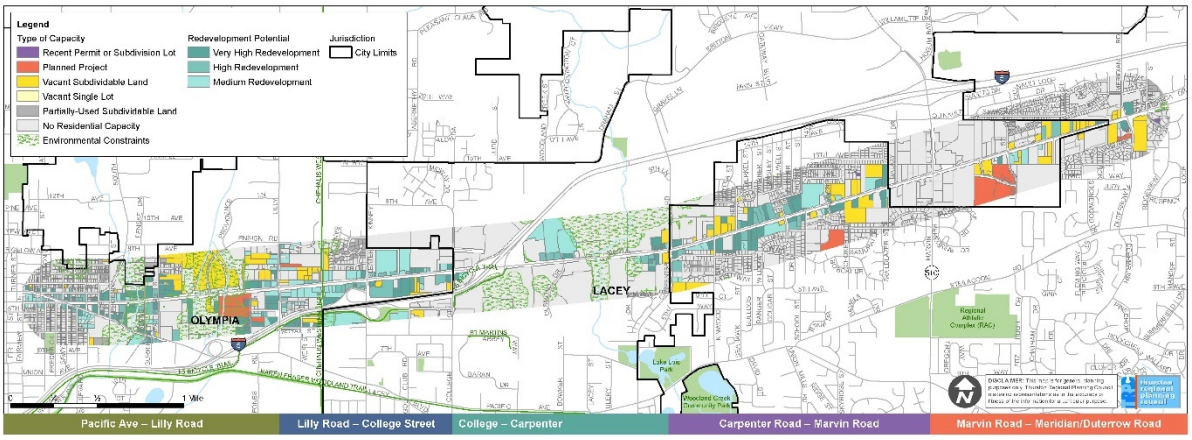


Table 12. Definitions of Redevelopment Potential. Source: Population and Employment Land Supply Assumptions for Thurston County, 2019

Category	Building area to Parcel Area ratio (sq. ft. building/acre)	Building to Land Value
Vacant	<3,000 sq. ft./acre	n/a
Very High Redevelopment Potential	>3,000 sq. ft./acre	0.0-0.5
High Redevelopment Potential	>3,000 sq. ft./acre	0.5-1.0
Medium Redevelopment Potential	>3,000 sq. ft./acre	1.0-2.0

The section of the corridor from Carpenter to Marvin Road has the greatest cluster of parcels with redevelopment potential (100 acres), most of these very high (58 acres). The section from Pacific Avenue to Lilly Road also has substantial redevelopment potential, but these parcels are more likely to be constrained by wetlands and other critical areas. This section has the greatest amount of vacant land, however, most of this is tied to two parcels along Ensign Road that are zoned as high-density multifamily and currently owned by the Sisters of Providence. In the easternmost section of the corridor, Marvin Road to Meridian Avenue, most development is newer and therefore has the least redevelopment potential, though that section does

still have some remaining vacant land. While redevelopment presents an opportunity for building styles and frontage improvements that better support the vision for Martin Way, there are many barriers including the cost of bringing properties up to meet newer requirements for stormwater and road frontage. To be cost effective, redevelopment may require consolidating existing parcels that are currently under separate ownership.

Table 13. Acres of Land with Development and Redevelopment Potential, Martin Way Corridor. Source: Thurston Regional Planning Council

Acres	Pacific - Lilly	Lilly-College	College-Carpenter	Carpenter-Marvin	TOTAL, Martin Way Focus Area	Marvin-Meridian	TOTAL, Martin Way Corridor
Developable Land (Acres)							
Vacant Single Lots	1.0	0.0	0.0	0.8	1.8	0.0	1.8
Vacant Subdividable Land	51.8	15.5	4.6	44.5	116.5	35.4	151.8
Partially Used Subdividable Land	10.3	7.8	0.0	0.0	18.2	3.6	21.7
Subtotal	63.2	23.2	4.6	45.4	39.0	136.4	175.4
Redevelopable Land (Acres)							
Very High	57.2	19.3	11.0	57.8	145.3	12.6	157.9
High	16.6	17.1	5.9	17.3	56.9	5.1	62.0
Medium	20.1	53.4	25.9	24.5	124.0	5.3	129.3
Subtotal	93.9	89.8	42.8	99.5	326.1	23.0	349.1
TOTAL	157.1	113.1	47.5	144.9	462.6	62.0	524.5

Developable and Redevelopable Land on Martin Way

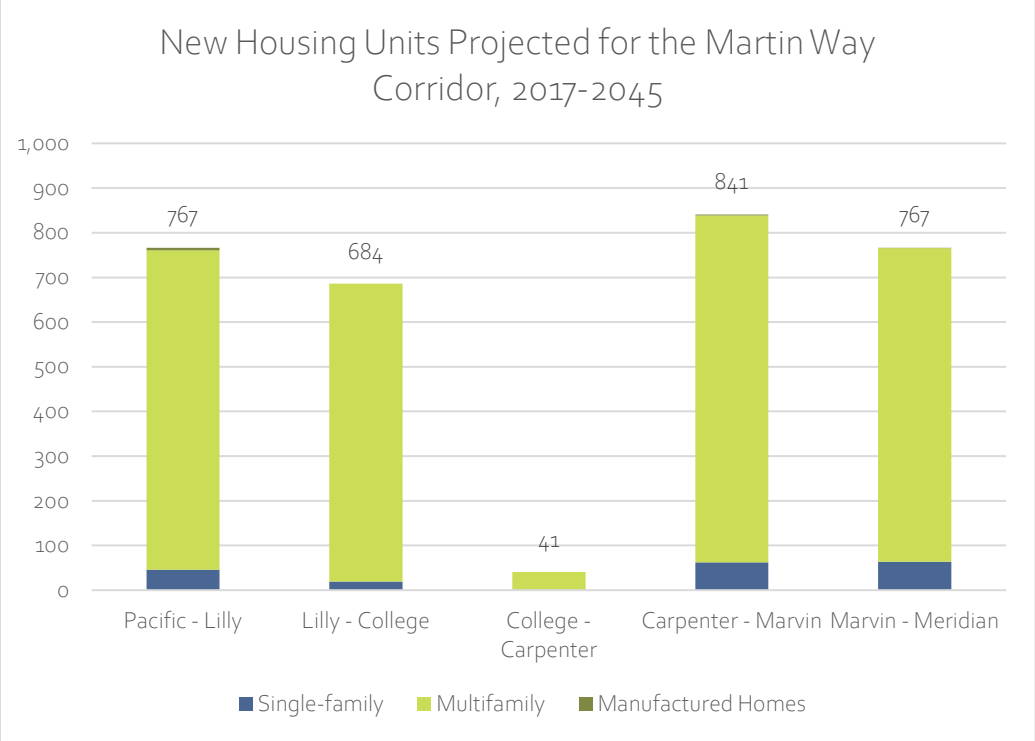
Vacant land with development potential.

Land with redevelopment potential..

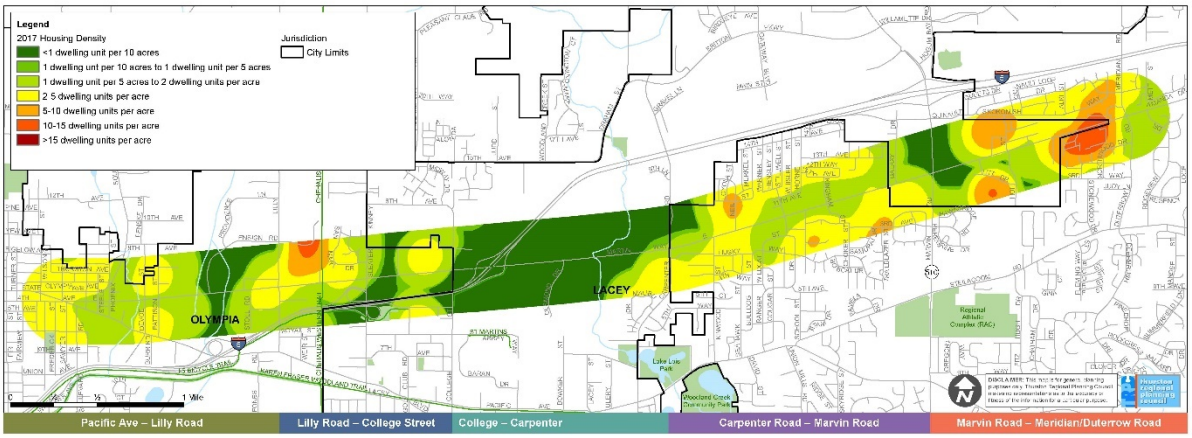
Future development

Looking ahead, the Martin Way Corridor is projected to add more than 3,000 new housing units over the next 25 years, a 78 percent jump from the number that existed in 2017. The majority of these are anticipated to be multifamily units, further cementing this as the predominant housing type along the corridor. With the exception of the portion from College to Carpenter, all sections of the corridor are likely to see substantial increases in multifamily development. The area between Pacific Avenue to Lilly Road is set for the greatest rate of increase in multifamily units, when compared to the relatively few present in that section today. Several housing hubs may form in different areas, based on developable land and existing regulations. Map 12 and Map 13 show how housing density may change in the future.

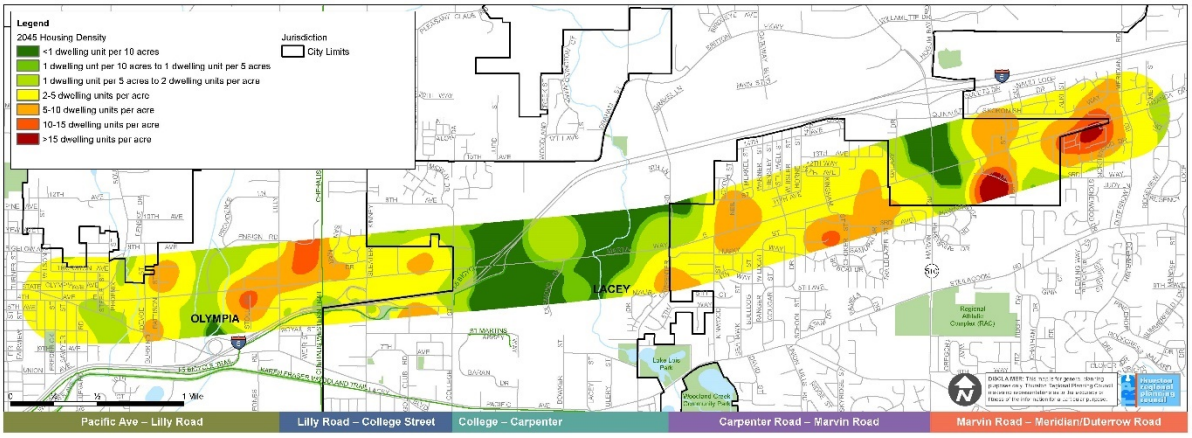
Figure 23. New Housing Units Projected for the Martin Way Corridor, 2017-2045. Source: Thurston Regional Planning Council, Population and Employment Forecasts



Map 12. Martin Way Corridor, 2017 Residential Density



Map 13. Martin Way Corridor, 2045 Residential Density



Chapter 5 – Transportation Network

Martin Way is one of the region's most critical transportation corridors. Martin Way is the area's primary east-west thoroughfare (aside from I-5), with over 40,000 vehicles using it every day. Pedestrians and bicyclists use Martin Way to get to and from their homes and workplaces and to connect with the area's trail system. Martin Way is also a major artery for transit, with the corridor accounting for approximately seven percent of Intercity Transit's system-wide ridership in 2019.

5.1 – Transportation Facilities

Martin Way is identified as an arterial road by the cities of Olympia and Lacey, and Thurston County. Arterials are streets that are intended to carry high volumes of through traffic, and connect major generators of traffic. They are intended for high use by through, multimodal, and freight travelers.

There are 30 roadways that intersect with Martin Way along the corridor (21 intersections in the project Focus Area, nine in the section from Marvin Road to Meridian Road). Multiple interchanges connect Martin Way to I-5, including direct access at Exit 109, as well as connections on Pacific Avenue, Sleater-Kinney, and Marvin Road. Not all of these are "full" interchanges, with access to both north and south exits. The Sleater-Kinney exist only permits access to southbound I-5, which places more pressure on other interchanges for northbound access.

Intercity Transit operates and manages the Martin Way Park & Ride lot, just east of the Martin Way-Interstate 5 interchange (Exit 109), in partnership with the Washington Department of Transportation. The lot includes 318 parking stalls and sees use seven days a week. In 2019, the lot had an average of 140 vehicles on weekdays and 85 vehicles on weekend days.

Figure 24 A wide variety of users travel on Martin Way, including passenger vehicles, transit, freight, pedestrians, and cyclists.

5.2 – Motor Vehicle Traffic

Traffic Counts and Volumes

Along Martin Way, traffic volumes peak approaching the Martin Way/ Interstate 5 interchange near College Street and taper off toward the project boundaries. Since 2018, traffic volumes have slowly increased with the residential and commercial growth experienced in the Lacey Urban Growth Area around the Marvin Road/Martin Way intersection.

Table 14. Traffic Counts at Key Martin Way intersections.

Location	Average Daily Traffic	Jurisdiction	Year
4th Avenue W of Chambers Street	12,427	Olympia	2018
4th Avenue W of Phoenix Street	13,271	Olympia	2018
Martin Way W of Devoe Street	14,387	Olympia	2018
Martin Way W of Pattison Street	16,383	Olympia	2019
Martin Way E of Ensign Road	12,121	Olympia	2017
Martin Way at Chehalis Western Trail	20,442	Olympia	2021
Martin Way E of Sleater Kinney Road	23,503	Olympia	2021
Martin Way W of College Street	24,696	Olympia	2017
Martin Way E of College Street	48,192	Lacey	2018
Martin Way W of Regal Cinema	35,560	Lacey	2018
Martin Way and Kinwood Street	28,150	Thurston County	2017
Martin Way and Ranger Drive	25,461	Thurston County	2017
Martin Way and Kingham Street	26,277	Thurston County	2017
Martin Way W of Marvin Road	27,862	Lacey	2018
Martin Way E of Marvin Road	23,683	Lacey	2018
Martin Way and Dutterow Road	24,247	Thurston County	2017

Level of Service

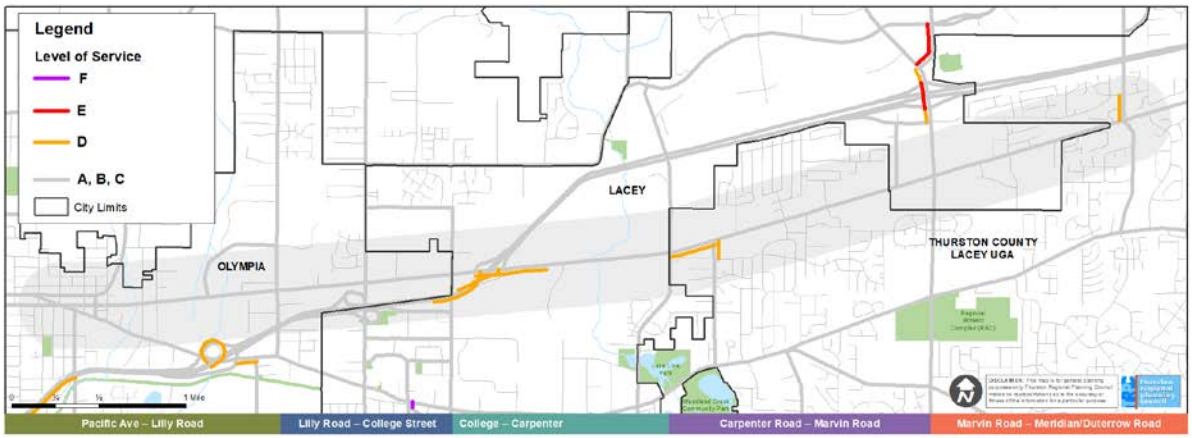
For the Thurston Region, a road's level of service (LOS) is a measure of how "full" or congested the road is during its two busiest hours—in the evening from 4 pm to 6 pm. Roads in urban centers and corridors are typically expected to function at LOS E or better. This means that delays during rush hour due to traffic volumes are anticipated, expected, and acceptable. The Martin Way corridor, however, is a designated Strategy Corridor, meaning traffic volumes are allowed to exceed the adopted LOS, and excessive delays during rush hour are anticipated, expected, and acceptable. Currently, Martin Way functions at LOS E or better (Map 14); the busiest portions of the corridor are near the Martin Way/I-5 interchange and the intersection with Marvin Road.

Table 15. Level of Service Definitions.

Level of Service	Definition
A	**Free flow.** Traffic flows at or above the posted speed limit and motorists have complete mobility between lanes. The average spacing between vehicles is about 550 ft(167m) or 27 car lengths. Motorists have a high level of physical and psychological comfort. The effects of incidents or point breakdowns are easily absorbed.
B	**Reasonably free flow.** LOS A speeds are maintained, maneuverability within the traffic stream is slightly restricted. The lowest average vehicle spacing is about 330 feet or 16 car lengths. Motorists still have a high level of physical and psychological comfort.
C	**Stable flow, at or near free flow.** Ability to maneuver through lanes is noticeably restricted and lane changes require more driver awareness. Minimum vehicle spacing is about 220 ft or 11 car lengths. Most experienced drivers are comfortable, roads remain safely below but efficiently close to capacity, and posted speed is maintained. Minor incidents may still have no effect, but localized service will have noticeable effects and traffic delays will form behind the incident.
D	**Approaching unstable flow.** Speeds slightly decrease as traffic volume slightly increase. Freedom to maneuver within the traffic stream is much more limited and driver comfort levels decrease. Vehicles are spaced about 160 ft (50m) or 8 car lengths. Minor incidents are expected to create delays. Examples are a busy shopping corridor in the middle of a weekday, or a functional urban highway during commuting hours.
E	**Unstable flow, operating at capacity.** Flow becomes irregular and speed varies rapidly because there are virtually no usable gaps to maneuver in the traffic stream and speeds rarely reach the posted limit. Vehicle spacing is about 6 car lengths, but speeds are still at or above 50 mph. Any disruption to traffic flow, such as merging ramp traffic or lane changes, will create a shock wave affecting traffic upstream. Any incident will create serious delays. Drivers' level of comfort become poor.
F	**Forced or breakdown flow.** Every vehicle moves in lockstep with the vehicle in front of it, with frequent slowing required. Travel time cannot be predicted, with generally more demand than capacity.

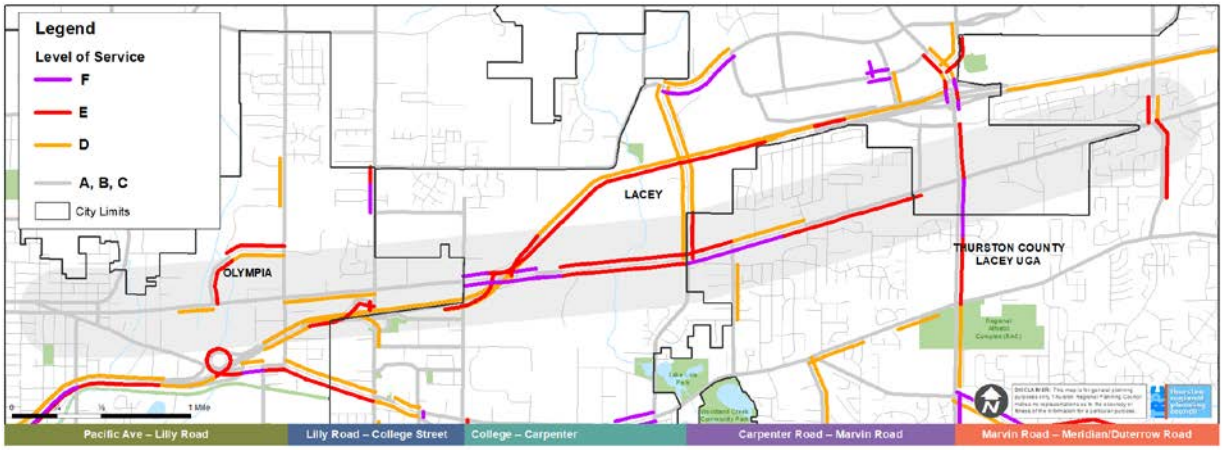
Source: Transportation Research Board Highway Capacity Manual, AASHTO Geometric Design of Highways and Streets

Map 14. Roadway Level of Service, 2018.



By 2045, traffic volumes are expected to increase significantly on Martin Way with areas experiencing traffic delays to expand considerably, particularly in between College Street and Marvin Road (Map 15). These future conditions take into consideration the projected land use and transportation construction projects that have already received funding and are highly likely to be constructed by 2045. It does not include transportation construction that may be on a longer timeframe, including future projects identified in section 5.6. This increased congestion will impact people traveling by other modes, especially transit. The College-Carpenter and Carpenter-Marvin segments are forecast to experience the most significant impacts, with the intersection at Martin Way and Marvin Road also seeing increased congestion.

Map 15. Roadway Level of Service, 2045.

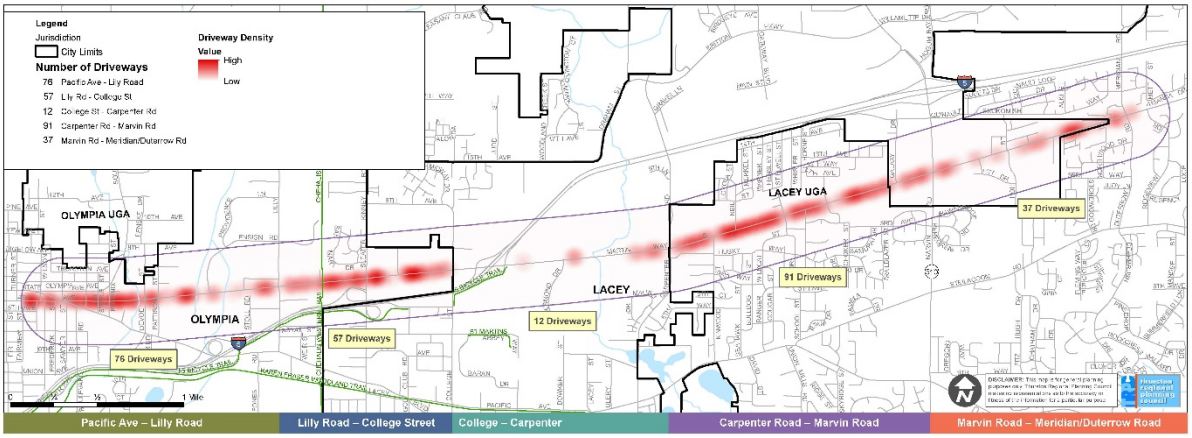


Driveways

TRPC staff reviewed aerial images of the corridor to identify driveways that provide access to and from Martin Way. Map 16 shows the relative density of these access points. The section of the corridor between Carpenter and Marvin Road has the greatest concentration of driveways, with 91 access points identified.

Despite similar land uses, the easternmost section from Marvin Road to Meridian has substantially fewer driveways.

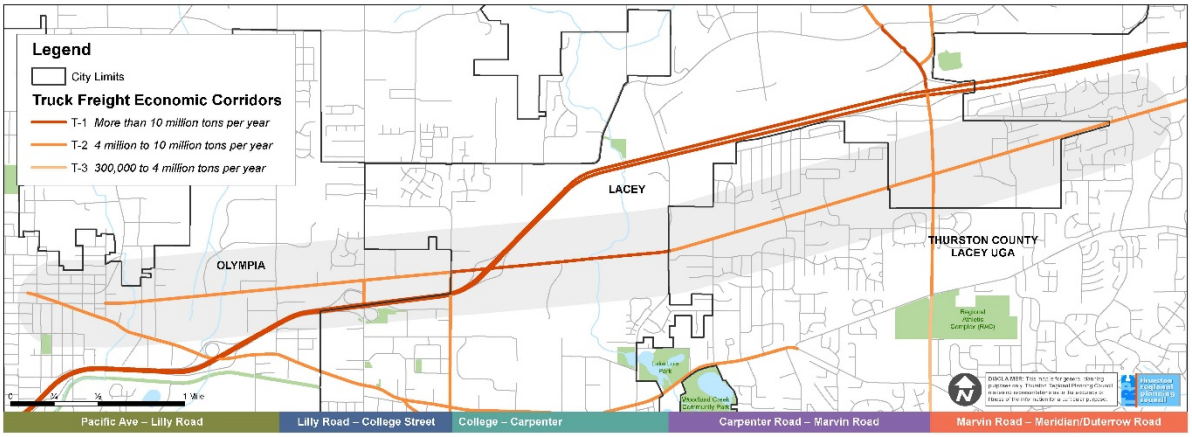
Map 16. Concentration of driveway access points along the Martin Way Corridor.



Freight

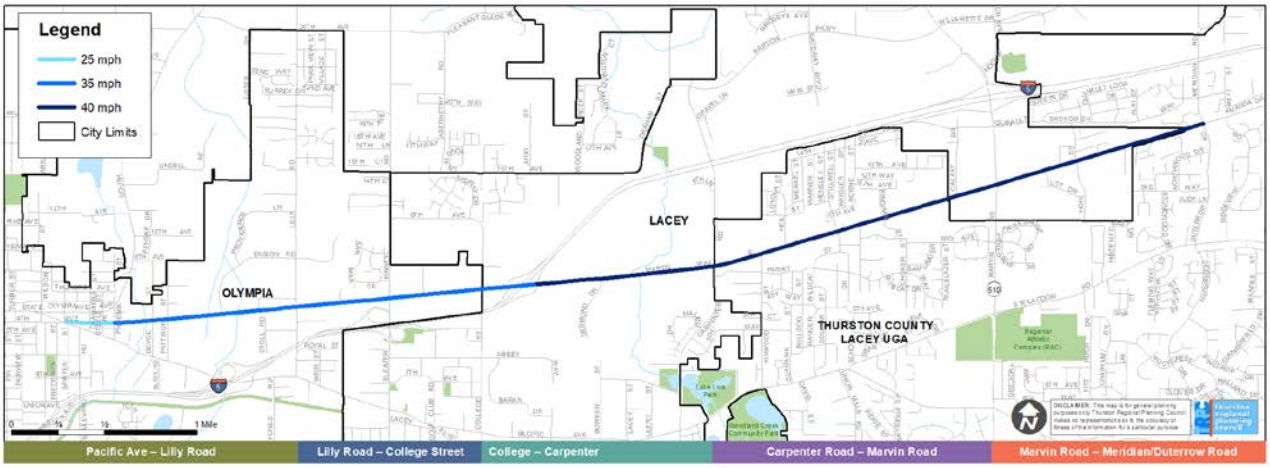
The Washington State Department of Transportation (WSDOT) classifies Martin Way as a high-volume truck freight corridor, with most of the corridor seeing 4 to 10 million tons of truck freight each year. A primary origin and destination for these freight trips is the Hogum Bay Logistics Center, just north of Martin Way on Marvin Road. The Center is home to over three million square feet of distribution centers for companies such as Target, Uline, Trader Joe's, and Medline.

Map 17. Truck Freight Economic Corridors.



5.3 - Speed

Speed limits differ along the corridor, from a low of 25 mph at the western edge to 40 mph on the central and eastern sections. Most of the corridor is set at a 40-mph speed limit.



5.4 – Transit

Martin Way is one of Intercity Transit's most important transit corridors, accounting for approximately 14 percent of the transit agency's revenue service hours and 7 percent of its system-wide ridership in 2019. Intercity Transit is making major, sustained capital and service investments in the corridor, which will help catalyze additional development.

In January of 2020, the agency initiated a five-year zero-fare demonstration project throughout its system in response to the passage of Proposition 1, which provided increased sales tax for a substantial increase in transit services. Eliminating fare collection is anticipated to increase ridership and the overall efficiency of the transit system.

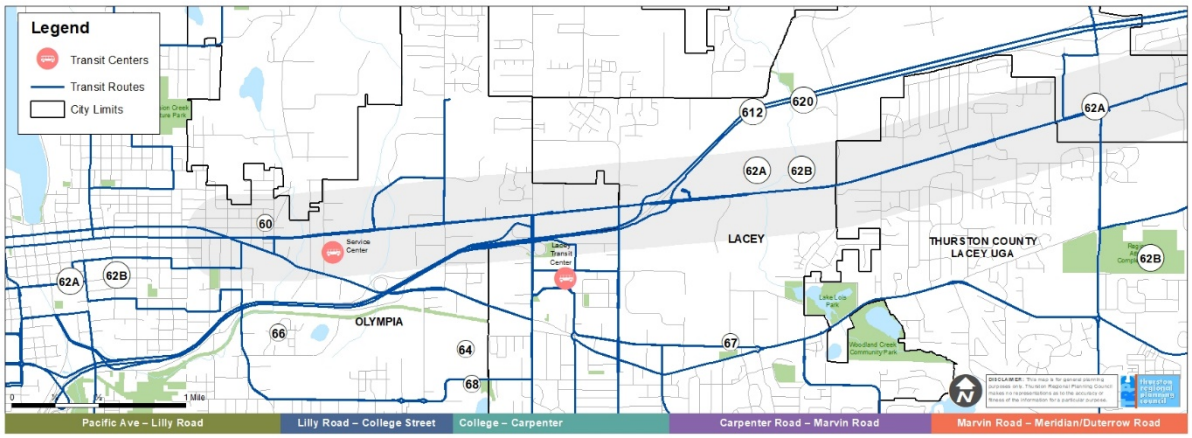
Routes and Network

Intercity Transit operates seven fixed routes that run at least part of the Martin Way corridor: Routes 60, 62A, 62B, 65, 612, 620, and The One bus rapid transit (BRT) demonstration line. IT also has a major transit hub — the Lacey Transit Center—just south of Martin Way, between Sleater-Kinney Road and College Street, and an operations base, at Martin Way and Pattison Street (Map 18). Several routes, including The One, 62A&B, 612, and 620, serve the Martin Way Park & Ride lot.

The One, a local express route with limited stops between West Olympia and the Martin Way Park & Ride, is a four-year demonstration project to test the market for Bus Rapid Transit (BRT) type services in the region, as identified in the Intercity Transit's Long Range Plan.

Dial-A-Lift is a door-to-door, paratransit service for people with disabilities. IT offers Dial-A-Lift service within three-quarters of a mile of its fixed routes. There were 44,442 Dial-A-Lift paratransit boardings (pick-ups) in 2019 within three-quarters of a mile of the portion of Martin Way within the study area. This figure represents about 30 percent of Intercity Transit's paratransit pick-ups during 2019.

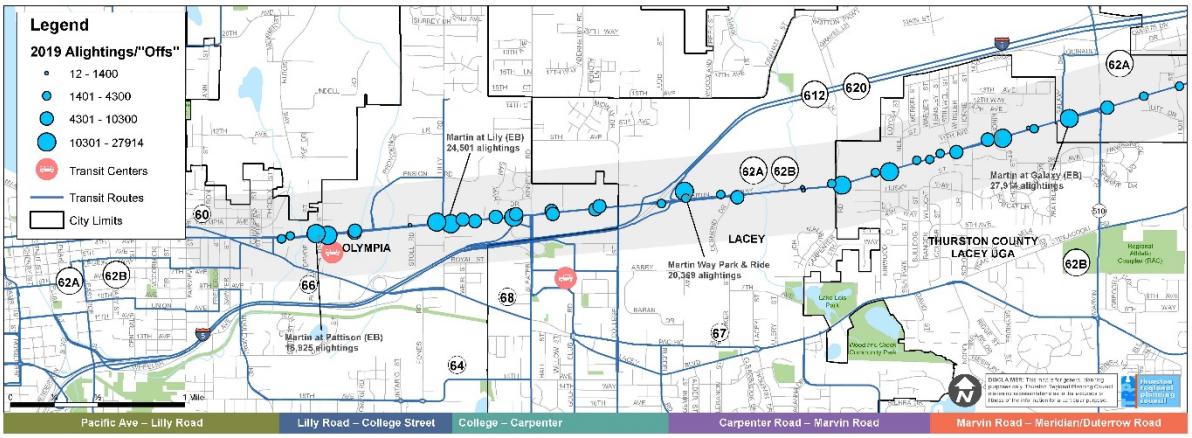
Map 18. Transit Centers and Routes serving the Martin Way Corridor, 2021.



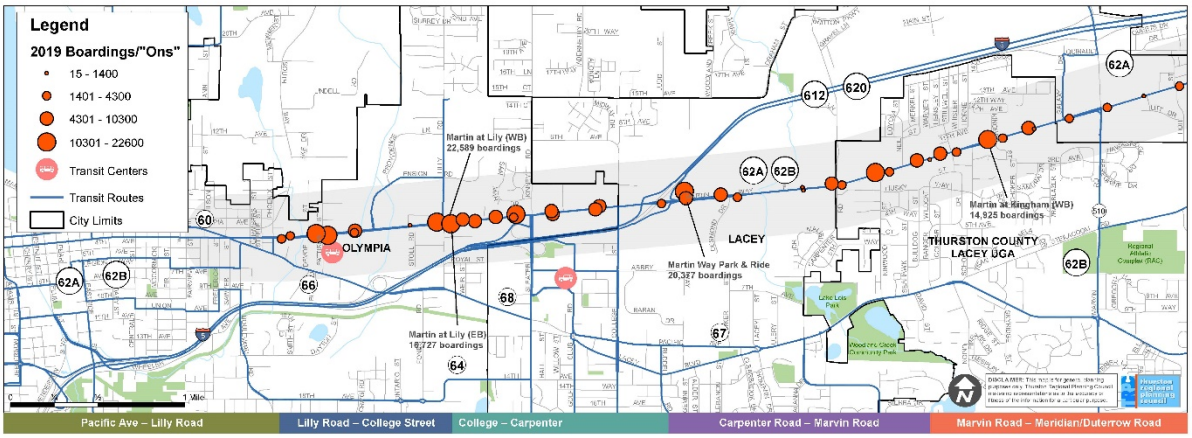
Ridership

Martin Way is a critical east-west corridor for transit users to access a variety of local destinations, including Hawks Prairie, midtown Lacey, and downtown Olympia. Martin Way routes also provide connections to the broader region, including express service to Tacoma (Routes 612/620—not operating in 2021, due to the reductions in service related to the COVID-19 pandemic), and connections via the downtown Olympia Transit Center to Grays Harbor and Mason counties. Collectively, the 45 Martin Way bus stops within this project's study area generated 290,018 fixed-route passengers boarding (on) and 304,834 alighting (off) in 2019.

Map 19. Intercity Transit Ridership (getting off the bus), 2019.



Map 20. Intercity Transit Ridership (getting on the bus), 2019.



Performance Issues

Route 62A/B, which runs along the Martin Way Corridor between Lacey and the Olympia Transit Center has above average productivity, but below-average performance, with 16-17 percent of trips running late, according to Intercity Transit's Long Range plan. The highest incidence of late running is associated with getting in and out of the Lacey Transit Center. These delays occur even though operators often deploy an extra vehicle during peak periods to shuttle passengers to and from the Lacey Transit Center, allowing busses to continue straight on Martin Way. The 62A experiences the greatest delays on inbound trips midday and PM peak, in the eastern portion of the route (Carpenter, Meridian, Marvin), while the 62B sees most laterunning on outbound trips, at Marvin Road and Pacific.

Capital Investments

Intercity Transit is investing about $85 million in the redevelopment of its base of operations at the southeast corner of Martin Way and Pattison Street. New buildings, which are under construction, will create an attractive, urban street edge along Martin Way. Completed roadway improvements along and adjacent to the base's Martin Way frontage include a new sidewalk, bike lane, bus shelter, and traffic signal with pedestrian crosswalks.

Over the next few years, Intercity Transit anticipates investing more than $1.5 million in about a dozen new or improved bus stops (both standard fixed-route stops and enhanced bus rapid transit stops) along the Martin Way corridor. Such investments have the potential to serve adjacent nearby transit-oriented development.

Service Investments

IT provides 15-minute service on weekdays (headway) on the Martin Way corridor. Buses traveling the seven routes serve Martin Way stops between about 5AM and 12AM on weekdays (span of service); weekend service runs between about 7AM and 12AM. Traffic congestion, however, is forcing Intercity Transit to spend more time and money each year to provide the same "15-minute" level of service on the corridor.

For example, IT provided about 21,155 revenue service hours along the Corridor in 2018, an investment of about $2.81 million. In 2019, IT increased its revenue service hours to about 32,949 and investment to $4.38 million — an annual increase of about 56 percent.

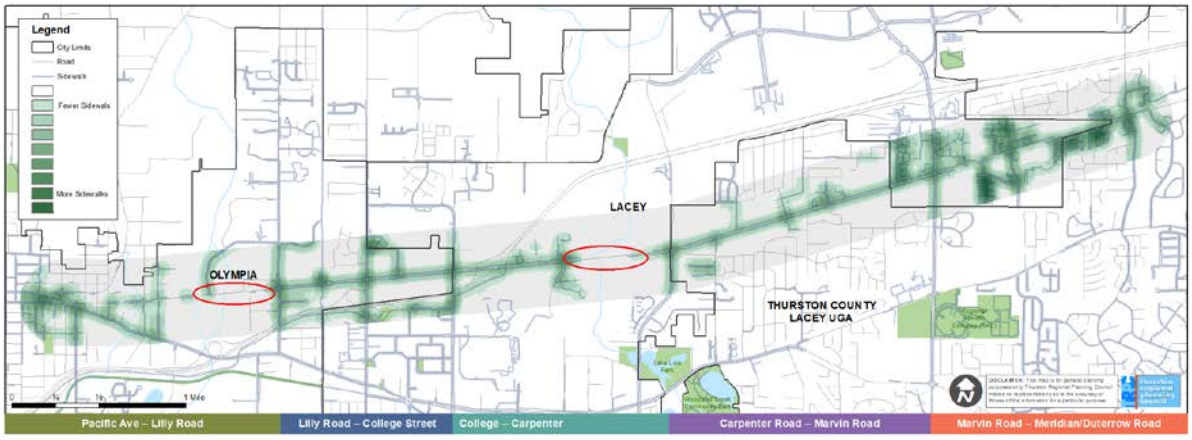
The cost of running a trip on this important transportation corridor is also increasing. Intercity Transit buses ran 46,647 trips along the Corridor in 2018 — at a cost of about $60 per trip. Intercity Transit buses ran 57,640 trips in 2019, at a cost of about $76 per trip. Looked at another way, during a typical weekday workhour, there are more than a dozen buses traveling along the Martin Way corridor, carrying about 100 passengers collectively.

5.5 – Walking and Bicycling

Pedestrians

Safely using Martin Way as a pedestrian can pose a challenge due to high volumes, speeds, roadway width and lack of facilities for walking. Significant sidewalk gaps exist along the corridor, with the two most severe gaps occurring in the Pacific Avenue to Lilly Road section of Olympia, near Woodard Creek, and in the College Street to Carpenter Road section of Lacey near Woodland Creek. These gaps are highlighted in the red in Map 21 below. The gaps correspond to areas of the corridor that have not been developed. Many streets connecting to Martin Way lack sidewalk infrastructure as well, including portions of the neighborhoods of Tanglewilde and Thompson Place, and the eastern edges of the corridor in the Lacey Urban Growth Area (UGA). Martin Way is wide and fast here, posing significant challenges to people attempting to cross the street to access destinations, including transit stops. TRPC's State of the System report on sidewalks shows that 81 percent of our region's urban corridors have sidewalks on both sides of the street, with 8 percent having no sidewalk on either side. Addressing these sidewalk gaps and increasing safe crossing opportunities on Martin Way would provide a critical corridor linkage for pedestrians.

Map 21. Sidewalks in the Martin Way Corridor Study Area, 2020. The red circle denote significant gaps in the sidewalk network.



Bicyclists

Bicyclists are present on Martin Way, but cycling can feel intimidating and dangerous for all but the most experienced riders. Bicycle lanes exist on the street, but these five-foot lanes are immediately adjacent to travel lanes with heavy traffic volumes, that leave bicyclists feeling vulnerable and exposed. In response, cyclists often opt to travel on the more protected sidewalk, which puts them in conflict with pedestrians. The high number of driveway access points also creates many potential conflict points for cyclists.

Map 22. Bicycle Lanes, Shared Use Trails, and Bicycle/Pedestrian Connections, 2020.

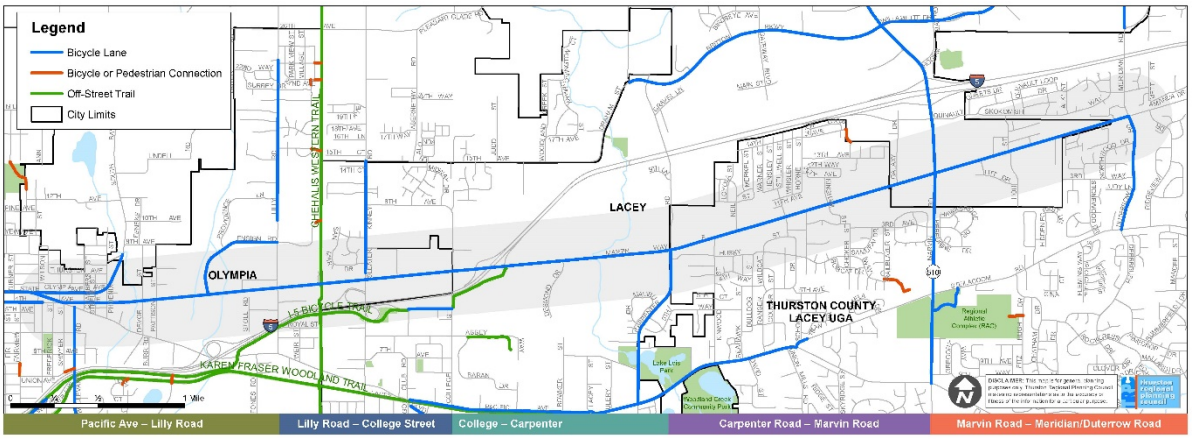


Figure 25. Bicycle lanes on Martin Way are immediately adjacent to travel lanes with heavy traffic volumes.

Trails and Neighborhood Connections

The Chehalis Western Trail, the Karen Fraser Woodland Trail, and the I-5 Bicycle Trail all interact with and serve users in the Martin Way corridor. These trails provide important connections for people to access schools, jobs, businesses and services. Neighborhood connections along the trail provide access to residents and people who are looking for an easy and direct way to get on the trail.

5.6 – Safety

Martin Way's high traffic volumes, width, numerous driveways, and a lack of significant pedestrian and bicycle infrastructure can present safety challenges for all users.

Collision History

Between 2015 and 2019, collisions on Martin Way decreased by 9 percent. In 2019, there were approximately 300 collisions on Martin Way. Approximately 30 percent of collisions on the corridor occurred in the College-Carpenter segment near the I-5 interchange. This segment saw the largest decrease in collisions between 2015 and 2019.

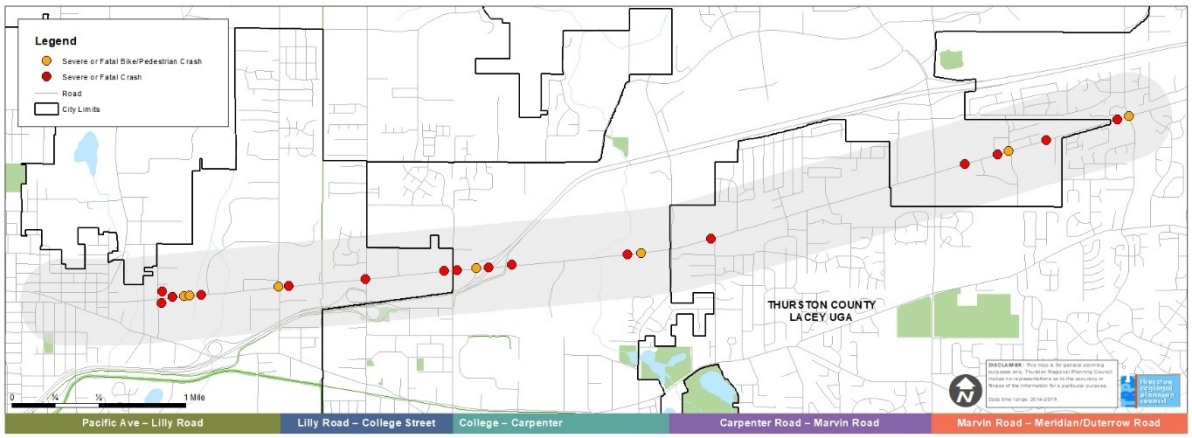
Table 16. Martin Way Collision History 2015-2019

				Number of Collisions				
Segment	Total # of Collisions 2015 to 2019	Total # Fatality/ Severe Injury	Total # Involving Bike/Ped	2015	2016	2017	2018	2019
Pacific Avenue - Lily Road	156	4	7	33	44	27	26	26
Lily Road - College Street	272	2	6	58	55	56	51	52
College Street - Carpenter Road	549	5	9	119	124	114	97	95
Carpenter Road - Marvin Road	493	1	16	92	119	107	85	90
Marvin Road - Meridian/Duterrow Road	150	4	2	28	29	29	27	37
TOTAL	1,620	16	40	330	371	333	286	300

Fatal and Serious Injuries

There were 29 collisions resulting in a serious or fatal injury on Martin Way from 2015 to 2019. Nine of these involved pedestrians, with seven caused by a vehicle going straight hitting a pedestrian. Collisions involving pedestrians are the most common type of fatal or severe collision on Martin Way, representing over 31 percent of fatal or severe collisions on the corridor during this period. Nine of these occurred in the College-Carpenter segment.

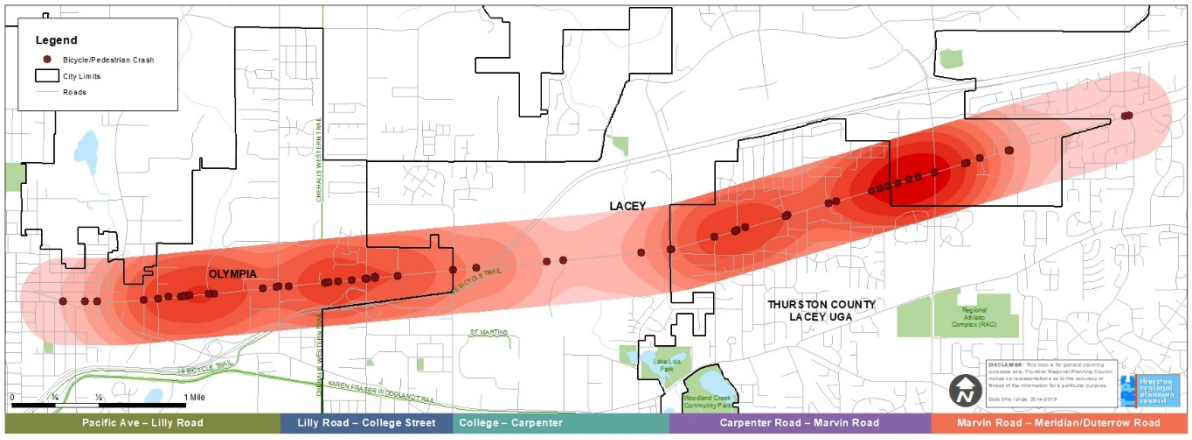
Map 23. Crashes involving fatalities and serious injuries along Martin Way, 2015-2019.



Collisions Involving Bicycles or Pedestrians

There were 44 collisions involving a pedestrian and 44 collisions involving a bicyclist on Martin Way from 2015 to 2019.Over 90 percent of these collisions occurred at an intersection or driveway. Vehicles turning right were the most common collision type with bicyclists, occurring 21 times and accounting for 49 percent of all collisions involving bicyclists on Martin Way. Collision types involving pedestrians were more variable, with vehicles going straight, making right or left turns accounting for roughly equal amounts of pedestrian-involved collisions on Martin Way. Over 70 percent of collisions involving pedestrians occurred within 250 feet of an Intercity Transit bus station. Twenty-nine collisions involving a bicycle or pedestrian on Martin Way were severe or fatal, with most occurring in either the Carpenter-Marvin and Pacific-Lilly segments.

Map 24. Crashes involving bicyclists or pedestrians, 2015-2019.



Entering at Angle Collisions

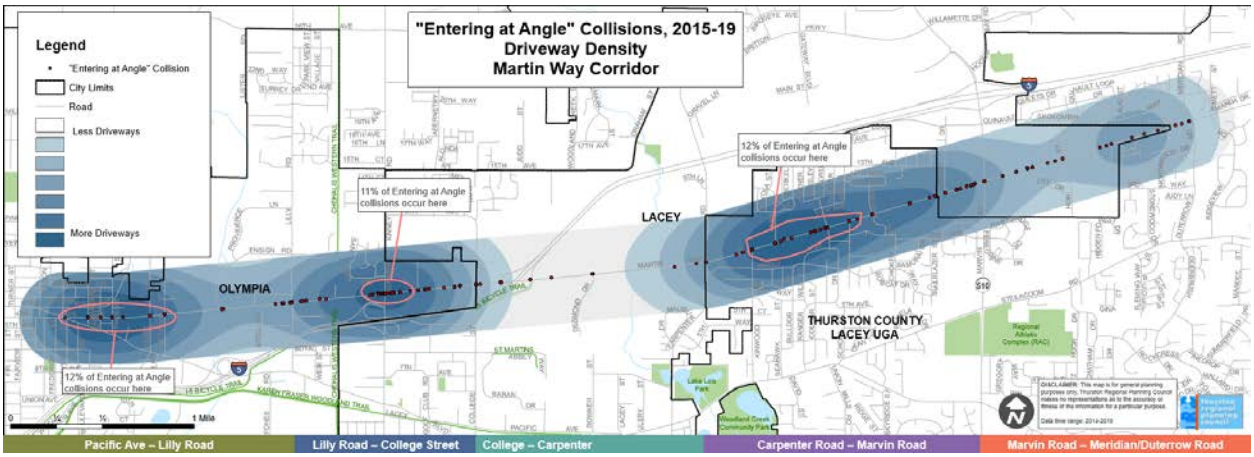
"Entering at angle" collisions describe a collision where two parties impact at an angle. Intersections and driveways create conflict points where this type of collision with a pedestrian, a bicyclist, or another vehicle

is more likely to occur. There are three areas of the corridor where accidents involving vehicles turning onto or off of Martin Way occurred the most (Map 25):

1) in Segment 1 between Wilson and Pattison Street,
2) in Segment 2 near Sleater-Kinney, and
3) in Segment 4 between Kinwood and Kingham Street.

Together, these three areas comprise approximately 35 percent of all "Entering at Angle" collisions on Martin Way from 2015 to 2019.

Map 25. "Entering at Angle" crashes, 2015-2019.



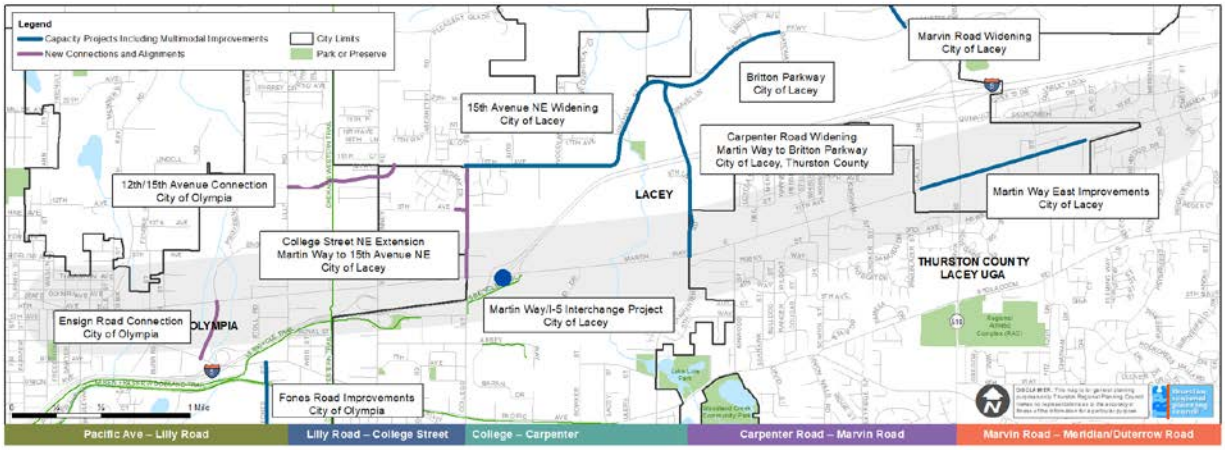
5.7 – Planned Transportation Projects

The Regional Transportation Plan (RTP) identifies several transportation projects anticipated to be completed over the next 25 years that will impact travel patterns on Martin Way. These projects are at various stages of planning and implementation. Because they impact travel on a region-wide basis, they are considered "regionally significant." These projects include:

- Ensign Road Connection (City of Olympia). Connects Martin Way and Pacific Avenue just east of the Pacific Avenue/I-5 Interchange. This is anticipated to provide improved mobility for the Fones Road/Pacific Avenue intersection, Pacific Avenue/Lilly Road intersection, and Lilly Road/Martin Way intersection.
- Intercity Transit Bus Rapid Transit Demonstration Project on Martin Way.
- 12th/15th Avenue Connection (City of Olympia). Connects Lily Road and Sleater Kinney Road north of Martin Way and I-5.
- College Street NE Extension (City of Lacey). Connects Martin Way to 15th Avenue NE by extending College Street north from 6th Avenue NE. Will include reconfigured travel lanes, new bicycle lanes, and new sidewalks.
- Martin Way/I-5 Interchange (City of Lacey). Major reconstruction of the Martin Way interchange to a partial cloverleaf interchange. Requires full involvement from WSDOT before this can be implemented.

- Carpenter Road Widening (City of Lacey, Thurston County). Widen Carpenter Road to 4 or 5 lanes with medians, bicycle lanes, planter strips and sidewalks. Will require a wider bridge over I-5.
- Martin Way East Improvements (City of Lacey). Add access management, bike lanes, and sidewalks between Galaxy Drive and River Ridge Drive.
- 15th Avenue NE Widening (City of Lacey). Widen 15th Avenue from Carpenter Road to Sleater-Kinney to a 4/5 lane arterial with median, bicycle lanes, planter strips, and sidewalks. This project will be coordinated with a future extension to Lilly Road.

Map 26. Planned Martin Way Corridor Transportation Projects in Regional Transportation Plan, 2020-2045.



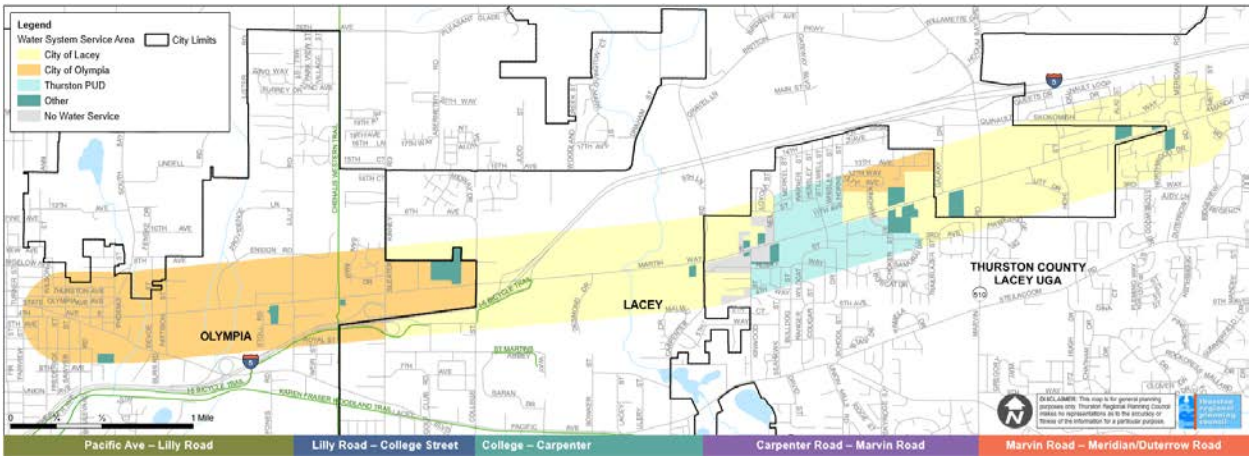
Chapter 6 – Utilities

Properties along the Martin Way Corridor are generally served by urban utilities, including water and sewer, but some areas lack this infrastructure.

6.1 – Drinking Water

Water service along Martin Way is provided by either the City of Olympia, the City of Lacey, or the Thurston Public Utility District (PUD). There are also a small number of parcels using wells or other water service.

Map 27. Water service areas in the Martin Way Corridor.



6.2 – Stormwater

Each of the three jurisdictions have programs in place to manage stormwater to limit flooding, erosion and water pollution. These include separate design and engineering manuals, with similar but sometimes different requirements for new development. Runoff from roadways and rights of way is also handled differently in different sections of the corridor, with a greater reliance on low maintenance swales in areas managed by Thurston County, and more engineered solutions in incorporated areas of Lacey. These different standards contribute to a lack of consistency across the corridor.

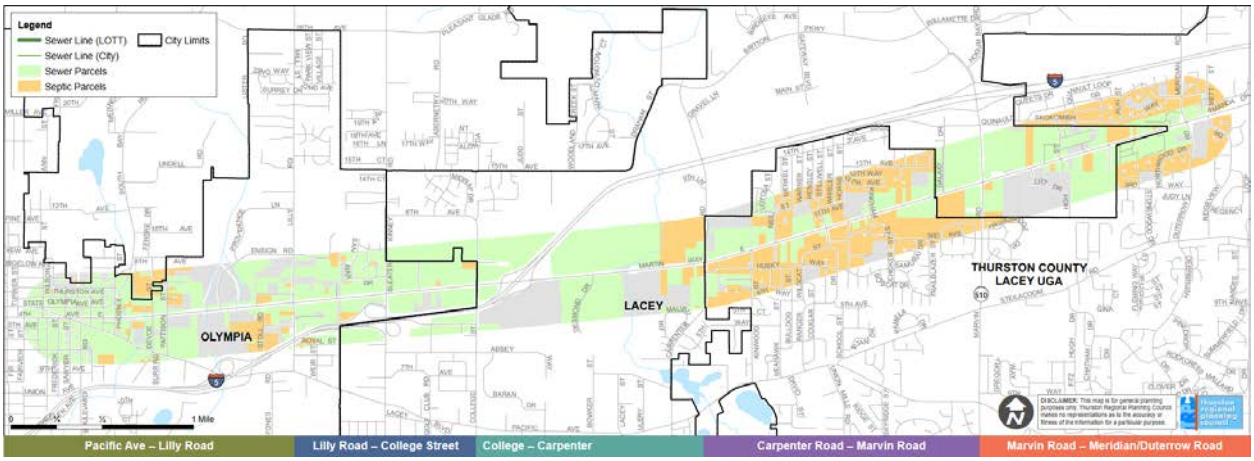
Many areas of older development along the corridor (prior to 1990) lack the stormwater infrastructure that is typical of new development. While these improvements help protect local streams, groundwater supply, and ecosystems, their high cost can be a barrier to redevelopment.

6.3 – Wastewater

Presence of sewer infrastructure varies along Martin Way, with properties throughout the corridor that continue to rely on onsite septic systems for wastewater treatment. New homes and businesses are required to connect to the municipal sewer system if within 200 feet of an existing sewer main, but many areas of Martin Way developed before the current network was available. Two areas with high concentrations of septic systems include the neighborhoods of Tanglewilde and Thompson Place and the eastern edge of the corridor near Martin and Duterrow. Both areas are in the Lacey Urban Growth Area.

Lack of existing sewer infrastructure in these locations limits their potential for redevelopment at higher densities more consistent with the land use vision for the corridor.

Map 28. Parcels served by sewer and septics in the Martin Way Corridor.

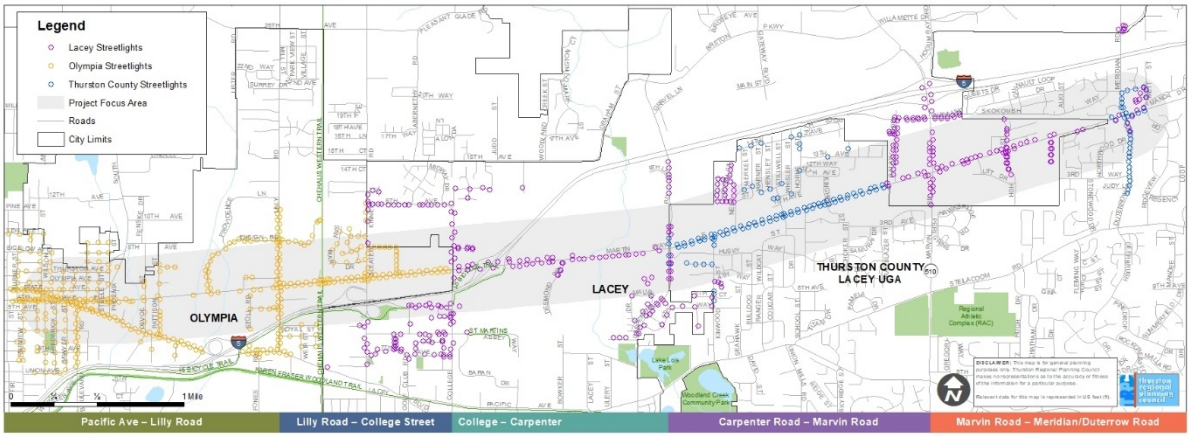


LOTT operates a Reclaimed Water Plant on Martin Way near Carpenter Road. The facility treats and produces up to 1.5 million gallons of Class A Reclaimed Water a day, which can be used for irrigation, cleaning, and groundwater replenishment.

6.4 – Lighting

Lighting along Martin Way is relatively consistent, which impacts the safety of the corridor for all transportation users. The area between Pattison and Lily Road in Olympia lacks streetlights, and Martin Way over Woodland Creek in Lacey only has lights on the south side of the street. Many streets immediately adjacent to Martin Way lack any lighting infrastructure. In addition to transportation safety, lighting can increase a person's sense of personal safety.

Map 29. Streetlighting in the Martin Way Corridor.



Chapter 7 – Community Perspectives

Martin Way is a communitywide asset, connecting tens of thousands of people to a variety of destinations every day. This section summarizes community input on the corridor's current conditions and future development.

7.1 - Residential Survey

TRPC administered a survey of residents who live on or around the Martin Way Corridor during Fall 2020. The survey was mailed directly to 8,612 households in September 2020. Residents were able to reply by sending back the paper survey or by taking an online version of the survey. The online version of the survey was also promoted to other users of the corridor through social media, and through project partners. A total of 1,990 surveys were returned, nearly half from corridor residents. The full survey report is included as Appendix 10.2.

Who responded to the survey?	Race/Ethnicity†…	Household Income§…
Race/Ethnicity†… nearly 9/10 were white **Live…** nearly 1/2 were corridor residents **Household Income…** nearly 3/4 earned $50,000 or more annually **Age*…** 1/4 were 25-39, 1/3 were 40-54, & 1/3 were 55-69 **Gender…** nearly 3/5 were women	3% American Indian & Alaska Native 6% Asian 4% Black or African American 4% Hispanic or Latino 2% Native Hawaiian & Pacific Islander 85% White 4% Other **Live…** 48% are corridor residents 52% live elsewhere	9% earned less than $24,999 14% earned $25,000 $49,000 73% earned $50,000 or more 5% didn't know **Age*…** 1% 24 or younger 25% 25-39 35% 40-54 31% 55-69 7% 70 or older **Gender…** 59% female 37% male 1% other

†Respondents could choose more than one answer.
§A typo on the online and paper survey did not include those that make between $49,001 and $49,999.
**Reflects only responses from the online survey; the question regarding a respondents' age was unintentionally left off the paper version of the survey.*

Corridor Residents

More than 50 percent of resident respondents have lived in their current location on the Martin Way corridor for at least five years, and more than 70 percent of resident respondents were homeowners. For residents, the easy and convenient access Martin Way provides to I-5, small businesses and big chain stores, as well as recreation and services was what they liked most about living on or near the corridor.

Figure 26. What current residents like most about Martin Way.

Residents were also interested in improving traffic signal timing, improving multimodal infrastructure including continuous sidewalks, trails, and bike lanes. The impact of encampments where those experiencing homelessness live was also of concern for residents.

Figure 27. What current residents would most like to see improved in the Martin Way Corridor.

When measuring their level of satisfaction on 14 aspects of the Martin Way corridor, the greatest concerns included the amount of trash or litter, sense of safety, and the level of crime (Table 17). This was true regardless of the where the respondent lived on the corridor, their household income, or their race and ethnicity. People of color were also concerned with the ease of biking and community feel/neighborliness while those with a household income less than $35,000 were concerned with the availability of crosswalks and community feel/neighborliness.

Table 17. Top 5 concerns about Martin Way for residents, people of color, and low-income households.

Top 5 Concerns	All Residents	People of Color	Household Income Less than $35,000
1	Amount of trash or litter	Amount of trash or litter	Amount of trash or litter
2	Sense of safety	Sense of safety	Level of crime
3	Level of crime	Level of crime	Sense of safety
4	Availability of trails	Ease of biking	Availability of crosswalks
5	Ease of biking	Community feel/neighborliness	Community feel/neighborliness

The availability of parking, frequency of bus service, ease of walking to bus stops, and location of bus stops was consistently the aspects of Martin Way residents were most satisfied with, regardless of the respondent's household income or race and ethnicity.

In general, people of color and those with an income less than $35,000 reported higher levels of satisfaction with the 14 aspects of the Martin Way corridor than those with higher incomes and those who were non-Hispanic whites.

Mode of Travel

Both residents and nonresidents were asked about how they travel on the Martin Way corridor. Overall, residents were slightly less likely to ride the bus or bicycle than nonresidents. Driving a private vehicle was by far the most common method of transportation along the Martin Way corridor, followed by being a passenger in a private car. For residents, walking was the third most common method of travel while nonresidents were more likely to ride the bus.

Regarding level of satisfaction for the 14 aspects of the Martin Way Corridor, responses were reviewed to better understand differences based on how people travel. Responses from frequent transit users, frequent walkers and mobility device users, and frequent bicyclists were reviewed to see if there were any differences in their answers. For the purposes of this report, "frequent" means the person utilized a mode daily or one to two times a week.

As with responses from corridor residents, the amount of trash or litter, the respondent's sense of safety, and the level of crime on the corridor were consistently in the top five concerns regardless of how a respondent travels. Transit users were also concerned with the availability of crosswalks and how easy it is to bike the corridor. Walkers and mobility device users were concerned with the availability of trails and the ease of biking. Finally, bicyclists were also concerned with the availability of trails and the ease of walking the corridor.

Table 18. Top 5 concerns about Martin Way for all respondents, transit users, walkers and mobility device users, and bicyclists.

Top 5 Concerns	All Respondents	Transit Users	Walkers & Mobility Device Users	Bicyclists
1	Amount of trash or litter	Amount of trash or litter	Amount of trash or litter	Amount of trash or litter
2	Sense of safety	Level of crime	Sense of safety	Availability of trails
3	Level of crime	Availability of crosswalks	Level of crime	Ease of walking
4	Availability of trails	Sense of safety	Availability of trails	Sense of safety
5	Ease of biking	Ease of biking	Ease of biking	Level of crime

Martin Way's Future

All survey participants were asked what they felt was important as the community plans for the future of Martin Way. Regardless of race and ethnicity, income, and whether or not you lived on the corridor, improving safety for all users was consistently the number one priority. Increasing places to safely cross Martin Way and improving accessibility for people with disabilities were also consistently one of the top five priorities regardless of race and ethnicity, income, and whether or not you lived on the corridor. Residents, non-residents, and people of color were also interested in moving traffic quickly through the corridor. Residents, people of color, and those with a household income less than $35,000 also prioritized improving

street lighting. Finally, developing a trail system rounded out the top five for non-residents while improving housing affordability was important to people with a household income less than $35,000.

Table 19. Top 5 issues to address for Martin Way's future

Top 5 Issues	Residents	Non-Residents	People of Color	Household Income Less than $35,000
1	Improve safety for all users	Improve safety for all users	Improve safety for all users	Improve safety for all users
2	Move traffic quickly through the corridor	Move traffic quickly through the corridor	Move traffic quickly through the corridor	Improve accessibility for people with disabilities
3	Increase places to safely cross Martin Way	Increase places to safely cross Martin Way	Increase places to safely cross Martin Way	Improve housing affordability
4	Improve street lighting	Improve accessibility for people with disabilities	Improve accessibility for people with disabilities	Improve street lighting
5	Improve accessibility for people with disabilities	Develop a trail system	Improve street lighting	Increase places to safely cross Martin Way

7.2 - Business Survey

TRPC partnered with the Thurston Economic Development Council (EDC) to conduct a survey of businesses located along or near the Martin Way corridor project area between January and March 2021. The survey was conducted through a variety of methods, including an online survey, phone interviews, in-person interviews, and email correspondence. Of the 450 businesses along the corridor invited to participate, 80 businesses responded for a response rate of 18 percent.

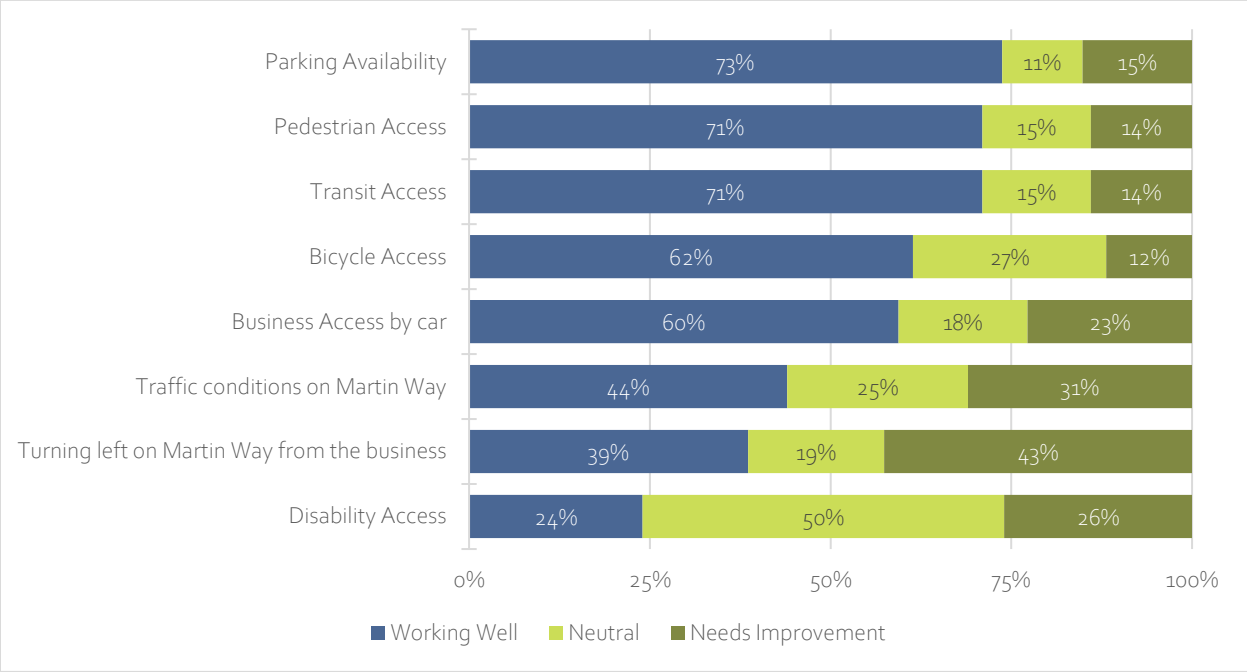
Who responded to the business survey?	Type…	Employees…
Type… nearly 2/5 were retail businesses Location… 2/5 are in Segment 4 Employees… 2/5 have less than 5 employees 1/3 have 5-10 employees How Long in Business…	38% Retail Trade 11% Accommodation & Food Services 10% Education Services, Health Care, & Social Assistance 10% Other Services 9% Finance & Insurance 9% Professional & Real Estate Services 8% Wholesale Trade, Transportation, & Warehousing 6%Construction & Manufacturing Location… 15% in Segment 1	42% less than 5 employees 33% 5-10 employees 18% 11-20 employees 8% more than 20 employees How Long in Business… 25% 0-5 years 22% 6-10 years 23% 11-20 years 22% 21-40 years 8% more than 40 years

nearly 1/2 have been in business for 10 years or less	23% in Segment 2 11% in Segment 3 40% in Segment 4 11% in Segment 5

Business Access

Businesses were asked whether 14 aspects of the Martin Way corridor were working well for their business, with particular focus on access. Of the eight metrics focusing on access, businesses indicated the areas needing the most improvement included a customer's ability to turn left onto Martin Way from the business, traffic conditions on Martin Way, and access for persons with disabilities. More than half of respondents reported access to the business by car was working well for them. This was true regardless of which corridor segment the business was located in.

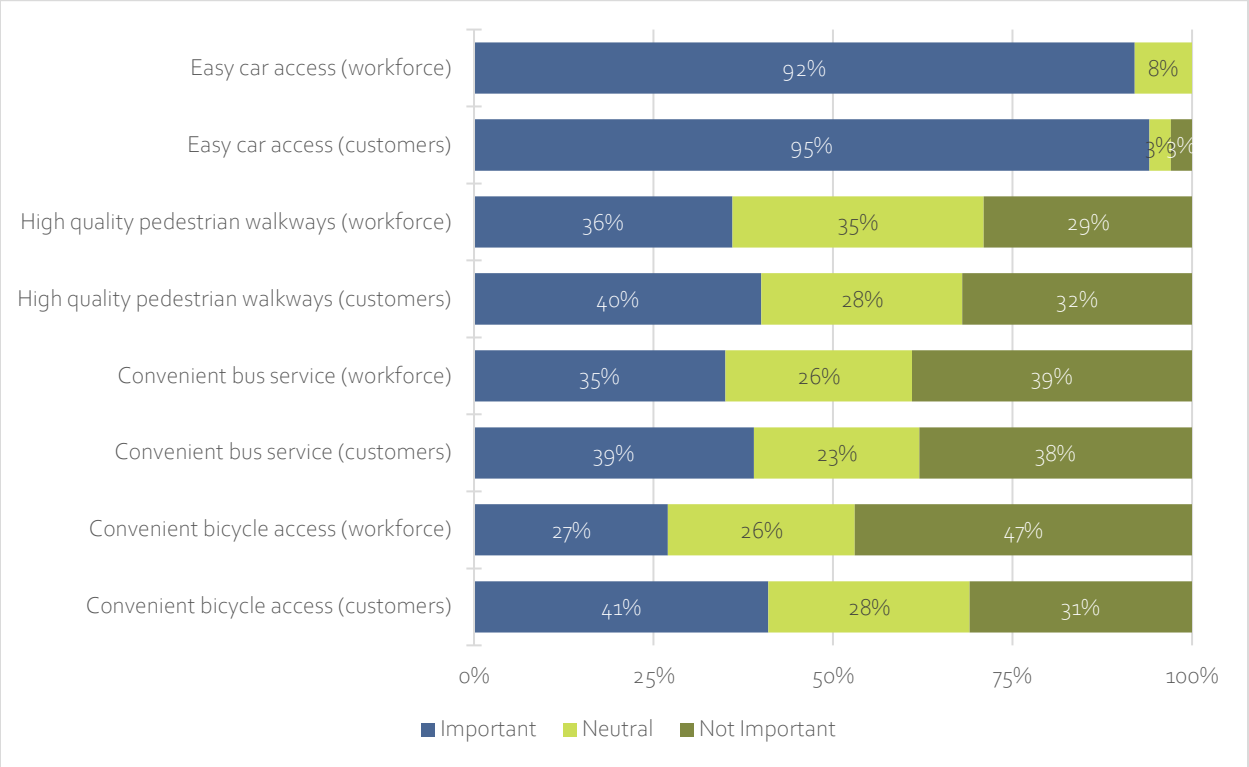
Figure 28. Access issues on Martin Way: What's working for businesses.



Business Success

Businesses were asked how important four factors were to their regular customers and to retaining a quality workforce. Easy access by car was identified by more than 90 percent of businesses as important to their regular customers and retaining a quality workforce. Less than half of surveyed businesses indicated high quality pedestrian walkways, convenient bus service, and convenient bicycle access were important (Figure 29).

Figure 29. Business access and retaining a quality workforce



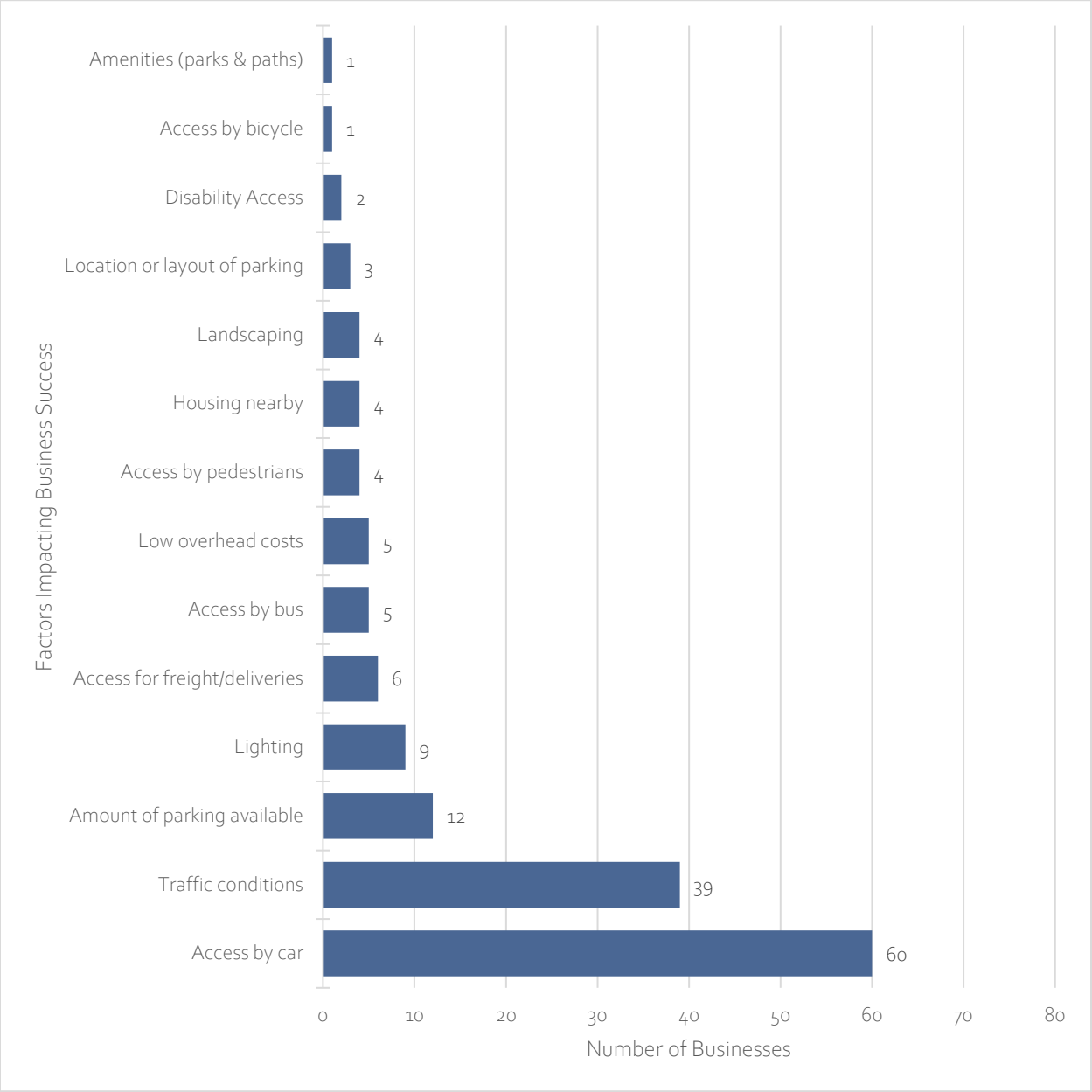
Retaining a Quality Workforce and Regular Customers

Respondents to the business survey were asked to identify how important the following metrics were to their regular customers and in retaining a quality workforce:

- Convenient bus service
- Easy car access
- Convenient bicycle access
- High quality pedestrian walkways

Businesses were also asked what of 13 factors were most important to their business success. Each respondent could choose up to three factors. Regardless of where the business was located, respondents consistently indicated access by car and traffic conditions were two of the three most important factors that impact the success of the business. The amount of parking available and lighting were two other important factors impacting business success.

Figure 30. Factors that bring success to Martin Way businesses.



7.3 - Public Meetings

Placeholder for information gathered at first round of public meetings.

Chapter 8 –Needs and Opportunities

This section distils information gathered in previous sections of this report to highlight areas of future focus for the Martin Way Corridor Study.

8.1 – Key Needs

Over its nearly 90-year history, Martin Way has evolved and been shaped by market forces and community needs, and today it continues to serve as a vital connection for people throughout the Thurston County region. Yet it is clear this one-time state highway is falling short of the vision set by local jurisdictions in their Comprehensive Plans. That current vision can be summarized as:

> *The Martin Way Corridor is an attractive mixed-use, high-density residential and commercial area where people enjoy walking, shopping, working, and living. Over time, it will transition away from automobile-dominated use to a more pedestrian-friendly streetscape that also encourages bicycling and supports high-capacity transit.*

Despite holding this vision for two decades, the corridor can continue to be described as an area where residential and commercial uses are separated and one that is most welcoming to those traveling by automobile. The next phases of this study will include evaluating different strategies and improvements to identify those that will best support a preferred alternative. Areas for focus include:

- Support for inclusive growth. Under current regulations and projections, the corridor is expected to see an additional 3,000 new housing units and 6,000 new jobs over the next 25 years. While this is a significant increase from current conditions, achieving the region's *Sustainable Thurston* land use goal of creating vibrant corridors will require even more concentrated development along Martin Way. Alternatives could investigate the land uses, regulatory tools, market incentives, and infrastructure improvements that would bring this vision to fruition. Such alternatives should consider how to grow in a way that maintains access to more affordable housing and social services, and limits displacement of the low-income and other established communities that call the corridor home today.
- Improving safety for all users of the corridor and all modes. Safety is a significant concern throughout the corridor. Martin Way's high traffic volumes, numerous driveways for accessing businesses and residential developments, and a lack of consistent pedestrian and bicycle infrastructure presents safety challenges for all users. Alternatives should look at ways to address collision hotspots and contributing factors, and should consider ways to increase the perception of safety with strategies to help pedestrian, bicycle, and transit users and those with disabilities and other access challenges feel they are on equal footing with drivers.
- Balancing the needs of different users of the transportation network. Many past reports on Martin Way have identified the need to build a more pedestrian- and bicycle-friendly environment. This includes filling remaining gaps in the sidewalk system, improving crossings for people walking and biking, improving the trail system and providing more access to it, and developing a lower-stress network for people biking on the street with protected bike lanes. Martin Way has long been identified as a key transit corridor, and higher-capacity transit will be critical to supporting growth in the corridor and wider region in ways that minimize congestion and greenhouse gas emissions, while providing convenient and lower-cost transportation options to community members. At the

same time, current residents and businesses in the corridor rely heavily on access by private vehicles, and say that convenient access by car as among the things they like best about the corridor today. In the future, Martin Way will need to continue to function as a major route for freight and emergency access (to medical services and as an alternative route for I5), and will provide a key access point to the freeway system. Analysis should carefully assess the potential for conflict among these different users and uses, and identify priorities and strategies to provide the best balance of services to future travelers.

- Increasing connectivity. While Martin Way connects people throughout the Thurston County region to shops, homes, offices, schools and more, it also creates a barrier, with limited north/south cross streets and few safe crossings for people walking and biking. The transitions from the high-intensity development directly on Martin Way to adjacent low-density residential neighborhoods are abrupt. Alternatives should look at ways to ensure there are logical and convenient links among residential areas, commercial nodes, transit stops, and trails.
- Improving continuity across jurisdictions. Currently, the application of different standards in areas under different jurisdictional authority can contribute to the disjointed feel of the corridor. Shared standards, and consistent implementation of those standards, would help create a greater sense of cohesion. These should include consistent transit-supportive policies and infrastructure improvements to ensure the success of high-capacity bus service. Alternatives should look at ways to create a seamless experience for drivers, pedestrians, bicyclists, and transit riders. At the same time, standards must allow some variation to account for the individual needs, resources, and characters of each jurisdiction.
- Building a sense of place and ownership. Today, most users of Martin Way see it as a route to get through, rather than a place to be. Yet the Martin Way Corridor has many amenities that could be better showcased, with its extensive sections of open space and essential community institutions, including schools, a hospital, and many public services. Alternatives should consider ways to beautify and highlight this community asset and identify potential hubs or opportunity areas where redevelopment could help ground the corridor and establish its identity.

8.2 – Next Steps

The project partners will use information gathered in this current conditions report and public input to develop alternative development options for the Martin Way Corridor. Additional information, including a market study and transportation operations analysis will identify the strategies and improvements that will best help achieve the community's vision for Martin Way.

9. References

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U.S. Census Bureau, American Community Survey (ACS) 5-Year Estimates from 2014-2018 ACS estimates for corridor segments are weighted averages, based on the percent of census block group population in each corridor segment.

10. Appendices

10.1 – Maps

10.2 – Residential Survey

10.3 – Business Survey