



MAIN STREET ROCHESTER CURRENT CONDITIONS REPORT



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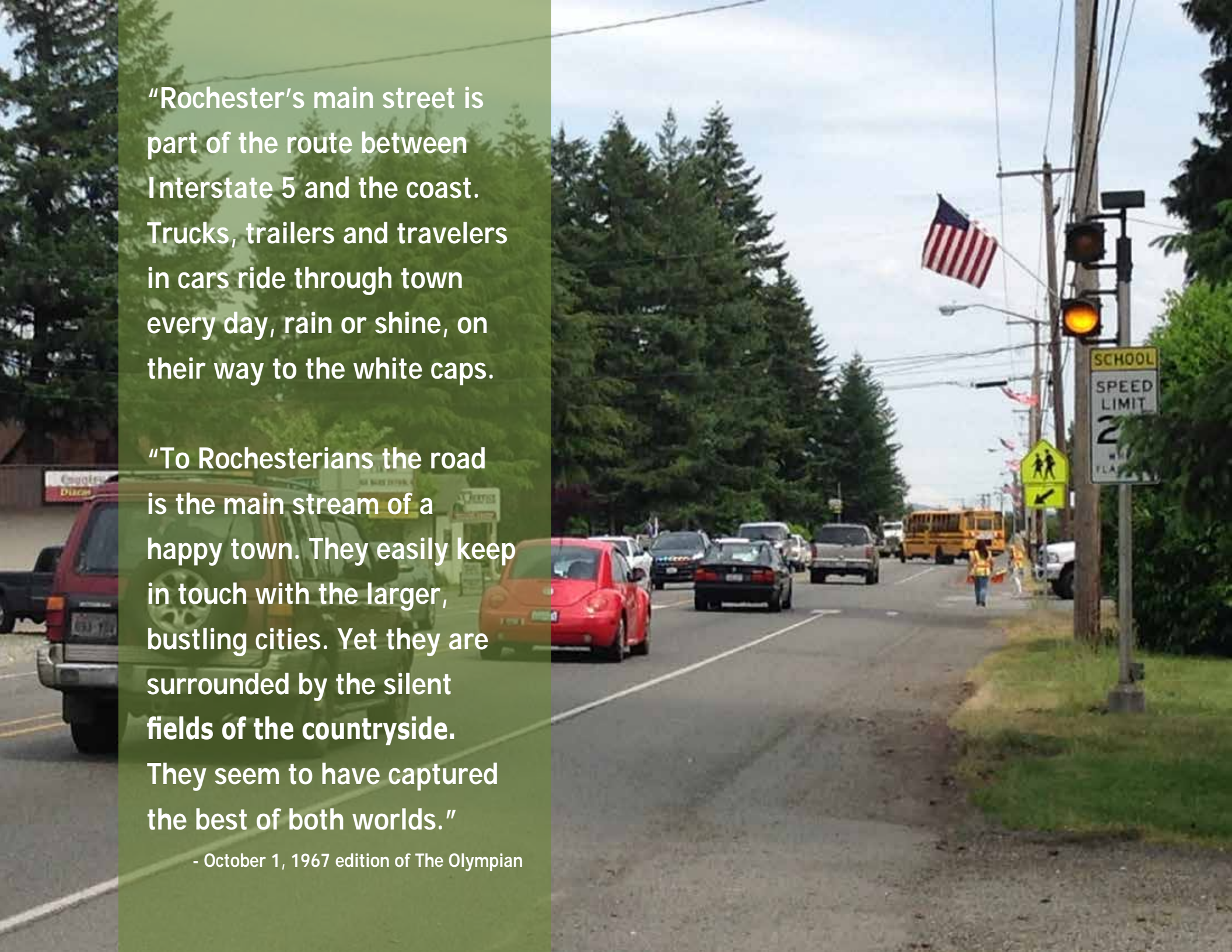
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"Rochester's main street is part of the route between Interstate 5 and the coast. Trucks, trailers and travelers in cars ride through town every day, rain or shine, on their way to the white caps.

"To Rochesterians the road is the main stream of a happy town. They easily keep in touch with the larger, bustling cities. Yet they are surrounded by the silent fields of the countryside. They seem to have captured the best of both worlds."

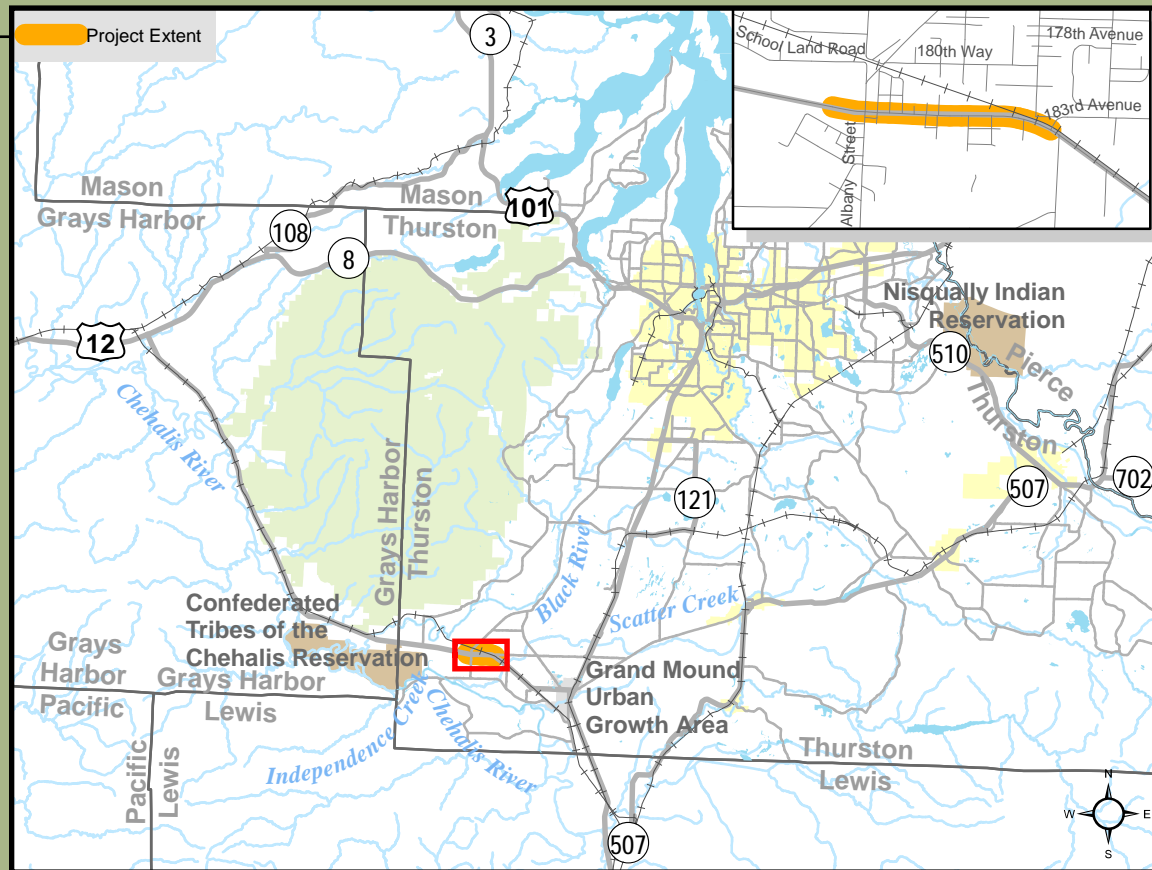
- October 1, 1967 edition of The Olympian



BACKGROUND

On its path from Aberdeen, Washington to Detroit, Michigan, US Route 12 (US 12) runs through Rochester, Washington, an unincorporated community in Thurston County. As part of the National Highway System, US 12 has strategic importance for the nation’s economy, defense, and mobility. It also serves as Rochester’s “Main Street.”

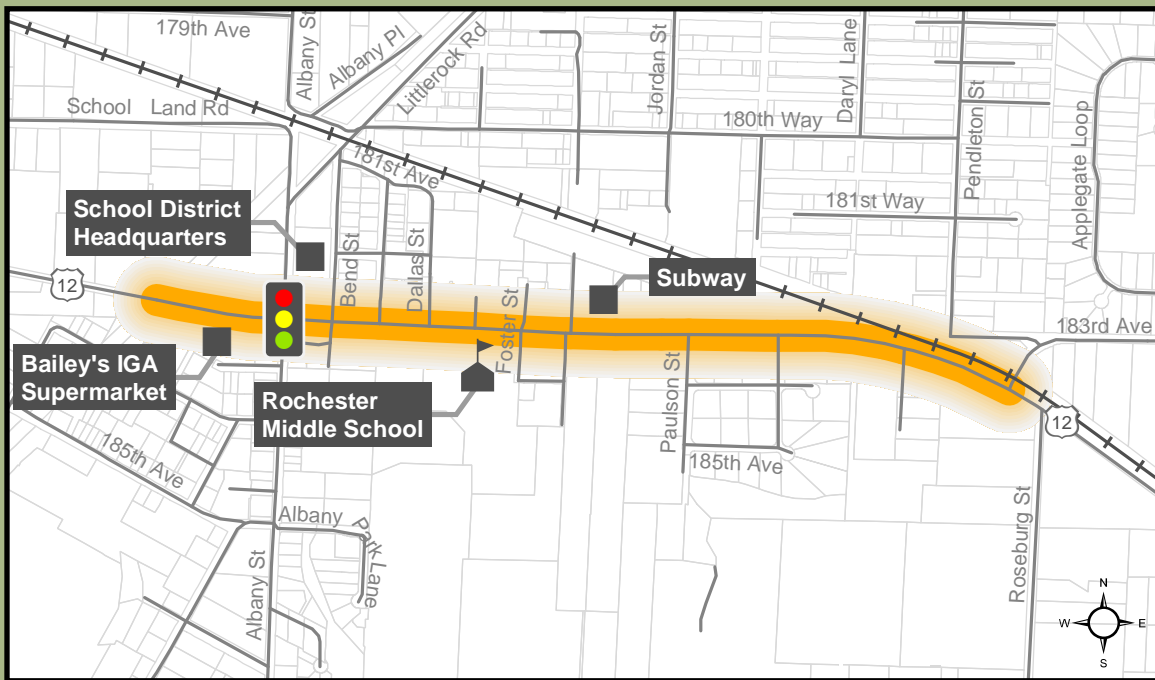
MAP 01.
MAIN STREET ROCHESTER CONTEXT



Main Street Rochester is an effort to address the dual role US 12 serves as a regional highway and Rochester's Main Street. The project developed in response to requests from Rochester area residents to address safety and mobility concerns, infrastructure needs, and to improve the economic vitality of the corridor, while strengthening Rochester's identity. In 2016, Thurston Regional Planning Council (TRPC) – acting on behalf of Thurston County – received a federal Surface Transportation Program grant to look at these issues for the approximate one-mile US 12

corridor from Bailey's IGA to 183rd Avenue Southwest (Map 02). Both Thurston County and Washington State Department of Transportation (WSDOT) provided matching funds for the project.

Main Street Rochester's extensive public outreach component includes convening a community focus group, administering three surveys (Community, Business, and School), and holding public workshops. The Community Survey was distributed to more than 4,500 residential



**MAP 02 .
MAIN STREET ROCHESTER
PROJECT EXTENT**

addresses in the Rochester area, and 956 people provided their thoughts regarding transportation, safety, and mobility; placemaking; and economic vitality. The Thurston Economic Development Council (EDC) reached out to 59 businesses to understand their unique perspectives on the local business climate and barriers to growth. The School Survey, conducted with the assistance of the Rochester School District, includes a student tally of arrival and departure travel modes and a parent survey about school transportation choices. (Survey results: Appendices A, B, and C)

This report includes quotes from Community Survey respondents. These quotes have been corrected for typographical and copying errors without their substance changing. For raw uncorrected comment, please see Appendix A.

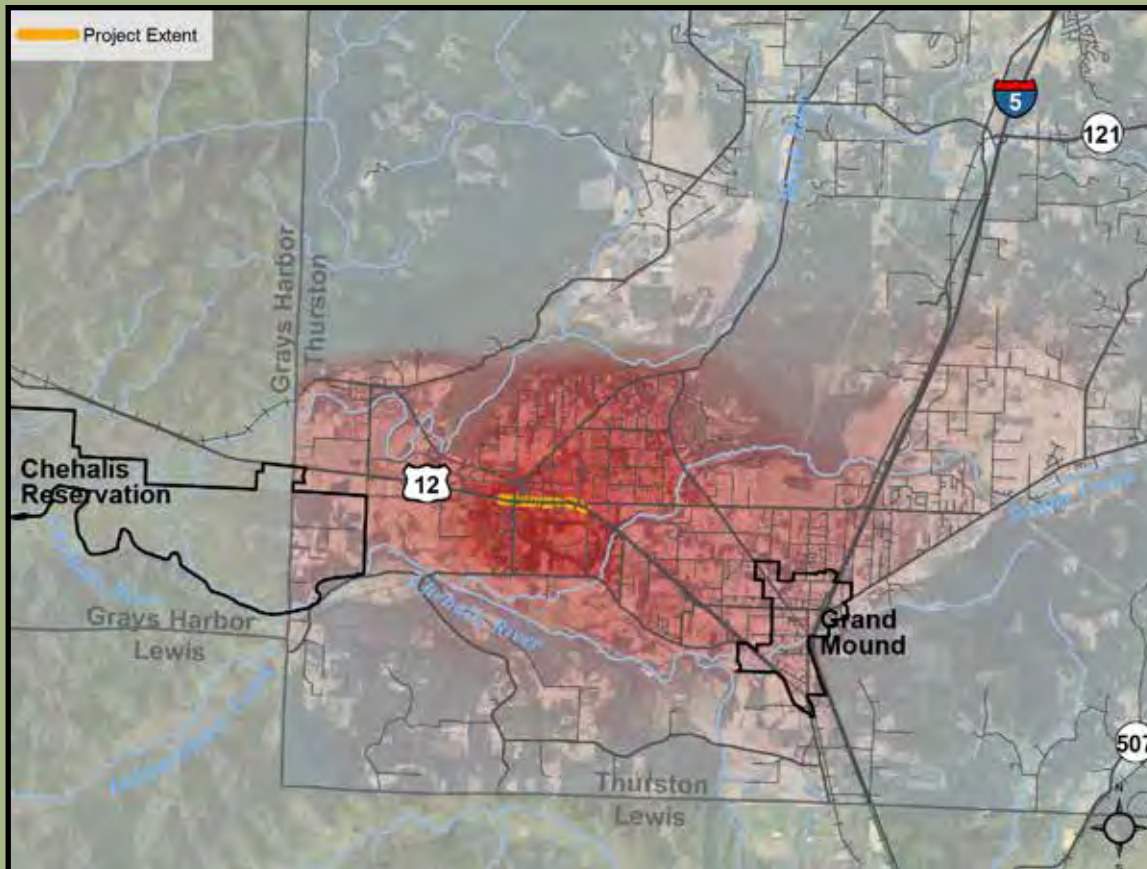
The Main Street Rochester project is split into three parts, and this Current Conditions Report represents the findings of Part 1. Part 2 will involve developing an action plan for improving US 12's function as Rochester's Main Street. Part 3 will summarize the findings of the Main Street Rochester project and include preliminary layout plans and cost estimates for the community's priority actions.

"Most of the people around here today commute to the State-house, the Courthouse in Olympia or to retail trade establishments in Centralia and Chehalis."

- Doris Morehouse (Rochester Resident), 1967
October 1, 1967 edition of The Olympian

ROCHESTER BOUNDARIES

As an unincorporated community, Rochester has no definite borders. Depending on whom you speak to and in what context, the boundaries (and associated population) change. The community focus group and members of the public were asked to answer the question “Where is Rochester?” Thirty-two participants drew lines



MAP 03.
WHERE IS ROCHESTER?

The darker the shade of red, the more an area is associated with Rochester.

Source: TRPC

and circles on a map to indicate the areas that best answered the question. Map 03 reflects the results of that exercise, with the darkest shade of red representing those areas of the community that participants most associate with Rochester.

CENSUS-DESIGNATED PLACE (CDP).

AREA: 2.3 SQUARE MILES

POPULATION: 2,400

Defined by the US Census Bureau, the CDP is used to report demographic data for unincorporated places.

SUBAREA.

AREA: 15.0 SQUARE MILES

POPULATION: 10,500

Thurston County established the current Rochester subarea in 1996, which is identified in the county's Comprehensive Plan. The subarea's development pattern exhibits both urban and rural characteristics.

ZIP CODE AREA.

AREA: 91.1 SQUARE MILES

57.0 sq. miles in Thurston County, and
34.1 sq. miles in Lewis County

POPULATION: 12,800

Households in the 98579 ZIP code area have a Rochester address. The US Postal service assigns ZIP codes and postal routes, which frequently change.

SCHOOL DISTRICT BOUNDARIES.

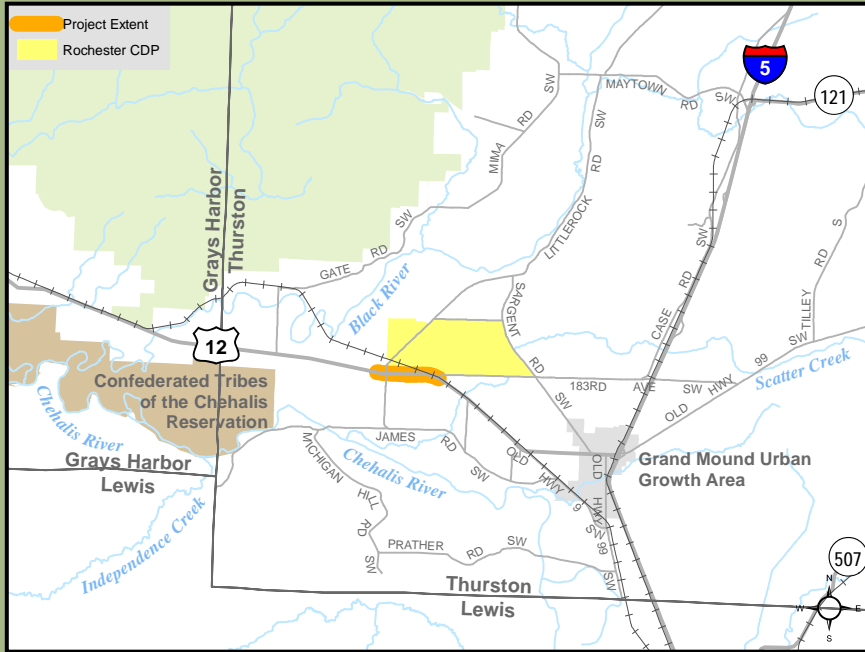
AREA: 106.7 SQUARE MILES

86.0 sq. miles in Thurston County,
20.7 sq. miles in Lewis County, and 20.7 sq. miles in Grays Harbor County

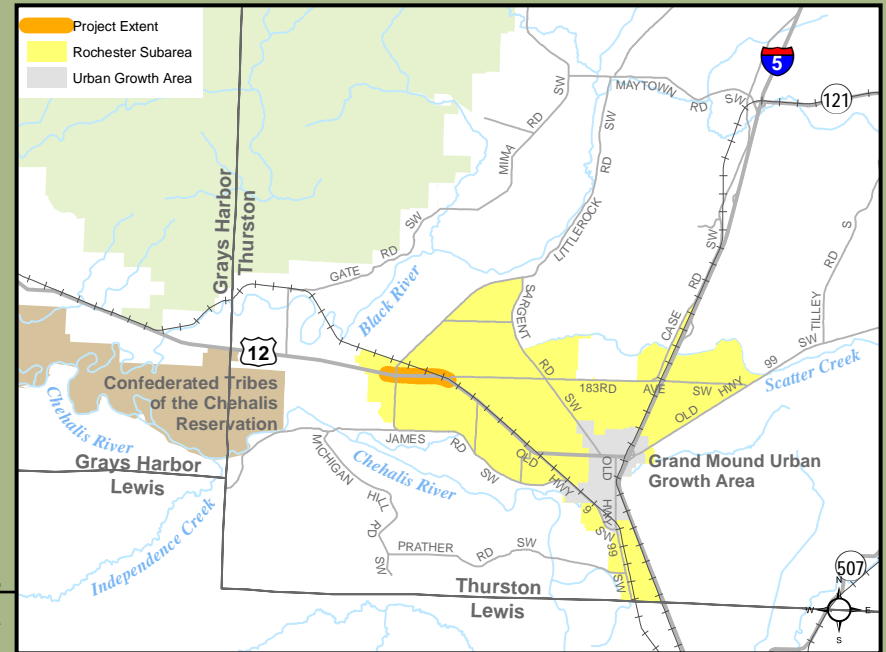
POPULATION: 14,500

Adjacent school districts negotiate to establish boundaries. The Rochester School District covers the entire southwest corner of Thurston County and extends into parts of the Chehalis Reservation, and Grays Harbor and Lewis counties.

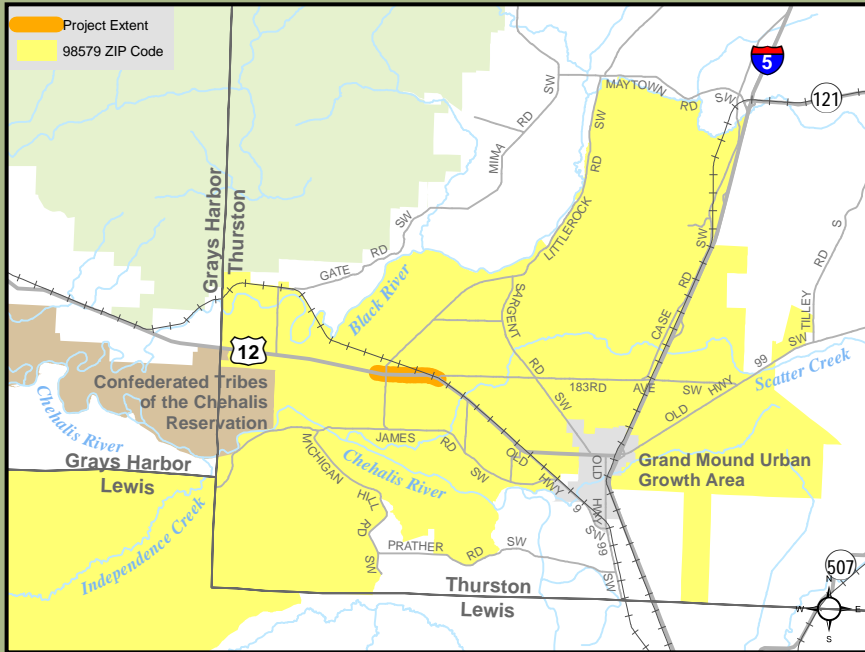
Maps 04, 05, 06, and 07 identify four common boundaries associated with Rochester:



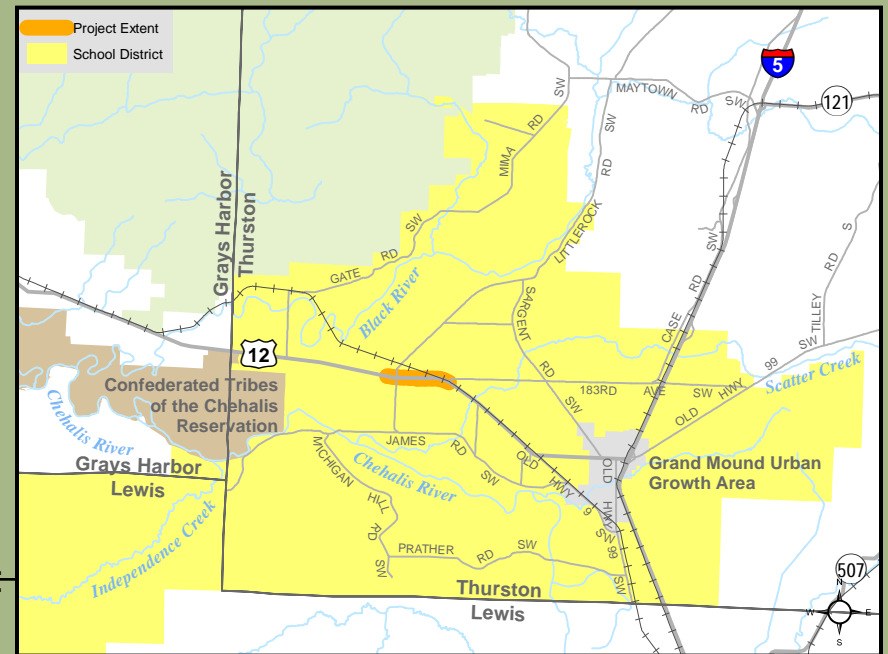
MAP 04.
ROCHESTER CDP



MAP 05.
ROCHESTER SUBAREA



MAP 06.
ROCHESTER ZIP CODE (98579) AREA



MAP 07.
ROCHESTER SCHOOL DISTRICT

CURRENT PLANNING EFFORTS

In April 2017, the Thurston County Board of County Commissioners approved the 2017/2018 Official Comprehensive Plan Amendment Docket, which includes updates to both the Grand Mound and Rochester Subarea Plans. The Main Street Rochester project will inform the Rochester Subarea Plan update process as the county considers revisions to the subarea, zoning, and development code.

HISTORICAL PLANNING EFFORTS

Planning efforts in Rochester stretch back to the 1970s with development of the Rochester Subarea Plan. Since 1978, five other major planning efforts have addressed conditions in Rochester. These include: 1996 Rochester Subarea Plan; 1999 US 12 Route Development Plan; Rochester Weed and Seed Initiative (2002-2008); Horizons Project (2008-present); and WSDOT’s Corridor Sketch Initiative (2016-2017).

1996 ROCHESTER SUBAREA PLAN

Thurston County first established the Rochester Subarea Plan in 1978 to encourage economic development in South Thurston County. In 1996, the subarea boundaries (Map 05) were tightened to today’s limits. This “growth area” in the 1978 Plan had a development pattern considered atypical because it exhibited both urban and rural characteristics (1996 Rochester Subarea Plan: Appendix D).

The 1996 Rochester Subarea Plan sought to preserve the best aspects of rural and urban development within the growth area – to balance that dual rural and urban nature. As previously discussed, Thurston County is in the process of updating the Subarea Plan as part of its 2017/2018 Comprehensive Plan amendment docket.

1999 US 12 ROUTE DEVELOPMENT PLAN

After meeting with stakeholders and residents, WSDOT's Olympic Region established a Route Development Plan for US 12. The Plan outlines a recommendation for improving travel along US 12 from Aberdeen in Grays Harbor County to the junction with Interstate 5 in Grand Mound. The Plan recommended establishing a four-lane highway from Anderson Road (Grays Harbor/Thurston County line) to Grand Mound. A couplet in Rochester would split traffic with

westbound traffic traveling through the pole yard adjacent to the rail line and eastbound traffic traveling on the existing roadway. WSDOT no longer considers the 1999 Plan – almost 20 years old – as the vision for improving travel on the US 12 corridor (US 12 Route Development Plan: Appendix E).

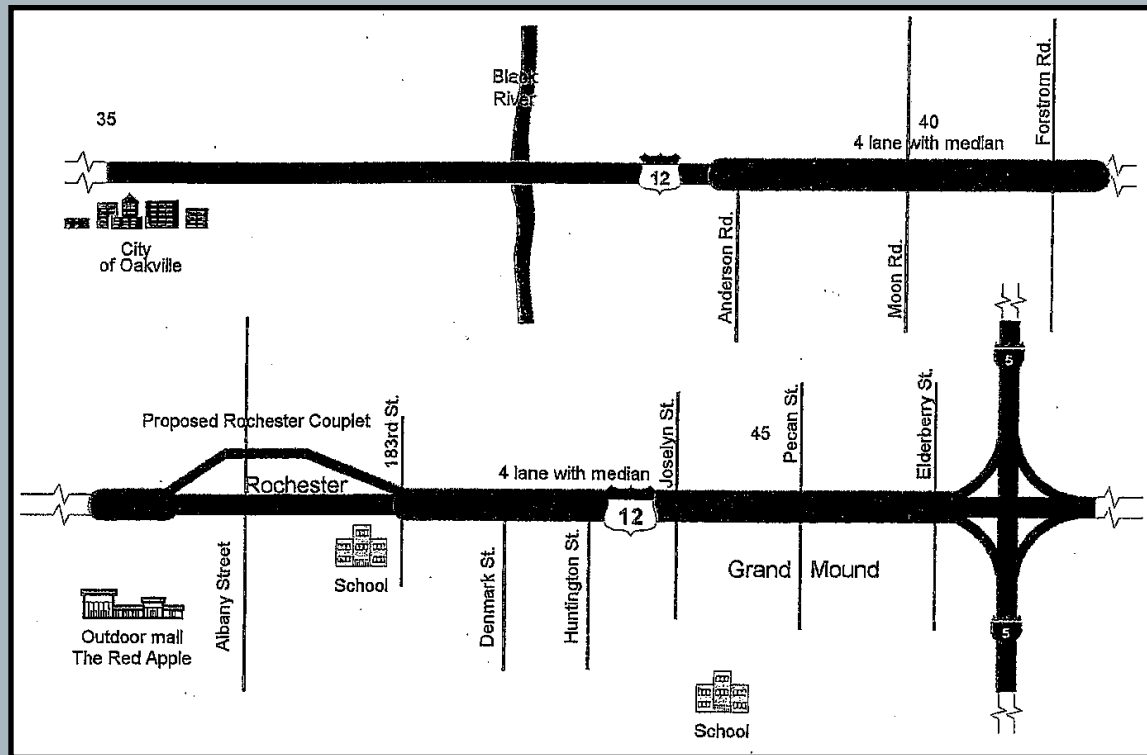


FIGURE 01.
WSDOT'S 1999 PLAN FOR IMPROVING US 12 BETWEEN OAKVILLE AND INTERSTATE 5

WSDOT's 1999 Route Development Plan called for four lanes with medians on US 12 from the Grays Harbor/Thurston County line to Interstate 5. The Rochester couplet would split traffic with westbound lanes hugging the railroad tracks and eastbound lanes using the existing right-of-way.

Source: 1999 US 12 Route Development Plan, WSDOT

2002-2008 ROCHESTER WEED AND SEED INITIATIVE

The Rochester community Weed and Seed Initiative – funded by the Department of Justice and the Executive Office of Weed and Seed – aimed to reduce drug use and crime, encourage community development, and support needed community services in the Rochester School District service area. Spanning six years, this initiative resulted in a significant reduction in crime, creation of the Rochester Community Center, and a greater voice with County government, nonprofits, and service providers. The Rochester Community Center’s multi-agency concept – including Rochester Organization of Families (ROOF) Community Services, Boys and Girls Club, Timberland Regional Library, and Thurston County Sheriff’s Office – resulted directly from those community efforts. While the Weed and Seed Initiative helped strengthen the community’s identity, the project’s objectives for economic development remain largely unaddressed (Rochester Weed and Seed: Appendix F).

HORIZONS PROJECT (2009-PRESENT)

Horizons – a grant-funded program administered through Washington State University (WSU) Extension – worked directly with residents of small, rural communities to reduce poverty. Rochester’s involvement began in 2009 with the boundaries of the “project area” comprising the entire Rochester School District – including the Grand Mound area and parts of Grays Harbor and Lewis counties. As a grassroots effort, Horizons relies on community leadership to identify the best ways to address poverty in the local context. During the initial years of the program, staff at WSU Extension offered training, support, and guidance.

Perceived Barriers to Economic Vitality & Possible Solutions for Rochester (2011)

BARRIERS

- Regulatory hurdles and lack of predictability (rules and regulations, processes, time, and cost to obtain permits)
- Manner in which the county implements the Growth Management Act
- Infrastructure
- Lack of community representation on Thurston County boards and commissions
- Rural community perception
- Overlapping jurisdictions
- Lack of public transportation

SOLUTIONS

- Establish a business advocate at the county level
- Remove regulatory obstacles and build in regulatory flexibility that recognizes Rochester’s needs
- Improve customer service at the Permit Assistance Center – look for solutions to problems rather than trying to hinder opportunities
- Recognize the differences between new and existing developments – plan to utilize existing buildings
- Become an incorporated community
- Establish a vision for the area

Source: Rochester, Washington Community Bulletin Board, www.rochester-wa.com/commissioners_Meeting_Slide.pdf



In 2011, the Horizons group hosted two community meetings with the Thurston County Commissioners to discuss ways the County could support community-identified projects. The group also developed a list of assets, barriers, benefits, and solutions to Rochester's issues.

In 2015, the Horizons group developed a vision for Rochester that called for:

- Establishing more off-street parking to support existing businesses
- Installing sidewalks along US 12 and adjacent streets
- Improving stormwater management in the area
- Identifying alternative solutions for sewage treatment
- Improving the existing community park
- Developing a small-scale shopping center to encourage new business growth in Rochester
- Identifying opportunities for low income/senior housing
- Establishing an indoor rock climbing facility to expand recreation opportunities

While WSU support for the Horizons project has ended, the group continues to meet monthly and look for ways to address community concerns.

2016-2017 WSDOT CORRIDOR SKETCH INITIATIVE

In 2016, WSDOT began a state-wide planning effort aimed at better understanding the needs of communities that contain WSDOT facilities. WSDOT staff met with stakeholders to discuss corridors in the Thurston Region, including US 12.

Between 2005 and 2016, WSDOT has invested more than \$9.3 million in corridor improvements on US 12 from Elma, Washington to Interstate 5 (including maintenance, safety, and environmental). Most of this investment has occurred outside the Main Street Rochester study area as the corridor's intersection with Interstate 5, safety concerns at key intersections along the corridor, and damage from Chehalis River flooding and landslides near Malone have taken precedent. Many of the corridor sketch initiatives concentrate on issues and improvements in the Grand Mound area, where US 12 meets Interstate 5 (Corridor Sketch Initiative for US 12 between Elma and Interstate 5: Appendix G).

"Rochester is a wonderful community to raise children in. The people who work and live here long-term are supportive and caring people."

- Rochester area resident
Rochester Community Survey

“Rochester is a great small community. And we like it that way. It is the very reason we bought our home here and chose to raise our young family here. SMALL – not a densely populated area overrun with people and hustle and bustle. If we were looking for that, we would have stayed in North Thurston County.”

- Rochester area resident
Rochester Community Survey

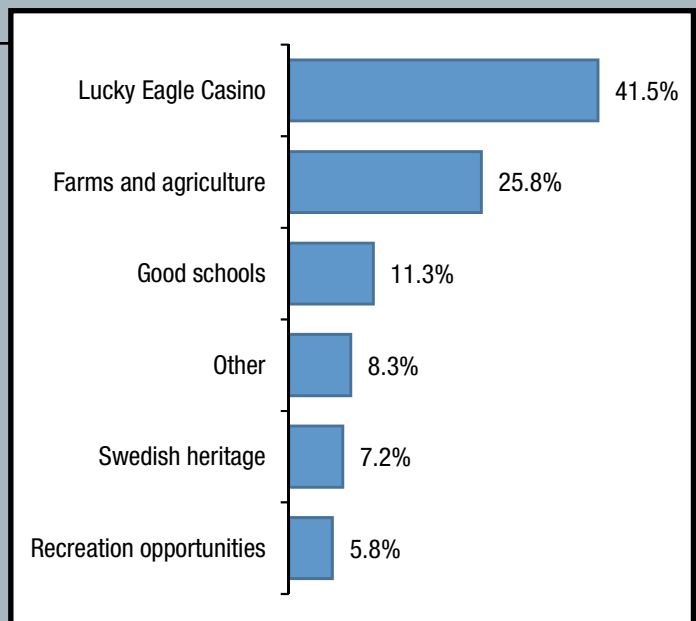


PLACEMAKING

Rochester’s sense of place historically stems from its position as a small (unincorporated) town in a rural setting. Over the last 20 years, the presence of the Lucky Eagle Casino, located approximately 2.5 miles to the west on the Chehalis Reservation has changed that perception. More than 40% of the Community Survey respondents feel that Rochester is best known for the Casino. Only 25.8% feel that the community is best known for the area’s farms and agriculture.

FIGURE 02.
ROCHESTER IS BEST KNOWN FOR:

Source: Rochester Community Survey



According to the Project for Public Spaces, great places have

four key attributes:

- 1** Accessible and well connected to other important places in the area
- 2** Comfortable and project a good image
- 3** Attract people to participate in activities there
- 4** Sociable environments in which people want to gather and visit again and again

RESIDENTIAL DEVELOPMENT

Residential development in the Rochester area is primarily comprised of detached single-family homes, with some duplexes/triplexes, a few smaller apartment buildings (10 or fewer units) and mobile home parks. Based on the Community Survey, most households in the Rochester area own their own home.

When asked about the types of housing needed in Rochester (Fig. 03.), 41.8% of the Community Survey respondents wanted more single-family homes. This contrasts with the 34.5% of respondents who felt Rochester doesn't need more housing. To a lesser extent, respondents felt that Rochester needs more small apartment buildings and duplexes. Respondents showed minor interest in other types of housing.

"We want Rochester to stay the same. We don't want any more people, businesses, and definitely not more multi-family housing."

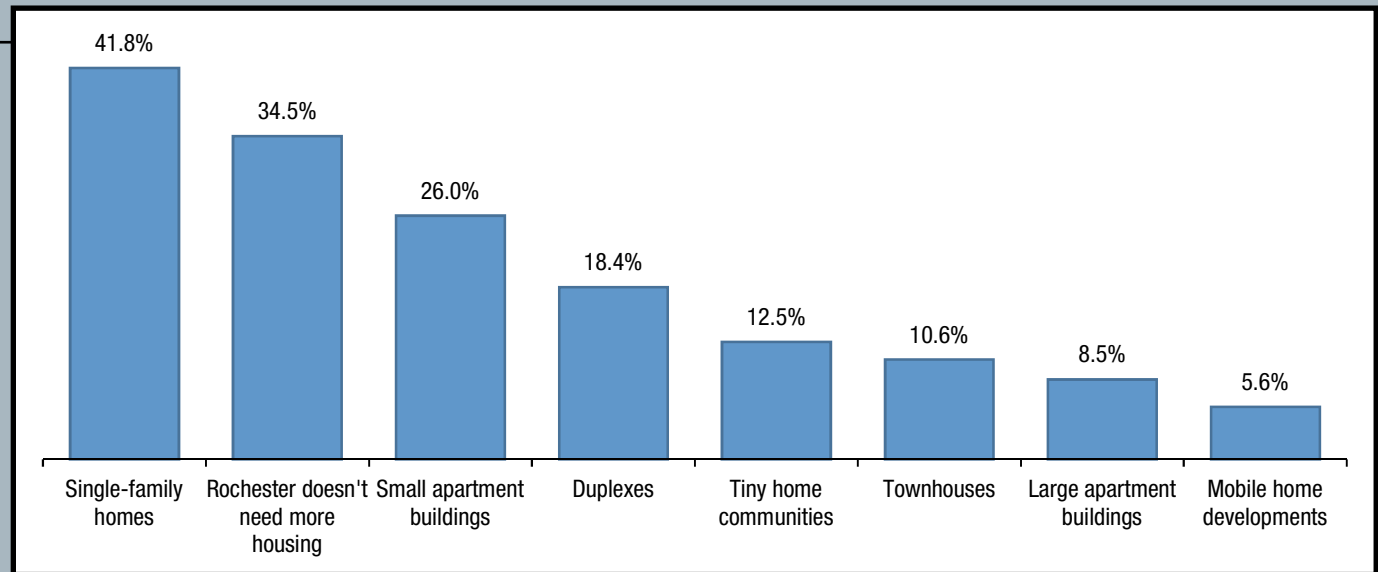
- Rochester area resident
Rochester Community Survey

FIGURE 03.

TYPES OF HOUSING NEEDED IN ROCHESTER

The percentages represent the number of Survey respondents who feel a housing type is needed in Rochester.

Source: Rochester Community Survey



USE	STOREFRONTS	FLOOR AREA (SQ. FT.)		
		MEDIAN	AVERAGE	TOTAL
Retail	7	2,800	5,449	38,492
Office	7	1,560	2,550	17,847
Auto-Related	5	2,664	3,449	17,246
Service	5	2,762	2,399	11,996
Restaurant	4	1,185	1,152	4,606
Vacant	4	1,976	2,060	8,240
TOTAL				98,427

TABLE 01.
COMMERCIAL FLOOR AREA IN THE PROJECT AREA

Source: Thurston County Assessor

COMMERCIAL DEVELOPMENT

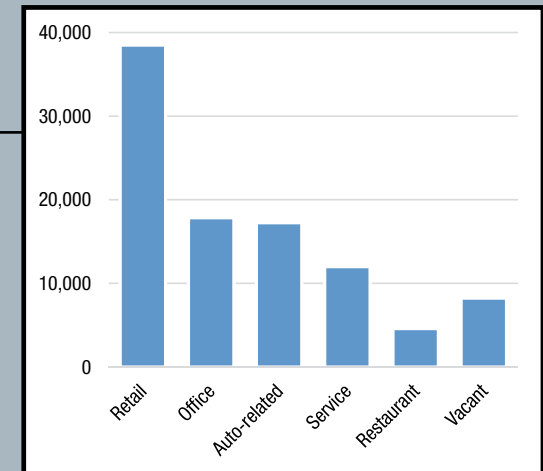
Commercial development in the project area consists primarily of small storefronts with less than 5,000 square feet of floor area (Table 01). This small scale of development may result from the age of the buildings, with many along US 12 constructed prior to 1980.

About one third of the commercial floor area in Rochester is used for retail purposes, most of which consists of a large grocery store. Office and auto-related uses (vehicle sales, service, parts, and repairs) are also prevalent in the area and make up another third of Rochester’s commercial floor area. Service uses, restaurants, and vacant store fronts comprise the remaining third of commercial floor area (Figure 04).

Although the pole yard acts as a barrier on the north side of US 12, opportunities exist for commercial expansion on the south side of the highway (Map 08). Infill development – especially between Albany Street SW and Corvallis Street SW – is also possible provided there is adequate room for septic systems.

FIGURE 04.
EXISTING COMMERCIAL FLOOR AREA

Source: Thurston County Assessor





MAP 08.

OPPORTUNITIES FOR COMMERCIAL DEVELOPMENT, STREET GRID CONNECTIONS, AND PEDESTRIAN PATHWAYS

During a technical workshop for the Main Street Rochester project, Thurston County staff, WSDOT staff, and other experts identified opportunity areas for commercial development, street grid connections, and pedestrian pathways.

Source: TRPC

MCFARLAND CASCADE POLE YARD

The pole yard – an industrial use – has called Rochester home for more than fifty years. Currently operated by McFarland Cascade, the size and location of the pole yard limits commercial development on the north side of US 12 in the commercial core. In conjunction with the railroad, the pole yard acts as a barrier for street grid connectivity and access between residential neighborhoods to the north and the commercial core to the south.

I think a grocery store chain and shopping options would make it a more desirable place for families to live. We also have a lack of medical facilities; the ones we do have are always super busy.

- Rochester area resident
Rochester Community Survey



10118 Highway 12 SW looking east. With limited landscaping and no curbs, gutters, or sidewalks, little distinguishes between parking areas and the highway right-of-way.

Source: TRPC



Students walking west down US 12 near Dallas St SW. A rare vegetative buffer distinguishes between the highway and business parking areas, which are partially within the highway right-of-way.

Source: TRPC



On-street parking on US 12 between Albany Street and Bend Street.

Source: TRPC



Perpendicular parking for the Country Corner Market – located at the corner of US 12 and Dallas Street SW – occurs within both the highway and county rights-of-way. The highway right-of-way is wide enough to allow a driver to maneuver a vehicle without pulling out into traffic.

Source: TRPC



On-street parallel parking is impractical in front of this building on US 12 due to the elevated sidewalk.

Source: TRPC

STREETSCAPE

Concrete and asphalt dominate Rochester’s streetscape, with minimal (if any) landscaping and few street trees. Street edges are often undefined – lacking curbs, gutters, and sidewalks – resulting in a visual environment with no clear distinction between private property and the highway right-of-way.

For newer developments, most – if not all – parking occurs on site. Older developments, however, utilize portions of the highway right-of-way for parking. This mix of old and new developments results in an erratic streetscape with a haphazard on-street parking pattern that varies from block to block. Parallel parking only occurs in a few places along US 12.

PUBLIC GATHERING PLACES

Swede Hall. Swede Hall has served as a community clubhouse since its construction in 1940. Now owned by the Grand Mound-Rochester Citizens Group, the hall is available for rental and community meetings.

Community Center. The Community Center houses a Thurston County Sheriff’s office substation, Boys and Girls Club, ROOF Community Services (food bank, tutoring, and other community support programs), Rochester School District offices, and the community park.

Faith-Based Organizations. Rochester is home to at least five faith-based organizations, two located on US 12 and three in close proximity to the highway. These organizations provide community services such as child daycare, a soup kitchen, and a clothing bank.

Rochester Middle School. Much of Rochester Middle School was built in the 1970s, with some structures dating as far back as the 1960s. Community organizations frequently use both the school’s commons (cafeteria and multi-purpose area) and the gymnasium for meetings and activities.



COMMUNITY EVENTS

The Rochester area hosts community events throughout the year. Most focus on the local population, such as the Independence Valley Chicken Races, local school sporting events, and charity and fundraising events led by the Chamber of Commerce, ROOF Community Services, and other organizations. However, the Swede Day Midsommar Festival and the Independence Valley Road Race attract a broader audience.

Swede Day Midsommar Festival. For nearly 40 years, June's Swede Day has celebrated Rochester's Swedish heritage. The one-day festival features a parade, food, vendors, and a variety of activities for community members and visitors.

Independence Valley Road Race. Held in the spring, the bicycle race begins and ends in Rochester but tours through Independence Valley southwest of town. Run by a private organization, the event attracts cyclists from across the Puget Sound region, with nearly 300 participants in 2017.

"Rochester has so much potential, but develop cautiously, emphasizing local businesses, quality of life and community space."

- Rochester area resident
Rochester Community Survey

CRIME

“The crime here has been insane the last couple of years. We need a police station and a police presence here.”

- Rochester area resident
Rochester Community Survey

Established as part of the Weed and Seed Initiative, a Thurston County Sheriff’s Office substation was located at the community center on US 12 until 2018 when it moved to the firehouse on Sargent Road in Grand Mound. Respondents from both the Community and Business Surveys indicated that – for some – crime is a major issue for the Rochester area, affecting the quality of life and perceptions of the community.

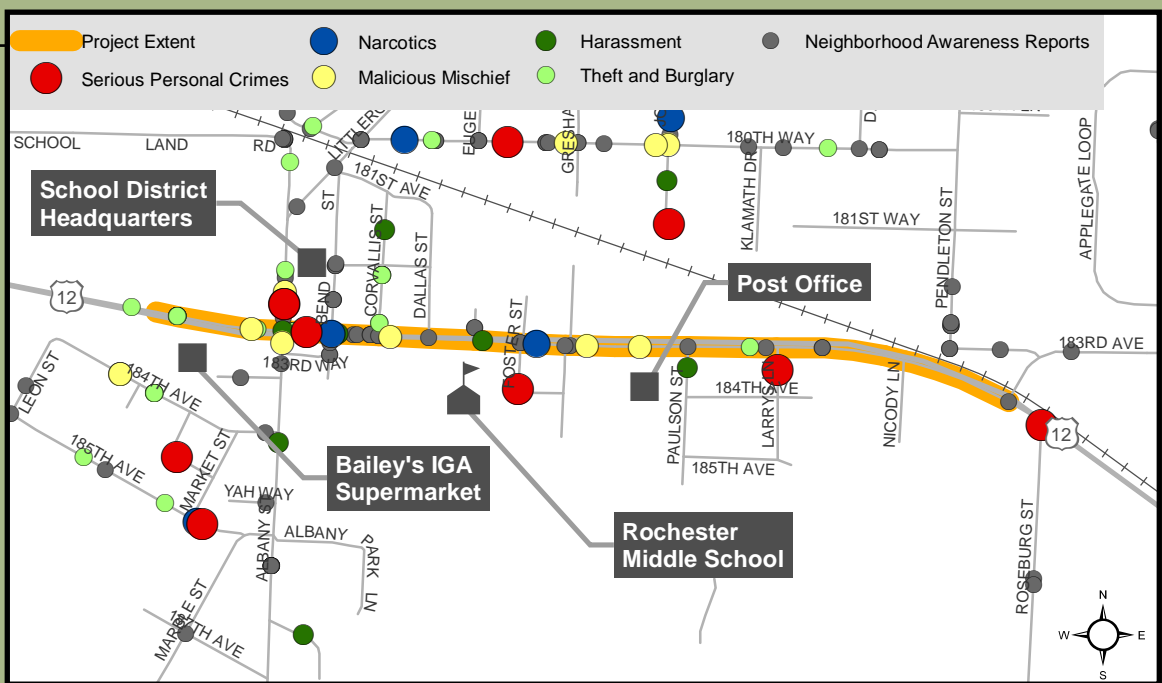
Map 09 shows the November 2016 to November 2017 distribution of certain crimes and neighborhood awareness reports near the Main Street Rochester project extent.

MAP 09.

**CRIMES AND REPORTS BY TYPE:
NOV. 2016–NOV. 2017**

This map shows the distribution of certain crimes and neighborhood awareness reports near the project area. The dots representing the most serious reports may overlap (or cover entirely) dots representing other reports.

Source: Thurston County Sheriff’s Office



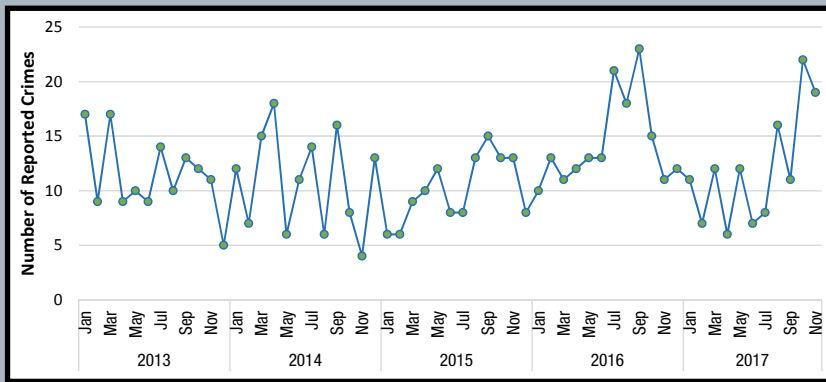


FIGURE 05.
CRIME REPORTS WITHIN ONE MILE OF THE MAIN STREET ROCHESTER PROJECT EXTENT

This figure represents crime reports for theft and burglary, serious personal crimes, drugs, malicious mischief, and harassment.

Source: Thurston County Sheriff's Office

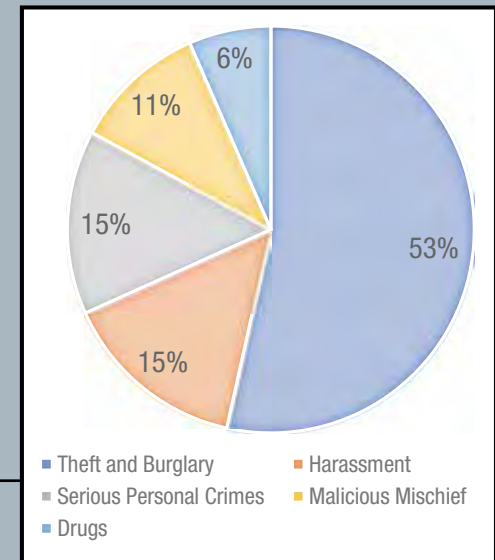


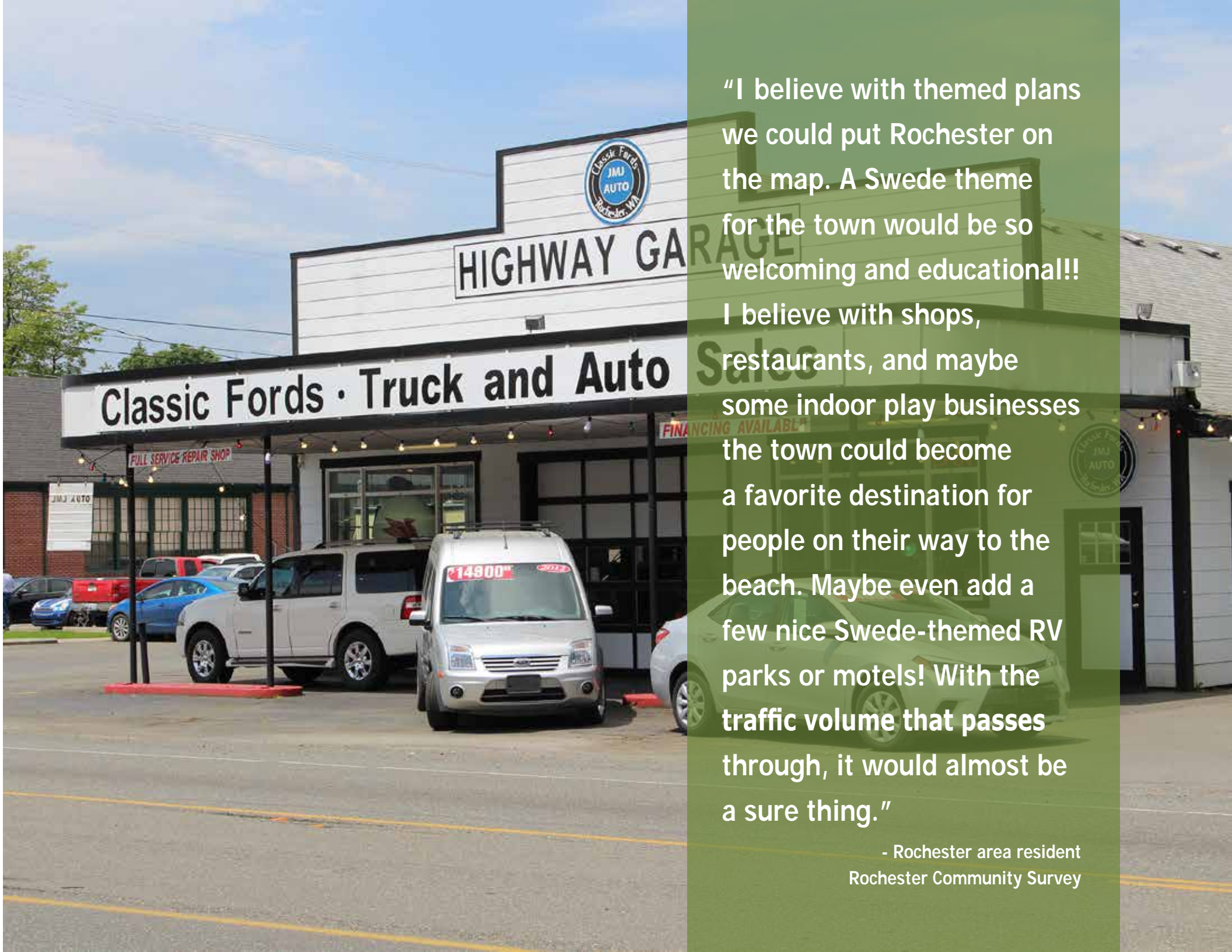
FIGURE 06.
CRIME REPORTS BY TYPE (JAN. 2013 THROUGH NOV. 2017)

Source: Thurston County Sheriff's Office

Grouped into six categories, the crimes and reports include:

- **Theft and Burglary.** Crimes such as burglary, theft, and vehicle theft.
- **Serious Personal Crimes.** Crimes such as assault, robbery, sex offenses, and rape.
- **Drugs.** Crimes involving illegal narcotics.
- **Malicious Mischief.** Crimes in which a person deliberately damages or destroys another person's property/belongings.
- **Harassment.** Crimes in which a person threatens to harm another person or damage a person's property.
- **Neighborhood Awareness Reports.** Reports of attempted crimes, prowlers, vehicle prowlers, suspicious persons, and suspicious vehicles.

Figure 05 shows the number of crimes reported to the Sheriff's office within one mile of US 12 in the study area between January 2013 and November 2017. During this period, 7.5 crimes were reported for every 10 neighborhood awareness reports filed. For the previous list of categories, fewer than 25 crimes were reported to the Sheriff's Office each month. More than half of all crime reports are filed for property theft, burglary, and vehicle theft (Figure 06). Only 6% of crimes reported represent drug offenses.



"I believe with themed plans we could put Rochester on the map. A Swede theme for the town would be so welcoming and educational!! I believe with shops, restaurants, and maybe some indoor play businesses the town could become a favorite destination for people on their way to the beach. Maybe even add a few nice Swede-themed RV parks or motels! With the traffic volume that passes through, it would almost be a sure thing."

- Rochester area resident
Rochester Community Survey

ZONING AND DEVELOPMENT REGULATIONS

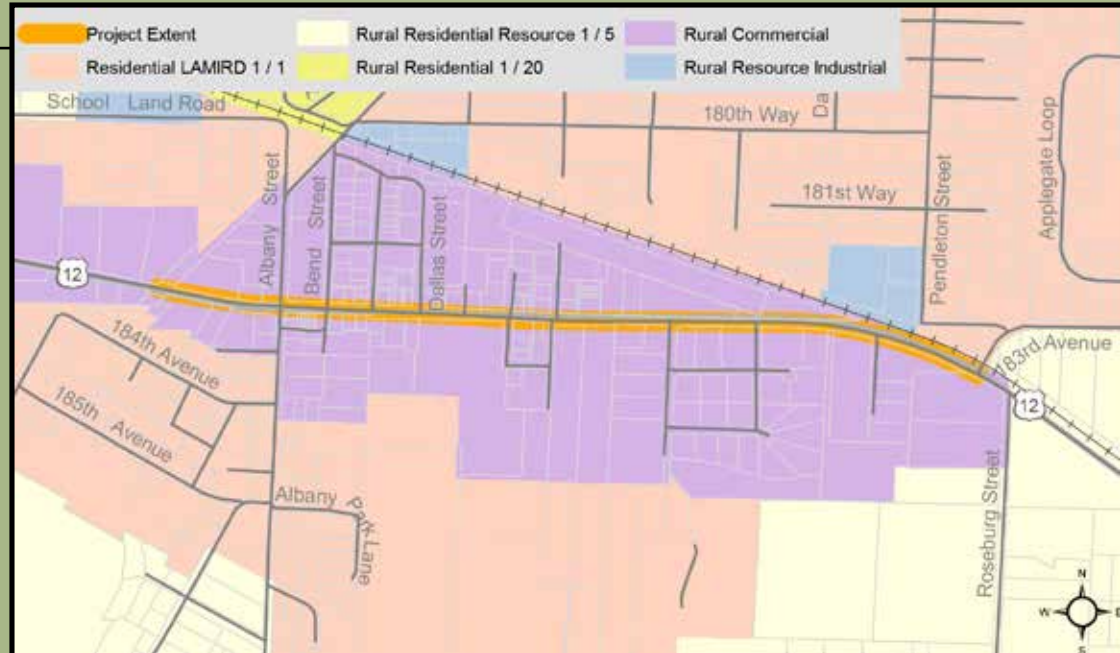
ZONING AND ALLOWED USES (TCC CHAPTERS 20.10A AND 20.24)

The study area consists primarily of two zones: Residential LAMIRD – One Dwelling Unit Per Acre and Rural Commercial Center District (RCC).

Residential LAMIRD – One Dwelling Unit Per Acre (RL 1/1). The RL 1/1 zone is a limited area of more intensive rural development (LAMIRD), a state-designation intended to contain higher densities in rural areas where they occur. Most of the RL 1/1 zone in the Rochester area is found a few blocks from US 12. Residential uses are allowed at a density of one dwelling unit per acre.

Rural Commercial Center District (RCC). The RCC zone allows businesses that serve the everyday needs of rural communities. It recognizes existing commercial centers in rural communities and encourages compatible redevelopment and infill in such centers. Residential uses are also allowed at a density of one dwelling unit per acre. Most of the land adjacent to US 12 in the study area is zoned RCC, allowing a variety of uses including service, retail, office, and light industrial.

MAP 10.
THURSTON COUNTY ZONING



DIMENSIONAL LIMITATIONS AND DESIGN STANDARDS

Design standards provide property owners and developers with guidelines and/or requirements for how to design a building to relate to its surroundings and interact with the public. Such standards can affect building size and placement, site design, and building articulation (architectural detailing and style, methods for breaking up large/long blank walls, window/door placement).

Design standards applicable to Rochester are generally limited to dimensional limitations such as setbacks, lot coverage, and height. In

the RCC zone, lots may be developed with up to 75% impervious surfaces (buildings, parking areas, gravel drives), and buildings can have a height of up to 40 feet.

New commercial developments adjacent to state highways require a 20-foot front yard setback. This requirement differs from the historical development pattern along US 12 in the study area, where many buildings constructed prior to 1980 were set at or near the front property line. Although Rochester is unincorporated, the speed limit in most of

the study area is 30 miles per hour. The low travel speeds, historic development pattern, and main street community character all indicate that zero lot line setbacks are appropriate in the study area.

With a required 20-foot setback, parking for newer developments often occurs between the building and the highway right-of-way. This effectively means newer buildings are set back even farther from the highway.

The Miller Building, located in the study area, was constructed in 1947. Like many of the commercial buildings constructed prior to 1980, the Miller Building has a zero-lot line setback to US 12.



PARKING REQUIREMENTS (TCC CHAPTER 20.44)

Parking requirements vary depending on the use. To allow flexibility, a project applicant can automatically increase or decrease the parking requirement by 10%. Projects that require further flexibility can request administrative approval for an increase or decrease of up to 40%. If additional flexibility is needed, an applicant may apply for a variance.

To help the community visualize the relationship between the size/use and the parking standards, Table 02 provides examples of existing developments and what their parking requirements are based on the automatic and administrative flexibility built into the County’s regulations.

EXAMPLE (FLOOR AREA)*	PARKING STANDARD	PARKING REQUIREMENT†	
		Automatic Flexibility (+/- 10%)	Administrative Flexibility (+/- 40%)
Bailey’s IGA (23,288 sf)	1 per 300 sf floor area	70-85 spaces	47-109 spaces
Subway (1,200 sf)	1 per 200 sf floor area	5-7 spaces	4-8 spaces
Northwest Pediatric Center (6,640 sf)	1 per 250 sf floor area	24-29 spaces	16-37 spaces
Tombstone Tattoo (692 sf)	1 per 300 sf floor area	2-3 spaces	2-4 spaces

**Based on Assessor’s record, which may not reflect the actual floor area of the structure(s).*
†May not represent the actual number of parking spaces onsite.

TABLE 02.
EXAMPLES OF EXISTING DEVELOPMENTS AND THEIR PARKING REQUIREMENTS



LANDSCAPING REQUIREMENTS (TCC CHAPTER 20.45)

Thurston County’s landscaping requirements call for a five-foot landscaped buffer between commercial uses and public rights-of-way, residential zones, and residential uses. Regulations provide the developer flexibility to determine the best way to achieve a sight-obscuring buffer with any combination of groundcover, trees, and shrubs. For new developments, the landscaped buffer prevents drivers from backing out into street traffic or the highway right-of-way from on-site parking spaces. As with the setback requirements, however, the five-foot landscaping buffer is not consistent with the historical development pattern in Rochester where buildings were constructed at the front property line.

“Highway 12 should be spruced up with sidewalks, nicer store fronts, and landscaping. The portable trailers – or whatever they are – west of 183rd on south side of the highway are a real eye sore”

**- Rochester area resident
Rochester Community Survey**



This medical office has a mature landscape buffer along US 12 and Paulson Street. The buildings are set back nearly 100 feet from the highway right-of-way, and on-site parking occurs between the landscape buffer and buildings.

Source: TRPC



The pole yard, which has been in operation for more than 50 years, has limited landscaping. The existing vegetation is mostly within the highway right-of-way.

Source: TRPC

"Rochester is a wonderful COMMUNITY. It is not a city, and I really hope it stays that way. While a few more businesses might be nice, the addition of simple sidewalks would be beneficial in the main street area."

**- Rochester area resident
Rochester Community Survey**



TRANSPORTATION, SAFETY, AND MOBILITY

Due to Rochester's status as an unincorporated community, WSDOT must approve any changes, improvements, or modifications to the US 12 right-of-way. Thurston County does not have jurisdiction or authority to approve any changes to the highway right-of-way, including establishing sidewalks, planting street trees, installing pedestrian-activated beacons, or maintaining the highway's stormwater facilities.

Thurston County has jurisdiction over other public roads in the Rochester area, including Littlerock Road, Albany Street, and 183rd Avenue.

The Regional Transportation Plan contains 10 goals that relate directly to the Main Street Rochester project:

- 1 Transportation and Land Use Consistency – Ensure the design and function of the transportation facilities are consistent with and support sustainable, healthy urban, suburban, and rural communities.
- 2 Multimodal Transportation System – Work toward an integrated, multimodal transportation system that supports the adopted land use plans, reduces overall need to drive, and encourages transit, walking, and cycling as choices.
- 3 Barrier-Free Transportation – Ensure transportation system investments support the special travel needs of youth, elders, people with disabilities, literacy, or language barriers, those with low incomes, and other affected groups.
- 4 System Safety and Security – Enhance the safety and security of those who use, operate, and maintain the system.
- 8 Freight Mobility – Promote efficient, cost-effective, timely, and safe movement of freight in and through the region.
- 9 Streets, Roads, and Bridges – Establish a street and road network that provides for the safe and efficient movement of people and goods while supporting adopted land use goals.
- 10 Public Transportation – Provide a robust level of reliable, effective public transportation options to increase the share of all trips made by public transportation.
- 11 Bicycling – Increase the share of all trips made safely and conveniently by bicycling.
- 12 Walking – Increase the share of all trips made safely and conveniently by walking.
- 13 Rail – Ensure the continued long-term viability of existing and rail-banked rail lines in the region for future freight and passenger rail travel.

MOTOR VEHICLE TRAFFIC

LEVEL OF SERVICE (LOS) STANDARD

Level of service, or LOS, is a calculation of how much traffic a road can carry compared to how much traffic it actually carries or is projected to carry. This is referred to as the “V/C ratio” or “volume-to-capacity ratio (Table 03).” The closer the V/C ratio gets to 1 – that is, the closer volumes get to 100% of the designed carrying capacity – the more congestion a driver is likely to experience during peak travel times. The adopted standard in the Thurston Region is the two-hour peak period in late afternoon, typically from 4:00 pm to 6:00 pm. This is well after Rochester Middle School, located on US 12 in the middle of the study area, lets out.

US 12. WSDOT establishes the LOS standards for the region’s significant state highways. Most of US 12 between Elma and Rochester has a LOS standard of C, meaning there may be some delay, but drivers generally experience low levels of frustration.

The portion of US 12 that runs through the project extent has a LOS standard of D, meaning moderate delays may occur that cause drivers some frustration. TRPC’s Regional Transportation Plan calls for US 12 in the study area to have a LOS standard of C, consistent with the rest of the rural corridor. The Regional Transportation Plan recognizes Rochester as a rural community while WSDOT has designated it as an urban area, which accounts for the difference in LOS designation. WSDOT and TRPC are currently working to resolve this difference.

County Roads. The LOS standard for unincorporated areas of Thurston County is C or better.

Between 2015 and 2040, traffic using US 12 is anticipated to increase but remain within the established LOS standards.

TABLE 03.
THURSTON REGION LOS DESCRIPTIONS
Source: TRPC

LOS	V/C Ratio	Description
A	0.00-0.60	Highest driver comfort; free-flowing
B	0.60-0.70	High degree of driver comfort; little delay
C	0.70-0.80	Acceptable level of driver comfort; some delay
D	0.80-0.90	Some driver frustration; moderate delay
E	0.90-1.00	High level of driver frustration; high levels of delay
F	1.00+	Highest level of driver frustration; excessive delays



TRAFFIC VOLUMES AND COUNTS

US 12, considered a highway of regional significance, has been designated by the state as a T2 freight economic corridor. Such highways have a high volume of truck traffic; can be used as an alternate freight route; and connect freight-intensive land uses to important truck routes. T2 routes carry between four and ten million tons of freight annually.

The annual average daily traffic (AADT) on US 12 through the study area ranges between 12,000 and 15,000 AADT (Table 04). By comparison, State Route 507 is not designated as a freight economic corridor. The highway through Tenino and Rainier sees significantly less traffic – ranging between 5,500 and 9,900 AADT in 2016.

Do not encourage any more growth – there are too many people now.

- Rochester area resident
Rochester Community Survey

TABLE 04.
2016
TRAFFIC
VOLUMES

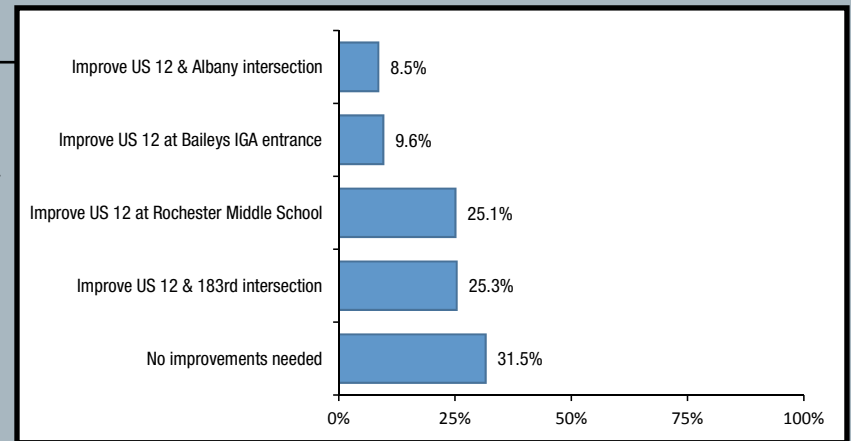
Source:
WSDOT Maps
& Data, Traffic
Data GeoPortal

Metric	1. US 12 & Albany	2. US 12 & Dallas	3. US 12 & 183rd
Annual Average Daily Traffic (AADT)	12,000	14,000	15,000
Single Unit Trucks (no separate trailer; ex: box truck, crane truck, concrete pump truck, etc.)	6.67% (800)	5.37% (750)	n/a
Double Unit Trucks (ex: semi with trailer)	5.50% (660)	4.36% (610)	n/a
Triple Unit Trucks (ex: semi with two trailers)	0.84% (100)	0.62% (90)	n/a



FIGURE 07.
PREFERRED ALTERNATIVES FOR
REDUCING CONGESTION

Source: Rochester
Community Survey



Traffic on US 12 just after Rochester Middle School lets out. School typically begins at 7:30 and ends at 2:10 pm.

Source: TRPC



Despite the amount of traffic flowing through Rochester, 31.5% of Community Survey respondents did not feel that congestion is an issue since travel times are generally good (Figure 07). Those respondents who felt improvements are warranted identified US 12's intersection with 183rd Avenue SW and at Rochester Middle School as the most important intersections to address.

ACCESS TO BUSINESSES

Parking occurs at the front of the lot or within the highway right-of-way for many businesses fronting US 12. Without curbs, gutters, and landscaping, access to individual businesses is generally haphazard with perpendicular parking located between buildings and the highway's travel lanes. While drivers can generally maneuver without having to pull out into traffic, the addition of sidewalks along the highway may negatively impact parking opportunities on adjacent lots, even with the addition of on-street parking.

While adding on-street parking will improve US 12's "Main Street" function, it may also impact access to existing businesses such as this auto repair shop.

Source: TRPC



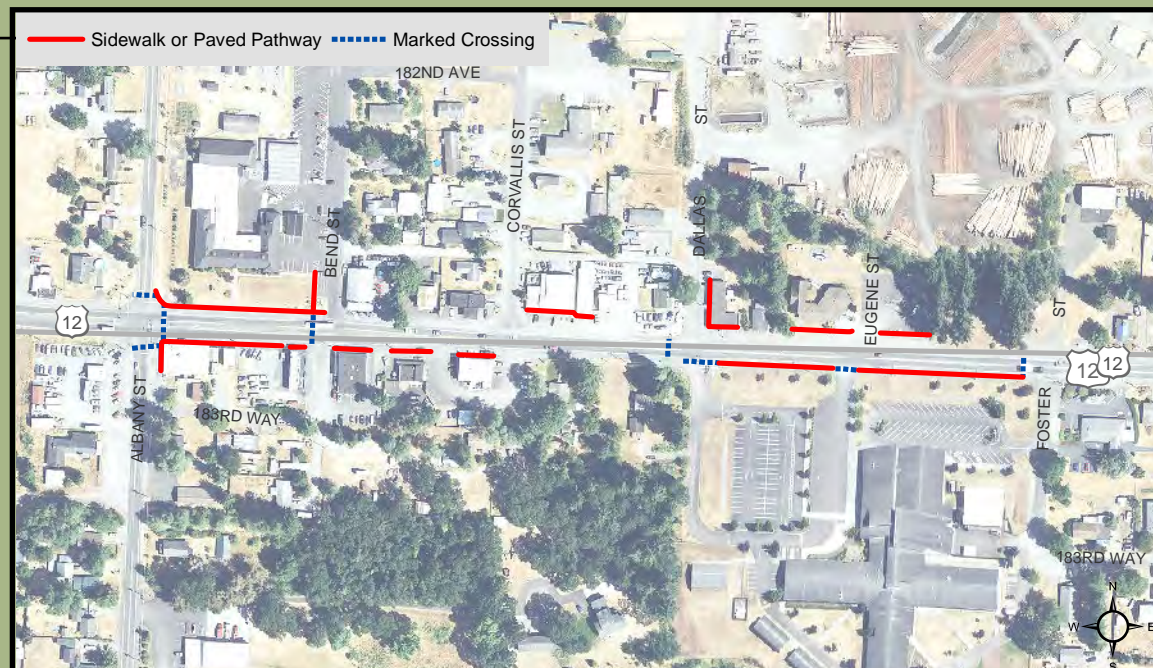
SIDEWALKS, PEDESTRIAN PATHWAYS AND MARKED CROSSINGS

Rochester has limited sidewalks, pathways, and marked crossings (Map 11). While sidewalks/paved pathways exist along US 12 in the study area, the condition, presence of curbs and gutters, and connectivity vary from block to block. Parking facilities for many businesses occur within the highway right-of-way, with many public sidewalks located between the parking areas and buildings. This often leaves sidewalks (when present) to function as a pathway between buildings and parking areas rather than as public sidewalks. Facilities in front of Rochester Middle School consist of a paved pathway separated from the highway by wheel stops/parking curbs. There are no marked crossings or sidewalks between Foster Street and 183rd Avenue in the study area.

The School Survey asked parents to identify what roads their families routinely walk or bike along. Map 12 shows the routes parents mentioned, including Littlerock Road, Albany Street, Applegate Street, and US 12, among others.

MAP 11. SIDEWALKS AND MARKED CROSSINGS

No sidewalks or paved pathways are present west of Albany St. SW or east of Foster St. SW.



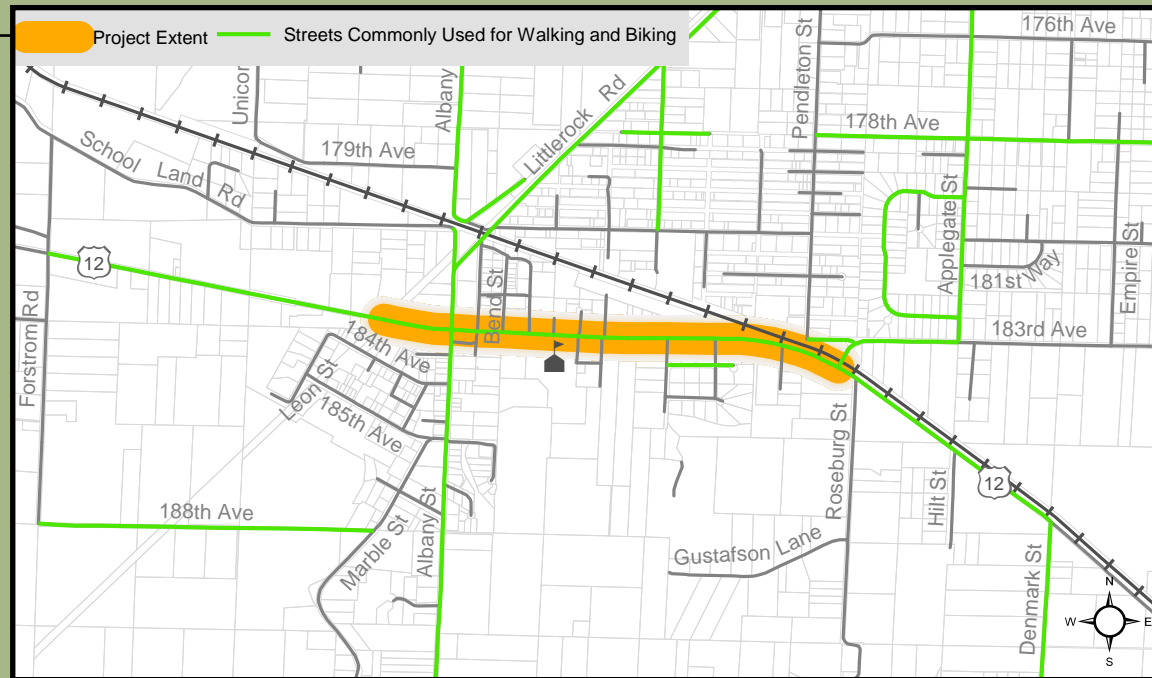


Clockwise from above: (1) Sidewalk condition on US 12 between Albany St SW and Bend St SW. (2) Crosswalk at US 12 and Dallas St SW looking south. (3) Pedestrians walking along US 12 between Albany St SW and Bailey's IGA. This is the primary route used by pedestrians to access the grocery store.

Source: TRPC

MAP 12.
ROUTES ROUTINELY USED
FOR WALKING AND BIKING

Source: School Survey



“Rochester would be able to support a vibrant business area if access was in place to reach it from residential areas without the use of cars.

It needs to be more accessible to those on foot and bicycle. Having more quality businesses in the area would also benefit the local economy and support growth of the residential population.”

- Rochester area resident
Rochester Community Survey

BIKE LANES AND MULTIMODAL TRAILS

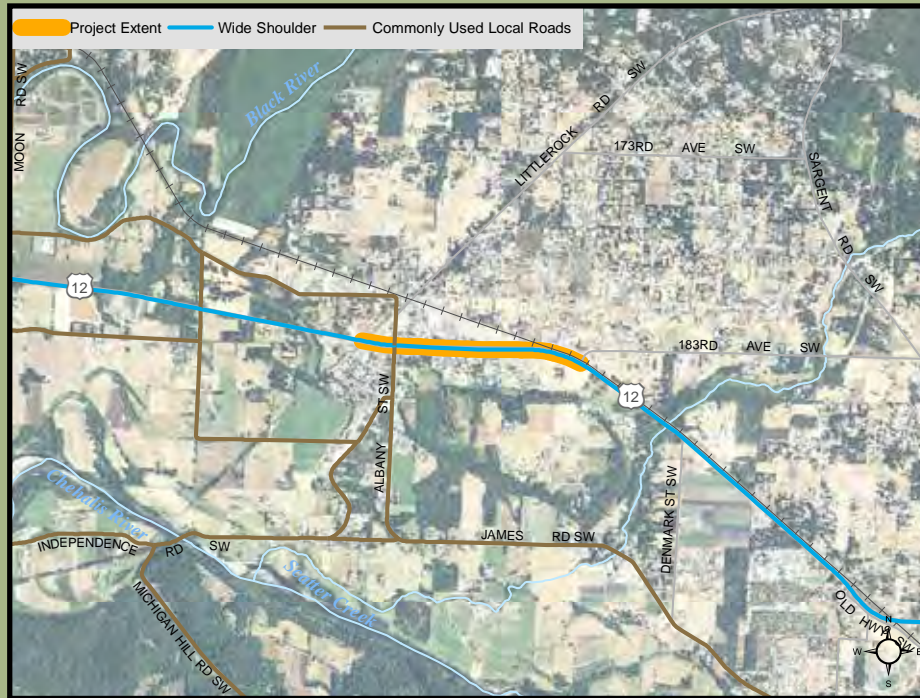
The greater Rochester/Grand Mound area contains no bike lanes or multimodal trails. The Thurston County Bike Map (Map 13) includes US 12 as a route with shoulders that can be used by cyclists. Bicyclists commonly use other roads in the immediate vicinity such as School Land Road SW and Albany Road SW.

The 2007 Thurston Regional Trails Plan calls for two trails in the greater Rochester area (Map 14). The Gate-Belmore Trail is a planned shared-use trail to the north and west of the project area and would offer connections between Tumwater and the historic Gate townsite. The route follows an old rail corridor, the majority of which is owned by Thurston County.

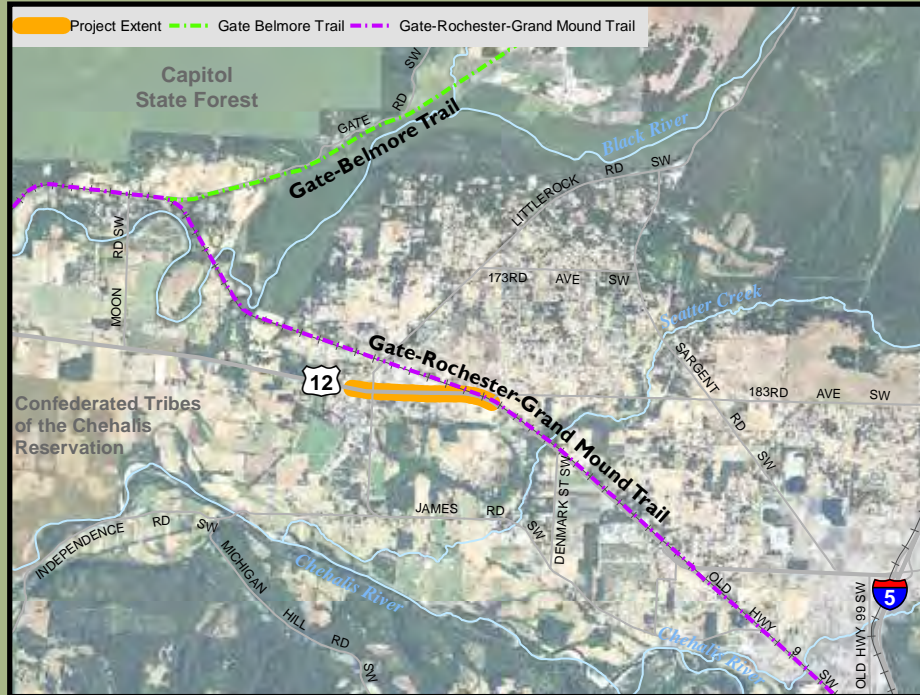
The Gate-Rochester-Grand Mound Trail, a proposed shared-use trail, could offer connections between the Gate-Belmore Trail and Grand Mound with the potential to extend into Grays Harbor (west) and Lewis (south) counties. This trail would follow the route of the Puget Sound & Pacific Railroad (PSAP) right-of-way. When TRPC developed the Thurston Regional Trails Plan, PSAP operators were involved in community discussions that proposed developing a shared-use trail within the 100-foot rail right-of-way. However, the rail line has changed hands several times since then and is currently owned by Genesee & Wyoming. TRPC will include the new owners in discussions as part of the Regional Trails Plan update process – anticipated to begin in 2018 – to reevaluate the feasibility of this proposed trail corridor.

Thurston County owns most of the right-of-way needed to establish the Gate-Belmore Trail. Acquisition of easements and rights-of-way for the proposed Gate-Rochester-Grand Mound Trail has not occurred.

According to WSDOT's Corridor Sketch Summary, the Confederated Tribes of the Chehalis Reservation are interested in establishing a shared-use trail on the reservation that crosses US 12 at Anderson Road, a few miles west of the Main Street Rochester study area. This could connect to the proposed Gate-Rochester-Grand Mound Trail.



MAP 13.
BICYCLING FACILITIES IN
THE ROCHESTER AREA



MAP 14.
PROPOSED MULTIMODAL
TRAILS IN THE GREATER
ROCHESTER AREA

PUGET SOUND & PACIFIC RAILROAD (PSAP)

The Puget Sound & Pacific Railroad runs adjacent to US 12 with two crossings near the study area – one at 183rd Avenue SW and a second at Littlerock Road SW. PSAP travels between Centralia and Elma, where it switches to Aberdeen, Bremerton, and Naval Base Kitsap-Bangor. The route is active and has been designated by the state as a rail freight economic corridor.

Rail traffic on the PSAP has increased over the last five years since Genesee & Wyoming took over the line. According to WSDOT’s Freight Systems Division, the rail corridor was considered an R2 line in 2012, which indicates between one and five million tons of freight traveled the corridor. The 2017 draft Washington State Freight System Plan considers it an R1 line, carrying more than five million tons of freight. The railroad is integral to the McFarland Cascade pole yard operations.

TRANSIT AND PARK & RIDE FACILITIES

TRANSIT PROVIDERS

Most Rochester area residents do not use transit services. For the limited number who do, most use Intercity Transit in north Thurston County, which does not serve the Rochester area. Two transit providers serve the Rochester area: ruralTRANSIT (rT) offers connections to Centralia and Tumwater, and Grays Harbor Transit connects to Aberdeen/Hoquiam and Centralia. Neither transit provider has marked transit stop locations in Rochester.

“Rochester needs a public transportation provider other than RT.”

- Rochester area resident
Rochester Community Survey

EASTBOUND				
Chehalis Tribal Center	Lucky Eagle Casino	Rochester	Pecan Street	Grand Mound Park & Ride
No Service	No Service	7:00 am	7:05 am	7:15 am
8:45 am	8:50 am	9:00 am	9:05 am	9:15 am
10:45 am	10:50 am	11:00 am	11:05 am	11:15 am
4:45 pm	4:50 pm	5:00 pm	5:05 pm	5:15 pm

WESTBOUND				
Grand Mound Park & Ride	Pecan Street	Rochester	Lucky Eagle Casino	Chehalis Tribal Center
8:15 am	8:25 am	8:35 am	8:40 am	8:42 am
10:15 am	10:25 am	10:35 am	10:40 am	10:42 am
4:15 pm	4:25 pm	4:35 pm	4:40 pm	4:42 pm
6:15 pm	6:25 pm	6:35 pm	No Service	No Service

TABLE 05.
RURAL TRANSIT ROUTE 3 SCHEDULE

Rural Transit Route 3. rT is the primary transit provider for the Rochester area. With service Monday through Friday, Route 3 travels north to Tumwater and offers connections to Centralia at the Grand Mound Park and Ride via Route 4. Other routes connect passengers to the south county communities of Bucoda, Rainier, and Tenino. Fares are \$1 for a one-way trip, with free fares for veterans (Table 05).

When asked how frequently they use rT services, 78.3% of the Community Survey respondents indicated they never use rT. Another 15.5% didn't know about the service. Of the 6.2% of respondents who use rT, most rarely use it.

EASTBOUND			
Oakville	Lucky Eagle Casino	Rochester	Centralia
6:30 am	Request Only	6:35 am	7:00 am
8:30 am	Request Only	8:35 am	9:00 am
10:30 am	Request Only	10:35 am	11:00 am
1:40 pm	1:45 pm	No Service	No Service
3:30 pm	Request Only	3:35 pm	4:00 pm

WESTBOUND			
Centralia	Rochester	Lucky Eagle Casino	Oakville
7:10 am	7:35 am	Request Only	7:40 am
9:05 am	9:30 am	9:35 am	9:40 am
11:50 am	12:15 pm	12:20 pm	12:25 pm
No Service	No Service	1:45 pm	1:50 pm
4:00 pm	4:25 pm	4:30 pm	4:35 pm

TABLE 06.
GRAYS HARBOR TRANSIT ROUTE 45 - WINTER 2018 SCHEDULE

Grays Harbor Transit Route 45. With service Monday through Friday, Route 45 travels between Elma and Centralia and offers connections to Aberdeen/Hoquiam. Fares are \$2 for a one-way trip (Table 06). Only 12% of the survey respondents indicated they use Grays Harbor Transit.



FIGURE 08.
TRANSIT SYSTEM USE

Source: Rochester Community Survey

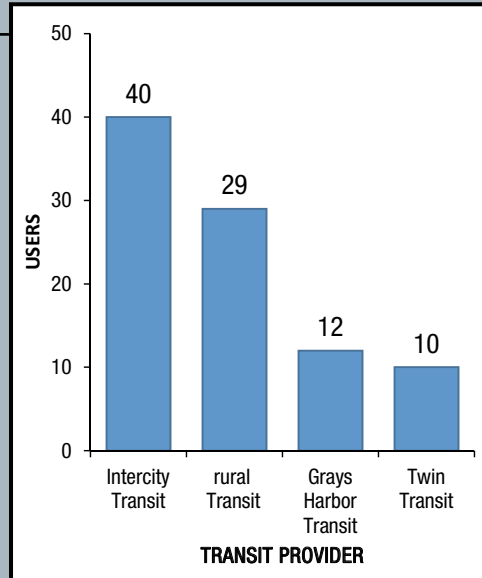
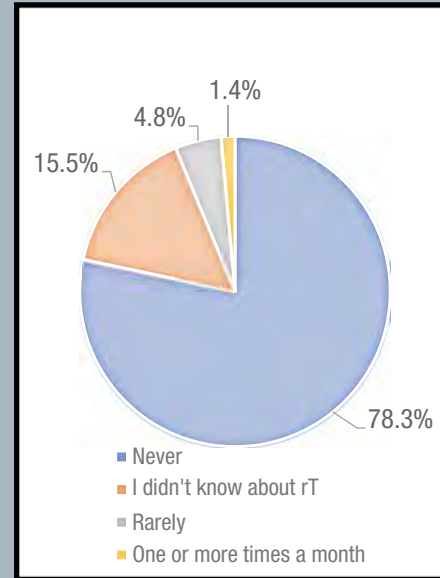


FIGURE 09.
RT RIDERSHIP FREQUENCY

Source: Rochester Community Survey



WSDOT's Corridor Sketch Initiative highlights three strategies for the Grand Mound Park and Ride:

- **Operational Improvements.** Improve transit access into Grand Mound Park and Ride Lot to encourage transit use and decrease the number of single occupancy vehicle trips.
- **Demand Management.** Expand the Grand Mound Park and Ride Lot from nearly 44 stall lot to 125 stalls to meet forecast year 2025 demand.
- **Policy Change.** Implement park and ride lot strategies in order to build, maintain, operate, increase park and ride lot usage, and reduce single occupancy vehicle trips.

PARK AND RIDE FACILITIES

The Rochester area is served by the Grand Mound Park and Ride. Located on the east side of Interstate 5, the facility has approximately 44 paved parking spaces and is not lighted at night. Few Rochester-area residents use this park and ride, which is managed by WSDOT. While rT stops at this facility, it is not responsible for its maintenance. WSDOT is currently working with transit providers and other partners to define park and ride policies and responsibilities.

Survey respondents were also asked whether Rochester needed a park and ride facility. More than 40% answered yes, but only 14.1% indicated they would use it (Figures 10 and 11).

TRAFFIC SAFETY

Rochester area residents perceive traffic safety as an issue in the study area.

Factors that contribute to this sense of danger include the lack of sidewalks, defined access points with curb cuts, and landscaping; the presence of heavy truck traffic; Rochester Middle School’s location on the corridor; and fatal traffic crashes that have occurred in both the study area and elsewhere in the greater Rochester/Grand Mound area.

Community Survey respondents see establishing sidewalks along US 12 as the best way to improve US 12’s safety for pedestrians, bicyclists, and mobility device users (Figure 12).

FIGURE 10.

DO YOU USE THE GRAND MOUND PARK AND RIDE?

Source: Rochester Community Survey

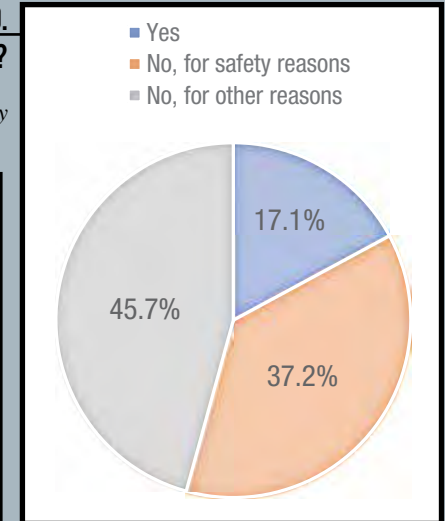


FIGURE 11.

DO YOU THINK ROCHESTER NEEDS A PARK AND RIDE?

Source: Rochester Community Survey

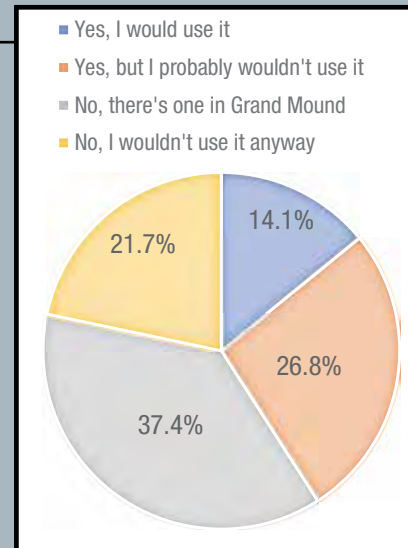
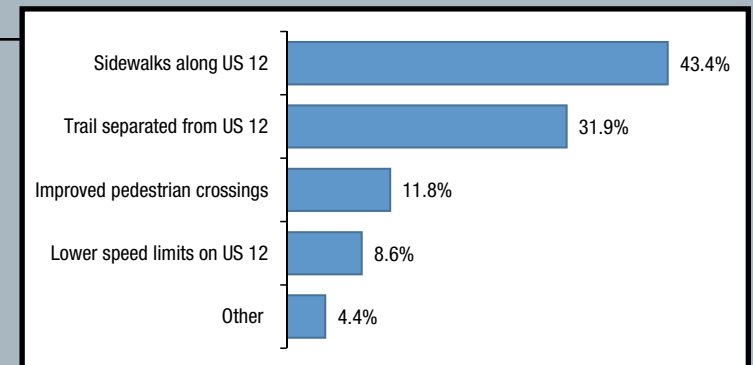


FIGURE 12.

BEST WAYS TO IMPROVE SAFETY FOR PEDESTRIANS, BICYCLISTS, AND MOBILITY DEVICE USERS

Source: Rochester Community Survey

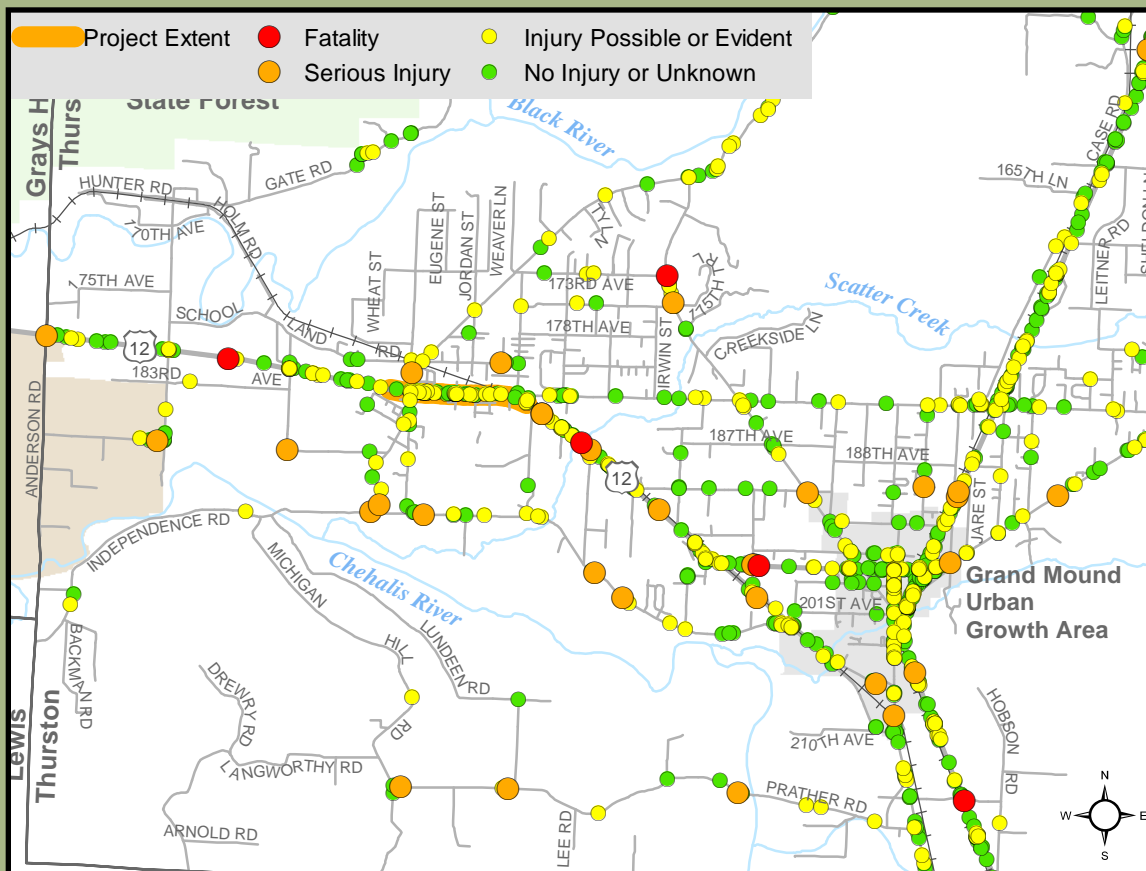


SPEED LIMITS

The speed limit through most of the study area is 30 miles per hour (Map 16).

MOTOR VEHICLE CRASHES

The Washington State Strategic Highway Safety Plan calls for reducing motor vehicle crashes that result in fatalities or serious injuries. Map 15 and Map 17 reflect the last five calendar years of area crashes. When WSDOT studies the safety of a corridor, they review this window of safety data, focusing on the number of crashes that result in fatalities/serious injuries. Based on that criteria, US 12 through the study area is generally considered safe. Other sections of US 12 have experienced fatalities; these areas take precedence when WSDOT considers changing speed limits or investing in improvements.



MAP 15.
TRAFFIC ACCIDENTS BY
INJURY TYPE 2012-2016:
ROCHESTER AREA

DISCLAIMER: Under United States Code Title 23 Section 409, this data cannot be used in discovery or evidence at trial in any action for damages against Thurston County, Thurston Regional Planning Council, or the jurisdictions involved in the data.

Source: WSDOT

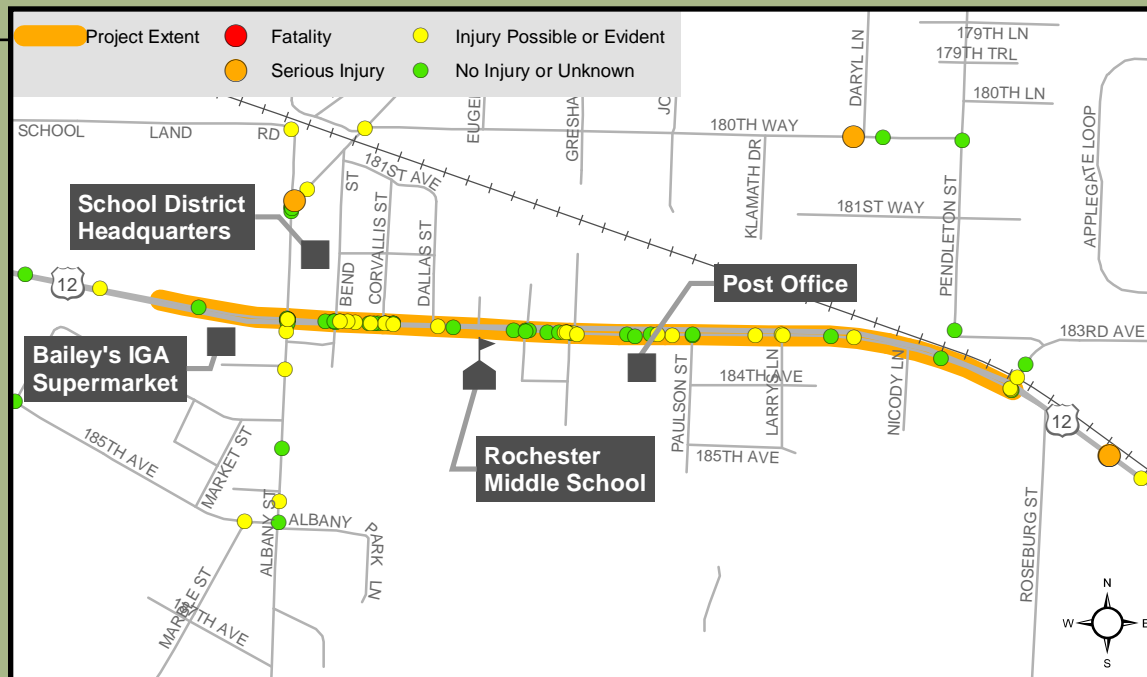
**MAP 16.
SPEED LIMITS**



**MAP 17.
TRAFFIC ACCIDENTS BY
INJURY TYPE 2012-2016:
PROJECT EXTENT**

DISCLAIMER: Under United States Code Title 23 Section 409, this data cannot be used in discovery or evidence at trial in any action for damages against Thurston County, Thurston Regional Planning Council, or the jurisdictions involved in the data.

Source: WSDOT



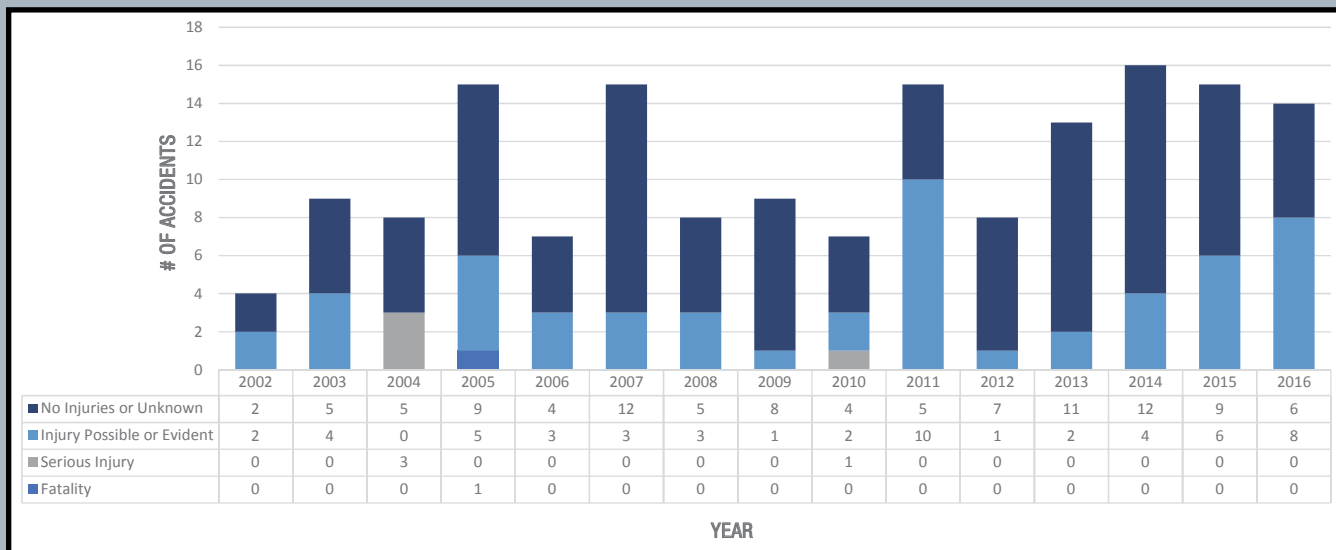


FIGURE 13.
CRASHES ON US 12 IN
PROJECT EXTENT BY
MOST SEVERE INJURY
TYPE.

The chart above represents the number of motor vehicle crashes that occurred on US 12 in the study area as well as the most severe type of injury resulted from the accident.

Source: WSDOT

Figure 13 shows the number of crashes that occurred in the study area between 2002 and 2016. Of the 163 traffic crashes, 59 resulted in a total of 84 injuries and two fatalities. To understand this data, note that a crash can result in more than one injury or fatality.

Crashes with Serious Injuries. The last serious injury on US 12 in the study area occurred in 2010 near the Subway restaurant. The single-vehicle crash happened late in the evening when the vehicle crossed over the center line and struck a light pole.

Crashes with Fatalities. The last crash with fatalities on US 12 in the study area occurred in 2005. The crash happened in the afternoon as a vehicle attempted to pass near the highway’s intersection with Albany St SW (the intersection itself was not determined to be a factor). The crash, which resulted in two fatalities and three injuries, involved four vehicles. Alcohol was a factor.

Pedestrian-Involved Crashes. Since 2002, two pedestrians have been involved in motor vehicle crashes on the corridor. The first occurred in 2008 when a driver under

the influence of alcohol rear-ended another vehicle near Bailey’s IGA; a third vehicle was also involved in the crash, which occurred in the late evening. It is unclear how the pedestrian was involved, and only one possible injury was reported.

The second pedestrian-involved crash occurred in 2011 when a vehicle was travelling down Albany St SW in the afternoon; the pedestrian failed to use the crosswalk and was struck by the vehicle. Only one evident injury was reported.

Bicyclist-Involved Crashes. Since 2002, only two crashes involved bicyclists. The first occurred in 2011 when a vehicle was turning left (west) onto US 12 from Albany St SW. Only one evident injury was reported.

The second bicyclist-involved crash occurred in 2013 when a car was travelling down US 12 between Bend St SW and Corvallis St SW. The bicyclist was cited for inattention and failing to grant the right-of-way to the vehicle. Again, only one evident injury was reported.

SCHOOL SAFETY

Although US 12 through the study area is considered a relatively safe road due to the low incidence of traffic fatalities and serious injuries, the community expresses

safety concerns – especially for students who walk to/from Rochester Middle School. More than 40% of the Rochester Community Survey respondents noted a high level of concern for pedestrian and bicyclist safety (Figures 14 and 15).



Students walking home after school along US 12. *Source: TRPC*

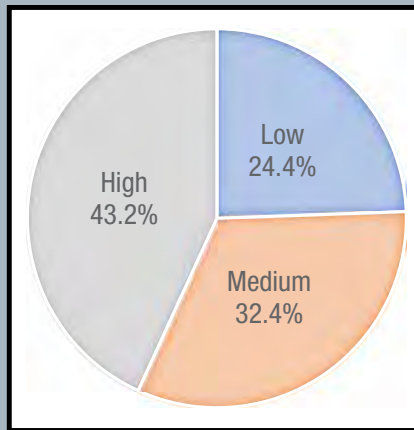
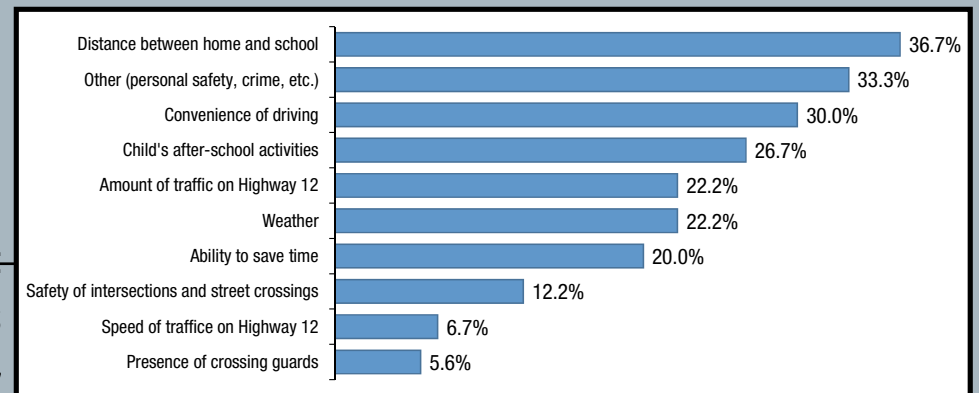


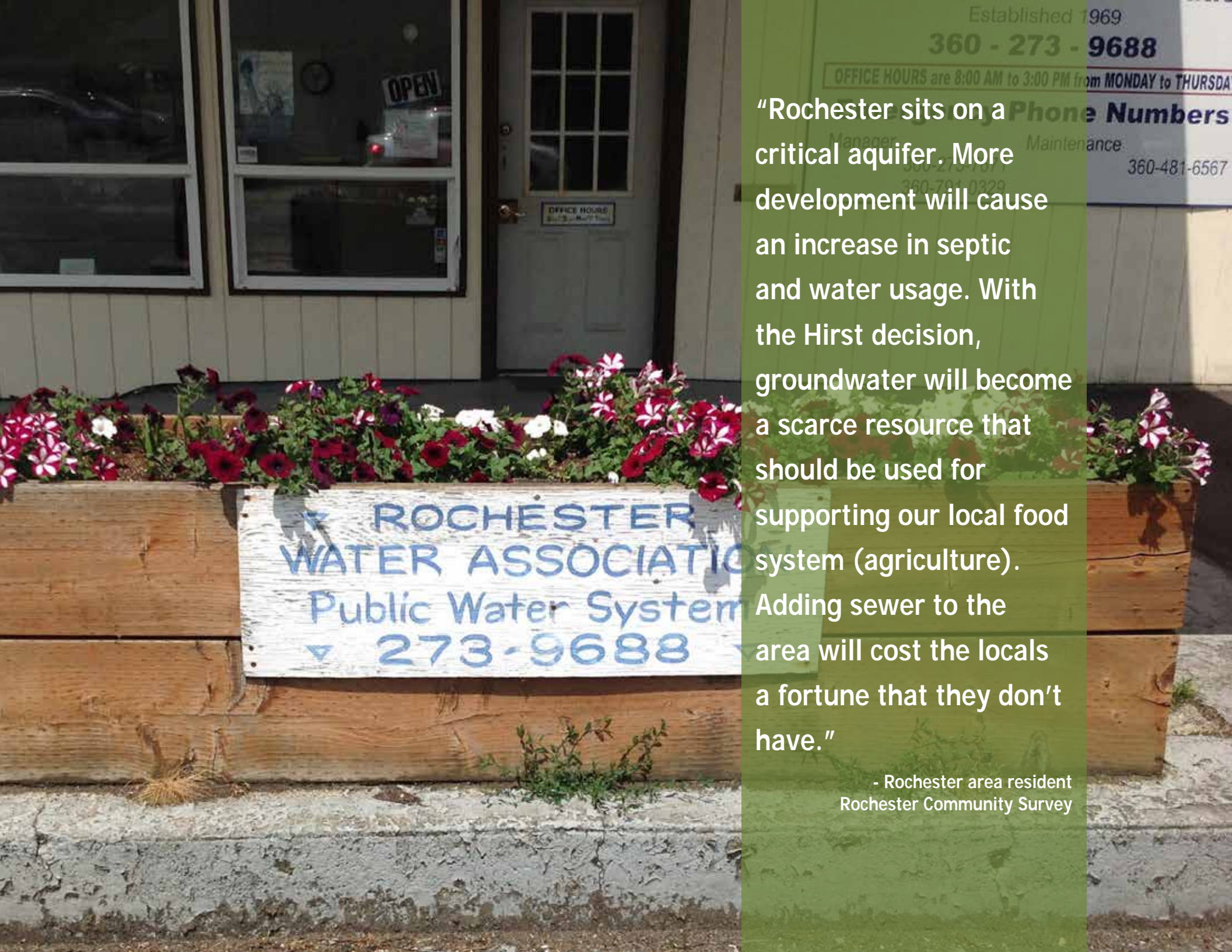
FIGURE 14.
LEVEL OF CONCERN FOR PEDESTRIAN & BICYCLIST SAFETY

Source: Rochester Community Survey

FIGURE 15.
ISSUES THAT IMPACT SCHOOL TRAVEL DECISIONS

Source: School Survey





ROCHESTER
WATER ASSOCIATION
Public Water System
273-9688

“Rochester sits on a critical aquifer. More development will cause an increase in septic and water usage. With the Hirst decision, groundwater will become a scarce resource that should be used for supporting our local food system (agriculture). Adding sewer to the area will cost the locals a fortune that they don't have.”

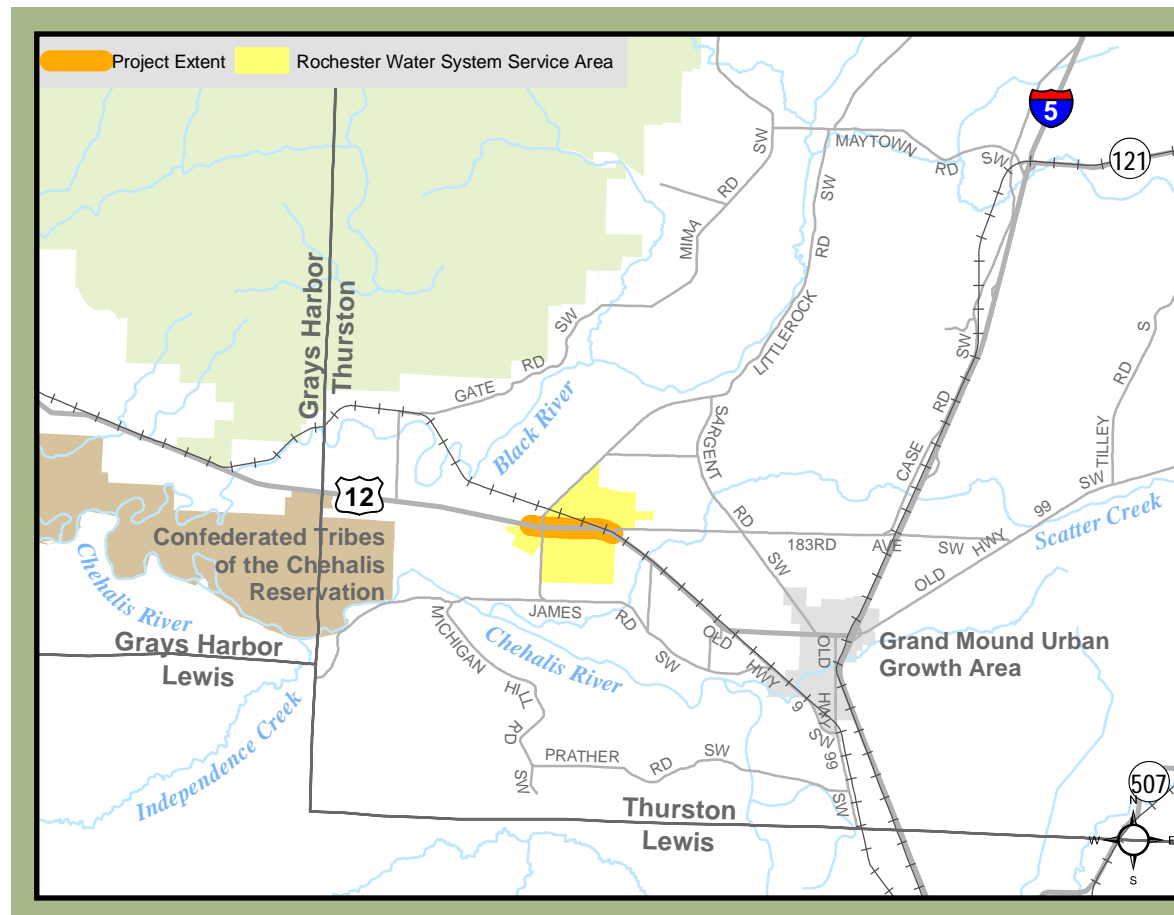
- Rochester area resident
Rochester Community Survey

INFRASTRUCTURE INVESTMENTS

WATER

Operating since 1969, the Rochester Water Association runs a Group A water system (15 or more service connections) consisting of seven wells with a total annual water right of 376.4 acre-feet (122,650,000 gallons) per year. The service area covers 1.6 square miles (Map 18). According to the Washington State Department of Health, the

Association – approved for up to 1,540 connections – has 683 active connections and serves a residential population of 1,698 people. Figure 16 compares the Association’s annual water right to actual water withdrawals over the last seven years.



MAP 18.
ROCHESTER WATER
ASSOCIATION SERVICE
AREA

WASTEWATER TREATMENT

As an unincorporated community outside of an urban growth area, Rochester is ineligible for connection to a sewer system and wastewater treatment typically occurs in a distributed fashion on individual sites. The Environmental Health Division of Thurston County Public Health and Social Services Department must approve all septic systems before development can occur.

STORMWATER MANAGEMENT

WSDOT is responsible for maintaining stormwater facilities associated with US 12. At this time, WSDOT has little information on stormwater facilities in the Rochester area. The route that is now US 12 was originally established as a state road in 1925 and few records from that era exist (Figure 17). Stormwater facilities likely came after 1925, but plans associated with the route's construction either never existed, no longer exist, or have yet to be found and digitized. With improvements in technology, WSDOT keeps digital as-built drawings associated with all projects on state facilities. WSDOT is in the process of creating a database of stormwater facilities and sends out mapping crews to gather information as time and resources allow.

FIGURE 16.
ANNUAL WATER CONSUMPTION 2010-2016

Source: Washington State Department of Health, Water Use Efficiency Annual Performance Reports (2010-2016)

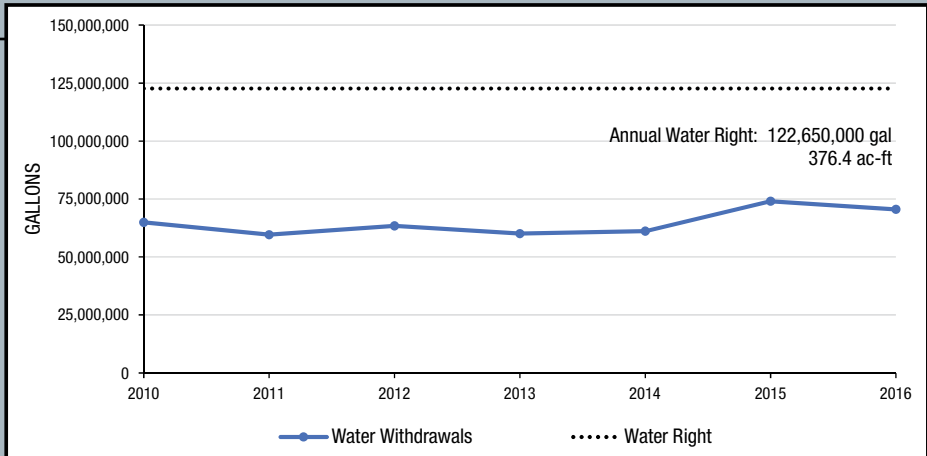
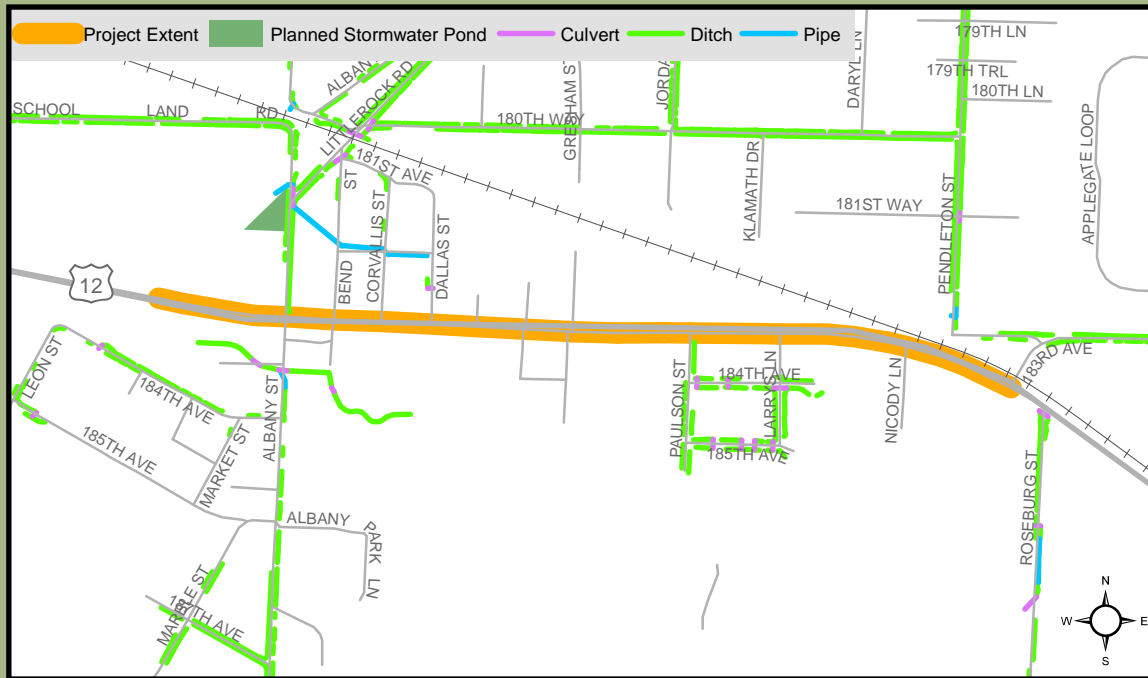


FIGURE 17.
1925 ESTABLISHMENT OF ELMA-GRAND MOUND ROUTE AS A STATE HIGHWAY

The route that is now known as US 12 was originally designated a state road in 1925 (yellow dashed line). Few records from that era are available, with limited information on stormwater facilities.

Source: WSDOT, State Roads as Established by the Legislature, 1893-1935



MAP 19.
COUNTY-MAINTAINED
STORMWATER
MANAGEMENT FACILITIES

Thurston County manages runoff from all other public roads and has two stormwater management projects in the Rochester area. In March 2017, Thurston County acquired a parcel near the junction of Albany Street SW and Littlerock Road SW to construct a stormwater retention pond. As part of its public outreach on the project, Thurston County Stormwater Utility sought community input on the site design and ways to make the retention pond more versatile.

Planned for 2018, the second project – a hydrological study – seeks to better understand how water drains through areas south of US 12 in Rochester. Once the County establishes this baseline knowledge, they can explore ways to address nuisance flooding (water over roadways, ponding in yards, overflowing ditches and stormwater facilities) in the area (Map 19).

"Rochester is a small rural town that I love living in. But it's just a pass-through for other people going to the casino or out towards the beach. If we had more reasons for people to stop and spend money, our community could thrive. "

- Rochester area resident
Rochester Community Survey



ECONOMIC VITALITY

Rochester area businesses generally express optimism about the future. More than 60% of the surveyed businesses have been in operation for at least 10 years.

DESIRED BUSINESSES AND IMPROVEMENTS

Based on the results of community and business surveying, both proprietors and residents reported that the best way to improve Rochester's economic vitality is to simply have more businesses and destinations. While businesses felt that establishing sidewalks along US 12 was the next priority, residents wanted improvements to the commercial area such as well-maintained storefronts, street trees and landscaping (Figure 18).

The community indicated a desire for more food services, general retail and services, and healthcare. However, some respondents do not feel the need for additional businesses (Figure 19).

PERCEIVED BARRIERS TO BUSINESS GROWTH

Nearly half of the businesses who responded to the survey identified regulatory hurdles as a barrier to a business growth. They noted permit processing times, predictability of the process, and cost of permitting as the top three barriers (Figures 20 and 21).

"We love the quiet community Rochester has provided, but it would be great to have more options, bring new people, and more life to the area. Either way, Rochester has everything basic you need, and is close enough to specialty shops and stores if needed."

**- Rochester area resident
Rochester Community Survey**

Priorities for RESIDENTS

More businesses & destinations	1
Commercial area improvements	2
Sidewalks along US 12	3
Community park improvements	4
Public parking downtown	5

Priorities for BUSINESSES

More businesses & destinations	1
Sidewalks along US 12	2
Community park improvements	3
Commercial area improvements	4
Public parking lot downtown	5

FIGURE 18.

ORDER OF PRIORITIES FOR IMPROVING ROCHESTER'S ECONOMIC VITALITY

Source: Rochester Community Survey; Main Street Rochester Business Survey Report

FIGURE 19.

TYPES OF BUSINESSES NEEDED IN ROCHESTER

The figure at right represents the percent of respondents who felt a business type was needed in Rochester. For example, more than half of the participants think Rochester needs more food services for both residents and visitors. Less than 20% feel the community does not need/desire more businesses.

Source: Rochester Community Survey

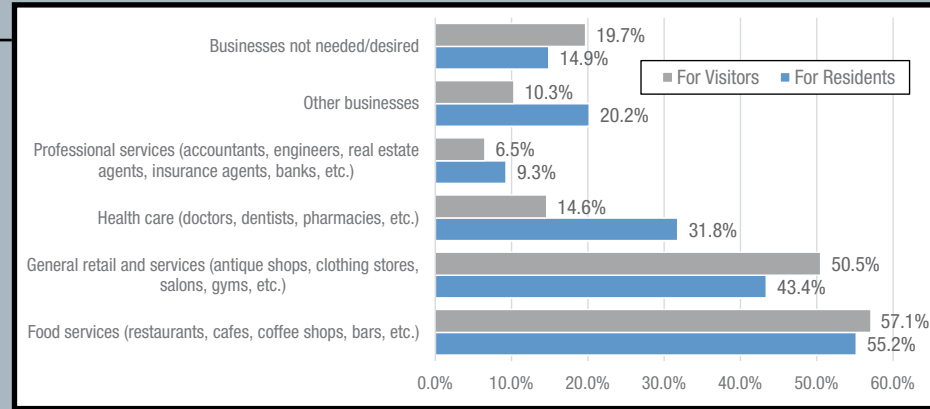


FIGURE 20.

PERCEIVED BARRIERS TO BUSINESS GROWTH

Source: Rochester Community Survey

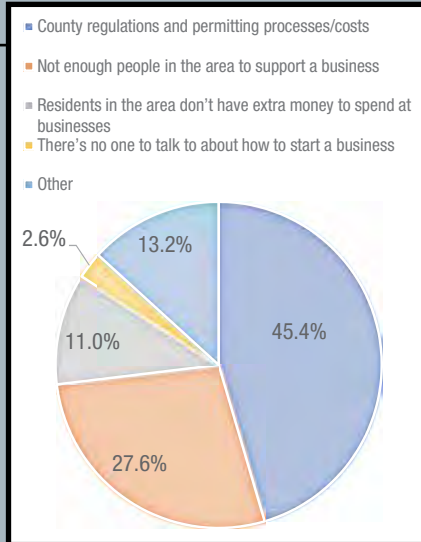
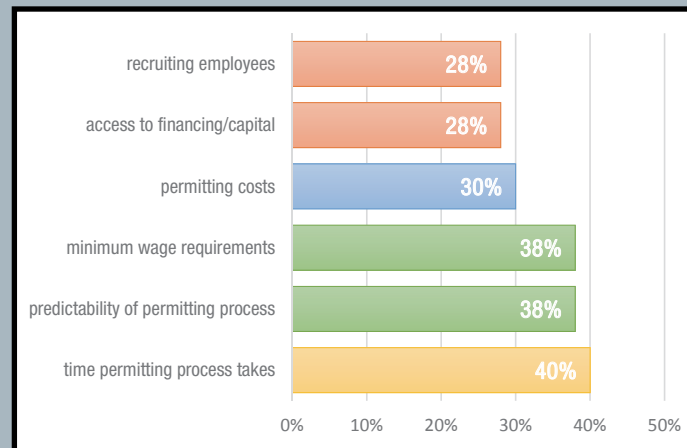


FIGURE 21.

MOST COMMON BARRIERS EXPERIENCED BY BUSINESSES

Respondents could list more than one barrier they experienced; percentage totals therefore exceed 100%.

Source: Main Street Rochester Business Survey Report



ECONOMIC DEVELOPMENT PROGRAMS AND AGENCIES

THURSTON ECONOMIC DEVELOPMENT COUNCIL (EDC)

The EDC’s mission is “to create a dynamic and sustainable economy that supports the values of the people who live and work in Thurston County.” To fulfill this mission, the EDC seeks to retain existing businesses through advocacy and technical assistance, assist existing businesses in expanding their operations, and recruit new businesses to the Thurston region.

Through its Center for Business & Innovation, the EDC administers the following programs to recruit, retain, and expand businesses:

- **Small Business Development Center.** Provides one-on-one technical assistance to entrepreneurs and offers advice, training, and market research.
- **Washington Center for Women in Business.** Offers training, coaching, and special events. Although the center is open to all, it has a special focus for women-run businesses in all stages of development.
- **SCORE.** Provides education and mentoring for entrepreneurs looking to start a business.
- **ScaleUp.** Provides training and coaching to small businesses (\$150,000 to \$500,000 in annual revenue) with an eye toward substantially increasing their revenue.
- **Thurston Investment Network.** Connects local businesses with local investors. This allows small businesses to raise capital in an affordable manner.
- **TuneUp.** Provides education and training on ways to improve business operations.
- **Washington Procurement Technical Assistance Center.** Provides technical assistance in procuring government contracts.

Based on the results of the Business Survey, Rochester area businesses do not know about most of the EDC’s programs.

According to the Main Street Rochester Business Survey, businesses believe the role of the EDC should be to:

- Attract business to Thurston County
- Encourage businesses to locate in rural communities such as Rochester
- Support rural businesses as they seek to expand operations
- Provide education & training

SOUTH THURSTON ECONOMIC DEVELOPMENT INITIATIVE (STEDI)

The Thurston Regional Planning Council and other partners developed STEDI in 2012, with a goal of bringing more jobs to the rural communities. The EDC convenes STEDI monthly to discuss economic development issues, opportunities, and solutions. STEDI rotates its meeting location between Yelm, Rainier, Tenino, Bucoda, and Rochester/Grand Mound. The group highlights events, activities, and economic development issues affecting south Thurston County communities, and shares and implements strategies to support economic vitality.

Through STEDI's efforts, partners developed a Buy Local program in 2017 called Shop South, to encourage people to shop in the south Thurston County communities.

GRAND MOUND-ROCHESTER CHAMBER OF COMMERCE

This active Chamber of Commerce serves the greater Rochester and Grand Mound areas. According to the Main Street Rochester Business Survey, respondents believe the Chamber should:

- Advocate for and support local business growth
- Promote local businesses
- Provide education and training
- Work to keep the community safe and clean

The community often views regulatory complexity, costs, timelines, and a lack of predictability as an impediment to business growth. Businesses expressed a desire for the Chamber to work with Thurston County to address these issues.

Strategic partner agencies involved with the STEDI group include:

- EDC
- TRPC
- Washington State University Extension Office
- Experience Olympia
- Thurston Conservation District
- Port of Olympia

Learn more: www.thurstonedc.com/stedi/



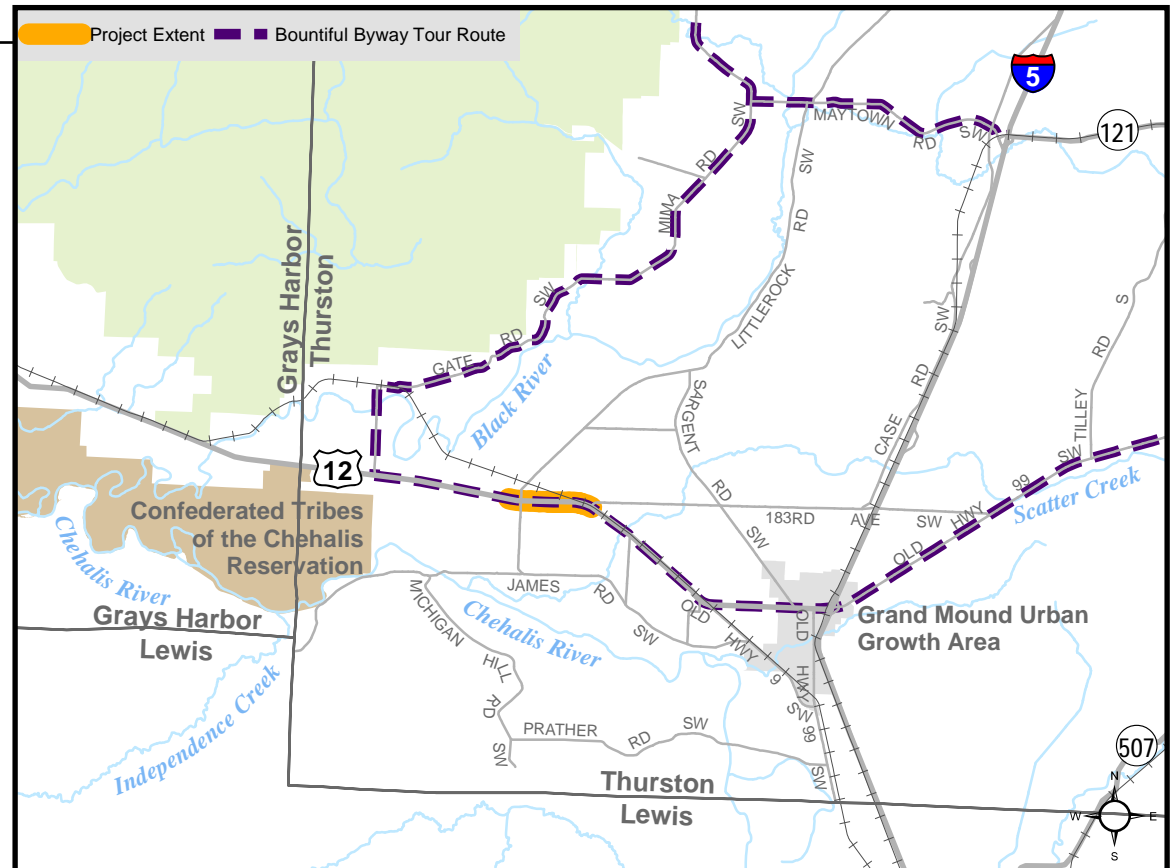
The Shop South program is a partnership between the Grand Mound-Rochester, Tenino Area, and Yelm Area Chambers of Commerce. *Source: Thurston Economic Development Council*

BOUNTIFUL BYWAY

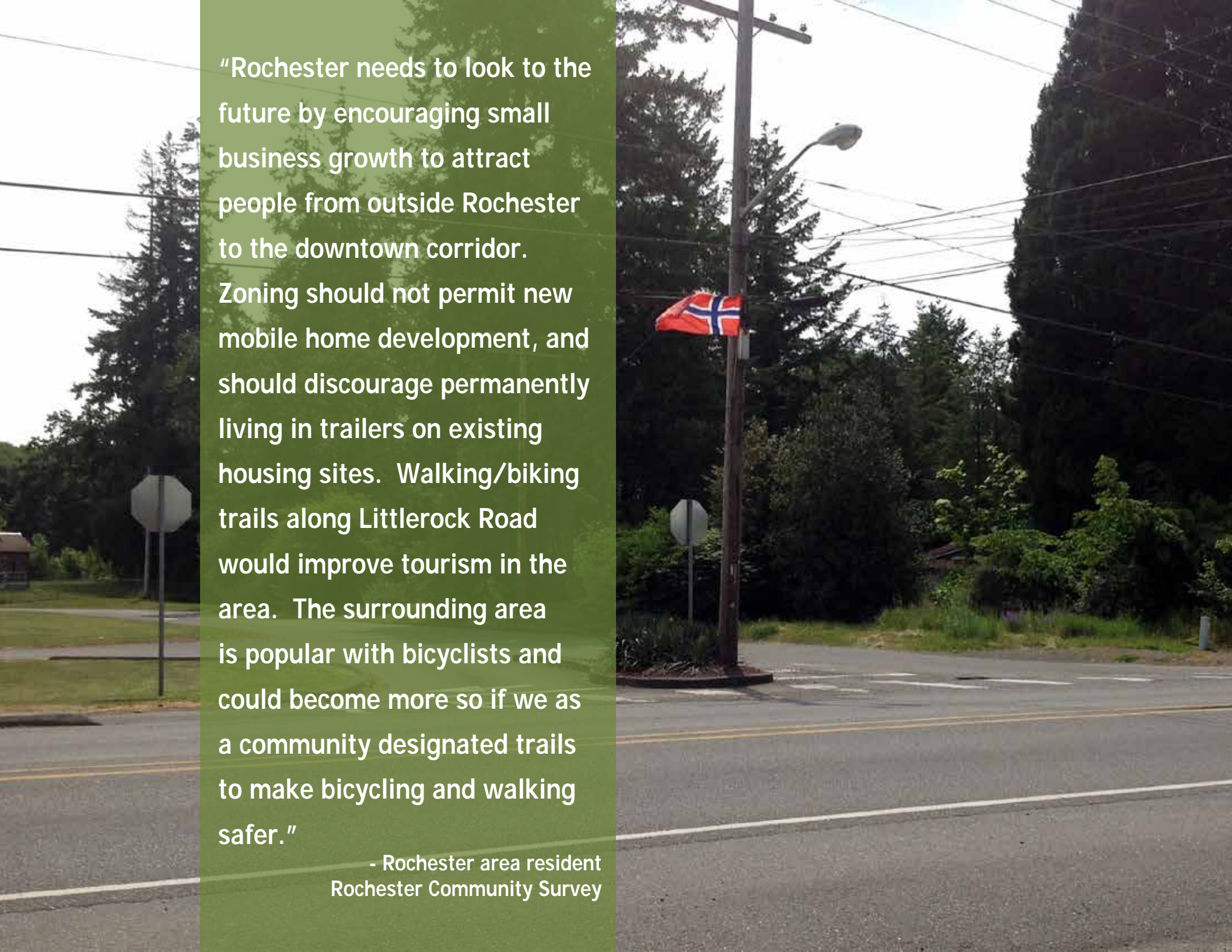
Created by the Board of County Commissioners and community partners in 2014, the Bountiful Byway aims to capture and grow opportunities for agritourism in Thurston County and to celebrate the County's scenic beauty. The Byway's 60-mile route runs through the more rural parts of Thurston County, including the

Rochester area. However, as of 2017, the Byway map only reflects two Rochester area businesses: Lucky Eagle Casino, located on the Chehalis Reservation west of the study area, and Helsing Junction Farms, located southwest of the study area on the south bank of the Chehalis River (Map 20).

MAP 20.
BOUNTIFUL BYWAY ROUTE



The Bountiful Byway as a destination and experience is implemented by Experience Olympia, the region's visitor and convention bureau. According to Experience Olympia, interest in the Byway from visitors to the Thurston Region is growing. Learn more: www.experienceolympia.com



"Rochester needs to look to the future by encouraging small business growth to attract people from outside Rochester to the downtown corridor. Zoning should not permit new mobile home development, and should discourage permanently living in trailers on existing housing sites. Walking/biking trails along Littlerock Road would improve tourism in the area. The surrounding area is popular with bicyclists and could become more so if we as a community designated trails to make bicycling and walking safer."

- Rochester area resident
Rochester Community Survey

APPENDICES

APPENDIX A: COMMUNITY SURVEY SUMMARY

APPENDIX B: MAIN STREET ROCHESTER BUSINESS SURVEY REPORT

APPENDIX C: SCHOOL SURVEY SUMMARY

APPENDIX D: ROCHESTER SUBAREA PLAN

APPENDIX E: US 12 ROUTE DEVELOPMENT PLAN: ROCHESTER TO GRAND MOUND

APPENDIX F: ROCHESTER WEED AND SEED INITIATIVE FINAL EVALUATION 2002-2008

APPENDIX G: US 12 CORRIDOR SKETCH SUMMARY

