

**From:** [Debra Fisher](#)  
**To:** [planningdepartment](#); [Steve WILLIAMS](#)  
**Subject:** Project On 35th & Rhody  
**Date:** Wednesday, July 08, 2020 4:14:36 PM

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Darryl & Debra Fisher  
22 Sea Watch Place  
Florence Or 97439

RE: Mercedes Serra Project at 35th and Rhododendron Drive

Dear City Of Florence,

The proposed project is absolutely inconceivable to even consider! 126 unit on 9 acres on a two lane road with one way out in a tsunami zone! Its irresponsible to not have more exits out of the proposed subdivision. There are so many reason this project is not a good idea for Florence. The traffic is number one, with Fairway Estates adding in another 80 homes along with this new proposal that is 200+ dwelling a minimum of 400 more cars to get out of here in an emergency. Also we have lots of tourist that use Rhododendron drive to access the Jetty and beach which adds further traffic not just from homeowners. Its already dangerous making a left turn into our subdivision and if we are contending with another 400 residence or more trying to exit to Rhody there will be more accidents. Making a turn from Rhody to 35th is also very dangerous. The city is fully aware we have already had accidents at this dangerous curve that have yet to be resolved from the city.

Number two it will forever change the look of Rhododendron drive for the worst. The reason people live in Florence is for the beauty. There would be no continuity with the rest of the community around the project as we are surrounded by single family homes. To put apartment houses and townhouses and strip the area of the beautiful greenbelt makes no sense.

Number three this city does not have enough doctors for the current population. Just to see my primary doctor currently it takes months to get an appointment. To add in more housing without taking into consideration that there will not be proper medical care for the new population is careless. We have a large senior population here that needs medical and to ration the medical care current from the existing tax payers is just plain wrong! You need to demonstrate to us citizens that the healthcare will not be further jeopardized by adding in this extra housing.

In conclusion this a reckless proposal and we ask that it be revised to single family homes on 1/4 acre minimum lots which is consistent with the current neighboring developments. The drainage has to be taken into great consideration as not to disturb the riverbank. And the traffic needs to be really considered as not to jeopardize the public. This a residential area NOT commercial! Apartment houses are commercial. We propose that a full environmental impact be done by an outside company and a traffic study done as well in normal times as we know we are not having normal traffic this year because of the coronavirus. The current traffic plan did not take this fact into

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consideration if conducted on current traffic patterns. Sea Watch owners are not taking this lightly and we will ask Peter Dfazio's help if necessary. My mother was a fire victim in the Paradise camp fires and was trapped in her car for over 6 and half hours because of poor planning by the city of Paradise to have an adequate escape route. This plan will be putting lives in danger! We will be soliciting all of our neighbors and the property owners North and East of us to stop this project in it's current proposal!! This is just not the right thing to do for Florence.

Thank You,  
Darryl & Debra Fisher

CC: Sea Watch Estates HOA

**From:** [Alan Knoblock](#)  
**To:** [planningdepartment](#)  
**Cc:** [Alan Knoblock](#); [Denise Knoblock](#); [School Meals Program Bruce Andrade](#)  
**Subject:** RESOLUTION PC 20 07 PUD 01 –Preliminary Planned Unit Development (PUD), & RESOLUTION PC 20 08 SUB 01 – Tentative Subdivision (SUB) Plat.  
**Date:** Thursday, July 09, 2020 7:04:48 AM

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## City of Florence (Planning Commission)

After extensive discussion with many of my neighbors in, and around north Rhododendron we are concerned about the location of this proposed development. To be clear we agree there is a need for additional housing here in Florence. However, we do not agree with the location for this development.

Our major concern is the additional traffic that will ensue. We estimate 1,000+ additional cars on Rhododendron daily. The road is a two lane (*rural road*), and is not designed for the amount of additional traffic.

- Adding 126 families to this location adds approximately 200 more cars. (*Assumes 80% of these units have 2 drivers in the household*).
- Each driver goes to work and back - that's 400 cars on the road. (*200 going to work, and 200 returning from work*)
- Each driver makes one trip to drop the kids off at school, or go to the local store; again 400 more cars on the road. (*200 leaving for the destination, and 200 returning*)
- Easily 1/2 (or more) of these drivers will make one additional trip each day.
- Members of The Planning Commission ask yourself. How many times do you leave home (*and return*) each day in your vehicle?

The current design allows for only two entrances from this housing complex. We predict a backup of traffic during major traffic times; along Rhododendron Dr. Do we want tourists, and visitors heading to the North Jetty or the beach sitting stopped in traffic along Rhododendron?

There are many other locations in this city that are suitable for the same development. Along Kingwood there are many available 9+ acre locations. The road "Kingwood" has been designed for larger amounts of traffic (*3 lane road with a center turn lane*) The location on the corner (*or near the corner*) of Kingwood and 35th would be a more suitable location for this development. Three lane roads are found on Kingwood, and the 35th street location. It has closer access to Hwy 101, and downtown Florence. It will not block traffic from our natural resources that attracts visitors to our beautiful city. (*It is possible Kingwood is Zoned for commercial property. If re-zoning is needed then let's take a look at that.*)

Please consider this concern, and recommendation seriously. We appreciate your leadership.

Alan J. Knoblock  
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