



CITY OF FLORENCE
PUBLIC WORKS

SPEED CHANGE ON KINGWOOD



Look for a speed limit changes on Kingwood Street between 35th Street and 400 feet north of Airport Way and between Airport Road (15th Street) and 10th Street beginning Thursday, July 31, 2025.

The posted speed limit for the section of Kingwood Street between 35th and 400 feet north Airport Way will be reduced from 40 mph to 35 mph. There will also be a posted speed limit change on Kingwood Street from Airport Road (15th Street) to 10th Street which will increase the posted speed from 25 mph to 30 mph.

“Starting July 31st, motorists will see a new ‘Speed Change Ahead’ sign and new 35 mph signs on Kingwood Street between 35th and 400 feet north of Airport Way (entry way to the Florence Municipal Airport). In addition, the 30 mph speed zone will be extended from Airport Road (15th Street) to 10th Street” stated Mike Miller, Florence Public Works Director. “The Oregon Department of Transportation (ODOT) recently completed a speed zone investigation as requested by the City and has established two new speed zones on Kingwood Street,” Miller said.

While the 5 mph speed limit increase on Kingwood between Airport Road and 10th Street can be concerning to the residents that live along Kingwood between Airport Road and 12th Street, the reason for the change is statutory requirements that govern speed zones and how they are set. In Oregon, establishment of speed zones on public roads are contained in Oregon Administrative Rules (OAR) 734-020-0015. Additionally, the definition of residence district (residential district) can be found in Oregon Revised Statutes (ORS) 801.430 which defines that the section of roadway has driveways with an average of 150 feet or less between dwellings. Since there are no driveways on either side of Kingwood between 10th and 12th Street, and only on the east side of Kingwood between 12th and 10th Street, this section of roadway does not meet the statutory requirement of a residential district.

Per the speed zone investigation report, the area of Kingwood Street between 35th and 400 feet north of Airport Way has a light business density and culture with an average daily trip (ADT) of 2,400. The survey, which was completed at the end of May 2025 (while school was still in session) found that the 85th percentile speed to be 42 mph and the 50th percentile speed to be 38 mph. Seventy-nine percent of the vehicles were traveling within the pace limits of 34-43 mph and twenty-nine percent of vehicles were exceeding the posted speed of 40 mph. There were two reported crashes between January 1, 2020 and December 31, 2022 with one being an injury accident. The determining factor for reducing the speed in this area from 40 mph to 35 mph was the 50th percentile speed, pace limits and the City request for a lower speed.

The area of Kingwood Street between 400 feet north of Airport Way and 10th Street has a moderate business density and culture, with a suburban commercial/residential context with an ADT of 2,400. The survey was also completed at the end of May 2025 and found the 85th percentile speed to be 37 mph and the 50th percentile speed to be 33 mph. Eighty-three percent of the vehicles were traveling within the pace limits of 28-37 mph. This section of Kingwood is currently posted 30 mph and 25 mph, the existing section of 25 mph (between Airport Road and 10th Street) does not meet the statutory definitions for residential streets. 100 percent of the vehicles traveling in the section between Airport Road and 10th Street were exceeding the posted speed of 25 mph. There were four crashes reported between January 1, 2020 and December 31, 2022 with one being an injury accident. The determining factor for increasing the speed in between Airport Road and 10th Street from 25 mph to 30 mph was the 50th percentile speed, pace limits, suburban commercial/residential context and culture.



Does a speed limit set at the 85th percentile speed satisfy everyone?

Society expects behavioral consistency among those driving on our streets and highways. But drivers' skills, attitudes, and time pressures vary greatly, as does their perception of an appropriate speed limit. Whatever the speed limit, some will consider it too high; others, too low. What you should expect is that, within the latitude provided in Oregon law, engineers set the most appropriate speed limits on the basis of thorough study and the application of sound traffic engineering principles.



Is it always safe to drive at the speed limit?

Speed limits are set for ideal conditions. Drivers need to respond to adverse conditions. Oregon vehicle law requires that motorists drive at a reasonable and prudent speed and with a regard for danger. Motorists must adjust their speed according to the existing vehicle and pedestrian traffic, road surface, lighting, and weather conditions. You should always maintain a safe speed.

For more details about how speed zones are established, call City of Florence Public Works at 541-997-4106.