



RHODY DRIVE

Realignment & Improvement

PROJECT 2024-2025

FACT SHEET

The City of Florence's long-awaited Rhododendron Drive Realignment and Improvement Project, from Wildwinds to 35th Street, will be starting construction in March 2024. K&E Excavating, Inc. out of Salem, Oregon, was awarded the construction contract for this \$7 million project. Due to the complexities of installing large retaining walls, relocating and upgrading water and sewer lines, and coordinating the relocation of overhead utilities, this will be a long project.

With utility relocations (overhead and underground), retaining walls, vegetated stormwater facilities, realignment of the roadway, creation of a separated multi-use path, and realignment and reconstruction of the New Hope Lane intersection (in partnership with Lane County Waste Management Division), the project is expected to take two years to complete. We appreciate everyone's patience as we complete this much needed project.

About the Project:

Our project is not merely a roadway reconstruction project. It is also for water and wastewater pipe line replacement and the installation of a separated multi-use path. The project will shift or move the roadway to the east in the area of Marine Manor south to the end of the river overlook pullout area. This is necessary in order to improve vision clearance and provide an enhanced parking area along the river.

One of the key features of the project is dealing with the slopes on the east side of Rhododendron Drive south of New Hope Lane. The project utilizes the slope to the benefit of the project by incorporating the multi-use path and elevating it in this section of the project. This will allow pedestrians and bicyclists a view of the river and sand dunes from above motor vehicle level.

The project will also install a pedestrian activated signal to allow pedestrians and bicyclists an opportunity to cross Rhododendron Drive east to west at New Hope Lane so they, too, can have access to the river.



Scan here to learn more about the project and follow the progress at <https://bit.ly/RhodyRealignment>



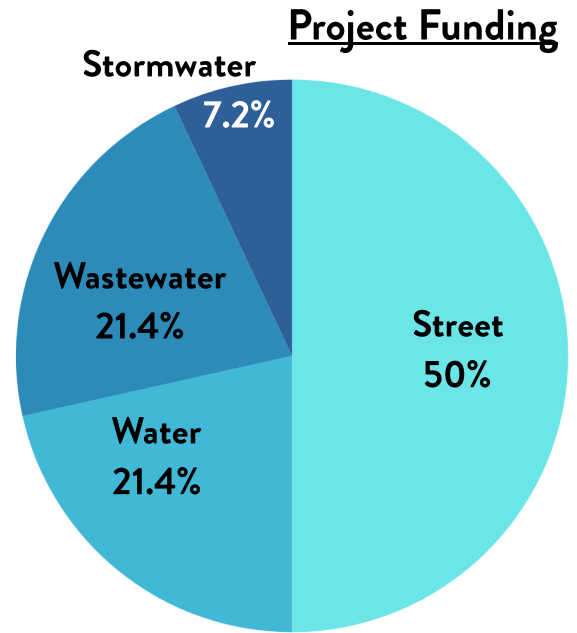
RHODY DRIVE

Realignment & Improvement

PROJECT 2024-2025

Project Total: \$7 million

Total Project Budget:	\$7,000,000
Engineering Services - Including right-of-way acquisition	\$250,000
Construction Phase - Rhododendron Drive Realignment	\$6,750,000
Lane County Contribution - New Hope Lane Intersection Reconfiguration	\$338,000



Frequently Asked Questions

Why is this project needed, and what are the main objectives?

This project is essential to address various issues, including improving pedestrian and cyclist safety, replacing aging utilities, enhancing traffic flow, and aligning with the city's service and quality of life goals. Its main objectives are to create a safer and more accommodating transportation corridor on Rhododendron Drive.

What are the key features of the proposed improvements along Rhododendron Drive?

The planned improvements include widening the roadway, adding dedicated bike lanes, constructing separated multi-use paths, and replacing aging water and sewer lines. These enhancements aim to improve overall safety and transportation options for all users, including pedestrians and cyclists.

How is the Rhododendron Drive Improvement Project funded?

The project will be funded through a combination of sources, including allocations from the city's streets program, wastewater, stormwater, and water departments. Thank you to Lane County for contributing funds for the New Hope Lane Intersection Reconfiguration.

How will the project impact traffic and access to the area during construction?

Construction will be staged to minimize disruptions as much as possible. Traffic flow and access to the area will be maintained during construction to the best extent possible. Expect temporary delays and restrictions. All detour plans and alternate routes will be communicated to the public in advance to minimize disruptions.

How can I follow the project or learn more?

Sign up for email notifications and the City of Florence Newsletter at <https://bit.ly/FlorenceSubscriptions> and follow the project at <https://bit.ly/RhodyRealignment>.

